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BIG IDEAS Series... Start the Day Together

The BIG IDEAS Series kicked off with Simon Sinek bright and early on Thursday morning. Speaking to a packed house of almost 4,000 people, Sinek began with a story—a story of a hero in Afghanistan who was willing to risk his life without wanting credit (or a reality show). “These people are willing to give up their lives, and we aren’t even willing

to give credit to others [in the business world],” said Sinek. But, “it’s not the people, it’s the environment.” As social animals we know there are dangers in the outside world over which we have no control. “If we don’t trust each other we have to stay awake at night and worry,” said Sinek. “When we feel safe among each other we trust and succeed.”

He went on to explain how the culture inside the organization determines whether we feel safe or threatened, stating that we build a safe work culture by building an incentive system. Sinek stressed that we have built-in incentives in the guise of good feelings that reward our behaviors. He described these incentives, which are four chemicals in the body:

Endorphins: “These mask physical pain...they keep us going.”

Dopamine: The feeling you get when you cross off something on your “to do” list. “This chemical keeps us focused on our goals. We are visual creatures, and that is why writing down our goals works.”



Simon Sinek

Continued on page 4



Today is your last chance to visit the hundreds of booths on the exhibit floor, 9:30 a.m. – 4:00 p.m. with the closing reception from 3:15 – 4:00 p.m.

Your Legacy: The Power of Ordinary People

Brad Meltzer asked a full room of librarians, during Thursday’s author lunch, to think of their own obituary and what it will say about them. “I want to challenge you to figure out who is going to remember you?” said Meltzer, adding that there are categories to everyone’s legacy.

The first category of legacy is family. He pointed out that even though your job may fade, you are part of your family forever.

“It’s not until I was working on my 9th book that I figured out the second category of legacy,” said Meltzer. “People you see everyday, people you work with, and friends.”

The third category is the legacy you have on your community. “Almost none of the people that you help will come back and tell you thank you. But don’t under estimate your impact,” he said.

The fourth and final category is the impact you have on complete strangers. “All the people that you have helped have gone on to help others. That is part of your legacy as a librarian. They may never know you exist, but they are part of your legacy.”

“Ordinary people change the world,” Meltzer said, adding that we are all Clark Kent. “We can do something incredible beyond ourselves. The power of ordinary people is that they work harder than anyone else.”

Meanwhile, one room over, Jane



Brad Meltzer

Pauley discussed how she has uncovered her true passion in her post-retirement years—sharing stories of everyday people’s late-in-life transformations. Her book, *Your Life Calling: Reimagining The Rest Of Your Life*, details more than thirty such transformations, all told in Pauley’s trademark compassionately wry style. “The secret to reinvention,” Pauley stressed, “is that there isn’t one.” Each of her subjects took different routes to finding their true happiness, yet all were linked by their willingness to undertake action. Such an action, Pauley concluded, is “how we meet important people, including ourselves.”

Removing that False Sense of Security

Deborah Caldwell-Stone, Deputy Director, ALA Office for Intellectual Freedom, gave an overview of the Children’s Internet Protection Act (CIPA) Thursday afternoon and some of the misconceptions of that law at a program entitled “Filtering Out Internet Censorship.”

“CIPA does not require: blocking access to narrative or other text-based material; blocking access to controversial viewpoints or subjects; blocking access to social media sites or search tools,” said Caldwell. “The law expressly bars the tracking or monitoring of user’s web surfing habits.”

Caldwell reminded the audience that there is no definition of pornography in the law. “The supreme court has identified two categories which are illegal for anyone—obscenity and child

pornography.”

The FCC is responsible for implementing and enforcing the provisions of CIPA and has given libraries wide latitude on how to implement CIPA’s requirements said Caldwell. “Enforcement is a civil, administrative matter, not a criminal proceeding.”

Caldwell addressed the question of legal liability for minor’s unfiltered access. “The Supreme Court has determined that the library is a portal, not a publisher. And that the library has no duty to protect the children that come to it—parents are responsible.”

“We urge you to have a good internet use policy in place,” said Caldwell. She said the policy should include the following points:

- Should be viewpoint and

Continued on page 2

Mark your Calendars for Carnegie Medals Shortlist, Great Reading Suggestions for Adults

“Award winners are always great recommendations,” said one attendee at the 2013 Andrew Carnegie Medals for Excellence in Fiction and Nonfiction announcement and presentation celebration. In this third year for ALA’s only single-book awards for adult trade fiction and nonfiction, two winners will again be selected from a shortlist of six.

