

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

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

2011

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

May 6, 2011
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
toberman@skokielibRARY.info
847.673.7774

Tom Rich
Tom Rich Consulting
tomrichconsulting@gmail.com

Cynthia Robinson
Illinois Library Association
robinson@ila.org
312.644.1896

For the latest
Reaching Forward
information, connect
with us on Facebook.

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

REACHING FORWARD

Reaching Forward Annual Conference

May 6, 2011 • 8:00AM – 3:30PM

Registration: \$125.00 per person.

Please register
online this year at
our **NEW** web address
ReachingForward.net
or fax this filled out form to
312-644-1899.

ONE REGISTRATION FORM PER PERSON

NAME _____ EMAIL ADDRESS _____

LIBRARY NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

10:00 – 10:30 AM Author book signings and no conflict exhibitor time

Session 1

10:30 – 11:30 AM (choose one)

- Author Conversations
- Gotta Love Dot Gov
- Is Your Indoor Air Toxic?
- Diversity Dialogue Café
- Vintage Cookbooks
- Delivering on Yes
- Ten Fitness Myths to Break
- The Adaptability APP!
- The Best of Book-Elation
- Never Put Ketchup on a Hot Dog!
- Yes! Book Clubs Are FUN

Session 2

11:45 AM – 12:45 PM (choose one)

- Author Conversations
- Practice Yoga without Ever Leaving Your Chair
- Dramatic Book Review
- Difficult Conversations
- Retirement Freedom
- Service Outside the Box
- 2011 iREAD Showcase
- Fifteen Food Choices to a Healthier You
- Colleagues – an App for That! (Part 1)
- Innovation Starts with “I”
- Author Talk, Robin Okrant
- Point, Click, and Earn

12:45 PM – 2:00 PM LUNCH Entree will be Cheese Lasagna

Session 3

2:15 – 3:15 PM (choose one)

- DIY for YAs
- Support Staff and Collection Development
- Put Punch in Your Program
- Spine Control
- RDA, the Next Phase
- Informed Investing
- Creating Computer Curricula for Adults
- Colleagues – an App for That! (Part 2)
- Beyond Books
- Living Oprah*: Robin Okrant

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, IL 60654 Fax: 312-644-1899

You may also register online at www.ila.org

Or pay with credit card:

VISA MasterCard

AM EX Discover

CARD NUMBER

EXPIRATION DATE

SIGNATURE

**No refunds will be given
after April 15, 2011**

If special accommodations
are needed due to a disability,
please contact the ILA office
before April 15, 2011.

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.

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

**8:00 AM Registration/Networking
and Continental Breakfast**

8:30 AM Introduction, Welcome, and Awards

9:00 AM Keynote Address, Helene Blowers

Keynote

Helene Blowers

Columbus, Ohio Metropolitan Library

The Experience of Play

When Friedrich Froebel created the concept of kindergarten in 1840, his focus was on engaging the “highest expression of human development in childhood,” which he called “Play.” Indeed, play is an important concept that permeates throughout all learning environments, and as libraries continue to explore new ways to support life-long learning, the notion of creating opportunities for our communities to engage in playful and creative experiences takes on a greater focus. Please join Helene Blowers in exploring the importance of play in creating library experiences.

Session 1

10:30 – 11:30 AM

Author Conversations

Join us for a lively fast-paced program of author conversations – speed dating style. Six authors will delight you with their insights about writing and the life of an author. You will even have the opportunity to ask questions. The authors will move from one group to the next every ten minutes – so hold on to your hats and enjoy the conversation. Attendees will also have the opportunity to participate in a drawing for a free book! Get in early – there’s limited seating!

Gotta Love Dot Gov

Do you love Dot Gov resources? Well, you should! Government agencies produce some of the most helpful Web sites out there, but how well do you know them? Whether you’re looking for reliable consumer information or financial advice, want to learn about government benefits, or have a complaint or a question, there’s a Web site for you. Join us for a tour of online government resources that everyone should know about.

Speaker: Steven Jablonski, Skokie Public Library

Track: Reference

Suitable for: All Staff

Is Your Indoor Air Toxic? Home and Work Applications for Safer, Healthier Breathing

According to the Environmental Protection Agency (EPA), indoor air is anywhere from two to ten times more hazardous than outdoor air. How is that possible? What can you do about it? These questions and more will be addressed during this workshop, with helpful information and lessons to make you your own indoor air quality defender! Also, learn how to address and teach this topic in your library.

