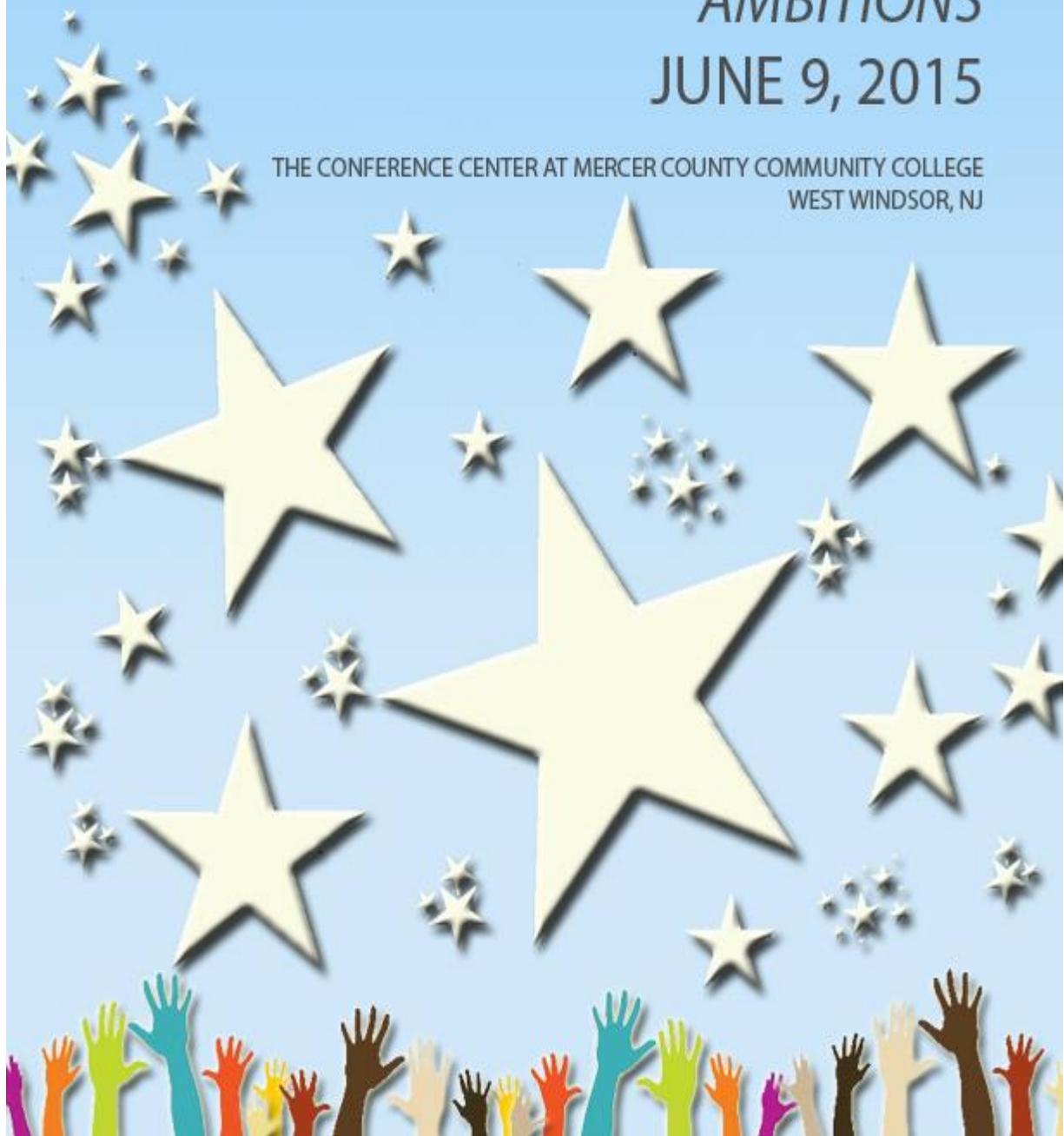




**NEW JERSEY**  
Association of Library Assistants

29<sup>TH</sup> ANNUAL CONFERENCE  
*AMBITIONS*  
JUNE 9, 2015

THE CONFERENCE CENTER AT MERCER COUNTY COMMUNITY COLLEGE  
WEST WINDSOR, NJ





# **NEW JERSEY**

## **Association of Library Assistants**

GREETINGS!

