

COGNOTES

ANNUAL CONFERENCE & EXHIBITION

June 25-30, 2015

JUNE 27
SATURDAY
Edition

SAN FRANCISCO, CA

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AMERICAN LIBRARY ASSOCIATION

Haifaa al-Mansour, Award-Winning Director and Screenwriter Offers Insight, Inspiration

Award-winning film director and screenwriter from Saudi Arabia Haifaa al-Mansour – outspoken, smart, and media-savvy – adds ALA to a long list of high-profile appearances, including being interviewed by Jon Stewart on “The Daily Show” and Dave Eggers for McSweeney’s journal *Wholphin*. Al-Mansour joins the 2015 Annual Conference Auditorium Speaker series today, 10:30 – 11:30 a.m. Winner of an EDA Female Focus Award, al-Mansour’s first feature-length film “Wad-jda” also won the Best International Feature

Haifaa al-Mansour
Auditorium Speaker
10:30 a.m., MCC Esplanade 305

Audience Award at the Los Angeles Film Festival, among other awards, and is the first feature-length movie filmed entirely in Saudi Arabia; the first feature filmed by a female Saudi Arabian director; and the first Saudi Arabian film submitted for the Best Foreign Language Oscar.

The film is the basis of al-Mansour’s

middle-grade (and debut) novel *The Green Bicycle*, about a spunky and sly eleven-year-old living in Riyadh, the capital of Saudi Arabia, who constantly pushes the boundaries of what’s considered proper – going out without a headscarf, wearing Converse sneakers

» see page 3



Haifaa al-Mansour



United States House Minority Leader Nancy Pelosi recognizes the efforts of Roberta A. Kaplan after the Opening General Session.

Author and “Social Observer” Sarah Vowell Brings Wit, History to Auditorium Speaker Series

2015 ALA Annual Conference attendees will be among the first to hear journalist, essayist, social commentator, and *New York Times* bestselling author of nonfiction books on American history and culture Sarah Vowell talk (among other things) about her humorous and perceptive account of the Revolutionary War hero Marquis de Lafayette. Vowell will appear as an Auditorium Speaker today, 12:00 – 1:00 p.m.

Sarah Vowell
Auditorium Speaker
12:00 p.m., MCC Esplanade 305

Lafayette was a general who became wildly unpopular in his native France but so beloved by Americans that George Washington considered him a son and 90,000

» see page 3

QUICK LOOK

Registration

Sat. 6/27: 7:30 a.m. – 5:00 p.m.
Sun. 6/28: 7:30 a.m. – 4:00 p.m.
Mon. 6/29: 7:30 a.m. – 2:00 p.m.

Exhibit Hours

Moscone Center Halls A,B,C,D
Sat. 6/27: 9:00 a.m. – 5:00 p.m.
Sun. 6/28: 9:00 a.m. – 4:00 p.m.
Mon. 6/29: 9:00 a.m. – 2:00 p.m.

Gloria Steinem

8:30 – 9:30 a.m.
MCC Esplanade 305



Attendees hit the floor during Friday’s ALA/ERT Exhibits Opening Reception.

Join ALA and “Show Your Pride in the Exhibits”

ALA is planning many special activities to coincide with Pride Week. Begin Sunday with a continental breakfast in the Exhibits at 9:30 a.m. Exhibitors will be promoting special events, pricing, and giveaways at their booths throughout the day. Make sure to check out the featured Exhibitors on page 19 of this issue of *Cognotes*.

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COLLECTIONHQ DEMOS

9:30 – 9:45 a.m.
3:15 – 3:30 p.m.

AXIS 360 THEATRE DEMOS

10 – 10:45 a.m.
2 – 2:45 p.m.

TITLE SOURCE 360 DEMOS

11 – 11:45 a.m.
1 – 1:45 p.m.

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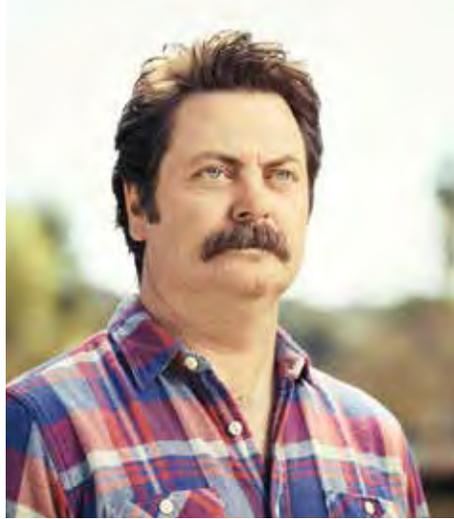
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Nick Offerman: Actor, Author, Humorist, and Woodworker

Actor Nick Offerman – best known for his role as Ron Swanson on NBC’s “Parks and Recreation” – promises conference attendees plenty of laughter when he appears as an Auditorium Speaker today, 3:30 – 4:30 p.m. Offerman is also a humorist, woodworker, and the author of the *New York Times* best-seller *Paddle Your Own Canoe: One Man’s Fundamentals for Delicious Living* and the forthcoming *Gumption: Relighting the Torch of Freedom with America’s Gutsiest Troublemakers* (Dutton, May 2015).

As a lifelong reader coming from a family of librarians, he credits his aunt, Michele Houchens, the local history librarian at the Three Rivers Public Library in Minooka, Illinois, with encouraging his love of reading.



Nick Offerman (Photo © Emily Shur)

His Aunt Michele still works at the Three Rivers Public Library; sister Lauren Offerman is executive director of the Three Rivers Public Library District.

Offerman acted with Chicago theatre companies, worked as a fight choreographer and master carpenter at Steppenwolf Theatre Company, and appeared in many films. Prior to “Parks and Recreation,” for which he received the Television Critics Award for Individual Achievement in Comedy, his most prominent role was as factory worker and Benny-Lopez-love-interest Randy McGee on “George Lopez.” In 2007, he co-starred in the Comedy Central series “American Body Shop.” Other TV appearances include “Will & Grace,” “The King of Queens,” “24,” and “The West Wing.”

Nick Offerman

Auditorium Speaker

3:30 p.m., MCC Esplanade 305

Attendees can look forward to a humor-filled hour if the introduction on Offerman’s professional woodshop’s website is any indication: “We like to carve spoons, chainsaw stumps, plank canoes, keep our chisels sharp with stones, build pinball machines, and fine furniture. From refined modern designs to enormous Middle-Earth masterpieces, we build it all while smiling a lot.”

Offerman’s appearance at ALA Annual Conference is sponsored by Dutton, a division of Penguin Publishing.

al-Mansour

» from page 1

to school, and speaking with boys in public places. The story of her attempt to get a bicycle, considered improper for girls to ride, unfolds against the shifting social attitudes of the Middle East, and explores gender roles, conformity, and the importance of family with warmth, spirit, and humor.

REMINDER

Shuttle buses drop off attendees at Moscone North and pick up attendees at Moscone South.

The daughter of a poet, al-Mansour studied comparative literature in Cairo and later attended film school in Australia. Her 2005 documentary “Women Without Shadows” speaks to the hidden lives of women in Arab States of the Persian Gulf and was shown at 17 international festivals; received the Golden Dagger for Best Documentary in the Muscat Film Festival; and got a special jury mention in the fourth Arab Film Festival in Rotterdam. Her next film, “A Storm in the Stars,” about Mary Wollstonecraft Shelley and starring Elle Fanning, is set to release in 2016.

Al-Mansour’s appearance is sponsored by Dial Books for Young Readers, an imprint of Penguin Young Readers.