Mark your calendars for the shortlist announcement on Monday, April 7.

That shortlist will be chosen from among the 44 books on the longlist (www.ala.org/rusa/awards/carnegie) that in turn were selected from the most recent Booklist Editors’ Choice and RUSA Notable Books List.

Booklist (booth #1717) will be handing out a poster of the 2014 longlist in a checklist format, allowing library staff and patrons the opportunity to check off as many titles as they can in the lead up to the shortlist and winner announcements.

The two 2014 winners will be announced at ALA Annual Conference on Sunday, June 29 in Las

Vegas. The Medals and the lists leading up to the selection of the winners serve in themselves as a guide to selecting quality reading material. Winners in 2013 were Richard Ford for his novel *Canada*, published by Ecco, an imprint of HarperCollins Publishers, and Timothy Egan for *Short Nights of the Shadow Catcher: The Epic Life and Immortal Photographs of Edward Curtis*, published by Houghton Mifflin Harcourt. Both authors were on hand at the event to accept their awards.

Tickets for the 2014 announcements and presentations are available at the ALA Annual Conference website when you register for the conference.

The awards are funded through a grant from Carnegie Corporation of New York in recognition of Andrew Carnegie’s deep belief in the power of books and learning to change the world, and are cosponsored and administered by *Booklist* and RUSA.

More information is available on the dedicated Andrew Carnegie Medals for Excellence in Fiction and Nonfiction website.

Censorship

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content neutral

- Should treat all users equally within the law
- Should describe unacceptable behavior, not content and outline consequences for such behavior
- Have a transparent way to unblock sites for those who ask for it.

Another presenter, Sarah Houghton, Director, San Rafael (California) Public Library, defined filtering as using technology to prevent users from viewing specific content online. She said the reasons libraries filter include eRate compliance, public will, political will, and sexual harassment.

“Filters give parents a false sense of security, so the argument about

harming the children is not valid,” said Houghton, reminding the audience that librarians are not parents in absentia.

Houghton said that she was part of a group charged with testing and breaking filters. “All of the filters we tested block a wide range of constitutionally protected content. So we are censoring if we are using filters,” adding that it also goes against the ALA Code of Ethics and the Library Bill of Rights.

Houghton said to put aside the political reasons and look at the practicality of using filters. “It’s been established that these filters do not work. We did the math and found that it would actually cost us more to do filtering than to get the discount through eRate.”

Develop Oral History Program at Your Library with Free Web Resources

Wednesday preconference introduced dozens to oral history programming opportunities

Since its founding in 2003, StoryCorps has helped make oral history mainstream; interviews collected through the project — more than 50,000 so far — have found a wide audience through public radio and the web, and they have found a permanent home in the Library of Congress.

Last year, StoryCorps @ your library (SCL) grants helped initiate oral history projects in 10 U.S. libraries. But libraries no longer need special funding to start similar programs. In keeping with PLA and ALA’s emphasis on making resources widely available to the library community, SCL guides and materials have been shared through a PLA 2014 half-day pre-conference and on the web.

On Wednesday, dozens of library professionals participated in “StoryCorps @ your library: Enhance Library Programming through Oral History Narratives.” Featuring StoryCorps leaders and programming librarians who took part in the SCL grant

initiative, the session provided a guide to recreating the programs — even on a shoestring budget.

“SCL has been an absolute success in Smithville,” said grantee Judith Bergeron, library director at Smithville Public Library in Smithville, Texas. “We have been able to offer innovative programs using recorded stories and are actively planning future programming objectives with applied uses of the recordings. ... In particular, the SCL practice of recording and sharing oral histories strengthens (our library’s) efforts to turn outward and bring the library out to the community.”

Attendees who missed the preconference can access free StoryCorps resources online at www.programminglibrarian.org/storycorps. The materials include program suggestions, such as technical workshops on digital editing, programs on family history or genealogy, and community listening events; templates for promotional materials; and ideas for community partnerships.

SCL is an initiative of ALA’s Public Programs Office and was funded by the Institute of Museum and Library Sciences.

