



# YASD Annual December Meeting and Installation of Officers

## Driven to Distraction.... How to Reel Teens In

Join us for a presentation by Karen Strauss, Chief Innovation Officer of Ketchum Worldwide. A well-known professional in the field of marketing to teens, she will examine our current marketing strategies and explore using new communication products to reach teens including viral video, mobile devices, social networks, blogs, and twitter.



**Rockville Centre Public Library  
221 N. Village Avenue  
Rockville Centre, New York 11570**

**Thursday, December 10, 2009  
9:30am—12:30pm**

**CEUs will be awarded.  
Brunch will be served.**

For more information phone or email Terry Ain : 516-766-6257 [tain@rvepl.org](mailto:tain@rvepl.org)

**I will be attending the NCLA meeting on Thursday, December 10, 2009. This program is \$10.00 for members of NCLA, SCLA and library students. The non-member fee is \$20.00. Please make checks payable to NCLA.**

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**Your Name / Name of Library**

**Return by December 5th to Terry Ain, Rockville Centre Public Library  
221 N. Village Avenue, Rockville Centre, NY 11570 Phone: 516-766-6257**