

WILL 2007

WORKSHOP IN LIBRARY LEADERSHIP

September 26-28, 2007
Kennewick, Washington



DESIGNING our future
together

Special Guests



Robert Spector, journalist and author of *The Nordstrom Way*

A bestselling business author and an international speaker, Robert Spector breaks down the elements of the Nordstrom philosophy and explains how they can be adapted for virtually every kind of organization—including libraries. His national bestseller, *The Nordstrom Way: The Inside Story of America's #1 Customer Service Company*, spent 17 weeks on the Business Week Bestseller List and was nominated for the Booz Allen Hamilton/Financial Times Global Business Award.

He is also the author of *The Nordstrom Way to Customer Service Excellence: A Handbook for Implementing Great Service in Your Organization*, which updates his original book. His books, *Category Killers: The Retail Revolution and Its Impact on Consumers*; *Amazon.com: Get Big Fast*; and *Anytime, Anywhere: How the Best Bricks-and-Clicks Businesses Deliver Seamless Service to Their Customers*, have cemented his reputation as an expert on customer service.

He was a featured speaker at the 2004 Public Library Association conference in Seattle.

Glen Hiemstra, Founder/CEO, Futurist.com

An internationally respected futurist, Glen has advised professional, business, and governmental organizations for two decades. The author of *Turning the Future into Revenue* and *Strategic Leadership: Achieving Your Preferred Future*, Glen is a popular speaker who focuses on emerging trends in fields as diverse as science, technology, economics, demographics, energy, the environment, education and transportation. Going beyond simple trend analysis, Glen discusses the opportunity we have to shape the future.



Over the years, he has worked with Microsoft, Boeing, Hewlett Packard, PaineWebber, and Novartis. In his first career, Glen was an award-winning professor and served as a Visiting Scholar at the Human Interface Technology Lab at the University of Washington, which works on virtual and augmented reality technology. He was educated at Whitworth College, the University of Oregon, and the University of Washington.



Jan Walsh, State Librarian, Washington State Library

Jan Walsh is Director of all operations of the Washington State Library. She represents the State Library and all libraries in the State with other state, regional, and national agencies and organizations; provides leadership and direction for the development of libraries statewide; and develops information policy.

Jan was appointed State Librarian and Division Director, Washington State Library, Office of the Secretary of State, in 2002, after serving as Assistant Director for Customer Service from 1997. She holds a Bachelor of Science in Education from the Pennsylvania State University and a Master of Library Science from the University of Pittsburgh. She has held numerous positions in the American Library Association and the Washington Library Association and is currently president of the Western Council of State Libraries.

University and a Master of Library Science from the University of Pittsburgh. She has held numerous positions in the American Library Association and the Washington Library Association and is currently president of the Western Council of State Libraries.

Jan's passion is encouraging reading through statewide reading promotion and the importance of Washington's heritage including the Washington Reads program.

Chris Peters, Information Technology Consultant, Washington State Library

Chris Peters is currently an Information Technology Consultant at the Washington State Library (WSL) where he offers advice and troubleshooting tips to librarians throughout the state; he is also the State E-Rate Coordinator. In addition, Chris oversees technology training for WSL and presents frequently on technology topics at state and regional conferences and seminars. Prior to working at the State Library, Chris was a technology trainer and support technician for the Bill and Melinda Gates Foundation's U.S. Libraries Program.



Special Guests



Jim Connor, Trustee, Jefferson County Library, Colorado

As a featured speaker at state library conferences and regional workshops, Jim Connor brings a candid, peer-level approach to his presentations for trustees, mixing humor and a strong message of advocacy. He is a retired 20-year Chamber of Commerce executive and now heads a private consulting service specializing in organization management and community advocacy training, with a focus on board development and advocacy training for public library boards.

In addition to serving his second term on the board of Jefferson County Library in Colorado, Jim serves on the Advisory Team for the Rural Library Sustainability Program for the Bill and Melinda Gates Foundation and has served as a member of the advisory board for the Colorado State Library. Jim was awarded the 2005 Trustee Citation by the American Library Association (ALA).

