

Opening Session To Feature Anderson Cooper

Anderson Cooper, anchor of CNN's Anderson Cooper 360°, will join us at today's Opening Session. Since the start of his career in 1992, Cooper has covered nearly all-major news events around the world, often reporting from the scene. Most recently, he has extensively covered the conflicts in Syria and Egypt, the NSA surveillance programs, the Boston Marathon bombing, and the Sandy Hook shootings.

Cooper also plays a pivotal role in CNN's political and election coverage and has anchored from conventions and moderated several presidential debates. In addition to his shows on CNN, Cooper is also a regular correspondent for CBS's 60 Minutes. *Dispatches from the Edge*, his memoir about covering wars and disasters, topped the *New York Times* bestseller list and other bestseller charts.

At today's Opening Session Cooper



Anderson Cooper

will talk with PLA's Brendan Dowling about his forthcoming book, *The Rainbow Comes and Goes: A Mother and Son Talk About Life, Love, and Loss*. The book is a new joint memoir, co-written with his mother, Gloria Vanderbilt. In addition, HBO will air a documentary featuring the duo this Saturday, April 9.

Don't miss what will surely be a compelling and inspirational event. Today, 2:00-3:30, Colorado Convention Center, Bellco Theatre.



Attendees work together during Tuesday's "Designed for Experience: Reimagining Space and Services" preconference.

Exhibits Opening Reception Today, 3:30-6:30 PM

Get a first look at the products and services offered by more than 300 exhibitors... and enjoy some food and drink while you're at it.

PLA thanks Gale, a part of Cengage Learning, for its support of this event.

BIG IDEAS Start Tomorrow! First in series starts at 8:15 a.m.

Plan to be at the convention center bright and early tomorrow morning for a huge dose of inspiration at the first program in the BIG IDEAS series. Thursday's BIG IDEAS Session will feature Vernā Myers. Myers is on a personal mission to disrupt the status quo and she knows how to: she's lived it.

Myers rose out of Baltimore's working class to become a Harvard-trained lawyer, entrepreneur, author, and cultural innovator. Her dynamic, laugh-out-loud speeches inspire audiences to go further—to move beyond leveling the playing field to creating a new field altogether—and empower people of all backgrounds to contribute at their highest levels.

Author of the best-selling books *Moving Diversity Forward: How to Move From Well-Meaning to Well-Doing* and *What If I Say the Wrong Thing? 25 Habits for Culturally Effective People*, Vernā has touched over 1 million people through her speeches, appearances, and the transformative message of power and possibility. Her inspiring TED



Vernā Myers

talk, "How to Overcome Our Biases? Walk Boldly Toward Them," offers three ways any person can become an active participant in countering bias in ourselves and in others to create a more just world.

Her insights and ideas are guaranteed to get you thinking and get your conference learning experience off to a powerful start. 8:15-9:15 a.m., Thursday, Colorado Convention Center – Bellco Theatre.



During the "Teach Adults Anything and Do it Right" preconference, attendees develop instructions for tasks such as changing a tire, knitting, and making lasagna.

Download the PLA Mobile App to play the Extraordinary Exhibits game, a photo scavenger hunt. See page 4 for more information.

Wednesday's Author Signings

| Company | Booth Number | Author/Book | Time |
|----------------------------|--------------|--|----------------|
| Romance Writers of America | 1542 | Teri Wilson/ <i>Alaskan Sanctuary</i> | 3:30 p.m. |
| MacMillan Adult | 1559 | Emily Littlejohn & Kevin Wolf/ <i>Inherit The Bones; The Homeplace</i> | 4:00 p.m. |
| HarperCollins Publishers | 1247 | Regina Calcaterra/ <i>Etched in Sand</i> | 4:00-5:00 p.m. |
| Romance Writers of America | 1542 | Lisa Brown Roberts/ <i>How (Not) To Fall in Love</i> | 4:30 p.m. |
| Harlequin | 847 | Lori Foster/ <i>Don't Tempt Me</i> | 4:30-5:15 p.m. |
| Zondervan | 1250 | Drema Hall Berkheimer / <i>Running on Red Dog Road</i> | 4:30-5:30 p.m. |
| W.W. Norton & Company | 1638 | Brad Watson/ <i>Miss Jane: A Novel</i> | 5:00-5:45 p.m. |
| Blink | 1250 | Evangeline Denmark/ <i>Curio</i> | 5:30-6:30 p.m. |
| Romance Writers of America | 1542 | Jennifer Kincheloe/ <i>The Secret Life of Anna Blanc</i> | 5:30 p.m. |

Today's Schedule – Don't Miss These Exciting Events!

7:30 a.m. – 5:00 p.m. Registration

9:00 a.m.-1:00 p.m. Preconferences (Required pre-registration)

9:30 – 10:30 a.m. Book Buzz

Presented by Booklist Colorado Convention Center, Mile High Ballroom 1-2

This program will highlight some of the best upcoming books for adults. Get the inside scoop from a panel of premier publisher representatives.

BE EXTRAORDINARY

10:45- 11:45 a.m. – Make it Extraordinary!

Colorado Convention Center, Mile High Ballroom 3-4

Bring your "Make it Extraordinary" notebook (provided at registration) and join us to learn how to optimize your time at PLA 2016, adapt ideas you'll learn at conference to fit your circumstances, and unleash your creativity and imagination. Our guest speaker Kari Chapin will inspire and motivate you with tangible tips to maximize your experience at PLA 2016.



Kari Chapin

2-3:30 p.m. – Opening Session with Anderson Cooper

Colorado Convention Center, Bellco Theatre (see pg.1 for full description)

3:30-6:30 pm – Exhibits Opening Reception

Lots of stuff happening in the Exhibits Hall this afternoon! Don't miss this chance to peruse products and mingle with colleagues from 3:30-6:30 pm. It's an excellent opportunity to check out hundreds of public library-centric products and services and also to enjoy light refreshments and socialize with other attendees. There are also several new pavilions in the exhibits hall this year for you to explore. Check these out (all at the end of the 400 row in the exhibit hall).

- **COLab:** The most successful makerspaces are those that encourage exploration, experimentation, failure, and collaborative learning, and COLab aims to bring this atmosphere to the Exhibit Hall. Colorado libraries team up with local makers and businesses—such as Aleph Industries, Sparkfun, and SketchUp — to offer structured workshops, AMA (ask me anything) Sessions, and a bunch of opportunities for play and experimentation.

