

ALACognotes

2009 ANNUAL CONFERENCE — ISSUE 1

SATURDAY, JULY 11, 2009



Highlights

Auditorium Speaker Series
Featuring Gregory Maguire
8:00 – 9:00 am
McCormick Place West
W375

Auditorium Speaker Series
Featuring James Ellroy
10:30 – 11:30 am
McCormick Place West
W375

Cooking Pavilion
Featuring Ari Weinzwieg
11:00 am – 12:00 pm
Exhibit Demonstration
Stage

Auditorium Speaker Series
Featuring
James Van Praagh
1:30 – 2:30 pm
McCormick Place West
W375

Cooking Pavilion
Featuring Gary Wiviott and
Colleen Rush
2:30 – 3:30 pm
Exhibit Demonstration
Stage

Opening General Session
Featuring Christie Hefner
5:30 – 7:00 pm
McCormick Place West
W375

**ALA/ProQuest Scholarship
Bash**
Chicago Art Institute
7:00 – 11:00 pm

**Registration and
Check-in**
Today through Monday
7:30 am – 5:00 pm
Tuesday, July 14
7:30 am – Noon



ALA volunteers gather for their assignments to kickoff "Libraries Build Communities" before boarding buses from McCormick Place on Friday morning. Volunteers rolled up their sleeves for projects at Chicago school libraries, including processing, cataloging, cleaning, technology, shelving new library books, and gardening. The event is coordinated by the ALA Chapter Relations Office.

Cokie Roberts, Michael Connelly, James Van Praagh among Auditorium Speakers Series Presenters

The ALA Auditorium Speaker Series welcomes 10 distinguished speakers who double as authors, activists and national newsmakers. Speakers include ABC News commentator Cokie Roberts, best-selling mystery author Michael Connelly and medium James Van Praagh.



Van Praagh

Writer/producer **James Van Praagh**, recognized as one of the foremost mediums, will appear today from 1:30 – 2:30 pm. Van Praagh is a "survival evidence medium," meaning that he is able to bridge the gap between two planes of existence, that of the living and that of the dead, by providing evidential proof of life after death via de-

tailed messages. Van Praagh's unique paranormal experiences during the past 25 years have been recorded in his New York Times best-selling books including *Talking to Heaven*, *Reaching to Heaven*, *Healing Grief* and *Heaven and Earth*. He has also produced a number of television programs, including a hit prime-time series, "Ghost Whisperer," starring Jennifer Love Hewitt. This presentation is sponsored by HarperCollins Publishers.



Connelly

On Sunday, July 12 from 8:00 – 9:00 am, **Michael Connelly**, former journalist and author of the #1 best-sellers *The Brass Verdict*, *The Lincoln Lawyer*, *Chasing*

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Hefner to Speak at Opening Session

A passionate advocate of freedom of expression, social justice and equal rights and opportunities for women, Christie Hefner will speak at the ALA Annual Conference's Opening General Session today, 5:30 – 7:00 pm at McCormick Place West, W375. Hefner is a director of the Center for American Progress, a think tank dedicated to improving the lives of Americans through ideas and actions by combining bold policy ideas with a modern communications platform. Previously, Hefner served as chairman and CEO of Playboy Enterprises, overseeing policy, management and strategy in all areas of the company for more than two decades.



Christie Hefner

As an advocate for First Amendment rights, she created the Hugh M. Hefner First Amendment Awards in 1979 to honor individuals who have

contributed significantly to the effort to protect and enhance those rights for Americans.

Since then, more than 125 advocates for First Amendment freedoms have been recognized with the award.

In 1993, the Playboy Foundation established the Freedom of Expression Award at the Sundance Film Festival to honor documentary films

that best educate the public on issues of social concern. Hefner has promoted equal rights and opportunities for women in both the political and corporate realms. She was the first woman elected to the Chicago chapter of the Young Presidents' Organization and has worked hard to increase the number of women serving on corporate boards nationwide. In 1991, Hefner was inducted into the Women's Business Development

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ALA Keeps Attendees Updated With Mobile, Accessible Technology

Attending Annual seems to include a time-honored ritual of wading through lots and lots of paper: from program books, to course descriptions — even all the free stuff we ship back home afterwards.

And while print and paper are sometimes the best way to communicate, finding specific pieces of information in a hurry when you're between a session and the exhibit hall can be a real pain.

ALA is not only reducing the amount of paper here at the conference, but is also lead-

ing the way to give you more information — electronically — with a minimum of effort.

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Boopsie™ has partnered with ALA to bring you ALA Mobile...the fastest, easiest way to access important and useful information directly on your cell phone. ALA Mobile requires access to the data network on your phone (make sure you monitor your data use if you do not have an unlimited data plan).

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Saturday, July 11, 2009

Continuing the Conversation: A Further Exploration of the Brave New World of Metadata

10:30 a.m.–12:00 p.m., Chicago Hilton, Northwest 3

John Larson, *Ex Libris*

Barbara Tillett, *Library of Congress*

Authority control has historically been one of the chief strengths of library data. By consistently identifying people and concepts, such control has been indispensable in fulfilling the objectives of the catalog. But today's catalog has grown in scope, and we're faced with the challenge of providing that controlled data in a broader context. This panel will discuss the synergies between the concepts of authority control and linked data, and how they can be combined to enrich and expose library data.

Construction Ahead: Building the Next-Generation Library Services Framework

1:30–3:00 p.m., Chicago Hilton, Northwest 3

Kathryn Harnish, *Ex Libris*

Robert Gerrity, *Boston College*

Janet Lute, *Princeton University*

"Architecture starts when you carefully put two bricks together." (Mies van der Rohe)

And so too does the process of building a next-generation library services platform. In this interactive session, Ex Libris and representatives from its Unified Resource Management (URM) development partners will explore the process of defining and building a framework to serve current and future library management needs. How do we put "bricks together" to build a strong foundation?