Today’s Schedule

7:30 AM–4:00 PM.....	Registration
8:15–9:15 AM	BIG IDEAS with Megan McArdle, David McRaney & Clive Thompson Exhibits Halls F & G
9:30 AM–4:00 PM.....	Exhibits
9:30–10:45 AM	Exhibits Coffee Break
10:45 AM–3:15 PM	Resume Review & Interview Coaching Rooms 201-202 <i>Required preregistration</i>
10:45 AM–12:00 PM.....	Programs/ConverStations
12:15–1:45 PM.....	Adult Author Lunch with Craig Johnson & Lisa Unger Sagamore Ballroom 6-7 <i>Required preregistration</i>
12:15–1:45 PM	Young Adult Author Lunch with John Green Sagamore Ballroom 1-4 <i>Required preregistration</i>
2:00–3:15 PM.....	Programs/ConverStations
3:15–4:00 PM.....	Exhibits Closing Reception
4:00–5:15 PM	Speed Mentoring Event
4:15–5:15 PM.....	Programs/ConverStations/Spark Talks
5:30–7:30 PM.....	All Conference Reception: Innovative E-Book Extravaganza! Sagamore Ballroom

Resumé-Review Today at Career Center

Located in the Convention Center Room 201-202, this spot is for job providers and job seekers. Today’s event include:

- Resumé Reviewing and Interview Coaching, Friday 10:45 a.m – 3:15 p.m. This event is full.

- Speed Mentoring, Friday, 4:00 – 5:15 p.m.; preregistration was required for this event.

We encourage you to stop by and peruse the listings on the bulletin board. If your library is hiring, add your job listing.



Gratitude to library managers from Ottawa, Yakima, Granite City...each sat down beside me at #pla2014 & answered nosy questions #mentorsrule