- **Take Charge Lounge:** Keep connected and experience a creative approach to community engagement! To unleash your potential at PLA this year, you'll need to keep those devices charged and ready. PLA has teamed up with Anythink Libraries to bring you their fleet of pedal-powered charging

stations. Use these stationary bikes to power your device – or just lounge and hang out with your friends and colleagues.

• 4-6:30 pm – How-To Festival

Join the fun of our first-ever mini How-To Festival! Want to learn how create artisan bread? Protect your library's Facebook page from hackers? Launch a Pirate Radio Station? How about Create Glitter Tattoos? Join us at our first ever PLA Conference "How-To Festival" to learn about these topics and many more, in short (20 minutes) hands-on sessions, on Wednesday, April 6, Thursday, April 7, and Friday, April 8, in the Exhibits Hall. PLA thanks Louisville Public Library's Art Dietz and Kristina Messina for sharing their "How-To" expertise with us! Check out today's "How-To" schedule below:

- 4:10 PM – How To Bake Artisan Bread inspired by Books from Your Public Library
- 4:35 PM – How To Podcast
- 5:00 PM – How To Keep Your Library's Facebook Page from Getting Hacked
- 5:25 PM – How To Make a Library Pirate Radio Station
- 5:50 PM – How To Organize Your Library's 5K
- 6:10 PM – How To Breathe

7:00 pm – Dine Around Denver

Get a taste of Denver with local librarians and other PLA colleagues over a delicious meal. The Local Arrangements Committee has arranged dinners in a number of restaurants for tonight at 7:00 p.m. Dinners are pay-your-own-way, and space is limited. The restaurant list and sign-up sheets are available at the Local Information Desk in the main lobby, near the 14th Street entrances.

Be sure to pick up future issues of *PLA Daily News* for daily schedule and program information. Here's a few events on tomorrow's schedule:

- 8:15 - 9:15 a.m. – BIG IDEAS with Verna Myers
- 9:30 - 10:45 a.m. – Exhibits Coffee Break
- 1:00 - 3:00 p.m. – Career Fair
- 3:00 - 4:00 p.m. – Exhibits Coffee Break
- 4:00 - 5:00 p.m. – Sparks Talks
- 5:30 - 7:30 p.m. – Film Night



Share your #PLA2016 photos on Instagram (ala_pla)!



Love great fiction?



Think Harlequin.

Make sure to stop by the Harlequin booth #847 and meet these fabulous authors!

LORI FOSTER
author of
DON'T TEMPT ME
Wednesday, April 6
4:30 p.m. to 5:15 p.m.

AMY LUKAVICS
author of
THE WOMEN IN THE WALLS
Friday, April 8
11:00 a.m. to 11:45 a.m.

BRENDA NOVAK
author of
THE SECRETS SHE KEPT
Thursday, April 7
10:00 a.m. to 10:45 a.m.

HEATHER GUDENKAUF
author of
MISSING PIECES
Thursday, April 7
2:30 p.m. to 3:15 p.m.

AND DON'T MISS!
HEATHER GUDENKAUF
at the Mystery Authors Revealed Panel
Friday, April 8
10:45 a.m. to 11:45 a.m.

ROBIN TALLEY
at the YA Crossover Panel
Saturday, April 9
10:45 a.m. to 12:00 p.m.

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Get the PLA 2016 Mobile App!

Attendees can access full event schedules, rate sessions, and customize their own agenda with personal appointments on the PLA 2016 mobile app. Available for Android, iOS, and other mobile devices.

Visit www.placonference.org/mobile-app on your mobile device to download and install the app, or download the app directly from the App Store (iOS) or Google Play (Android).

Extraordinary Exhibits - New Photo Challenge Game

The Extraordinary Exhibits game is a photo scavenger hunt in the PLA 2016 mobile app. It replaces the old "Passport to Prizes" game. Playing is simple – players take and upload photos in the app to complete a series of challenges and earn badges from our participating exhibitors. Earn all the badges to be eligible for the prize drawing that will be held at the Exhibits Closing Reception. Prizes will

include tech products from Apple, Samsung, Bose, Amazon, and AMEX/ Visa gift cards.

The Rules

- Game play begins at the Exhibit Opening Reception, Wednesday, April 6, 3:30-6:30 p.m.
- All the challenges must be completed no later than 3:00 p.m. on Friday, April 8, to be eligible for the prize drawing.
- Limit one entry per person. Exhibitors are not eligible to win.
- The prize drawing will be held during the Exhibits Closing Reception, Friday, April 8, 3-4 p.m.
- Winners will be announced at 3:30 p.m. over the Exhibits Hall public address system. Winners will only have until 4:00 p.m. to pick up their prizes, so players must be in the Exhibit Hall at the time of the prize drawing to win.

How to Play

Tap the exhibits game icon on the home screen of the mobile app. First, tap How to Play to read the step-by-step instructions. Then tap Play Extraordinary Exhibits! to join the game. Questions? e-mail pla2016app@ala.org to request additional assistance.

Participating Exhibitors

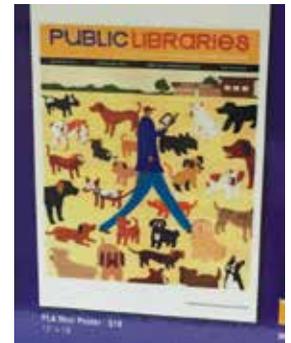
Burgeon Company, LLC 1833

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|---|------|
| Crowley Company | 756 |
| FaxScan24 Fax and Scan Service | 1815 |
| William S. Hein & Co., Inc. | 760 |
| mk Solutions Inc..... | 1924 |
| PolicyMap | 418 |
| Public Library Association - DigitalLearn | 1903 |
| SirsiDyniz | 1233 |
| Today's Business Solution..... | 633 |

Visit the ALA Store!

Be sure to stop by the ALA store in the registration area. You'll find lots of great stuff including ALA Editions publications, ALA division publications, conference souvenirs, READ posters, and these super-cute *Public Libraries* cover posters!

