

Learn about PLAspace and CoPs

The Public Library Association (PLA) will be holding its All Committee Meeting on Sunday, July 12 from 8:00 – 11:00 am in the Grand Ballroom at the Palmer House Hotel. Community of Practice (CoP) members who are attending the 2009 ALA Annual Conference are encouraged to get there early to take advantage of the opportunity to meet face-to-face with other members of their groups at the All Committee Meeting.

In addition, Doug Dawson, PLA's manager of web services, will be answering questions about PLAspace and CoPs at the PLA booth in the ALA Membership Pavillion (booth # 3034) today from 2:00 – 4:00 pm, and Monday, July 13 from 10:00 am to noon and 2:00 – 4:00 pm.

PLAspace.org, the Web site developed by PLA to support Communities of Practice (CoPs), is available to librarians, library staff members and

other supporters who want to take part in ongoing, focused discussions surrounding library issues. The site incorporates many common social networking and interactive components, including chat rooms, event calendars and custom tools that allow CoP members to coordinate project management.

PLA began development on PLAspace.org in July 2008 after membership overwhelmingly voted to disband the more traditional committees in favor of CoPs, which allow members to create and sustain groups dedicated to specific library topics in an online environment.

Currently, PLAspace.org is home to nearly 20 CoPs, including those tackling subjects such as branch libraries, cataloging, readers advisory, rural libraries and technology. Visit www.plaspace.org to join an existing conversation or to start a new one.

ALSC Explores Children's Literacy

The Association for Library Service to Children (ALSC) is offering a number of programs at Annual Conference centered on children's literacy. From multicultural literature, to different ways of expressing the written word and lessons from children's literature of the past, ALSC explores the many ways we can help children learn to love reading.

The *Cuentos de las Americas: Celebrating Latino Cultures and Día with Recent Outstanding Latino Children's Books* session offers suggestions to librarians on how to locate and select high quality Latino youth literature, and discusses library programs that celebrate this diverse population. Examples of recent outstanding Latino youth literature will be highlighted as well as ways to celebrate Día in your library program. This program is sponsored by both ALSC and REFORMA, and will take place from 10:30 am to noon today at McCormick Place West, W-192A.

Kick back, relax and join ALSC for *Stories for a Saturday Evening*. During this session, three to five outstanding storytellers, including Tim Tingle and Dovie Thomason, will demonstrate the best in storytelling while showing how this fun, inspirational art form can be used in your library. This program is taking place from 8:00 – 10:00 pm today at the Chicago Hilton, Northwest 1.

Using Historic Children's Literature to Motivate Children to Read: Highlight from 15 Years of the Louise Seaman Bechtel Fellow2ship Award will give participants a brief overview of the Fellowship before a panel of past Bechtel

Fellows describe their experiences and present the results of their research projects. This program is taking place from 3:30 to 5:30 pm tomorrow at McCormick Place West, W-192a.

APALA Announces 2009 Asian/Pacific American Award For Literature

The Asian/Pacific American Librarians Association (APALA) announces the following titles as winner and honor books of 2009 Asian/Pacific American Awards for Literature. The awards promote Asian/Pacific American culture and heritage, based on literary and artistic merit. The books were chosen from titles by or about Asian Pacific Americans published in 2008.

A reception will be held at ALA Annual in Chicago from 8:30 to 10 am tomorrow at McCormick Place West (MCP) W-196b.

Adult Fiction Winner

Lahiri, Jhumpa, *Unaccustomed Earth*. New York: Alfred A. Knopf, 2008.

Honorable Mention for Adult Fiction
Ng, Fae Myenne. *Steer Toward Rock*. New York: Hyperion, 2008.

Adult Non-Fiction Winner

Lee, Jennifer 8. *Fortune Cookie Chronicles: Adventures in the World of Chinese Food*. New York: Twelve, 2008.

Honorable Mention for Adult Non-Fiction

Pham, Andrew X. *Eaves of Heaven: A Life in Three Wars*. New York: Harmony Books, 2008.

Yang, Kao Kalia. *The Latehomecomer: A Hmong Family Memoir*. Minneapolis, MN: Coffee House Press, 2008.

Picture Book Winner

Reibstein, Mark. *Wabi Sabi*. Illustrated by Ed Young. New York: Little Brown, 2008.

Honorable Mention for Picture Book

Sheth, Kashmira. *Monsoon Afternoon*. Illustrated by Yoshiko Jaeggi. New York: Peachtree, 2008.

Youth Literature Winner

Ly, Many. *Roots and Wings*. New York: Delacorte, 2008.

Honorable Mention for Youth Literature

Hirahara, Naomi, *1001 Cranes*. New York: Delacorte, 2008.

Yoo, Paula. *Good Enough*. New York: Harper Collins, 2008.

Please see the APALA Web site (www.apalaweb.org) for descriptions of the books as well as lists of past winners.

CSLA 2.0 Team Meeting

California School Library Association President Connie Hamner Williams and CSLA 2.0 Team Project Manager Jackie Siminitus invite school librarians who have completed, are working on, or thinking about working on School Library Learning 2.0 to meet and greet one another at 3:15 pm today in the back left corner of the ALA Membership Meeting.

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Will take place at HYATT-Soldier Field, Sat., 7:00 – 8:00 pm, Sun., 6:30 – 7:30 pm

Williams, Needham to Speak about Revitalization of Libraries at ASCLA President's Program

Don't miss out on the wit and wisdom of pundits Joan Frye Williams and George Needham as they discuss future perspectives on libraries at "Revitalizing the Library Experience," the 2009 President's Program, for the Association of Specialized and Cooperative Library Agencies (ASCLA).

In a stimulating and fast-paced presentation, Williams and Needham will tackle emerging issues affecting all library environments and employees—from the rural library to the large library system employee, to the information broker. Specifically, they will examine the latest in social networking, search engines, customer services and other emerging technology products.