Vowell

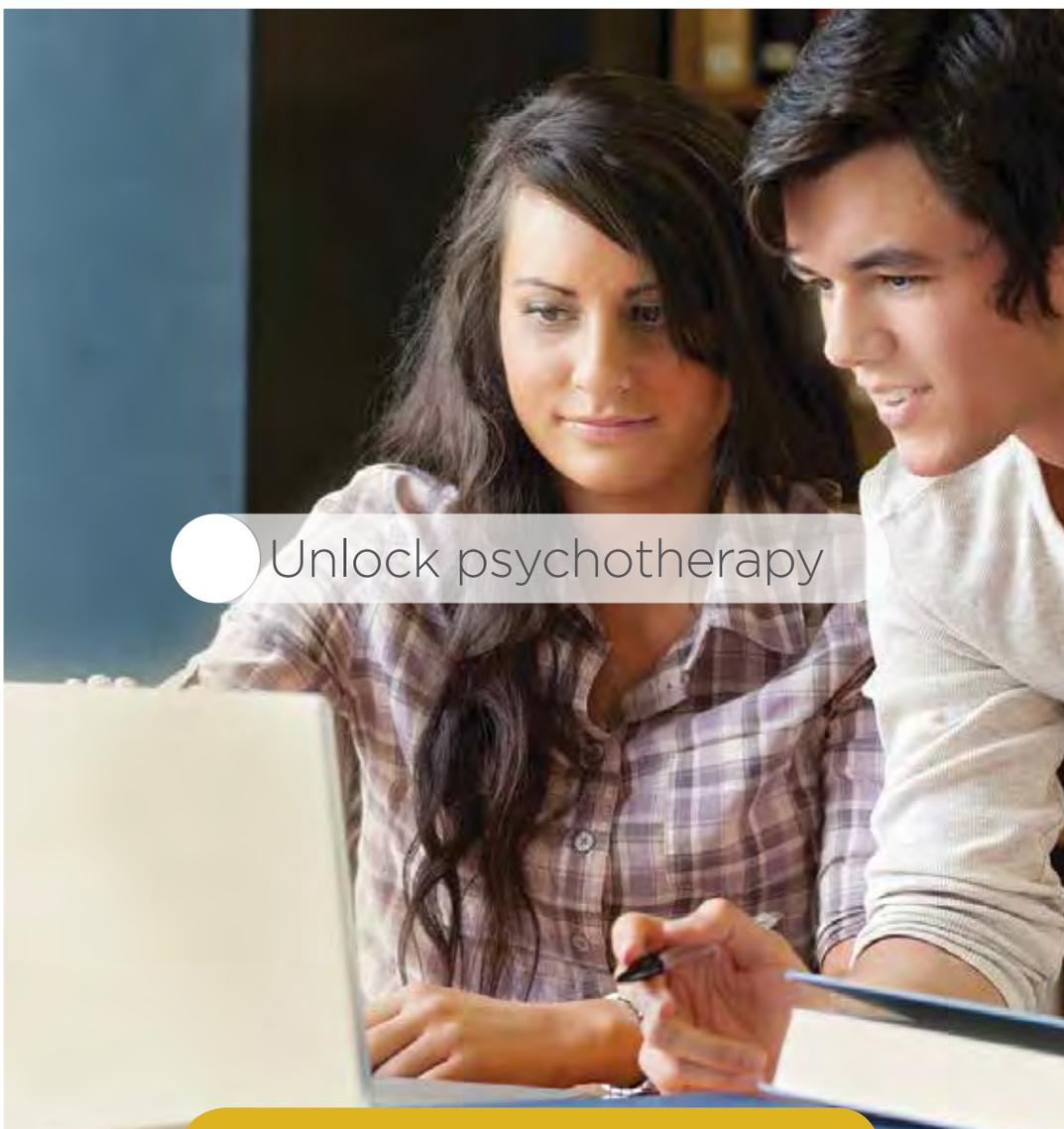
» from page 1

people showed up to cheer for him when he sailed into New York Harbor after a 30-year absence. In the forthcoming book *Lafayette in the Somewhat United States* (October 2015), Vowell offers an insightful look at a nation’s idealism and its reality through her portrait of the one Frenchman we could all agree upon.

Vowell is often referred to as a “social observer,” and her previous books include *Unfamiliar Fishes*, *The Wordy Shipmates*, *Assassination Vacation*, *The Partly Cloudy Patriot*, and essay collections *Take the Cannoli* and *Radio On*. She was a contributing

editor for *This American Life* and an original contributor to *McSweeney’s*. She has been a columnist for *Salon*, *Time*, and *San Francisco Weekly* and writes occasional essays for the opinion page of *The New York Times*. In addition to making numerous appearances on the “Late Show with David Letterman,” “Late Night with Conan O’Brien,” and the “Daily Show with Jon Stewart,” Vowell is also the voice of teen superhero Violet Parr in the Academy Award-winning animated film “The Incredibles.”

Vowell’s appearance at the Annual Conference is sponsored by Riverhead, a division of Penguin.



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Intellectual Property Lawyers Counsel Business Librarians

By Michelle Kowalsky, Rowan University, NJ

Librarians who support entrepreneurs received intense training on patent searching and trademark research at the RUSA BRASS preconference on Friday.

Alex Feerst and Genevieve Rosloff, attorneys from the San Francisco area, addressed a variety of problems which can arise when supporting entrepreneurs in their business research efforts. They stressed the importance of searching Google Patents and described pitfalls in cases where intellectual property matters were litigated as a result of poor-quality research by startups.

Librarians were reminded that additional sources of elusive business information can be found via news of pending litigation, websites of various law firms, and specialized databases available to the public from the 83 Patent and Trademark Resource Centers around the country. Linda Kocis, Public Library of Cincinnati and Hamilton County, and John Schlipp, Northern Kentucky University, demonstrated various advanced searching methods for using domestic and international patent databases, including Cooperative Patent Classification (CPC) schemes to help find existing products in the pipeline from potential competitors.

Landscape and competitive intelligence analyses can be done using free online resources such as the Trademark Electronic

They stressed the importance of searching Google Patents and described pitfalls in cases where intellectual property matters were litigated as a result of poor-quality research by startups.

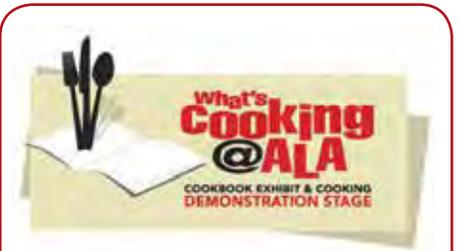
Search System (TESS) of the United States Patent and Trademark Office (USPTO), as well as at the U.S. Copyright Office's website at <http://copyright.gov>.

Spending time researching patents, trademarks, and copyright is indeed a valuable preventative measure to avoid lawsuits. Cindy Elliott and Jason Dewland, librarians at the University of Arizona, Tucson,

described their heroic efforts in library programming for campus entrepreneurs and advised ways to partner on business research with a variety of community and statewide enterprises. Librarians from all types of libraries are able to help reinforce messages about the ways in which libraries and librarians are valuable tools for business development.



Recent LIS graduates learn the importance of peer-mentorship on Friday.



Today's Schedule

- 10:30 - 11:30 a.m.
Leanne Brown
- 11:30 a.m. - 12:30 p.m.
Diane Mott Davidson
- 12:30 - 1:30 p.m.
Katie Webster
- 1:30 - 2:30 p.m.
Tanya Holland
- 2:30 - 3:30 p.m.
Julie Morris
- 3:30 - 4:30 p.m.
Leah Brooks

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Friday, June 26

Booth Signing

5:30 p.m.-6:15 p.m.

Adi Alsaid

NEVER ALWAYS SOMETIMES

Booth Signing

6:15 p.m.-7:00 p.m.

Eleanor Herman

LEGACY OF KINGS

Saturday, June 27

Panel: **Zombies, Vampires and Spooks—Oh My!**

10:30 a.m.-11:30 a.m.

Amy Lukavics

Location: **Moscone Convention Centre, 125 N**

DAUGHTERS UNTO DEVILS

Booth Signing

11:00 a.m.-11:45 a.m.

Alex Brunkhorst

THE GILDED LIFE OF MATILDA DUPLAINE

Booth Signing

1:00 p.m.-1:45 p.m.

Brenda Novak

THE SECRET SISTER

AAP's Children's & Teen Speed Dating Event

3:00 p.m.-4:00 p.m.

Amy Lukavics

Location: **Marriot Marquis San Francisco (Golden Gate B)**

DAUGHTERS UNTO DEVILS

Booth Signing

3:00 p.m.-4:00 p.m.

Eleanor Herman

LEGACY OF KINGS

Sunday, June 28

Booth Signing

10:00 a.m.-10:45 a.m.

Alex Brunkhorst

THE GILDED LIFE OF MATILDA DUPLAINE

Booth Signing

11:00 a.m.-11:45 a.m.

Amy Lukavics

DAUGHTERS UNTO DEVILS

Booth Signing

1:00 p.m.-1:45 p.m.

Tawny Weber

A SEAL'S PLEASURE



Join the Conversation: Lessons, Activities, Other Resources for Financial Education

Building on the success of Smart investing @ your library® (a partnership with the FINRA Investor Education Foundation), Money Smart Week™, and the library service resources provided by Consumer Financial Protection Bureau, the American Library Association is working to provide libraries

even more financial education resources, program ideas, and marketing materials. This conference offers attendees two opportunities to learn about current financial education trends, tips and techniques, and program sustainability.

“Learn and Share the Secrets of Successful Money Programs,” today from 8:30 – 10:00 a.m. in room MCC 2007 West.

Hosted by the Consumer Financial Protection Bureau, FINRA Investor Education Foundation, and the Federal Reserve Bank of Chicago, this interactive discussion session offers the opportunity to seek advice and best practices from colleagues and explore ways to build on the success of Smart investing @ your library® and Money Smart Week™

year-round.

“Smart investing @ your library®: Actively Engaging Your Audience,” today from 10:30 – 11:30 a.m. in room MCC 3001 West.

This program goes beyond a workshop series as five libraries, participating in the Smart investing @ your Library® program, share their stories and innovative approaches

that attract audiences and build sustainable financial literacy programs. The Smart investing @ your library® program aligns with the emerging, transitional role of library services and the library’s role in communities.

Visit the Consumer Financial Protection Bureau at booth 2111 or email financial-education@cfpb.gov for more information about the program.



Today's Schedule

- 9:30 – 10:30 a.m.
Simon & Schuster/Scholastic
- 10:30 – 11:30 a.m.
Charlesbridge
- 11:30 a.m. – 12:30 p.m.
Random House
- Publishing Partners Kids**
- 12:30 – 1:30 p.m.
- Disney-Hyperion/HarperCollins Children's/Bloomsbury Children's/Macmillan Children's**
- 1:30 – 2:30 p.m.
- Macmillan/HarperCollins/Sterling**
- 3:30 – 4:30 p.m.
Random House LLC

CHANGES

BCALA NCAAL IX Conference Planning Committee/Team Meeting, Saturday 1:00 – 2:30 p.m. moved to PARC Filmore.

BCALA 45th Anniversary & Literacy Awards Sunday 7:00 – 10:00 p.m. moved to PARC Cyril Magnin 1 & 2.

COGNOTES

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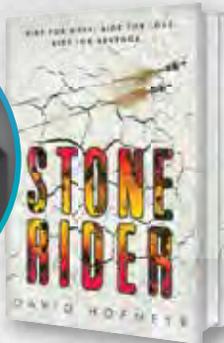
Hear Random House Editors and Marketers talk about some of their favorite books from the upcoming Fall list!