Store hours are: Wednesday: 9 a.m. – 5 p.m.; Thursday: 9 a.m. – 5 p.m.; and Friday: 9 a.m. – 4 p.m.



Thank You PLA Conference Sponsors!

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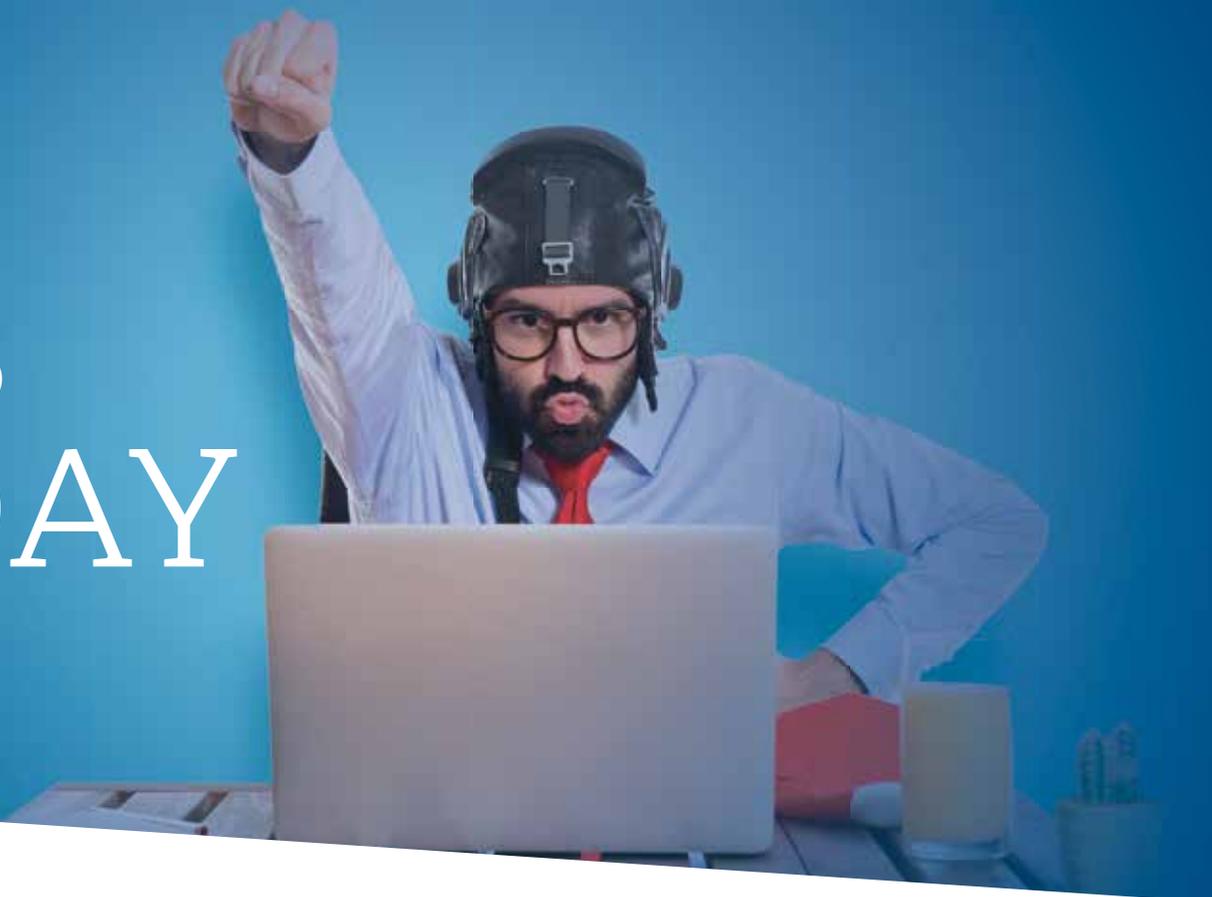
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Ask DPL Staff Why They Love Their Job

By Sherry Spitsnaugle, Writer/Editor,
Denver Public Library

If you see smiling librarians at PLA wearing a T-shirt that reads, “Ask Me Why I Love My Job at DPL,” please do ask them.

Denver Public Library staff were asked if they would like to be part of a small army of recruiters during PLA, when they were sent a message saying, “If you love your job at DPL, that’s all it takes. No experience required, and you get a free T-shirt!”

The idea is the brainchild of Denver Public Library Human Resources Employment Manager Kristen Svendsen who is always on the lookout for new ways to recruit staff.

“We love to get the word out about how amazing it is to live in Colorado and work at Denver Public Library,” Svendsen says, adding, “What better place is there to advertise than at PLA!”

The plan is when someone asks a T-shirt-wearing DPL staff member about working at the library, the staff member has a pre-printed list of options from which to choose, including “sweeping mountain vistas on the commute to



work” and “easy access to over 175 breweries,” or they can improvise.

Some 35 staff members are on board. At the top of the list is City Librarian Michelle Jeske.

“It’s a fabulous idea,” Jeske says. “You bet I’ll be telling folks how much I love working at Denver Public Library!”

If you would like to share why you would love a job at the Denver Public Library, feel free to let Kristen know at ksvendse@denverlibrary.org!

feeling unsafe at work, and reacted in widely varied ways to patron behavior. As a Branch Administrator, her goal is to have a safe and welcoming library for all customers. Looking at the large number of homeless people experiencing mental illness, who visit public libraries daily, she offered practical strategies for dealing with hostile and upset patrons:

- Prevent escalation by showing empathy, being nonjudgmental, listening, using the customer’s name, and clarifying the message.
- Keep ‘em happy with customer service techniques.
- Ensure consistency in enforcement of library policies from all staff, with patrons of all ages.
- Practice consistent banning procedures.

Knowles talked about the role of security at DPL. They have twenty-two full time uniformed officers. The



Tweeting about #PLA2016?

@Imcfarlane29 – Need a satisfying task for library volunteers? Get them involved with surveying patrons! 1-2 focused questions on an iPad. #PLA2016

@davidjseleb – Alignment of the right data measurement tools is key for success. Library size doesn't matter. #PLA2016 #ripleffect

@jaycgreenwald – I'm sitting down to map out all of the #PLA2016 sessions I plan to attend. I can't wait to be in Denver!

