

five keys to networking success.

Wednesday, November 16, 7 pm.

Presenters: Tucker Mays and Bob Sloane, Principals & Co-Founders of OptiMarket, LLC. Copies of their book, *Fired at 50: How to Overcome the Greatest Executive Job Search Challenge*, will be available for purchase and signing.

Managing Stress during Your Job Search – The executive director of a local, non-profit community counseling center will discuss the emotional effects of job loss with a focus on taking personal inventory to move forward with positive change.

Monday, November 21, 7 pm.

Presenter: Dorothy Timmermann, LMFT, Executive Director of Fairfield Counseling Services

Higher Education Consortium – With an increasing number of adults out of work, many are returning to school as a way of transitioning their careers, or simply using the time to put the finishing touches on a degree. There are in fact many government-funded opportunities now provided to out-of-work adults who are looking to continue their education or obtain a new skill-set. Representatives from various local higher educational institutions and trade schools will be on hand to discuss affordable degree completion options for adults as well as shortcuts to degree completion.

Wednesday, November 30, 7 pm.

Presenters: Amy Amaru, Post University; **John DeBenedictis**, Sacred Heart University; **Jamie Caruso**, University of Connecticut Stamford Campus; **Monica Rogers-Reed**, University of Bridgeport; **AnnMarie Puleo**, Western Connecticut State University; **Matthew Beck**, Brio Academy of Cosmetology; and **Leslie Cahill**, Graduate Institute.

Your Job Search: Beyond the Resume – Your resume is done – now what? Learn about the marketing tools needed to ensure a successful job search. Topics will include traditional ways to market yourself and manage your job search activity, as well as exploring the leverage social media can provide, with examples for implementation.

Thursday, December 1, 7 pm.

Presenter: Judith T. Evans, Ed.D., is a career management expert with over 20 years' experience in coaching clients pursuing a wide range of options from finding a new job to starting a business, and has taught entrepreneurial seminars at New York University for over 10 years.

Create a Value Proposition that Demands Attention – Searching for your next career move in this economic climate presents numerous challenges, including how to present yourself in a way that is so targeted that your audience immediately understands what you do and how you can solve the needs of an employer. We'll explain the process of creating an attention-grabbing value proposition, with handouts to assist attendees in creating their own value propositions.

Tuesday, December 6, 7 pm.

Presenter: Linda Van Valkenburgh is the owner and Certified Career Management Coach of My Executive Career Coach LLC.

QuickBooks Pro 2012 – What's New? Easy to use, yet robust accounting software is essential to the success of small business owners. This demonstration will include a basic introduction to QuickBooks as well as highlight valuable features and improvements in the new 2012 release.

Monday, December 12, 7 pm.

Presenter: Susan McAteer is a certified QuickBooks Pro Advisor who specializes in bookkeeping, payroll and tax.

www.fairfieldpubliclibrary.org

Main Library: 1080 Old Post Road, Fairfield, CT 06824

Front Desk: 256-3155 • Reference: 256-3160 • Children's: 256-3161

Fairfield Woods Branch: 1147 Fairfield Woods Rd., Fairfield, CT 06825

Front Desk: 255-7307 • Reference: 255-7308 • Children's: 255-7327

NEW!
Small Business
Track
see inside



Fairfield
PUBLIC LIBRARY

Jobs 2011: Back to Work

September - December
A Special Series

These programs are free and open to the public. Registration required:
online at www.fairfieldpubliclibrary.org or call 203-256-3160.

All programs are at 7 pm in the Rotary Room at the Main Library.

Doors open at 6:30 for informal networking.

The library also sponsors a weekly job networking group in the
Memorial Room at the Main Library:

• Fridays at 9:30 am

AND an online group on www.LinkedIn.com

(Join LinkedIn and then search groups for the
"Fairfield Public Library Networking Group")

We especially thank the professionals
who have given so generously of their time and
expertise to make this series possible!

Winner of the 2010
Connecticut Award for
Excellence in Public Library Service



Jobs 2011: Back to Work A Special Series at the Fairfield Public Library

NEW! Career Counseling Every Tuesday and Thursday through October

Job Search Boot Camp: Every Thursday from 9 am-11 am through October, career counselor Ann Wright will lead group job search strategy sessions in the Memorial Room at the Main Library, offering job seekers interactive, hands-on experience in interview role playing, networking, time management and more. These sessions are drop-in. Bring your resume!

One-on-One Career Counseling: Every Tuesday from 9am -2 pm and every Thursday from 11:15 am -1 pm, Ann Wright will offer 20 minute, 1-on-1 career counseling in Study Room D at the Main Library. Patrons may phone the Ref Desk the morning of or drop in to sign up for the next available time slot. First come, first served, space is limited.

Counselor: Ann Wright, a consultant for Career Resources, Inc., is a human resources professional with over 20 years' experience in transition coaching.

Job Interview Challenge – This interactive session takes mock interviews to the next level! Key components of job interviewing will be discussed, and then the audience has an opportunity to act as hiring managers who will evaluate the mock interviews of 4 or 5 audience volunteers. Each candidate will be ranked and provided with constructive comments to help them improve. Bring your resumes - the winner receives a \$20 Amazon gift card!