Saturday, June 27, 2015
3:00–4:30 p.m.
Moscone Center
Room 3009W

Featuring Debut YA Authors



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HOFMEYR**



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**NICOLA
YOON**



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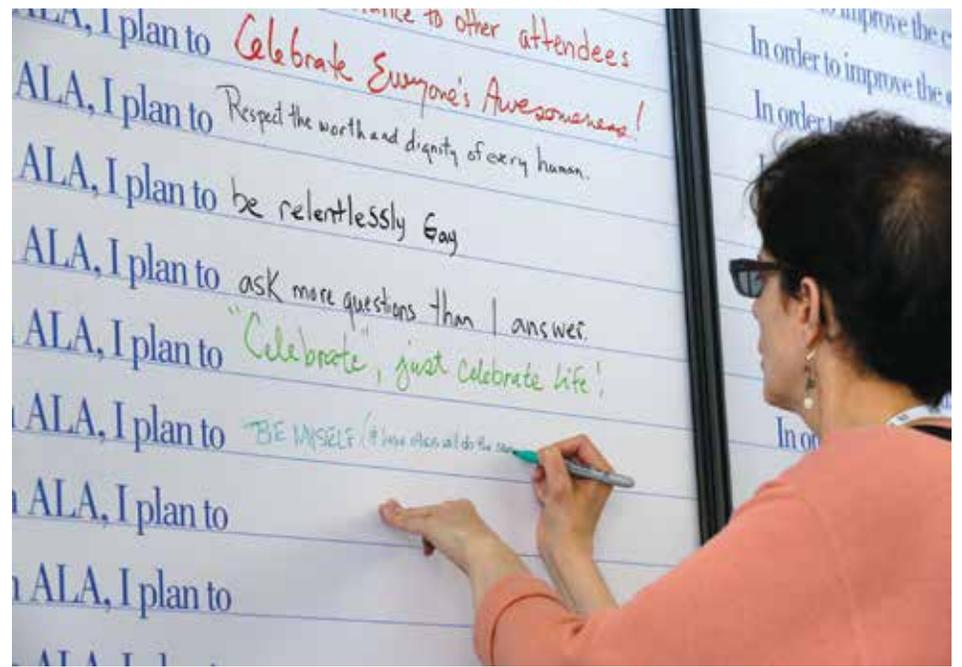
Donna Pickman (right), Pueblo City-County Library District, Pueblo, Colo., smiles as she gets her registration items from Barbara Litt (left) upon her arrival for the ALA Annual Conference & Exhibition.



Karen Chen, an ALA Spectrum Scholar, received a tattoo of a book when she started graduate school to become a librarian.



An ALA attendee passes by the quilts "Evergreen" and "Celtic Solstice" that are part of the ERT/Christopher J. Hoy and Artist Alley Scholarship Silent Auction. Be sure to visit the Artist Alley located in the Graphic Novel/Gaming Pavilion in the ALA Exhibits.



Antonia Ruiz-Koffman, California Institute of Integral Studies, San Francisco, adds her thoughts to the Idea Exchange Board at the Networking Uncommons display in MCC South.



ALA Spectrum Scholars Mari Martinez Serrano (left), San Jose State University; and Cynthia Palacios, University of Arizona; attend the Spectrum Institute Opening Reception.



ALA member and first-time attendee Dan Golden, director, Liverpool Public Library, Syracuse, N.Y., pauses to read the Igniting Change You, Library Champions, and ALA display.



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Now Showing @ ALA Film Series Includes Movies of all Genres

The Now Showing @ ALA Film Program offers a variety of free films and documentaries during the American Library Association Annual Conference & Exhibition in San Francisco. In some cases, attendees will have a chance to meet with the film's writer, director, or subjects.

This year's event includes films such as "Regarding Susan Sontag," a look at one of the most influential and provocative thinkers of the 20th century; "The Homestretch," a documentary that follows three homeless teens in Chicago; and "Memory of Forgotten War," which explores the meaning of loss by four survivors of the Korean War. All showings will take place in room MCC 123 North.

Today's Schedule

8:00 – 10:00 a.m. "Wadjda"

An enterprising Saudi girl signs on for her school's Koran recitation competition as a way to raise the remaining funds she needs in order to buy the green bicycle that has captured her interest.

Sponsored by Dial Books for Young Readers, an imprint of Penguin Young Readers.

10:30 a.m. – 12:00 p.m. "50 Children"

In the spring of 1939, Gilbert and Eleanor embarked on a risky and unlikely mission. Traveling into the heart of Nazi Germany, they rescued 50 Jewish children from Vienna and brought them to the United States.

Steven Pressman, the director, pro-

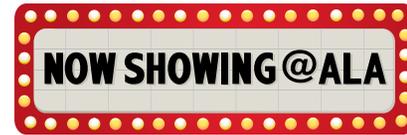
ducer, and writer of the Emmy-nominated "50 Children: The Rescue Mission of Mr. and Mrs. Kraus," will introduce the film and participate

in a brief post-screening Q&A. Pressman is also the author of *50 Children: One Ordinary American Couple's Extraordinary Rescue Mission Into the Heart of Nazi Germany* (HarperCollins, hardcover and paperback).

Sponsored by 7th Art Releasing and HarperCollins Publishers.

1:30 – 3:30 p.m. "Regarding Susan Sontag"

The documentary explores Susan Sontag's life through evocative experimental images;



archival materials; accounts from friends, family, colleagues; and lovers; as well as her own words.

This showing is sponsored by Question Why Films and the Gay, Lesbian, Bisexual, and Transgender Round Table.

4:00 – 5:30 p.m. "The Great Book Robbery"

This documentary is about the systematic "collection" of 70,000 Palestinian books by Israeli forces (including librarians) before, during, and after the establishment of the state of Israel in 1948.

This showing is sponsored by the Social Responsibilities Round Table.

Connect with ACRL Discussion and Interest Groups

ACRL discussion and interest groups provide a great way to meet and discuss hot topics with your academic and research library colleagues. Topics include assessment, cataloging issues, copyright, collection development, digital humanities, information commons, management, popular culture in libraries, residency, and more. Discussion group meetings are open to all conference attendees. Check the conference program for details.

Library Instruction Round Table Invites Conference Attendees to its Awards Ceremony

In recognition of the accomplishments of librarians and libraries who promote information literacy, the Library Instruction Round Table (LIRT) will host an Awards Ceremony and Reception on Sunday from 5:30 – 7:00 p.m., at the Hotel Nikko, Golden Gate room.

This year LIRT will be honoring Dr. Lesley S. J. Farmer, professor of library media at California State University Long Beach, winner of the 2015 LIRT Librarian Recognition Award, and the Claremont Colleges Library, winner of the 2015 LIRT Innovation in Instruction Award.

Award recipients will be presented with

a \$1,000 cash prize and a plaque during the ceremony. The honorees will briefly discuss their work in forwarding information literacy, followed by a reception with hors d'oeuvres and a cash bar. All conference attendees are welcomed and encouraged to attend.

The Library Instruction Round Table (<http://www.ala.org/lirt>) was started in 1977 with the intent of bringing together librarians who provide library instruction across all types of libraries and who advocate information literacy as a part of lifelong learning. This is the second year that LIRT has offered the Library Instruction Awards.



Today's Schedule

10:00 – 11:00 a.m.

Mob Panel

11:00 a.m. – 12:00 p.m.

Marissa Moss

1:00 – 2:00 p.m.

Stephan Pastis with Teri Lesesne

2:00 – 3:00 p.m.

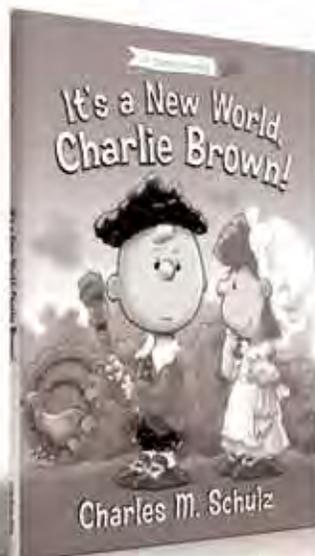
Len Vlahos

3:00 – 4:30 p.m.

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Products Hot Off the Press, Special Events at the ALA Store

Located just outside the Exhibits, the ALA Store offers products that meet the widest range of promotional and continuing education/professional development needs – as well as fun gift items. Make sure to carve out some time to stop by and examine the many new and bestselling items available!

ALA Store hours:

Saturday 8:30 a.m. – 5:00 p.m.
 Sunday 8:30 a.m. – 5:00 p.m.
 Monday 9:00 a.m. – 2:00 p.m.

ALA Graphics will feature a number of popular posters, bookmarks, and promotional materials, including the conference debuts of a new Batgirl poster, the GLBT Book Month Poster, and the 2015 Banned Books Week t-shirt. And stop by early to get your pick of conference t-shirts.

ALA Editions and ALA divisions are excited to offer several new titles hot off the press, such as *The Weeding Handbook:*

A Shelf-by-Shelf Guide by Rebecca Vnuk; the new third edition of *Assessing Service Quality: Satisfying the Expectations of Library Customers* by Peter Hernon, Ellen Altman, and Robert E. Dugan; and *The Handbook for Storytellers* by Judy Freeman and Caroline Feller Bauer.

Remember that titles from ALA Neal-Schuman and Facet Publishing are now in the ALA Store. Also available: free shipping on all book orders placed in the ALA Store (posters, bookmarks, and other gift-type items are not eligible for this offer).

Stop by the ALA Store to learn more about eLearning products, as well as take part in live demos of RDA Toolkit.

Prices at the ALA Store automatically reflect the ALA Member discount, so there's no need to dig out your member number. And remember that every dollar spent at the ALA Store helps support library advocacy, awareness, and other key programs and initiatives.



Today's Schedule

9:00 - 10:00 a.m.

Paizo: Pathfinder Organized Play in Your Library

10:00 - 11:00 a.m.

Mark Siegel - The History and Growth of First Second Books

11:00 - 12:00 p.m.

Academy Games

12:00 - 1:00 p.m.

Derf Backderf

1:00 - 2:00 p.m.