– @rarewren



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Booth #1441

BABY BIBS

Item #	50	100	250
55-20-1078	\$3.30	\$2.35	\$2.10

STYLUS PENS

Item #	125	250	500
25-45-1122	\$.80	\$.70	\$.65

BOOK PACKS

Item #	50	100	250
10-25-1036	\$3.75	\$3.45	\$2.80

COLOR CHANGE CUPS

Item #	250	500	1000
15-20-1025	\$.75	\$.65	\$.60

TOTE BAGS

Item #	50	100	250
10-20-1065	\$3.95	\$3.75	\$3.40

MAZE PUZZLE PENS

Item #	250	500	1000	2500
25-45-1120	\$.75	\$.65	\$.55	\$.50

COLOR CHANGE PENCILS

Item #	500	1000	2500
25-50-1045	\$.32	\$.25	\$.22

RUBBER SCIENTIST DUCKS

Item #	50	100	300
35-15-1072	\$3.10	\$2.50	\$1.95

Unprinted ducks available

ELEMENT TUMBLERS

Item #	48	96	144
15-30-1037	\$3.35	\$3.20	\$3.00

SPLAT BALLS

Item #	100	250	500
30-25-1091	\$2.30	\$1.95	\$1.85

CORD ORGANIZERS

Item #	250	500	1000
60-90-1111	\$.95	\$.65	\$.55

Go to JanWay.com to check out all our Science Stress Relievers

JOURNAL NOTEBOOKS

Item #	50	100	250
25-30-1108	\$1.95	\$1.65	\$1.60

DANCING ROBOTS

Item #	100	250	500
35-90-1010	\$3.05	\$2.65	\$2.50

POCKET PRISMS

Item #	1000	2500	5000
35-15-1088	\$.45	\$.35	\$.30

MAD SCIENTIST PALS

Item #	100	200	500
25-25-1081	\$2.65	\$1.80	\$1.55

ELEMENT MUGS

Item #	72	144	288
15-10-1039	\$2.99	\$2.80	\$2.55

ROCKET FLYERS

Item #	50	100	250
30-25-1072	\$1.99	\$1.80	\$1.70

GLOW-IN-THE-DARK FLYING DISKS

Item #	200	500	1000
30-15-1077	\$1.10	\$.90	\$.80

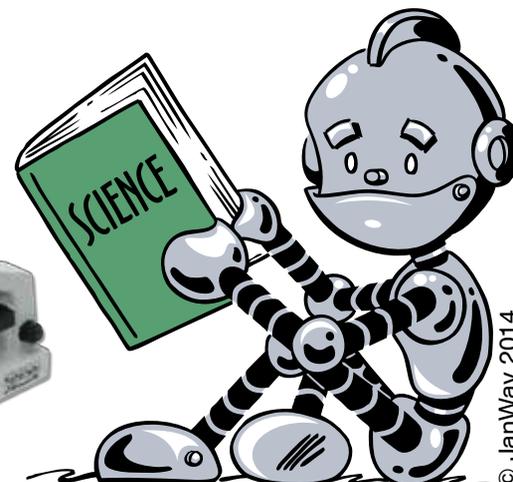
Child colors with regular crayons

EXPANDING FLYING DISKS

Item #	75	150	250
30-15-1043	\$1.90	\$1.20	\$1.15

NON-WOVEN COLOR-ON TOTES

Item #	50	100	250	500	1000
10-15-1025	\$2.35	\$.95	\$.85	\$.80	\$.70



A New Way of Looking at Library Users

By Lee Rainie
Director, Pew Research Center
Internet Project

The Pew Internet Project has intensively studied the changing world of libraries for the last three years. The first stage of our research explored the growing role of e-books, including their impact on Americans' reading and library habits. Our second stage examined the full universe of library services, as well as what library services Americans most value and what they might want from libraries in the future.

Yesterday we released a report from our third and final stage of research – a national survey of 6,224 Americans ages 16 and older. It ponders the roles of public libraries roles in people's lives and in broader American culture. How libraries are perceived, how they are valued, and how people rely on them.

We had previously released the overall findings from the survey with extensive details about different demographic groups' answers to questions about library use and the role of libraries. The headlines are that people love libraries, especially for the role they play in their communities.

In this week's report, "From Distant Admirers to Library Lovers and Beyond," we wanted to add value to that material with some special sta-

tistical analysis that segments library users and non-users in a way that moves beyond demographics. This type of work more fully embraces the idea that people's information needs and practices shape their library use.

The report broadly sorts library engagement into four cohorts: High Engagement (30% of the population); Medium Engagement (39% of the population); Low Engagement (17% of the population); and Non-Engagement (14% of the population).

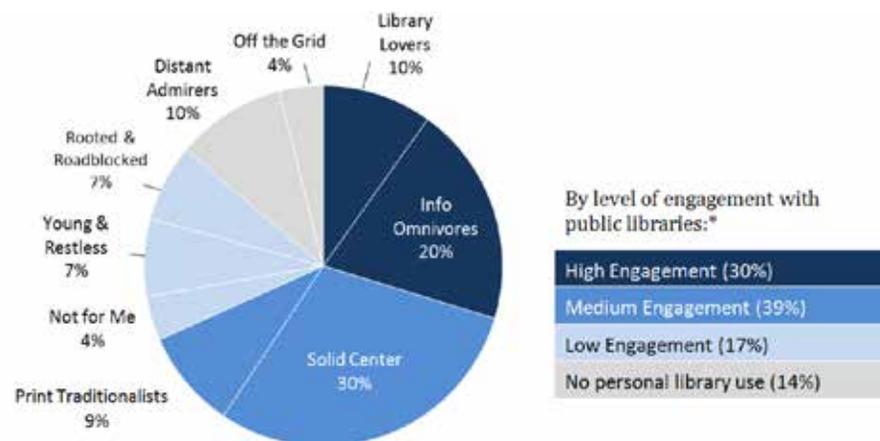
In our report and "talking points" about these findings, we highlight the fact that 69% of Americans are actively engaged with libraries because they fall into those first two categories. We have spoken at length to journalists and other community leaders about the importance and meaning of those findings (i.e. they are good for libraries).

One of the main new insights we get from this kind of analysis is a fuller picture of how people's lives tie (or don't tie) to information and communities. There are definitely "information haves" and "information have nots" in the United States. Our new report shows how different their lives are in many respects—not just in terms of access to information and technology.

The members of the two high library-engagement groups, "Library Lovers" and "Information Omnivores," include people who value and

Typology snapshot: Groups by level of engagement with public libraries

Each group as a percentage of the general U.S. population (Americans ages 16+)



* percentages in the chart may not add up to the percentages in the legend due to rounding.

