



The Library Management Institute
presents

"Conversations Among Colleagues"

a one-day conference on the issues of library management and administration

Monday December 14, 2009 Boca Raton, Florida

Description of the Conference: The conference will be devoted exclusively to the current management and administration issues facing public libraries, academic libraries, and special libraries, and will feature six interactive sessions led by Bob Kieserman, Director of The Library Management Institute. The conference will provide a platform for the exchange of new and innovative ideas in managing today's libraries with many opportunities to listen, share, and learn from your colleagues.

Who Should Attend: This conference is open to anyone directly involved in library management. Library administrators, department managers, program managers, training specialists, human resources managers, public relations/marketing directors, fundraisers, and financial managers will enjoy the sessions of this conference.

Conference Location: **The Boca Raton Public Library (Spanish River Library)**
1501 NW Spanish River Blvd
Boca Raton, Florida 33431
(561) 367-7016

Lodging: The official hotel for the conference will be the:

SpringHill Suites by Marriott Boca Raton Hotel
5130 NW 8th Avenue (I-95 & Yamato Road)
Boca Raton, Florida 33487
Phone: (561) 994-2107 • Toll Free: (888) 287-9400

A special price of \$79.00 per night + taxes will be offered to our attendees, including free shuttle service.

The Library Management Institute @ Arcadia University

The Library Management Institute offers workshops and conferences for the library community focusing exclusively on the issues in library management and leadership. Topics include marketing and outreach, library human resources management, organizational dynamics, budgeting and financial management, and user dynamics. LMI is the host of the annual two-day Library Management Institute Summer Conference, which takes place on the campus of Arcadia University near Philadelphia. Due to its excellence, the LMI Summer Conference has become a major national conference, featuring over 30 workshops and nationally renowned keynote speakers.



Bob Kieserman, MBA, MLIS

Bob Kieserman is the Director of The Library Management Institute. Bob has successfully combined a career as a professor of business administration for over 20 years with a career as a library consultant. He has worked with all types of libraries, and has gained a reputation as a reliable advisor to library directors and their staffs. He is recognized as one of the leading workshop presenters in the country on issues in library management and administration. Bob earned his MBA from Temple University with a concentration in accounting and his MLIS from Rutgers University with a concentration in library administration and management. He is the author of four books and over 80 articles on management issues, he is the columnist on library human resources management issues for the Emerald journal *The Bottom Line: Managing Library Finances*, and he has presented workshops at major library conferences and staff retreats. (www.kiesermanconsulting.com)

The Conference

9:00 am to 9:30 am

Registration & continental breakfast

9:30 am to 10:15 am

Session 1 Opening Session

Charting the Future of Your Library: Creating a Strategic Plan

This workshop will take you through ten easy steps of writing an effective strategic plan. From how to run a successful community focus group to getting feedback from your staff to working with your Board of Overseers, to writing the plan, this workshop will offer an opportunity to learn and to discuss the best way to approach the creation of this important management tool.

10:15 am to 10:30 am

Morning Break

10:30 am to 11:15 am

Session 2

User Psychology 101: Adapting Your Library to Customer Behavior

*Based on the writings of consumer research guru Paco Underhill and his best-selling book, **Why We Buy?**, this session will look at how all types of libraries can adapt the amazing lessons of the science of shopping and consumer behavior to attract underserved customers as well as better serve regular patrons. This promises to be an eye-opening session.*

11:15 am to 12:00 noon

Session 3

Fostering the TEAM Approach in Your Library

A strong employee relations program is perhaps the most important element of a successful organization. We will take a step-by-step look at how to design an employee relations program that will motivate your employees and keep them happy throughout the year. This discussion will consider both unionized and non-union library environments, as well as the challenges of generational differences, seniority, and jealousies between departments. The end result is a program where Together Everyone Achieves More.

12:00 noon to 1:00 pm

Lunch

1:00 pm to 2:00 pm

Session 4

Legal Guidelines for Using Independent Contractors

Independent contractors working in the library must be treated very differently than employees. This workshop will examine the legal guidelines that libraries must follow when using entertainers, outside maintenance companies, consultants, and other independent contractors. The workshop will provide a clear understanding of the rules of the Internal Revenue Service as they directly affect the library and ultimately, the library manager.

2:00 pm to 2:15 pm

Afternoon Break

2:15 pm to 3:00 pm

Session 5

Some are real pals, Some are real pains – Dealing with Difficult Employees

This workshop will discuss how to handle the difficult employee – how to handle the conflicts that he/she creates among your staff as well as the conflict that he/she can undermine between the rest of the staff and the library manager. Proven methods of employee conflict management will be offered, as well as an opportunity to share stories from your library with the others attending this session.

3:00 pm to 4:00 pm

Session 6 – Concluding Session

Current Issues in Library Management

This session will provide library managers with the opportunity to openly discuss some major issues. Some possible issues that will be discussed are patron privacy; government access to library records; advocacy; diversity in the workforce; outreach; employee empowerment; security issues; optimizing space; working with MLS and non-MLS staff; using volunteers and student workers; finding money for programming and general operations when government budgets are taking it away; meeting the needs of unemployed customers; and working with the Board of Overseers. Everyone is invited to come with other issues to add to the discussion.

Special Post-Conference Session 4:00 pm to 5:00 pm

Starting and Developing a Library Consulting Practice

Whether you have thought about doing this on a part-time basis or full-time, this workshop will take you through the process of how to establish a library consulting practice, how to market it, how to bill for your services, and how to handle client engagements. Many ideas will be shared for possible directions that your practice can take.



REGISTRATION FORM

NAME _____

LIBRARY _____

MAILING ADDRESS _____

PHONE _____

EMAIL ADDRESS _____

Cost: Early Registration: \$69.00 per person Regular Registration: \$89.00 per person

Registration includes admission to all sessions and catered lunch

Registration Process: To be eligible for the Early Registration Discount, we must receive your registration form with payment by October 31, 2009. We cannot accept registration forms after December 4, 2009.

Early Registration
must be received by
October 31, 2009

Regular Registration
must be received by
December 4, 2009

Please contact us by email if you require special meal arrangements.

CANCELLATION POLICY: You may cancel your registration up until 5pm EDT on Monday December 7, 2009. If we receive your written notice of cancellation by that time and date, your registration fee will be fully refunded. If you cancel after that date, we reserve the right to retain a \$75.00 cancellation fee.

TOTAL ENCLOSED: \$ _____

Please make checks payable to: **Library Management Institute**

Send registration form and your check to: **Robert Kieserman**
Arcadia University
Department of Business Administration/Brubaker 314
450 South Easton Road
Glenside, Pennsylvania 19038

For more information, please call (215) 572-4056 or kieserman@arcadia.edu.

