

**Statement of Qualifications
Professional Writing and Editing Services
for the Jackson/Teton County Comprehensive Plan**

Submitted by:
Kathy Charbonneau
PO Box 3852, Alpine, WY
307.654.1336 or 307.654.9623
kcharb2361@aol.com

General Background

I am submitting my qualifications to the joint elected bodies of Teton County and the Town of Jackson to work with County and Town Planning staff to provide professional writing and editing services to assist staff in the production of the final draft of the Comprehensive Plan.

My background and expertise qualify me to provide writing and editing services that will ensure that the Comprehensive Plan is written in a single, unified voice, and is easily read and understood by the general public. Additionally, I have extensive experience in preparing visuals, charts, diagrams, etc. that are compelling and clearly support the concepts being communicated.

Qualifications

Relevant educational background:

Bachelor of Arts, Communications, University of Connecticut, 1983

Demonstrated expertise and experience:

Throughout my entire career, I have held positions that have required the development, writing and editing of clear, concise and compelling communication vehicles for a wide range of target audiences, including: consumers, businesses, government entities, non-profit constituents, students, senior citizens and many more diverse groups. Whether working as an employee, or a consultant for businesses, non-profits, statewide consortiums, or local governments, I have a demonstrated track record of success in achieving communication goals.

Highlights of writing and editing projects include:

- Producing chain wide communications for 8,000 SUBWAY store owners to motivate them to participate in advertising programs. Communications vehicles included: newsletters, video productions, multi-media convention presentations, and speech writing for top executives.
- Conceptualizing, writing and producing a Juror Education video for the State of Connecticut still being shown to prospective jurors today to explain the jury selection and trial process.
- Developing, writing and editing Medicare plan information for consumers that required review and approval by the Health Care Financing Administration, the federal agency that administered Medicare, Medicaid and Child Health Insurance Programs (now known as the Centers for Medicare & Medicaid Services).
- Writing, editing and producing a monthly 8-page newsletter for the Connecticut Library Consortium for over six years that was distributed to public, university and school libraries across the state. I received over 100 submissions for the newsletter each month, and was required to organize and edit all submissions, write articles, layout the newsletter and oversee its production.

- Producing communication materials for the Woodbridge Town Library. The Library won numerous awards based on my efforts, including the Award of Excellence in Public Library Service, the highest honor of the Connecticut Library Association (CLA) and the Connecticut State Library. This award recognized the communication and educational outreach of the library in providing information, culture and enjoyment. I was responsible for putting together the submission that was reviewed by a panel of judges to select the winner. I also won the CLA Public Relations Award for an educational brochure I created for the Library's Museum Pass Program.
- As Marketing and Communications Director for the Jackson Hole Community Housing Trust, my efforts helped to elevate the organization's image and awareness, and contribute to fundraising efforts through marketing, public relations and events. I also worked in conjunction with the Housing Now and for Our Future PAC in 2006 on the successful SPET initiative for 5 million dollars to make affordable housing available for our local workforce. I received a note from the Housing Now and for Our Future PAC that read, "Your personal contribution of time, resources and talent for the SPET affordable housing effort truly made the difference in its passage. Thank you for your heart to our community."
- Producing PowerPoint decks for the research firm, Marketing Management Analytics. These presentations were used to communicate research results to such clients as Kraft Foods, Gillette and Universal Pictures.

Letters of Reference

I have included Letters of Reference spanning throughout my career to demonstrate a history of recognition for my capabilities and achievements in the field of communications. A Professional Reference Contact Sheet is also included in this submission.

Statement of Availability

I am currently employed 32 hours per week as Stewardship Manager for the Teton County Housing Authority and will be available to devote one full day per week to the writing and editing of the Comprehensive Plan, as well as evenings and weekends.

I have every confidence that I can meet the responsibilities of the project based on my track record of holding down a 40-hour per week job and continuously working on freelance jobs (such as producing a monthly 8-page newsletter) and successfully meeting required deadlines.

Sole Service Provider

I believe the writing and editing component of the Comprehensive Plan would be best served by an independent individual such as myself, who already has familiarity with the community, has successfully worked with some of the plan's stakeholders, and has in depth knowledge and understanding of one of its major themes. If selected, I will be the sole provider of the writing and editing services for this project.

Insurance and Indemnification

There has never been a reason to secure insurance coverage in providing writing/editing services for clients in the past, and I do not believe it will be necessary for this project. But if a specific insurance coverage is identified as needed, I will secure that coverage prior to starting work on the project.

Local Knowledge

I have worked in the communications, marketing and public relations fields in Teton County for the last six years. I have been required to produce communications for a wide cross section of the community which was segmented into distinct target audiences, including: the general public, Town and County officials, governmental departments, local media, non-profit organizations and non-profit constituents.

The majority of my experience in Teton County has been in the development of communications to support affordable housing education and outreach initiatives. Affordable housing can be a complicated concept to communicate because it has a lot of gray areas, and can be misunderstood at times due to lack of education and misconceptions. I believe this observation can be applied to other themes in the Comprehensive Plan as well. My experience navigating through this challenge, coupled with my understanding of the diverse mindsets of community members, will prove to be a valuable asset in the writing and editing of the plan.

Many residents of Teton County are passionate in their beliefs, and it is extremely important to present a balanced view of the themes in the Comprehensive Plan to cultivate a broad understanding of the concepts. I have the ability and proven track record to help create a final document that is clear, concise, unbiased, and easy to read and understand. My expertise in communicating complex concepts in simplified terms will help to make the Comprehensive Plan a compelling document that provides residents with a clear understanding of its themes and intent.

Thank you for this opportunity to offer services that will help to contribute to the understanding of this important roadmap for the future of our community.