Source: Pew Research Center's Library Services Survey of 6,224 Americans ages 16 and older conducted July 18-September 30, 2013.

PEW RESEARCH CENTER

utilize public libraries most heavily—those who say that libraries play a major role in their own lives and in the lives of their families; who think libraries improve their communities; and who are avid readers and think libraries play an essential role in encouraging literacy and a love of reading. Members of these high engagement groups also tend to be active in other parts of their communities. They tend to know their neighbors; are more likely to visit museums and attend sporting events; and are more likely to socialize with families and friends.

On the other hand, those who are less engaged with public libraries are often less engaged in their communities overall. Particularly for the low engagement groups "Not for Me" and

"Rooted and Roadblocked," along with the non-engagement groups "Distant Admirers" and "Off the Grid," lower rates of library use and lack of familiarity with libraries seem to coincide with lower patterns of social and civic engagement in other areas of their lives. Members of low and non-engagement groups are often less likely to participate in similar community activities, such as visiting museums or patronizing bookstores, and more likely to report having difficulty using technology; they also tend to be less comfortable navigating various types of information, such as finding material about government services and benefits.

Find the full report at <http://www.pewinternet.org/2014/03/13/library-engagement-typology>.



Really, really enjoying #PLA2014 -- sitting in sessions makes all the difference. Loving the stories that are shared here.
– @TheDataDiva

Exhibits Updates and Changes

These exhibitors joined the show or changed their booth numbers after the PLA Program Book was printed. Be sure to stop by and check them (and all our other exhibitors) out!

Booth Number Changes

Mergent, Inc.331
<http://www.mergent.com>
On the Avenue Marketing.....856
<http://www.ontheavenuemarketing.com>
Transparent Language1519
<http://www.transparent.com>

New Exhibitors

American Library Association1348
www.ala.org
Association for Library Service to Children..... T12
www.ala.org/alsc
Beijing Language & Culture University Press1923
<http://phoenixtree.com>
Books Galore, Inc.545
<http://www.booksgaloreinc.com/>
Bridge Publications330
<http://www.bridgepub.com>
ChinaSprout.....1553
<http://www.chinasprout.com>
Cybrarian Ventures Pte Ltd418

Galaxy Press L.L.C.1812
<http://www.galaxypress.com>
Happy Feet.....1357
<http://www.happyfeet.net>
Indus International, Inc.....650
<http://www.indususa.com>
Kaplan Elementary.....636
<http://www.kaplanco.com/>
KI412
<http://www.ki.com>
Milliken Carpet.....1059
<http://www.milliken Carpet.com>
Reference & User Services Association (RUSA)..... T14
<http://www.ala.org/rusa>
Shoutbomb, LLC416
<http://www.shoutbomb.com>
Stanger Litho Library Services Div.....1057
<http://www.stangerlitho.com/>
Stay Connected.....1925
<http://stayconnected.co/>
Timberland Regional Library..... T10
<http://www.TRL.org>
Total Boox Ltd.1544
<http://www.totalboox.com>
University of Washington - Impact Survey739
<http://www.impactsurvey.org/>
World Media Group.....1842
www.worldmediagroup.com

BIG IDEAS

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Serotonin: The leadership chemical. "We get a feeling of pride when we are publically recognized because of serotonin. It also reinforces relationships between parent and child; boss and employee; coach and athlete."

Oxytocin: "Gives us the feeling of friendship and trust. We get this from human contact. Oxytocin is the reason we touch. It helps our immune systems and makes us better problem solvers."

He then told the audience that we put a premium on time and energy. "We have all sat in meetings thinking, 'I will never get this time back.' We can make more money, but not more time. It's why a handwritten note makes us feel better than an email. Email is too easy; it's a terrible medium for human emotion."

He emphasized that the practice of leadership is not just something we should do at work. It is showing acts of kindness outside of work as well. "The more we do for others, the better we feel and the better the tribe. When we are willing to look after others we get love and loyalty in return." When we work in unhealthy environments our immune systems are turned off. "Our jobs are killing us. Leadership keeps us safe. Our responsibility as human beings is to make sure that everyone comes to work believing they can achieve more. Isn't that the world you want to live in?" concluded Sinek.

