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CHAPTER NEWS

GPLLA's 2007 Institute Helps Members Raise Awareness of Their Libraries

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By [Diane D'Angelo](#)

In early June, the Greater Philadelphia Law Library Association (GPLLA) hosted its 2007 Held at the University of Pennsylvania, the overall theme for this year's event was "Increase Visibility of Your Library." **Cindy Carlson**, Librarian Relations Manager at Thomson West the morning with a discussion about developing and delivering effective presentations, titled "Presenting Online: Putting the Pieces Together." Her presentation was designed to help members raise awareness of their libraries through targeted, informative presentations. (assisted by **Mark Schwartz**, also in Librarian Relations at Thomson West, who demonstrated presentation habits for attendees to actively avoid with a comical, intentionally exaggerated presentation.

In the afternoon, AALL President **Sarah G. Holterhoff** talked with attendees about recent news and developments. She was followed by **Jill Stover**, Undergraduate Services Librarian at Virginia Commonwealth University, who detailed the importance of library marketing and memorable brand with a presentation titled, "From Superfluous to Substantive: Marketing Matters."

During the Institute, which was sponsored by Thomson West, GPLLA also awarded two scholarships to help two future law librarians fund their library educations. The scholarships were **Mary Fran Torpey**, who is currently enrolled in the Rutgers University library school program, and **Lisa Junghahn**, who will soon begin library classes at Drexel University.

Submitted by Susan Posternock

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