Enclosures

- Reference Contact Sheet
- Letters of Reference
- Summary of Capabilities
- Relevant Samples of Work

Kathy Charbonneau
PO Box 3852 • Alpine, WY 83128
307.654.9623 or 307.654.1336 • E-mail: kcharb2361@aol.com

Professional References

Christine Walker
Executive Director
Teton County Housing Authority
307.732.0867

Pauline Towers-Dykeman
Associate Director
Teton County Library Foundation
307.733.2164, ext. 217
(former Board Member, Jackson Hole Community Housing Trust)

Bomber Bryan
Associate Broker and Principal
Jackson Hole Real Estate Associates
307.734.9952
(former Board President, Jackson Hole Community Housing Trust)

Additional References

Please let me know if you will be contacting the following people so that I can tell them to expect your call regarding this project and my work with them:

Barbara Johnson
Executive Vice President
Mediabrand Analytics, IPG
Darien, CT
203.268.4032
(former Senior Vice President, Marketing Management Analytics)

Christine Bradley
Assistant Director
Norwalk Public Library
Norwalk, CT
203.899.2780
(former Executive Director, Connecticut Library Consortium)

Barry Krause
CEO
Suite Partners, Inc.
Chicago, Illinois
773.677.2007
(former Senior Vice President, Hal Riney & Partners Advertising)

Kathy Charbonneau
PO Box 3852 • Alpine, WY 83128
307.654.9623 or 307.654.1336 • E-mail: kcharb2361@aol.com

Capabilities Overview

- **Communications**—Writing and editing communication materials of all kinds for a diverse range of target audiences. Conducting strategy and action planning sessions to identify key communication points and vehicles to most effectively reach target audiences. Developing, creating and producing marketing, advertising, promotional and educational materials, including but not limited to: print advertising campaigns, newsletters, website content, brochures, radio, direct mail, PowerPoint presentations, annual reports and videos.
- **Strategic Marketing**—Promoting and advancing the understanding, image, and mission of organizations via multi-faceted campaigns designed to create public awareness and motivate target audiences to take action. Overseeing the development, creation and execution of all marketing, advertising and outreach efforts to educate the general public. Identifying and facilitating partnerships with local businesses and organizations to increase resources and opportunities.
- **National Promotions**—Developing concepts, planning budgets, negotiating contract agreements, overseeing production of collateral materials and media support, and rolling out promotions. Managed partnerships with Kellogg's, Pepsi-Cola, U.S. Olympic Teams, Carolco Pictures, ESPN, MTV and Adam Walsh Children's Fund.
- **Development/Fundraising**—Identifying key areas of opportunity for donor cultivation. Managing the donor database for all fundraising efforts and donor correspondence. Writing and producing materials to support the year end appeal and Old Bill's Fun Run, contributing to over \$200,000 being raised annually. Securing grants, underwriting and in-kind donations to support advertising, events and programs. Managing 6-10 fundraising and outreach events per year. Collaborating with key supporters, partners and volunteers to execute events.
- **Board Management and Organizational Administration**—Working with board members to set and achieve organizational goals and executing programs and events to meet those goals. Determining and overseeing budgets. Preparing board reports, planning and coordinating Board of Directors' meetings, spearheading board committees and administration of board elections. Managing support staff and vendors. Streamlining internal operations to increase productivity and minimize costs.
- **Computers**—Developing and managing websites, creating Excel spreadsheets, managing databases, utilizing extensive knowledge of desktop publishing, photo editing, word processing and presentation design.

Career History

2001 - Present	Performance Marketing	Freelance Communications Consultant
10/10 - Present	Teton County Housing Authority	Stewardship Manager
2008 - 2009	Pridigicom Digital Communications	Client Services Director
2005 - 2008	JH Community Housing Trust	Marketing and Communications Director
2001 - 2004	Town of Woodbridge, CT Library	Community Services Director
1999 - 2001	Clifford Beers Clinic	Communications Specialist
1996 – 1999	Healthnet	Communications Services Manager
1994 – 1996	Lafayette American Bank	Marketing Analyst
1992 - 1994	Video Production Associates	Account Executive/Producer
1984 - 1992	Subway World Headquarters	Communications/Promotions Manager

Education

B.A. Communications, University of Connecticut

Strategic Marketing Planning, Principles of Management, Time Management, Desktop Publishing, Medicare Risk Product Sales Training, American Institute of Banking/Principles of Banking, SUBWAY Franchise Owner Training



October 27, 2008

Subject: Letter of Recommendation for Kathy Charbonneau

To whom this may concern:

As Executive Director of the Housing Trust, it was my pleasure to hire Kathy nearly four years ago to serve as Marketing and Communications Director.

Her primary duties have been to promote and advance the understanding and the image of the organization. Kathy was responsible for the development, production, and implementation of all aspects of the Housing Trust's marketing strategy. She has prepared effective promotional materials and outreach events to educate donors and the general public including but not limited to semi-annual newsletters, creating and managing the website, and marketing a series of different fundraising events.

Kathy has also worked well coordinating consultants to help with the execution of our marketing materials, and coordinating various providers including technical support, caterers, mail houses, logistical details pertaining to each event etc that have been necessary to execute between 6-10 events every year.

On the administrative side of our operation, Kathy regularly communicated with board, staff, and volunteers to keep all members of the Housing Trust team aware of what events were up and coming. Kathy became the organization's database expert, managing our fundraising database, running reports and working to ensure sensitive donor information has been recorded appropriately. By extension, Kathy managed the fundraising correspondence for the organization, writing appeals for year end as well as for Old Bill's Fun Run.

Kathy is detail oriented and organized and very capable of managing large communications efforts whether it is a 150 person event or a multi-faceted marketing campaign. Our entire office staff has enjoyed having Kathy as part of our team. We all wish her the very best in all her future endeavors.

Sincerely,

A handwritten signature in blue ink that reads "Anne Cresswell". The signature is fluid and cursive, with "Anne" on the left and "Cresswell" on the right, connected by a flourish.