Jeannette Woodward, Consultant, Wind River Library and Nonprofit Consulting

A former academic librarian, Jeannette has recently served as Director of Vista Grand Public Library in New Mexico and as Director of the Fremont County Library System in Wyoming. In her book *Countdown to a New Library: Managing the Building Project*, Jeannette reviews the myriad tasks that are a part of the building planning process. Her book provides a blueprint for performing community assessments, estimating capital requirements, and evaluating architects and contractors, as well as planning spaces to support library programs and fundraising. She helps keep library planners on track and under budget.



Other books include *Nonprofit Essentials: Managing Technology*, *What Every Librarian Should Know about Electronic Privacy*, and *Creating the Customer-Driven Library: Building on the Bookstore Model*.



Daniel Gottlieb, Attorney, Gottlieb, Fisher and Andrews, PLLC

A founding member of Gottlieb, Fisher and Andrews, Dan's practice focuses on municipal bonds, securities law, health care law and library law. He has participated as bond counsel, underwriter's counsel, borrower's counsel or trustee's counsel in hundreds of financings totaling billions of dollars for state and local government entities and Indian tribes in the Pacific Northwest.

A graduate of Columbia University and Harvard Law School, Dan is a frequent speaker on finance topics at local and national seminars. He is the Chair-Elect of the Washington State

Access to Justice Board, a past President of the King County Bar Association and a tubaist with the Seattle Symphonic Band.

Laura K. Lee Dellinger, Senior Vice President/Principal, Metropolitan Group

Laura brings more than 20 years of professional experience in all areas of communication, marketing, and public relations. She spearheaded Multnomah County Library's Re-Dedication Campaign, which earned the John Cotton Dana Award for excellence in library public relations as well as the Public Relations Society of America's Silver Anvil for outstanding program of the year. She has presented 19 highly rated workshops for library staff across Washington State and has worked with libraries as large as King County Library System and as small as Sunset Elementary School Library in Shoreline, Washington.



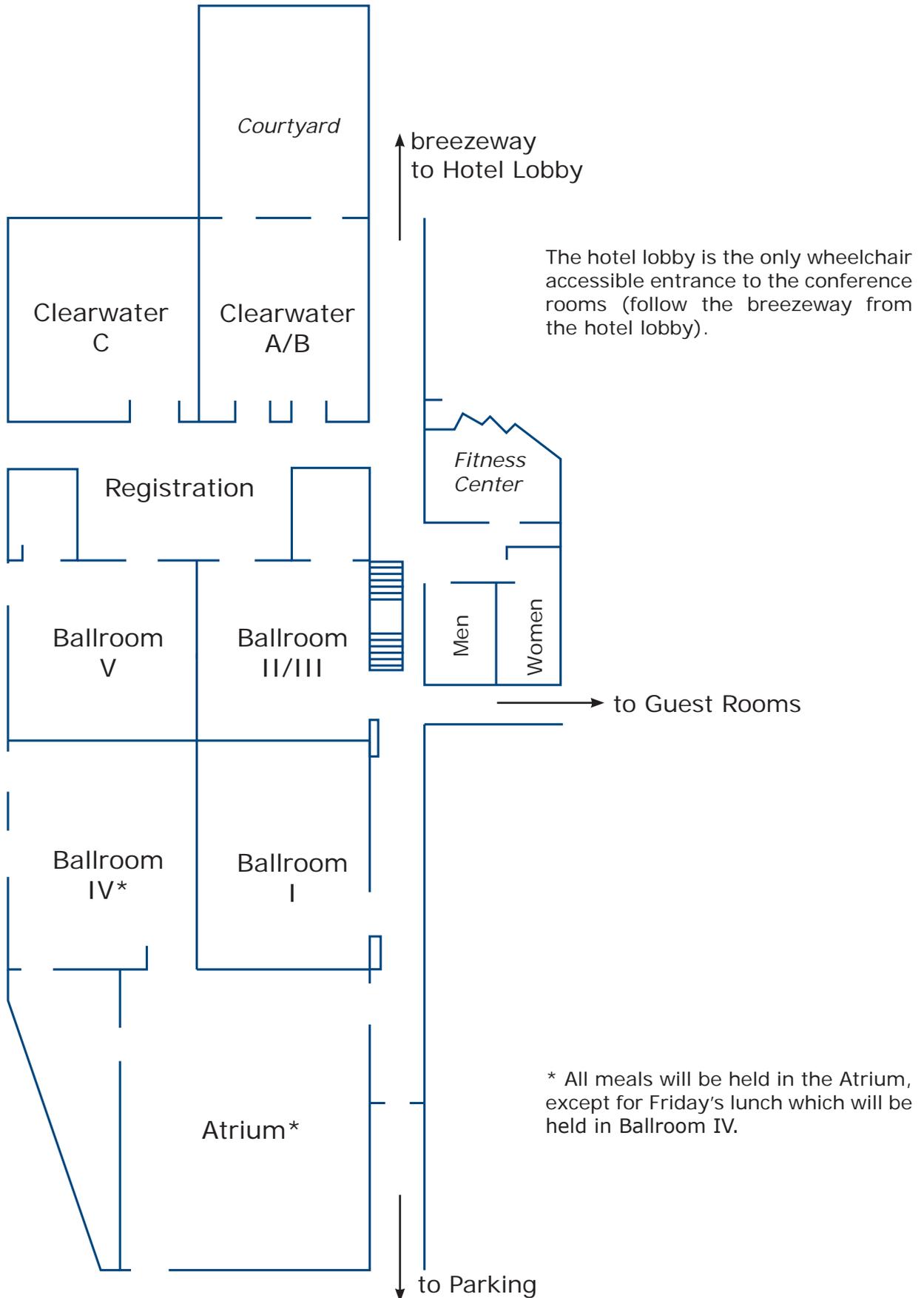
Laura was a featured speaker for the Public Library Association's (PLA) 2007 March Symposium. In partnership with PLA, Laura and Metropolitan Group developed a new toolkit to help position libraries as an essential community resource which was introduced at the 2007 ALA conference in Washington, D.C.

