



# FUNDRAISING BY THE BAY

**ALADN 2015 San Diego**

APRIL 18–21, 2015

THE HYATT REGENCY  
MISSION BAY RESORT

1441 QUIVIRA ROAD | SAN DIEGO, CALIFORNIA



Welcome to the annual conference for the Academic  
Library Advancement and Development Network

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*Co-hosted by San Diego State University, University of California San Diego,  
and University of San Diego libraries*

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## TABLE OF CONTENTS

Conference Overview _____	01
Hotel Map _____	02
Pre-Conference Schedule _____	03
Conference Schedule _____	06
Speaker Bios _____	10
Event Sponsorship _____	16
Recognition & Thanks _____	17

<b>Saturday, April 18</b>		
4:00 – 6:00 PM	Pre-Conference gathering and registration	Point Loma
<b>Sunday, April 19</b>		
8:30 AM – 4 PM	Pre-Conference breakfast and sessions	Bayview
5 – 7 PM	Welcome reception and registration	Bayview Foyer
<b>Monday, April 20</b>		
7:30 – 8:10 AM	Breakfast and registration	Bayview Foyer
8:10 – 8:30 AM	Welcome and announcements	Bayview 1, 2, 3
8:30 – 10:00 AM	Donor Centered Fundraising	Bayview 1, 2, 3
10:15 – 10:45 AM	Marketplace Opens	Mission 3
	Meet your Mentor	Bayview 1, 2, 3
10:45 – 11:45 AM	Expanding Reach: Growing Alumni Engagement at a National Scale	Mission 1
	Voices for Libraries: Three Donors, Three Stories, Three Paths for Philanthropy	Mission 2
noon – 12:30 PM	Lunch	Bayview Foyer
12:30 – 1:30 PM	Mission, Message, and Fundraising: Three Institutional Approaches	Bayview 1, 2, 3
1:45 – 2:45 PM	Conversations about Money: Understanding it, Finding it, and Talking about It	Mission 1
	A Tale of Two Cities: Marketing and Development Strategies in Different Library Environments	Mission 2
3:00 – 4:00 PM	Using Special Events to Strengthen Fundraising for your Library: Those Cocktail Napkins Will get you Every Time	Mission 1
	Athletics and Library Partnerships	Mission 2
<b>Tuesday, April 21</b>		
7:30 AM – 8:30 AM	Breakfast	Bayview Foyer
8:30 – 9:30 AM	ALADN 2016 presentation, Site Selection, and 2017 news	Bayview 1, 2, 3
9:30 – 10:30 AM	Fundraising Conversations and Contexts	Bayview 1, 2, 3
	Senior Library Development Colloquium: Lessons Learned and Lessons Taught	Mission 2
10:45 AM - 11:45 AM	A Double Challenge: How the Most Popular Place on Campus Succeeds without Alumni or Foundation Staff	Mission 1
	Planning and Launching a Major Capital Campaign: Strategies and Best Practices	Mission 2
1:00 – 2:00 PM	Rare Wine, Rare Books, Vintage Fundraising	Mission 1
	How to Develop and Harness the Potential of your Library's Board	Mission 2
2:15 – 3:30 PM	What Do a Scholar and a TV Character Have to Do with Academic Library Fundraising?	Bayview 1, 2, 3
5:00 – 9:00 PM	Gala banquet at University of San Diego (transportation provided)	



## Saturday, April 18

4 – 6 PM Point Loma Welcome gathering & registration (dinner on your own)

## Sunday, April 19

8:30 – 9:20 AM Bayview foyer Breakfast & registration

9:20 AM Bayview 2 – 3 Welcome

9:30 – 10:30 AM Bayview 1 From Zero To Friend-Making In 30 Months: Starting A Fundraising Program From Scratch

*Ken Burhanna & Karen Hillman (Kent State University)*

Learn how Kent State University Libraries took a dormant, basically non-existent fundraising program and started over, making friends, creating internal and external buy-in and developing a strong foundation for future development and advancement opportunities. The presenters will share how they learned about and began to work with their institutional advancement office, how they formed a national advisory council, how they created a student scholarship program, how they formed a robust student friends group, and most recently how they planned and held their first fundraising dinner gala. Successes and mistakes will be shared, as well as challenges and opportunities.

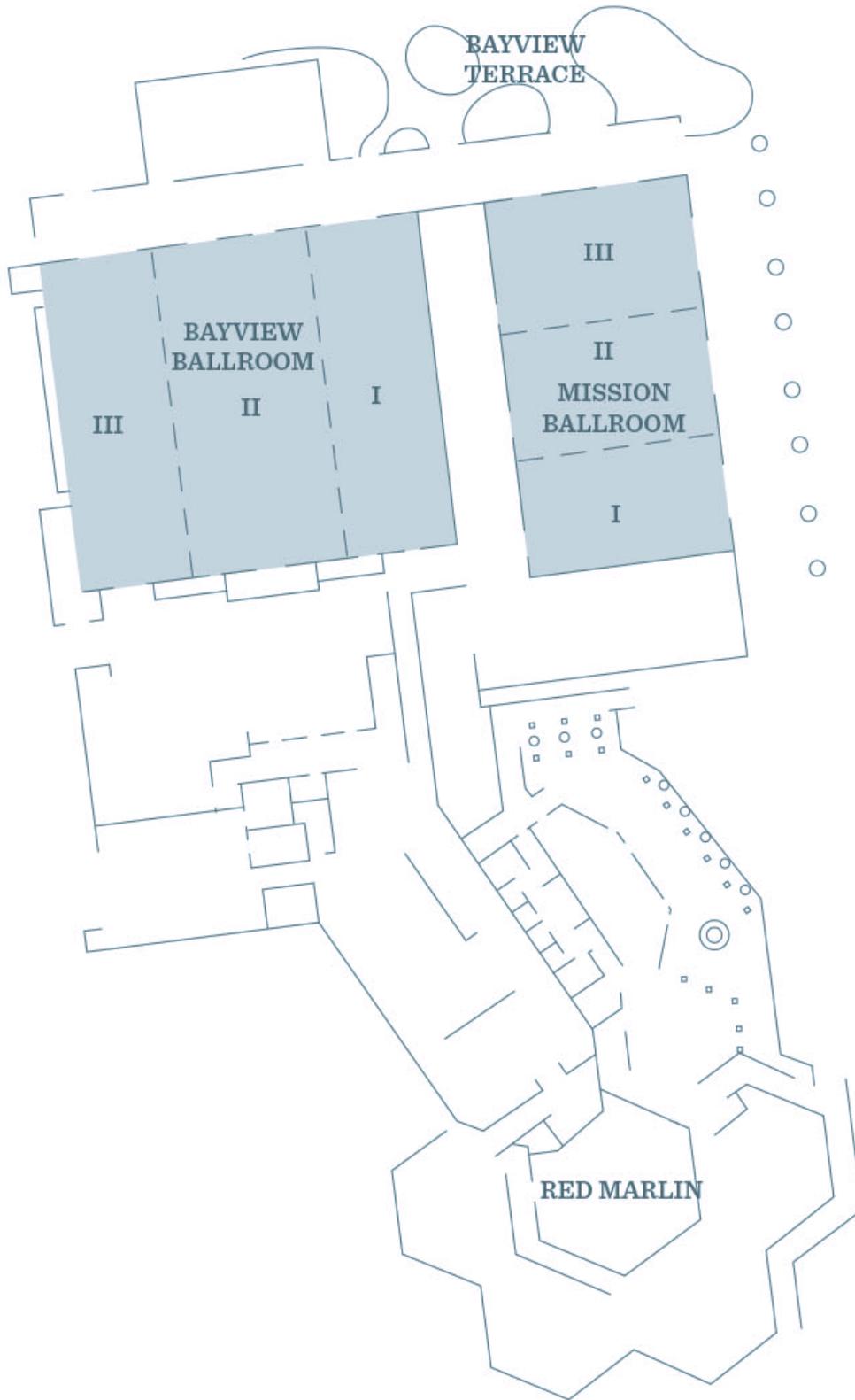
10:45 – 11:45 AM Bayview 1 Strategies for Collaboration