Anne Hayden Cresswell, Executive Director
Jackson Hole Community Housing Trust



TOWN OF WOODBRIDGE
11 MEETINGHOUSE LANE
WOODBRIDGE, CONNECTICUT 06525

Telephone: (203) 389-3401
FAX: (203) 389-3480
E-mail: amarrella@ci.woodbridge.ct.us

AMEY W. MARRELLA
FIRST SELECTMAN

October 22, 2004

TO WHOM IT MAY CONCERN:

Re: Ms. Kathy Charbonneau

I am writing to recommend Ms. Kathy Charbonneau. Kathy served the Town of Woodbridge for more than three years, as the Community Services Director for our Library. In that capacity, Kathy was responsible for developing and organizing both adult and family programming. She developed numerous brochures and newsletters to highlight the Library's offerings, and drafted press releases for the local newspapers.

Our Library is a community treasure, enjoyed not only by Woodbridge residents but also residents of the surrounding towns. Kathy's efforts have brought much enjoyment to many people, and she deserves credit for her creativity and dedication. I always found it a pleasure to work with Kathy and was sorry to learn she decided to relocate.

Sincerely,

Amey W. Marrella
First Selectman

HAL RINEY & PARTNERS
INCORPORATED

BARRY KRAUSE
Senior Vice President
Managing Director
(312) 329-5701

Re: Kathy Charbonneau

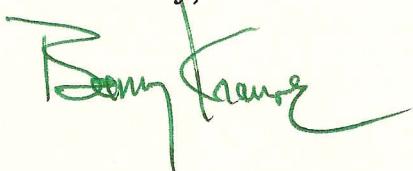
To Whom It May Concern:

I have worked with Ms. Charbonneau for two years and have found her to be a very competent and creative communications professional.

She is particularly talented in orchestrating promotional partnerships and in producing video, print and live events. For example, whether it be writing scripts and producing laser shows for a sales convention or creating a corporate newsletter, Kathy is a hard working, enthusiastic manager who knows how to get the job done.

In an environment that can appreciate Kathy's expertise, and the quality of her efforts, she would be a genuine asset to any organization.

Sincerely,

A handwritten signature in green ink that reads "Barry Krause". The signature is fluid and cursive, with "Barry" on the top line and "Krause" on the bottom line, slightly overlapping.

ADVERTISING

Courthouse Place, 54 West Hubbard Street, Chicago, Illinois 60610, (312) 644-0220

NEW YORK SAN FRANCISCO CHICAGO



Clifford Beers Clinic

Established in 1913

Letter of Reference for Kathy Charbonneau

February 7, 2001

**Building
Strength
in Children
and
Families**

Board of Directors

President
Stephanie S. Farber, Ph.D.

Vice President
Louis Stone

Treasurer
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Secretary
Dorinda Keenan

John Blanton, M.D.
Patrick Duff
Philip A. Escoriza, II
Richard Iovanne
Billie H. Ladd
Greg Laugeri
Millie Legenhausen
Margaret Mack
Joseph Natarelli
Roger P. Parisi
Bernard Pellegrino
Edward R. Petrucci
Jacqueline Podoloff
Dorothy Ventriglio
Anthony Wallace
Marian Wexler
Arlene Yakush

Executive Director
Chester J. Brodnicki, L.C.S.W.

Supported by:
Connecticut
Department of
Children and
Families

United Way
of Greater
New Haven

Ryan White
Title I Funds

Connecticut
Department
of Public Health

City of
West Haven

Guildford
Community Fund

Town of Guilford

City of
New Haven

United Way
of Branford

To Whom It May Concern:

Kathy Charbonneau has worked for me at the Clifford Beers Clinic for almost two years as our Communications Specialist. During this time, her intelligence, analytic abilities and creativity have contributed a great deal to our overall team effort.

I have greatly appreciated Kathy's excellent writing skills, which we have had the opportunity to put to extensive use via all the development, marketing and public relations materials that we needed developed. Our materials are in better shape now than ever thanks to Kathy's efforts to create a consistent image that presents the Clinic in a creative, interesting and compelling manner. At the same time, she worked hard to create materials that were cost effective due to the limited budget we have as a non-profit organization. It is also important to note that she made a real effort to meet deadlines, not an easy task in our multi-task office where priorities are constantly shifting.

I have also particularly appreciated the leadership role Kathy assumed in getting us up to speed with our non-profit database software, Raiser's Edge. Although it was not an easy task, she held to her course and continued to lead us forward. In addition, Kathy's efforts to help organize our department have made a real difference. Finally, I have appreciated the comfortable working relationship we have developed which is something I greatly value.

I feel confident that any organization that employs Kathy will find her to be a dedicated employee and a real asset with her skills, professionalism and team work. If you have any further questions about Kathy's capabilities, I would be happy to discuss them with you. You can reach me at 772-1270, ext. 231.

Sincerely,



Barbara Strauss

Director of Development and Public Relations
Clifford Beers Clinic



FRANCHISE WORLD HEADQUARTERS

325 BIC DRIVE
MILFORD, CT 06460-3059
(203) 877-4281

July 27, 1992

To Whom It May Concern:

Kathy Charbonneau is currently an employee of Subway and has worked for the chain for 7 years. My assessment of Kathy is that she is smart, hard working, and reliable.

Kathy has made valuable contributions as part of the Subway team through her positions in Public Relations and as Communications and Promotions Manager for the Franchisee Advertising Fund Trust. During Kathy's employment, Subway has grown from approximately 450 units to more than 6800 units.

I feel that having Kathy as an employee would be an asset to any company.

Sincerely,

A handwritten signature in blue ink, appearing to read "F. DeLuca".

Fred DeLuca
President



STATE OF CONNECTICUT CONNECTICUT STATE LIBRARY

786 S. Main Street

Middletown, Connecticut 06457



CONNECTICAR

MIDDLETOWN LIBRARY SERVICE CENTER

February 25, 2003

Kathy Charbonneau
Woodbridge Town Library
10 Newtown Rd.
Woodbridge, CT 06525

Dear Kathy,

On behalf of the Connecticut Library Association and the Connecticut State Library, congratulations to you and the staff of the Woodbridge Town Library on being chosen as the winner of the 2003 Connecticut Award for Excellence in Public Library Service.

