

NYLA LIBRARY LOBBY DAY SCHEDULE

March 5, 2013

8:00 am - 9:30 am - Legislative Meet & Greet: NYLA hosts an informal buffet breakfast for legislators and staff to meet with library advocates from around the state in Meeting Room Six in the Concourse of the Empire State Plaza. Legislators are also given the opportunity at this time to have their photos taken for the annual READ posters and bookmarks that are used to promote the Statewide Summer Reading Program.

The following **NYS Senators** and **NYS Assemblymembers** have confirmed they are attending the Meet & Greet: Senator Kathleen Marchione and Assemblymembers John T. McDonald III and Steven F. McLaughlin.

9:30 am – 11:00 am – Advocacy Day Briefings: Briefings on the current status of budget negotiations and NYLA's Budget Priorities will be given at regular intervals in Meeting Room 6, Concourse Level of the Empire State Plaza.

11:30 am – 12:00 pm - Rally and Speeches: Library advocates rally in Meeting Room 6 to voice their support for library funding and provide a visual demonstration of the strength of the library community to legislators and their staffs. Various speakers are scheduled (elected officials, NYLA leaders, etc.).

Library advocates can visit one-on-one with their legislators to inform them of NYLA's State Budget Priorities for the year.

Advocacy Day Handout: Advocacy materials are distributed to Advocacy Day attendees to use in their meetings with legislators and staff.

Why is it important to travel to Albany to talk with my legislators about library issues?

- Libraries need you to speak out for them.
- Libraries need more state money.
- Legislators need to learn what libraries do for citizens of New York State.

Special Guest:



David Vinjamuri writes the "Brand Truth" column online for *Forbes*. David is also Adjunct Instructor of Marketing at New York University and the founder of ThirdWay Brand Trainers, a leading brand marketing training company whose clients have included American Express, Starwood Hotels, The Corporate Executive Board, Gen Re, Ingram Micro and the U.S. Army. David has over 22 years of marketing and management experience. He started his marketing career at Johnson & Johnson. As a Brand Manager there, David twice received the Johnson & Johnson Achievement Award and successfully launched a new OTC consumer product (Uristat®) from concept to market in 11 months. David worked in field marketing for Coca-Cola, ran promotions for DoubleClick and was VP of marketing for two other consumer companies before founding ThirdWay Brand Trainers in 2004. David graduated from Swarthmore

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College with High Honors and from The Fletcher School of Law & Diplomacy as a Citicorp-Walter Wriston Fellow. David studied marketing and manufacturing at Harvard Business School.

David writes and speaks frequently on marketing. He has been quoted as an expert on brands in *The New York Times*, *The Wall Street Journal*, *USA Today*, *BusinessWeek*, and *Investor's Business Daily*. In addition to writing online for *Forbes*, David has contributed to both *BrandWeek* and *Advertising Age*. He has appeared on television as a brand expert on Fox Business News, Bloomberg TV and MSNBC. David has advised the German pharmaceutical industry and one of the leading motion picture studios in Bollywood on brands and social media. David's book: *Accidental Branding: How Ordinary People Build Extraordinary Brands*, has been translated into both Japanese and Vietnamese, and *Publisher's Weekly* called it "compelling" with "a lively flavor that goes down better than any list of dry strategies." David is also the author of the bestselling thriller "*Operator*."

Visits with Legislators: Library advocates will visit one-on-one with their legislators to inform them of NYLA's State Budget Priorities for the year.

| Time | Legislator/District | Location of Meeting | SALS Areas Served/Notes |
|--------------|--|-----------------------------------|--|
| 10:00 | Kathleen Marchione (518) 455-2381 43 rd Senate District | LOB Rm. 306 (Ken Girardin) | CPH, EAS, GLE, GRN, MEC, SAR, STI, SVL, WAT |
| 10:30 | Elizabeth O'C. Little (518) 455-2811 45 th Senate District | LOB Rm. 310 | ARG, BOL, BRL, CAM, CHT, FTE, GLE, GRA, GRN, HUD, JBG, LKG, LUZ, SLM, STO, WAR, WHI (Mary Pat) |
| 11:00 | James Tedisco (518) 455-5772 112 th Assembly District | LOB Rm. 404 | BAL, BUR, CHP, GAL, SAR (Shirley) |
| 11:40 | Tony Jordan (518) 455-5404 113 th Assembly District | LOB Rm. 446 | ARG, EAS, FTE, GLE, GRN, HUD, MAL, MEC, RDL, SAR, SLM, STI, SVL, WHI (Kevin) |
| 12:15---1:00 | LUNCH | | |
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| Time | Legislator/District | Location of Meeting | SALS Areas Served/Notes |
|------|---|---------------------|--|
| 1:00 | Hugh T. Farley (518) 455-2181 49 th Senate District | LOB Rm. 711 | BAL, BUR, COR, GAL, IND,ILT, LGL, LKP, LUZ, MAL, RDL, RAQ (Patty) |
| 1:30 | Dan Stec (518) 455-5565 114 th Assembly District | LOB Rm. 940 | BOL, BRL, CHT, COR, GLE, GRA, JBG, LKG, LKP, LUZ, STO, WAR, WHI |
| 2:00 | John T. McDonald, III (518) 455-4474 108 th Assembly District | LOB Rm. 417 | WAT |
| 2:30 | Marc W. Butler (518) 455-5393 118 th Assembly District | LOB Rm. 318 | ILT, IND, LGL, LKP, RAQ (Dottie) |
| | Steven F. McLaughlin (518) 455-5777 107 th Assembly District | LOB Rm. 533 | CAM (waiting for return calls) |

Security Information:

Please plan for airport-like security measures in place in the New York State Capitol, the Legislative Office Building and its surrounding buildings. Please be prepared to pass through a metal detector and have your belongings go through an X-ray machine. It is recommended that attendees carry a photo ID at all times, as **all adults (16+) must show a photo ID to enter**. In addition, items that are sharp or may be construed as weapons are not allowed in any of the Empire State Plaza buildings. (Including "sticks" attached to Rally signs.) Due to the security measures and the number of people expected in Albany on Lobby Day, please leave yourself plenty of time to travel between Meeting Room 6 and meetings with legislators.

ON SITE PARKING:

Car parking is available under the Empire State Plaza in the Visitor Lot. You can get to this lot by taking the Empire State Plaza Exit off I-787. There is a fee to park in this lot and it usually fills up fairly early. In addition, the driver has to show a photo ID to enter the parking lot. Further information, directions, and additional information on downtown parking lots can be obtained by visiting the NYS OGS web site:

<<http://www.ogs.state.ny.us/parking/forVisitor/visitor.html>>