Zine and Not Heard!

2:00 - 3:00 p.m.

Will Eisner Graphic Novel Grants for Libraries Announcement: The Art of Graphic Novel Selection and Acquisition and Presentation of the 2015 ALA Grants

3:00 - 4:00 p.m.

Award Winning Authors: Their Books, Process, and the Future

4:00 - 5:00 p.m.

Daniel Corey: "Moriarty:" The Experience of Creating, the Image, and Self Branding

Advancing 'Open' Focus of SPARC-ACRL Forum

Over the past few years, collaborations have been increasing between academic libraries and students and early-career researchers (ECRs) – specifically around the issues of Open Access, Open Educational Resources, and Open Data. Although academic libraries often work directly with faculty members on “open” issues, there is

a growing opportunity for libraries to engage with graduate students and other early career researchers, who make up the next generation of faculty members, and have the potential to collectively transform scholarly communication systems into fully open models. The SPARC/ACRL Forum, “Advancing ‘Open’ through Library Partnerships with Students

and Early Career Researchers,” will discuss the benefits of working with students and ECRs and highlight how libraries can engage effectively with these important stakeholders by showcasing successful examples of collaboration. The forum will be held from 3:00 – 4:30 p.m. today in room MCC 2007 West.



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OUR AUTHORS AT ALA

COME VISIT THE PENGUIN BOOTH #3017

SATURDAY, JUNE 27

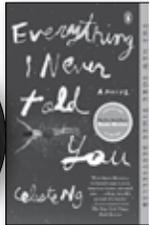
CELESTE NG

author of
Everything I Never Told You
8:30-10:00 am AAP Book-A-Licious Breakfast
Signing to follow

4:00-5:00 pm Booth Signing

6:00-9:30 pm 2014 Asian/Pacific American
Librarian Awards for Literature Dinner*

*Tickets Required

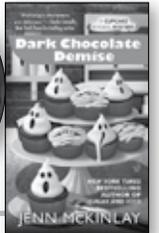


JENN MCKINLAY

author of
Dark Chocolate Demise

2:00-3:00 pm Booth Signing

4:00-5:00 pm PopTop Stage: Mystery for All Panel
Signing to follow

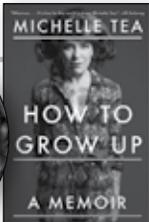


MICHELLE TEA

author of
How to Grow Up

10:30-11:30 am Booth Signing

4:30-6:00 pm United for Libraries
Beyond Genre Author Panel
Signing to Follow



JULIET BLACKWELL

author of
Spellcasting in Silk

3:00-4:00 pm Booth Signing

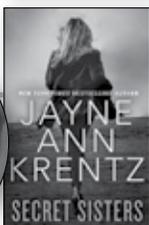
4:00-5:00 pm PopTop Stage: Mystery for All Panel
Signing to follow



JAYNE ANN KRENTZ

author of
Secret Sisters

11:00 am-Noon Booth Signing

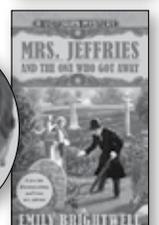


EMILY BRIGHTWELL

author of
*Mrs. Jeffries and the
One Who Got Away*

3:00-4:00 pm Booth Signing

4:00-5:00 pm PopTop Stage: Mystery for All Panel
Signing to follow



SARAH VOWELL

author of
Lafayette in the Somewhat United States

Noon-1:00 pm ALA Auditorium Speaker Series
Signing to follow



ELAINE VIETS

author of
Checked Out

3:00-4:00 pm Booth Signing

4:00-5:00 pm PopTop Stage: Mystery for All Panel
Signing to follow



KATE CARLISLE

author of
Ripped from the Pages

2:00-3:00 pm Booth Signing

4:00-5:00 pm PopTop Stage: Mystery for All Panel
Signing to follow



NICK OFFERMAN

author of
Gumption

3:30-4:30 pm ALA Auditorium
Speaker Series
Signing to follow



SUNDAY, JUNE 28

STUART ROJSTACZER

author of
The Mathematician's Shiva

8:00-10:00 am Literary Tastes Breakfast*
Signing to follow

11:30 am-12:30 pm Booth Signing

AMY BELDING BROWN

author of *Flight of the Sparrow*

8:00-10:00 am Literary Tastes Breakfast*
Signing to follow

11:30 am-12:30 pm Booth Signing

9:30-10:30 am
**PENGUIN ADULT & YOUNG READERS
BOOK BUZZ**

Listen as we showcase our
Summer/Fall 2015 titles.

Refreshments will be served.

JANIS COOKE NEWMAN

author of
A Master Plan for Rescue

10:00-11:00 am Booth Signing

VAL BRELINSKI

author of *The Girl Who Slept With God*

10:00-11:00 am Booth Signing

1:00-2:00 pm United for Libraries
"First Author, First Book" Panel
Signing to follow

JENNIFER TYLER LEE

author of
The 52 New Foods Challenge

11:30 am-12:30 pm What's Cooking Stage
Signing to follow

KEITH McCAFFERTY

author of
Crazy Mountain Kiss

2:00-3:00 pm Booth Signing

MAMRIE HART

author of *You Deserve a Drink*

3:00-4:00 pm Booth Signing

5:30-7:30 pm United for Libraries "The Laugh's
on Us" Event*, Signing to follow

ALEXANDRA PETRI

author of *A Field Guide to Awkward Silences*

3:00-4:00 pm Booth Signing

5:30-7:30 pm United for Libraries "The Laugh's
on Us" Event*, Signing to follow

MONDAY, JUNE 29

MATTHEW PEARL

author of *The Last Bookaneer*

2:00-4:00 pm United for Libraries Gala
Author Tea*, Signing to follow

KEITH McCAFFERTY

author of *Crazy Mountain Kiss*

10:30-11:30 am AAP Mystery Panel
Signing to follow

* Tickets required

PENGUIN PUBLISHING GROUP



Participants Selected for Third ALA Leadership Institute

Forty mid-career librarians have been selected from a highly competitive pool to participate in ALA's 2015 Leading to the Future, the four-day immersive leadership development program for future library leaders. The selection committee, headed up by the Library Leadership and Management Association (LLAMA), looked for a diverse participant mix based on type of library (public, academic, school, special), organizational responsibility, geography, gender, and race/ethnicity, as well as demonstrated leadership potential, readiness for increased responsibility, professional achievement, and community or campus involvement.

Led again by ALA Past President Maureen Sullivan and ACRL Content Strategist Kathryn Deiss, the ALA Leadership Institute is designed to help participants develop and practice their leadership skills in areas critical to the future of the libraries they lead, and allow them to form a vibrant learning community and network. With content based on real world cases and nuanced situations, participants will explore topics related to the greatest challenges and possibilities of leading into a future marked by turbulence and ambiguity. Participants are expected to return to their institutions, with greater self-

awareness and self-confidence, equipped with better skills for leading, coaching, collaborating, and engaging within their organizations and in their communities, and prepared to identify, develop, and implement solutions which will benefit all stakeholders.

Participants in the 2013 and 2014 institutes rated the experience and its applicability to their work situations highly. When asked to highlight one best thing, they mentioned: building a network of colleagues through formal, in-session discussions and informal conversations; interactivity and networking; the professionalism and pacing of the program; how easy it was to apply the strategies, ideas and techniques in their jobs afterward; being able to focus on the content in a setting with no other distractions; exploring case studies and solidifying concepts; and thinking more deeply about their own leadership challenges and desires.

Support for the institute is provided by Innovative Interfaces, Inc. (booth 2625). Further information, including where the 2015 participants are from, is available on the ALA Leadership Institute page at <http://www.ala.org/transforminglibraries/ala-leadership-institute>.

Mark Puente Receives 2015 EMIERT Distinguished Librarian Award

Mark Puente, director of diversity and leadership programs at the Association of Research Libraries (ARL), is the recipient of the 2015 American Library Association Ethnic and Multicultural Information Exchange Round Table (EMIERT) Distinguished Librarian Award. Given annually, the Distinguished Librarian Award recognizes significant accomplishments in library services that are national or international in scope and include improving, spreading, and promoting multicultural librarianship.

Puente is recognized for his work to expand diversity efforts within the library profession, specifically toward developing strategies and programs that librarians in all types of libraries can use to enhance their collections and services to underserved users.

"We are impressed with Mark's trajectory from ALA Spectrum Scholar to mentor to national leader in diversity advocacy," said EMIERT Chair Katherine Trouern-Trend.

"We are honored to recognize Mark for his dedication, accomplishments, and contribution to moving the needle on inclusivity in libraries."

Prior to his work at ARL, Puente worked as coordinator of digital projects and special/gift collections and assistant professor of library administration at the University of Illinois at Urbana-Champaign and as research assistant professor and music librarian at the University at Tennessee, Knoxville. In addition to ALA, Puente is an active member in the Music Library Association and the Association of College & Research Libraries.

As recipient of the 2015 Award, Puente will receive a commemorative plaque and a \$500 honorarium to be presented during the EMIERT President's Program.

"Collective Cultural Competency: Promoting a Dialogue about Diversity in an Academic Library" takes place today at 4:30 p.m. in room MCC 3012 West.

Panel to Address Digital Primary Sources

Consider attending what promises to be an excellent panel about teaching with print and digital primary sources, "Double Dutch: Explorations in Hybrid Primary Source Instruction" today from 1:00 – to 2:30 p.m. in MCC 2014 West. Topics addressed will include how pedagogical approaches of using digital and

print differ and how these differences can be woven together into a cohesive experience, and who is involved in creating these experiences.

The panelists will offer varied perspectives, including both their successes at teaching with primary sources and the pitfalls they have encountered along the way.



