



**Wednesday Keynote**  
Wednesday, April 26, 2017  
10:10 AM

**Valerie J. Gross,**  
MM,MLS,JD  
President & CEO,  
Howard County  
Library System

An educator and attorney for 30 years, Gross holds a Master of Music from the San Francisco Conservatory of Music, a Master of Library Science from San Jose State University, and a law degree from Golden Gate University School of Law. She is a member of the ALA, PLA, MLA, and the California Bar Association.

Developing a new vision for libraries, Gross worked with the HCLS Board and staff members, local government, and the community to implement the "Libraries = Education" approach. She led the transformation of HCLS to its current prominence as a renowned educational institution, alongside the region's schools, colleges, and universities.

Gross has delivered 80+ keynotes, workshops, seminars, and webinars on "Libraries = Education," drawing the participation and input of thousands of library professionals from 46 states and more than a dozen countries around the world. Combining these experiences, she authored *Transforming Our Image, Building Our Brand: The Education Advantage* (ABC-CLIO, 2013).

For living this game-changing vision, HCLS received Library Journal's prestigious Library of the Year award from among North America's 21,000 public and academic libraries. The publication hailed the "Libraries = Education" equation "a 21st-century model worthy of study and consideration by every library in America, if not the world." (Library Journal, June 2013)

In addition to leading HCLS to Library of the Year, Gross was honored by the Daily Record as a 2015 Innovator of the Year, and by the Baltimore Sun as one of "50 Women to Watch: The most intriguing, powerful, and memorable personalities making an impact on the Baltimore region." She received the Public Libraries Best Feature Article Award in 2012 and 2010, and was honored as a Library Journal Mover and Shaker in 2004.



## 2017 Conference Keynote Speakers



New Jersey Library Association  
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april 24-26, 2017  
harrah's resort | atlantic city



**President's Program**  
Monday, April 24, 2017  
6:00 PM

**Tammy Tibbetts**  
Founder and CEO  
She's the First

Tammy oversees business strategy, communications, development, and brand partnerships for the education nonprofit She's the First, which she founded in 2009. She is a sought-after TEDx and public speaker who keynotes events for corporations, students, and philanthropists.

At age 23, Tammy had an idea for a social media-driven campaign that would inspire Millennials to fundraise for girls' education in low-income countries. She shared her idea for She's the First with a Facebook friend, Christen Brandt. On November 1, 2009, they launched it in the form of a YouTube video. That one video became a movement that now reaches millions and has changed life outcomes for more than 800 STF Scholars in 11 countries.

Previously, Tammy worked for Hearst Magazines, where she founded three profitable digital properties for Seventeen.com and became *Seventeen's* first social media editor, a position in which she earned top industry honors.

Tammy is a first-generation college graduate who attended The College of New Jersey, earning a B.A. in journalism, summa cum laude and named the first ever Young Alumni Award winner. Voted "Most Shy" in her high school yearbook, Tammy is anything but shy today. She is an outspoken, contagiously passionate leader who has been shortlisted by *Fast Company*, *Forbes*, and *Marie Claire*. She is the 2013 recipient of Diane von Furstenberg's People's Voice Award and a 2016 Women's eNews 21 Leaders Award. She is a former employee at the South Brunswick Public Library.

**Tuesday Keynote**  
Tuesday, April 25, 2017  
10:10 AM

**Janet Mock**  
Writer, TV Host  
LGBTIQ Advocate



Janet Mock is a writer, TV host and advocate whose memoir, *Redefining Realness*, debuted on the New York Times bestsellers list in 2014. She is a sought-after speaker, an advocate for trans women's rights, and the founder of #GirlsLikeUs, a social media project that empowers trans women.

A millennial media powerhouse, Janet began her career as a Staff Editor for People.com. She has since worked as a correspondent for Entertainment Tonight and host of MSNBC's "So POPular!" a weekly series about popular culture, politics, identity and representation. She also serves as Contributing Editor for Marie Claire -- the magazine where she first stepped forward publicly as a young trans woman.

Her writing, work and media advocacy has been recognized by the Ms. Foundation, Planned Parenthood, ADCOLOR, TIME, which dubbed her "one of the 30 most influential people on the internet," and Fast Company which named her "one of the most creative people in business."

Hailing from Honolulu, Hawaii, Janet attended the University of Hawaii at Manoa and earned her MA in journalism from New York University. She lives and writes in New York City.