*Katherine Terpis (Indiana University of Pennsylvania)*

Development is all about working together as a team within the library but collaboration is essential internal to the institution. We are all in this together to think big picture for the institution. Tips along with several different scenario situations will be shared to discuss and learn from one another about how teamwork across departments/divisions will help the Libraries and ultimately the institutions to succeed successfully with planned gifts, and other types of funding support.

noon – 1:30 PM Bayview 2 – 3 Lunch & panel (12:15)





Sunday, April 19

- |                 |               |   |
|-----------------|---------------|---|
| 12:15 – 1:30 PM | Bayview 2 – 3 | <p><b>Library Development &amp; Communications: The Art and Science of Symbiosis</b><br/> <i>Brenda Geglia and Megan Mack (University of Rochester), Jennifer Leinbach and Elizabeth Smith (St. Mary's College of CA), Jennifer Sowa and Tasneem Rahim (University of Calgary)</i></p> <p>Are you new to library development or communications? Would you like to learn how to best leverage the expertise of your colleagues in those fields to achieve your shared goals? Fundraising and public relations go hand in hand. This panel presentation will explore best practices for building a collaborative relationship between gift officers and communications professionals. Participants will discuss how they work together to develop strategic processes for advancing their libraries' fundraising goals, and will share examples of their successful endeavors. Participants include professionals in the early stages of building their programs, as well as experts who have developed effective partnerships over time.</p> |
| 1:45 – 2:45 PM  | Bayview 1     | <p><b>Development Dilemmas: Finding the Right Solution</b><br/> <i>Dr. Elizabeth Titus and April Anaya (New Mexico State University)</i></p> <p>With the focus of development workshops frequently on best practices, this active learning workshop will explore examples and case studies which showcase what can happen when fundraising in a difficult environment leaves you in situations which don't go as you hope. This presentation will provide you with strategies and tips on ways to skillfully resolve complex, problematic situations and insights on how to avoid them in the future. Small group activities will allow you to collectively work on problem solving your way out of situations unique to development professionals.</p>   |
| 3:00 – 4:00 PM  | Bayview 1     | <p><b>Introduction to Library Development</b><br/> <i>David Duer and Gabrielle Gillard (UC Berkeley)</i></p> <p>This session will provide an overview of development for libraries. This discussion will provide an overview of development for libraries, including the building of relationships and the identification of library priorities and partnerships for fundraising. It will provide ideas you can start using right now – and skills to cultivate for the 'ask.' Learn to use the resources you have to the best advantage, no matter the size of your institution. Discover how to best represent your library to potential donors and what to look for to engage library partners.</p>  |
| 4:00 – 4:15 PM  | Bayview 1     | <p><b>Closing Remarks</b><br/> <i>Jennifer Nutefall (Santa Clara University)</i></p>  |



# CONFERENCE SCHEDULE

## Sunday, April 19

5 – 7 PM Bayview Welcome reception and registration - dinner on your own

## Monday, April 20

7:30 – 8:10 AM Bayview Foyer Breakfast and registration

8:10 – 8:30 AM Bayview 1, 2, 3 Welcome and Announcements

8:30 – 10:00 AM Bayview 1, 2, 3  
**Opening Keynote: Donor Centered Fundraising**  
*Penelope Burk (President, Cygnus Applied Research, Inc.)*  
 Donor-Centered Fundraising is a pragmatic, interactive and forward-thinking seminar designed to help decision-making staff and volunteers capitalize on these new market trends. In a succinct and compelling manner it answers the age-old question, "What do donors want?", then articulates a practical strategy that satisfies donors' needs.

10:00 - 10:15 AM Foyer Coffee

10:15 – 10:45 AM Bayview 1, 2, 3 Meet Your Mentor

10:15 – 10:45 AM Mission 3 Marketplace opens

10:45 – 11:45 AM Mission 1  
**Expanding Reach: Growing Alumni Engagement at a National Scale**  
*Rachel Karwas & Courtney Foat (University of Kansas)*  
 How do you evolve your library's advancement and alumni engagement program so it not only grows, but thrives within the changing landscape of your institution? After establishing a strong local donor base, KU Libraries was faced with that very question, and eager to begin cultivating outside its back yard. The organization developed an ambitious plan to adapt its engagement strategies—scaling to a national level through an invaluable partnership with KU Alumni Association. The presenters will provide an overview of the strategy and assessment behind KU Libraries' national engagement program, as well as the suite of implementable and proven outreach tactics they've used.

10:45 – 11:45 AM Mission 2  
**Voices for Libraries: Three Donors, Three Stories, Three Paths for Philanthropy**  
*Charlene Baldwin & Essraa Nawar (Chapman University)*  
 Dean of Leatherby Libraries at Chapman University, Charlene Baldwin will moderate a panel of three donors that have three different stories that kept them interested and connected to the Leatherby Libraries throughout the years. Mrs. Joann Leatherby, the founding donor of the library who remains involved and engaged in the library and its activities; Mrs. Margaret Class who named our yearly Student Book Collection Contest in addition to giving the library a collection of rare books and materials, as well as Mr. Mike Brown'06, a young entrepreneur who founded his business while he was studying in the library years ago and has recently connected back to the library by telling his story and inspiring people to get connected to the library's special collections and treasures.

noon – 12:30 PM Bayview Foyer Lunch

12:30 – 1:30 PM Bayview 1, 2, 3  
**Mission, Message, and Fundraising: Three Institutional Approaches**  
*Theresa Byrd (USD), Gale Etschmaier (SDSU), Brian E. C. Schottlaender (UCSD)*  
 San Diego is a small town in many ways and San Diego State University, University of California, San Diego, and the University of San Diego share the same community but represent very different missions, values, and visions. This panel discussion will explore how each library connects our missions and visions with the philanthropic goals of our community members. The panel will share how our messages present these missions to our different (or sometimes same) donors.