The Library of Congress Exhibit Booth Schedule

ALA Annual Conference – San Francisco, CA

June 26 – 29, 2015

Saturday, June 27

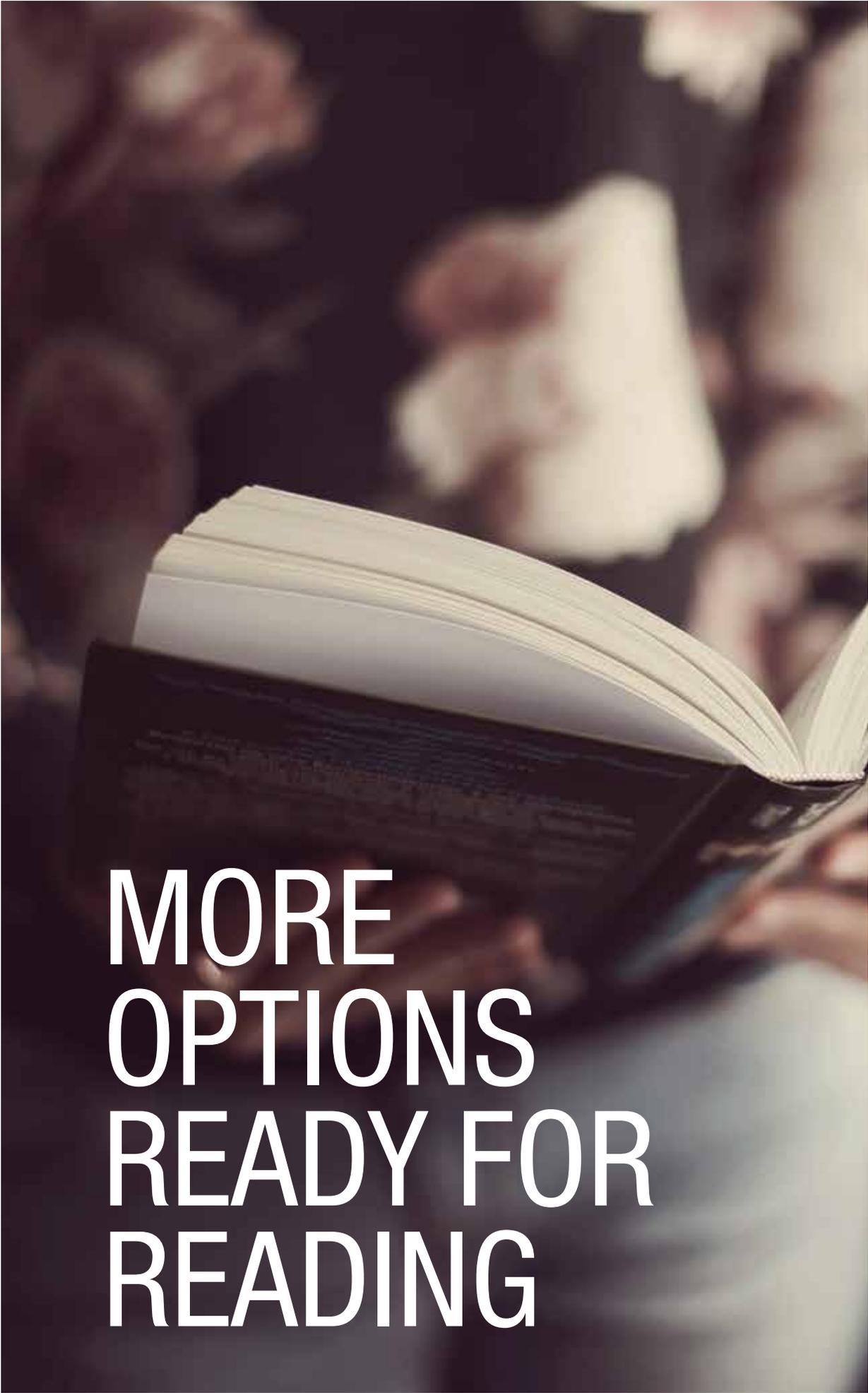
- AM**
- 9:00** The Library of Congress Is Your Library (webcast from the Library of Congress)
Teaching with Primary Sources (webcast from the Library of Congress)
 - 9:15** The Enduring Value of Magna Carta (webcast from the Library of Congress)
 - 9:30** The Center for the Book, Literacy, and the National Book Festival / Guy Lamolinara
 - 10:00** Classification Web: All about Searching / Patricia Hayward
 - 10:30** Alan Lomax Centennial: New Online Collections and Digital Projects / Maggie Kruesi
 - 11:00** Digging for Gold: Finding Nuggets in Historic American Newspapers in *Chronicling America* / Teri Sierra
 - 11:30** Veterans History Project: Preserving Veterans Stories and How You Can Participate / Andrew Huber & Candace Milburn

- PM**
- 12:00** Copyright: Why It Matters! / George Thuronyi & Sylvester Simpkins
 - 12:30** Cataloger's Desktop: More than Just a New Look / Colleen Cahill
 - 1:00** Civil Rights History Project / Kate Stewart
 - 1:30** That ALL May Read: The National Library Service – Increasing Access to Standard Print / MaryBeth Wise
 - 2:00** ISSN @ 40: Past, Present, and Future / Regina Romano Reynolds
 - 2:30** 25 Million Records and Counting: What Federal Library Catalogs Are Telling Us about U.S. Government Libraries / Steve Short
 - 3:00** Cataloging and RDA Training for Novices / Tim Carlton
 - 3:30** BIBFRAME Training: How the Library of Congress Is Preparing for the BIBFRAME Pilot / Paul Frank
 - 4:00** The Library of Congress (featured video from C-Span)

**Booth
#717**

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Author Signings & Giveaways Shadow Mountain Publishing—Booth # 3332



Mysteries of Cove: Fires of Invention

A Steampunk middle-grade series about a future society that is frozen in 19th century technology out of fear of provoking a new attack by dragons who once nearly destroyed them.

Steampunk *Plus* Dragons!
Free Advance Reader Copies!

J. SCOTT SAVAGE

SIGNING: Sunday, June 28
11:00 AM-11:45 AM



DAILY “STAFF PICK” GIVEAWAYS

———— Middle-Grade ————



The Caretaker's Guide to Fablehaven

Written as if YOU were the caretaker of the Fablehaven preserve. A visual discovery of the mystical creatures from the series that sold more than 3 million copies. Included throughout are clues about the creatures and artifacts that will be introduced in the DRAGONWATCH series, the sequel to Fablehaven, coming in Fall 2016.



Westly: A Spider's Tale

A unique mash-up of fantasy and fable. Westly emerges from his cocoon thinking he's a butterfly but is surprised to see he's a spider! He must now learn to navigate a world where the butterflies are at the top of the social strata, insects at the bottom, and spiders are somewhere in-between. Loaded with illustrations, it will appeal to reluctant readers!

———— Adult for YA ————



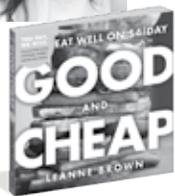
Lord Fenton's Folly A PROPER ROMANCE Series

Our Regency romances focus on accurate historical detail—the courtly manners, the fashions of the day, and the “cat and mouse” game of the relationship chase!

Praise for *A Heart Revealed*, prequel to *Lord Fenton's Folly*:
“Unusually well-crafted. . . Literary...Very compelling.”
—Kirkus, Starred Review

WORKMAN & ALGONQUIN AUTHORS AT ALA

SATURDAY



LEANNE BROWN

author of GOOD AND CHEAP

DEMONSTRATING & AUTOGRAPHING
10:30—11:30 a.m.

The Cooking Stage



YVONNE PRINZ

author of IF YOU'RE LUCKY

AUTOGRAPHING
11:00 a.m.—12:00 p.m.

In booth

APPEARANCE
3:00—4:00 p.m.

AAP's Children's & Teen Author Speed Dating Event

Marriott Marquis San Francisco (Golden Gate B)



BARNEY SALTZBERG

author of BEAUTIFUL OOPS! and the REDBIRD books

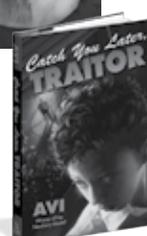
AUTOGRAPHING
1:00—2:00 p.m.

In booth

APPEARANCE
3:00—4:00 p.m.

AAP's Children's & Teen Author Speed Dating Event

Marriott Marquis San Francisco (Golden Gate B)



AVI

author of CATCH YOU LATER, TRAITOR

AUTOGRAPHING
2:00—3:00 p.m.

In booth



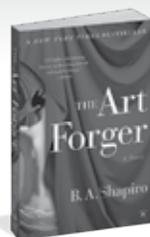
ANDREW ROE

author of THE MIRACLE GIRL

AUTOGRAPHING
3:00—4:00 p.m.

In booth

SUNDAY



BARBARA SHAPIRO

author of THE ART FORGER and THE MURALIST

AUTOGRAPHING
9:30—10:30 a.m.

In booth



WILL RITTER

author of JACKABY and BEASTLY BONES

APPEARANCE
9:00—10:00 a.m.

The YALSA Coffee Klatch

Marriott Marquis San Francisco (Yerba Buena Salon 07)

AUTOGRAPHING
10:30—11:30 a.m.

In booth



NOVA REN SUMA

author of THE WALLS AROUND US

APPEARANCE
9:00—10:00 a.m.

The YALSA Coffee Klatch

Marriott Marquis San Francisco (Yerba Buena Salon 07)

AUTOGRAPHING
11:30 a.m.—12:30 p.m.

In booth



DEANNA F. COOK

author of COOKING CLASS

DEMONSTRATING & AUTOGRAPHING
12:30—1:30 p.m.

The Cooking Stage



ANDREW ROE

author of THE MIRACLE GIRL

APPEARANCE
1:00—2:00 p.m.