Simon Sinek's BIG IDEAS presentation was provided with support from Innovative. Don't miss today's session (Halls F & G – 8:15 a.m.) which will feature three thought-provoking speakers, Megan McArdle, David McRaney, and Clive Thompson.



Debut to check out from @RHLibrary Bittersweet by Miranda Beverly-Whittemore #readadv #pla2014 Possibly good for discussion?

– @bookletting

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Today's Author Signings

Exhibitor	Booth	Author	Book	Time
B & H Publishing Group	752	Cara C. Putman	<i>Shadowed by Grace – A Story of Monuments Men</i>	10 a.m.
Capstone	1710	Tammie Lyon	<i>Fly High, Kate</i>	3:15 p.m.
Children's Plus, Inc.	1231	Laurie Halse Anderson	<i>The Impossible Knife of Memory</i>	10 -11 a.m.
Children's Plus, Inc.	1231	Gene Luen Yang	<i>Boxers and Saints</i>	1-2 p.m.
Evanced Solutions	503	Kathryn Otoshi	<i>One; Zero</i>	10-11 a.m.
HarperCollins	1837	Sophie Hannah	New <i>Hercule Poirot Mystery</i> insert with <i>After the Funeral</i>	9:30 -10 a.m.
HarperCollins Children's Books	1836	Anne Ursu	<i>The Real Boy</i>	10 -11 a.m.
Luminis Books/JPG	1936	Laurie Gray	<i>Maybe I Will</i>	9:45-10:30 a.m.
Luminis Books/JPG	1936	Tracy Richardson	<i>The Field</i>	9:45-10:30 a.m.
MacMillan Children's Publishing Group	1856	Jason Chin	<i>Gravity</i>	9:30-10:30 a.m.
Oceanview Publishing	1531	Raymond Benson	<i>The Black Stiletto Series</i>	2-4 p.m.
Romance Writers of America	1245	Alison Atlee	<i>The Typewriter Girl</i>	9:30 – 10:30 a.m.
Romance Writers of America	1245	Allie Pleiter	<i>The Firefighter's Match</i>	10:30 – 11:30 a.m.
Romance Writers of America	1245	Mellanie Szereto	<i>Love Served Hot</i>	11:30 a.m. – 12:30 p.m.
Romance Writers of America	1245	Dianne Drake	<i>A Child To Heal Their Hearts</i>	12:30 – 1:30 p.m.
Tanglewood	1656	Mike Mullin	<i>Sunrise</i>	3:15 – 4:00 p.m.
Sourcebooks	1548	Susanna Kearsley	<i>Season of Storms</i>	10:30 a.m.
Simon & Schuster Children's Publishing	1537	William Joyce	<i>The Numberlys and The Mischievians</i>	10-11 a.m.

Product News

Reach more of your community with OverDrive platform

Did you know that library patrons will soon be able to listen to audiobooks and watch Streaming Videos from their library on their home television set? Or that kids can have their own space on the digital library website safe from mature content? If you have a culturally diverse community, are you aware that you can offer your library's website in multiple languages, as well as non-English language eBooks? All of these things and more can help you reach more of your local population with the products and features they want.

Stop by the OverDrive booth #721 to see demonstrations of the upcoming OverDrive Roku channel, which will enable patrons to watch Streaming Videos and listen to MP3 audiobooks from their library directly on their TV. See the new, popular kids' eReading Room for public libraries, which is already creating a haven for children to browse age-appropriate material in your digital catalog. You can also sample titles on the in-library OverDrive Media Station, see a demonstration of upcoming "enhanced eBooks," and much more.

Every hour on the hour, OverDrive will host presentations in the booth. New this year, publisher representatives from Workman Publishing Co., Oasis Audio, Sourcebooks, Tantor Media and Blackstone Audio will join OverDrive staff in updating partners on the latest available content and what to expect for 2014. At the conclusion of each presentation, a Roku streaming media receiver will be raffled off for those who attended. Be sure to stop by booth #721 to see how you can reach more of your community through your OverDrive digital library platform.

Product News items are supplied to *PLA Daily News* from its advertisers. CustomNEWS, Inc. and PLA are not liable for the accuracy of their content.