Monday, April 20

1:45 – 2:45 PM	Mission 1	<p>Conversations about Money; Understanding it, Finding it, and Talking about It <i>Danielle R. Dawson, J.D., MBA (UC San Diego)</i></p> <p>Ever have a donor tell you that she "wishes she could do more" or that he "just doesn't have the money right now?" How did you respond? Did this end the conversation? Effective fundraisers welcome these statements and understand that they are just the beginning of a much greater conversation. Through a series of case studies, examples of collaborations, and an overview of some of the most common gift vehicles, this presentation explores what to say next and how to introduce gift planning concepts to donors who care so much about the cause you represent.</p>
1:45 – 2:45 PM	Mission 2	<p>A Tale of Two Cities: Marketing and Development Strategies in Different Library Environments <i>Mark Stover (CSU, Northridge) and Marianne Ryan (Northwestern University)</i></p> <p>This presentation compares and contrasts library marketing, development, and fundraising strategies at two different types of academic libraries: a large, public, comprehensive university library (California State University, Northridge) and a mid-size, highly selective private research university library (Northwestern University). Differences between the two institutions' approaches are highlighted, but similarities are also discussed. Some of the issues examined include the responsibilities of public relations and development staff, the role of library philanthropic advisory boards, the relationship with Central Development, prospect research, donor cultivation, relationship building, communication, hospitality, and special events.</p>
2:45 – 3:00 PM		Break
3:00 – 4:00 PM	Mission 1	<p>Using Special Events to Strengthen Fundraising for your Library: Those Cocktail Napkins will get you Every Time <i>Harriet Teller (University of Michigan)</i></p> <p>Special events provide an excellent way to engage new donors and strengthen relationships with current donors. Before scheduling it, library development staff need to determine what the goal for an event is, and then continue to focus on the goal throughout the planning stages, during the event, and in the days, weeks, and months following it. This presentation will concentrate on ways to maximize the impact of special events in order to strengthen fundraising for your library.</p>
3:00 – 4:00 PM	Mission 2	<p>Athletics and Library Partnerships <i>Kurt Cumiskey (Duke University), Gay Jackson (Ohio State), Carlos Terrazas (Northwestern), and Antonia Vassar (Virginia Commonwealth University)</i></p> <p>Most university athletic departments support their student athletes with services like tutors. Some, however, contribute to the academic success of all students by supporting the libraries. From sharing a portion of ticket and apparel sales to high profile coaches pitching the libraries, there are many ways athletic departments can support their university library.</p>
Dinner		On your own or optional Gaslamp tour (5:45 PM boarding front of hotel)
6:30 PM	Red Marlin	Deans' Dinner

Tuesday, April 21

7:30 – 8:30 AM	Bayview Foyer	Breakfast
8:30 – 9:30 AM	Bayview 1, 2, 3	<p>Announcements and ALADN 2016 presentation <i>Jay Schafer, Carol Connare, Kim Fill (University of Massachusetts Amherst)</i></p> <p>Site Selection Committee and 2017 news <i>Rodney Henshaw (Drake University)</i></p>

Tuesday, April 21

9:30– 10:30 AM	Bayview 1, 2, 3	<p><b>Fundraising Conversation and Contexts</b>  <i>Lauren B. Collister &amp; Julie M. Seavy (University of Pittsburgh)</i></p> <p>Linguists have studied different styles of conversation and their connection to culture, power, and context. Building on the seminal work of sociolinguist Deborah Tannen (1986, 2005), we will apply her framework of involvement and considerateness in conversational style to fundraising conversations and contexts. We will make use of linguist Susan Steinbach's (2005) sports metaphors (conversation as rugby, bowling, golf, and basketball) to illustrate how these styles function in conversation, then discuss the particular style aspects that may be relevant in fundraising contexts. This discussion will be followed by recommendations for fundraisers who interact with people of all cultural backgrounds and how to accommodate to the styles that they use. We will also invite members of the audience to contribute their strategies for interaction with donors who use different conversational styles.</p>
9:30 – 10:30 AM	Mission 2	<p><b>Senior Library Development Colloquium: Lessons Learned and Lessons Taught</b>  <i>David Duer (UC Berkeley)</i></p> <p>A moderated discussion for library development professionals with at least 8 years of university/college experience. Topics include: 1.) Building relationships with donors, faculty, and colleagues; 2.) What's this "annual fund as an ATM" business all about?; 3.) Competing for donors – managing "turf issues" and silos; 4.) Bequests; 5.) Playing your skills forward for the next generation; 6.) Do we really want to see another building campaign?; 7.) My dean simply cannot raise money – or doesn't want to try; and 8.) How did I end up doing this all these years (for more senior folks)?</p>
10:30 – 10:45 AM	Bayview Foyer	Coffee
10:45 – 11:45 AM	Mission 1	<p><b>A Double Challenge: How the Most Popular Place on Campus Succeeds without Alumni or Foundation Staff</b>  <i>Pattie Piotrowski (Illinois Institute of Technology)</i></p> <p>What's a library to do when they're faced with a double whammy: no list of alumni to contact and no dedicated foundation staff to assist in securing donors and gifts? The answer is to build as many partnerships as possible and lay the groundwork for a future that could change with circumstances. We need to be ready for every future opportunity. This presentation will discuss how IIT strategically reorganized, crafted successful projects, engaged University Trustees and enhanced library space while creating a strong culture of assessment. The presentation will include our plans for the future.</p>
10:45 – 11:45 AM	Mission 2	<p><b>Planning and Launching a Major Capital Campaign: Strategies and Best Practices</b>  <i>Carolyn Henderson Allen (University of Arkansas)</i></p> <p>Dean Carolyn Henderson Allen of the University of Arkansas Libraries will present best practices and tips gleaned from the monumentally successful Campaign for the Twenty-First Century (2004) and from current planning for the upcoming Campaign for Arkansas (2016). Areas covered include assessing needs to determine strategic campaign goals, engaging campaign partners and advocates, and crafting a campaign strategy.</p>
noon – 1:00 PM	Bayview 1, 2, 3	Lunch with friends or 'Talk on Topic' networking
1:00 – 2:00 PM	Mission 1	<p><b>Rare Wine, Rare Books, Vintage Fundraising</b>  <i>Dave Richards (Missouri State)</i></p> <p>This presentation will introduce event planning showcasing a library's rare books, archives, and special collections. The program provides an overview of MSU's successful Rare Wine, Rare Books event, introduce the planning and budget for the event, how to line up sponsors and attendees, and how to use special collections for signature events. Since 2010, MSU's Rare Wine, Rare Books dinner and wine social pairs up rare books and manuscripts with</p>

Tuesday, April 21

1:00 – 2:00 PM

Mission 2

How to Develop and Harness the Potential of your Library's Board  
*Christina Muracco and Christina Morrison (Smithsonian Libraries)*

wine varietals. (For example, French wine with French Literature.) The three-hour event brings together prospective donors, rare book lovers, and wine connoisseurs. Although labor intensive, the event can be easily replicated and tailored to fit nearly any special collections theme.