Sunday, July 12, 2009

bX: Users Who Looked At This Article Also Looked At...

10:30 a.m.–12:00 p.m., Chicago Hilton, Northwest 3

Oren Beit-Arie, *Ex Libris*

Robert Gerrity, *Boston College*

You've used it with Amazon, you've used it with NetFlix — now there is a recommender service for scholarly articles. bX, the first of its kind service, builds on many years' worth of aggregated usage data from SFX libraries. Bob Gerrity of Boston College, an early bX subscriber, joins us for this session.

Ex Libris Primo: Redefining What it Means to be "At the Library"

1:30–3:00 p.m., Chicago Hilton, Northwest 3

Gilad Gal, *Ex Libris*

Richard Madaus, *College Center for Library Automation*

Jørgen Madsen, *Royal Library of Denmark*

Serving today's library users requires being where they are — from a course management system to Facebook® to a mobile device — customizing the experience for them, and offering them the ability to discover and access the content they want. Only Primo by Ex Libris offers you the capability to meet all these needs today. This seminar will show you how Primo goes beyond the standard OPAC to plug the search box into a variety of user portals and provide customized access for users.

Monday, July 13, 2009

Cook Up Some Code — and Have a Taste of the Library You Always Wanted

8:30–10:00 a.m., Hyatt Regency McCormick, Conf. Center 12A-C

Tamar Sadeh, *Ex Libris*

Mark Dehmlow, *University of Notre Dame*

Daniel Forsman, *Jonkoping University, Sweden*

Launched one year ago, the Ex Libris open-platform program provides a robust infrastructure enabling the customer community to easily customize, integrate, and extend Ex Libris products. This session shows the program's practical side, its tools and ingredients. We will share code recipes with you and cook up an example together.



Refreshments will be served. Enter the drawing to win an Amazon Kindle 2™.

Visit us at **booth #1015** to learn how Ex Libris
can be your bridge to the future!

10th Anniversary Scholarship Bash Tonight

ALA will rock the Art Institute of Chicago for the 10th Anniversary Scholarship Bash, tonight at 7:00 pm. This is your chance to discover new works of art, take an art lesson and visit your favorites without fighting the crowds because the building will only be open to those who buy a ticket to the Bash. Don't miss this fun interactive evening with music, food and the most acclaimed French Impressionist collection in the US, among other great exhibits...and more.

There is fun for all ages, so bring your family. Pre-ordered tickets were

mailed with badges and expo cards. Ticket purchases onsite may be made at the Bash Booth in the main registration area at McCormick Place West for \$45.

Transportation to and from the Art Institute of Chicago courtesy of ALA:



ALA/PROQUEST SCHOLARSHIP BASH
Great Impressions • July 11, 2009

7:00 – 8:00 pm:
Shuttle service to Art Institute will be provided from the Hyatt McCormick Place only. Boarding location is on Martin L.

King Drive in front of the hotel.
8:00 pm – midnight: Shuttle service will be provided from the Art Institute to all hotels.

The Bash Booth will be open from

7:30 am – 7:30 pm today. Remember, proceeds go towards MLS scholarships.

Get Your Bash Cash

Bash Cash can be used to purchase tickets for drinks at any bar located within the Art Institute and can be used for merchandise at any of the museum stores that are open during the Scholarship Bash.

Bash Cash Sponsors

Gale — Booth 3911

HW Wilson — Booth 2811

Springer — Booth 4623

SWETS — Booth 1229

No outside food or drink allowed inside the museum and no change will be given.

Changes and Cancellations

Today

• ALSC 2010 Notable Children's Videos 1:30 – 5:30 pm moved from PALM-Montrose 1 to PALM-Grant Park.

• APALA: Multicultural communication and addressing the unique information needs of certain APA communities moved from 3:30 – 5:30 pm today, to Sunday 10:30 am – 12:00 pm MCPW-192a.

Sunday

• ALA MEM PROGS Libraries Foster Civic Engagement 10:30 am – 12:00 pm (Member Initiative Group) moved from PALM-Montrose 1 to PALM-Grant Park.

Monday

• ACRL IS Advisory Council II 8:00-10:00 am SHER Parlor — Cancelled.

• ACRL IS Executive II 10:30 am-1:30 pm SHER Parlor E — Cancelled.

• ASCLA Accessibility Assembly 8:00-10:00 am moved from MCP West 184d to MCP South A103d.

Meet the Authors

Albert Whitman & Co., Booth #2123

Saturday

Maryann Cocca-Leffler, author
11:00 am – Noon
Princess K.I.M. and
The Lie that Grew

Will Terry, illustrator
2:00 – 3:00 pm
Three Little Gators

Dori Hillestad Butler, author
3:00 – 4:00 pm
The Truth about Truman School

Sunday

Bob Raczka, illustrator
11:00 am – Noon
Summer Wonders

Wendie Old, author
2:00 – 3:00 pm
The Halloween Book of Facts and Fun

Sean Callahan, author
3:00 – 4:00 pm
A Wild Father's Day

LIVE! Stage Updates

The ALA Public Programs Office reminds all conference attendees of a few last minute changes to the LIVE! @ your library Reading Stage lineup:

On Sunday, July 12 at 1:00 pm, the LIVE! Stage welcomes **Susan Elizabeth Phillips**, *New York Times* bestseller and the only four-time recipient of Romance Writer's of America's prestigious Favorite Book of the Year Award. Her latest novel is *What I Did for Love* (HarperCollins, 2009). She will be signing books in the HarperCollins booth #1911, 11:00 – noon on Sunday, July 12.

Cristina Henriquez will read on Monday, July 13 at 3:30 pm.

