

PALS Day 2008 Schedule

Time	Program	Speaker	Room
9:00-9:30	Coffee/ Registration		Great Hall
9:30-9:45	Welcome/ Housekeeping	PALS staff	Starved Rock
9:45-10:40	Library Construction/ Space Planning (20 min. appt.)*	Fred Schlipf	Hennepin
9:45-10:40	Illinois Humanities Council	Ryan Lewis	LaSalle
9:50-10:40	From Townhall to Capitol Hill	Stephanie Vance	Starved Rock
9:45-10:40	Brand Aid: Marketing	PALS Marketing Power Team	Utica
10:50-11:45	Reference 2008	Michael Sauers	Starved Rock
10:50-11:20	PALS Long Range Plan Preview	Bob McKay & Penny O'Rourke	Great Hall
11:00-Noon	Reality Sells	Andrew Corbus & Bill Guertin	Utica
11:00-Noon	Good New Books for K-12	Jan Dundon	LaSalle
11:25-11:55	PALS Long Range Plan Preview	Bob McKay & Penny O'Rourke	Great Hall
11:45-1:15	Buffet Lunch		Great Hall
1:15-2:15	Don't Let Democracy Get You Down	Stephanie Vance	Starved Rock
1:15-2:15	Good Books for Adult Discussion Groups	Jan Dundon	LaSalle
1:15-2:15	Welcome to the Collaboratory!	Lisa Barnhart & Dawne Tortorella	Utica
2:30-3:30	Reality Sells	Andrew Corbus & Bill Guertin	Utica
2:30-3:30	Lincoln Tales	Brian Ellis	LaSalle
2:30-3:30	Reference 2008	Michael Sauers	Starved Rock
3:45	Buses Depart		

*Prior Scheduling Required - See program description for details

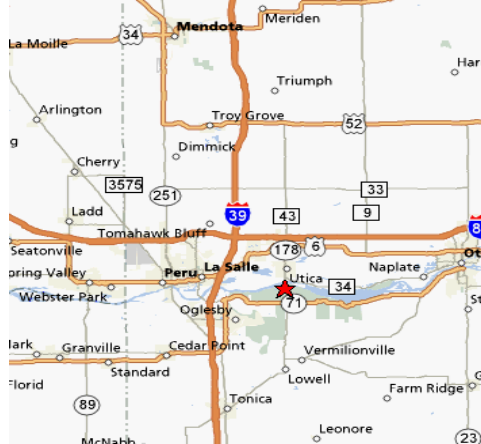
Directions to Starved Rock State Park and Lodge

I-39 southbound: South to I-80 east (exit #59). Go 2 miles to exit #81 (Rt. 178, Utica). Go south (right) 3 miles on Rt. 178 and follow the signs to the Lodge.

I-39 northbound: North to Exit #48 (Tonica exit). Go east (right) for approximately 5 miles to the T-intersection, which is Rt. 178. Go north (left) for approximately 5 miles and follow the signs to the Lodge.

I-80 eastbound and westbound: Get off at exit #81 (Rt. 178, Utica). Go south 3 miles on Rt. 178 and follow the signs to the Lodge.

From the Chicago area: Take I-294 or I-355 south to I-55. Take I-55 south to I-80. Go west on I-80, 45 miles to exit #81 (Rt. 178, Utica). Go south (left) 3 miles on Rt. 178 and follow the signs to the Lodge.



Sleeping Rooms at Starved Rock Lodge

There are a limited number of sleeping rooms available for May 6th & May 7th. The prices are \$70/single and \$80/double room (plus tax). When making reservations, mention the PALS block of rooms. Please contact Starved Rock at (800) 868-7625 to make reservations by April 6th.

For questions regarding PALS Day, please contact:
Nancy Smith at nancys@palsnet.info or 877-542-7257 ext. 4466 or
Dawn DiVenti at dawnd@palsnet.info or ext. 4463

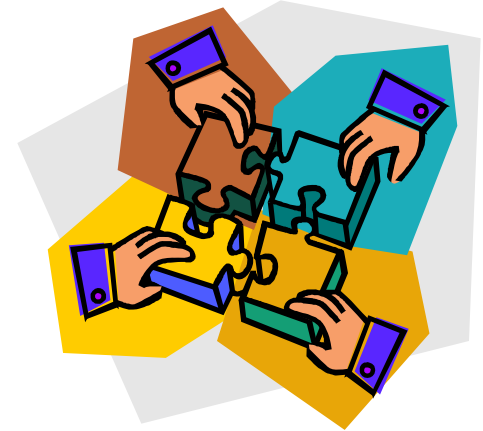
Cost for the day

\$30.00



Prairie Area Library System presents

PALS Day 2008



“Putting the Pieces Together”