Speaker: Stephenie Presseller, Sustainability Manager, Moraine Valley Community College

Track: Health & Wellness

Suitable for: All Staff

Diversity Dialogue Café: EYE EXAM

This workshop offers a new way to work with a library’s diversity initiative. Take a new approach to discussing diversity by using the Diversity Café Dialogue method for group discussions. Participants/students will engage in a cultural vision exam film and sample assimilation tests. Join Vandella Brown, Illinois State Library Diversity Program manager, for a stimulating discussion using the Diversity Café Dialogue technique. For professional development learning, the techniques of the diversity café dialogue will add power, exploration, and creativity for any library group, book, coffee chat, or film discussion. Participants/students will learn ways to facilitate, participate, and prepare for a café discussion, and the history and definitions of key words in discussing differences, similarities, tension, and tolerance.

Speaker: Vandella Brown, Illinois State Library

Track: Professional Development

Suitable for: All Staff

Vintage Cookbooks: Celebrating Food Memories

Travel through food memories from decades past with blogger, author, and librarian Amy Alessio. Enjoy viewing highlights from her Vintage Cookbook collection of more than 350 titles while enjoying a treat. Learn how to help patrons match food memories to recipes. Amy has enjoyed sharing recipes and favorite family food stories at more than fifty libraries and senior centers.

Speaker: Amy Alessio, Vintage Cookbooks Presenter

Track: Programming

Suitable for: All Staff, especially those who serve senior citizens

Delivering on Yes

Janet McAllister and Michelle Petersen will bring you their fun, enlightening, and

entertaining program, “Delivering on Yes.” A library customer service presentation sharing some tips and ideas as well as helping your library get inspired to bring their “best” to your patrons and each other. Those in attendance will have tools and ideas they can immediately try at their libraries!

Speakers: Janet McAllister and Michelle Petersen, Glen Carbon Centennial Library

Track: Customer Service

Suitable for: All Staff

Ten Fitness Myths to Break

Are you trying to become healthy and fit without great results? Today you will learn what is and is not the way to go about it. No more wasted time and energy!

Speaker: Jill Popovich-Powers, M.P.T., All Things In Motion

Track: Health & Wellness

Suitable for: All Staff

The Adaptability APP!

Adaptability is the most sought-after skill of this decade. Do you have it? Upload for free at this conference session! The world around us is constantly changing requiring us to rework our work. We’ll talk about how to get ahead of the change curve so that you actually get excited about what’s coming next. Once you’ve uploaded the Adaptability APP you will not only be an asset to your library; your employability will skyrocket!

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

Track: Customer Service

Suitable for: All Staff

The Best of Book-Elation: Children’s Programs Celebrating Books, Events, and Anniversaries

Wow your patrons with creative children’s programming ideas. “The Best of Book-elation,” highlighting the best ideas from three ILA “Book-elation” conferences, includes ideas that celebrate books, events, and anniversaries, as well as ideas for games, crafts, and activities adaptable to any theme. The panel will present outlines for their favorite programs, demonstrations, interaction with the audience, plenty of hands-on fun, and a booklet full of ideas to take back to your library.

Speakers: Mary Adamowski, Orland Park Public Library; Amber Creger, Chicago Public Library, Woodson Regional; Portia Latalladi, Garfield Ridge Branch Library; and Mary Marshall, Addison Public Library

Track: Youth and Young Adult Services

Suitable for: Children and Teen Services Staff

Never Put Ketchup on a Hot Dog!

From hot dog stand to Chicago icon – the author tells us the story of how the many small, independent hot dog food emporiums became a part of Chicago’s culture and the role Vienna Beef played in the process. He will also tell us about his journey as an author – how the idea for his book was born, writing his story, and publishing.

Speaker: Bob Schwartz, Senior Vice-President, Vienna Beef

Track: Author/Publishing

Suitable for: All Staff

Walking, Talking, Eating, and More – Yes! Book Clubs Are FUN

A Walking Book Club? Yes, we can walk and talk and do much more! Enjoy some new ideas about new kinds of book clubs that are healthy and active and stimulate your body and brain. We will talk about a variety of book clubs, provide suggested book lists, recipes, and even provide some treats to eat.