The LIVE! @ your library Reading Stage is located at the end of the 3200 aisle in the exhibits hall. Readings will take place today through Monday, 12:00 – 4:00 p.m. Take a break from a day of meetings and programs to enjoy readings from new and favorite authors, learn how to develop author programs for your library and find new recommendations for your patrons. Most readings will be followed by an autograph session.

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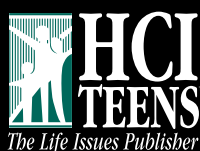


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Meetings: Libraries in Hard Times

We urge every ALA member to attend and participate in this year's **ALA Membership Meetings**. Join us for **Libraries in Hard Times**, an open forum highlighting the role of libraries during a recession. Take advantage of the opportunity to talk to ALA leaders and to vote on resolutions. The 2009 Membership Meetings will be held from 3:30 to 5:00 pm today, and from 11:30 am to 1:00 pm on Monday at McCormick Place Convention Center, Room W375A.

Libraries in Hard Times

Discover new ideas to stretch your budget; learn advocacy techniques from experts; and find out how ALA is helping us help ourselves. Adapt to new fiscal new realities, learn how to help your library and libraries nationwide, and promote library funding through national and local advocacy.

At both of our meetings our panelists include Ken Wiggin (Chair, ALA Committee on Legislation), Carol Brey-Casiano (Council Committee on Library Advocacy and former ALA President), and Clare Zales (Pennsylvania State Librarian and Deputy Secretary of Education, Commissioner of Libraries, for Pennsylvania), and ALA Washington Office consultants Chris A. McLean (Saturday) and John Windhausen (Monday).

Each of the panelists will give a short (5-minute) introduction to the issues and then open the floor to questions and answers.

Membership Resolutions

In the second half of each meeting we will discuss member resolutions. Any member can introduce a resolution at a Membership Meeting. If you send it to Michael Golrick [michael.golrick@gmail.com] at least twenty-four hours before the meeting, ALA will make copies of the resolution for distribution to folks at the meeting. Resolutions passed by the membership go to Council. If Council also approves, the resolution becomes policy.

Talk to the Leaders

Toward the end of the meeting we always have time for you to "talk to the leaders" with ALA President Jim Rettig, President-Elect Camila Alire, and Executive Director Keith Michael Fiels. The panel's initial remarks at the two meetings will be the same. The panel questions and answers, the resolutions, and the questions to the ALA leaders usually differ greatly from meeting to meeting. Membership Meetings are an important way that you can affect what ALA does! Make a difference and let your voice be heard!

Cooking Pavilion To Heat Up Library Exhibits

ALA has the perfect recipe for Annual Conference visitors who cherish fine food and drink and also enjoy reading about it.

Barbecue experts, a pair of kid chefs, a master mixologist, a co-owner of a renown delicatessen and an author who has written cookbooks specifically for kids promise to stir things up at the Annual Conference's first-ever Cooking Pavilion today through Monday.

Cooks and books will be the order of the day, with the Pavilion featuring author-chefs performing cooking demonstrations and signing books on the exhibit floor.

From 11:00 am to noon today, Ari Weinzwieg, co-owner of Zingerman's, will demonstrate why his deli is one of the most famous in America and discuss his latest book, *Zingerman's Guide to Better Bacon*.

Also today from 2:30 – 3:30 pm, barbecue experts Gary Wiviott and Colleen Rush will prepare recipes from their book *Low & Slow: Mastering the Art of Barbecue in Five Easy Lessons*.

For the younger set, on Sunday, July 12, from 1:00 – 2:00 pm, chef Matthew Locricchio will share his knack for imparting culinary wisdom to children with recipes from his cookbooks, *The International Cookbook for Kids* and *The 2nd International Cookbook for Kids*.

Cooks and books will be the order of the day, with the Pavilion featuring author-chefs performing cooking demonstrations and signing books on the exhibit floor.

On Monday, July 13, sisters Isabella and Olivia Gerasole, ages 11 and 9, respectively, will appear on the demonstration stage from 11:00 am until noon, to discuss the kid-friendly recipes in their easy-to-follow *Spatulatta Cookbook*.

Later that day, from 1:00 – 2:00 pm, master mixologist Bridget Albert, author of *Market-Fresh Mixology: Cocktails for Every Season*, and contributor Mary Barraco, will show how additions from the farmer's market, garden or pantry can elevate classic cocktails to the next level.

Craig Priebe, the executive chef for Chicago's Henry Crown & Company and author of *Grilled Pizzas & Piadinas*, has had to cancel his appearance.

Speakers Series

» from page 1

the Dime, *Void Moon*, *Blood Work*, *The Poet* and the best-selling series of *Harry Bosch* novels, will appear. *Crime Beat*, a collection of his journalism, was also a New York Times best-seller. His next and twentieth novel, *The Scarecrow* will be published in May 2009. In October 2009, the next *Harry Bosch* novel, *9 Dragons*, will be published. Connelly's presentation is sponsored by Hachette Book Group.

Cokie Roberts, political commentator for ABC News and a senior news analyst for National Public Radio will end the Speaker Series on Monday from 5:00 – 6:30 pm. In addition to broadcasting, Roberts, along with her husband Steven V. Roberts, writes a weekly column syndicated in newspapers around the country by United Media. Both are also contributing editors to *USA Weekend*, and together they wrote *From This Day Forward*, an account of their now more than 40-year marriage and other marriages in American history.



Roberts

She is also the author of *We Are Our Mothers' Daughters*, *Ladies of Liberty* and *Founding Mothers*. This program is sponsored by HarperCollins Publishers.

Other speakers include: author and civil rights icon Melba Pattillo Beals; author Junot Diaz; author James Ellroy; author Tracy Kidder; author Lisa Scottoline; author Gregory Maguire; author and neuroanatomist Jill Bolte Taylor, Ph.D.; and green living expert Wanda Urbanska.