A library's board is as unique as the library it supports. A successful board should frequently evaluate its priorities, committees and membership to adapt to the changing needs of the library it supports. How to keep your board interested in your library's cause and effectively champion your library. It also provides tips on retaining the volunteers that you have recruited.

2:00 – 2:15 PM

Bayview Foyer

Break

2:15 – 3:30 PM

Bayview 1, 2, 3

Closing Keynote: What Do a Scholar and a TV Character Have to Do with Academic Library Fundraising?  
*Brian E. C. Schottlaender (UC San Diego)*

4:30 – 9:30 PM

Banquet bus - running continuously between the hotel and the event

5:00 – 6:45 PM

ALADN Gala Reception Garden of the Sea  
*Dinner - Kroc Institute of Peace & Justice*  
 University of San Diego  
 5998 Alcalá Drive  
 San Diego, CA 92110

7:00 – 9:00 PM

ALADN Gala Dinner Kroc Institute of Peace & Justice



CELEBRATING NEW ENGLAND  
 STEEPED IN HISTORY

ALADN 2016 IN BOSTON



Hosted by  
 University of Massachusetts Amherst  
 Boston Library Consortium



#### PENELOPE BURK

Penelope Burk has over forty years of experience in not-for-profit management, fundraising, and research. A native of Montreal, Canada, Penelope began her professional career in market research, public relations and fundraising, becoming known as a “turn-around specialist” who advocates innovative solutions to improve revenue and institutional performance.

Penelope and her company, Cygnus Applied Research, Inc., are known for their leading-edge research with donors and their skill in helping clients adapt their fundraising operations to reflect donors’ changing needs and preferences.

Penelope’s innovative work, her advocacy for donors, and her passion for the philanthropic spirit led, in 2003, to the publication of her second book, *Donor-Centered Fundraising*. This best-selling text established her as the industry’s foremost authority on fundraising research, training and strategic planning based on the principles of Donor-Centered Fundraising. The book is the only statistically-based research ever published on the effect of meaningful communication on donor retention and gift value.

Last year, Penelope published *Donor-Centered Leadership*, which focuses on making more money by building and sustaining a high performance staff/volunteer team in fundraising. Informed by five years of research with 12,000 professional fundraisers, CEOs, Board members and Donors, *Donor-Centered Leadership* tackles one of the most frustrating and costly problems in fundraising (and in business) today -- the high turnover rate of staff. The book has been hailed as “timely, transformational and totally essential”.

Penelope authors the industry-acclaimed Burk Donor Survey that investigates how donors are changing the ways in which they give and how fundraisers can raise more money in a rapidly changing marketplace.

Penelope Burk is a highly sought-after educator and public speaker whose training sessions and forums are widely acclaimed as unique, engaging and among the most effective in the third sector. She has written more than sixty seminars, training programs and dramatic plays, all written specifically for not-for-profit organizations.



#### BRIAN E. C. SCHOTTLAENDER

Brian E. C. Schottlaender, The Audrey Geisel University Librarian at the University of California, San Diego since 1999, is a recognized leader in the academic library world, and has received several awards and honors for his visionary leadership, including the American Library Association’s Hugh Atkinson Award (2015) and Melvil Dewey Medal (2010), both given in recognition of lifetime achievements in the library profession.

Under Schottlaender’s direction, the UC San Diego Library has built world-class collections and innovative services and has excelled in the development and implementation of cutting-edge digital technologies in support of national and global digitization and digital preservation initiatives. During Schottlaender’s tenure as UC San Diego’s University Librarian, the UC San Diego Library has risen to the ranks of the nation’s top public academic research libraries. During this time, collection endowments have increased by almost 50%; total print and digital library holdings have increased dramatically, and journal offerings have expanded by more than 100%. Today, the Library’s vast resources and services are accessed via the World Wide Web almost 90,000 times a day.

The UC San Diego Library was the first in Southern California to partner with Google on its global book digitization project. Additionally, under Schottlaender’s leadership, the UCSD Library has played a key role in building out the Pacific Rim Research Library Alliance—an international consortium of more than 30 prestigious academic libraries—to facilitate user access to scholarly research materials from and across the Pacific. Long a proponent of cooperation between and amongst libraries and related organizations, Schottlaender is a member of the Executive Committee of the San Diego Supercomputer Center; the Board of Trustees of OCLC; and the Board of Directors of the Association for Research Libraries. Schottlaender is also Past Chair of the Board of Governors of HathiTrust, the consortium of universities that is building one of the largest online collections of books ever assembled; an inaugural member of the Board of the Digital Preservation Network; and a founding member of the Board of Trustees of ArchivesSpace.

Currently, Schottlaender is an Investigator on three extramurally funded initiatives with national significance, including: The Western Regional Storage Trust, an initiative funded by The Mellon Foundation to develop a distributed, shared retrospective journals repository among research libraries in the western U.S.; ArchivesSpace, an initiative also funded by The Mellon Foundation to create a next-generation suite of software tools for managing archival collections; and Chronopolis, an initiative funded first by the Library of Congress and now by the Digital Preservation Network to create the distributed computer infrastructure needed to collect and preserve at-risk digital information for the long term.

**CAROLYN ALLEN** became dean at the University of Arkansas Libraries in 2000, which has a current endowment valued at more than \$42 million. She served as Deputy Director of Libraries at the University of Florida from 1992 to 2000 and Director for Support Services from 1990 to 1992. She was Associate University Librarian for Administrative Services at the University of Southern California from 1988 to 1990. Dean Allen helmed the University of Arkansas Libraries during the Campaign for the Twenty-First Century, raising \$39,142,269 for the Libraries, four times the initial goal.

*Planning and Launching a Major Capital Campaign—Strategies and Best Practices; Tuesday, April 21 at 10:45 AM in Mission 2.*

**APRIL ANAYA** is an NMSU alumnus and has been the Director of Development at NMSU's Library since February of 2013. She has a non-profit management and fundraising background having worked for the Boys & Girls Club of Las Cruces, Mesilla Valley Hospice and United Blood Services.