The program, which was selected as a starred not-to-miss conference event by *Library Journal*, will be held 10:30 am to noon on Sunday in the Empire Room at the Palmer House Hilton, 17 E. Monroe St. All conference registrants interested in gaining insight into the future of li-

braries are encouraged to attend.

The event will kick off with the presentation of the 2009 ASCLA awards—the ASCLA/KLAS/NOD award for a library providing notable services to those with disabilities, and the Francis Joseph Campbell

Award for outstanding contributions to the advancement of library service for the blind and physically handicapped.

Williams, an independent information technology consultant, and Needham, OCLC vice president for member services, are frequent presentation partners in

conducting staff development sessions as well as addressing critical topics such as innovation and risk-taking in the library environment, library project management and market research techniques for libraries. Between them, they have more than eight decades of experience encompassing all aspects of the library profession and are recognized as leaders in the field for their observations of and insights into emerging library trends, issues and practices.

Williams and Needham will tackle emerging issues affecting all library environments and employees—from the rural library to the large library system employee, to the information broker.

The Jonas Brothers "Debut" at ALA Annual Conference

While the Grammy-nominated trio will not make an in-the-flesh appearance at this year's Annual Conference, the New Jersey-born siblings, Kevin, Joe, and Nick will be available at the ALA Store. The brand-new Jonas Brothers Poster and Bookmark features all three brothers on stage holding their favorite books: *Words from the Wise*, *The Alchemist*, and *A Wrinkle in Time*. With their latest album, *Lines, Vines, and Trying Times*, hitting record stores less than a month ago and a world tour in progress, there's no doubt these fan favorites are on their way to the top.

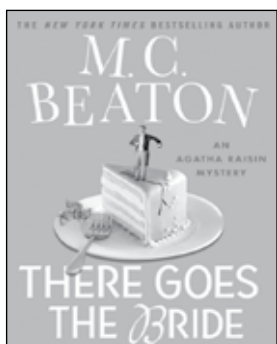
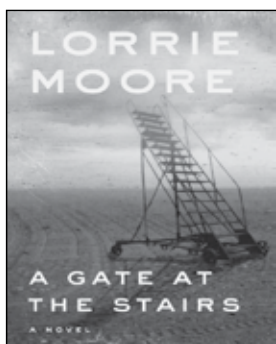
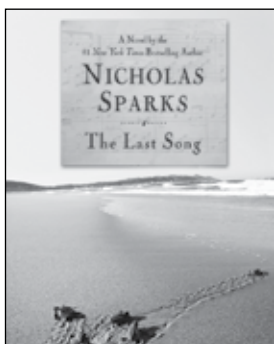
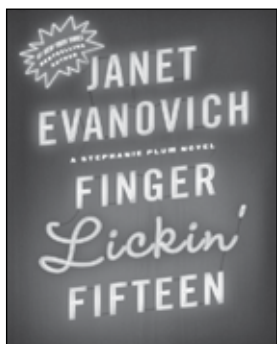
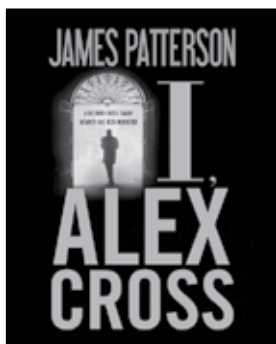
Another rising star, Ne-Yo, will also make his first-time appearance at the ALA Store. The chart-topping singer and actor has collaborated with notable artists like Corbin Bleu, Beyoncé, and Celine Dion, and holds Neil Gaiman's latest Newbery-winning work, *The Graveyard Book*, making the poster an all-around winner. These musicians' posters and bookmarks serve as great complements and inspiration for summer programs that remind patrons how much reading rocks!

This year's ALA Store also showcases a plethora of new ALA Editions books. Assist patrons seeking new summer reads with the revised edition of Joyce Sarick's *Readers' Advisory Guide to Genre Fiction* or the fourth edition of *The Coretta Scott King Awards*, which gathers the best in African American literature for children and celebrates its 40th anniversary this year. Bill Ott's *The Back Page* is guaranteed to entertain anyone curious about the publishing world just as Stuart A. P. Murray's *The Library: An Illustrated History* will satiate any desire to know the story of that remarkable place we call the library. And to celebrate those who make our remarkable institutions run, *The Librarian Book of Quotes* makes for a charming gift to take home or an inspiring read to return to again and again.

For these great products, plus hundreds more, visit the ALA Store located beside Registration outside the Exhibit Hall entrance. The ALA Store will be open today through Monday, from 8:00 am – 5:00 pm, and Tuesday from 8:00 am – noon.

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OUR AUTHORS AT ALA

COME VISIT THE PENGUIN BOOTH #2020

SATURDAY JULY 11

KATE COLLINS

Author of **EVIL IN CARNATIONS**

10:00–11:00am Penguin booth #2020

CATHIE LINZ

Author of **SMART GIRLS THINK TWICE**

2:00–3:00pm Penguin booth #2020,
3:30–5:30pm ALTAFF Romance Panel*

NAMI MUN

Author of **MILES FROM NOWHERE**

Noon–1:00pm Penguin booth #2020

MARCUS SAKEY

Author of **THE AMATEURS, GOOD PEOPLE**

2:30–3:00pm LIVE! @ your library Reading Stage**
3:00–4:00pm Penguin booth #2020

MAGGIE SEFTON

Author of **DROPPED DEAD STITCH**

11:00am–noon Penguin booth #2020

SUNDAY JULY 12

JUNOT DÍAZ

Author of **THE BRIEF WONDROUS
LIFE OF OSCAR WAO, DROWN**

1:30–2:30pm ALA Auditorium Speaker Series
and book signing at event

MARK HARRIS

Author of **PICTURES AT A REVOLUTION**

8:00–10:30am Literary Tastes Breakfast
for tickets visit www.ala.org/annual
11:00–Noon Penguin booth #2020