@75in5 – @ALA_PLA love the #BExtraordinary little book for big ideas! #pla2016

@librarywendt – Customer loyalty is developed by delivering a great library experience #PLA2016

@jennygadget – Useful ideas so far: are you promoting at homeless shelters or other places that serve disadvantaged youth? #PLA2016

@kzookev – "Conversation before collaboration." Working with local government and library boards. #PLA2016

@ComposedCitrine – Contemplating the defining moments in my career during Stepping Up to Extraordinary #PLA2016

@cswarren321 – You can't just read about STEM; you have to do STEM." #preconference #pla2016

@samchada – Just met the sweetest library trustees from a small library in Illinois and they love their bookmobile! #PLA2016

Best Practices for Serving Patrons Experiencing Homelessness

The panel at yesterday’s pre-conference program on providing service to patrons experiencing homelessness stressed the need for consistent behavioral policies, communication, enforcement, and collaboration among staff, law enforcement, and social workers. “Keeping Peace in the Library: Best Practices for Providing Service to Patrons Experiencing Homelessness” featured Sydney McCoy, Branch Administrator at Frederick County (MD) Public Libraries; Elissa Hardy, Social Worker Denver Public Library; Lt. Colonel Scot Hopkins from the Frederick County Sheriff’s Department; and Bob Knowles, Manager of Security at Denver Public Library (DPL).

McCoy opened the panel discussion by sharing the problems faced by co-workers at her library prior to having law enforcement join the staff. Staff felt abused by customers, reported

officers are integrated into the library and provide full support for the library’s strategic goals. They aim to protect staff, collections, and customers, but not in an aggressive way. They also decided to train some staff in both circulation and security, which has worked out well.

Knowles went on to state that DPL’s security officers are welcoming to everybody. Their policy is to treat everyone with courtesy, dignity, and respect until a patron’s behavior warrants otherwise. The officers are trained to be consistent with enforcement of rules to avoid people feeling unfairly treated. Knowles emphasized the importance of using de-escalation techniques to avoid calling

911 so much. By doing so, staff can adhere to DPL’s goal of getting people into the library, not kicking them out. Currently, some staff members are getting trained to give social services information in the absence of social workers, armed with information on where to get meals, showers, and help for veterans. Knowles also observed that waking up customers provides an opportunity to check on the patron and to offer services.

While comprehensive training can take up time, McCoy noted that staff report feeling empowered, safe, and supported now that they have consistent enforcement and partnership with law enforcement.

PLA Lounge at Central Library

Need a place to kick back, check Instagram or enjoy a cuppa during PLA? Enjoy our PLA Lounge at the Central Library, Denver Public Library, just inside the west entrance. We’ll have a quiet place where you can chill or chat.

The Lounge is open during library hours: Wednesday, Thursday, Friday, 10 a.m. – 8 p.m.



Civil rights activist Jim Obergefell’s *Love Wins: The Lovers and Lawyers Who Fought the Landmark Case for Marriage Equality* will be available as a free advance copy at the Harper Collins Booth, 1247. This compelling and empathetic memoir details the legal battle waged by Jim and his husband, John Arthur, for marriage equality, a fight that went all the way to the Supreme Court in the landmark case of Obergefell v. Hodges.

Obergefell will also be interviewed for the PLA Virtual Conference this Friday, which all full-conference attendees will have access to upon completion of a post-conference survey.

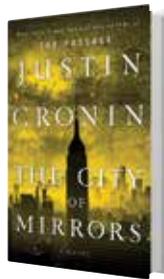
PLA 2016: WHERE THE BOOKS ARE A PILE HIGH

with **Penguin Random House**

Denver, CO

Booth 1346

MEET THE AUTHORS

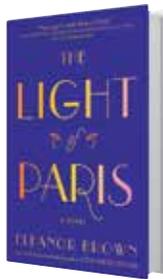


WEDNESDAY, APRIL 6

6:30pm – 8:30pm

Library Journal Author Reception

History Colorado Center

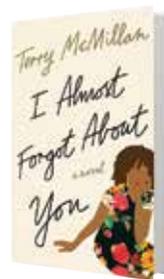


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6:30pm – 8:30pm

Library Journal Author Reception

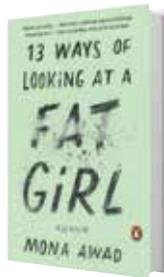
History Colorado Center



THURSDAY, APRIL 7

10:00am – 11:00am

PRH Booth Signing



THURSDAY, APRIL 7

10:45am – 12:00pm

LibraryReads Best in Debut Authors

Convention Center, 501 – 504



THURSDAY, APRIL 7

2:30pm – 3:30pm

PRH Booth Signing

3:30pm – 5:00pm

Booklist Mystery Author Meet & Greet

Booklist Booth #1633

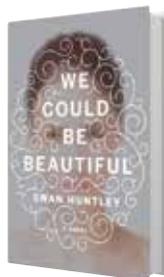


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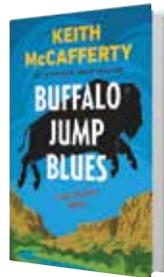


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THURSDAY, APRIL 7

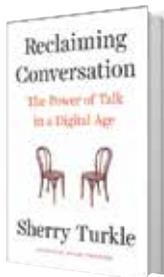
3:00pm – 3:30pm

PRH Booth Signing

3:30pm – 5:00pm

Booklist Mystery Author Meet & Greet

Booklist Booth #1633



FRIDAY, APRIL 8

8:15am – 9:15am

PLA Big Ideas

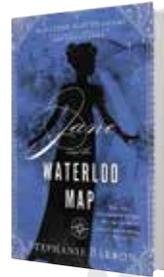
Convention Center, Bellco Theatre



FRIDAY, APRIL 8

10:00am – 10:30am

PRH Booth Signing



FRIDAY, APRIL 8

10:45am – 11:45am

Mystery Authors Revealed

Convention Center, 501 – 504



FRIDAY, APRIL 8

12:00pm – 1:30pm

PLA Luncheon Speaker

Convention Center, Four Seasons Ballroom 1-2



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PLA's Project Outcome: Assess and Share the True Impact of Essential Library Programs and Services

Learn more at Project Outcome sessions on Thursday, April 7

The goal of Project Outcome is to create a field-wide shift toward outcome measurement by providing simple survey instruments and an easy-to-use process to help public libraries understand and share the true impact of essential library programs and services. Project Outcome is a free service available to all U.S. and Canadian public libraries and is managed by the Public Library Association (PLA). The project builds upon a 2013 initiative led by then-PLA president Carolyn Anthony (Director, Skokie Public Library) who established a Performance Measurement Task Force (PMTF) in charge of developing standardized measures of effectiveness for library programs and services. The PMTF is comprised of a diverse group of public and state library leaders, consultants, data researchers and analysts. After a year of field research and pilot testing, the PMTF identified seven essential library service

areas for the Project Outcome surveys to assess that could be easily and directly linked to improving or changing a patron's knowledge, behavior, skills/application, and awareness.