Speakers: Nancy Haggard and Danielle Henson, Gail Borden Public Library District

Track: Customer Service

Suitable for: All Staff

Session 2

11:45 AM – 12:45 PM

Author Conversations

Join us for a lively fast-paced program of author conversations – speed dating style. Six authors will delight you with their insights about writing and the life of an author. You will even have the opportunity to ask questions. The authors will move from one group to the next every ten minutes – so hold on to your hats and enjoy the conversation. Attendees will also have the opportunity to participate in a drawing for a free book! Get in early – there’s limited seating!

Dramatic Book Review: *Home* by Julie Andrews

Everyone remembers Julie Andrews as Mary Poppins and Maria Von Trapp, but who was she before that? The voice that Julie Andrews thought of as a “gimmick” at age ten became one of the most recognizable voices in the world. Join Jenny Riddle as she dramatizes, in character, the life of Julie Andrews, telling her story and singing her songs, as depicted in Andrews’ memoir, *Home: The Early Years*.

Speaker: Jenny Riddle, in Character

Track: Author/Publishing

Suitable for: All Staff

Difficult Conversations: From Pounding Heart to Open Mind

We all have them – conversations that make our mouths dry and our hands cold. Based on theory and technique by the Harvard Negotiation Project, this program shares insights into these conversations and demonstrates tips and techniques on how to be more effective in your next such conversation, be it with co-workers, boss, patrons, significant others, or children. Make these conversations less painful and more productive.

Speaker: Jerilyn Willin, JWillin Consulting, Ltd.

Track: Professional Development

Suitable for: All Staff

Retirement Freedom – Are You Prepared For the Second Half of Your Life?

Advances in medical science and healthier lifestyles mean you could live to be 100. How will extra years mean new beginnings in personal growth, career, travel, and more? Which retirement segment will you fall into? These topics and more are addressed in a lively PowerPoint presentation with video clips from noted author, Dr. Ken Dychtwald, Ph.D.

Speaker: Robert Mesch, Institution: Intuitive Wealth Management, LLC

Track: Personal Development

Suitable for: All Staff

Service Outside the Box

This program will examine outreach services at multiple libraries, with an emphasis on the personal service that bookmobiles and outreach departments offer to library customers and the support they give to libraries.

Speakers: Carol Brandon, Warren-Newport Public Library District; Kathleen Butzen, Aurora Public Library; Phil Carlsen, Skokie Public Library; and Jody Olivieri, Homer Township Public Library District

Track: Customer Service

Suitable for: All Staff

2011 iREAD Showcase: Ideas for Crafts, Programming, and So Much More

Explore the world of fantasy as we celebrate iREAD’s 2011 theme, “A Midsummer Knight’s Read.” Discover simple and inexpensive programming/crafting ideas you can use at your library this upcoming summer.

Speakers: Kathi Kresol, Rockford Public Library; Amber Creger, Chicago Public Library, Woodson Regional Library

Track: Youth and Young Adult Services

Suitable for: Children and Teen Services Staff

Fifteen Food Choices to a Healthier You

Healthy eating does not mean boring food or only eating a few items. There are simple choices you can make to improve your health, well-being, and take the guesswork out of what to eat.

Speaker: Jill Popovich-Powers, M.P.T., All Things In Motion

Track: Health & Wellness

Suitable for: All Staff

Colleagues; There’s an App for That! – Part 1

Colleagues, co-workers, staff, team members, posse, or compadres: we are each other’s customers, too – and there’s an app for that! This fun, reality-based workshop will provide a much needed peek inside your co-workers’ heads. Gain insights into their needs, wants, and communication styles. Your staff will leave with specific words and phrases that will ultimately see productivity surge, ramp up morale, boost creativity, and get immediate results

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

Track: Customer Service

Suitable for: All Staff

Innovation Starts with “I”

Innovation has become such a bandied word these days that in some organizations it’s now an expectation for library staff to be innovative from the ground up. So, where does “innovation” really come from and how do you kick-start something at an organizational level that is, by its very nature, connected to the elusive waves of individual creativity? The answer: Innovation starts with “I.” This session will explore how the I, YOU, WE of organization cultures are involved in responding to the needs and desires to innovate and change.