It is evident from your nomination that your library enriches the community life of Woodbridge, reaching out to all of its citizens, providing them with first-rate resources for their information, education, culture and enjoyment. The judges were inspired by the sense of community that your nomination conveyed and recognized that many of your services could be established in other libraries.

Award winners will highlight their achievements at a panel discussion at the CLA Annual Conference on April 8, 2003 at 2:30 p. m. This will give other libraries the opportunity to learn more about outstanding programs and perhaps, develop similar programs themselves. Each panelist will speak for 10 to 15 minutes. Panelists will receive free conference registration and complimentary lunch on the day of the program. Please send me (mengels@cslib.org) the name of the person who will represent your library as soon as possible.

Your award will be presented at the Awards Reception at 3:45 that same day. Enfield and Simsbury are the other public libraries receiving these awards.

I believe that David Kapp, editor of Connecticut Libraries has been in touch with you about writing an article on your library for an upcoming issue.

As I mentioned on the phone, Elizabeth Maker, a reporter from the New York Times is also interested in writing an article on our awards program. One of us will be in touch with you when she is ready to interview the winners.

Please let me know if you are planning on award celebration in Woodbridge so that CLA and the State Library can be represented.

Once again, congratulations on this well deserved award.

Sincerely,

Mary

Mary Engels

CLA Public Library Awards Committee

December 2009

VOLUME 7 • ISSUE 5

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- **December Calendar**
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Contact Us

860.344.8777 (Middletown)
 860.344.9199 (Middletown Fax)
 860.465.5001 (Willimantic)
 860.465.5004 (Willimantic Fax)
 860.529.2938 (Donohue Group)

Toll-Free Numbers

800.304.5403 (Middletown)
 800.260.5427 (Willimantic)

www.ctlibrarians.org

The Newsletter of the Connecticut Library Consortium

CLC Bids Farewell to Executive Director Christine Bradley

A message from Christine Bradley, Executive Director of the Connecticut Library Consortium since its inception in 2003:

Friends and Colleagues:

OK, I may be a little full of it, comparing myself to Oprah, but we really do have a lot in common. We both like clothes, people, bargains, talking, and reading (except for Edgar Sawtelle; she misstepped on that one). We both came out early for Barack Obama. We both like Gayle. We are both concerned about our weight. OK, so there's the few billion dollars and the international stardom between us, but I, at least, usually work a lot longer day than 4 to 5 pm, Monday through Friday.

We are, however, both moving on from one great job to another. I have resigned my position as CLC Executive Director as of December 31, 2009. I will begin 2010 as Assistant Director of Norwalk Public Library. The CLC Board, under Janet Woycik's leadership, will have a chance to choose a new Executive Director to steer the future of our successful statewide cooperative, and I will have a chance to go back to the future.

In 1970, when I started my career (I am older than Oprah!) as a children's librarian at Boston Public Library, the times they were a changin', both in our country and in our profession. Since then, we librarians have moved from being both suspicious of, and then obsessed with technology, to being obsessed with the people we serve and taking charge of technology to help us serve them better. I am really looking forward to working in a library again. I am so fortunate to be joining the company of Norwalk Public Library's fine



board and staff, which has the same tradition of excellence to which I have become accustomed in my seven years at CLC. Our once fledgling library cooperative has grown and been sustained by the willingness of Connecticut's finest librarians to serve on its board of directors. I know that you will all agree that our staff, Pattie Noren, Deb Zulick (both with Chris, left), Christine

Sarrazin, Kirsten Kilbourn, and Donna Flatley, are remarkable by any standard. I will miss the pleasure of their company on a daily basis. But back to the future it is. — **All best, Chris**

See more photos from Chris' farewell gathering at www.ctlibrarians.org.

InfoAnytime Continues!

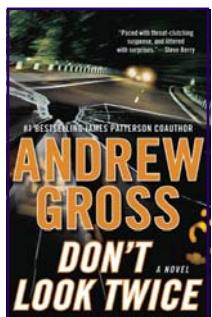
CLC is delighted to announce a cooperative purchase offer to continue InfoAnytime, CLC's virtual reference service.

January 1, 2010 is the tentative launch, and the contract would run through the end of the fiscal year, June 30, 2010. Because CLC is no longer able to subsidize this service due to budget cuts, fees to participating libraries would be \$725 for academic libraries \$250 for public libraries.

Please note that these amounts are for the six month period from approximately January 1 to June 30, 2010.

For more information, or to sign up, contact Deborah Zulick at CLC, dzulick@ctlibrarians.org.

Library Happenings and Member News



Keeping with the theme of "Tough Guys Do Read" for the **Southington Library Big Read** events, the Southington Library announced that Andrew Gross, author of recently released *Don't Look Twice*, will be speaking to the community on March 15 at The Aqua Turf Club. Register for this event starting January 5, 2010 by visiting www.southingtonlibrary.org.

The Board of Directors of the **Hartford Public Library** voted recently to appoint **Matthew K. Poland** Chief Executive Officer. Poland joined the library as Deputy Administrator in May 2008 and was named Co-Interim Director in December 2008, along with **Janet Benedict**, upon the retirement of Chief Librarian **Louise Blalock**. Board President **Geraldine Sullivan** said, "Matt has demonstrated strong vision and leadership. He has an entrepreneurial approach and excellent communication skills that will be vital to the success of the library."

(l to r): Farmington's **Jay Johnston**, Hartford's new public library director **Matt Poland**, Hartford's **Irene Iwan**, and Capital CC's **Carl Antonucci** enjoy a lunch to celebrate Matt's new appointment.



The **13 libraries of Southeastern Connecticut** threw a party to thank the Community Foundation of SE CT for the \$1.5 million *Love Our Libraries* initiative on its one year anniversary. At the Groton Public Library, "the 13" and their town leaders, library trustees, and library lovers displayed an array of cakes, topped with splendid pictures of their beautiful library buildings. There were plaques and flowers, speeches and even a few tears. As the Foundation's director said in thanking the librarians for the party, "At a time when the stock market has made us all wary, this is one 'investment' we're glad we made."



