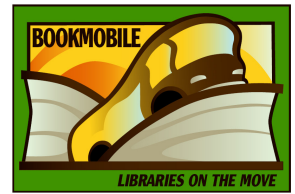




MOBILE SERVICES: On the Road to the Future



Presented by: OLOS Subcommittee on Bookmobiles
Time: Sunday, July 12, 10:30am – 1:00pm
Tickets: Advance and Onsite, \$25 Event Code: OL1
Location: McCormick Place, South Building, Level 1, S103 b,c,d
Event Chair: Kathryn Totten, Rangeview Library District

10:30am – 10:45am

WELCOME AND INTRODUCTIONS

10:45am – 11:30am

MODERATED DISCUSSION TABLES (20 minutes - repeated once)

- **Advocacy** *Joyce Voss – Arlington Heights Memorial Library*
Brain storm to determine message and test it • Statistical data • Tell your story – publicity, public speaking • Build support – administration, board, legislative, etc. • Reach out to agencies, organizations, etc. for cooperative endeavors
- **Eco-Friendly Vehicles and Fuels** *Michael Swendrowski – Specialty Vehicle Services, LLC.*
Alternative fuels (LP, CNG, etc.) • Vehicle emissions • Hybrid power systems • Solar panels • Green materials • Fuel conscious driving habits • Refuse and recycling
- **Mobile Service Options** *Kathleen Butzen – Aurora Public Library*
Bookmobile services • Van & Lobby stop services • Day Care services • Deposit Collections • Homebound services • Enrichment collection
- **Bookmobiles 101** *Kathryn Totten – Rangeview Library District*
Bookmobile service to seniors, schools, neighborhoods • Developing the bookmobile schedule • Driver safety training • Vehicle selection and maintenance • Severe weather policy and procedure
- **Marketing** *Tena Wilson – Cleveland Public Library*
Internal marketing to management and through PR staff • Community partnerships • Know your media outlets • Marketing plans • Evaluating effectiveness

11:30am – 11:45am

BREAK. *Kindly pick-up your lunch choice and return to your table.*

11:45am – 12:30pm

LUNCHEON

- Author luncheon featuring Sara Paretsky and Theresa Schwegel



12:30pm – 1:00pm

GENERAL PRESENTATION

- Quick and Easy Bookmobile Programs *Susan Hill Pieper – Paulding County Carnegie Library*

1:00pm

BOOK SIGNING

- Meet the authors and have your book(s) signed before the Parade!

Don't forget.....

ABOS Program: *Service without walls, managing library outreach – Saturday, 3:30pm – 5:30pm*
Join the electronic discussion list at bookmobiles@ala.org
Visit the OLOS website at www.ala.org/bookmobiles
Learn more about ABOS at www.abos-outreach.org

"Bookmobile Sunday" sponsored by:



Authors sponsored by:



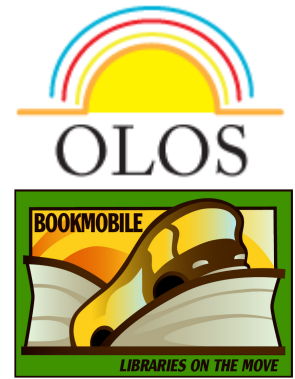
Penguin Group USA

In cooperation with:





Parade of Bookmobiles



Presented by: OLOS Subcommittee on Bookmobiles
 Time: Sunday, July 12, 2:00pm – 4:00pm
 Tickets: Not Required
 Location: McCormick Place, South Building (see map)
 Event Chair: Jody Olivieri, Homer Township Public Library

2:00pm – 4:00pm

PARADE OF BOOKMOBILES

Step outside to see an impressive gathering of mobile library vehicles! Climb aboard each to learn more about mobile outreach and talk with the “Road Warriors” that staff them. Expected vehicles include:

- *Arlington Heights Public Library*
- *Aurora Public Library*
- *Cook Memorial Library*
- *Des Plaines Valley Public Library*
- *Fountaindale Public Library*
- *Glenwood-Lynwood Public Library*
- *Indian Trails Public Library District*
- *Kenosha Public Library*
- *Tinley Park Public Library*
- *Warren-Newport Public Library*
- *Skokie Public Library*
- *Homer Township Public Library*

4:00pm

iPod DRAWING

Get your “passport” ahead of time from:

- *The Diversity Fair (Saturday)*
- *The ABOS program (Saturday)*
- *The “Mobile Services” program (Sunday)*
- *Bookmobile related booths in the exhibit hall (anytime)*
- *The ALA Affiliate booth (anytime)*

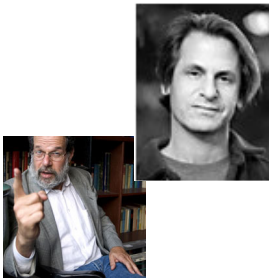
Gather 5 or more stamps by visiting the bookmobiles on display, and enter your passport for a chance to win an Apple iPod Touch!



