

2009 SLA Leadership Summit

May 16, 2018

Report on the SLA Leadership Summit, Part 1

05 February 2009

By Marilyn Bromley, DSOC Chair-Elect, Library Director, BNA Library

The SLA Leadership Summit was held in Savannah GA, Jan. 14-17, 2009. Most attendees arrived on Wednesday, and the first official function was a reception / bingo game that evening. To get everyone networking, we were given a list of chapter and division events printed to look like a bingo card. The goal was to identify which SLA unit held the event by talking to as many people as possible. After the reception, everyone went off to dinner. The DSOC board and friends/SOs went to [Lady & Sons](#), Paula Deen's restaurant. The waiting area was right next to the gift shop (surprise!) so we took advantage of this shopping opportunity and photo op with a life-size cutout of Ms. Deen herself! A nice dinner was had by all, and afterwards, several younger DSOC members went in search of Savannah nightlife. For me, to quote Samuel Pepys, it was a case of "and so to bed!"

Report on the SLA Leadership Summit, Part 2

06 February 2009

By Marilyn Bromley, DSOC Chair-Elect, Library Director, BNA Library

Thursday morning (Jan. 15), the first presentation was given by SLA [CEO Janice Lachance](#) with a short state-of-the-association update. SLA's focus this year will be to give members real value for their membership and to make the case that in the current economic climate we need our membership more than ever. Accordingly, for information professionals earning less than \$18,000, dues will be \$35 – an important benefit for unemployed and overseas members. She reported that 100 new members from outside North America have joined under this new dues category. In addition to celebrating [SLA's Centennial](#) this year, Janice said "We will not let up on our goal to add more global members." [ClickU](#) sessions and replays will be free, and some ClickU certificate programs are up to 50% off. To balance the SLA budget, staff will begin paying part of their health insurance and will not get salary increases in 2009, but no staff positions will be cut. [Information Outlook](#) will go from 12 issues to 8, and there will be no 2009 Salary Survey.

Janice also announced several new initiatives and units, including the [First 5 Years Council](#), the [Information Ethics Advisory Council](#), a new Rising Stars Award and the new [Academic Division](#).

Report on the SLA Leadership Summit, Part 3 (Thursday)

06 February 2009

By Marilyn Bromley, DSOC Chair-Elect, Library Director, BNA Library

After Janice gave her report on the Association, she and SLA President Gloria Zamora provided an update on the Alignment Project – "[an] ... examination ... of the core identity and values of the Association and the profession." Using the communications firm Fleishman-Hillard, Outsell Inc. and others, a worldwide survey of executives and librarians was undertaken. You can find the [Alignment Report](#) at (http://www.sla.org/pdfs/FH_PositioningSLA0113090-Notes.pdf). Interviewees were asked to rate various words and phrases: "special libraries" did not resonate well with any group, but "value" and "knowledge" scored high on the list. During the update, a surprise guest appeared in the room – John Cotton Dana, as played by Richard Geiger. Mr. Dana got a laugh when at one point he said "and you're still calling it the Special Libraries

Association?” According to Mr. Dana, “the name Special Libraries Association was chosen with some hesitation and in default of a better.” There will be much more about the findings of the report and the next steps at this year’s annual conference in DC. In addition, members of the SLA Board will be visiting chapters and divisions to discuss the project and seek member input.

Report on the SLA Leadership Summit, Part 4 (Thursday)

04 March 2009

By Marilyn Bromley, DSOC Chair-Elect, Library Director, BNA Library

Steve McGarvey, a noted authority on unconscious communication, persuasion, and influence, was Thursday’s keynote speaker. His topic was “Leadership & Communication in a Time of Change,” with a goal of helping attendees learn ways to communicate our value more effectively. One of the points he made that still resonates with me is that it’s important to figure out what you want others to do/think/act on, and come up with a plan to accomplish your desired outcome.

As an example, he showed a photo of a cliff on the edge of the sea, with a sign that said something like “danger, do not climb over the fence,” and a young man about to climb over. In other words, as soon as you tell someone not to do something, or tell them “don’t think about me this way” – they will! It’s much better to figure out what you want them to do or how you want to be perceived and “guide their brains there.”

Interesting quotes from his talk included:

“Our ability to lead is directly proportionate to our ability to influence.”

“No communication is successful unless it answers the [listener’s] question – what does this mean for me?”

“Offer a compelling **why**.”

“Tell a story; connect on an emotional level with those you wish to influence.”

