

Mideastern Michigan Library Cooperative  
Invites you to attend:



# Millage Campaigns:

## *The Nuts & Bolts*



### Guest Speakers:

*Lance Werner, Kent District Library Executive Director*

*Shirley Bruursema, Kent District Library Board Trustee*

*Kelli Lovasz, North Branch Township Library Director*

*Sheila Bissonnette, Pere Marquette District Library Director*

*Tracy Aldrich, Ruth Hughes Memorial District Library Director*

*Scott Duimstra, Capital Area District Libraries Executive Director*

*Trenton Smiley, Capital Area District Libraries Marketing & Communications Director*

This comprehensive seminar discusses millage law and ballot requirements. The workshop includes: strategies for successful millage campaigns; timeline, budgets & fundraising; marketing tips and strategies; the roles of administration, staff, trustees, friends and volunteers; and a discussion of marketing and branding for success.

*This workshop is a great opportunity for Libraries preparing for millage campaigns in 2018 and 2019.*

Wednesday, February 28, 2018

10:00 a.m. – 3:30 p.m.

Registration begins at 9:30 a.m.

Holiday Inn – Gateway Center

5353 Gateway Center, Flint

***\$65.00 Registration Fee***

*(includes refreshments and a buffet lunch)*

Reservations are now being accepted.

To register: <http://mmlc.info/workshops/>