



PHILIPPINE ASSOCIATION OF ACADEMIC AND RESEARCH LIBRARIANS

Rm. 301, THE NATIONAL LIBRARY BUILDING, T.M. KALAW ST., ERMITA

1000 MANILA, PHILIPPINES

<http://sites.google.com/site/parlonlineorg>

07 February 2011

Dear Colleagues and Friends,

Warm greetings from PAARL, Inc.!

*The **Philippine Association of Academic and Research Librarians, Inc. (Fully Engaged, Member-driven Association)** is pleased to invite you to a 3-day National Summer Conference on the theme: **“Library Tourism & Hospitality: The Business of Endearing Philippine Libraries and Information Services to Publics.”** This professional activity will be held on **April 27-29, 2011** at the Lake Houses 1 & 2 of San Antonio Resort, Baybay Beach, Roxas City, Capiz 5800, Philippines. Click: <http://www.thesanantonioresort.com/>*

The theme will specifically evolve on the following objectives:

- 1. to **draw a marketing landscape for libraries** and information centers in bringing out a **service differentiation, library hospitality plus successful repeat service**, that sends not only online but a **worldwide impact satisfying patrons** with huge resources in and outside of the library;*
- 2. To **promote library services and products in a business-like manner** that seduces clients to go back again and again and become their solid patrons not only to fill up their chairs and spaces but also to interact and be involved responsibly with personal causes; and,*
- 3. To become **“community solution centers where people are learning new skills, meeting their neighbors and getting practical help with some of life’s essentials”** and be international centers for information, cultural and multilingual services to widen their market in order for each to travel around and take library services nationwide and around the world.*

*For **live-in participants**, a conference fee of **Php 5,000.00** will be charged inclusive of 3 days/2nights accommodation with meals and snacks, seminar kits, handouts and certificates. Likewise, **accompanying persons** of live-in participants will be charged **Php 4,000.00** to cover the cost of accommodation with meals and snacks. **Live-out participants** will only pay a conference fee of **Php 4,500.00**. CHED or DECS memo endorsements and 20 CPE credit units are being applied. Book as early as now for your plane tickets for promo prices and lower rates thru Philippine Airlines or Cebu Pacific airlines.*

For inquiries and reservations and details, please contact the undersigned or any of the Association’s Officers and Directors. We would appreciate if you could help us disseminate this activity by posting a copy of this invitation on your bulletin board or share this information with other librarians. Thank you and we look forward to your continued support and participation.

Sincerely yours,

Sonia Gementiza

Vice President/Chair, Conference Committee

Noted by

Roderick B. Ramos

President

President
RODERICK B. RAMOS
DLSU Manila
Taft Avenue, Manila
Email: roderick.ramos@dlsu.edu.ph
Mobile: 0918-7318010
Telephone: 524-4611 local 640

Vice-President
SONIA M. GEMENTIZA
De La Salle University - Dasmariñas
Email: sonixg@gmail.com
Mobile: 0915-6059863
Telephone: 844-7832 loc. 3060

Secretary
SHARON MA. S. ESPOSO
UP College of Engineering Library
Diliman, Quezon City
Email: ssesposo@englib2.upd.edu.ph
Telephone: 4348638 ; 9209060

Treasurer
SONIA LOURDES L. DAVID
Ateneo Professional School
Makati City
Email: sdavid@aps.ateneo.edu
Mobile: 0917-9625388

Auditor
MA. CECILIA D. LOBO
University of Santo Tomas
España, Manila
Email: cdlobo@mnl.ust.edu.ph
Mobile: 0915-2039728

Public Relations Officer
SONNY BOY MANALO
Technological Institute of the
Philippines
Aurora Blvd., Quezon City
Telephone: 911-0964-70 Local 361

DIRECTORS

VICTORIA P. BALEVA
Centro Escolar University
Email: victoriabaleva@yahoo.com
Mobile: 0921-6091795
Telefax: 735-9406

CAROLYN R. DE JESUS
Letran College
Intramuros, Manila
Email: cprulona@yahoo.com;
carolr@letran.edu
Mobile: 0920-9283433

MA. THERESA B. VILLANUEVA
Ateneo De Manila University
Loyola Heights, Quezon City
Email: mvillanueva@ateneo.edu
Mobile: 0915-5139959

EX-OFFICIO

CHRISTOPHER C. PARAS
Global City Innovative College
Bonifacio Global City, Taguig City
Email: paras.christopher@gmail.com
Mobile: 0949-4490371
Telephone: 7577588 local 809