*Development Dilemmas: Finding the Right Solution; Sunday, April 19 at 1:45 PM in Bayview 1.*

**CHARLENE BALDWIN** is dean of the Leatherby Libraries at Chapman University. She received her M.A. from the Graduate Library School of the University of Chicago and her B.A. with honors from California State University, Sacramento. Ms. Baldwin has been a librarian for more than 40 years, and has served at Chapman University since February 2000. Her professional interests include the future of libraries in the information age, funding and planning library buildings, information technology, computers and automation in libraries, facilitation and team building, and international librarianship.

*Voices for Libraries: Three Donors Three Stories, Three Paths for Philanthropy; Monday, April 20 at 10:45 AM in Mission 2.*

**SHARON BOSTICK** is Dean of Libraries at the Illinois Institute of Technology in Chicago. Before joining IIT she was library dean, University of Missouri Kansas City and University of Massachusetts Boston. She has

worked as an independent consultant, focusing on assessment, innovation, and accessibility in the US and internationally. She created the statistically validated Library Anxiety Scale, a diagnostic and research tool. Current research studies include information-seeking behavior and creative learning environments.

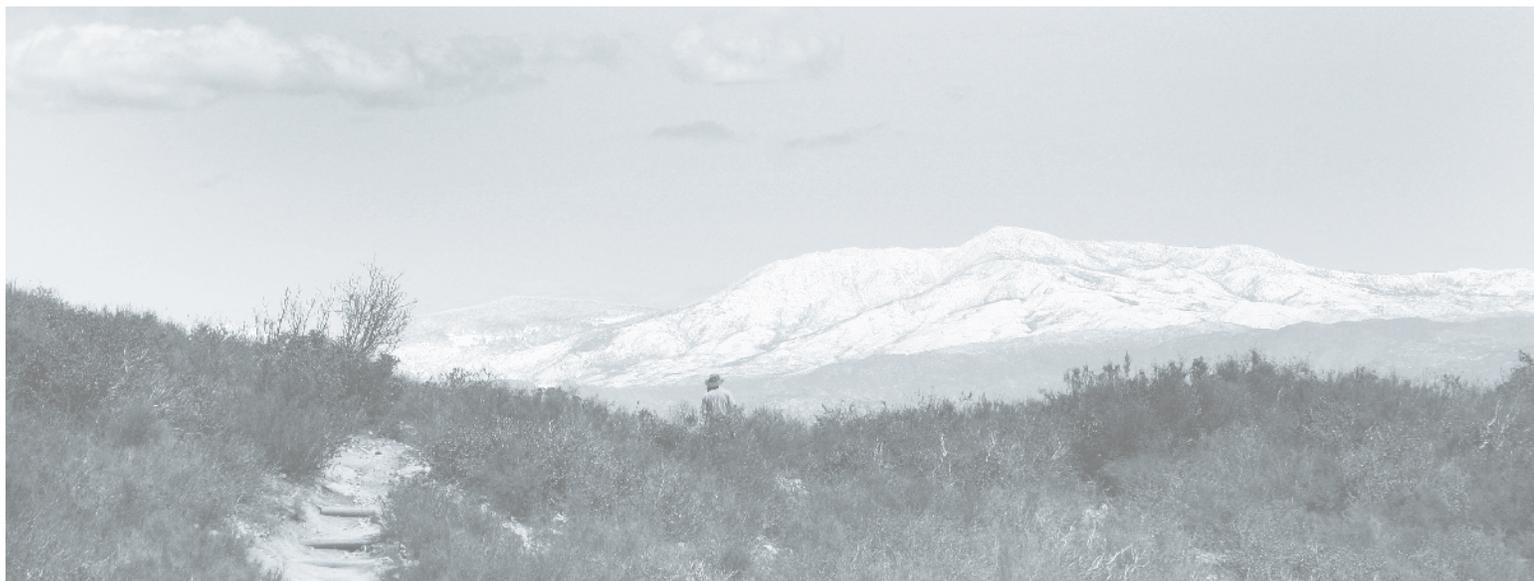
*A Double Challenge: How the Most Popular Place on Campus Succeeds without Alumni or Foundation Staff; Tuesday, April 21 at 10:45 AM in Mission 1.*

**MIKE BROWN** is an alumnus of Chapman University, Class of 2006, and founding member of Chapman50 – designed to engage influential Chapman University alumni with leadership and professional development opportunities. While a student at Chapman University, Mike co-founded ModBargains.com, a multi-million dollar company that provides aftermarket automotive parts and accessories. Mike was listed as one of SEMA's 35 under 35. (Specialty Equipment Market Association). Mike has a passion for libraries and recently hosted a white glove reception of the Treasures of the Leatherby Libraries.

*Voices for Libraries: Three Donors, Three Stories, Three Paths for Philanthropy; Monday, April 20 at 10:45 AM in Mission 2.*

**KENNETH BURHANNA** is currently assistant dean for engagement & outreach and associate professor at Kent State University Libraries. Ken has written and spoken frequently on high school outreach and supporting student transitions through information literacy instruction. He edited ABC-CLIO's Informed Transitions: Libraries Supporting the High School to College Transition and helped create the Transitioning to College web site. He is project director of TRAILS: Tool for Real-time Assessment of Information Literacy Skills. He co authored the award-winning A Practical Guide to Information Literacy Assessment for Academic Librarians. The Academic Library Association of Ohio recognized him as their Distance Learning Visionary of the year, and he was recognized by the Library Instruction Roundtable of the American Library Association.

*From Zero to Friend-Making in 30 Months: Starting a Fundraising Program from Scratch; Sunday, April 19 at 9:30 AM in Bayview 1.*



**THERESA BYRD** is Dean of the Library at the University of San Diego. She previously served as Chief Information Officer and Director of Libraries at Ohio Wesleyan University. Dr. Byrd is chair of the Statewide California Electronic Library Consortium. She has extensive library consortia experience in California, Ohio, and Virginia. Dr. Byrd was recently elected to the SPARC Steering Committee. She has a long history of being active with the Association of College and Research Libraries and was instrumental in developing the ACRL Spectrum Scholar Mentoring program. Dr. Byrd received her Ed.D. from the University of Virginia, her M.Ed. from Virginia Commonwealth University, her M.L.S. from North Carolina Central University, and her B.A. from Shaw University.