All four CLC holiday gift book lists are now available at www.ctlibrarians.org.

Together they feature over 200 books for children of all ages, recommended by youth services librarians across the state. Many thanks to all of the contributors!!

Feel free to download and print as many copies as you would like for your patrons. All lists should be printed double-sided on letter-size paper.



CLA president and CLC board member **Randi Ashton-Pritting** (along with CLC director Chris Bradley and CLC board member Amy Terlaga) spoke at the Cheshire Library Board's public hearing on acquiring Brian McDonald's *In the Middle of the Night*, a book about the 2007 Petit family murders. As Rick Green said in his supportive column in the October 23 *Hartford Courant*, "Every so often we are reminded what a public library stands for." **More news about Randi:** Thanks to Randi, the University of Hartford donated 5 computers to the Hartford Public Library's Blue Hills branch after thieves broke in and stole 4 of their 7 public computers.

The **Brookfield Library** participated in the *Best of Brookfield* event sponsored by the Brookfield Chamber of Commerce.



Staffing the booth were Teen/IT Librarian **Jenn Doyon** (left), Reference Librarian **Nick Chodoba**, and Library Director **Anita Barney**. Amazing how many people didn't know they can use their library cards in other libraries!

New Canaan Library Assistant Director **Cynde Lahey**, Director **Alice Knapp** and Board President **Karen Stevenson** join author **Joyce Maynard** at the library's 2nd Annual Literary Luncheon, held at the Country Club of New Canaan on September 24.



Happenings and Member News



CLC Board member **Carol Weinsel** (Helen Keller Middle School) **received the "Being A Difference Award"** from the Association of State Boards of Accountancy Center for the Public Trust. The presentation came five years after Carol and her family started sending care packages to nearly 8,000 U.S. troops in Iraq and Afghanistan. The Weinsels' son Matthew was part of the 159th Aviation Brigade, the first to receive the packages. Col. Jeffrey Colt, commanding officer of the 159th, attended the award ceremony. "You can't imagine the reaction of soldiers when they receive something like this," he said, as quoted in the *Easton Courier*. "They've literally supported thousands of soldiers they've never met, and asked for nothing in return."

The **Tolland Public Library Foundation** is the recipient of a significant gift bequeathed by Elizabeth King Eaton, an accomplished medical librarian whose mother worked in the library for many years.

Hali Keeler, left, director of **Bill Memorial Library** (Groton), at a surprise party the staff organized to recognize her 30 years of service to the library and the community. Hali was a librarian when Denise Descheneaux, right, borrowed books as a child.



The **Green Valley Libraries** have been selected by the Connecticut River Coastal Conservation District, Inc. to receive its Special Merit Award. The award is in recognition of the work of 18 libraries to promote environmental programs and build awareness about "going green" efforts across Middlesex County. Co-Chairs **Eileen Branciforte** and **Janet Nocek** and Middlesex County Community Foundation President **Cynthia Clegg** will accept this award on behalf of the libraries.

The **CLA Publicity Committee** is looking for your best print and non-print PR of 2009. Categories include newsletters, program flyers, bookmarks, podcasts and more. Go to www.ctlibraryassociation.org/awards.htm for details. **The deadline for the CLA Publicity Awards Contest is January 15.**

With profound sadness the Southington Library & Museum shared the news that **Mark Henne**, Head of the Collection Management Department, died on October 20 due to complications from surgery. Mark will be remembered by his family, friends, co-workers and the greater library community for his wonderful sense of humor, his willingness to tackle any job set before him, and the gentle way he lived his life.

Comings and Goings . . .

Ellen Cartledge was named Marketing and Events Director at the **Kent Memorial Library** in Kent.



Library colleagues gathered to share ideas at the **New Directors' Brunch** recently (above, l to r): **Frank Ferro** (Norwalk PL), **Deb Sharpe** (Bracken Memorial Library, Woodstock), **Suzanne Maryeski** (Public Library of New London), **Karen Giungo** (Cragin Memorial Library, Interim Director), **Susan Rooney** (Cragin Memorial Library, Interim Director), **Pat Rutkowski** (New Britain PL), **Peter Ciparelli** (Killingly PL) and **Karen Jensen** (Hagaman Memorial Library, East Haven).

December 2009

Calendar of Events

FRIDAY, DECEMBER 11
An Inside Look at Bibliomation's Migration to Evergreen
Middlebury PL, 9:30 coffee/10:00

TUESDAY, DECEMBER 15
Library "Newbie" Roundtable
Cheshire PL, 9:30-11:30

WEDNESDAY, DECEMBER 16
Southeast DVD & CD Circuit
East Lyme PL, 9:00

Northeast DVD Circuit
Willimantic Service Center, 9:30

THURSDAY, DECEMBER 17
Northwest DVD Circuit
Harwinton PL, 9:00

FRIDAY, DECEMBER 18
Southwest DVD Circuit
Southbury PL, 9:30

Children's Librarians' Roundtable
Northeast, Willimantic Service Center, 12:30-3:30

FRIDAY, DECEMBER 25
CLC offices closed for Christmas

January 2010

FRIDAY, JANUARY 1
CLC offices closed for New Year's Day

MONDAY, JANUARY 4
Children's Librarians' Roundtable
Northwest, Minor Memorial Library, Roxbury, 9:30 coffee/10:00

FRIDAY, JANUARY 8
Young Adult Librarians' Roundtable
East, Killingly PL, 10:00

MONDAY, JANUARY 11
Children's Librarians' Roundtable
Capitol Region, Lucy Robbins Welles Library, Newington 2:00 refreshments/2:30 meeting

TUESDAY, JANUARY 12
Services to Older Adults Roundtable
Manchester Community College, Room A108 (near library) 9:30 coffee/10:00

December and January Roundtable Schedule

Library Newbie Roundtable

Chairs: Leila Karimian, New Britain PL (lkarimian@nbpl.info) and Jason Villani, New Britain PL (jvillani@nbpl.info)

The next meeting will take place on **Tuesday, December 15**, from 9:30-11:30 AM at the Cheshire Public Library. The focus will be on resumes. We'll hear from Cheshire Library Director Ramona Harten, along with career and job consultant Marcia LaReau of Forward Motion, who will address the timely topics of finding a job in this economy and how to use current skills to get a library position.

