

### Seminar Objectives:

- To provide a comprehensive overview of the changing functions of library management and the organizational cultures under which it operates.
- To identify and establish areas and forces of chaos that revolutionizes management of academic libraries.
- To draw approaches and techniques to reinvent the amount and scope of changes that call for management of change.

### Topics:

- Beyond Leading and Managing: Library Administration for the Future
- Intensifying Library Resources
- Bridging the Gap: Core Competencies, Staff Training and Performance
- Interactive Budgeting and Financial Issues
- High Tech Marketing: New Ways to Promote Your Library
- Focusing on User-Oriented Services: Standards and Practices
- Effective Communication for Librarians & Information Professionals

### Seminar Fees:

**Live-in (P4,500)** Covers registration fee, hotel accommodation for 2-night stay (beginning Oct. 17 8:00am and check-out on Oct. 19 at 12:00 noon), seminar meals (am & pm snacks, lunch and dinner from Oct. 17-19, breakfast is only served on Oct. 18 & 19), seminar kits, handouts, and certificate of participation.

**Live-out (P3,800)** Covers registration fee, seminar meals, seminar kits, handouts, and certificate of participation.  
**Accompanying Live-in Guest (P2,700)** - Meals and accommodation only.

**Note:** Participants may come and check-in ahead of the seminar date and time, subject to hotel charges/rate at their own expenses. Accommodation is limited to 80 participants only. Please reserve your slot early. Participants without early reservation/confirmation will be housed on a separate hotel near the main venue.

### The Resource Speakers:

**Loreto T. Garcia** is a certified PACUCOA accreditor and currently the University Librarian of Jose Rizal University. She had held salient positions in academic libraries as well as in government and private institutions in various capacities as Head and Consultant. Her vast experience in accreditation and dedicated professional service to PAARL has made her become one of the authoritative lecturers in the many areas of Library & Information Science today.

**Hinie S. Gonzales** is presently the University Librarian of the premiere academic institution in Bacolod City, the University of St. La Salle (USLS). A certified PAASCU accreditor, she is committed to upholding the country's academic library standards and enhancing the regional/local library associations and consortia in the South. She was a recipient of PAARL's Outstanding Professional Librarian in 2000.

**Florina Don Santos** is the Chief Economic Development Specialist of the NEDA Library. A master's degree holder in Information Science from Loughborough University of Technology, United Kingdom, she has written two unpublished research papers and project proposals for NEDA development plans in terms of library computerization, digitization, strategic library plans and knowledge management. She is the Managing Editor of the KC Link, a quarterly newsletter published for the Filipino children by the Sixth Country Programme for Children (CPC VI) project of UNICEF.

### Payments:

Check or cash payments may be deposited to our BPI Family Bank (P.Gil-Mabini Branch) Account No. 5951-0782-06. Do not forget to send us by postal mail, fax or email your bank deposit slip for acknowledgement of your payment. Reservation fee is P1,000 refundable in full if notice of cancellation is received two weeks before the seminar. Payment of reservation fee assures accommodation to the main venue. Registration onsite requires payment in cash or institutional checks payable to "PAARL". Personal checks are not accepted.

### Getting to the Venue:

From Manila, you can get to Bacolod City by land, sea and air. Through land is by using the Roll on Roll off port from island to island. By sea, there are two known Shipping companies that travels to Bacolod all throughout, the WG&A Super Ferry and Negros Navigation. By air, daily flights are available from Manila direct to Bacolod at your own choice of airlines and schedules. For ticket reservations please contact your nearest domestic airline agents or the following NCR ticket offices:

1. Philippine Airlines @ (02) 855-8888
2. Cebu Pacific Air @ (02) 702-0888

From Bacolod City Airport or Pier, you may ride a taxi going to Hotel Sea Breeze at San Juan St.

### City Profile:

Bacolod, the largest city on the island of Negros, is the capital of the province of Negros Occidental. It prides itself as the only city in the Philippines winning a grand slam as the most cleanest and greenest highly urbanized city. Roads are wide and traffic congestion is not a problem.

Home for more than 450,000 people, Bacolodnons love to enjoy life. That's why it is called as the "City of Smiles". This attitude of the Bacolodnons is reflected in the world reknowned "Masskara Festival" and "Pana-adSaNegrosFestival".