



# System Meeting Agenda

## October 17, 2014

@Pioneer Library System Office, Canandaigua

- 9:00 – 9:30**      **Birds of a Feather: iPads in the Library** - presented by Pat Finnerty  
Come hear what libraries across the country are doing with their iPads and learn how the iPad can be used for more than just downloading apps.
- 9:30 – 10:00**      **Announcements**
- 10:00 – 10:15**      **Guest - Kathy Miller, RRLC** ([Rochester Regional Library Council](#))  
will talk about [AdCouncil mini-grants](#)
- 10:15 – 10:30**      **Break**
- 10:30 a.m.**          **Program:**

## Communicating Your Essential Message

**with Mike Kennerknecht of Tipping Point Communications**

Learn general strategies and specific tactics to help communicate effectively and efficiently to your patrons, community stakeholders, voters, and funders. Mike will share recent examples from his successful management of both Irondequoit Public Library referendum campaigns, as well as his 10 years of experience in politics and public relations.

Mike Kennerknecht shows his passion for PR, politics, and technology through his work as the PR & public affairs professional at Tipping Point Public Relations and his former work as the Chief of Staff to NYS Assemblywoman Donna Lupardo.

*Facilitator: Ron Kirsop*