



Mid-America Library Alliance/ Kansas City Metropolitan Library & Information Network

Between the Margins Newsletter

February 2012

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Welcome to the February issue of *Between the Margins*! With 2012 well underway, this month is a great time to fulfill on your New Year's resolutions regarding training and skills-building.

Our new online learning subscriptions offer something for everyone. Our webinars and workshops are targeted to libraries and presented by accomplished professionals in the field.

Take advantage of learning at your computer during the cold winter weather, or venture out for networking with colleagues and timely, valuable information at our face-to-face workshops.

Have a great month!

Your Friends at MALA/KCMLIN

Prepare for Promotion or a New Job!

Are you thinking ahead about your annual review? Would you like to update your skills to position yourself for a new role at your workplace or a new job? Is having the time to build your skills a concern?

We have the answer for you! MALA/KCMLIN has developed an affordable and schedule-friendly online training package for our members and any of their staff. Through [Self-Paced Learning at Your Desktop](#), you have unlimited access for a year to hundreds of courses in a [broad subject area](#).

Would you like to learn the latest versions of Microsoft Word, Outlook, or Excel ([Desktop Applications Collection subscription](#))? Or have you ever wanted to learn hands-on how to use Microsoft Access or gain some more advanced programming skills ([Programming & Web Development Collection subscription](#))? How about learning how to design and create your own website ([Design & Media Collection subscription](#))? Are your writing skills polished for that compelling cover letter, or do you want to prepare yourself for management and leadership roles ([Business Skills Collection subscription](#))? [Self-Paced Learning at Your Desktop](#) has all of that and more.



Free *JobLink*

Did you know that members can upload your job openings directly to the MALA/KCMLIN website? To post a job, simply go to [Library Job Link](#) page, select the "Click here to create a new job listing" link, input your text, and the follow the instructions at the bottom of the page to submit it.

Annual Meeting

Please mark your calendars for the MALA/KCMLIN Annual Meeting, scheduled for 2 p.m., April 26, 2012, at the Mid-Continent Public Library Administrative Headquarters.

Quick Links

[Our Website](#)
[Continuing Education Calendar](#)

We realize that organizational budgets are tight, but we also know that you are still seeking cost-effective ways take ownership and train yourselves. That's where [Self-Paced Learning at Your Desktop](#) comes in.

With affordable annual rates, you can register, pay for your own training that interests you, and access your training any time you want. If you finish a course and want to go back for a refresher later on, you can do that, too.

All staff from any of our member organizations is considered a member of MALA/KCMLIN. That means you can subscribe immediately. If you are not on staff with a member organization, you can still access this training by becoming an [Educational Affiliate](#) member.

Signing up as an [Educational Affiliate](#) carries nominal annual dues and is the gateway to our affordable online learning subscription packages.

There is so much flexibility and variety available through [Self-Paced Learning at Your Desktop](#). Visit our webpage or contact [Kirsten Myers](#) to learn more about how [Self-Paced Learning at Your Desktop](#) can help you with your career.

Annual Children's Workshop

MALA/KCMLIN's [Annual Children's Workshop](#) will be held on March 22, 2012.

This year's keynote speaker is Molly Postlewait. Molly is a naturalist, storyteller, and school age programming specialist with the Johnson County Parks and Recreation's Ernie Miller Nature Center.

Presenting as Mother Nature, she will discuss Nature Deficit Disorder and how public libraries and librarians can help counter it.

Other sessions (subject to change) include, What's New and Hot in Juvenile Literature, The Annual Helbie Awards, Reader's Advisory tips and tactics, Hands-on from the CLSP manual focusing on Pre-K, Summer Reading for School Age Kids, Story Time Presentations, and 4 x 4 Booktalks.

Cost:

MALA/KCMLIN Member: \$65 (lunch included)

Non-Member: \$130 (lunch included)

Registration is available from the [event webpage](#). For more information, contact [Mary Puhr](#).



Customer Service/Difficult Customers Training

Would you like specific training on customer service and working with difficult customers? We have a number of affordable options for you to accommodate your budget and your schedule:

Join Our Mailing List!

MALA/KCMLIN
15624 E. US Hwy 24
Independence, MO
64050
Phone: 816-521-7257
Toll-Free: 877-600-9699

Upcoming Face-to-Face Workshops:

- * [Dealing with Grumpy, Cranky and Difficult People](#), 3/29/12, 9 a.m.-4 p.m.
Community of Christ Temple - Continents Room
MALA/KCMLIN Member Cost: \$65, Non-Member Cost: \$130
- * [Exceptional Customer Service](#), 4/10/12, 9 a.m.-4p.m.
Kansas City, KS Public Library - West Wyandotte Branch
MALA/KCMLIN Member Cost: \$65, Non-Member Cost: \$130

Webinars:

- * How to Break the Rules: Offering Great Customer Service to Everyone
Pre-recorded, 1-hour length: [2/15/12](#), [3/7/12](#)
MALA/KCMLIN Member Cost: \$10, Non-Member Cost: \$20

Self-Paced Online Course Collection:

Our webinars and face-to-face workshops are a great place to begin, and you can find additional in-depth, self-paced online training in the [Business Skills](#) subject area of [Self-Paced Learning at Your Desktop](#).