Decide how you want people to think about you, and “say it the way you want it.”

Mr. McGarvey’s Powerpoint presentation can be found on the [Leadership Summit](#) page.

2010 SLA Leadership Summit

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SLA Leadership Summit: Day One (pre-official conference day)

23 February 2010

This is the first of a series of reports from Social Science Division leaders who attended the SLA Leadership Summit in St. Louis, Missouri, January 27-29, 2010.

Iris Anderson, division Past Chair, begins with:

Day One (pre-official conference day, January 27)

I arrived in cold, cloudy St. Louis on Wednesday afternoon, January 27. It started snowing so I was happy to have arrived safely before any accumulation. (Historical note: I returned home via Dulles International Airport in Washington, DC in the second of four snowstorms.) One of the best things about the summit in general is that it all takes place in a single location. This year it was held at the St. Louis Union Station Marriott, a historic train depot with fine architectural details, charming train displays and cozy bar nooks. The hotel itself was tucked into one end of Union Station and a little hard to find since there was no Marriott sign. The room was plush but without a view in my case, but no matter, we had work to do. Thankfully, the conference rooms were a short walk around the corner. I rushed to my first meeting:

2011 Conference Planners' Meeting (aka Philadelphia conference planning)

Marilyn Bromley and I networked with other division planners, listened to Cindy Romaine, SLA President-Elect, talk about the conference theme, "Future Ready," and began to draft up programming ideas for available time slots. We gave it our best shot and hope that Lyle Minter and Laura Leavitt, our co-conference planners, will be pleased since they were unable to attend. Division planners are being asked to be bold, confident, flexible and adaptable and to work within three sub-themes:

1. Communicate value through strategic alignment
2. Leverage technology for innovation
3. Use knowledge sharing to encourage collaboration

We were asked to experiment with new programming formats to promote interaction with our audience, to use stories to communicate our successes and failures, and to balance the known with the unknown. "Formats" refer to various layouts for the seating of speakers and audience such as "theater in the round," where the audience sits in a circle around the speakers; "the bar," where small groups cluster around stand-up tables; and "the living room," where small groups congregate around a sofa and chairs. And then, finally, there is the standard conference room or "traditional" seating arrangement. We also were asked to bring in the local business community of the city or in parlance, "to go local." Is it any wonder that I left this meeting with a slight headache?

Thankfully, my next meeting was an intimate DSOC dinner with drinks at the lovely Union Station Grill. Marilyn Bromley, Ann Sweeney, Tara Murray and I were able to relax and catch up on news and plans. And most importantly, I passed the official DSOC gavel from myself to Marilyn! As your current past-chair, my duties include fundraising and nominations for 2011.

SLA Leadership Summit: “Second” Day One (first official conference day)

24 February 2010

This is the second of a series of reports from Social Science Division leaders who attended the SLA Leadership Summit in St. Louis, Missouri, January 27-29, 2010.

Iris Anderson, division Past Chair, continues with:

Second Day One (first official conference day, Thursday, January 28)

Our first two speakers were CEO, Janice Lachance and SLA President, Anne Caputo. They spoke about the state of the association and the year ahead. “Times are tough,” Janice said which is why SLA is working hard to help its members demonstrate their value within the workplace. Sacrifices had to be made at SLA Headquarters: two additional positions were cut and staff salaries were frozen for another year. At the same time, SLA benefits to members have grown and dues have not been raised. Average membership dues are \$130 for an investment of \$531 per member in benefits. These include substantial professional development (Click U with free webinars as well as paid certificate courses, eBrary collection of books, Innovation Lab, Execubooks (summaries of professional reading); *Information Outlook* (note: *Information Outlook 2.0* is coming); [SLA website](#) with Leadership Resources, Competencies for Information Professionals, Career Center with Job Postings, Membership Directory; blogs, wikis, RSS feeder, discounts at various universities and to attend outside conferences such as *Computers in Libraries* and information about grants and scholarships. One of the primary goals of SLA leaders is to continuously communicate to membership and to potential members about SLA’s many benefits.

Anne Caputo spoke from the heart about New Orleans and how much the city means to her and to our country. She urged all of us to attend this year’s annual conference to be a part of rebuilding and to send a message of hope to the people who live there. She enlarged on Janice’s earlier definition of the word “Lagniappe” (pronounced lan-yap), which has special meaning there: *doing something special and unexpected without expectation of thanks in return, especially in tough times*. This includes listening and developing and demonstrating value. It is what SLA has been striving to do for its members. And it is part of the spirit of those involved in rebuilding New Orleans. Anne outlined volunteer opportunities for SLA attendees during pre- and post-conference days at annual conference. And just by attending the conference, we will be helping to support the city’s damaged economy while enjoying ourselves.

