



Reference and Adult Services Division

## December 2013

### In This Issue

**Free Event**  
**President's message**  
**V.P. Message**  
**PR and Marketing**

### Quick Links

[SCLA](#)  
[RASD](#)  
[Reader's Advisory](#)

## Free event at The East Hampton Library. Discussion and screening

Anne Fink from the National Alliance for Mental Illness will be leading a talk about mental illness and the programs offered by NAMI on the East End. Following the talk will be a screening of "A Beautiful Mind". This feature film gives us a look into the life struggle that people with mental illness deal with daily. It depicts the meteoric rise of John Forbes Nash Jr., a math prodigy able to solve problems that baffled the greatest of minds and how he overcame years of suffering with schizophrenia. Starring Russell Crowe, Ed

## President's Letter

As my term winds down, I'd like to thank the entire RASD Board for all their hard work throughout the year bringing dynamic programs and information to your colleagues; without you my job would have been impossible. My gratitude also goes to you, our membership, for your continued support. Thank you!

We have accomplished much this past year; we've added a new committee ("New Adults," focusing on the 18-25 age group) and a Marketing & Publicity award (please see upcoming newsletters for details on how you can enter your library!). Our various committees have presented well attended programs during the year and at the Long Island Library Conference. Please visit our web page at [scla.net/rasd](http://scla.net/rasd) for upcoming events and new resources.

Please join me in welcoming our 2014 slate of officers and wishing them a successful year:

- President: Sara Bedell
- Vice President/President-Elect: Eileen DeSimone
- Secretary: Joan Cook
- Treasurer: Megan Sala-James

It has been my pleasure to serve as your president. Thank you again and I wish all of you a very happy and healthy New Year!

Sincerely,  
 Cathi Nashak  
 Deer Park Public Library

## Message from Our Vice-President

Greetings to all! This has been a great year for our division and there is plenty happening in 2014. Have you had a chance to renew your membership? If you haven't already, please take a moment and renew your membership online.

We take pleasure in welcoming new and returning members and look forward to a rewarding year ahead. Enjoy this colorful time of year and I hope to run into you soon. Need something to do on Saturday December 14? Please look at this event listed below at the Patchogue-Medford Library.

**Bus Trip for Radio City Music Spectacular**  
 Don't miss the music, dance and dazzle of this longtime holiday show! Tickets priced at \$85 per person (limit 4) go on sale to district residents on November 4 from 10-10:30 a.m. at the Young Adult Desk. Remaining tickets will be sold at the Main Desk. Non-district residents may purchase tickets beginning November 12, depending upon availability. Bus leaves the parking lot behind the Library promptly at 8a.m. for an 11:30am performance.

## PR & Public Relations Committee

Harris and Jennifer  
Connelly  
Directed by Ron  
Howard  
A Beautiful Mind  
Sat December 7th  
from 1-4 PM free  
event all are welcome  
to attend  
call (631) 324-0222  
ext 3 for more  
information

The Committee was proud to announce the new SLMA Award at the SCLA dinner on 11/14/13. The SLMA Award was designed by the RASD PR & Marketing Committee of SCLA to reward the best public relations marketing campaign done by a public or academic library in Suffolk County over a one year period of time (the first year's award will cover 8 ½ months). Look for the application which will be online by 1/1/14.

Coming off our highly successful program on marketing electronic resources with Hillary Topper on 9/18/13, the RASD Electronic Resources and PR & Marketing Committees are teaming up again for a two part program on analyzing Facebook and Google statistics. Please consider attending, Analyze This! Facebook and Google.

On December 18, 2013, Kristie Galvani from HJMT Public Relations will present a talk on Facebook Insights (statistical analysis), at the East Islip Public Library, and on January 16, 2014 at the East Islip Public Library, she will present a talk on Google Analytics. You may attend one or both programs. They will begin at 10:00 a.m., with coffee at 9:30 a.m. This is your chance to learn how to maximize the social media outlets and your web page that you spend so much time keeping up-to-date.

Please let us know if you will be attending. Just send an e-mail to Jo-Ann Carhart ([jcarhart@suffolk.lib.ny.us](mailto:jcarhart@suffolk.lib.ny.us)).

Also, save the date of May 1, 2014, for the Long Island Library Conference where the committee is sponsoring Forbes.com writer, NYU Marketing Professor, and author of "Accidental Branding", David Vinjamuri .

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