Subscribe to the [Business Skills](#) courses and have unlimited access for a year to all of the following customer service and working with difficult customers classes, plus much more:

- * [Customer Service Via Phone and Email](#) (with simulation)
- * [Customer Service: Customer Care](#) (with simulation)
- * [Customer Service: Customer Relationship Management](#) (with simulation)
- * [Customer Service: Increasing Sales via Service](#) (with simulation)
- * [Customer Service: Making a Difference With Customers](#) (with simulation)
- * [Customer Service: Positive Outcomes](#) (with simulation)
- * [Dealing with Challenging Customer Interactions: Establishing a Solid Customer Relationship](#) (with simulation)
- * [Dealing with Challenging Customer Interactions: Overcoming Communication Issues](#) (with simulation)
- * [Dealing with Challenging Customer Interactions: Resolving Challenging Situations](#) (with simulation)
- * [Excellence in Technical Customer Service](#) (with simulation)
- * [Fundamentals of Customer Service](#)
- * [Working With Difficult People](#) (with simulation)

A one year subscription to the *Self-Paced Learning at Your Desktop Business Skills Course Collection* costs just **\$224 per person!** If multiple people from the same organization register for this subject area at the same time, there is a group discount available.

To take these kinds of courses individually from a training company could mean at least 12 days away from work, and a minimum average cost of \$149 for each course! For 12 courses like the ones above, that would mean an investment of \$1,788. Similar annual subscriptions like Business Skills with extensive content are nearly \$400 per year!

For more information about [Workshops and Webinars](#), contact [Mary Puhr](#). For more information about [Self-Paced Learning at Your Desktop](#) and the [Business Skills](#) subject area, contact [Kirsten Myers](#).

Available Webinars in February and March

How to Break the Rules: Offering Great Customer Service to Everyone
(Pre-recorded) [2/15/12](#), [3/7/12](#)
Length: 1 Hour

How to Change Dynamics in the Workplace Culture
(Live Webinar) [3/14/12](#)
Length: 1 Hour

Social Media: Pros and Cons
(Pre-recorded) [2/7/12](#), [3/1/12](#)
Length: 1 Hour

Make Your Workplace Safe from Bad Behavior
(Pre-recorded) [2/23/12](#), [3/20/12](#)
Length: 2 Hours

Meeting Deadlines When Staff and Resources Are Cut
(Live Webinar) [2/29/12](#)
Length: 1 Hour

Cost:

1-Hour Webinars

Individual MALA/KCMLIN Member: \$10

Individual Non-Member: \$20

Group Rate MALA/KCMLIN Member: \$100

Group Rate Non-Member: \$200

2-Hour Webinars

Individual MALA/KCMLIN Member: \$15

Individual Non-Member: \$30

Group Rate MALA/KCMLIN Member: \$150

Group Rate Non-Member: \$300

Please click the links for more information about the topics.

If you have any questions about a group viewing, please contact [Mary Puhr](#).



FREE Galleys and ARC Books*

With each issue of our newsletter, we are giving away a promotion on a first-come, first-served basis while quantities last to anyone who is a MALA/KCMLIN member on our courier delivery service.

This month, we feature a special gift from one of our members along with **Galleys and Advance Reader Copies**. We have one copy each to give away of the following titles:

- Special Giveaway -
 - *Bel-Ami* by Guy de Maupassant (**en français**)
- Newest Galleys and ARC Books -
 - *Angelmaker* by Nick Harkaway
 - *The Coincidence Engine* by Sam Leith
 - *Dosed: The Medication Generation Grows Up* by Kaitlin Bell Barnett
 - *Enchantments* by Kathryn Harrison

- *Fair Coin* by E.C. Myers
- *Gods Without Men* by Hari Kunzru
- *The Good Father* by Noah Hawley
- *Jack of the Ravens (Kingdom of the Serpent: Book 1)* by Mark Chadbourn
- *May the Road Rise Up to Meet You* by Peter Troy
- *The O'Briens* by Peter Behrens
- *Shadow's Master* by Jon Sprunk
- *A Sound Among the Trees* by Susan Meissner
- *Sweet Talk: Stories* by Stephanie Vaughn
- *The Thief* by Fuminori Nakamura
- *Wild: From Lost to Found on the Pacific Crest Trail* by Cheryl Strayed
- *The Wolf Gift* by Anne Rice
- From Previous Newsletters -
 - *The Bedlam Detective* by Stephen Gallagher
 - *City of Scoundrels* by Gary Krist
 - *The Deep Zone* by James M. Tabor
 - *The Dressmaker* by Kate Alcott
 - *The Fat Years* by Chan Koonchung
 - *The Fear Index* by Robert Harris
 - *History of a Pleasure Seeker* by Richard Mason
 - ***The Orphan Master's Son* by Adam Johnson** (The 1/29/12 issue of *The Kansas City Star* had an article about this one!)
 - *Thief's Covenant - A Widdershins Adventure* by Ari Marmell
 - *A Vine in the Blood* by Leighton Gage
 - *Watergate* by Thomas Mallon
- *Microsoft Office Word 2003, Level 2* training manual (2 copies)

We can provide one book per member, and your book will be sent to you via your regular courier delivery. To make your request, please contact [Kirsten Myers](#).

*Only MALA/KCMLIN members on the Get Connected courier delivery service are eligible.