- Civic/Community Engagement
- Digital Learning
- Early Childhood Literacy
- Economic Development
- Education/Lifelong Learning
- Job Skills
- Summer Reading

The work of the PMTF caught the eye of the Bill & Melinda Gates Foundation and their generous funding support has enabled PLA to accelerate and expand the reach of Project Outcome, which officially launched at ALA Annual Conference in June of 2015.

Since its launch, Project Outcome has had nearly 1,400 participants register from over 850 public libraries across the U.S. and Canada. Nearly half of Project Outcome's libraries are already using the survey tools within their library and have collected over 9,000 patron surveys. Project Outcome provides libraries with data collection and analysis tools and resources to

project | **OUTCOME**
MEASURING THE TRUE IMPACT
OF PUBLIC LIBRARIES

encourage them to use their outcome data to support and promote future action – such as allocating resources more efficiently, advocating new resources more effectively, and providing support for future library funding. For the first time, public libraries, whether they are new to outcome measurement or advanced in data collection, have free access to an aggregated set of performance measurement data and analysis tools they can use to affect change within their communities and beyond.

PLA 2016 Conference Programs

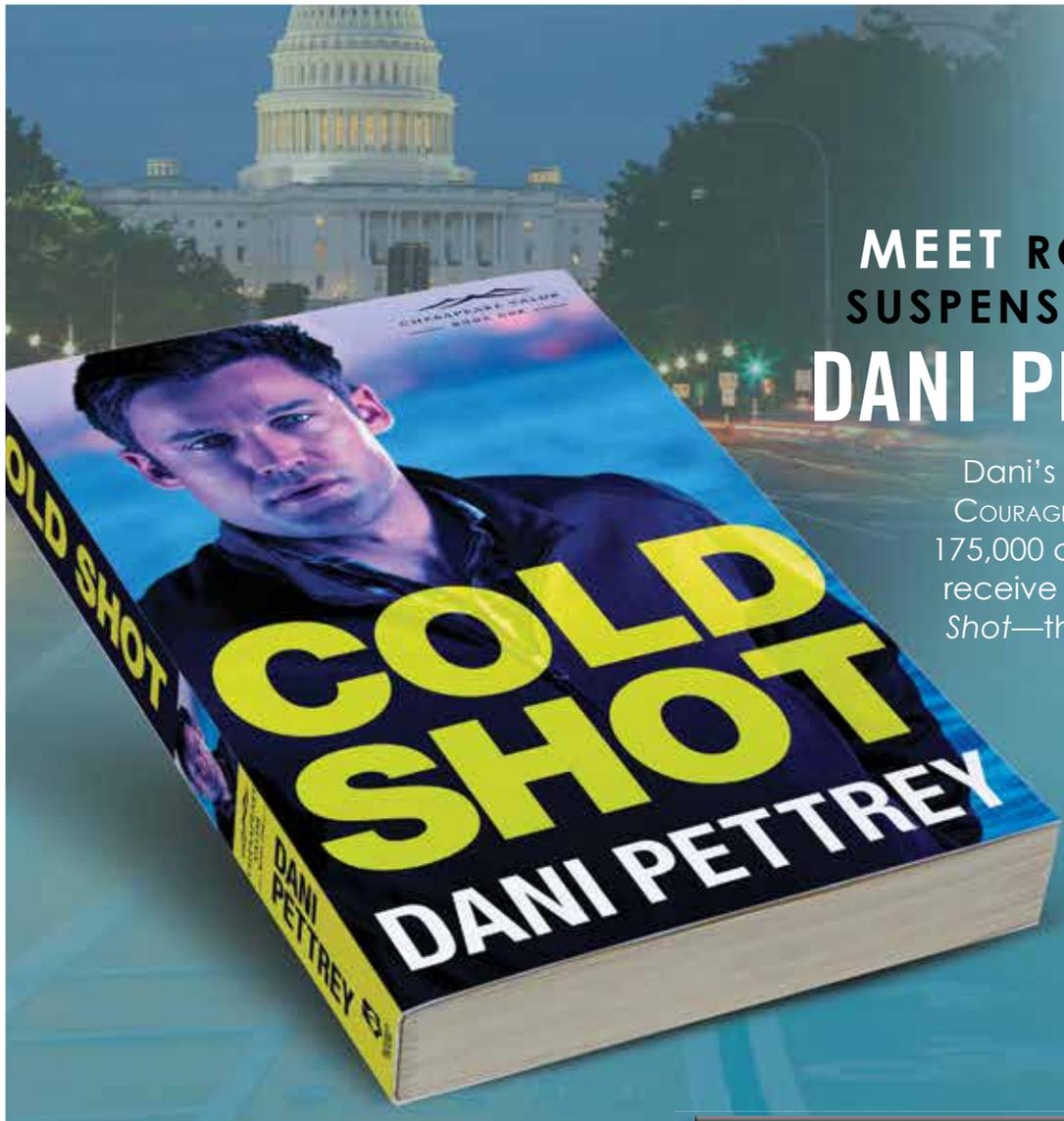
The PLA 2016 Conference is a great opportunity for public libraries to learn more about outcome measurement. Project Outcome is hosting a sold-out preconference workshop on Wednesday, April 6, that will teach libraries how to successfully measure the true

impact of their programs and services and become advocates for outcome measurement within the field.

All PLA 2016 Conference attendees are welcome to join the two Project Outcome program sessions on April 7, which will provide a condensed version of the preconference workshop, including education around outcome measurement and Project Outcome's background, a demonstration of the tools and resources, and real users' experiences implementing the surveys within their library.