The UFL First Author, First Book Panel
Convention Center 232-234S



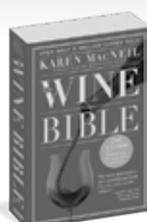
SHARON LOVEJOY

author of TOAD COTTAGES & SHOOTING STARS

AUTOGRAPHING
2:00—2:30 p.m.

In booth

MONDAY



KAREN MACNEIL

author of THE WINE BIBLE

SPEAKING & AUTOGRAPHING
10:00—11:00 a.m.

The Cooking Stage



BARBARA SHAPIRO

author of THE ART FORGER and THE MURALIST

SPEAKING
2:00—4:00 p.m.

The UFL Author Tea
Hilton Union Square, Continental 6
Tickets are available at the UFL booth.



Council I to Vote on Resolution at Sunday's Meeting

The Sustainability Round Table recently introduced the historic Resolution on the Importance of Sustainable Libraries which will be voted on at Council I on Sunday morning of the conference.

This resolution is coming before Council after having been the first resolution ever passed at the ALA Virtual Membership Meeting. It passed with 94 percent of the vote and with more than 300 members in attendance. This is the round table's first

resolution and the first year of its existence. Resolution on the Importance of Sustainable Libraries:

- Whereas our communities are faced with economic, environmental, and societal changes that are of great concern to our quality of life;
- Whereas libraries are uniquely positioned and essential to build the capacity of the communities they serve to become sustainable, resilient, and

- regenerative;
- Whereas library leaders, and those who inspire future library leaders, have a mandate to ensure future access to economical library services;
- Whereas libraries that demonstrate good stewardship of the resources entrusted to them can build community support that leads to sustainable funding;
- Whereas the people who work in our libraries and those who access services in our facilities deserve a healthy environment in which to do so;
- Whereas the Intergovernmental Panel on Climate Change (IPCC) has determined that: "Human influence on the climate system is clear... Recent climate changes have had widespread impacts on human and natural systems;"
- Whereas the American Library Association has acknowledged in its 2015 Strategic Plan that, "Libraries are widely recognized as key players in economic development, in building strong and vibrant communities, and in sustaining a strong democracy" and launched the ALA Center for Civic Life (CCL) in 2010 in conjunction with the Kettering Foundation to promote community engagement and foster public deliberation through libraries; and
- Whereas libraries that demonstrate leadership in making sustainable decisions that positively address climate change,

- respect and use natural resources, and create healthy indoor and outdoor environments will stabilize and reduce their long-term energy costs, help build more sustainable communities, and thereby increase community support for the library; now, therefore, be it resolved, that the American Library Association (ALA) on behalf of its members:
- recognizes the important and unique role libraries play in wider community conversations about resiliency, climate change, and a sustainable future and begins a new era of thinking sustainably in order to consider the economic, environmental, and socially equitable viability of choices made on behalf of the association;
- enthusiastically encourages activities by itself, its membership, library schools, and state associations to be proactive in their application of sustainable thinking in the areas of their facilities, operations, policy, technology, programming, partnerships, and library school curricula; and
- directs the ALA executive director to pursue sustainable choices when planning conferences and meetings and to actively promote best practices of sustainability through ALA publications, research and educational opportunities to reach our shared goal of vital, visible, and viable libraries for the future.



Relax, review, and get your questions answered in the new ALA Lounge.

Toast this Fall's Newest Books WITH RANDOM HOUSE LIBRARY MARKETING

Whether you prefer Exuberant Children's Books, Heady Romances, or Full-Bodied Literary Fiction, we have the perfect books to suit your palate.

Attend One of Our Great Book Buzzes or Visit Us at Booth #3000.

CALLING ALL CHILDREN'S LIBRARIANS

Come hear about Fall 2015 Kids titles from our publishing partners, including DC Comics, Dark Horse Comics, POW!, Quirk Books, NYRB, and more!

Attendees will be entered to win a Miss Peregrine Prize Pack.

Saturday, June 27 • 11:30am - 12:30pm
ALA Book Buzz Theater

BOOK TASTING BRUNCH & PRESENTATION

Librarians and books are perfectly paired with the Fall 2015 season. Get ARCs, Tote Bags, and the inside scoop on titles sure to drive your hold lists!

Attendees will be entered to win a Well Red Gift Basket. Refreshments and mimosas will be served.

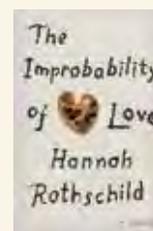
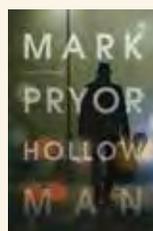
Sunday, June 28 • 10:30am - 11:30am
Moscone 124N

LOVE IN THE STACKS: I'LL READ WHAT SHE'S READING

Join us for ARCs, Tote Bags, Chocolate, and Champagne as we book talk our Fall 2015 titles on love, romance, relationships, and heartbreak.

Attendees will be entered to win a Dream Lover Gift Basket.

Saturday, June 27 • 3:30pm - 4:30pm
ALA Book Buzz Theater



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Show Your Pride In the Exhibits on Sunday



Begin Sunday with a continental breakfast in the Exhibits at 9:30 a.m.
Exhibitors will be promoting special events, pricing, and giveaways at their booths throughout the day.

3M Library Systems (booth 2501) will feature a Post-it® for Pride wall, where attendees can fill out a Post-it note with the name of their favorite book supporting diversity. For each completed Post-it note, 3M will donate \$5 to the ALA's GLBT Round Table organization.

Pulitzer Prize winner Jonathan Freedman and International Latino Book Awards finalist Fred Rivera will be signing books at **A Word with you Press publisher's table (booth 3546)**.

ABRAMS (booth 1022) celebrates Pride with free giveaways of the new YA-GLBTQ novel *Beyond Chueless* by Linas Alsenas, author of *Gay America*, while supplies last.

Drop by **Bibliotheca (booth 2231)** to chat about our ALA-only special – a complete RFID system for under \$20,000.

SPANISH-LANGUAGE Collection Development Librarians! Visit **BILINGUAL PUBLICATIONS Co., (booth 2435)**. Order HOT YA TITLES – Harry Potter, the “AFTER” series, Percy Jackson – for 35 percent PRIDE DAY discount.

Bitingduck Press (booth 3216B) will have giveaways of its LGBT-themed fiction and non-fiction titles on Sunday from 10:30 a.m. – 12:00 p.m.

Booklist (booth 1210) is handing out a limited number of Read with Pride totes and pins, as well as a core collection guide to adult and youth LGBTQ titles.

In **Candlewick Press's** booth (**booth 3316**), Susan Kuklin will be signing copies of 2015 Stonewall Honor Book *Beyond Magenta* from 2:00 – 3:00 p.m. and Lesléa Newman will be signing copies of *Heather Has Two Mommies* from 3:00 – 4:00 p.m.

At **Charlesbridge (booth 3116)**, Mitali Perkins signs at 10:30 a.m., Isabel Campoy and Alma Flor Ada at 12:00 p.m., and Pamela Turner and Gareth Hinds at 1:00 p.m.

Chicago Review Press (booth 1441) is celebrating the upcoming release of *Gay & Lesbian History for Kids* with “Wilde for LGBT History” buttons and the author will sign books from 10:30 – 11:30 a.m.

Child's Play (booth 1410) aims to reflect our diverse society and challenge stereotypes. For Show Your Pride, we will be giving away a picture book to five winners throughout the day. Stop by our booth to sign up and follow @ChildsPlayUSA on Twitter!

Visit **The Child's World® (booth 1017)** and enter to win all our exhibited books, and sign up for special promotions!

Visit **Discover Books (booth 2219)** to register for your chance to win a Surface Pro tablet! We help libraries manage their surplus books ask us how!

Divine Arts (booth 1327) books and films celebrate the sacred in everyday life. For our inaugural participation we sell each book for \$5.00!

FairVega Russian Library Services, (booth 3640), will showcase *Deti 404*, a project supporting LGBTI youth in Russia... a place where it's desperately needed.

Groundwood (booth 1327) Christine Baldacchino will be signing copies of her Stonewall Honor children's book, *Morris Micklewhite and the Tangerine Dress* on Sunday from 2:00 – 3:00 p.m.

Stop by **Hallett Movers (booth 902)** for your Pride sticker! Show your rainbow support!

LEE & LOW BOOKS will be giving away ARCs of Joseph Bruchac's new YA novel, *Trail of the Dead (booth 1020)*.

Lucas Color Card (booth 3139) will be giving away a special Pride-themed bookmark in addition to other designs to commemorate your attendance at ALA 2015.

Join **LYRASIS (booth 2341)** for demos of ArchivesSpace and Islandora, meet LYRASIS staff, grab a “Doctor Who” tote bag, and find out who Purrlock is!

Macmillan (booth 1009) 9:00 – 10:00 a.m., Hannah Dennison will be signing complimentary copies of *Deadly Desires at Honeychurch Hall*. 11:00 a.m. – 12:00 p.m., Ann Jacobus will be signing complimentary copies of *Romancing the Dark in the City of Light*. 12:00 – 1:00 p.m., Join mystery mavens Jane Cleland (*Ornaments of Death*), Kelli Stanley (*City of Ghosts*), and Hannah Dennison (*Deadly Desires at Honeychurch Hall*) in discussion at the PopTop Stage. A complimentary book signing will follow. 3:00 – 4:00 p.m., Anna-Marie McLemore will be signing complimentary copies of her debut YA novel, *The Weight of Feathers*.

Mighty Media 11:00 a.m. – 12:00 p.m. (**booth 1329**) Paul Czajak signs *Seaver the Weaver*, about an orb spider who weaves his own path despite his siblings' pressure to conform.