May 7, 2008

9:00 am to 3:30 pm

**Starved Rock State Park
and Lodge**

Free bus rides available

Register for the event and rides at

www.palsnet.info/Events

Topics for the day include:

Construction & Space Planning

Do you have a problem with your building's current arrangement, space, lighting, HVAC, accessibility for users with disabilities, etc.? Are you thinking about remodeling OR an addition or new building and want to know the first steps to take? Fred Schlipf, retired director of the Urbana Free Library and building consultant extraordinaire, has offered to meet with folks from individual libraries to point them in the right direction toward solving their building issues. This is not meant to be a full-fledged consultation but just a "bite." Each appointment will be 20 minutes. Contact Debbie Fowler at debbief@palsnet.info or at 877-542-7257 x2708 to make an appointment.

Illinois Humanities Council and

Lincoln Tales Tall and True

The Illinois Humanities Council Program Officer, Ryan Lewis will be on hand to introduce the work of the IHC-- an independent nonprofit grant-making education organization -- paying special attention to community based program like the Road Scholars Speakers Bureau, Museum on Main Street, and the Grants Program. www.prairie.org

Then hear Lincoln Road Scholar and storyteller, author, and naturalist, Brian "Fox" Ellis. He will be presenting Lincoln Tales Tall and True. His presentation will trace Lincoln's rise from the Prairie State rail-splitter to America's favorite president. www.foxtalesint.com This and other Lincoln programs are available through IHC could enhance your community's celebration of Abraham Lincoln's 200th birthday in 2009.

Marketing

Members of the PALS Marketing Power Team (PMPT) will share their strategies for consistent marketing of your library with or without a marketing "budget".

Advocacy

From Townhall to Capitol Hill: Advocating for Library Issues at All Levels of Government - morning session



Governmental actions impact libraries in many ways: come to this session to learn more about how policy actions might affect your library and what you can do about it. Stephanie Vance, the Advocacy Guru, will discuss the basics of effective advocacy as well as how to develop a winning grassroots campaign for your issue.

Don't Let Democracy Get You Down: How to Win (When it Feels Like You're Losing) - afternoon session

Stephanie Vance will share her secrets for winning with your local policy makers, even if it feels like you're losing. You'll discover secrets for building long term relationships and how to redefine victory in a way that accounts for our crazy democratic process. www.advocacyassociates.com

www.advocacyguru.com

WebJunction

Welcome to the Collaboratory!

Looking for a place where you can learn, collaborate and find inspiration for quality library services? If so, welcome to our Illinois collaboratory - WebJunction Illinois. Join Lisa Barnhart and Dawne Tortorella as they discuss how you can incorporate the resources, learning opportunities and networking provided by WJ-IL into your daily routine and gain the benefit of all this site has to offer to Illinois library staff. il.webjunction.org

Good Books

Jan Dundon from Anderson's Book Store will discuss good new books for K through 12 in the morning session. In the afternoon Jan will talk about good books for adult discussion groups.

Reality Sells

We believe that the more genuine you can be with today's consumers, the more successful you can be in business," say Corbus and Guertin, co-authors of "Reality Sells: How To Bring Customers Back Again And Again By Marketing Your Genuine Story." In Reality Sells, Andrew Corbus and Bill Guertin reveal their Four Laws of Authenticity, with specific examples of how successful companies worldwide are using these Laws to reap the benefits of telling it like it is. Using simple stories, plain language, and easy-to-follow guidelines, Corbus and Guertin deliver a blueprint for your enterprise to find its genuine story, how to market that story to the buying public, and how to transfer that story to the front-line staff in charge of delivering the promises you're making. www.realitysells.com



Reference/Technology

Reference 2008: It's not just about having a big dictionary anymore!

Back in 2000, Michael Sauers published his first book for librarians: "Using the Internet as a Reference Tool." Recently, he finished his follow-up book "Searching 2.0", and he's still amazed at how much reference has changed in less than a decade. From podcasts to wikis, from Google to data visualization, there are more ways to find that needle in an ever-faster-growing haystack. Michael will talk about how reference service has changed and stayed the same, and will give plenty of practical examples that you can take back no matter the size or type of library you work in.

travelinlibrarian.info