Children's Librarians' Roundtable: Northeast

Chairs: Ginny Brousseau, Tolland PL and Jennifer Needham, Booth & Dimock Memorial Library, Coventry

The next meeting will take place on **Friday, December 18**, from 12:30-3:30 pm at the Willimantic Library Service Center.

Children's Librarians' Roundtable: Northwest

Chair: VACANT. Interested in chairing or co-chairing this roundtable? Contact Deborah Zulick at dzulick@ctlibrarians.org.

The next meeting takes place on **January 4, 2010** (snow 1/11/10) at the Minor Memorial Library in Roxbury with coffee at 9:30 am and the meeting at 10:00 am.

Young Adult Librarians' Roundtable: East

Co-Chairs: Jennifer Rummel, Otis Library/Norwich (jrummel@otis.lioninc.org) and Linda Williams, Connecticut State Library (lwilliams@cslib.org)

The next meeting takes place on **Friday, January 8** at 10:00 am at Killingly Public Library. The topic will be current nonfiction. Please bring a few books to share along with reviews.

Children's Librarians' Roundtable: Capitol Region

Chair: Kristin Raiche, Windsor Locks PL (kristin@libraryconnection.info, 860-627-1495)

The next meeting takes place on **January 11** (snow date: January 25) at Lucy Robbins Welles Library, Newington. 2:00 pm refreshments and networking and a 2:30 pm meeting. Topic: Summer Reading.

Join Us for a CLC Roundtable

Register online in advance at
www.ctlibrarians.org.

Services to Older Adults Roundtable (SOAR)

Chairs: Doug Lord, Connecticut State Library (dlord@cslib.org and Susan Hansen, Bishop's Corner Branch/West Hartford Public Library (SHansen@westhartford.org)

The next meeting takes place on **Tuesday, January 12**, with coffee at 9:30 am followed by the meeting from 10:00-noon at Manchester Community College. The meeting will take place in Room A108, near the library.

There will be two special guests: Joan Jakiela, Manchester Community College Recreational Therapy faculty, on age/activity appropriate programming for older adults, and Chuck Oakes, certified Aging in Place Specialist and author of *Making Your Home Senior-Friendly*.

Elementary School Librarian-Teacher Roundtable: Fairfield County

Jan Redfern, Oxford ES Library (jeredfern@earthlink.net) and **Mary Tichey-Staack, Branchville ES Library, Ridgefield** (mticheystaack@ridgefield.org)

The next meeting takes place on **Thursday, January 14** from 4:30-5:30 pm in the Ehlers Meeting Room at the Edith Wheeler Memorial Library in Monroe.

Young Adult Librarians' Roundtable: Capitol Region

Chairs: Erin Simmons (simmons@biblio.org) and Julie Scanlon (jscanlon@biblio.org) Thanks to Erin and Julie for volunteering as new co-chairs.

The next meeting takes place on **Wednesday, January 20** at the Welles-Turner Memorial Library, Glastonbury. The meeting begins at 9:30 am.

Children's Librarians' Roundtable: South

Chair: Sue Hartley, Cheshire Public Library

Mark your calendar for our next Children's Programming Showcase on **Monday, January 25** (snow date: February 1) at Cheshire Public Library. 9:30 am coffee and networking, 10:00-12:30 show. There will be a \$5.00 fee to cover expenses.

Young Adult Librarians' Roundtable: West

Chairs: Margaret Walsh, Greenwich Library, (mwalsh@greenwichlibrary.org) and Nicole Scherer, Fairfield Public Library, (nscherer@fplct.org)

The next meeting takes place on **Wednesday, January 27** at Wilton Library with coffee at 9:30 am and the meeting at 10 am. There will be a 'Mock Printz' session— please come prepared to "nominate" and book talk your choice for the best book of the past year.

Specials from WALDO

Offers for Journals and Ebooks for Nursing

ProQuest Nursing & Allied Health Source

ProQuest Nursing & Allied Health Source is a complete full text database for Nursing & Allied Health to complement the abstract and indexing available through iCONN. The content from ProQuest in Nursing & Allied Health Source provides comprehensive and reliable health care information covering nursing, allied health, evidence-based resources, and alternative and complementary medicine, for nursing students, educators, health care researchers, and professionals.

ProQuest Nursing & Allied Health provides abstracting and indexing for more than 850 titles, with over 715 in full text, from 1986 forward. Users also gain access to over 12,000 nursing dissertations. Evidence Summaries, Systematic Reviews, and Best Practice Information Sheets are also featured from the Joanna Briggs Institute. Study Paths are especially helpful for students as ProQuest's intuitive curriculum-based topic trees connect users to articles selected by a team of nurse educators.

As you review your options for full text nursing content to support your curriculum, please take a look at the ProQuest Nursing & Allied Health Source trial located at <http://trials.proquest.com/pqte/cust/login.do?Userid=3121357>, Password: Connecticut. **For more information on Nursing & Allied Health Source visit www.proquest.com/en-US/catalogs/databases/detail/pq_nursingahs.shtml.**

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Nursing Made Incredibly Easy—Ovid is offering colleges an opportunity to enhance their Nursing eBook resources with incredibly low pricing for the new *Nursing Made Incredibly Easy* eBook Collection! There are over 50 titles, which include books such as: *Nursing Care Planning Made Incredibly Easy*, *Nutrition Made Incredibly Easy*, *Straight A's in Nursing Pharmacology*, and *Wound Care Made Incredibly Easy*.