Come by **Mission Bell Media (booth 2308)** for *Lead the Way: SF Insiders' Guide* and enter to win one of five \$50 Amex gift cards. Read all the details at <http://www.missionbellmedia.com/blog/2015/6/18/lead-the-way-ala-2015-san-francisco>.

OECD (booth 2307) will be giving away tumblers, book marks, and stickers. Come see a demo of the new data portal.

The **Office of Minority Health Resource Center (booth 2212)** provides documents and bibliographies on LGBT health. Stop by for free online demos and handouts.

#Relentlesslygay reads from **Orca** and **Second Story Press (booth 3038)**. Celebrate Pride Month with award-winning #LGBTQ titles for teens at booth 3038!

Prospecta Press (booth 1321) is hosting a demonstration with Will Cleveland, author of *Yo! Millard Fillmore*, teaching kids nine and up the Presidents of the U.S. in 30 minutes!

Please stop by **booth 3614**, pick up a giveaway, and enter to win a \$1,500.00 gift certificate good for travel with **Road Scholar!**

Stop by **SparkFun (booth 227)** and enter our ROYGBIV-away for a chance to show your pride with a beginner soft circuit kit!

Subaru wants to remind you to support their partner, “**Dining Out For Life**” supporting AIDS service organizations nationally. More info: <http://www.diningoutforlife.com>.

Come by **Watson Label Products (booth 3415)** for free Tootsie Pops and commemorative ALA San Francisco lenticular (flip image) bookmarks.



Literary Tastes Author Event Celebrates the Best Reading of the Year

Enjoy a light and refreshing breakfast while listening to some of the year's best authors discuss their work and the craft of writing and enjoying the company of other book lovers. All Annual Conference registrants are invited to participate in the Literary Tastes program on Sunday from 8:00 – 10:00 a.m. in the MCC West Exhibit Hall, 1st Floor.

This year's presenting authors are:
Amy Belding Brown for *Flight of the*

Sparrow (New American Library, 2014), shortlist selection for the 2015 Reading List – Historical Fiction.

Stuart Rojstaczer for *The Mathematician's Shiva* (Penguin, 2014), Honorable Mention for the 2015 Sophie Brody Medal for Jewish Literature.

Katherine Addison for *The Goblin Emperor* (Tor Books, 2014), winner of the 2015 Reading List – Fantasy.

Ashley Weaver for *Murder at the Brightwell* (Minotaur Books, 2014), winner of the 2015 Reading List – Mystery.

Jo Walton for *My Real Children* (Tor Books, 2014), winner of the 2015 Reading List – Women's Fiction.

Bryan Stevenson for *Just Mercy: A Story of Justice and Redemption* (Spiegel & Grau, 2014), shortlist selection for the Andrew Carnegie Medal for Excellence

in Nonfiction.

Literary Tastes is the premier author event at the Annual Conference, and is an opportunity to celebrate the year's best books for adults as selected by readers' advisory experts in the Reference and User Services Association (RUSA).

Authors will sign books following the presentation.



Snoopy to Anchor Library Card Sign-up Month in September

This September, Snoopy, the world-famous beagle who has been known as The Flying Ace, The Masked Marvel, and Man's Best Friend, will add a new title to his resume as honorary chair of Library Card Sign-up Month. As honorary chair, Snoopy will remind parents and caregivers, children, and teens that the coolest card of all is a library card!

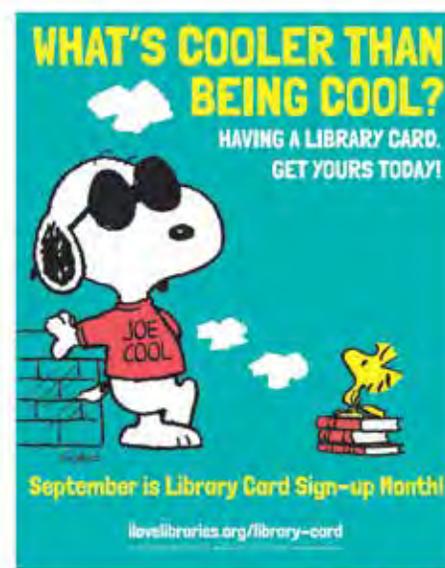
Peanuts Worldwide Entertainment has donated Snoopy's image to print and digital public service announcements (PSAs). ALA will place the PSAs in magazines and on websites to remind parents and educators that a library card is a key tool in achieving academic success.

Also, this fall Snoopy, Charlie Brown, Lucy, and the rest of the Peanuts gang come to the big screen in "The Peanuts Movie" from 20th Century Fox and Blue Sky Studios.

PSAs featuring Snoopy are available for download at <http://www.ala.org/conferencevents/celebrationweeks/card>. Free customization is available.

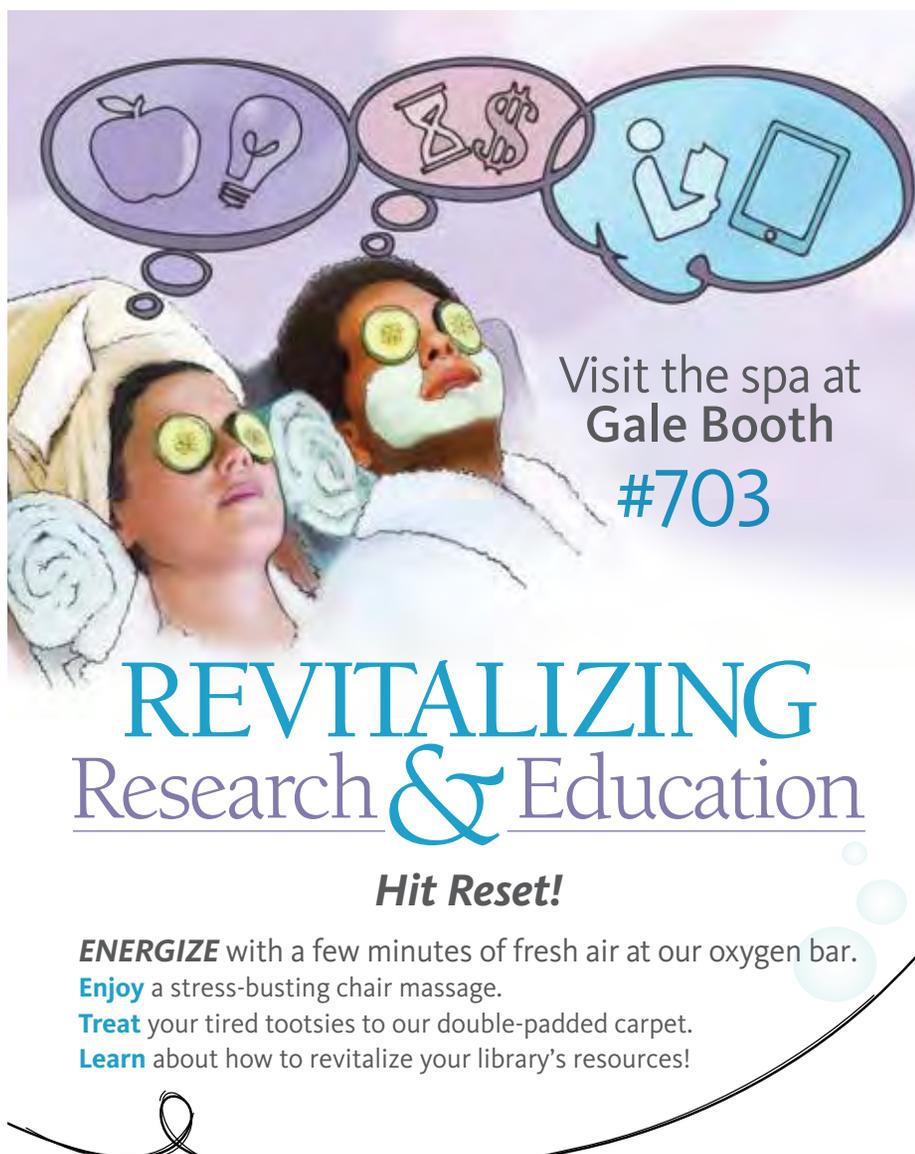
In addition to the PSAs, sample media tools are now available to remind the public of all the resources available for free with a library card. Tools include a sample press release, proclamation, and radio PSA scripts.

Library Card Sign-up Month is a time when libraries across the country remind parents that a library card is the most



important school supply of all. Thousands of public and school libraries join together each fall in a national effort to ensure every child signs up for their own library card.

Library Card Sign-up Month is an initiative of the American Library's Association's Campaign for America's Libraries, the 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.



