

Dale Obrochta

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## PRESS RELEASE

### Dale Obrochta offering free training for IL Library staff

**Orland Hills, IL – March 26, 2012** – Dale Obrochta, an experienced writer, motivator and professional corporate entertainer has arranged free training for IL libraries looking to strengthen the library image. Libraries, business, and individuals need to focus on their image and insure they are branding the right message to the community. The program is ongoing and will be held during in service days on-site.

Libraries are now being affected due to the financial crisis as politicians cut library funding. The cutting of funds decreases the efficiency of libraries. Patrons of the libraries may not see these cuts directly, but in the long run the cuts will impact the basic functions of libraries thus hurting the community. Kids and teens have come to rely on library for support and cutbacks can tarnish the libraries good image.

Nicole Niemczak, a resident of Tinley Park said this about the significance of the library on her personal life "I've come dependent on the library system for all its support it gives to my children, and also me. From the Librarians technical skills to its reading programs, the library is a great resource for the community. Now, that they are having cutbacks, how are they going to support the community?"

It is time for businessmen and community leaders to come forward and rescue the libraries by providing resources that help them overcome political cutbacks. The main objective is to enhance the Librarians' image in the community and make sure their branded message is not lost. "The library image and its brand of service are under attack and community leaders and business people need to step forward and support services that better our community and the country." according to Dale Obrochta.

Dale earned a M.A. in Communication and Training in 2000. He encourages business owners and employees to revitalizing their life, mind, and body effortlessly using simple logic. As a professional entertainer, entrepreneur, motivator and business owner he understands image perception from an individual and corporate perspective. He helps individuals and employees to enhance and to improve their business image. His expertise is exceptional and his business knowledge is mounting day by day.

For more information, contact Dale Obrochta at (708) 744-0234 or visit his website [www.understandingyourimage.com](http://www.understandingyourimage.com).

#### Media Note:

- Blog posting about training program: Web site: <http://www.understandingyourimage.com/i-want-to-help-your-library/>

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