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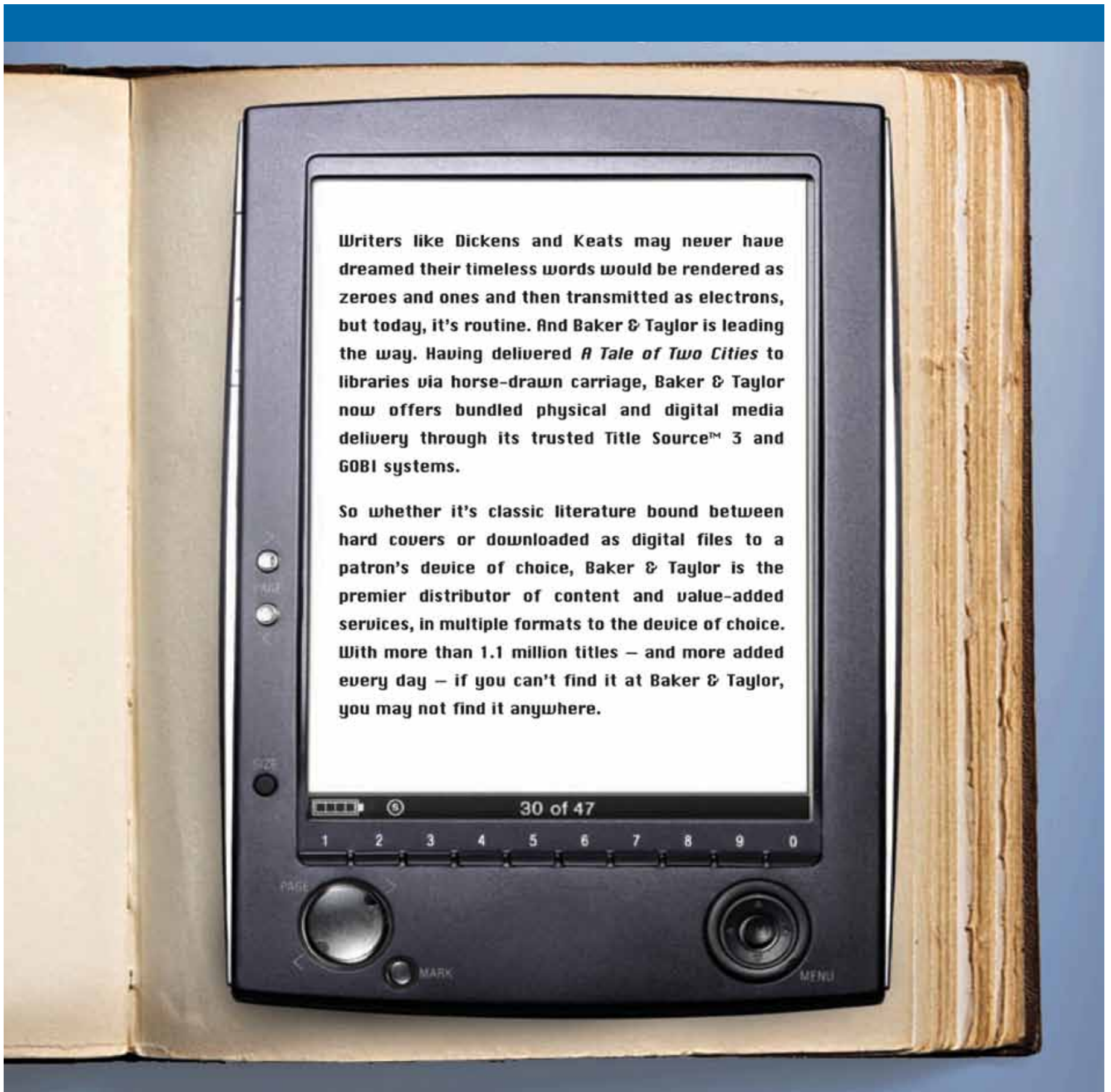
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Wait Wait... Don't Tell Me!

By Stacy L. Voeller
Minnesota State University
Moorhead

Thursday night's "Wait Wait... Don't Tell Me!" taping was the first time, according to host Peter Sagal, that the audience had been sold out to "one single group of people. We thought, we already sold all the tickets, let's just phone in the show." As Chicago's only weekly taping of a nationally broadcast radio show for National Public Radio, Sagal spoke to the audience prior to taping saying that as an English major in college, he was both "completely thrilled and paranoid at the same time" at the idea of speaking in front of a sold out crowd of 500 librarians.

Comedienne Paula Poundstone, screenwriter and performer Adam Felber, and actress and "Saturday Night Live" alum, Julia Sweeney, served as panelists. "Wait Wait" features weekly quiz games based on that week's news events and attempts to stump listeners with what's real news and what's made up. Hot topics for this show included Michael Jackson, President Obama's trip to Russia, and the resignation of Alaska Governor Sarah Palin.

The program should air today.

Get Help with Your Job Search

Need help getting your job search off the ground? Or, have you already begun your search but are at a loss as to what to do next? Then you may want to attend one of the free Placement Center workshops. They will all be held in McCormick Place South, S101a. No registration required to attend. For more information, stop by the Placement Center in the Grand Ballroom of McCormick Place South.

Networking for Career Success Today, 1:30 – 3:00 pm

Do you think that networking involves asking everyone you know for a job? Do you think that networking requires you to make "cold calls?" Do you feel like you don't really have a network? If you answered yes to any of these questions, then this workshop is for you! We will dispel these and other myths about networking. We will also help you develop ways to extend your list of personal referrals so that you can reach people (even here at conference) who are in positions to offer you the job you want.

Interviewing Strategies Sunday, July 12, 10:30 am – Noon

What if your resume has landed you the opportunity to interview for your ideal job? Now what? We will help you appreciate the opportunity that interviews create... and hopefully alleviate some of the stress!