It is our pleasure to welcome you to the 29th Annual Conference of the New Jersey Association of Library Assistants. The Planning Committee has worked very hard to create a conference that will teach new skills, promote networking, and enhance your experiences. Our goal is to offer a variety of programs that will be of interest to everyone in the library profession.

The theme this year is “Ambitions”. Our ambition is to aim for the stars with innovative ideas for library professionals and the communities we serve.

This year’s keynote speaker is Maria Robinson. Ms. Robinson will discuss changes in our work environment and how it affects the dynamics of everything from how a job is done to how people feel about doing it. You will find her topic “Learning to become a FAN of Change” enlightening and inspiring. Our ambition is to welcome change for a rewarding future!

There are many interesting programs this year, including Branding Your Library and How to Promote It, Thinking Openly: Open Source for Libraries, Dressing for Success, and Technology for Today to name a few. We hope everyone enjoys the programs that we have put together!

Please don’t forget to fill out your 2015 Conference Surveys because this helps us prepare for next year! Please also consider joining the Committee! There is a form in your packet. We welcome new ideas!

In closing, we would like to thank you all for attending our conference and we would like to extend a special thank you to Ms. Lisa Alderfer, of Advanced Computer Solutions Group, for her assistance and expertise with the NJALA website, [www.njala.org](http://www.njala.org), and conference brochure. We truly appreciate your outstanding efforts!

Enjoy the conference and thanks for your continued support!

Sincerely,

Pamela Kirby

Suzanne Ridzy

NJALA 2015 Conference Co-Chairs

## KEYNOTE SPEAKER

*Maria Robinson*



### *Forward Motion: Surviving and Thriving in a Dynamic Work Environment*

*Change happens. Just because it's inevitable doesn't mean it needs to be feared; just because it's uncomfortable doesn't mean it has to be painful. In the midst of changes in the workplace, the dynamics affect everything from how a job is done to how people feel about doing it. Learning to become a FAN of Change—a Flexible, Adaptable Ndividual—can have surprising benefits for everyone. When understood in a balanced and informative way, the rewards of change can be welcomed and enlightening.*

### Biography

After graduating from Rutgers University with a degree in psychology, Ms. Robinson began a career in Human Resources. She was a Training Manager for Saks Fifth Avenue in NY, and an Employee Relations Specialist for TRW, Inc. in Parsippany, NJ. She began teaching at Ocean County College Department of Continuing Education in 1983 and has been a consultant to many businesses, including Jersey Central Power and Light, UniLever, New Jersey Natural Gas and the Ocean County Library System. Ms. Robinson has been a featured speaker for many local organizations and events including the Successful Business Women's Conference sponsored by Millennium Radio Group, New Jersey Association of Women Business Owners, Brookdale Community College Women's Conference, and the Staff Development Programs for Ocean County College and Brookdale Community College.

In addition to her consulting, Ms. Robinson has embarked on a new adventure in her career. In March 2013 she began working as a crisis counselor for New Jersey Hope and Healing, working with people who were affected by Super Storm Sandy. Although the program ended in 2014, it was some of the most rewarding work she has ever done. Continuing her work with the Super Storm Sandy Survivors, she is currently employed as a Community Outreach Coordinator for the Ocean County Long Term Recovery Group.

# Program Description

## *"Ambitions"*

- **8:00-9:00 am: Registration**
- **9:00-9:15 am: Welcome**
- **9:15-10:00 am: Keynote Speaker: Maria Robinson**

### Morning Sessions: 10:15 am - 12:15 pm

**A. Sensitivity to Older Adults ~ Sandi Stark.** Join in on this fun, experiential training. Gain insight and develop sensitivity for your older library users who are gradually losing their life-long skills and independence.

