

A Gift Certificate was provided courtesy of the Professional Development committee to encourage members to submit reviews of articles or books they have read pertaining to our profession. The people who submitted articles prior to the conference had their names placed in a random drawing for the winner.

**The winner of the \$100 Barnes and Noble Gift Certificate
Kristina Walters of Alaska.**



The Leadership Secrets of Santa Claus

"How To Get Big Things Done In Your "Workshop"...All Year Long""

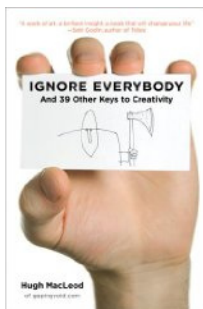
By Walk the Talk books

This book takes Santa Claus and his toy making workshop and analyzes his leadership skills for his annual success. The Leadership Secrets of Santa Claus is written in the perspective of Santa himself and he breaks it down into eight key points.

1. Build a Wonderful Workshop
2. Choose Your Reindeer Wisely
3. Make a List and Check it Twice
4. Listen to the Elves
5. Get Beyond the Red Wagons
6. Share the Milk and Cookies
7. Find Out Who's Naughty and Nice
8. Be Good for Goodness Sake

This book was an easy read with witty references about Santa, his reindeer and his elves and how it correlates with being a great leader. I would recommend this book to anyone who is in a leadership position.

Kristina Walters



Ignore Everybody

by Hugh MacLeod.

Is there a little voice in your head to pushes you to pursue something creative? Do you also have that "other" voice that says "You can't do that! you're an accountant." or possibly "You don't have the time to write that book" or even "What if you get rich? You don't have the space to hold all of that money!?" Whenever these little voices battle for dominance in the mind of a would-be creative, all it takes for the positive voice to win is one really strong reason why your

idea is worth expressing. Fortunately, you'll find more than one in Hugh MacLeod's book entitled "Ignore Everybody and 39 Other Keys to Creativity"...just don't expect it to come easy.

The author's background is in the cut-throat world of New York City's advertising industry. Although Hugh was making a good living, he knew that it wouldn't last forever. While he was trying to figure out his next step, he would make cartoons on the back of business cards while hanging out in bars. That led to his creating the blog GapingVoid.com (which now has over 1.5 million readers a month), where he posted all of the tough learned lessons he accumulated in the advertising world. "Ignore Everyone" is the extension of his eBook, "How to Be Creative".

"Ignore Everybody" is a quick read clocking in at about two hours. However, it'll take multiple readings for it all to sink in. The advice is hard hitting and sometimes unpleasant to read and it's all because it jabs at the soft underbelly of your comfort zone. With tips like "Avoid the Water cooler Gang", "Keep Your Day Job", and "Nobody Cares. Do it for yourself", you'll learn exactly what's holding you back from finishing that painting, writing that book, or starting that business.

The book isn't perfect, though. While the "take no prisoners" tone of the book is just what a lot of people may need to give them a motivational boost, some may find the writing too harsh and nihilistic. However, it shouldn't hold you back from giving this one a spin. You'll be glad you did and ready to take action on that lingering project.

Sincerely,

Amy Whittington
Sonoma County Human Services Department