CHARLAINE HARRIS

Author of **DEAD AND GONE, DEAD UNTIL DARK**

10:30–Noon RUSA CODES Paranormal
fiction panel
1:30–2:30pm Penguin booth #2020

CRISTINA HENRÍQUEZ

Author of **THE WORLD IN HALF**

11:00–Noon Penguin booth #2020
1:30–3:30pm ALTAFF Panel,
First Author/First Book*
1:00–1:20pm LIVE! @ your library Reading Stage**

MARLON JAMES

Author of **THE BOOK OF NIGHT WOMEN**

10:30–Noon ALTAFF Diversity Panel,
Authors Come in All Colors*
12:30–1:30pm Penguin booth #2020
1:30–2:00pm LIVE! @ your library Reading Stage**

SUNDAY JULY 12

MARJORIE LIU

Author of **DARKNESS CALLS**

10:30–Noon RUSA CODES Paranormal
fiction panel
1:30–2:30pm Penguin booth #2020

BICH MINH NGUYEN

Author of **SHORT GIRLS,
STEALING BUDDHA'S DINNER**

10:30–Noon ALTAFF Diversity Panel,
Authors Come in All Colors*
12:30–1:30pm Penguin booth #2020

SARA PARETSKY

Author of **HARDBALL, BLEEDING KANSAS**

Noon–1:00pm OLOS Bookmobile event
2:30–3:00pm LIVE! @ your library Reading Stage**
3:00–4:00pm Penguin booth #2020

JEN LANCASTER

Author of **PRETTY IN PLAID**

4:00–5:00pm Penguin booth #2020,
5:30–7:30pm ALTAFF Humor Panel,
The Laugh's on Us*

MONDAY JULY 13

GARY MOORE

Author of **PLAYING WITH THE ENEMY**

10:30am–Noon ALTAFF Memoirs Panel*
1:00–1:30pm LIVE! @ your library Reading Stage**
1:30–2:30pm Penguin booth #2020

KATHRYN STOCKETT

Author of **THE HELP**

11:00–Noon Penguin booth #2020
2:00–4:00pm ALTAFF Author Tea*

DENISE SWANSON

Author of **MURDER OF A ROYAL PAIN**

Noon–1:00pm Penguin booth #2020

JILL BOLTE TAYLOR

Author of **MY STROKE OF INSIGHT**

1:30–2:30pm ALA Auditorium Speaker Series
and book signing at event

TUESDAY JULY 14

CHRISTINE BLEVINS

Author of **THE TORY WIDOW,
MIDWIFE OF THE BLUE RIDGE**

10:30–11:30am Penguin booth #2020

STEVE LOPEZ

Author of **THE SOLOIST**

8:00–9:00am ALA Auditorium Speaker series
and book signing at event

* For locations and information on ticketed events for all ALTAFF panels visit www.ala.org/altaff

** The Live! @ your library Reading Stage can be found at the back of row 3200 on exhibit floor

PENGUIN GROUP (USA)



Public Awareness Programs Focus On Using New and Traditional Media

Industry experts are coming together to talk about how libraries can use new and traditional media.

At the PR Forum from 8:00 am – 10:00 am on Sunday, July 12 in McCormick Place West room 192b, a panel will address how to reach multi-cultural audiences, reaching audiences through social media, delivering library messages through radio and using letters to the editor and op-eds. Speakers include Tom McNamee, editorial page editor, Chicago Sun Times; Dave Baum, Chicago broadcaster and media trainer; Eric Friedenwald-Fishman, creative director/president, Metropolitan Group; Kevin Kirkpatrick, executive vice president, Metropolitan Group; George Eberhart, editor, American Libraries Direct; and Megan Humphrey, manager, Campaign for America's Libraries.

The program is sponsored by the PR Assembly of the ALA Public Awareness Committee in cooperation with the ALA Public Information Office, and co-sponsored by the Campaign for America's Libraries.

Legendary Chicago broadcaster and media trainer Dave Baum returns Sunday afternoon to offer his popular media relations training session, from 3:30 – 5:30 pm, at McCormick Place West in room W-194b. Baum will provide tips on how librarians can effectively deliver their key messages and garner favor-

able media coverage. Baum has trained dozens of ALA presidents and division president-elects since 2000.

Between these two programs, Swap 'n' Shop will showcase hundreds of inspiring examples of promotional materials from all types of libraries and at all budget levels, free for the taking. The event also displays the entries to the 2009 Best in Show PR competition, with the awards ceremony beginning at 12:30 pm. Swap 'n' Shop is sponsored by the Library Leadership Administration & Management Association (LLAMA), a division of ALA. It runs from 11:00 am – 1:30 pm on the McCormick Place West exhibit floor in the Special Events area.

Also at Swap 'n' Shop, Lisa Powell Williams of the Moline Public Library will be on hand at the Campaign for America's Libraries' table to answer questions about the library's winning 2009 Scholastic Library Publishing National Library Week grant application.

The Campaign for America's Libraries (www.ala.org/yourlibrary) is ALA's public awareness campaign that promotes the value of libraries and librarians. Thousands of libraries of all types — across the country and around the globe — use the Campaign's @your library brand. The Campaign is made possible in part by ALA's Library Champions.

ALSC Helps Librarians Serve Their Youngest Patrons

The Association for Library Service to Children (ALSC) is offering a variety of programs at this year's Annual Conference, some of which are geared towards your library's service to early learners.