Kathleen O. Erskine, Commissioner, Federal Mediation and Conciliation Service

Kathleen Erskine has been a labor relations practitioner for over twenty-five years, as both an advocate and a neutral party. She has been a Commissioner with the Federal Mediation and Conciliation Service (FMCS) since July of 2002. Prior to coming to the FMCS, she was a labor relations adjudicator/mediator with the Washington State labor relations agency, the Public Employment Relations Commission.

Since 1996, Kathleen has been an adjunct faculty member at Seattle University, Institute for Public Service, in Seattle, Washington, where she teaches Mediation and Negotiation Skills and Collective Bargaining and Labor Relations.

Hotel Map



Program At-A-Glance

Wednesday, September 26

12:00 PM – 9:00 PM	Registration	<i>Registration Area</i>
1:30 PM – 5:00 PM	Pre-conferences Countdown to a New Library Interest-Based Bargaining and the Interest Based Problem-Solving Process: What is it? What can it mean for me?	<i>Clearwater A/B</i> <i>Clearwater C</i>
6:00 PM – 7:00 PM	Dinner	<i>Atrium</i>
7:30 PM – 9:00 PM	Dessert reception with entertainment	<i>Atrium</i>

Thursday, September 27

7:00 AM – 8:00 AM	Registration	<i>Registration Area</i>
	Buffet breakfast	<i>Atrium</i>
8:00 AM – 8:15 AM	Welcome and introductions	<i>Atrium</i>
8:15 AM – 8:45 AM	Keynote presentation Trustees and Community: Designing our Future Together	<i>Atrium</i>
9:15 AM – 10:30 AM	Concurrent sessions Expanding School-Public Library Cooperation Creating a Vital Library Evaluate Your Services with the Balanced Scorecard Planning for Your Library's Future	<i>Ballroom I</i> <i>Ballroom II/III</i> <i>Ballroom V</i> <i>Clearwater A/B</i>
11:00 AM – 12:15 PM	Concurrent sessions What You Need to Know About the Law Selecting a Director Passing a Successful Bond or Levy Election Reciprocal Borrowing: the Good, the Bad, the Unanticipated	<i>Ballroom I</i> <i>Ballroom II/III</i> <i>Ballroom V</i> <i>Clearwater A/B</i>
12:30 PM – 1:45 PM	Lunch The Nordstrom Way	<i>Atrium</i>
2:00 PM – 3:15 PM	Concurrent sessions What You Need to Know About the Law Evaluating a Library Director The Welcoming Library Library Construction: The Nuts & Bolts	<i>Ballroom I</i> <i>Ballroom II/III</i> <i>Ballroom V</i> <i>Clearwater A/B</i>
3:30 PM – 4:45 PM	General session Say the Right Thing at the Right Time	<i>Atrium</i>
6:00 PM – 7:30 PM	Dinner How New Technology Will Affect Your Library	<i>Atrium</i>

Friday, September 28

7:30 AM – 8:30 AM	Buffet breakfast	<i>Atrium</i>
8:30 AM – 9:45 AM	General session Lessons From the Future	<i>Atrium</i>
10:15 AM – 11:30 AM	Concurrent sessions Round-Table for Small Libraries Performance Audits and What They Mean to Libraries Deciphering Property Taxes Building Successful Friends and Foundations	<i>Ballroom I</i> <i>Ballroom II/III</i> <i>Ballroom V</i> <i>Clearwater A/B</i>
12:00 PM – 1:15 PM	Lunch Hearing From the Public	<i>Ballroom I/IV</i>

Schedule

Wednesday, September 26

12:00 PM – 9:00 PM	Registration	<i>Registration Area</i>
1:30 PM – 5:00 PM	Pre-conferences	
	<u>Countdown to a New Library</u>	<i>Clearwater A/B</i>
	Jeanette Woodward, author of <i>Countdown to a New Library</i> and <i>Creating the Customer-Driven Library</i> , outlines the steps to a successful building project and the trustee's role in this process. She covers everything from working with the community to evaluating architects.	
	Jeanette Woodward, Consultant, Wind River Consulting	
	<u>Interest-Based Bargaining and the Interest Based Problem-Solving Process: What is it? What can it mean for me?</u>	<i>Clearwater C</i>
	Some of your colleagues have experienced the benefits of utilizing the interest-based bargaining (IBB) process in negotiations with unions representing library employees. Many have found that the skills used in this process “spill over” into other areas of both their personal and professional lives.	
	This workshop will offer you the opportunity to demystify the negotiations process in both union and non-union environments. We will identify tools that can help you resolve disputes and problems with outcomes that respectfully satisfy the needs of all the involved parties. You will also have the opportunity to hear from your colleagues about their experiences with the IBB process.	
	Kathleen Erskine, Commissioner, Federal Mediation and Conciliation Service; Donna-Lee Elke, Trustee, Whatcom County Library; Janet Boyhan, Trustee, Whatcom County Library; Joan Airoidi, Director, Whatcom County Library	
6:00 PM – 7:00 PM	Dinner	<i>Atrium</i>
7:30 PM – 9:00 PM	Dessert reception	<i>Atrium</i>
	Entertainment provided by local jazz trio, the <i>Matt Larsen Three</i>	