Other announcements of the day were as follows:

Mary Ellen Bates, SLA Division Cabinet Chair-elect, is heading a taskforce to follow-up on last year’s Alignment Project findings. The group will create a toolkit of applications and tools to help us understand and communicate our roles to our employers and to the public.

Anne Caputo informed us that Janice Lachance has renewed her contract with SLA for an additional five years. Janice expressed amazement at how quickly her first five years have gone by and how much she has learned by meeting SLA members from all around the world.

SLA Leadership Summit: Jim Kane’s keynote

25 February 2010

This is the third of a series of reports from Social Science Division leaders who attended the SLA Leadership Summit in St. Louis, Missouri, January 27-29, 2010.

Here, I summarize Jim Kane's keynote speech on loyalty:

Leadership Summit keynote speaker Jim Kane began his talk by sharing a little about himself – where he travels, where he lives, how much he hates the Yankees, even his social security number. Each of the tidbits got a reaction from different members of the audience, until by the end of his introduction, almost everyone had found something to connect with.

As a result of these connections, Kane told us, “your brain takes a shortcut and says, ‘I like him – he’s just like me!’”

Kane, a “loyalty strategist” who helps organizations build strong relationships, explained the concept of loyalty and demonstrated how to use it.

Relationships, he said, fall into four major categories.

Antagonistic relationships are like those between Kane and the Yankees – unlikely to change. Transactional relationships may appear to be strong, but are really based more on convenience and satisfaction rather than true loyalty – like your relationship with a gas station. You get gas, you pay for your gas, and you’re satisfied – but you don’t really have any loyalty to the gas station.

Predisposed relationships are like the one you might have with your insurance company. You are satisfied with your insurance and see no reason to change, but this is not true loyalty. Truly loyal relationships are the equivalent of love in our personal lives, said Kane.

Most organizations focus on the wrong issues when they try to work on loyalty, Kane explained. Measuring satisfaction is meaningless – because, as in the gas station or insurance company example, it is not enough to ensure loyalty. And trust is really just a base building block for loyalty.

The other pieces are purpose and belonging. Kane, who demonstrated throughout his talk that he had done his research about SLA and its members, told the audience that “belonging is what you need to work on.”

Kane detailed five elements of belonging: recognition, insight, proactivity, identity, and inclusion.

He gave several examples of businesses that have used these elements to create loyal relationships. One example: a man called and ordered flowers to be delivered to his mother for her birthday – only he had missed her birthday. The flower shop offered to take the blame for the flowers being late – which seems enough like going above and beyond to most businesses. Then, eleven months later, they sent the man an email to remind him about his mother’s birthday. This anecdote seemed to create quite an impression on the audience.

It’s possible to create this kind of connection in the virtual realm, too, Kane said. Think of the ways Amazon personalizes your user experience, from welcoming you by name to suggesting other products you might like, even to making negative customer reviews available.

Kane closed his talk with a slideshow highlighting information he’d found about various Leadership Summit attendees – from Mary Ellen Bates’ marathon running to my own affiliation with Penn State. It left just about everyone feeling included and recognized.

Kane’s slides were mostly visuals without a lot of explanation, but he created a handout that summarizes his presentation better than I have done here. SLA members can access the handout on the [Leadership Summit website](#) (log in required).

If you’re interested in Kane’s ideas about loyalty, you might also want to check out his book, *The Loyalty Switch*, or [follow him on Twitter](#) – where he’s used the #slaleads hashtag!

SLA Leadership Summit: Day Two

02 March 2010

This is the fourth and final report from your division leaders who attended the SLA Leadership Summit in St. Louis, January 27-29, 2010.

Chair Marilyn Bromley reports on the second full day of the summit, Friday, January 29:

The first session on Friday was a presentation by PR chair Jill Strand on what she learned from setting up SLA's Alignment Ambassadors last fall. One important lesson is to make sure you have a clear vision and message, and train your ambassadors on delivering that message, while making sure they have the skills to engage the audience and allow time for dialog. She said it's important to be outward focused, listen to your audience, and pay attention to non-verbal signs (which can provide additional insights).