Practical Tips for Finding an ARL Librarian Position in a Tough Economy

Sunday, July 12, 1:30 – 3:00 pm

Presentation with questions and answers that provides overall advice on searching for a librarian position

in an academic research library. Topics include: application process and documents, interview preparation, six things the interviewer wants to know, analysis of the interview session, interview follow up, and what applicants need to know about search committees.

Cognotes

Published five times annually in conjunction with the ALA Midwinter Meeting, and six times annually in conjunction with the ALA Annual Conference

ISBN: 0738-4319
Volume 2009, Issue 6

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learn about our cost-effective cataloging solutions.



SATURDAY

10:00-10:10 am

Authorities:

Saving time and money with automated processing of bib and authorities records

Joan Chapa

12:00-12:10 pm

Cataloging:

Easy way to get cost-effective MARC records, smart barcode labels, and spine labels

Richard Smith

1:00-1:10 pm

MARC Record Enrichment:

TOC, Fiction/Biography, Summaries to aid retrieval and determine relevancy

Janifer Meldrum

2:30-2:40 pm

Managing Metadata:

What administrators need to know about authority control

Carol Love

3:30-3:40 pm

ERIC:

New ways to provide access to ERIC documents through your catalog

Jim Noël

SUNDAY

10:00-10:10 am

ERIC:

Bring ERIC documents to light in your online catalog

Joan Chapa

12:00-12:10 pm

Authorities and Database Building:

How to retrieve everything you already own

Carol Love

1:00-1:10 pm

Reading Counts, Lexile, and Accelerated Reader:

Helping school and public library users find appropriate material

Janifer Meldrum

3:30-3:40 pm

Going More Electronic:

Adjusting your MARCIVE GPO services to reflect fewer physical selections

Jim Noël

MONDAY

10:00-10:10 am

Authorities:

Saving time and money with automated processing of bib and authorities records

Joan Chapa

11:00-11:10 am

WorldCat® Local:

Is your database ready?

How MARCIVE can help you prepare

Janifer Meldrum

12:00-12:10 pm

Reclassification:

How one college moved from Dewey to LC call numbers cost-effectively

Carol Love

1:00-1:10 pm

Authorities:

New series options

Mary Mastraccio

3:30-3:40 pm

ERIC:

New ways to provide access to ERIC documents through your catalog

Jim Noël

TUESDAY

10:00-10:10 am

ERIC:

Bring ERIC documents to light in your online catalog

Joan Chapa

11:00-11:10 am

Cataloging:

Easy path to cost-effective MARC records, smart barcode labels, and spine labels

Carol Love

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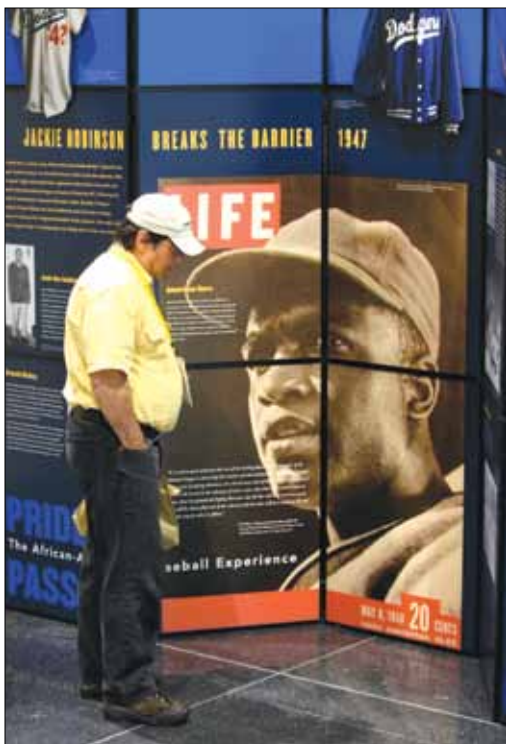


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(left photo) ALA member Jiazhong Fang, Guangzhou Library, Guangzhou, China, peruses new book titles in the ALA Store Friday morning.



(left photo) Robert Lipscomb, Harrison County Library System, Gulfport, Miss., views the exhibit about Jackie Robinson breaking the color barrier, "African-American Baseball Experience: Pride & Passion," in McCormick Place.

(right photo) Media specialist Kimberly Oelkers, Prince George's County, Md., looks over "Made in China" by Patrick Miceli — Illinois memorabilia and steel cable made from roughly 10,000 souvenirs and mementos about Illinois and Chicago, all made in China.



(right photo) Charles Steffens uses a steamer to remove the wrinkles from a cloth display featured in the Lyrasis booth during Friday's set-up of the Exhibit Hall.



Coalition Building for All Libraries in a Tough Economy Subject of Afternoon Program

Join ALA President Jim Rettig; moderator Jan Sanders, Director of Libraries and Information Services for the City of Pasadena, Calif.; and others for "Coalition Building for All Libraries in a Tough Economy" from 4:00 – 5:30 pm today at McCormick Place West, Room 196b. The program will focus on the value of building statewide coalitions during times of economic downturn and the concept of the "Library Ecosystem," or how libraries of all types are interdependent.

Panelists include Donna Bero, Friends of the San Francisco Public Library; Gerri Fegan, President of the Massachusetts School Library Association; Pat Harris, Councilman and Trust-

ee, St. Paul, Minn.; Carole Kupelian, President of the School Library Media Section of NYLA; and Anne Masters, Director of the Pioneer Library System in Oklahoma.

For more information on the panel discussion and the "Library Ecosystem," please visit <http://www.ala.org/libraryecosystem>.

This discussion is sponsored by the Advocacy Training Subcommittee of the ALA Committee on Library Advocacy, the ALA Chapter Relations Committee, the Committee on Legislation, and Jim Rettig's Ad Hoc Task Force on Advocacy. It is coordinated by the Office for Library Advocacy (OLA).