The *Beyond Storytimes: Standards-Based Partnerships for Early Learning* program discusses how children's librarians are assuming new roles as educators by planning programming that addresses education standards. In this stimulating, hands-on workshop you will explore using the same book many times in many ways; learn how to incorporate math and science activities into any story hour; and focus on outcome-

based early literacy programs and community outreach. This program is taking place from 8 to 10 am today at McCormick Place West, W-196b.

Join us for a panel presentation and discussion about *Multiple Literacies in the Library* and how the varied forms of literacy affect how librarians and media professionals work. Speakers will focus on three types of literacy including visual, audio and digital. This program is co-sponsored with The Children's Book Council, Inc. and is taking place on Monday, July 13 from 3:30 to 5:30 pm at McCormick Place West, W179.

To learn more about ALSC, visit ALSC's Web site at www.ala.org/alsc.

Learn How to Get the Most Out of your Association

Have a great idea for the future of the profession? Want something to happen? Feeling unheard or under-served? Three experienced ALA members will provide frank tips for navigating ALA, making your voice heard, and getting things done at "Priorities, Policies, Participation — A Roadmap to Action" sponsored by ALA's Office for Diversity.

The panel session will take place today from 3:30 – 5:00 pm in the Hilton, Continental C. This is an ideal session for first-time attendees or recent graduates looking to become more involved in the association. Join the culture of inclusion, flexibility, experimentation, and organizational responsiveness by joining us at this session. Speakers include Dr. Ling Hwey Jeng, Professor and Director, Texas Woman's University; Terri Kirk, School librarian, Reidland High School; Teri Switzer, Dean of the Library & Professor, University of Colorado.

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Intellectual Freedom on the Front Lines: West Bend Library Supporters Share their Story

The Office for Intellectual Freedom is thrilled to have the librarians and community members who fought to keep library materials on the shelves in West Bend, Wisconsin as its guests. Join us on Monday, July 13 at 8:00 am in McCormick Place West, Room W-194a.

West Bend library director Michael Tyree, young adult librarian Kristin Pekoll, library board president Barbara Deters, former library board member Mary Reilly-Kliss, and community organizer Maria Hanrahan will share their unique experience and insight gained in addressing multiple challenges to young adult and GLBT materials in the West Bend Community Library,

including a demand to burn Francesca Lia Block's YA novel, *Baby Be-Bop*.

The challenges arose in February, 2009 when a West Bend married couple filed a request to reconsider books included in the library's "Out of the Closet" bibliography, aimed at youth interested in GLBT issues, as well as books deemed "sexually explicit." Over the following weeks and months, the couple helped to form a citizens' group and circulated a petition asking the library to move particular young adult books to the adult section, label certain material as objectionable, and restrict access to categories of online content. A second citizens' group, West Bend Parents For Free Speech, was formed

to oppose the requested restrictions and to support the library's existing policies.

At the height of the controversy, four library board members were denied reappointment by the West Bend Common Council because some Council members were unhappy that the Board had not acted on the petitions.

On June 2, the West Bend Library

Board voted unanimously to retain the books in its YA Zone, "without removing, relocating, labeling, or otherwise restricting access." The five panelists will discuss their experiences and their plans to continue the ongoing work of maintaining unrestricted access to information for everyone in their community.

Getting International Children's Books to the U.S.

USBBY and YALSA present the program "Mixing it Up: The Process of Bringing International Children's Books to the US," at the ALA Annual Conference, today at 3:30 – 5:30 pm, in McCormick Place West W470b.

Using the example of *Heartsinger* by Karlijn Stoffels, this panel will examine the process of bringing international books to the United States. Participants include: Cheryl Klein, senior editor at Arthur A. Levine Books; Dutch author Karlijn Stoffels; Laura Watkinson, *Heartsinger's* English-language translator; and editor Arthur Levine who famously brought *Harry Potter* to Amer-

ica, and whose eponymous imprint has won the Batchelder Award three times (for Samir and Yonatan, *An Innocent Soldier*, and for Moribito: *Guardian of the Spirit* edited by Cheryl Klein). Questions to be covered include: How do editors and authors connect across oceans? What is the difference between a "literal" translation and a "literary" translation? How are linguistic negotiations handled? How are international books edited and marketed in the United States?

Together these panelists will discuss the sometimes complicated, but always rewarding process of bringing the world's literature to American children.

Macomber Headlines ALTAFF Program

Please join ALTAFF co-presidents Peggy Danhof and Peggy Barber as they welcome Debbie Macomber for the ALTAFF Presidents' Program. Macomber is the internationally acclaimed author of women's fiction with more than 70 million copies of her books sold worldwide. The first-ever recipient of the "readers' choice" Quill Award for Romance Fiction, Debbie writes heartwarming tales about small-town life, home and family, women who knit, enduring friendships and stories of humorous angels with earthly missions. Her novels consistently place at the top of all major bestseller lists, with several titles having scored in the number one position of the New York Times list. A recipient of Romantic Times' Magazine's distinguished Lifetime Achievement Award, Debbie was awarded a RITA®, romance publish-

ing's "Oscar," for her 2005 holiday hardcover, *The Christmas Basket*.

Another holiday-themed novel, *Mrs. Miracle*, is being made into a movie by The Hallmark Channel. Her Cedar Cove series is so popular that Debbie's hometown of Port Orchard, WA, on which the series' setting is based, is staging a five-day Cedar Cove Days festival in August. Her most recent novel is *Summer on Blossom Street*, a MIRA Books May 2009 hardcover. The program, open to all conference attendees, will be held from 1:30 to 3 pm today at the Hyatt Regency Chicago in Columbus Hall E/F. A booksigning will follow the program.



Macomber
(Photo by Nina Subin)

NMRT Offers Help for Those Looking for a Job

This afternoon's 2009 NMRT President's Program, "Job Hunting in a Recession: Tips from Experts in the Field," features three panelists.