- The Power of Performance: The PLA Performance Measures Initiative, Thursday, April 7, 10:45-11:45 AM, Room 505-507

- The Power of Performance 2: Project Outcome Enrollment Primer, Thursday, April 7, 2:00-3:00 PM, Room 505-507



**MEET ROMANTIC
SUSPENSE AUTHOR
DANI PETTREY!**

Dani's debut series, *ALASKAN COURAGE*, has sold more than 175,000 copies. Meet Dani and receive her latest novel, *Cold Shot*—the first in a new series!

Booth #1546
Book Signing for Cold Shot
Thursday, April 7
9:30–10:30 AM

"Fans of Pettrey will adore this new romantic suspense series. Dynamic protagonists and an increasingly tense narrative set the scene for a harrowing and thrilling ride."
—*Library Journal*

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JOIN THE CELEBRATIONS AT PLA IN BOOTH #1203

Take Home Tech from Colorado Libraries

Do you need to find out where you are going? Check out a GPS unit from a library! Have your children been asking about LeapPad? Check one out and bring it home for them to use. In many Colorado libraries patrons can go beyond books, CDs, and DVDs to check out technology items to use at home. From all types of Colorado libraries: big, small, city, county, district, suburban and rural, there is a variety of technology to choose from including GoPro cameras, programmable robots, GPS units, projectors, flip video cameras, LeapPads, Launchpads, laptops, tablets, Monomouse units, eReaders and WiFi hot spots.

Libraries have the capacity to play a unique role with technology in our communities. We are an impartial place for patrons to come to interact with technology, to try that product that they have heard about, or to use a technology item for a specific purpose without having to own it themselves. Libraries are also uniquely positioned to help our communities with technology literacy, an increasing necessity in our always connected society.

If your library doesn't circulate tech-

nology yet, it is a great option to consider as part of your overall strategy to meet community needs. Libraries choose their technology items for different reasons. For example, the High Plains Library District circulates laptops with wireless connectivity paid for by the library. High Plains has many rural users with inadequate broadband available. By providing both the device and the wireless service, they give their patrons not only better access to library resources, but other valuable resources as well.

At my library district, Arapahoe Libraries, we circulate a number of different items. We chose to circulate four different programmable robots that provide experiences for several age groups. These robots promote our strategic goal to "broaden technology literacy while providing tools to spark creativity and lifelong learning." Other technology is chosen to give patrons access to tech items that they might not otherwise be able to afford, and still other items help us get library resources into the hands of more of our community. All of our circulating technology items also are a popular part of our quest to surprise and delight our patrons.

Once you decide that you are going to circulate technology items, be prepared to address the issues associated with keeping the technology in working order. As most tech items are designed for the individual consumer, it takes planning to adapt them to the library environment. When identifying possible tech items to purchase, consider:

How much staff time and effort are needed to clear patron information that may be left on the equipment? How can you package the items so they are portable and protected?

One suggestion we can provide is that it is okay to start small and add more as demand increases. We started with five GoPro cameras and now have twenty due to the level of holds. We

also started with five automobile GPS units and have not added additional ones since the level of holds has stayed within our accepted ratios.

The fact is that circulating technology can support the library's role in a community. I encourage you to consider joining the many Colorado libraries, and others around the country, in providing this service.

Cindy Phillips is the Manager of Library Materials Services for the Arapahoe Libraries. Arapahoe Libraries includes eight community libraries, a jail library, and a Library on Wheels, serving more than 250,000 patrons in Arapahoe County, Colorado. For more information, visit arapahoelibraries.org.

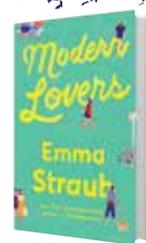
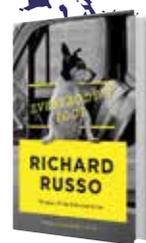
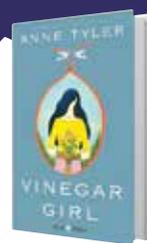
Visit Booth #438 for More Information on E-rate

Have a question about E-rate? Already applying and stuck? Bring your questions to the USAC booth #438 and get them answered! John Noran, library outreach specialist at USAC will be on hand for one-on-one "office hours" to walk you through your application and fix things on the spot. Just want to learn more about how to apply for E-rate? John can give you an E-rate 101 so you'll be ready to apply next year."

PLA 2016: WHERE THE BOOKS ARE A PILE HIGH with Penguin Random House

Denver, CO

Booth 1346



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Offer expires 6/30/16

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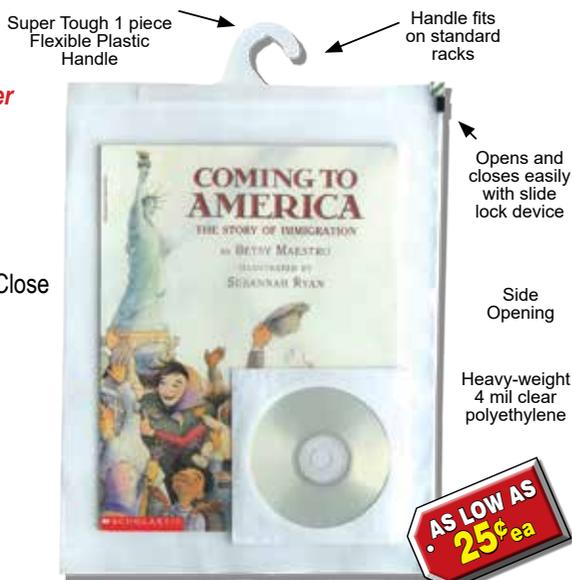
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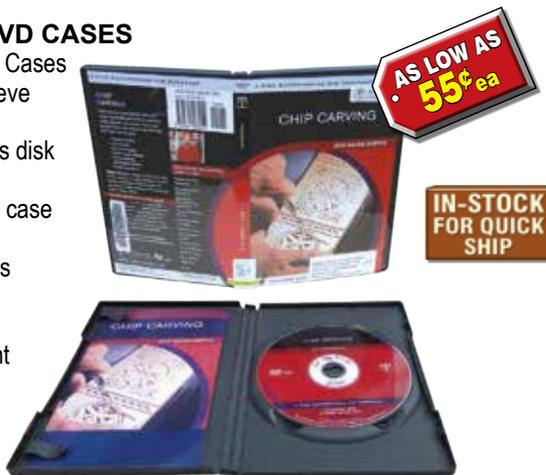
- Zipper closure
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"The kit bags have been just great. We have circulated our storytime kits in them. I am ready to create a new set of bags for five new libraries. Thank you for providing such a good quality product."

