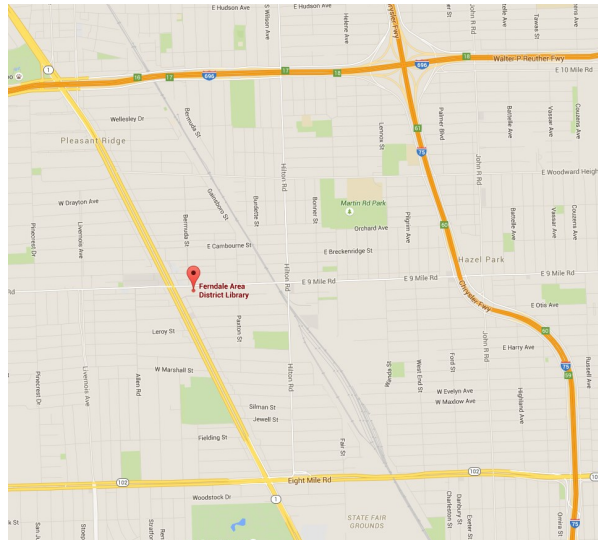


**Wednesday
September 23, 2015
9AM–1PM**

**Ferndale Area District Library
222 E 9 Mile Rd
Ferndale, MI 48220**

(248) 546-2504

**Registration Starts at 9:00AM
First Session Starts at 9:30AM**



Ferndale Area District Library

**222 E 9 Mile Rd
Ferndale, MI 48220**

(248) 546-2504

The library is located off Woodward on East 9 Mile. It is west of 75 and south of 696. All available parking is metered at \$.50/hour. There are parking lots on either side of the library.



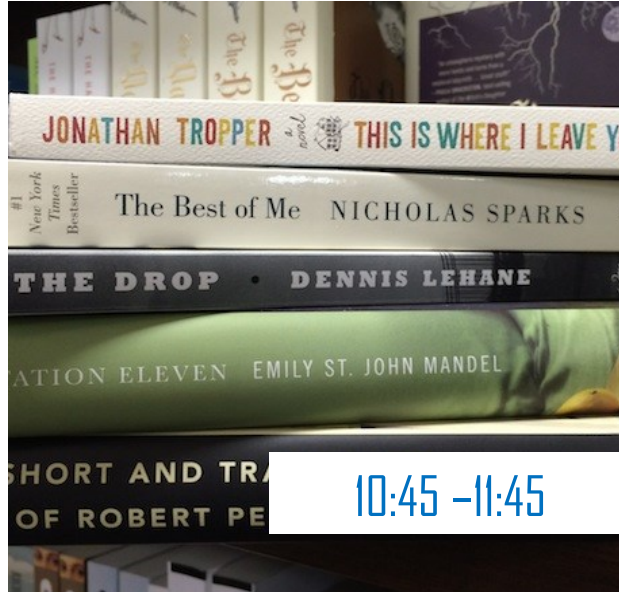
**Adult Services Fall Workshop
LIBRARIAN GRAB BAG:
Tools of the Trade**

Presented by TLN



9:30 -10:30

Adult Summer Reading programs come in all shapes and sizes. Some follow the collaborative program and some venture out on their own. Regardless of style, a successful program with lots of participants is always the goal. **Jakki Malnar** and **Kelly Ray** from the Bacon Memorial District Library will talk about the improvements they made to their summer reading program and the success they have had since. **Nichole Welz** and **Alyssa Beesley** from Canton Public Library will discuss their library's independent summer reading program, its success, and online component.



10:45 -11:45

Promoting books in the virtual world is a tricky proposition. On the one hand, you want to exploit tools like blogs, wikis, and the ever expanding collection of social media options to reach more readers, but on the other hand, you do not want to forget about your core brick and mortar customers. Readers' Advisory expert, **Becky Spratford** is here to help. Using examples from her library and others, Becky will share her tricks and tips for navigating this key service issue without sacrificing your core services. Although she will not recommend or evaluate specific social media platforms, Becky will leave you with an overall philosophy and key strategies that can be easily implemented at your library across a variety of digital platforms.



12:00-1:00

Cory Grimminck of the Portland District Library will discuss why professional development is important, what works and what doesn't, and how to participate without breaking the bank. Cory was on MLA's Spring Institute Committee for five years, chaired the Woodlands Co-op Continuing Ed committee for four years, and is currently the chair of their Children's Continuing Ed Committee. He also established an all-staff training day at his library, the first of its kind.