Wednesday, September 14, 7 pm.

Presenter: Melanie Szlucha, MBA, is the owner of Red Inc., a career coaching service offering resume, interview and job search expertise to individuals in transition.

Trends in Digital, Mobile and Local Advertising – A mobile marketing guru for the world's top search engine will discuss his views on how consumers are using mobile devices and how small businesses could benefit from them, including "offers" crazes like Groupon and Living Social.

Tuesday, September 20, 7 pm.

Presenter: Chris LaSala, Director of Mobile Partnerships for Google, is a seasoned veteran in the digital media space. In his current role at Google, he works with established media brands as well as the emerging mobile application developer community.

Moms Returning to the Workplace – A women's career coach shares five key steps for moms looking to re-launch themselves into the workplace. Learn new ways to gain needed support from family, friends, colleagues and mentors during your re-entry process, and take away insights to help you achieve your goals.

Monday, September 26, 7 pm.

Presenter: Kathy Caprino, M.A., is a women's career expert, speaker, and author of *Breakdown, Breakthrough*. She is founder and President of Ellia Communications, Inc., a career coaching and marketing consulting firm dedicated to helping women achieve breakthrough.

Social Media Marketing – Join us for a conversation about today's hottest social media platforms - Facebook, Twitter, Foursquare, LinkedIn, and more- and how small businesses are using them.

Tuesday, October 4, 7 pm.

Presenters: Amy DeLardi, founder and Creative Director of Infinite Web Designs, LLC, leads a team of skilled professionals in designing custom search engine optimized websites and creating innovative graphic design campaigns. Ed Kuryluk, Chief Thinker at Right Mind Marketing, creates and implements marketing strategies putting businesses in front of their target customers. Right Mind specializes in online channels such as social media, email campaigns, online video, blogging and more.

Employment Law and Employees' Rights – Are you afraid you're about to lose your job? Are you already out of work? Do you have questions about unemployment? Attorney Daniel Green of Begos

Horgan & Brown LLP will explain what rights you have under the law and answer your questions.

Wednesday, October 12, 7 pm.

Presenter: Attorney Daniel Green has practiced law in Connecticut for 36 years. A substantial part of his practice focuses on advising people who fear they are about to be fired or who are already out of a job.

Getting Through to HIRED! – A recruiter and a corporate HR manager give the inside scoop on how to best prepare and make it through the process of search, interview, offer, and background check to get hired! Topics include: finding and working with a recruiter, preparing for the interview, reference checks, and things that can knock a candidate out of the running.

Monday, October 17, 7 pm.

Presenters: Maryann Donovan, President of Impact Personnel in Norwalk, and Sharon Budds, Human Resources Business Manager-US, for Bank of Ireland.

Business Networking Meet & Greet – Current and prospective small business owners are invited to an evening of networking and brief presentations by the area's top business agencies and support organizations. Learn about the many services available to assist your business, and then network with those representatives and other business owners. Refreshments will be provided by The Bank of Fairfield.

Tuesday, October 25, 7 pm.

Presenters: William McLeod, SCORE; Bernie Pasierb of Small Business Development Council (SBDC); Mark Barnhart, Director of The Office of Community and Economic Development in Fairfield; Kenyetta Banks of Women's Business Development Council (WBDC), and Fred Reinhardt of The Bank of Fairfield.

Overcoming Hurdles to a Successful Marketing Plan – Learn how to get started on a successful marketing plan by taking basic but critical steps: segment your target market, learning why differentiation matters and how to do it, the role of SWOT, and keeping your plan simple, adaptive, and actionable in a digital world.

Thursday, November 3, 7 pm.

Presenter: Bernie Pasierb is a Business Advisor for the Small Business Development Council (SBDC) and an Adjunct Professor in the Business Department at Housatonic Community College.

Tech Tips D.I.Y. – Tips and Tricks to Keep Your Computers Running – If you're a small business owner, you depend on computers and technology to keep your business running and it may be tough to keep up with the latest tips, tricks and trends. We'll cover a broad range of self-help topics including protection and security, free software, and email solutions for experienced users and novices alike.

Monday, November 7, 7 pm.

Presenter: Bud Freund, an IT professional and SCORE counselor who provides tech support for small businesses and individuals throughout Fairfield County.

Patents and Trademarks – Have you created a new product or image that should be patented or trademarked? How do you get started with that process? Learn about key concepts in patent law and an overview of patent and trademark searching from Sacred Heart University's Patent and Trademark Resource Center Librarian.

Monday, November 14, 7 pm.

Presenter: Robert Berry, Research Librarian and Patent and Trademark Resource Center Librarian at the Ryan-Matura Library, Sacred Heart University

Fired! And Over 50- How to Overcome the Greatest Challenge in Job Search – The over-50 age group now represents a significantly higher percentage (30%) of those unemployed over one year than for any other younger segment. We'll discuss why there is such a strong job bias in this country, and provide a clearly defined plan to help job seekers find their next job in the shortest time possible including the nine best ways to overcome age discrimination, how to make your age an asset, and the