

**Program Luncheon Speaker: Polly Labarre**

**Sponsor: Conference Co-Chairs, Cynde Bloom Lahey and Karen Ronald.**

**Reporter: Cynde Bloom Lahey**

National business writer, commentator and co-author Polly Labarre discussed her book, *Mavericks at Work: Why the Most Original Minds in Business Win*, relating the challenges and the strategies of unleashing new ideas in business to rethinking the logic of our Library organizations and developing something truly original innovations in our communities. She highlighted some outstanding strategies used by companies in order to stand out in the crowd citing Commerce Bank's "moments of magic so that every customer leaves Commerce with a smile" and Southwest Airlines success in an industry which usually generates negative responses.

In addition, Ms. Labarre stressed the need to be creative and bold accepting ideas contributed at all levels of the institution. She stressed the need for collaboration and cooperation for organizations to thrive. Some questions that she suggested Librarians and Administrators ask ourselves are: "What makes great people tick?" "What kinds of people tend to work out great inside an organization?" and ultimately "If your company (Library) went out of business tomorrow, who would really miss you and why?"

Polly Labarre was an inspiring speaker who generated excitement and introduced new and unique approaches by defining a 21<sup>st</sup> century agenda for business and applying similar techniques to libraries. In addition, throughout her talk she returned to the central CLA Conference theme, "Your Library: The Third Place".