Ovid's eBook packages for nursing students start under \$3500 and provide unlimited users access to these valuable e-resources. With a one-time cost it means no annual subscriptions and the option to upgrade to future editions as they are published—and you always get to own the eBooks in perpetuity.

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Lippincott/Springhouse Nursing Collection

The complete source for essential, authoritative nursing content, this collection is a vital component of any comprehensive clinical or academic library. In one convenient package, you'll have access to practical, day-to-day reference guides such as *Nettina: Lippincott Manual of Nursing Practice* and *Carpenito: Nursing Care Plans and Documentation*, as well as references for updating specialized clinical skills, such as *Cardiac Nursing* and *Fluid and Electrolyte Balance*. For pricing and titles lists, contact WALDO.

Serials Solutions

Serials Solutions is offering WALDO members a special, limited-time offer (in addition to WALDO's current 20% member discount rate). Through the remainder of 2009, Serials Solutions will offer free access for a new subscription to any of the following services:

- 360 Core
- 360 MARC Updates
- 360 Link
- 360 Search
- 360 Resource Manager
- 360 Counter
- Ulrich's Online Services

New subscribers will receive access now and pay for only a 12-month subscription (January 2010-December 2010). If you would like a quote, or have questions, please contact Jeff Riedel at jeff.riedel@serialssolutions.com, or 888.400.5108.

To receive more information about a service, or to attend a free webinar visit www.serialssolutions.com/webinars.

Products soon to be available through WALDO:
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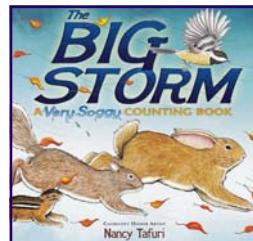
CLC Programs, Discounts and More

Ride the CLC Bus to ALA Midwinter and Get Free Exhibit Passes

CLC will be running two buses to the ALA Midwinter conference in Boston. **Bus 1** will operate on Saturday, January 16, with stops in Southbury and Manchester. **Bus 2** will operate on Sunday, January 17, with stops in North Haven and Windsor. Pick-up, arrival, and return times vary by stop; see complete details at www.ctlibrarians.org. Departure time from Boston is 4 pm both days. The fee from all locations is \$25 per person. Register online now! **Free passes to the ALA Midwinter exhibits** are available to CLC members, courtesy of Ingram. For more info on the free passes visit <http://registration.experient-inc.com>ShowALA101/DefaultExhGuest.aspx?CompanyId=2142>.



One Book, Every Young Child



Thirteen libraries in southeastern Connecticut and the CLC are proud to announce "One Book, Every Young Child," a new program that highlights the importance of early literacy development. A single picture book will serve as the inspiration for a series of events taking place November 2009 through February 2010. The goal is to encourage parents and adult caregivers to read early and often to their preschool children. This program is funded through a grant from the Community Foundation of Southeastern Connecticut as part of the "Love Our Libraries" initiative. **The picture book, *The Big Storm: A Very Soggy Counting Book*, by Connecticut author and illustrator Nancy Tafuri has been chosen as the first "One Book, Every Young Child" selection.** A kick off event featuring Nancy Tafuri took place on November 7 at Connecticut College. For more information contact Beth Crowley, Program Chair, at 860.441.6750.

BibliOak Update

Bibliomation's Open Source Project, BibliOak, is now underway with four development partner libraries working toward their migration to Evergreen in early 2010:

- The Beacon Falls Public Library
- The Douglas Library, Hebron
- The Slater Library, Griswold
- The Windham Free Library

10% Off Text-A-Librarian

Our patrons are "on the go" and turning to their mobile devices more often to locate the information they need. Now with CLC's NEW 10% discount on Text-A-Librarian, you can take your reference desk to your patrons wherever they are.  **Text a Librarian** powered by mosio

Patrons text questions—your librarians type answers. You can demo this innovative service, learn more and view pricing at www.textalibrarian.com. If you sign up, remember to tell them you are a CLC member, eligible for the 10% discount.

Congratulations to following libraries who launched this innovative service this month: Capital Community College, Hartford Public Library, Manchester Community College, New Britain Public Library and Simsbury Public Library.

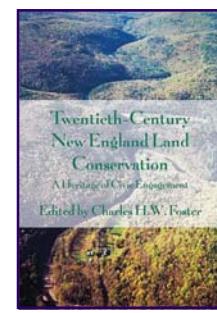
CLC Media Circuit Survey

CLC needs your help in planning for FY 2010 -2011. Please take a minute to answer eight questions about the media circuits at www.surveymonkey.com/s/CJJWZ8N. We would like responses from both users and non-users of this service.

CLC's Media Circuits are a means of expanding your library's media collections at minimal expense. Participating libraries meet periodically to exchange or "rotate" packets of materials. Thus, the materials make a "circuit" around participating libraries, providing a continuously updated selection at each location. This program is particularly popular with smaller libraries and those with limited non-print budgets.

Free Book and Presentation

The Connecticut Forest & Park Association, the state's oldest conservation organization, is gifting 100 copies of *Twentieth Century New England Land Conservation - A Heritage of Civic Engagement* to Connecticut libraries. With the recent success of Ken Burns' documentary on national parks, there is a renewed interest in the roots of conservation in the country. Connecticut has been a leader in the conservation movement, as is detailed in the chapter on the state, "Rescuing Connecticut." **In addition to the free book, CFPA is offering a presentation.** The author of the Connecticut chapter, Russell Brenneman, has agreed to discuss the book at libraries in Fairfield County, and CFPA board members have offered to speak in other parts of the state. Contact Jim Little at 860.346.2372, or jlittle@ctwoodlands.org to arrange delivery and a presentation.



CLC Programs, Discounts and More

LROC Performer Spotlight

A Modern Pop Art Experience At Your Library



Michael Albert, pop artist and author of *An Artist's America* (Henry Holt, 2008) brings his Modern Pop Art Experience to the library. His program includes a Pop Art Exhibition of his posters, an Artist/Author Presentation and a hands-on Cereal Box Collage Workshop where participants create their own collages in Albert's style. All participants receive a special art gift compliments of the artist as a thank you for coming. Mr. Albert brings all necessary materials as part of the program. Contact Michael at 914.948.9342, or e-mail info@michaelalbert.com, or www.michaelalbert.com.