*Mission, Message and Fundraising: Three Institutional Approaches; Monday, April 20 at 12:30 PM in Bayview 1,2,3.*

**MARGARET CLASS** is a supporter of the Leatherby Libraries and an avid book collector. She and her husband, John, owned a large private collection of leaf books, miniature books, and movable books (pop-up books). She is active in the Miniature Book Society, the Book Club of California, the Movable Book Society, and Los Compadres. She has established an annuity for the Leatherby Libraries and sponsors the annual John and Margaret Class Book Collection Contest to inspire students to create their own personal libraries and book collections and to take joy in the printed book.

*Voices for Libraries Three Donors, Three Stories, Three Paths for Philanthropy; Monday, April 20 at 10:45 AM in Mission 2.*

**LAUREN B. COLLISTER, Ph.D.**, is the Electronic Publications Associate at the University Library System at the University of Pittsburgh. She is a linguist and digital scholar who works to bring together scholars with the tools that can enhance their research and productivity. Her scholarly research focuses on communication in computer-mediated environments. She also is a vocal advocate for Open Access. She blogs at [laurenbcollister.com](http://laurenbcollister.com) and tweets under the handle [@parnopaeus](https://twitter.com/parnopaeus).

*Fundraising Conversations and Context; Tuesday, April 21 at 9:30 AM in Bayview 1, 2, 3.*

**KURT CUMISKEY** is Assistant Director of Development at Duke University Libraries. His chapter "Crazy Smart: Creative Approaches to Developing your Donor Pipeline and Increasing Support," co-written with Tom Hadzor, appeared in *Successful Library Fundraising: Best Practices* (Rowman & Littlefield, 2014).

*Athletics and Library Partnerships; Monday, April 20 at 3:00 PM Mission 2.*

**DANI DAWSON** has always had a passion for equality, diversity, and inclusion. While earning her JD at Chapman University, she completed an internship at the Children's Dependency Court and Legal Aid Society of Los Angeles County. Through this experience, she was inspired to advocate for underrepresented children and families, subsequently leading her to work in a Family Law and Estate Planning Firm. Dani was introduced to the world of philanthropy through a close friend and felt she could use her law background to bring a unique perspective to the non-profit sector. As a member of the Office of Gift Planning at UC San Diego, Dani blends legal expertise with fundraising talents to help supporters of the university achieve their charitable planning goals. Dani is the current President of the Board of Directors for the AFP San Diego Chapter and a member of the Partnership for Philanthropic Planning and Women Give. She occasionally accepts pro bono cases working with victims of domestic violence through Casa Cornelia Law Center.

*Conversations About Money: Understanding It, Finding It, and Talking About It; Monday, April 20 at 1:45 PM Mission 1.*

**DAVID DUER** is the Director of Development and External Relations for the UC Berkeley Library, having spent 27 years in the University of California System. Prior to joining the University Library in 2000, he was the Chief Development Officer for the UC Davis Health System in Sacramento, and Associate Development Director of the UC Berkeley College of Engineering. He has been a middle school teacher in Richmond, CA; a secondary school teacher in Zambia; assistant director with the Richmond (CA) Boys Club; director of Big Brothers of Marin County (CA); and development director for both the Hamlin School and Mercy High



School in San Francisco. He has a BA from UC Berkeley, and a MS from the University of Southern California, and is an active volunteer, recently serving 8 years on the West Contra Costa Unified School District Bond Oversight Committee, and as a Commissioner for the Contra Costa County Arts and Culture Commission.

*Introduction to Library Development; Sunday, April 19 at 3:00 PM in Bayview 1. Senior Library Development Colloquim: Lessons Learned and Lessons Taught; Tuesday, April 21 at 9:30 AM in Mission 2.*

**GALE ETSCHMAIER** became dean of San Diego State University's Library and Information Access in 2011, assuming responsibility for the overall guidance and leadership of the library on a diverse campus that supports 30,000 students. She previously served as the Associate University Librarian for Public Services at the George Washington University for 16 years. Dr. Etschmaier is professionally active at the national level, one recent example is consulting on the Kazakhstan Higher Education Reform project through the University of Pennsylvania, co-teaching week-long training sessions on library leadership and best practices for a group of librarians, teachers and technology specialists charged with developing libraries for Nazarbayev Intellectual Schools. She is currently Vice-Chair/Chair Elect of the CSU Council of Library Deans. She received her Ed.D. in Higher Education Administration from the University of Pennsylvania, her M.L.S. from SUNY Albany and her B.A. from SUNY Stony Brook.

*Mission, Message and Fundraising: Three Institutional Approaches; Monday, April 20 at 12:30 PM in Bayview 1,2,3.*

**COURTNEY FOAT** has worked with KU Libraries' Communications and Advancement unit for six years, helping to shape development strategy while overseeing creative direction and design for all advancement communications and programming. She regularly collaborates in efforts to cultivate donors and help advance the national profile of KU Libraries.

*Expanding Reach: Growing Alumni Engagement at a National Scale; Monday, April 20 at 10:45 AM in Mission 1.*

**BRENDA GEGLIA** has served as the Director of Advancement at the River Campus Libraries at the University of Rochester since January 2014. In that capacity, she handles prospect development and advancement efforts for the libraries.

*Library Development and Communications: The Art and Science of Symbiosis; Sunday, April 19 at 12:15 PM in Bayview 2,3.*

**GABRIELLE (GIGI) GILLARD** is the Donor Stewardship and Events Coordinator at the UC Berkeley library development office. She has more than a decade worth of constituent-centered experience in both corporate and higher education. She joined the library development office after spending five years at Dominican University of California in San Rafael as the assistant director of alumni relations and three years as the senior service manager for the Oakland Raiders front office. Gigi is also a member of the Mother Mary Raymond Scholarship Fund Board and Dominican's Women, Leadership, and Philanthropy Council.

*Introduction to Library Development; Sunday, April 19 at 3:00 pm in Bayview 1.*

**GAY JACKSON** has been the Director of Development for The Ohio State University Libraries for twelve years. She directed the campaign for the renovation of the Thompson Library that benefited greatly from a partnership with the Athletic Department. Prior to that, she worked on OSU's Newark Campus. She is a native West Virginian who was Director of Marketing and Development for the Marshall University School of Medicine before moving to Columbus.

*Athletics and Library Partnerships; Monday, April 20 at 3:00 PM Mission 2.*

**RACHEL KARWAS** has been the Events Coordinator for KU Libraries for almost three years. She plans and executes mainly donor-focused events, in Lawrence as well as nationally, in partnership with the KU Alumni Association. She regularly collaborates in efforts to cultivate donors and help advance the national profile of KU Libraries.

