

For Immediate Release
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From: Pamela Goodes
Linda Wallace
312-280-5043, 5042

Record attendance marks PLA "Very Best" Workshops

More than 750 people -- the second highest in the series history -- attended the Public Library Association's (PLA) fourth series of "Very Best" Workshops/1993 Chicago Cluster representing 39 states, the District of Columbia, Canada, New Zealand and Australia. The workshops were held March 18-20, at the Palmer House Hotel.

Fund-raiser Laurie Blum delivered the Opening General Session keynote address. Blum, creator and chief proponent of the "Free Money" concept of fund raising, is co-founder of Blum and O'Hara, a fund-raising company that has worked for a number of organizations including the American Film Institute and the Volunteers of America. She has earned national attention for her series of books, lectures and a radio talk show on fund raising.

Blum tailored her presentation for a library audience sharing tips on how to best use Friends groups for fund-raising and what to do in small communities without a history of giving among other topics.

Workshop participants also took part in one of five sessions: "The NREN and Public Library Roles: Why Public Libraries Should Join the Networked Information Pipeline;" "Public Library Collection Management: Issues and Answers;" "Public Libraries: Resources for Economic Development;" "Improving

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Responsiveness: Customer Service in Public Libraries," and "Collaborate, Don't Hibernate: Public Libraries Reaching Out to Children." Several all-conference events provided additional networking opportunities.

The fifth series of "Very Best" Workshops will be held in March 1995. For additional information, call 800-545-2433, ext. 5PLA.