Liz Blankson-Hemens then presented five cool chapter ideas- all of them to be found in the Chapter Idea Bank. Mary Ellen Bates was next – she highlighted cool division programs in New Orleans. Some of these are:

- Your personal/professional brand and social media
- Knowledge continuity and opportunities
- Tenure: how to get it and what it does for your career
- Negotiating up: achieving your goals with internal clients
- Real-time search
- The science of hot sauce [on my must-attend list!]
- Ask the CI experts panel
- Negotiating content purchases

The rest of the morning was taken up with two Hands-On Experience Panels.

The first panel consisted of members of the First Five Years Advisory Council, talking about engaging new members so they stay members. Each panel member (all active in their respective SLA chapters) was asked:

1. How do you recruit/retain new members?
Answers: Have a variety of programs, some just social to draw in non-members, follow-up with those non-members, mentor programs, speak to local LIS schools
2. What does your chapter do for new members?
Answers: Set up an active liaison program to the LIS schools with a recent grad as chair, have a recent grad be on the programming committee, award an SLA student membership at every chapter meeting, award one graduate with a full SLA membership
3. What advice do you have on the nominating process?
Answers: Start developing members early before you need to ask them to accept a position or run for office, be open about what the position entails and the Board's expectations, reassure them that they have experienced members ready to help

The second hands-on experience panel discussed the process for creating/merging chapters, and creating a new division. Members from the Philadelphia/Central PA chapters offered their insights on their recent merger into the expanded Philadelphia Chapter. Then, members of the new Academic and Taxonomy divisions spoke on that process (petitions, funding, finding officers, program planning the first and second years, and more).

At the Division Cabinet Friday afternoon we learned:

1. Alignment work will continue, with an alignment toolkit being developed. The Ambassadors will also continue their work, exact role to be determined
2. A task force will be created to look at SLA revenue streams and the allotment structure.
3. A Division structure task force (with Iris Anderson, DSOC past-chair, as member) continues to look at how new divisions are formed, the conference planning process, the division annual report, and questions of division viability.

There were no major issues to discuss or vote on at Joint Cabinet. SLA was asked about progress on using Drupal for unit websites/contact management, and SLA Board member Daniel Lee said he will be working with unit webmasters to consider WordPress as an alternative.

The Summit concluded at 3:30, and I got to the airport in time to get home before the first snowstorm of 2010 on Saturday January 30. Many thanks to the St. Louis chapter, our hosts for the meeting. It was stimulating and fun (especially the reception at Busch Stadium, home of the St. Louis Cardinals)!

2011 SLA Leadership Summit

May 16, 2018

Marilyn Bromley's take on James Kane

19 April 2011

By Marilyn Bromley

As you may know, [James Kane](#) was the keynote speaker at the 2010 and 2011 Leadership Summits. His presentations are so inspiring that SLA is bringing him back again, this time as a keynoter for the 2011 Annual conference in Philadelphia.

Past President Marilyn Bromley attended the 2011 Leadership Summit, and took notes at Kane's speech. To give you a taste of what James Kane is all about, she thought she would share her notes with you from the Leadership Summit:

Building and Maintaining Loyal Relationships

All relationships fall into 1 of 4 levels:

1. *Antagonistic*: you don't just dislike the person, product or service, you tell everyone just how much.

2. *Transactional*: equal exchanges with no further obligations. You provide a service, the customer pays you for it, you're even.

Neither side feels indebted to the other.

3. *Predisposed*: the customer is content and satisfied. They will stay with you until something better comes along. No long-term loyalty exists.

4. *Loyal*: we are loyal to those who are indispensable, who have our best interests at heart, who we trust and view as partners and advisors.

Satisfaction – is a mood, is about the past, is about what you do for them.

Cats are satisfied.

Loyalty – is a behavior, is about the future, is about what they do for you. Dogs are loyal.

Trust is the bedrock of a loyal relationship, but it isn't the end-all.

Your customers expect you to be trustworthy, to be competent, to be able to address their needs, to be fair and honest and ethical, to be consistent.

And you don't get credit for being these things – your customers expect it.

“The real key to building and maintaining a loyal relationship is conveying a sense of belonging. Recognizing everyone as unique individuals. Having insight into their hopes and fears, challenges and opportunities. Being proactive in solving their problems before they ask for help. Offering them an identity they can relate to or aspire to, through common and aligned interests. Making them feel included, wanted, appreciated and valuable.”

Books by Jim Kane, coming in 2010

The Loyalty Switch: how to turn anyone into a devoted customer, committed employee, supportive partner, faithful follower and raving advocate

Virtually Loyal: the secret to creating loyal customers online