*Expanding Reach: Growing Alumni Engagement at a National Scale; Monday, April 20 at 10:45 AM in Mission 1.*

**JOANN LEATHERBY** is a 20-year member of Chapman University's Board of Trustees, serving on the Board's Academic Committee and Faculty Long Range Planning Council, as well as serving as chair of the University Advancement Committee. She also serves on the board of the Pacific Symphony where she chairs the Individual Giving Committee. Mrs. Leatherby has been recognized by the Girl Scouts of America, the Juvenile Diabetes Research Foundation, and the Orange County chapter of the Association of Fundraising Professionals, who presented her with the Lifetime Achievement Award in Philanthropy. She Co-Chaired the library's Millennium Capital Campaign and on behalf of her family, provided the lead gift to name the Leatherby Libraries.

*Voices for Libraries Three Donors, Three Stories, Three Paths for Philanthropy; Monday, April 20 at 10:45 AM in Mission 2.*

**JENNIFER LEINBACH** has nearly 30 years of experience in higher education fundraising, including Stanford University, Cal Poly San Luis Obispo, California State University East Bay in Hayward and Saint Mary's College in Moraga, California. Her experience includes special events, stewardship, campaign management and line fundraising. She credits the seasoned professionals with whom she worked at Stanford University for her love of the profession. She joined Saint Mary's College in Moraga, California in May of last year to raise funds to build a new library. In October she was asked to also oversee fundraising for the School of Economics and Business Administration. Jennifer has a B.S. in Interdisciplinary Studies from Cal Poly San Luis Obispo.

*Library Development and Communications: The Art and Science of Symbiosis; Sunday, April 19 at 12:15 PM in Bayview 2,3.*

**MEGAN MACK** is the Communications Project Manager for the River Campus Libraries at the University of Rochester. Her responsibilities include promoting the programs of and managing internal and external communications for seven libraries. Prior to joining the River Campus Libraries in 2014, Megan served as Communications Specialist at the University of Rochester Medical Center. She has also worked as a broadcast journalist for ten years. Megan holds a B.S. in Television-Radio-Film and a B.A. in Italian Language and Literature from the S.I. Newhouse School of Public Communications at Syracuse University.

*Library Development and Communications: The Art and Science of Symbiosis, Sunday, April 19 at 12:15 PM in Bayview 2,3.*

**CHRISTINA MORRISON** serves as Advancement Officer with the Smithsonian Libraries. Prior to her current role overseeing the Libraries' Annual Giving program and special events, she worked in Planned Giving and Major Gifts at the Philadelphia Museum of Art and the Arden Theatre Company, Philadelphia. Tina received her B.A. in Communications from the University of Pennsylvania.

*How to develop and harness the potential of your library's board; Tuesday, April 21 at 1:00 PM in Mission 2.*

**CHRISTINA MURACCO** is Director of Advancement for the Smithsonian Libraries. Christina began her fundraising career at the Penn State University Libraries, and she has served as Director of Development for the Catholic University of America. Christina earned her BA in Media Studies at Penn State University and her JD from Widener University School of Law.

*How to develop and harness the potential of your library's board; Tuesday, April 21 at 1:00 PM in Mission 2.*

**ESSRAA NAWAR** joined the Leatherby Libraries in November 2011 and serves as the Library's development coordinator. Essraa received her bachelor's degree in commerce with an emphasis in accounting from Alexandria University, Egypt. She also holds a Master of Business Administration (MBA) from the American Management & Business Administration Institute. Her professional interests include developing and implementing marketing, branding and communications practices to support the Libraries as well as maintaining an integrated external relations model targeting prospective donors, current donors, board members and any external partners.

*Voices for Libraries Three Donors, Three Stories, Three Paths for Philanthropy; Monday, April 20 at 10:45 AM in Mission 2.*

**PATTIE PIOTROWSKI** is Assistant Dean for Public Services at Illinois Institute of Technology's Galvin Library. Pattie served as President of the Illinois Association of College & Research Libraries for 2014.

*A Double Challenge: how the most popular place on campus succeeds without alumni or foundation staff; Tuesday, April 21 at 10:45 AM in Mission 1.*

**TASNEEM RAHIM** is currently the Director of Development for the Faculty of Arts/ Libraries and Cultural Resources at the University of Calgary. Her work includes fundraising and stewardship for a diverse portfolio that includes Psychology, Archaeology, the School of Creative and Performing Arts, Military Archives, Special Collections, as well two Art Galleries. Tasneem commenced her development career in 2000 at the Glenbow Museum in Calgary and in 2006 she joined the national non-profit organization, Imagine Canada. Prior to joining the university in 2011 Tasneem led Aga Khan Foundation Canada's Corporate and Outreach Program, managing sponsorships for two major events: World Partnership Walk and Golf.

*Library Development and Communications: The Art and Science of Symbiosis; Sunday, April 19 at 12:15 PM in Bayview 2,3.*

**DAVE RICHARDS** has served as Head of Special Collections and Archives at MSU's Duane G. Meyer Library since 1997. Mr. Richards is also currently a member of the Board of Trustees for the Springfield-Greene County Library District and serves on the Board of Directors for the Johnson Library & Museum in Osceola, Missouri. Mr. Richards holds a BA and MA in History, and an MLIS degree from Louisiana State University - Baton Rouge. He served as the regional Springfield, Missouri, editor for ChefMoz.org from 2003-2007.

*Rare Wine, Rare Books: Vintage Fundraising; Tuesday, April 21 at 1:00 PM in Mission 1.*

**MARIANNE RYAN** is Associate University Librarian for Public Services at Northwestern University. Previously she held positions at Purdue University and the University of Maryland libraries. She received both her MA in Library & Information Science and PhD in Higher Education Policy from the University of Iowa.

*A Tale of Two Cities: Marketing and Development Strategies in Different Library Environments; Monday, April 20 at 1:45 PM in Mission 2.*

**JULIE M. SEAVY** is the Sr. Director of Development for the University of Pittsburgh. In this position, Julie is responsible for all fund-raising for three areas on campus, including the university library system. In addition, she has a portfolio of campus-wide leadership gift prospects. She is in her 28th year at Pitt and has been involved in nearly every aspect of fundraising including budget and personnel, prospect management, campaign planning and major gift fundraising. She has been a speaker at both national library and CASE conferences and spoke abroad at a library fundraising seminar at the University of Birmingham. Julie was ALADN program chair twice and chair and host of the 2013 ALADN Conference in Pittsburgh. Julie is a graduate of Gannon University in Erie, PA.

*Fundraising Conversations and Context; Tuesday, April 21 at 9:30 AM in Bayview 1, 2, 3.*

**ELIZABETH SMITH** is the Vice President for College Communications at Saint Mary's College of California. Elizabeth has over a dozen years of experience in digital communication, donor relations, and integrated marketing and communication. Her important accomplishments include implementing a university wide integrated marketing plan, providing communications support for a comprehensive fund raising campaign and leading development of a university-wide social media strategy. Elizabeth holds a BA in Journalism from Auburn University and an MS in Integrated Marketing Communications from the Medill School at Northwestern University.

*Library Development and Communications: The Art and Science of Symbiosis; Sunday, April 19 at 12:15 PM in Bayview 1, 2.*

**JENNIFER SOWA** is Manager of Communications and Marketing with Libraries and Cultural Resources at the University of Calgary. Her portfolio consists of eight university libraries including the innovative Taylor Family Digital Library, two art galleries, Archives and Special Collections, the University of Calgary Press and Prism, the university's digital repository. Jennifer was a print and broadcast journalist for 15 years before joining the University of Calgary in 2008. She studied public relations at

Mount Royal University in Calgary and holds BA degrees in Journalism and Communications and in French and Philosophy from the University of Regina.

*Library Development and Communications: The Art and Science of Sym-biosis; Sunday, April 19 at 12:15 PM in Bayview 2,3.*

**MARK STOVER** is Dean of the Oviatt Library at California State University, Northridge. Previously he served in a variety of capacities at San Diego State University, including Interim Dean, Interim Associate Dean, and Assistant University Librarian. He received an M.L.S. from UCLA and a Ph.D. in information science from Nova Southeastern University.

*Tale of Two Cities: Marketing and Development Strategies in Different Library Environments; Monday, April 20 at 1:45 PM in Mission 2.*

**HARRIET TELLER** has worked in the development arena at the University of Michigan for the past 25 years. Prior to joining the professional staff of the U-M Library, Harriet spent nine years working at Michigan Radio, the university's public radio service. She previously served as national field director for the consumer boycott of textile giant J.P. Stevens and as an investigator and boycott organizer for the United Farm Workers led by Cesar Chavez. Harriet holds bachelor's and master's degrees from the University of Michigan.

*Using Special Events to Strengthen Fundraising for Your Library; Monday, April 20 at 3:00 PM in Mission 1.*

**KATHERINE TERPIS** is the Assistant Dean of Libraries for Assessment & Development at Indiana University of Pennsylvania. Her dual role allows her to use applicable data to inform donors and potential foundations to leverage opportunities for giving. She comes to Indiana University of Pennsylvania from Monroe Community College where she served as Assistant Director of Libraries at Monroe Community College. She has earned a Master's degree in Education from Frostburg State University in Maryland and a Master's degree from Clarion University of Pennsylvania.

*Strategies for Collaboration; Sunday, April 19 at 10:45 AM in Bayview 1.*

**ELIZABETH TITUS** has been Dean of NMSU's Library since 2000. She has extensive experience in academic research library administration in New Mexico, Illinois, and Michigan. Dr. Titus has a Ph.D. in Political Science, a Master's Degree in Urban Planning, a Master's Degree in Library Science, and a B.A. in Political Science.

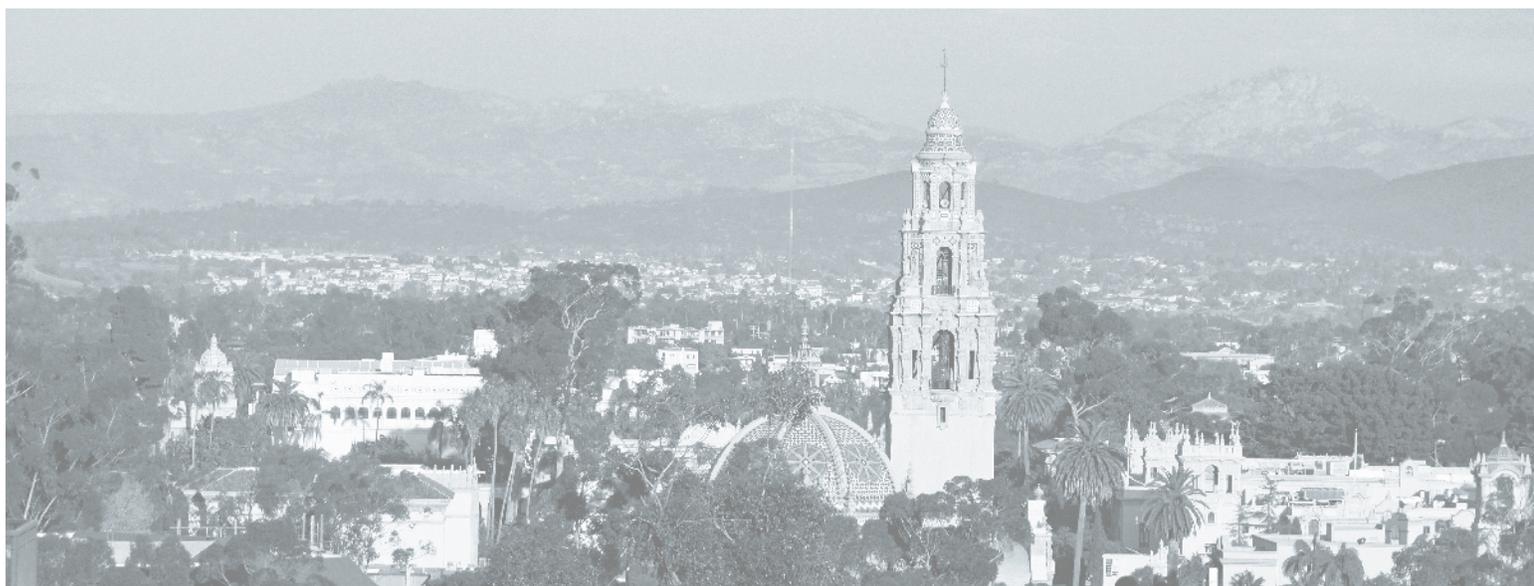
*Development Dilemmas: Finding the Right Solution; Sunday, April 19 at 1:45 PM in Bayview 1.*

**CARLOS TERRAZAS** has been the Director of Development for the Libraries, Press and University Archives with Northwestern University since 2012, and has been with Northwestern Alumni Relations and Development since 2008. Prior to that, Carlos held a variety of sales and marketing roles, primarily in the insurance industry. He has served in various volunteer leadership capacities with Northwestern including his 5th, 10th and 15th Reunion Committees and was a founding member and vice president of the Latino Alumni club of NU from 2001-2007.

*Athletics and Library Partnerships; Monday, April 20 at 3:00 PM Mission 2.*

**ANTONIA VASSAR** is Assistant Director of Development for the libraries at Virginia Commonwealth University. A proud VCU alumna, she has worked in fundraising for the VCU Libraries for almost 10 years. Her work spans annual fund, special events, and capital campaign. An avowed non-sports person, she is living proof that learning just a bit about shot clocks, brackets, and Havoc can be an enjoyable experience and lead to increased fundraising success.

*Athletics and Library Partnerships; Monday, April 20 at 3:00 PM Mission 2.*



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