**B. Branding Your Library and How to Promote It ~ Lisa Alderfer.** Have you been burdened with the task to make signs for your library? Do you feel overwhelmed with where to begin and or how to effectively communicate with your patrons? This class will teach you some tricks on how to quickly make posters to promote library information and events and how to create identifiable branding. Feel free to bring sample printouts of your library poster for critique and discussion.

**C. Forward Motion: Surviving and Thriving in a Dynamic Workplace ~ Maria Robinson.** Change happens. Just because it's inevitable doesn't mean it needs to be feared; just because it's uncomfortable doesn't mean it has to be painful. In the midst of changes in the workplace, the dynamics affect everything from how a job is done to how people feel about doing it. Learning to become a **FAN** of Change~ a **Flexible, Adaptable Ndividual**~ can have surprising benefits for everyone. When understood in a balanced and informative way, the rewards of change can be welcomed and enlightening.

**D. Make Space for a Maker Space: Why libraries should be investing resources and space to the Maker Space movement. ~ Jeff Trout.** In this fast-growing and ever-changing world, libraries are still trying to adapt. A makerspace and the technology help that it inevitably brings with it are essential to that adaptation. From guiding patrons in the use of eReaders to robotics, sewing, coding, and so much more, your library can become a center for creativity and a hub for this groundbreaking learning experience.

**E. Introduction to the Principles of Reference and Readers Advisory~ Meredith Hoyer.** This class offers an introduction to the basic principles that guide the reference provider when working with patrons of all ages. The presentation is geared toward library staff who are interested in becoming reference providers and serves as a refresher for those who already work the reference desk. The topics covered will include: Learning the difference between a basic reference question, advanced reference question and a research question; The Reference Interview; Reader's Advisory; Do's and Don'ts; When no one is in front of you: Passive customer service at the reference desk.

**F. Tips, Tricks & Tools: Readers Advisory for Kids, Teens & their Grown-Ups ~ Laura Frantz and Linda Tripp.** Linda and Laura will share their resources and strategies for navigating the challenging world of readers advisory for kids, teens, and their grown-ups. We'll tackle some of the most daunting inquiries from *"I've read everything in the library"* to *"Is this book OK for my child."* And we'll also share some of our favorite go-to books, series, and authors.

**G. Off the Record Communications ~ Arnold D. Herman.** Staff will glean unique techniques for building relationships of mutual respect between teens and adults.

**Lunch: 12:15 pm -1:30 pm**

➤ **NJALA General Meeting: 1:30- 2:00 pm**

**Afternoon Sessions: 2:15- 3:45 pm**

**H. Book Buzz ~ Brian Nielson.** Penguin Random House will buzz about forthcoming books and give readers the inside scoop on spring and summer 2015 titles.

**I. Technology for Today ~ Lisa Aldefer.** Get to know the Windows 8.1 Operating System, Office 365, and get a preview of Windows 10 before it is released.

**J. Detecting & Protecting Your Digital Footprint at Work, Home, & On the Road Identity Theft & You ~Robert Lackie.** This session will help you analyze ID safety issues/safeguards and connect to notable online identity and privacy sites, tools, and resources-all so that you can learn how to detect and protect your digital footprint.

**K. Thinking Openly: Open Source for Libraries ~ Amy Kearns.** Learn about what open source software is and why it's important to libraries. Find out what it can do for you and hear about real-life examples of open source software use and ways to use it in your personal life.

**L. Dress For Success ~ Dr. Zarita F. Mattox.** Making a first professional impression will set the tone for all business interactions. In this professional development workshop we will explore how appearing professional adds to our being professional as well as projecting professionalism all in the way we dress and carry ourselves. Projecting professionalism on the outside is not where it ends. When we dress for success we feel the success and it becomes apparent in all that we do. Be your best inside and out! Come and learn all that Dr. Mattox has to share to help us project a professional image each and every day!

**M. Anime ~ Marissa Lieberman.** Are you curious about why teens are so interested in Japanese Anime (cartoons) and manga (comics)? This presentation will cover the basics of anime and manga, and will provide tips for creating engaging anime-themed programs that will attract teens to your library.