Saturday Spotlight

From 10:30 to noon today, the Washington Office will host notable programs including:

- "Future of Libraries" in McCormick Place West (MCP), Room W194a with Vivian Pisano;
- "Google Book Search Settlement: Continuing to Explore What's in it for Libraries" at McCormick Place West (MCP), Room W193b (listed as the Washington Office Breakout Session II – Fair Use in the 21st Century: From Lawsuits to Legislation) led by the Office of Government Relations' Corey Williams; and;
- "Grassroots Advocacy, and LSTA Reauthorization" with Stephanie Vance – the "Advocacy Guru" – in McCormick Place West (MCP), Room W-192c.

Librarian 5th Annual Book Cart Drill Championships to be Held Sunday

The fifth annual Library Book Cart Drill Team Championship, showcasing library workers performing inspired dance routines with costumes and creatively decorated book carts, will be held from 4:00 – 5:30 pm on Sunday.

Book Cart Drill Teams increase the visibility of the library in their community. Teams can be found at community events such as parades and festivals, traveling to grade schools to promote literacy and provide library staff with the opportunity to build morale and encourage teamwork.

"Each year this event brings in a standing room only crowd to cheer on their favorite team," said ALA Conference Services Director Deidre Ross. "The competition is just another example of how librarians, like libraries, can be fun and hip."

This year's competing teams include: "Oak Park Public Library Warrior Librarians," Oak Park (Ill.) Public Library "Delaware Diamonds," The State of Delaware "Baraboo Bookers" Baraboo (Wis.) Public Library "Steel City Kings," University of Pittsburgh

"Cart Wheels," Des Plaines (Ill.) Public Library

This event is sponsored by DEMCO, who will provide book carts for the event as well as prizes. First, second and third place winners will receive a plaque, Gold, Silver or a Bronze full-sized book cart. Award-winning children's book author/illustrator Mo Willems and Jon Scieszka will serve as Color Commentators for the event.

Hefner

» from page 1

Center Hall of Fame. Hefner has also distinguished herself as a committed HIV/AIDS activist, dedicating time and resources to many AIDS-related programs.

During her tenure as chairman and CEO of Playboy Enterprises, Hefner recapitalized the company, making it the first New York Stock Exchange (NYSE) corporation allowed to issue a second class of stock with disparate voting rights. She restructured operations and initiated the company's highly successful electronic and international expansions.



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Parade of Bookmobiles Set for Sunday Afternoon



Bookmobiles make the rounds at last year's conference in Anaheim. At least 13 bookmobiles are expected on Sunday.

The 3rd annual Parade of Bookmobiles will showcase a record 13 (or more) mobile libraries of all shapes and sizes, graciously provided by libraries throughout Illinois and Wisconsin for your benefit Sunday, July 12, 2:00 – 4:00 pm on Level 1 South (Porte de Couchere).

Positioned nose to tail, these vehicles will stretch over 450 feet in the “Porte de Couchere” area of the South Building, Level 1, of McCormick Place. Walk over to interact with this impressive gathering of beautiful bookmobiles and learn more about mobile outreach services directly from the “Road Warriors” that staff them. This is a definite “must see” for anyone with mobile outreach interest.

Amidst the line-up will be the

award winning Warren Newport Public Library bookmobile. This new bookmobile, built last year by platinum sponsor Matthews Specialty Vehicles in Greensboro, NC, has received the Best of Show Award for its wrap design from the Library Leadership Administration and Management Association. The wrap was designed by WNPL senior graphic artist Mary Hasting in consultation with Carol Brandon, head of outreach services.

As part of the parade, there will be a drawing for an iPod Touch media player! To be eligible for this exciting drawing, get your bookmobile “passport” ahead of time at the Diversity Fair (Exhibit Floor, Special Events Area, today, 3:00 – 5:00 pm), the Association of Bookmobile and Outreach Services

program (today, 3:30 – 5:30 pm), the ALA Mobile Services Program (Level 1 South Bldg., S103, Sunday, 10:30 am – 1:00 pm), Matthews Specialty Vehicles (Booth 3054, anytime), OBS, Inc (Booth 5129, anytime), Farber Specialty Vehicles (Booth 3947, anytime), or at the ALA Affiliate booth (Booth 3429, anytime). Have your passport stamped aboard at least five of the bookmobiles and drop your entry into the bin! The winner of the drawing will be announced at 4:00 pm Sunday outside of S103, Level 1, South Building. Don't miss your chance!

Sponsored by Matthews Specialty Vehicles, Inc. (Booth 3054), OBS, Inc. (Booth 5129), and Farber Specialty Vehicles (Booth 3947).

Diversity in Distance Learning, Information Technology and Media Discussed

ACRL is presenting a variety of programs covering diversity issues in librarianship at this year's ALA Annual Conference. “Retaining Distance Students from Diverse Groups in Higher Education” is the focus of the Distance Learning Section program held from 1:30 – 3:30 pm today in McCormick Place West W-187. The session explores ways to increase retention of distance learning students from diverse groups.

Tomorrow, the African American Studies Librarians Section presents a look at “Black Studies and Information Technology,” featuring a keynote presentation on community informatics and Black Studies by Abdul Alkalimat, from 8:00 am – 12:00 pm in Hyatt Regency McCormick Conf. Ctr. 10 C/D.

The Women's Studies Section examines gender, ethnicity and culture in gaming and media collections from both archival and research perspectives in “Gaming, Film, and Ephemera.” The program takes place from 8:00 am – 12:00 pm on Monday, July 13 in McCormick Place West W-192B.

LET'S BEGIN WITH A TOAST...

Saturday, 3:00 p.m. | ABC-CLIO Booth 3918

We're popping the cork to celebrate the launch of an exciting new chapter in publishing leadership and innovation. Join us for a Champagne Reception, special in-booth events, prize drawings, demos, and more. We'll pour a glass for you!