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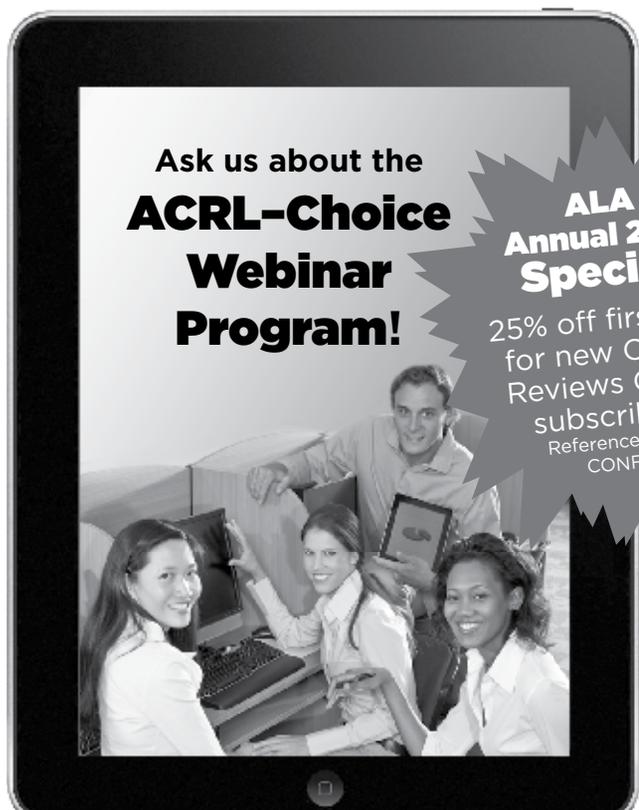
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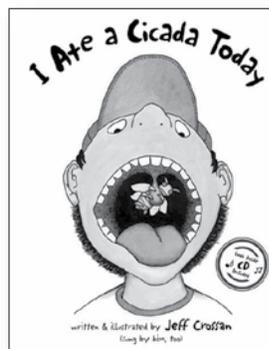
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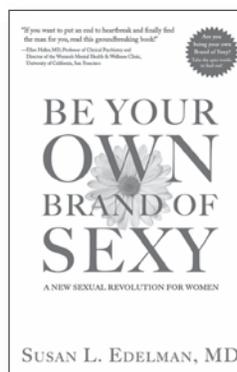
Author Book Signings

Saturday, June 27, 2015 • 9:30 – 10:00 AM



Jeff Crossan
author of
I Ate a Cicada Today

Saturday, June 27, 2015 • 12:30 – 1:30 PM



Susan L. Edelman, MD
author of
Be Your Own Brand of Sexy



Join us at IBPA's
Booth #3208



Peanuts Poised to Entertain the Next Generation

What are the elements that go into growing an evergreen brand? At the 2015 PR Forum on Sunday from 8:30 – 9:30 a.m., Craig Herman, executive director of publishing at Peanuts Worldwide Entertainment, will discuss how the Peanuts brand reached new audiences to develop the next generation of fans.

Herman, a 25-year veteran of publishing, has held high-level positions at Running Press, Simon and Schuster, and HarperCollins. He was named *Advertising Age* Marketer of the Year in 2011.

For more than 65 years the Peanuts gang has been entertaining kids of all ages. Building on this solid publishing foundation, Peanuts is poised to engage and entertain



Craig Herman

the next generation through strategic partnerships with, among others, ALA Graphics' READ program (with Snoopy as honorary chair of Library Card Sign-up Month) and the Association of American Publisher's Get Caught Reading initiative, along with continued newspaper syndication, an active book publishing program, and "The Peanuts Movie" coming from 20th Century Fox this November.

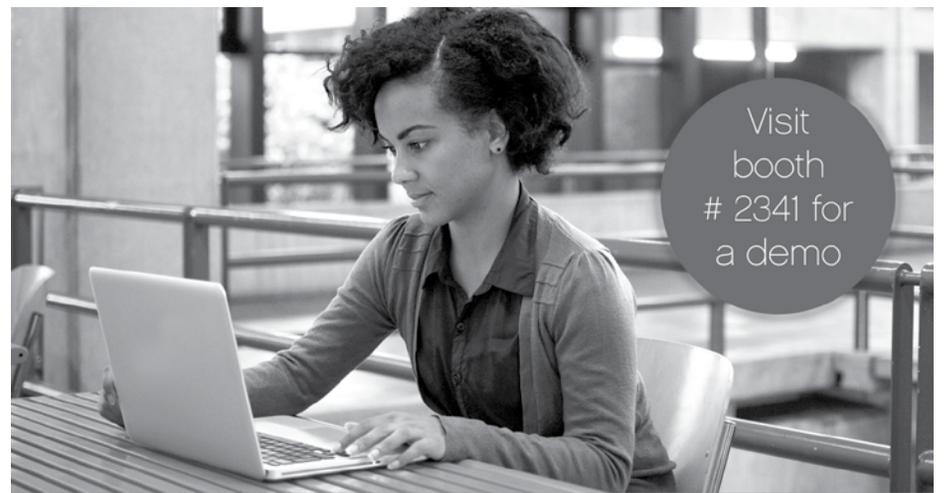
PR Forum 2015 will be held in room MCC 121 North.

The annual PR Forum, one of the most anticipated programs about library public relations and marketing at the ALA Annual Conference, is coordinated by the ALA Public Awareness Committee.

ACRL's Framework for Information Literacy for Higher Education Update

Learn about the latest news from ACRL's Information Literacy initiatives, including a special focus on the Framework for Information Literacy for Higher Education. Hear about plans for a "sandbox" for examples and experimentation by the community.

Learn about ACRL's professional development program to assist librarians in understanding how they can use the Framework and contribute to its growth. The update session will be held from 10:30 – 11:30 a.m. on Sunday in room MCC 132 North.



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Ideasbox from Libraries Without Borders

A unique opportunity is available for conference attendees to see and examine the Libraries Without Borders (LWB) "Ideasbox" at booth 246. This unique concept is a portable multimedia kit for refugee and vulnerable populations that provides access to culture and information in emergency situations.

According to its website, <http://www.librarieswithoutborders.org>, LWB has partnered with the United Nations Refugee Agency (UNHCR) and Philippe Starck to create the Ideasbox. This portable toolkit addresses the needs arising from humanitarian crises as refugees are often deprived of information, culture, education, and professional training, and they suffer from trauma, boredom, and loss of hope.

The Ideasbox provides individuals and communities isolated by disaster the tools to read, write, create, and communicate. Each box unfolds to create a customized library and media center, with internet access and its own power source. Easily transportable, sturdy, and simple to set up, the Ideasbox empowers communities to construct an informed civil society and to pave the way for a self-reliant future.

This media center in a box is a colorful series of sturdy trunks that fit on two pallets containing devices such as tablets, laptops, HD cameras, and video games, as well as paper books, puppets, and board games. Assembled in just 30 minutes, it allows refugee communities to access information and reconstruct their social and civil lives.

ALA to Screen "Killswitch" Film

ALA Annual Conference attendees will learn about the battle for control of the internet at a screening of the 2014 award-winning documentary "KillSwitch" on Sunday from 1:30 – 3:30 p.m. as part of the Now Showing @ ALA film series.

"KillSwitch" features the parallel lives of two hackers, Aaron Swartz and Edward Snowden, who challenge the system by championing the democratic right to both unfettered information access and privacy. Narrated by Tim Wu, Lawrence Lessig, and Peter Ludlow, the documentary warns of the threat to privacy and a free and open internet when government is closely aligned to big business.

"Killswitch" premiered at the Woodstock Film Festival in October 2014 and won the award for best editing. It was screened at the Capitol's Visitor Center in Washington D.C. the evening before the May 2015 Federal Communications Commission historic decision on net neutrality. Directed by Ali Akbarzadeh and produced by Jeffrey Horn, the documentary was three years in the making. The film provides a rich overview of the how the internet has truly transformed our lives. The screening is made possible by the ALA Committee on Legislation, Telecommunications Subcommittee.

CONFERENCE TIP: REMEMBER YOUR BADGE



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EXHIBITS UPDATES

New

- "And...Action!" Entertainment..... 3849
- Ink Labs, Inc 3913
- Omniity Inc 3846
- Black Caucus of ALA Inc. 3441
- Oi Furniture.....1300

Booth Change

- UCLA Information Studies..... 3518



Libraries Transforming Communities is made possible by a grant from the Bill & Melinda Gates Foundation.

*** People in Skokie, Illinois, said, "We love Skokie because it's so diverse, but we wish there were more interaction among people of different races and backgrounds."**

...so the library is helping the community plan block parties to help folks get to know their neighbors.

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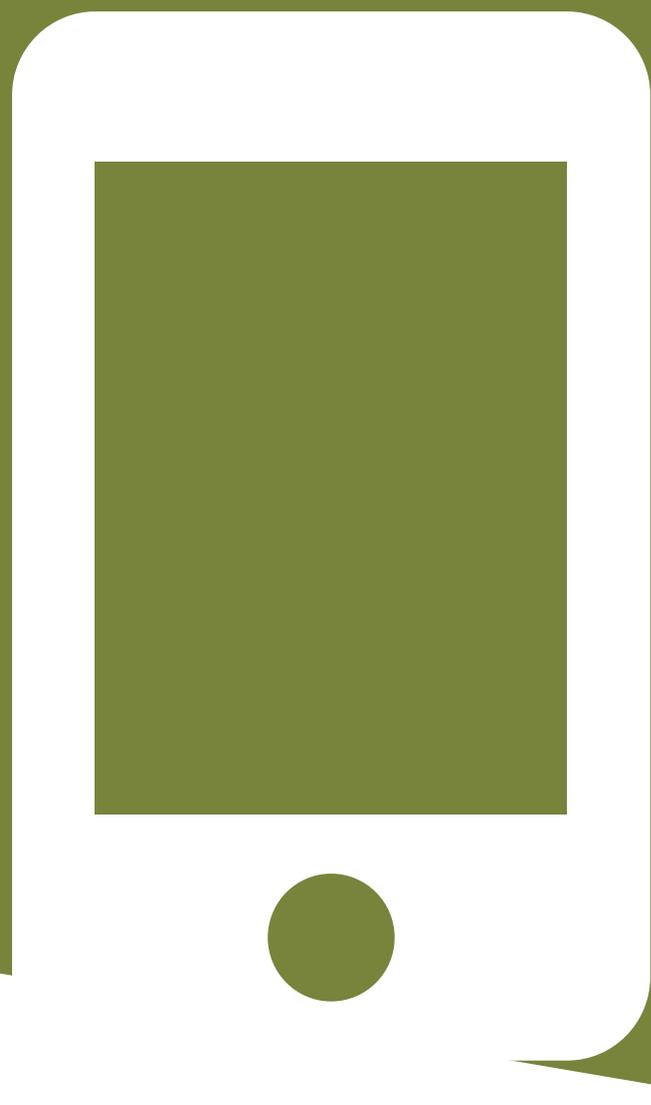
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