**N. Enriching our Lives by Exchanging Stories ~ Eva Feeley.** Scores of patrons who participate in memoir-writing workshops are overwhelmed by what they learn from their own stories and the stories of others. The most heart-warming surprise is that nobody learns more than the instructor.

***Throughout the day there will be a chair masseuse in the lobby area. Be sure to sign up for your 5 minute session!***

## **Presenters**

### **Lisa Alderfer**

Cape May County Library

Lisa Alderfer has a B.A. in English from Temple University and a MLIS from the University of Pittsburgh. Lisa taught English Composition at Atlantic Community College and also served as an interim reference librarian for the school. She has been a librarian at the Cape May County Library since 2008. In that time, she has served in multiple departments including library IT as well as patron technology education. In addition to her responsibilities at the library, she is currently a part-time project manager for Advanced Computer Solutions Group, an IT consulting and support company, where she provides training, technical support, and product and service development.

### **Eva Feeley**

Writer, Sea Isle City, NJ

Eva Feeley has taught fiction, creative non-fiction writing and poetry in the Cape May, Cumberland and Atlantic County areas for seven years. She is a member of the Jersey Cape Writers, the Great Bay Poets, and the South Jersey Poets Group. Eva has presented at the New Jersey Writers Conference and twice at the North Wildwood Beach Writers Conference. She is the author of two books, "Listen to Me, Young Lady: A Guidebook through Womanhood" and "Survivors of Snake Bites", a collection of her poetry.

### **Laura Frantz & Linda Tripp**

Somerset County Library System

Laura Frantz is a Collection Management Librarian for the Somerset County Library System. She previously worked at the Bridgewater, Warren and Peapack-Gladstone branches of SCLS. Laura also worked at Mount Saint Mary Academy and Kenilworth Public Library.

Linda Tripp has a MLIS from the School of Communication, Information and Library Studies, Rutgers, The State University of New Jersey, and a B.S. in Early and Elementary Education from the University of Illinois. Linda is a Collection Management Librarian for the Somerset County

Library System. Prior to her current position she was a Young Adult Librarian at the Warren Township Library and a Youth Services Librarian at the Bridgewater Library. Linda is an active member of the New Jersey Library Association Young Adult Services Section and member of the Garden State Teen Books Awards Committee.

## **Arnold D. Herman**

Experience Counts Inc.

Arnold D. Herman directs Experience Counts Inc. Mr. Herman and his wife have raised a total of 32 teenagers which included five their own children. Arnold is a certified trainer of prospective foster parents for New Jersey's Division of Family and Youth Services specializing in teaching methods of handling teenagers with behavior problems. He served as a member of the Monmouth County, New Jersey Court System's Child Placement Review Board for more than a decade. He has written magazine articles on methods of communicating with teenagers and advice columns for various newspapers dealing with parents and teens. He is the author of "Raising Reasonable Parents, A Handbook For Teenagers".

## **Meredith Hoyer**

Somerset County Library, Mary Jacobs Branch, Head of Adult Services

Meredith Hoyer is the Head of Adult Services at the Mary Jacobs branch of the Somerset County Library. Over a twenty year career, Hoyer has worked in circulation, children's, teen, and adult services. Hoyer is a community focused librarian who believes in a holistic approach to reference and reader's advisory, meeting patron needs through the whole life cycle.

## **Amy J. Kearns**

North Brunswick Public Library

Amy J. Kearns, MLIS has worked for over ten years in the library field in New Jersey. She is currently employed as a part-time Reference Librarian at the North Brunswick Public Library and as a Support Specialist with ByWater Solutions, an open source support company. She previously worked as the Assistant Director at Middletown Township Public Library where Koha, an open source ILS, is used. Amy was also the Program Coordinator for the Central Jersey Regional Library Cooperative (CJRLC) before the separate regions were replaced by LibraryLinkNJ. She has taught at Rutgers in the Master of Library and Information Science

Graduate program and given numerous presentations and workshops to conferences, libraries, and the public. Amy is a huge baseball fan and enjoys reading, playing with technology, and spending time with her family.

## **Robert J. Lackie**

Franklin F. Moore Library, Rider University

Robert J. Lackie (Professor-Librarian) is Department Chairperson of the Franklin F. Moore Library of Rider University; prior to that, he co-led Moore Library's Research Instruction Program for 15 years. Prof. Lackie holds a Master of Arts in Curriculum, Instruction, & Supervision to complement his Master of Library & Information Science. He is a frequent presenter at library, education, and technology conferences and meetings, active in various library and educational organizations, and published within various professional and scholarly works. Prof. Lackie has also co-written or co-edited three books, the latest entitled, *Identity Theft: What You Need to Know*: a 2014 ebook available via Amazon at <http://www.amazon.com/dp/B00IK678C4> For his teaching, writing, leadership, and service to the library profession, he has received several accolades, including the NJLA “2014 Public Relations Award—Tech Shoutout Category,” the ACRL/New Jersey Chapter “2011 Distinguished Service Award,” the ALA “2006 Ken Haycock Award for Promoting Librarianship,” the “2004 Rider University Award for Distinguished Teaching,” and the NJLA “2004 Librarian of the Year.” For more detailed information, visit his directory page website at <http://www.rider.edu/faculty/robert-j-lackie>

## **Marissa Lieberman**

East Orange Public Library

Marissa Lieberman is a children’s librarian at the East Orange Public Library. She received her Masters in Library Science in 2011 and worked at various libraries in the Nassau County Library System, New York, before relocating to New Jersey. An anime fangirl for fifteen years, Marissa is grateful to be able to share this passion with library patrons by running the tween anime club and planning Toshō-con, a full day anime and comic convention. She reviews books for multiple professional journals, and has presented at library events and New York Comic Con.

## **Zarita Mattox**

Ocean County Library

Zarita F. Mattox is in her 12<sup>th</sup> year at the Ocean County Library. She began as an intern in March of 2002 and upon acceptance at Rutgers University that September she became a Librarian in Training. August of 2003, at the completion of her graduate studies, she interviewed and received the position of Young Adult Librarian in Jackson, New Jersey. Two years later Zarita became Outreach Librarian for the Ocean County Library system and was then promoted to Principal Librarian doing Outreach and Branch Services at the Lakewood Branch. Zarita has been Supervising Librarian and Branch Manager of the Lakewood Branch developing innovative programs for the community youth partnership and revitalizing the Friends group in the branch. Zarita also does trainings and a variety of workshops for the Ocean County Library, NJLA, NJALA, FBLA, 4H, churches and private schools, staff development days for the Ocean County Library, the State Library, East Orange Public Library, Wayne Public Library, and Micro Conferences for the NJLA Professional Development Committee. In 2013 Zarita accepted the position as Chief Librarian for the Ocean County Library. Her hobbies are taking award winning photography and exhibiting, traveling all over the world, cooking, tennis and snorkeling. Zarita believes in making every minute count and “living your dream”.

## **Brian Nielsen**

Penguin Random House

Brian Nielsen began working with public libraries in 1999 as an independent rep for Books on Tape (now BOT). Brian officially joined Random House in 2006 and has continued to work closely with public libraries to support their audio book needs, provide new title information and facilitate library special events. In addition to his direct work with public libraries Brian also has responsibility for aggregator relationships specializing in servicing the library community. When Brian is not visiting a library in his northeast territory he can likely be found at one of the state or national library conferences.

## **Sandi Stark**

Ocean County Library, Toms River Branch

Sandi Stark is a Senior Librarian at the Toms River Branch of the Ocean County Library. Ocean County serves one of the largest older adult populations in the state. Her interest in this population began as a child while visiting older relatives in nursing homes.

## **Jeffrey Trout**

Cape May County Library

Jeffrey Trout is Head of the Technology Learning Center at Cape May County Library, Cape May, New Jersey. His love of technology began when he was introduced to the TRS-80 in 1977. He grew up with video games, computers, and every technological gadget he could get his hands on. Now he wants to share his love and experience with the community.

## **2014-15 NJALA EXECUTIVE COUNCIL**

The New Jersey Association of Library Assistants would like to thank the following people and their libraries for their support and all the resources put at our disposal. The Conference could not have grown to its present size and stature without such.

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