WATCH & WIN TODAY

at the ABC-CLIO Digital Theater

Join us at our interactive presentations showcasing our award-winning digital reference and resource collections. Win prizes during each presentation and enter our daily iPod® drawings.

Today's Theater Presentations

- 9:30 a.m. – **Multicultural Experience: The American Mosaic**
- 10:30 a.m. – **Pop Culture Universe**
- 11:30 a.m. – **Understanding Our World Online: American History and Daily Life America**
- 12:30 p.m. – **ABC-CLIO eBook Collection**
- 1:30 p.m. – **Understanding Our World Online: World History and Daily Life**
- 2:30 p.m. – **Professional Resources for Today's Public Library**
- 4:30 p.m. – **Understanding Our World Online: Issues in the 21st Century**



Meet the Authors Today In Booth 3918

10 a.m. – 1 p.m.
Dianne de Las Casas, *Tangram Tales*
(Libraries Unlimited)

1 p.m. – 2 p.m.
Jamie LaRue, *The New Inquisition*
(Libraries Unlimited)

2 p.m. – 3 p.m.
Jack Simpson, *Basics of Genealogy Reference* (Libraries Unlimited)

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Ask our booth team for details!

Be sure to check out all the NEW Fall titles from the imprints of ABC-CLIO!

Join the Privacy Revolution: Think, Learn, and Discuss at Annual Conference

In an era of social networks, online databases, and cloud computing, more and more individuals' personal information is now available online and elsewhere. Data mining, government surveillance, and law enforcement demands place much of this information at risk of disclosure, often without the consent or knowledge of the individual. Personal privacy has emerged as one of the most pressing concerns in libraries and beyond.

ALA's Office for Intellectual Freedom invites you to take up these issues and join with us as we kick off our year long National Conversation on Privacy, an exciting program that will culminate in Choose Privacy Week, May 2 – 8, 2010.

This civic engagement campaign calls upon libraries and librarians to stand up as leaders and educators in communities all across the country – calling attention to the value of privacy as the foundation for civil liberties and highlighting growing threats to our privacy rights.

Here at Annual Conference, we have exciting news and outstanding programs to share. The Privacy Revolution website (www.privacyrevolution.org) now includes news, tools, and new functionality that will allow everyone in the library community to get involved with the National Conversation on Privacy. We also have an active Twitter feed (www.twitter.com/alaprivacy) where you can follow the latest privacy news.

In addition to these new resources,

OIF and the Washington Office have put together a fantastic program for ALA's Annual Conference! "Privacy in an Era of Change: Privacy and Surveillance Under the New Administration" will feature Mary Ellen Callahan, Chief Privacy Officer for the U.S. Department of Homeland Security; David Sobel, Senior Counsel at the Electronic Frontier Foundation; and Jeff Jarvis, author of *What Would Google Do?* (HarperCollins, 2009). The panel will discuss various aspects of privacy, from civil liberties and consumer protection to social networking and security.

Please join us on Monday, July 13 from 10:30 am – noon in Room 474, McCormick Place.

Learn more about privacy and the privacy revolution at other ALA Annual programs:

The Secret Life of Our Data: Privacy in the Digital Age (RUSA STARS)
Today, 1:30 – 3:30 pm
McCormick Place, Room 474

Who Cares About Privacy? Boundaries, Millennials and the MySpace Mindset (RUSA MARS)
Sunday, July 12,
10:30 am – noon
Sheraton Ballroom II/III

Libraries and Mobile Devices: Public Policy Considerations (OITP)
Sunday, July 12,
1:30 – 3:00 pm
McCormick Place, Room 192a

Learn how you can join ALA's Office for Intellectual Freedom in rallying Americans to choose privacy — protecting the freedom to read, search, and learn in a digital age. Please visit www.privacyrevolution.org to get involved

and provide your input as we kick off the conversation!

For more information, contact Angela Maycock, Assistant Director, Office for Intellectual Freedom, at amaycock@ala.org.

Drumming Up Support for Indian Literacy and Culture

Two programs will highlight ways that indigenous cultures are valued through collaborative programming. First, the American Indian Library Association (AILA) invites you to listen to the drums and voices as speakers from Chicago American Indian Center, Field Museum, and Newberry Library share ways that they reach out and make intergenerational connections. Words from panelists and songs from Joe Podlasek's Indian drum group will provide a glimpse into contemporary urban Indian life. Join us today from 1:30 – 3:00 pm at McCormick Place West W-178b, for the program "Urban Indian Culture Keepers: Reaching Out and Making Intergenerational Connections".

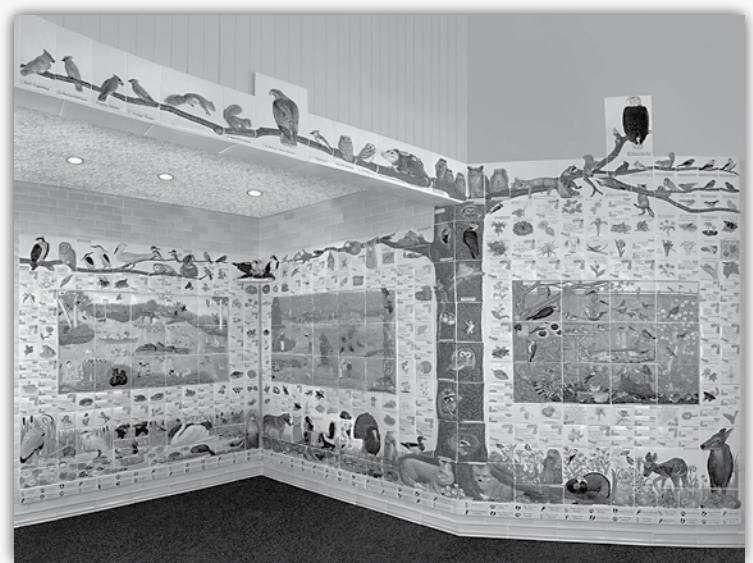
AILA, along with the Office for Literacy and Outreach Services also invite you to attend a round table sharing session about literacy and programming. Dr. Lorlene Roy, Past President, ALA, will lead the discussion as librarians share ways that the PBS series "We Shall Remain" has brought a renewed spirit to Indian country. Hear about the Teen Book Drop and the Readergirlz. Come and share, as we learn how to drum up support for literacy and the preservation of Indian history and culture. This informative and inclusive program is called "Coming to the Talking Circle" and will be held from 1:30-

3:00 tomorrow at the Hyatt Regency McCormick Conf. Ctr. 24.