4:15pm

BEHIND THE WHEEL OF A BOOKMOBILE

Witness the formal launch of an epic bookmobile journey! Author/broadcaster/journalist Peter Laufer, PhD, and author/producer Tom Corwin have jam-packed a nostalgic bookmobile with donated materials, and will stop in small towns across America to offer free books to the public in exchange for a short interview about the meaning of books in their lives. Segments will be driven by notable authors, and the entire trip will be filmed for a movie and/or television special, with a book sure to follow!



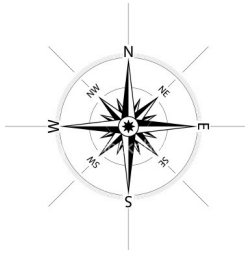
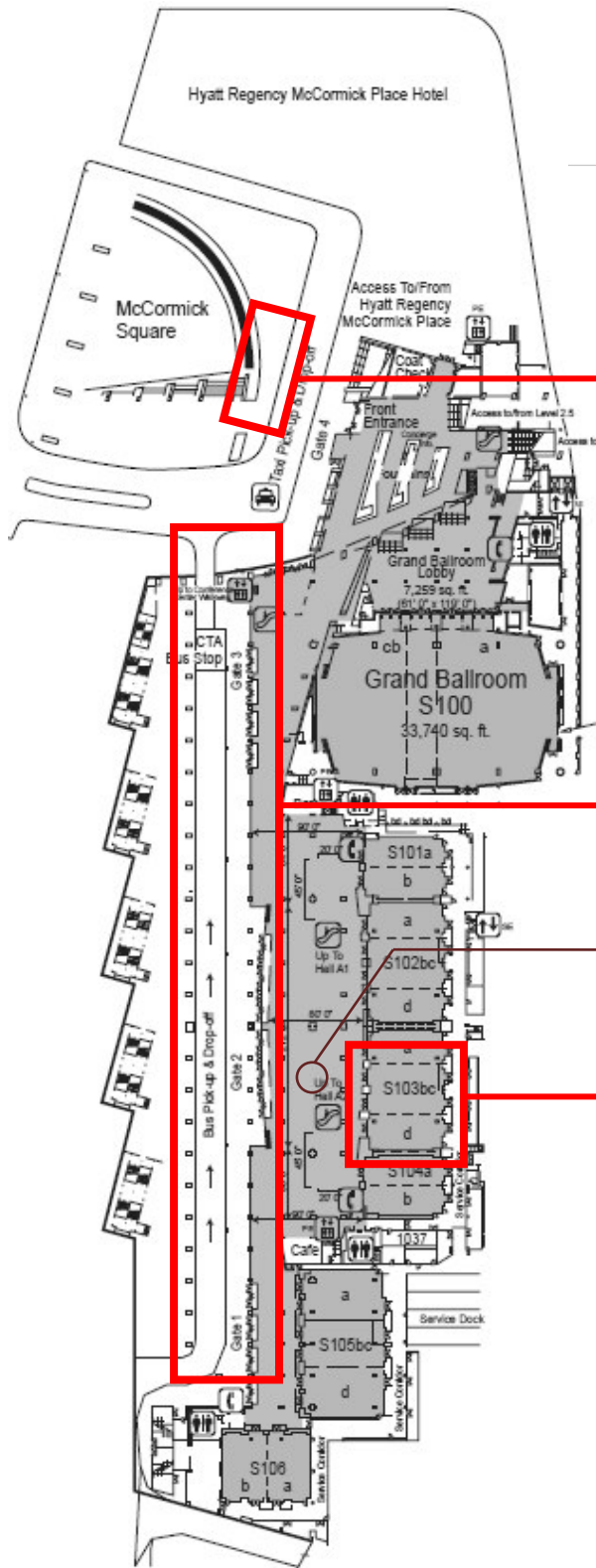
“Bookmobile Sunday” sponsored by:

In cooperation with:



2009 "Bookmobile Sunday" Map

McCormick Place - Level 1 South



"Behind the Wheel of a Bookmobile"
4:15pm (project launch)

"Parade of Bookmobiles"
2:00pm - 4:00pm

Matthews Specialty Vehicles, Inc.
(temporary booth)

"Mobile Services: On the Road to the Future"
10:30am - 1:00pm

"Bookmobile Sunday" sponsored by:

