

*This Annual Conference
is for Library Staff in
Academic, Public, School,
and Special Libraries*

**R E A C H I N G
FORWARD**

2010

**COME CELEBRATE
OUR 20TH YEAR**

*Our mission is to
provide professional
opportunities for
library staff to grow,
learn, and connect with
new ideas.*

April 30, 2010
8:00 AM – 3:30 PM
Donald E. Stephens
Convention Center
5555 North River Road
Rosemont, IL 60018

For questions call or email:

Tobi Oberman
Skokie Public Library
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For the latest
Reaching Forward
information, connect
with us on Facebook.

Please visit our website at:
www.reachingforward.org

8:00 AM Registration/Networking and Continental Breakfast

8:30 AM Introduction, Welcome, and Awards



9:00 – 10:00 AM

Keynote Speaker: Mikki Williams

The Whole Life Trilogy addresses the complexities, challenges, joys of life, and the rewards offered through a life lived in harmony with one's values.

She's not just a woman...she's not just a speaker...she's an event!

No matter whom Mikki is addressing, her unique storytelling is transformational and thought-provoking; she holds her audience members accountable to action. She mixes entertainment and humor with business savvy and knowledge to share insight and inspiration for life-changing impact. From the corporate world to the ever changing world we live in, she is a breath of fresh air: outrageous, fun, stimulating, informative, and most of all, real!

NEW THIS YEAR: Author Conversations

Local Authors will be available throughout the day to discuss their works and take questions; talk about possible appearances at your library; and autograph copies of their books available for purchase.

10:00 – 10:30 AM Author Book Signing and Exhibitor No-Conflict Time

10:30 – 11:30 AM Taming Technolust: Planning in a Hyperlinked World

How do we plan and utilize technology to meet library user needs? Does technolust have a place in libraries? This presentation explores tips for all staff members who use technology to interact with the public.

Speaker: Michael Stephens
Assistant Professor
Dominican University

C O N C U R R E N T P R O G R A M S

You've Got Personality

What is the most critical and untaught skill that you must have today? More and more experts agree: it's knowing people. Know people—know what makes Walt unique, and understand what Susan wants and needs—and your relationships will change. You will dramatically improve your effectiveness with the people you work with, the people you supervise, the people you're trying to motivate, your clients—everyone.

Speaker: Mikki Williams, CSP
International Speaker, Trainer,
Consultant, Coach, and Author

Call of the Wild, or the Dogsled Theory of Getting Things Done

Libraries increasingly find themselves in organizational chaos under the combined influences of funding cuts, insane technological change, and borderline unrealistic expectations of both customers and governing bodies. Never have concepts such as leadership, vision, and teamwork become so important and the effective implementation of them so crucial.

Speaker: Kelly Krieg-Sigman
Director, LaCrosse Public Library

Oh, I Wish I'd Said...

Ever left a conversation wishing you'd said something different? This fun and interactive workshop gives you industry-specific, real-world tips on what to say and do when dealing with difficult people. These tips are guaranteed to increase your confidence and decrease your blood pressure!

Speakers: Gail Johnson and Pam Parr
Face to Face Communications and
Training, Inc.



The Importance of Being Funny

Humor is not a cure for life but a helpful anesthesia. Laughter reinforces our humanity and encourages hope.

Both seriousness and silliness are critical parts of a meaningful existence. Learn more about what humor can do for you.

Sponsored by LACONI.



Speaker: Al Gini
Loyola University Chicago

Six Keys to Financial Success

Most people say they want financial security, but few actually succeed. Attend this workshop to gain valuable insight and ideas you can immediately put to work to help you take steps toward greater security.

Speaker: Curtis Matlin
Curtis L. Matlin Financial Services

Should I Dial 911?

When is it right to call the police? Is it a threat that is made valid? Is the patron letting off steam, or are they serious? Explore the anatomy of a "police contact." Become assertive in rapidly changing situations, and act with confidence when dialing 911.

Speaker: Tim Goergen
Training Director, Hill'N'Ash, Inc.

Staying Focused and Friendly During Fearful Times

With flat budgets, sometimes new facilities, but no more staff, library employees are being asked to do more with less. During these times people are flocking to the library in huge numbers. Many staff members have family and close friends in economic distress; they come to work tired and cranky at times. All is not doom and gloom. Learn ways to stay sane and focused.

Speakers: Dan and Sharon Wiseman
Wiseman Consulting and Training

Stretching and Strengthening for the Back and Lower Body

Do you feel stiff at work? Do you stand up only to find yourself stuck in the shape of your chair? If so, this is the session for you! Treat your body to easy stretches and strengthening exercises that can be done at home or at work. Start feeling better now!

Speaker: Jill S. Powers M.P.T.
Certified Pilates Instructor
All Things in Motion

Songs to Read! Books to Sing!

Children's author and musician Jim Gill reveals the wonderful connections between music, play, and literacy. Enjoy the opportunity to take part in reading songs and singing books that you can bring back to your library and integrate into your work with children! The session features a presentation of Jim's newest picture book, *A Soup Opera*.

Speaker: Jim Gill
Children's Author and Musician

What about the Moody Kid in Black? Growing and Fostering Teen Creativity

This program is for those who have creative teens in their lives and wish to encourage their literary expression. Learn the difference between pushing and encouraging, how to keep creative teens safe from negative influences, and when behavior might be worth worrying about. Become aware of how tapping into creative potential will aid in navigating a teen's emotional landscape.

Speaker: Diana Zwinak
Executive Director
Teen Writers and Artists Project

11:45 AM – 12:45 PM



Hyperlinked Library Services for Young People

Today's technological environment is one of continuous computing.

Recent books and studies about the born-digital generation indicate the many opportunities for librarians to create programs and spaces which acknowledge this reality and attempt to provide spaces, places, and faces that enable, engage, and inspire.

Speaker: Michael Stephens
Assistant Professor
Dominican University

You've Got Personality

(Repeat of 1st session program)

Speaker: Mikki Williams, CSP
International Speaker, Trainer,
Consultant, Coach, and Author

Are You Smarter Than a Library Director?

To many frontline library employees, the actions and decisions of the director can occasionally seem odd, strange, or downright goofy. Delve into the mysteries and demands of library directorship. Some lucky attendees will have an opportunity to match their management know-how against that of a veteran library director. Of course, there will be "fabulous prizes!"

Speaker: Kelly Krieg-Sigman
Director, LaCrosse Public Library

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with us on Facebook.

What I Really Meant Was...

In a world where communication is ubiquitous, instantaneous, and 24/7/365, miscommunication has become an epidemic. As clear, honest, and open communication rises, so does productivity. Participants have fun dissecting the reasons for communication sinkholes. Learn to say what you mean and get what you want, with confidence.

Speakers: Gail Johnson and Pam Parr
Face to Face Communications and
Training, Inc.

Getting Back to Work: Serving Job Seekers in Your Community

Job seekers are turning to their public library for help in these difficult economic times. Explore how libraries are meeting their needs with job search centers, specialized collections, community partnerships, and innovative programming. Take away strategies that you can put into practice at your library.

Speaker: Rebecca Teasdale
Assistant Director Schaumburg
Township District Library/ Director of
Reference STDL

The Attorney Is In: Ask Away

This is a must session for those who want the facts on personnel law and its impact on the library. Listen to a labor attorney who cut through the myths and lays out the facts regarding hiring, firing, interviewing, office romances, unions, and more.

Speaker: Britt Isaly
Director of Special Projects
Ancel, Glink, Diamond, Bush, DiCianni
& Krafthefer, P.C.

Six Keys to Financial Success

(Repeat of 1st session program)

Speaker: Curtis Matlin
Curtis L. Matlin Financial Services

Security Tips for Library Personnel

Conducting a personal safety assessment is a must, particularly with unusual incidents occurring in and about the library every day. Panic should not drive your actions and emotions. If it is predictable, it is preventable. Explore ways to predict and prevent becoming a victim of a crime or bizarre incident.

Speaker: Tim Goergen
Training Director, Hill'N'Ash, Inc.

Differences Don't Have to be Destructive!

Learn about your style of behavior using the People Style Inventory. What causes differences in behavior, how do you handle the

different styles of behavior, and how can you apply these ideas back home? This inventory deals only with observable behavior, not the underlying preferences, making it a valuable tool to deal with behavioral differences in the workplace.

Speakers: Dan and Sharon Wiseman
Wiseman Consulting and Training

Beating the Afternoon Slump

Do you want a nap after lunch? Does your brain shift into neutral in the afternoon? You can beat the p.m. energy slump and keep your brain power high all day long with these tried and true tips.

Speaker: Jill S. Powers M.P.T.
Certified Pilates Instructor
All Things in Motion



Moving Rhymes for Modern Times!

This session is filled with songs and games to use in programming. Connections between music and early literacy

become clear as Jim shares clever word play and rhymes in the context of active movement games.

Speaker: Jim Gill
Children's Author and Musician

12:45 – 2:00 PM

Lunch and program in the main ballroom

Program: Dramatization of *American Lion, Andrew Jackson in the White House* by Jon Meacham. Presented by Barbara Rinella, book dramatist.

Barbara Rinella, will bring to life Jon Meacham's Pulitzer-winning biography of the first common man ever to be elected President of the United States. What were the hardships that created this tough and fierce backwoodsman who truly earned the nickname Old Hickory? Andrew Jackson, the man of the people, saw America as his family: a union, one and inseparable! He brought a lion's strength and roar to turbulent times!

2:15 – 3:15 PM

Decades of Dresses

Decades of dresses is a show-and-tell featuring vintage clothing of the 20th century. Commentary focuses on women's history, fashion trends, and contemporary events.

Speakers: Ruth Thomas and Chloe Berg
Vintage Clothing Collectors

Productive Fun at Work

Is it possible to have fun at work and be productive? Southwest Airlines is well known for its unique success in the airline industry, while maintaining its culture of productive fun. This presentation addresses the three levels of workplace fun: organization, department/team, and individual. Rate your personal humor perspective, and leave with actionable ideas to use in your library.

Speaker: Diane Decker
Workplace Consultant
Quality Transitions

No “No’s”—Avoiding the Noxious Outcome

Nothing causes eyes to roll faster than the phrase “customer service training,” especially from veteran frontline employees who have had more than their share of the rude, the surly, and the ugly. Throw aside traditional ideas of effective customer service. Explore the subjective nature of customer service and ways to deal with our least favorite customer types.

Speaker: Kelly Krieg-Sigman
Director, LaCrosse Public Library

Take This Job and Love It!

Wanna be happier? Wanna make the most of every day? Wanna get excited about getting up and going to work? Join this energetic, highly interactive workshop. Why? Happy staff are engaged, productive, friendly, and motivated. And, happy staff are a lot of fun to work with!

Speakers: Gail Johnson and Pam Parr
Face to Face Communications and
Training, Inc.

Jumpstart a Stalled Career and Prepare for Your Next Job

Is your career “battery” on low energy and about to die out? Do you need a jumpstart to get energized and ready for your next job? Attend this lively, humorous presentation from a career expert in the library field to obtain valuable information to advance your career.

Speaker: Elissa Topper
Director of Staff Services
Library Associates Companies, Inc.

Tips from the “Bodega”

Multiculturalism is more than just a passing trend. Participate in a lively program that addresses why diversity and inclusion matter to libraries. Assumptions will be challenged. Come and learn to identify barriers to service, and offer tips to help attendees to better understand and serve their multicultural communities.

Speaker: Chris Medjo Me Zengue
Indian Trails Public Library District

May the Marketing Force Be with You

A long time ago, in a galaxy far, far away, libraries did not market their services. Find out about the true library marketing royals: the importance of titles, the training, and why wearing donut style hair like Princess Leia is only optional.

Speaker: Denise Raleigh
Director of Marketing, Development
and Communications
Gail Borden Public Library District

Nonfiction Readers Advisory: Separating Facts from Fiction

Often, readers don’t even know if they are asking for fiction or nonfiction; sometimes they just want a good book. Narrative nonfiction can be hard to recommend based on subject headings, so how do you know what makes something a good read? Readers Advisory expert Rebecca Vnuk shares some proven readers advisory techniques and leaves you with a list of good starting points for leading your reader to their next favorite nonfiction book.

Speaker: Rebecca Vnuk
Library Consultant

Safety Net: Protecting Yourself in the Online World

If you believe your computer is safe on the Internet, think again. An average of 80 percent of all computer users assume they are protected against computer viruses, spyware, and other forms of online threats when, in fact, they are not. Come take an eye opening look at the dangers that exist in the online world. Learn how easy it is to protect your online life so that you can still enjoy the experience.

Speakers: Rich Trauth and Jill Brenner
Vernon Area Public Library District

“Some Dewey, Some Don’t”

For their new branch library, see how the Gail Borden Public Library District has chosen to make their collection more user-friendly by using a de-emphasized Dewey system and browsing categories. Discover which other libraries influenced this conversion, and see examples of a library that has gone Dewey-free.

Speaker: Margaret Peebles
Rakow Branch Director
Gail Borden Public Library District

Readers Theater for Children

Make reading a social event! In Readers Theater, children become the characters by cooperatively reading a script adapted from a book. Warm up your voice and join your colleagues for a fun way to introduce kids to the magic of books.

Speakers: Holly Jin and Ron Oberman
Skokie Public Library

Reaching Forward Committee Members

Co-chairs:

Tobi Oberman, *Skokie Public Library*

Tom Rich, *Independent Consultant*

Sally Schuster, *Addison Public Library*

Mary Edelman, *Bartlett Public Library District*

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Warren-Newport Public Library District

Michael Martin, *Wright College Library*

Yvonne McCurrie, *Retired*

Please contact the Illinois Library Association
at **312-644-1896** or email ila@ila.org with registration questions.

Registration Form – Reaching Forward Annual Conference

April 30, 2010 • 8:00AM – 3:30PM

ONE REGISTRATION FORM PER PERSON • You may also register online at www.ila.org

NAME _____ EMAIL ADDRESS _____

LIBRARY NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

Please select one program per time slot. Each conference attendee must fill out a separate registration form.

10:00 – 10:30 AM

Author book signings and no conflict exhibitor time

10:30 – 11:30 AM: (choose one)

- Taming Technolust: Planning in a Hyperlinked World
- You've Got Personality
- Call of the Wild, or the Dogsled Theory of Getting Things Done
- Oh, I Wish I'd Said...
- The Importance of Being Funny
- Six Keys to Financial Success
- Should I Dial 911?
- Staying Focused and Friendly During Fearful Times
- Stretching and Strengthening for the Back and Lower Body
- Songs to Read! Books to Sing!
- What about the Moody Kid in Black? Growing and Fostering Teen Creativity

11:45 AM – 12:45 PM (choose one)

- Hyperlinked Library Services for Young People
- You've Got Personality
- Are You Smarter Than a Library Director?
- What I Really Meant Was...
- Getting Back to Work: Serving Job Seekers in Your Community
- The Attorney Is in: Ask Away
- Six Keys to nancial Success
- Security Tips for Library Personnel
- Differences Don't Have to be Destructive!
- Beating the Afternoon Slump
- Moving Rhymes for Modern Times!

LUNCH: 12:45 PM – 2:00 PM

- Chicken Kabob
- Vegetable Lasagna

2:15 – 3:15 PM (choose one)

- Decades of Dresses
- Productive Fun at Work
- No "No's"—Avoiding the Noxious Outcome
- Take This Job and Love It!
- Jumpstart a Stalled Career and Prepare for Your Next Job
- Tips from the "Bodega"
- May the Marketing Force Be with You
- Nonfiction Readers Advisory: Separating Facts from Fiction
- Safety Net: Protecting Yourself in the Online World
- Some Dewey, Some Don't
- Readers Theater for Children

Conference costs:

\$125 per person = \$ _____

Please mail your registration form and check payable to:

Illinois Library Association

Reaching Forward/ILA

33 West Grand Ave., Suite 301

Chicago, Illinois 60654 Fax: 312-644-1899

You may also register online at www.ila.org/events

Or pay with credit card:

- VISA MasterCard
- AmEx Discover

_____ CARD NUMBER

_____ EXPIRATION DATE

_____ SIGNATURE

No refunds will be given after April 16, 2010

If special accommodations are needed due to a disability, please contact the ILA office before April 16, 2010.

There is a parking garage available for your convenience at a charge of \$13.00 per car. Payment is made at pay-station in the garage; cash or credit/debit cards are accepted. Pre-pay before entering conference to avoid long lines.

Attendance at Reaching Forward programs constitutes consent to be photographed for R.F. publicity purposes.

If you do not wish to be photographed, please notify staff.

REACHING FORWARD *Awards*

Selection Process: Recommendations will be accepted through **March 31, 2010**. A panel of judges from the Reaching Forward Committee is responsible for choosing the recipients. Supporting reasons for the nomination of a candidate must be provided.

The Doyle Award

This award was established in 1999 in honor of Robert P. Doyle, Illinois Library Association Executive Director, who has been instrumental in the support of library assistants. The recipient will receive a one-year ILA membership and full registration plus expenses to the annual ILA Conference, not to exceed \$800. This award is open to all support staff working in all types of libraries. Please submit a letter of one page or less in length that explains "Why I (or my nominee) would like to attend the ILA Annual Conference and how it would affect my (or his/her) personal and professional growth."

Oberman/Rich Award

This award recognizes an individual who has demonstrated personal and professional growth to advance themselves to a position of leadership within their own library, library system, the Illinois Library Association, or the library community at large. This individual has made a significant impact on the support staff working in Illinois libraries. The nominee must be a support staff member working in any type of library without an advanced degree in library science. The recipient will receive registration fees plus expenses up to \$50 to attend Reaching Forward. In addition, the recipient will receive a framed certificate.

Please visit the Reaching Forward website for a nomination form: www.reachingforward.org.

Please email letters of recommendation to: Maureen Dunne at mdunne@phpl.info
Prospect Heights Public Library

Reaching Forward has been underwritten in part by the generous support of the following contributors:

LACONI

North Suburban Library System

Public Library Association

Conference Day Special (visit the ILA Table)

Join ILA for \$25 with an annual renewal rate of \$25.

Exhibits will be open throughout the day.



For more information visit
www.reachingforward.org

Register Now!
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REACHING
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