Speaker: Helene Blowers, Columbus, Ohio Metropolitan Library

Track: Professional Development

Suitable for: All Staff

Practice Yoga without Ever Leaving Your Chair

When you spend long days sitting down, it wreaks havoc on your neck, back, shoulders, and hips. And while it would be fabulous to get on a yoga mat everyday to relax, stretch and strengthen your body, it’s not always practical. Certified yoga teacher, Robyn Okrant, will teach short sequences of seated yoga you can practice through the workday. You’ll be more comfortable and energetic during the daily grind and go home feeling relaxed and ready to enjoy your personal time.

Speaker: Robyn Okrant author

Track: Health & Wellness

Suitable for: All Staff

Point, Click, and Earn: Online Ways to Make Money on the Side

Rachel Singer Gordon, owner of LISJobs.com and author of *Point, Click, and Save: Mashup Mom's Guide to Saving and Making Money Online*, will share strategies for harnessing the power of the Internet to generate side income – for yourself or your patrons. Find out:

- Legitimate ways to make side income online
- The power of multiple streams of income
- How to use the Internet to locate work-at-home opportunities
- The best ways to avoid being taken in by scams
- From making money on the side to help pay off bills, supplement a library salary, or pay for holiday presents, Point, Click, and Earn will help you get started and provide resources for further exploration.

Speaker: Rachel Singer Gordon, MashupMom.com/LISJobs.com Author, *Point Click, and Save: Mashup Mom's Guide to Saving and Making Money Online*

Track: Financial

Suitable for: All Staff

Session 3

2:15 – 3:15 PM

DIY for YAs

Craft programs for every budget, all year round! Join us for a hands-on presentation about Teen DIY projects to do in your library. DIYs included in this program will be sharpie tie-dye, junk food sculpture, candy wrapper jewelry, and More, plus ideas on how to wrap them into full programs. You will leave with completed crafts and a stack of DIY how-tos!

Speakers: Becca Boland, Hinsdale Public Library; Donna Block, Niles Public Library District; Portia Latalladi, Chicago Public Library, Garfield Ridge Branch

Track: Youth and Young Adult Services

Suitable for: Children and Teen Services Staff

Support Staff and Collection Development: a Winning Combination

In today's economy libraries are looking for ways to stretch their operating budgets. Involving support staff in tasks traditionally assigned to librarians, such as collection development, can help stretch dollars and add expertise. Come and find out how we select and weed materials at Crystal Lake Public Library.

Speakers: Alice Hayes and Kimberly Tipton, Crystal Lake Public Library

Track: Collection Development

Suitable for: All Staff

Put Punch in Your Program

Puppetry will put *Punch* in your library's programming. Using puppets with a puppet stage, attendees will learn how to make puppets come alive!

Speaker: Dorothy Kleidon, Pocketful O' Puppets

Track: Programming

Suitable for: All Staff

Spine Control – Protecting Your Back During Activities of Work and Life

This presentation will show how to take care of your back and neck during the activities of work and life. We will cover proper posture, proper body mechanics during activities of daily living, and how to decrease risk of injury.

Speakers: Sumeet Aggarwal, PT and Jason Myers, PT, AthletiCo Physical Therapy and Occupational Therapy

Track: Personal Development

Suitable for: All Staff

RDA, the Next Phase

Resource Description and Access (RDA) is more than a revision of AACR2. It builds on our cataloging traditions but is based on new ways of thinking about bibliographic resources. Joy Anhalt and Richard Stewart will describe the background and development of RDA and will look at what may change and what will stay the same under the new code.

Speakers: Joy Anhalt, Technical Services Manager, Tinley Park Public Library, and Richard Stewart, Cataloging Supervisor, Indian Trails Public Library District

Track: Adult Services

Suitable for: Reference Staff

Informed Investing

Choosing investments in your retirement plan or IRA is a big responsibility. Understanding key investment concepts and strategies can make it easy. Stocks and bonds, target retirement date funds, and investment strategies such as diversification and indexing will all make sense to you after this enjoyable session. You'll get the straight, unbiased story – not a sales pitch.

