



## It's a whole new way of doing business

In these tough economic times, we are all learning a whole new way of doing business. From streamlining reports to rethinking staff training, it's all about cost-effective accountability and excellent customer service. Libraries around the world are relying more and more on fundraising and grants to augment their bottom line. From Saskatchewan to Santa Fe, library land is learning about alternate revenue streams and a whole new way of doing business.

In response to this huge trend, the Alliance Library System, SirsiDynix, and Learning Times are co-sponsoring an online workshop. "The Art of Grant Writing and Fundraising" will be held from 10 am to 4:30 pm central time on Thursday November 19. The cost to attend is \$69 for an individual or \$99 for a group. The conference offers programs for all levels of grant writers and covers grant writing as well as fundraising, which are two very different skills. Best of all, **it's all from the comfort of your computer; no traveling and no parking tickets!**

Keynote speakers include: the amazing Peter Pearson, President of the Friends of the Saint Paul Public Library; Lisa Valdez from San Jose State University School of Library and Information Science; Chuck Thomas from IMLS; Stephanie Gerding and Pam MacKellar, authors of the Library Grants blog; Tari Hughes from the Nashville Public Library Foundation; Tom Peters, the witty President and CEO of TAP Information Services; Allison Miller of the Internet Public Library; and yours truly, speaking about the need for an organizational team to build a successful grant. The speakers will focus on the practical applications and how to be cost effective in successfully searching for new revenue sources. Lots of ALS libraries are getting together in groups to reduce the cost even more and still have the synergy of group participation. Individually or in a group, it will be a great day.

In this new world in which we find ourselves, online conferences are one way library land can adapt, keep our staff well trained, and still adjust to our new financial realities. The goal of the day is to help libraries access those pots of money that we know are out there. This is the online conference you have been waiting for!!

To register, please visit <http://www.fundraisingconference.org>.

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