Schedule

Thursday, September 27

7:00 AM – 8:00 AM	Registration	<i>Registration Area</i>
	Buffet breakfast	<i>Atrium</i>
8:00 AM – 8:15 AM	Welcome and introductions	<i>Atrium</i>
	Jan Walsh, State Librarian, Washington State Library	
8:15 AM – 8:45 AM	Keynote presentation	<i>Atrium</i>
	<u>Trustees and Community: Designing our Future Together</u> Are you, as a trustee, <i>ready</i> to design the library of the future? Libraries of today and tomorrow are more than book repositories—they are community centers that serve as anchors for their communities—and as such must be responsive to the needs of the community. ALA Trustee Citation winner and retired Chamber of Commerce executive Jim Connor opens our 2009 Workshop in Library Leadership with his inspiring and sometimes sobering views on the role of trustees in public libraries.	
	Jim Connor, Consultant, Trustee College	
9:15 AM – 10:30 AM	Concurrent sessions	
	<u>Expanding School-Public Library Cooperation</u>	<i>Ballroom I</i>
	If you're interested in improving your library's service to school-aged patrons, this program is for you! Libraries of different types share how they are collaborating to promote reading, information literacy, and the use of safe and effective research techniques. They'll share their projects and offer advice on best (and less effective!) practices.	
	Chris Wolfe, Teacher Librarian, Griffin School; Carol Mackey, Teacher Librarian, Mountain View High School; Rayette Sterling, Northwest Librarian, Spokane Public Library; Rand Simmons, Library Development Program Manager, Washington State Library; Peggy Bryan, Associate Director, Whitman County Rural Library District	
	<u>Creating a Vital Library</u>	<i>Ballroom II/III</i>
	Author Jeannette Woodward explores ways to rearrange, reorganize and revitalize your library to match the current expectations of your customers.	
	Jeanette Woodward, Consultant, Wind River Consulting	
	<u>Evaluate Your Services with the Balanced Scorecard</u>	<i>Ballroom V</i>
	Dean Marney, Director, and Dan Howard, Assistant Director, of North Central Regional Library present the value and review the method of using the Balanced Scorecard approach to evaluating library services.	
	Dean Marney, Director, North Central Regional Library; Dan Howard, Director of Public Services, North Central Regional Library	
	<u>Planning for Your Library's Future</u>	<i>Clearwater A/B</i>
	Libraries that have used the PLA Planning Process and other planning efforts share their experiences along with tips and suggestions for creating a long range plan.	
	Georgia Lomax, Deputy Director, Pierce County Library System; Heather Shadko, Trustee, Puyallup Public Library; Jodi Reng, Director, Timberland Regional Library	

Schedule

Thursday, September 27 (Continued)

11:00 AM – 12:15 PM **Concurrent sessions**

[What You Need to Know About the Law](#)

Ballroom I

An experienced Seattle attorney discusses the responsibilities and liabilities of trusteeship, addressing open-meeting laws, privacy, working with government entities, and more.

Daniel Gottlieb, Attorney, Gottlieb, Fisher and Andrews, PLLC

[Selecting a Director](#)

Ballroom II/III

ALA Trustee Citation winner Jim Connor and local trustees and directors share advice and experiences on how to select the right director for your library.

Edna Fund, Trustee, Timberland Regional Library; Jim Connor, Consultant, Trustee College; Amory Peck, Trustee, Whatcom County Library; Joan Airoidi, Director, Whatcom County Library

[Passing a Successful Bond or Levy Election](#)

Ballroom V

Marketing expert Laura K. Lee Dellinger, Senior Vice President of Metropolitan Group outlines what it takes to successfully pass a bond or levy lid lift. Local library directors and trustees will share their library's stories.

Ray Serebrin, Director, Jefferson County Rural Library District; Laura K. Lee Dellinger, Principal, Metropolitan Group; Neel Parikh, Director, Pierce County Library System; Marilyn Allen, Trustee, Richland Public Library

[Reciprocal Borrowing: the Good, the Bad, the Unanticipated](#)

Clearwater A/B

Join directors and trustees from libraries who have been on the front lines of establishing reciprocal borrowing agreements – from city to county, across counties, across state lines, and even worldwide! We'll hear first-hand about the advantages, disadvantages, and potential pitfalls, as well as what you can expect and what can happen that you might never have imagined. (Replaces [Update on Filtering](#))

Bruce Ziegman, Director, Ft. Vancouver Regional Library; Bill Ptacek, Director, King County Library System; Mary Jo Torgeson, Director, Puyallup Public Library; Jodi Reng, Director, Timberland Regional Library; Rand Simmons, Library Development Program Manager, Washington State Library

12:30 PM – 1:45 PM **Lunch**

Atrium

[The Nordstrom Way](#)

Robert Spector, author of the best-selling book, *The Nordstrom Way*, shares the secrets to develop an effective customer-driven organization. His nine management tips will help energize your library.