Sarah Johnson is the creator of the long-running Web site "Library Job Postings on the Internet." Deb Schwarz is the founder of Library Associates, a national consulting, placement and outsourcing firm for information professionals. Pat Hawthorne is the Director of Library Human Resources at UCLA. All three speakers will share their experiences and advice about succeeding in a job hunt in these difficult economic times. The program takes place today from 1:30 – 3 pm at the Hyatt Regency Chicago, in room Grand D North.

NMRT is also offering its Resume Review Service today and Sunday at the Placement Center. Make an appointment, or if a reviewer is available, you could even meet right away. Appointments are 30 minutes long and usually fill up quickly, so sign up early. Your reviewer will ask you a few questions and read over your resume and/or cover letter. The service is open to anyone attending the Annual Conference.

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YouTube and Ethics Training in the Digital Age Focus of Interactive Program Sunday

Have you watched a good video lately? Have you faced a difficult situation in the library that called for ethical decision-making? ALA's Committee on Professional Ethics invites you to join us for an exciting and interactive program, "Alice Down the YouTube: Ethical Training in the Online Wonderland" on Sunday, July 12 from 1:30 to 3:30 pm at McCormick Place West, Room 185.

We will consider a variety of YouTube videos that deal with everyday ethical issues in the library and meet the creators of these entertaining and thought provoking productions. The panel will engage

in a conversation that will shatter your preconceived notions regarding how you handle ethical issues in the library.

The panel will include:

- Patricia Clark, Reference Archivist at Texas Tech University and member of the Committee on Professional Ethics;
- Dan Conley from the Center for International Rehabilitation Research Information and Exchange (CIRRIE) at the University at Buffalo, discussing his Managarian videos

which take a humorous look at how librarians deal with patrons

- Michael Denton, King County Library System in Seattle, WA, discussing his KCLS Training videos that were created for library staff
- Eric Faden, Associate Professor of English and Film/Media Studies at Bucknell University in Lewisburg, Pennsylvania, discussing

his film on copyright principles, *A Fair(y) Use Tale*.

• K a t h y Shields, a recent graduate of the MLIS program at the University of North Carolina

at Greensboro

We will consider questions such as: What ethical issues are critical for your library and why? What makes YouTube an effective medium for delivering ethical training? How can we best convey the values and ethical expectations of the profession to both new and experienced employees? We look forward to audience participation in a question and answer session after each video as well.

We will consider a variety of YouTube videos that deal with everyday ethical issues in the library and meet the creators ... the conversation will shatter your preconceived notions regarding how you handle ethical issues in the library.



Chicago's Navy Pier from Lake Michigan. © Cesar Russ REALVIEWS™ Photography.

Get the Latest News about Broadband Stimulus Funding

Have questions about applying for stimulus broadband funding? The ALA Washington Office has the answers. Get up-to-date information and instructions about the American Recovery and Reinvestment Act (ARRA) by going to www.ala.org/knowyourstimulus.

While at Annual, attend the panel discussion on ARRA broadband funding during the Washington Update from 8:00 – 10:00 am today at McCormick Place West (MCP), Room W474. Also, stop by the ALA Membership Booth on the Exhibit Floor from 2:00 – 3:00 pm today, 10:00 – 11:00 am Sunday, or 2:00 – 3:00 pm Monday, where John Windhausen and Washington Office staff will be on hand to answer questions about broadband stimulus funding applications.

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Stop by **Booth #2446** to catch our demonstrations every hour on the hour. We hope you'll take a few minutes and see for yourself why more and more librarians are choosing Ingram Library Services as their library company of choice.

**For questions or more information,
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in the Ingram booth (#2446).**



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McCormick Place: No Magic Castle But Autographs are Closer than Ever

Last year's Annual Conference convened in Anaheim, California — home to the magical place children dream of: Disneyland. It's nearly impossible to imagine the Park without life-sized characters meandering through the streets for photo ops, hugs, and perhaps most importantly—autographs. Many children shy from the hug of a five-foot creature that may be a dog or may be a person. On the other hand, getting Goofy's pictogram autograph captured in a signature book is a big hit.

While this year's Annual Conference is hundreds of miles from the Magic Castle, signings are closer than ever! ALA Graphics will host author Phil Bildner and Author/Illustrator Loren Long of the children's series, *Sluggers*, who will be signing their poster at the PIO booth today from 12:30 – 1:30 pm. All those who purchase a poster at the signing will also receive a copy of *Sluggers: Magic in the Outfield*, free!

Michael Sullivan, author of several ALA Editions titles including *Connecting Boys with Books 2*, will sign at the ALA Store today from noon – 1:00 pm. From 3:00 – 4:00 pm today, Henrietta Smith will be signing the just-published *Coretta Scott King Awards*, Fourth Edition, adorned with beautiful cover art by Kadir Nelson, also found on the ALA Graphics Lift Every Voice Poster and Bookmark. The YALSA booth will

host author Pam Holley today from 3:00 – 4:00 pm to sign her newly published book, *Quick and Popular Reads for Teens*.

In addition to author and illustrators signing their work, Tina Coleman, author of *The Hipster Librarian's Guide to Teen Craft Projects*, will perform a demonstration of crafts featured in her book today in the afternoon. Demonstrations of the READ CD Box Set will also be run on Saturday and Sunday beginning at 4:00 pm. And for one final dose of stardom, stop by the ALA Store to bid on several signed celebrity READ posters in the silent auction.

New Book Fills Gaps In "True Marketing" Knowledge

Kathy Dempsey, long-time editor of the Marketing Library Services newsletter, will sign copies of her newly-released book, *The Accidental Library Marketer* at LLAMA's annual Swap & Shop—a festive event where marketers gather to share colleagues' promotional materials and to honor the Best of Show winners along with the John Cotton Dana (JCD) Library Public Relations Award winners. Swap & Shop will take place from 11:00 am to 1:30 pm on Sunday, July 12, in the Special Events area of the Exhibit Hall.