These two valuable programs make Indian culture a center piece for discussion and innovative programming. Please join us.

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Panel to Share Strategies for Sustaining Technology Access in Tough Economy

"Doing more with less" has become something of a mantra in the current economic climate, and libraries are no exception to the rule. Librarians and researchers will share tips and tools as part of the panel "More demand, less money: sustaining technology access in a tight economy" at 3:30 pm today at the Hotel Intercontinental, Seville East.

While there can never be enough computers, IT staff or fast enough Internet access to meet growing demand for public library technology resources, there are strategies for maximizing a library's limited resources.

John Carlo Bertot, director of the University of Maryland Center for Library & Information Innovation and a principal investigator for the Public Library Funding & Technology Access Study, will discuss capacity planning for broadband in public libraries. Bertot will share factors impacting bandwidth, bandwidth management techniques and strategies for future planning.

Linda Yoder, director, Nappanee Public Library, will discuss how she helped start and grow an IT consortium that provides professional IT

support for several rural libraries and complements IT staff at larger libraries. She will describe the consortial contract among the libraries and share pros/cons and tips.

Betsy Fowler, director, Chesapeake Public Library, will share examples of how she has partnered with local government agencies and non-profits to build relationships and visibility for the library and its technology resources. While at Central Rappahannock Regional Library, she positioned the library to provide IT services on behalf of the local city and now is leading a workforce development initiative that again highlights how library technology can be used to solve community concerns.

Panel presentations will be followed with a generous Q&A session. Attendees are encouraged to bring questions and success stories to share with colleagues.

For more information on ALA Office for Research & Statistics studies, please visit www.ala.org/ors and www.ala.org/plinternetfunding. For more information on ALA Office for Information Technology Policy initiatives, please go to www.ala.org/oitp.

Placement Center Open Today and Sunday With New Hours, Services Free to Job Seekers

The Placement Center will be located in the Grand Ballroom of McCormick Place South, today and tomorrow — Saturday and Sunday only, from 9:00 am to 5:00 pm both days. All services are free to job seekers. There is open access to the Placement Center. This means that you DO NOT have to register in order to use Placement services. You can go to the Placement Center any time it's open. You are free to walk around the Placement Center and talk to any and/or all of the employers there.

Employers will be holding interviews and information sessions both days. In

addition, computers will be available for attendees to view job listings and upload resumes.

If you need help getting your resume polished off, stop by. The New Members Round Table will be in the Placement Center providing resume-critiquing service to conference attendees.

Even if you are not currently looking for a job, it's a good idea to stop by the Placement Center to talk to employers. You can get an idea of what employers are looking for.

If you have questions, stop by the Placement Center. We're here for you.

Edwards Award Winner to Present at AASL President's Program

From 10:30 am to 1:00 pm today, Laurie Halse Anderson, winner of the 2009 Margaret A. Edwards Award, along with Jacqueline Woodson and Alan Lawrence Sitomer, will present at the American Association of School Librarians (AASL) President's Program.

"Literacy Leadership and Librarian Flair: Engaging 21st-Century Readers with Three Award Winning Young Adult and Children's Authors" will share how they are connecting with librarians in order to better enthruse young readers. Attendees will discover how to inspire students to embrace books, improve competencies, and build lifelong bridges to reading and literacy in the 21st Century. Hear the "inside" strategies used to grasp, excite and engage today's students. The event will take place at McCormick Place West in room W184.



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Saturday, July 11 to
Tuesday, July 14, 2009



SATURDAY, JULY 11

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| <p>9:00 - 10:00 Journeys and Crossings: LC Staff talk about the Library's exciting and historically significant materials (selections from www.loc.gov and www.youtube.com/loc)</p> <p>10:00 Inscrutable? No Way! Documenting the Asian American Experience / Mari Nakahara & Reme Grefalda</p> <p>10:30 ¡Oye como va! - LC en el ambiente internacional y el entorno digital (Hear how it's going. LC in the international and digital environment) / Ana Cristan (presentation in Spanish)</p> <p>11:00 Local History and Genealogy / Ahmed Johnson & Reggie Downs</p> <p>11:30 The Library of Congress New Media Pilots: Flickr and YouTube / Michelle Springer</p> <p>12:00 The John W. Kluge Center at the Library of Congress / Everette Larson</p> | <p>12:30 Promoting Literacy: Read.gov, the National Book Festival, and More / John Sayers</p> <p>1:00 Promoting Reading Nationwide: News from the Center for the Book / John Y Cole & Guy Lamolinara</p> <p>1:30 Cataloger's Desktop Tips and Hints / Colleen Cahill</p> <p>2:00 Classification Web / Patricia Hayward</p> <p>2:30 Copyright 2.0 / George Thuronyi & Peter Vankevich</p> <p>3:00 Controlled Vocabularies as Linked Data on the Web / Rebecca Guenther</p> <p>3:30 The Veterans History Project and Your Library / Gabrielle Sanchez</p> <p>4:00 - 5:00 Journeys and Crossings: LC Staff talk about the Library's exciting and historically significant materials (selections from www.loc.gov and www.youtube.com/loc)</p> |
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