Robert Spector, Author/Speaker

Schedule

Thursday, September 27 (Continued)

2:00 PM – 3:15 PM

Concurrent sessions

What You Need to Know About the Law

Ballroom I

An experienced Seattle attorney discusses the responsibilities and liabilities of trusteeship, addressing open meeting laws, privacy, elections, working with county and city governments, and other legal issues.

Daniel Gottlieb, Attorney, Gottlieb, Fisher and Andrews, PLLC

Evaluating a Library Director

Ballroom II/III

Local trustees and directors join ALA Trustee Citation winner Jim Connor to discuss evaluation, setting compensation, corrective action, and rewarding directors.

David Zavortink, Director, Camas Public Library; Laura McBride Felter, Trustee, Camas Public Library; Jackie DeFazio, Trustee, Sno-Isle Regional Library; Jonalyn Woolf-Ivory, Director, Sno-Isle Regional Library; Jim Connor, Consultant, Trustee College

The Welcoming Library

Ballroom V

Trustees and local library staff discuss the “hows and whys” of their libraries’ programs and services for the ever-changing faces of Washington’s communities. Library programs targeted to ethnic populations, teens, and baby boomers will be highlighted.

Gwendolyn Gray, Trustee, Everett Public Library; Elizabeth Gray, Youth Services & Outreach Director, Mid-Columbia Library System; Lynn Beltz, Trustee, North Central Regional Library; Cindy Bonaro, Managing Librarian, Pierce County Library System; Mary Jo Torgeson, Director, Puyallup Public Library

Library Construction: The Nuts & Bolts

Clearwater A/B

Remember your first time...? It can be frightening for inexperienced librarians and board members to suddenly find themselves responsible for a building or renovation project. Panel members have a wealth of experience to share that will help. Join us as we get their hard-earned tips and advice based on first-hand experiences. Blueprints welcome!

Christine Perkins, Director, Burlington Public Library; Bruce Ziegman, Director, Ft. Vancouver Regional Library; Adrienne Ralph, Public Services Facilities Design Coordinator, King County Library System; Ross Jamieson, Architect, Lewis Architecture; Jeanette Woodward, Consultant, Wind River Consulting

3:30 PM – 4:45 PM

General session

Atrium

Say the Right Thing at the Right Time

Laura K. Lee Dellinger, Senior VP of Metropolitan Group, shows how you can effectively tell your library’s story to anyone—from the person in the grocery store to your mayor, county commissioner, or senator.

Laura K. Lee Dellinger, Principal, Metropolitan Group

6:00 PM – 7:30 PM

Dinner

Atrium

How New Technology Will Affect Your Library

Chris Peters, Technology Consultant for the Washington State Library, will discuss software, hardware, and mobile device trends and the impact they have on libraries, as well as some current best practices.

Chris Peters, Technology Consultant, Washington State Library

Schedule

Friday, September 28

7:30 AM – 8:30 AM **Buffet breakfast** *Atrium*

8:30 AM – 9:45 AM **General session** *Atrium*

Lessons From the Future

The next decade or two will bring even more interesting and dramatic developments in the creation, storage, transmission, and accessing of information. We can see that we have not seen anything, yet. What are some forces shaping our future, and more importantly, how can we shape our own futures? Glen Hiemstra, author, futurist, and founder of Futurist.com will share his latest thinking on the future and what it means to us.

Glen Hiemstra, Author, Futurist.com

10:15 AM – 11:30 AM **Concurrent sessions**

Round-Table for Small Libraries

Ballroom I

Representatives of small libraries share their experiences and successes on what works in their unique and often challenging situations.

Brian Soneda, Director, Mount Vernon Public Library; Erin Krake, Director, Roslyn Public Library; Peggy Bryan, Associate Director, Whitman County Rural Library District

Performance Audits and What They Mean to Libraries

Ballroom II/III

A representative from the State Auditor's Office will explain performance audits and what libraries can expect in the future.

Alexandra Widman, State Auditor's Office

Deciphering Property Taxes

Ballroom V

Local experts Mike Wirt and Patty Duitman reveal and review the intricacies of property taxes, how they affect library budgets, and the latest changes in the law.