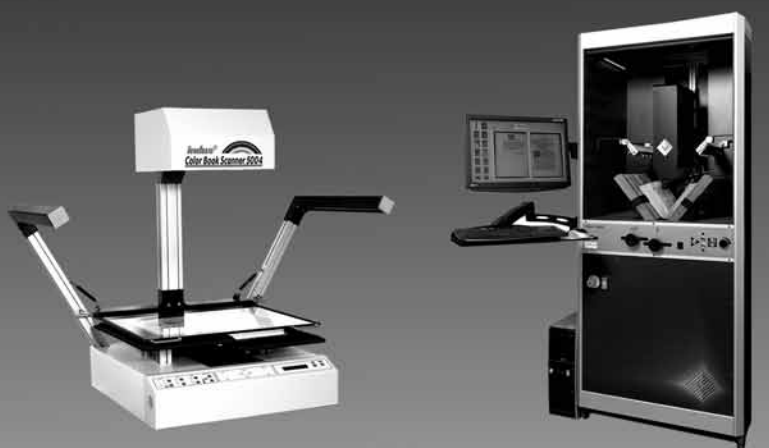
The Accidental Library Marketer fills a need for library professionals and

paraprofessionals who find themselves in an awkward position: They need to promote their libraries and services in the age of the internet, but they've never been taught how to do it effectively. In this results-oriented A-to-Z guide, Dempsey — reveals the missing link between the everyday promotion librarians actually do and the "true marketing" that's guaranteed to assure funding, excite users, and build stronger community relationships. The book combines real-life examples, expert advice, and checklists in a reader-friendly style. It includes chapters on getting buy-in for projects, using websites for

publicity, and working with the press. "Launching my first book at the ALA Swap & Shop is a natural for me, since I've attended it for a decade and have become an exhibitor there in more recent years," Dempsey said. "Plus, it's where I get to meet and chat with folks I 'see' on the marketing listservs all year long. I'm excited to debut my book there!"

The *Accidental Library Marketer* (312 pp/softbound/\$29.50/ISBN 978-1-57387-368-0) is published by Information Today, Inc. (ITI). Visit the ITI website at www.infotoday.com for more information.

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- 11:00 Advances in EM security technology**
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- 2:15 Beyond Envisionware**
The latest word in public computer management
- 3:00 Achieving 100% self-checkout #1**
Solving the AV security dilemma
- 3:45 Achieving 100% self-checkout #2**
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OITP Seeks Comments on Libraries and Indigenous Cultural Works

OITP is sponsoring two programs at Annual to gather feedback from ALA members on a draft set of library principles regarding traditional cultural expressions (TCE). TCEs are creative works of indigenous and traditional communities - folk tales, symbols, songs, dances, rituals, pottery, sculpture, textiles, architecture, crafts and music. For some indigenous communities, access to these works, especially when sacred in nature, is an affront to their cultures. When librarians become stewards of TCEs, they often are unaware of the concerns of indigenous communities. Rather, librarians are committed to the goals of equitable access to all information for all library users. Can the interests of indigenous communities whose creative works are central to their cultural identity be understood and met by the library profession when those concerns may be in conflict with the Library Bill of Rights?

Indigenous people, archivists, folklorists, academics and librarians have

been discussing these ideas over the last several months and have drafted a set of principles on libraries and traditional cultural expression for the consideration and review of ALA members and other stakeholders. Their hope is to bring awareness to the library community, to open further discussion, and ultimately gain consensus within ALA to accept TCE principles as a new ALA policy.

Bookmobiles on Road to the Future

Register early for this important outreach program on Sunday, 10:30 am – 1:00 pm, Level 1 South, Suite 103b,c,d, Event Code: OL1 (\$25 advance & onsite) featuring both inspirational and practical ideas about the future of mobile library services!

Whether you're already mobile or considering a new service, this session is a "must attend" to learn more about Quick and Easy Bookmobile Programs and participate in moderated discussions about Advocacy, Eco-friendly Vehicles and Fuels, Mobile Service Options, Marketing, and Bookmobiles 101.

The session includes a luncheon featuring award winning authors Sara Paretsky and Theresa Schwegel.

Sara Paretsky is the author of thirteen previous books, including eleven V. I. Warshawski novels. She is the winner of many awards, including the Cartier

Members are urged to learn more about this topic by attending the program "Traditional Cultural Expression and Libraries" from 3:30 to 5:30 pm today in the Hyatt Regency Hotel, Conference Center Room 12d. Kay Mathiesen, Assistant Professor in the School of Information Resources and Library Science at the University of Arizona, will share her research and teaching focusing on issues of information ethics

and policy. We also encourage members to attend an open forum on the topic on Sunday. This session is critical to collecting member feedback on this important policy making process.

The principles are available at:

<http://wo.ala.org/tce/2009/06/16/second-draft-librarianship-and-traditional-cultural-expressions-nurturing-understanding-and-respect/>. Print copies will be provided at the open forum.

Google Book Search Settlement: Continuing to Explore What's in it for Libraries

The ALA Washington Office is hosting a Breakout Session to discuss the proposed Google Book Search settlement agreement from 10:30 am to noon today at McCormick Place West, Room W-193b (listed as the Washington Office Breakout Session II – "Fair Use in the 21st Century: From Lawsuits to Legislation").

Representatives from Google and the library community will participate in a panel discussion moderated by Nancy Kranich, chair of the Committee on Legislation's Copyright Subcommittee, to discuss the recent settlement and essentially what's in it for libraries. The program will include an overview of the proposed settlement recently reached among Google, the Association of American Publishers and the Authors Guild and the comments filed on behalf of ALA, the Association of College and Research Libraries and the Association of Research Libraries with the U.S. District Court for the Southern District of New York for the judge to consider in his ruling on the proposed settlement. The panelists will offer brief remarks and then take questions from the audience.