Was just suggested to have book socks to hand out to kids who maybe don't want people to know they are reading GLBTQ books. #pla2014
- @SarahVoels

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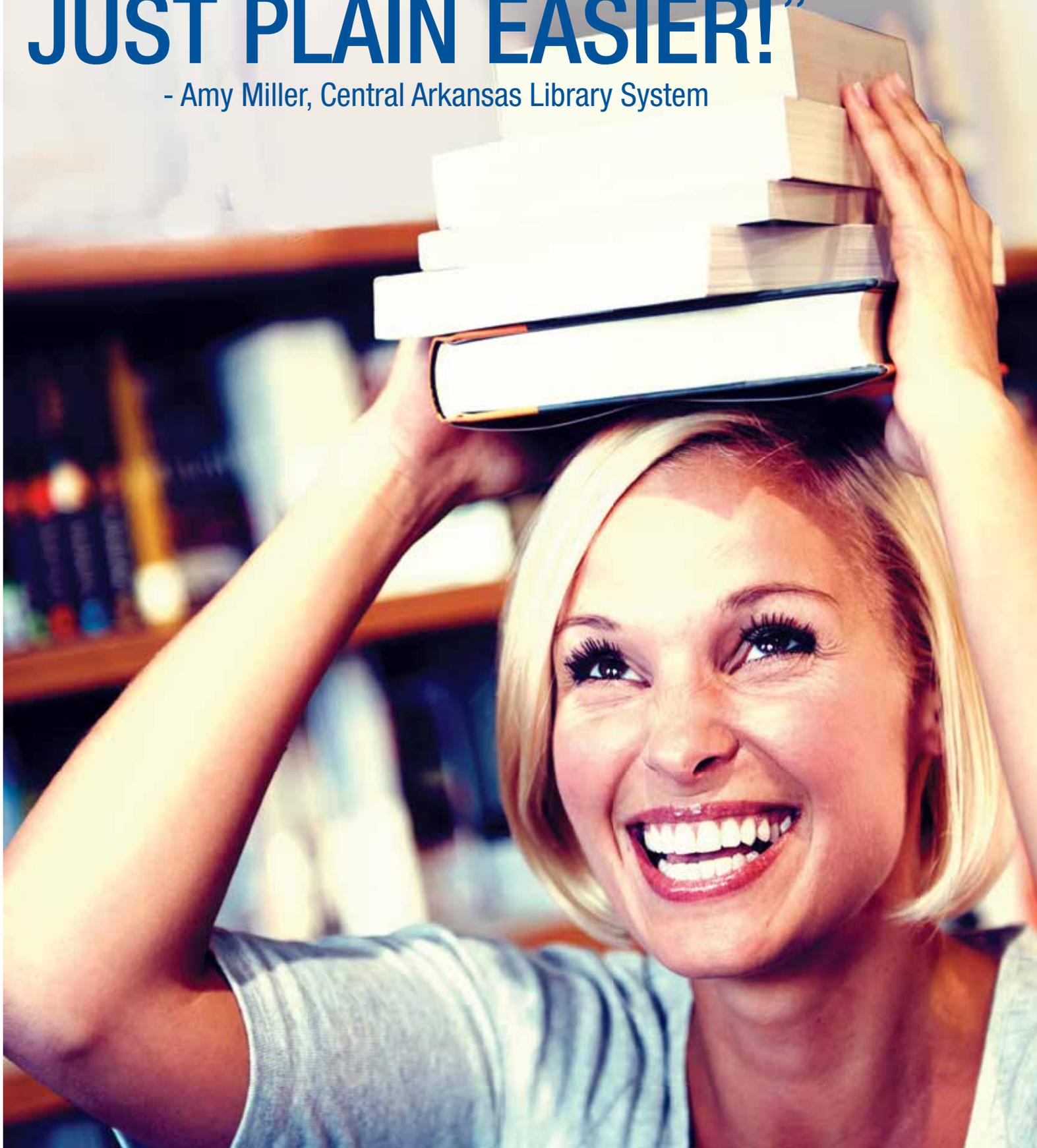
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- Amy Miller, Central Arkansas Library System



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9:45 AM THURSDAY & FRIDAY
Heather McCormack on Her Unique Approach to Collection Development

10:30 AM THURSDAY & FRIDAY
Driving Circulation Through the 3M Cloud Library

3:15 PM THURSDAY & FRIDAY
3M's Innovative Model for Consortium: Cloud Link

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