Speaker: Karen Chan, University of Illinois Extension

Track: Financial

Suitable for: All Staff

Creating Computer Curricula for Adults

The Schaumburg Township District Library has created a successful model for both their adult and senior patron computer classes. This program will offer specific guidelines on how to establish your own adult and senior computer class curricula. Topics to be introduced during the program include determining what classes are necessary, the

sequencing of classes and prerequisites, and the hiring of instructors and class costs, among other helpful considerations. Bring your questions for a lively Q&A session!

Speakers: Kathy Morgan, Assistant to the Director of Reference Services, and Edward Moy, Curriculum Developer, Schaumburg Township District Library

Track: Technology

Suitable for: All Staff

Colleagues; There's an App for That! – Part 2

Colleagues, co-workers, staff, team members, posse, or compadres: we are each other's customers, too – and there's an app for that! This fun, reality-based workshop will provide a much needed peek inside your co-workers' heads. Gain insights into their needs, wants, and communication styles. Your staff will leave with specific words and phrases that will ultimately see productivity surge, ramp up morale, boost creativity, and get immediate results

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

Track: Customer Service

Suitable for: All Staff

Beyond Books: From Libraries to Lifebraries

As libraries continue to evolve to meet customers' needs in a rapidly changing culture, the concern over the future of print and the "book" remains core to their existence. However, in looking at current trends, there is evidence to suggest otherwise. The future of libraries may not be dependent on the creation or evolution of new service delivery models based upon the book, it may actually reside in something more "deeply local." Join Helene Blowers in a lively conversation about "new life" opportunities for libraries.

Speaker: Helene Blowers, Columbus Metropolitan Library

Track: Professional Development

Suitable for: All Staff

Living Oprah

In 2008, Chicagoan Robyn Okrant embarked on a unique one-year mission: to live every aspect of her life as Oprah Winfrey directed. Why? Robyn recognized that of all the cultural influences on American women, Oprah's is perhaps the single most prevalent one, and she wanted to put it to the test herself. Robyn will reveal the hilarious, poignant, frustrating and surprising results of her social experiment as explored in her book *Living Oprah: My One-Year Experiment to Walk the Walk of the Queen of Talk*.

Speaker: Robyn Okrant, Author

Track: Author/Publishing

Suitable for: All Staff

REACHING FORWARD *Awards*

Selection Process: Recommendations will be accepted through April 15, 2011. A panel of judges from the Reaching Forward Committee will be 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 www.reachingforward.net for nomination information.

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

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

DEMCO

LACONI

Today's Business Solutions

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.

REACHING FORWARD *Committee Members*

Reaching Forward Chairs:

Tobi Oberman	Skokie Public Library
Tom Rich	Independent Consultant
Betsy Adamowski	Itasca Community Library
Jorge Arroyo	Chicago Public Library
Sangeeta Bhargava	Schaumburg Township District Library
Kate Burlette	Gail Borden Public Library District
Carol Dolin	Deerfield Public Library
Robert P. Doyle	Illinois Library Association
Maureen Dunne	Prospect Heights Public Library District
Mary Edelman	Bartlett Public Library District
Danielle Henson	Gail Borden Public Library District
Jane Jenkins	Green Hills Public Library District
Patrice Johnson	Talking Book Center – Chicago Public Library
Rosemary Kauth	Zion-Benton Public Library District
Amy Ketzer	Cary Area Public Library District
Betty Keyser	Morton Grove Public Library

Jill Lauerman	Poplar Creek Public Library District
Bridgette McKinzie	Chicago Public Library
Chris Medjo Me Zengue	Indian Trails Public Library District
Christine Murray	Naperville Public Library
Debra Nelson	Elk Grove Village Public Library
Carla Nolidis	Naperville Public Library
Paula Pena	Warren-Newport Public Library District
Melinda Provost	Chicago Ridge Public Library
Cynthia Robinson	Illinois Library Association
Barbara Rys	Moraine Valley Community College
Sally Schuster	Addison Public Library
Sally Decker Smith	Independent Consultant
Gary Tate	Schaumburg Township District Library
Jenny Warner	Itasca Community Library
Janet Wigodner	Volunteer – Skokie Public Library
Denise Zielinski	Illinois Library Association