Additional information about the proposed Google Book Search settlement agreement, including the recently amended agreement between Google and the University of Michigan, is available at <http://wo.ala.org/gbs/>.

The Copyright Expert Is In

Members of the Copyright Advisory Network and OITP Copyright Committee will answer questions at the "Copyright Lucy Booth" in the Member Pavilion from 9:00 am to 5:00 pm today and Sunday. Come by to chat about hot copyright issues and check out useful tools such as the Public Domain slider and Section 108 spinner. Thumbdrives loaded with great copyright education resources will be provided for those asking questions. Look for the life-size "Lola Lola" character from "Complete Copyright" and stop on over!



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Booklist, the ALA's print and online book and media review publication, again offers programs with something for everyone involved in youth and adult collection development and/or readers advisory.

Booklist premiere—the first annual *Booklist Online* Forum, “Books and Blogs: Made for Each Other?” Librarians, readers, publishers, and authors have embraced blogs as a way to locate, learn about, and promote books. A diverse and distinguished panel of bloggers will discuss the power of the web—for the good of books. (And they'll talk about Twitter, too!) Panelists include Mary Burkey (Audiobooker); John Green (Brotherhood 2.0); Kaite Mediatore Stover (Book Group Buzz); Nora Rawlinson (EarlyWord); and Keir Graff, moderator (Likely Stories). The forum is today, 1:30-3:00 pm, McCormick Place West, W-192C. *Booklist's* Reference Books Bulletin brings together a panel to address “Rethinking the Reference Collection.” *Reference collection* used to mean physical books on physical shelves, but has expanded to include databases, Web sites, and other resources. Join panelists Sara Johns

(Library Media Specialist, Lake Placid Middle/High School); Barbara Bibel (Reference Librarian, Oakland Public Library); and Dave Tyckoson (Associate Dean, Henry Madden Library, California State University, Fresno) to delve into the challenges, needs, and uses of current and future reference collections. The session will be a Q&A format, with opportunities for attendees to participate, moderated by *Booklist's* “Off the Shelf” columnist Sue Polanka (Head, Reference/Instruction, Wright State University Libraries). Rethink the reference collection on Monday, 10:30 am – 12:00 pm, McCormick Place West, W179.

As always, *Booklist* and *Book Links* editors look forward to meeting you in the exhibit hall at booth #2042, where you can learn more about the “One subscription, two magazines” offer, pick up free issues, subscribe at special conference rates, and get a demo of the myriad ways you, your colleagues, and your patrons can use *Booklist Online* (also featured in a “Pavilion Session,” ALA Pavilion #3034 at noon on Sunday). And get your copy of Bill Ott's *The Back Page* signed while you're there!

EMIERT Presents Perspectives on Islam: Beyond the Stereotyping

The Ethnic & Multicultural Information Exchange Round Table (EMIERT) invites you to join us Sunday, July 12 at 8:00 am. in McCormick Place West, W-180, for our General Meeting, followed by the EMIERT panel discussion, “Perspectives on Islam: Beyond the Stereotyping.”

The meeting will feature EMIERT plans for the coming year and how we hope to increase our visibility, stay connected and continue brainstorming about how the Round Table can assist us as we develop collections and design programs during this challenging economic period confronting our libraries.

“Perspectives on Islam: Beyond the Stereotyping” will commence at 9:00 am. Islam is not new in America; more than 40 percent of the Muslims in America are African-Americans. The change is within the Muslim immigration trend that has grown thirty-eight-fold over the past three decades. Arriving from all over the world, Muslims are a diverse population speaking different languages and practicing different customs. Even the Muslims from the Middle East are not a homogeneous population. Yet the faith that binds the populations is what is often singled out and often misunderstood. With their religion often misunderstood and portrayed as promoting terrorism, many Muslim families and

children end up victims of hate messages and harassment. This program will offer a brief overview of the cultures and literatures of the Muslim populations and the ties that bind the faith with Judaism and Christianity. Learn how your library can serve as a key forum for Islamic tolerance and all beliefs through interfaith dialogue and programming.

Our speakers, scholars, authors and physicians are each renowned for their work and contributions to their communities and their professions. Each panelist will bring a unique perspective to a discussion that many of us have not had the opportunity to participate in before this occasion. Please join with us to learn from panelists Dr. Marcia Hermansen, Director of the Islamic World Studies Program and Professor of Theology, Loyola University Chicago; Dr. Esmail Koushanpour, Emeritus professor, Northwestern University Medical School in Chicago and former Executive Director of the Islamic Cultural Center of Greater Chicago; Robert Spencer, Columnist and author of eight books on Islam and jihad, including the New York Times bestsellers *The Truth About Muhammad* and *The Politically Incorrect Guide to Islam (and the Crusades)*, and Alia Ammar, Ph.D., Chief Neuropsychologist, Geriatric Care Association & member of the Islamic Foundation North.

PUBLIC AND SCHOOL LIBRARIANS—

A new grant opportunity is coming your way this fall! Kick off the school year by applying online, beginning September 8, 2009, for the

WE THE PEOPLE BOOKSHELF on A More Perfect Union

A project of the National Endowment for the Humanities (NEH) in partnership with the ALA Public Programs Office.

4,000 public and school (K–12) libraries will be selected to receive the Bookshelf—a collection of classic books for young readers, with selected titles available in Spanish translation.

The Bookshelf program is part of NEH's *We the People* initiative, which supports projects that strengthen the teaching, study, and understanding of American history and culture. Applications will be accepted online from September 8, 2009, through January 29, 2010.