Tina Carwile,
County of Los Angeles
Public Library

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SUPER STRONG 1000 Denier Cordura® Nylon



Transform Your library: Join ALA's New Public Awareness Campaign, Libraries Transform

A powerful tool is now available to help spread the message about the critical role libraries play in the digital age.

The American Library Association's Libraries Transform public awareness campaign provides libraries with unified messaging and resources to communicate with the public, the media, and legislators.

"Libraries are essential. By joining the campaign, you can help us communicate this important message," said ALA President Sari Feldman.

By visiting the Libraries Transform website, you can access free tools and resources to develop your own public awareness campaign.

Among the most compelling tools available to librarians are the campaign's "Because" statements. These incisive and powerful sentences use bright bold type and colorful backgrounds to draw attention to how and why libraries are transforming – for example, "because more than a quarter of U.S. households don't have a computer with an Internet connection."

The campaign website, <http://librariestransform.org>, also has valuable information about how to get involved by following I Love Libraries on Facebook or Twitter, sharing your favorite "Because" statement on social media, telling stories about how your library has transformed your

community, or displaying a Libraries Transform banner on your blog.

Already, more than 1,000 of the nation's libraries have adopted the Libraries Transform campaign.

They include the Ohio Library Council (OLC) — a statewide professional association that represents the interests of Ohio's 251 public libraries, their trustees, Friends, and staffs, which will use Libraries Transform to speak to state legislators as it ramps up its advocacy efforts. With state funding approved biennially, OLC will use this off year to showcase Ohio libraries return on investment using the "Because" statements and anecdotal support.

A major component of OLC's work is advocacy, with the primary push taking place on Legislative Day, where library directors, trustees, and administrators urge legislators to maintain their commitment to state funding for public libraries.

The OLC has adopted the theme Ohio Libraries Transform for this year's OLC Legislative Day, scheduled for April 13. A key component of OLC's efforts will be the campaign's "Because" statements.

The Libraries Transform website provides valuable information regarding trends in areas ranging from digital natives and the maker movement to the sharing economy.

The website also contains inspir-



Visit booth #1603 to learn more about Libraries Transform Communities.

ing true stories that demonstrate how libraries transform. Parent Julie McPherson wrote about how she and her husband sat in a rented car with their two-year-old son along the waterfront in Queens overlooking Manhattan's East River, when she noticed the Queens Library Bookmobile, dredging up memories of receiving her first library card and using it for the first time at her library's bookmobile.

She wrote, "Libraries have always

been transformative. Beyond the door of the library or the bookmobile, magic awaits. Our future dreamers, innovators and makers can make discoveries—about themselves, about their world—that have the potential to change minds and hearts and touch individual lives and communities."

Join the campaign today at <http://librariestransform.org>. Get more information at the American Library Association Booth #1603.



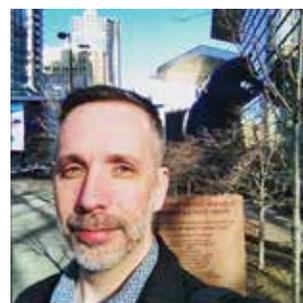
Share your #PLA2016 photos on Instagram (ala_pla)!



smobb – Getting reeeedyyyyyy #PLA2016



borrowreadrepeat – Setting up for #pla2016 in Colorado! Don't miss these hot titles. #bookstagram #books #hotoffthepress #mustread #bookstoread



jordanbeskogarn – It is on! #pla2016 #Denver



whimsylibrarian – On our way to #pla2016!! @monica.the.librarian



rjdebuff – #RIPLEffect Facilitated a great group! #table7 #pla2016

prhlibrary – PLA attendees we're getting ready for you! #PLA2016 #bookworm #igreads #bookish #bookstagram #booklover #readers #work #conference #library #librarians #librarylove



Marketing Libraries: If We Don't Tell Our Story, Someone Else Will

A few years ago, Arapahoe Libraries, a library district in Colorado, conducted an annual survey to gauge patron satisfaction. It was striking to me, as a member of the Arapahoe Libraries marketing team, how surprised our patrons sounded as they expressed a common sentiment: “I didn't know this existed.” In fact, in every area of the survey, patrons made comments along the lines of, “I didn't know you had that resource. You should advertise more.”

Cindy Matthews, promotions and marketing manager for Colorado's Jefferson County Public Library, often hears a similar reaction from patrons, friends, and family: “Wow, I never knew the library offered all that stuff! [Libraries] really need to do a better job of marketing.”

Library. The very word stems from the Latin word *libris* for books. As far back as most of us can remember, libraries also mean storytimes, programs, databases, librarians, and a place to come together. Libraries of today offer digital resources, makerspaces, 3D printers, coffee shops, recording studios, and tech items that can be checked out. We have technology specialists and librarians who specialize in business, research, early literacy, technology, and media who can just as easily teach you how to code as find the information you are seeking.

Given the seemingly endless list of programs, resources, hidden gems and products to tell people about, marketing can become overwhelming. Where should we start?

An effective way to approach marketing – a field that includes advertising, branding and public relations – is to ask the question, “What is the problem we're trying to solve?” So, what are the main issues facing libraries today?

According to Nicolle Davies, executive director for the Arapahoe Libraries, “The biggest issues libraries face today are perception and funding.”

Let's tackle the first issue: perception. To challenge the existing perception of libraries, we must do more than change. Not only should we add the latest technology, makerspaces, digital downloads, and gadgets – we must also rebrand. That doesn't necessarily mean updating the visual identity, but it does mean being deliberate in getting the word out about the changes we are making, and telling our story.

Stacie Ledden, director of innovations and brand strategy for Anythink Libraries of Adams County, Colorado,

explains, “If we don't tell our story, someone else will. In other words, our libraries have a brand whether we are working to build it, or simply allowing it to take form in people's minds on its own. The beauty and necessity of marketing is that we have the ability to shape our organization's story so that people notice and respond in a positive way.”