New LROC Performers

The following performers and programs have recently joined CLC's Library Resource Online Catalog (LROC). Visit the catalog at www.ctlibrarians.org to see these listings and hundreds more:

Jeff Blumenfeld, author of "You Want to Go Where?" • Michael Albert, Pop-Artist & Author of "An Artist's America" • Enchanted Circle Theater • Trimmings & Trappings—the life of our earliest settlers • Petticoat Adventures—Stories of Amazing American Women • Storyteller Sumner McClain—Stories that Celebrate the Human Spirit • Gould & Stearns—The Clown Jewels of Vermont • Michael Zerphy—Zany Acts • Promised Land: Songs and Stories of Immigrant Americans • Children's Voices Theater • Jennings & Ponder: World Tales & Celtic Music • Elena Dodd—Meet Eleanor Roosevelt • Judith Black, Storyteller • Dr. Susan Solomon, "What to Expect When You Go To College" • Ellen Weiner, Professional Arts Management • Todd McLeish, Author of "Basking with the Humpbacks" • Mad Science • Higgins Armory Museum • Debra Cowan, Singer • Lost Boys of Sudan, authors of "They Poured Fire on Us From The Sky" • Cat Urbain, Author of *Manuel and the Lobsterman* • Master Wildlife Conservationist, Felicia Ortner—The Bear Reality • Brian Ortiz—Practical Entrepreneurship: How to Succeed within our Challenging Economy • Carol Weis, Author of "When the Cows Got Loose"

The Latest Museum Pass: The Old State House Museum

As Connecticut's original state capitol from 1797 to 1873, the Old State House is regarded as one of the oldest remaining state houses in the nation. Explore the home of Connecticut's early state



government with interactive tours or with an experienced guide. This FREE pass will be distributed to CLC public libraries in January 2010 and will be good for admission for up to two adults and two children. The pass can only be used during the museum's regular operating hours and will not cover admission for after-hour events. Visit www.ctoldstatehouse.org.

Snapshot Day



The CLA Publicity Committee is sponsoring Snapshot: One Day in the Life of Connecticut's Libraries on Thursday, February 18. Academic and public libraries are encouraged to participate to help heighten awareness of what happens during a typical day in Connecticut's libraries.

We'd like you to take photos. We are also hoping to gather quotes from library supporters expressing how important libraries are to them. Downloadable forms and posters are available at <http://snapshotctlib.wordpress.com/> to help you publicize and record the event. For more information visit www.ctlibrarians.org, or send an email to Betty Anne Reiter at breiter@town.groton.ct.us, or Linda Avellar at linda@fergusonlibrary.org.

Nutmeg Nominees

CLC has put together a list of the 2011 Nutmeg Nominees with prices from our contracted vendors. If you are interested in receiving the table email pnoren@ctlibrarians.org. This list is confidential information for school media specialists and librarians only. We ask that you respect Nutmeg's confidentiality policy until the nominees are made public on February 1, 2010, so that students will have the maximum enjoyment from each year's nominees.

Connecticut Library Consortium

CONNtext • December 2009

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The Latest On CLC's Comprehensive Member Services



Another Farewell

After six years, this month CLC says farewell to two of its small crew. You read about Executive Director Christine Bradley's new beginning at Norwalk Public Library on page 1. And as if that weren't enough, this is the final issue of CONNtext that will be produced by our extraordinarily talented and loyal editor, Kathy Charbonneau.

When Kathy began producing CLC's newsletter in 2004 while also working at Woodbridge Town Library, she used her graphics skills to transform it from a series of text blocks adapted from a Word template into the professionally designed publication you see before you. In 2005, when Kathy moved all the way to Jackson Hole, Wyoming, we were thrilled to learn that she was willing to stay with us. Since that time, we've been lucky to see Kathy once a year, but through the gift of email she has produced CONNtext every month for five years from what we affectionately term "CLC West." Thank you, Kathy!

Would you like help with your library's publications such as newsletters, brochures, posters, annual reports, or PowerPoint presentations, fundraising initiatives and more? Kathy is available as an affordable freelance consultant to help you with all of your library's communication and promotional needs. You can reach Kathy via email at kcharb2361@aol.com, or at 307.654.1336.

CLC Revamps Its Communications

New member portal, e-lists, newsletter top the list of changes

CLC is excited to announce some big changes to our communications systems beginning in January. Web Librarian Christine Sarrazin has been working with Membership and Discounts Manager Pattie Noren and the rest of the staff to bring CLC's member database, web site, newsletter, mailing lists, and other tools together into one integrated system that will enable us to serve you, our members, better than ever before. **Here are some changes you will see:**

Newsletter—Since we are no longer producing printed newsletters, CLC is moving to a true e-newsletter. Our news, photos, etc. will all appear in the email you receive; there will be no PDF to download. You will still be able to print the newsletter if you wish.

Web site—CLC's web site will look much as it does now. But we will be adding a new "member portal" just for you, where you can manage your events, sign up for interest groups, pay your bills, and much more. Each member will be given a unique username to access their own customized portal. You will also notice some changes to the calendar and registration process, list of members, and other features.

CLClist—While CLC will still communicate via e-lists, CLClist in its current format will go away. You will be able to customize the emails you receive based on your interests.

Dues and other payments—This spring, CLC will offer online membership renewal. Update all of your information, and pay your dues online with a credit card or print your own invoice. Our system will even calculate your dues for you. You will be able to do this with other payments as well. Need an invoice? Just print one out. Need to see if you paid a bill? Just look it up. It will all be there for you.

Of course, the CLC staff will continue to be available to you just as we always have, to help you navigate the changes and provide services the "old-fashioned way" if you prefer. Please bear with us as we go live in January, work through any kinks, and strive to provide you with the best service possible. Happy New Year!