ALA American Library Association



WE THE PEOPLE BOOKSHELF on A More Perfect Union

Free books for libraries

Visit publicprograms.ala.org/bookshelf to access a list of programming ideas. Just in time for the sesquicentennial of the Civil War, **A More Perfect Union** invites reflection on the idea of the United States as a “union,” a One as well as a Many.

The Bookshelf includes bonus materials:

- a DVD edition of *The Civil War*, the award-winning documentary by Ken Burns, including the rights to show the series to public audiences,
- the companion book to *The Civil War*,
- *Declaring Independence: The Origin and Influence of America's Founding Document*, edited by Christian Y. Dupont.

Other book titles will be announced in September 2009.

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will be honored with the ASPCA's Roger Caras Achievement Award at the ceremony.



SPECIAL APPEARANCE:
Joe Pentangelo from
Animal Planet's *Animal Precinct*

Joe will also be appearing and signing autographs at the ASPCA booth on Monday, July 13, 1-2 pm

AUTHOR SIGNINGS AT ASPCA BOOTH #3217



Beth Finke
Hanni and Beth: Safe & Sound
2007 Award Winner
Sunday, July 12
11am-12 pm



Jeanne Prevost
It's Raining Cats and Cats!
Sunday, July 12
1-1:45 pm



Jan Zita Grover
A Home for Dakota
Sunday, July 12
1:45-2:30 pm



Kirby Larson
Two Bobbies: A True Story of Hurricane Katrina, Friendship, and Survival
Monday, July 13, 10-11 am



Mary Nethery



Rosa Jordan
The Last Wild Place
Monday, July 13
11am-12 pm



Pam Kaster
Molly the Pony
Monday, July 13
12:10-1 pm



Jim Amosky
Wild Tracks! Dolphins on the Sand
Monday, July 13
2:15-3:15 pm

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L4L Summit Helps Kickoff AASL Learning Standards, Guidelines

As part of the L4L implementation plan, AASL convened an all-day training summit in Chicago prior to the 2009 ALA Annual Conference. Learning4Life: Training4Trainers was designed to support state-level L4L Implementation Coordinators so they may return to their affiliate organization and develop customized state-level implementation strategies. Coordinators worked collaboratively with AASL leadership, the Standards and Guidelines Implementation Task Force, and AASL staff to further implementation efforts over

the next three to five years.

Each AASL affiliate that has completed the current reaffiliation cycle was invited to appoint a member from their organization to serve as their L4L Coordinator and participate in the training summit. Costs for the summit were underwritten by AASL and partially offset by a generous donation by Verizon Foundation/Thinkfinity.

A celebration that will mark the launch of the standards and guidelines will be held from 9:30 – 10:30 am today. The celebration will take place before the AASL President's Program at McCormick Place West in room 184.

Cormick Place West in room 184.

Learning4Life (L4L) is the national implementation plan for the "Standards for the 21st-Century Learner" and "Empowering Learners: Guidelines for School Library Media Programs." L4L was created to support states, school systems, and individual schools preparing to implement the learning standards and guidelines. The plan will also increase awareness and understanding of the learning standards and guidelines and create a committed group of stakeholders with a shared voice.

Challenge the Economic Crisis at SPARC-ACRL Forum

Library and publishing innovators will offer concrete data and strategies for "Rough waters: Navigating hard times in the scholarly communication marketplace" at the 19th biennial SPARC-ACRL Forum. Join ACRL and SPARC (Scholarly Publishing and Academic Resources Coalition) for a look at the current economy and its impact on library and higher education budgets. The forum will take a bird's eye view of the scholarly communication marketplace and suggest tactics for navigating through tough times.

Panelists include Charles B. Lowry, Executive Director, Association of Research Libraries; Ivy Anderson, Director of Collection Development & Management, California Digital Library; Emma Hill, Executive Editor of The Journal of Cell Biology at Rockefeller University Press; and James Neal, Vice President for Information Services and University Librarian at Columbia University. The SPARC-ACRL Forum will be held from 3:30-5:30 pm today at the Sheraton Chicago, Ballroom II/III. The ACRL Scholarly Communications discussion group, which offers a more intimate setting to explore forum topics in greater depth, will be held tomorrow from 3:30 – 5:30 pm at the Intercontinental Hotel, Camelot Room.

Environmental Task Force Celebrates 20 Years

It was 1989: the Exxon Valdez spills 11 million gallons of crude oil in Alaska's Prince William Sound, E-The Environmental Magazine is launched, the Congress halts timbering in Alaska's Tongass National Forest and library associations aligned themselves environmentally before 1990's 20th Anniversary of Earth Day. The Special Libraries Association's Environmental Information and Natural Resources Divisions merged, creating the Environment and Resource Management Division (ALA member, Fred Stoss, played a major role). The American Library Association through the efforts of Terry Link, welcomed the ALA Task

Force on the Environment (TFOE) as a task force in the Social Responsibilities Round Table (SRRT).

Twenty years later, TFOE is going strong and delivers its 20th year of programs at the 2009 ALA Annual Meeting. "GrassRoots Greening" is the TFOE program today at 1:30 pm (Chicago Hilton, Northwest 4). "Going green" is a trend within the library profession, but not everyone can afford a new library building. Current TFOE Co-Chairs, Fred Stoss and Jonathan Betz-Zall, will introduce this session with a history of TFOE and kind of environmental activism librarians have outside their ALA/SRRT/TFOE

involvement. Those attending are asked to tell their stories of creating "green" programs and services at their libraries and within their communities. Exchanging information, ideas and innovations with like-minded librarians working to create environmentally sustainable libraries and communities is the focus of this year's program. Monika Antonelli will moderate the discussions. Earlier on Saturday (8:00 am at the Palmer House Wabash Parlor) TFOE will participate in the All-SRRT Task Force meeting, where conference attendees meet current task force members and share in networking among like-minded librarians.



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