Patty Duitman, Operations Director, Ft. Vancouver Regional Library; Mike Wirt, Director, Spokane County Library District

Building Successful Friends and Foundations

Clearwater A/B

Friends and Foundations support their libraries in unique ways. Local experts offer guidance on how to work effectively with Friends and Foundations as they share their ideas for new projects and new methods for the tried and true.

O. Ray Pardo, Vice-President, Friends of Manchester Library; Jan Hunter, Friends of the Deming Library; Jerry Hunter, Friends of the Deming Library; Harold Lentzner, Friends of the Orcas Island Library; Nancy Patton, Volunteer Program Manager, Sno-Isle Regional Library

12:00 PM– 1:15 PM **Lunch** *Ballroom I/IV*

Hearing From the Public

Library trustees present a variety of methods for gathering comments and input from the public as well as how to handle public involvement during controversial situations.

Jonalyn Woolf-Ivory, Director, Sno-Isle Regional Library; Amory Peck, Trustee, Whatcom County Library; Regan Robinson, Former Director, Stevens County Rural Library District, Branch Manager Whatcom County Library; Monica Weyhe, Director, Yakima Valley Regional Library

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WILL is sponsored by the Washington State Library and planned with the assistance of an advisory committee of trustees and library directors from across the state. The workshop is funded in part by participant registration fees but is also heavily subsidized by federal Library Services and Technology Act (LSTA) money and by the donated services of presenters from Washington's library community. Other contributors include the Friends of the Washington State Library and ProQuest.

www.secstate.wa.gov/quicklinks/WILL

2007 WILL Planning Committee

Pix Basso, Kalama Public Library
Dorothy Evans, Mid-Columbia Library
Karen Goettling, Washington State Library
Elizabeth Iaukea, Washington State Library
Jennifer S. Maydole, North Central Regional Library
Jodi Reng, Timberland Regional Library
Amory Peck, Whatcom County Library
Carol Schuyler, WLFFTA

Special Thanks

Jane Agar, Carpenter Memorial Library
Joan Airoidi, Whatcom County Library
Marilyn Allen, Richland Public Library
Lynn Beltz, North Central Regional Library
Cindy Bonaro, Pierce County Library System
Janet Boyhan, Whatcom County Library
Peggy Bryan, Whitman County Library
Jim Conner, Trustee College
Jackie DeFazio, Sno-Isle Regional Library
Laura K. Lee Dellinger, Metropolitan Group
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Glen Hiemstra, Futurist.com
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Jan Hunter, Friends of the Deming Library
Jerry Hunter, Friends of the Deming Library
Ross Jamieson, Lewis Architecture
Erin Krake, Roslyn Public Library
Harold Lentzner, Friends of the Orcas Island Library
Georgia Lomax, Pierce County Library System
Carol Mackey, Mountain View High School
Dean Marney, North Central Regional Library
Laura McBride Felter, Camas Public Library
Ray Pardo, Friends of Manchester Library
Neel Parikh, Pierce County Library System
Nancy Patton, Sno-Isle Regional Library
Amory Peck, Whatcom County Library
Christine Perkins, Burlington Public Library
Chris Peters, Washington State Library
Bill Ptacek, King County Library System
Adrienne Ralph, King County Library System
Jodi Reng, Timberland Regional Library
Regan Robinson, Stevens County Rural Library District
Ray Serebrin, Jefferson County Rural Library District
Heather Shadko, Puyallup Public Library
Rand Simmons, Washington State Library
Brian Soneda, Mount Vernon Public Library
Robert Spector, Author/Speaker
Rayette Sterling, Spokane Public Library
Mary Jo Torgeson, Puyallup Public Library
Jan Walsh, Washington State Library
Alexandra Widman, State Auditor's Office
Mike Wirt, Spokane County Library District
Chris Wolfe, Griffin School
Jeanette Woodward, Wind River Consulting
Jonalyn Woolf-Ivory, Sno-Isle Regional Library
David Zavortink, Camas Public Library
Bruce Ziegman, Ft. Vancouver Regional Library