Branding, at its essence, is a promise. People perceive libraries in a certain way, because that has been their consistent experience with libraries throughout their lives. If we hope to change perceptions, we must first work to change patron experience and then work even harder to get the word out that libraries have changed.

The current view of public libraries has a long history and it may take a generation to fully shift that mindset. We must continue to evolve to fill the current needs, embrace change, and most importantly, continue to increase patron satisfaction. If we strive to delight each and every patron we serve, our fans will in turn tell others, and we will be successful in using the most powerful form of marketing that exists: word of mouth.

About a year ago, partly in response to the patron survey from 2014, the Arapahoe Libraries embarked on a rebrand. While this rebrand includes a refreshed visual identity, it focuses mainly on the overall experience patrons have with our libraries. The four pillars from that rebrand are all very patron focused and include: Very Important Patron (VIP) Experiences, Surprise and Delight, Make Every Experience Matter and Simplicity.

A common theme among patron comments at the Arapahoe Libraries is one of surprise and delight. A recent – and very typical – patron comment reads, “I am writing to commend the IT library person Becky at the May Library. As a senior citizen, I was anxious about how to begin a LinkedIn account, and she not only helped me with this, but expertly scanned a photograph so that we could include it in my profile. She is kind, and thoroughly skilled in her work. Thank you, Becky, for making my experience at the library a positive one.”

People – our patrons – want to align themselves with brands and experiences that make them feel great. Our patrons have a lot of choices, but we can win them over by improving the overall patron experience and providing a uniform and appealing visual identity. The good news is that the perception of libraries is changing and the foundation we are building is solid.

The current view of public libraries has a long history and it may take a generation to fully shift that mindset. We must continue to evolve to fill the current needs, embrace change, and most importantly, continue to increase patron satisfaction.

The addition of digital resources for checkout, the shift to being curators of information rather than the sole source for it, the focus on technological literacy and the addition of community spaces, such as coffee shops and makerspaces all play a part. People are coming to us, as they experience the new library, and they are telling their friends.

A second and closely-related issue is funding. Our libraries exist because taxpayers allow them to exist. Like for-profit entities, we are dependent upon the customer; however, we can tend to be less efficient than many for-profit organizations in directly relating our activities and marketing efforts to the bottom line.

When it comes down to it, a library's funding will only continue if the community's perception of the library is positive and if libraries remain essential and highly valued in the minds of our voters – not just during the years and months leading up to a vote, but perpetually.

Marketing the library may feel like a double-edged sword. On one hand, our patrons have a clear expectation that we let them know what we have to offer. On the other hand, we also are very mindful about the ways in which we spend our constituents' money.

The answer to this lies in effectively matching the message to the recipient. By dividing up our programs and resources by audience, and then striving to get the message directly to that specific group, we can succeed in the same ways for-profit entities succeed. Measurements may include library visits (in-person and virtual), increasing transactions – and equally important – a clear understanding of the value of libraries to a community's well-being, a belief in our mission and affinity for the library brand.

Take heart. Just as the library of today is rising to meet the needs of our communities, library marketers and staff are busy helping to change the overall perception of libraries and meeting positive results among their communities. It's a big ship to turn, yes, but we have a great story to tell. When people hear our story, they are often surprised, and then compelled to support libraries. In many ways, the library of today is a marketer's dream – an unmined opportunity to change perceptions and truly make a difference in a meaningful, lasting and historic way.

Ginger Mattson is the Manager of Communications and Strategic Marketing for Arapahoe Libraries and a member of the Colorado Library Marketers group, whose members also contributed to this article.

In 2014, the Colorado Library Marketers formed the Outside the Lines initiative to advance the changing perceptions of libraries. Outside the Lines is a week-long celebration demonstrating the creativity and innovation happening in libraries. This year it will be held September 11-17, 2016. [Getoutsidethelines.org](http://getoutsidethelines.org) #GetOTL

Be on the lookout for a secret marketing message hidden inside fortune cookies during the PLA 2016 Conference and join the Twitter conversation at #PLAwhy.

Recruiters, Resumé Review, and More at Career Center

Located in the Convention Center Rooms 103-105, this spot is dedicated to job providers and job seekers. We have some great events in the Career Center this year:

Career Fair: Thursday, 1-3 p.m. If you are looking for a job or just curious about what other libraries might be offering – stop by and talk with representatives from sixteen different libraries who are ready and waiting to share their career opportunities with you.

Resumé Reviewing and Interview Coaching: Friday 10:45-a.m.-3:15 p.m. Get some objective one-on-one

feedback and advice from library professionals knowledgeable in hiring. This event offered sign-up in advance, but if you'd like to participate in either (or both!) of these services, swing by the room to see if any slots remain open.

Speed Mentoring, Friday (4:15 p.m.); preregistration was required for this event.

We also encourage you to stop by and peruse the listings on the bulletin board. If your library is hiring, please feel free to add a print out with the job listing, to the bulletin board in the room.

Special Offer

PLA 2016 Conference attendees receive up to 20% off shows playing at the Denver Center for the Performing Arts this week Apr 5 – 10 using discount savings code: PLA. Visit <http://denvercenter.org> for more information

Exhibitor Updates: Booth Changes and New Exhibitors

Booth Number Changes

Lucas Color Card – 1810
Stop Falling Productions – 1857
TLC – The Library Corporation – 1703

New Exhibitors

Automated Manufacturing Products – 1904
www.automated-manufacturing.com

Colorado Passport Agency – 509
<http://www.travel.state.gov/afinfo>
The State Department wants you to join our network of 7,300 public facilities providing a convenient way for travelers to submit their passport applications. An Acceptance Facility designation generates revenue for your organization, increases your visibility and provides a community

service. Stop by and see how you can become a passport acceptance facility.

CoolNerd Kiosk – 535
<http://www.coolnerdkiosk.com>

CoolNerd Kiosk aggregates digital content vendors for libraries with more than one digital vendor. Patrons browse and checkout at kiosk enabling us to send content to applicable app or download content into patron's mobile device while there in library. No need to open multiple apps or only use one digital source when there are many from which to choose.

Cultural Surroundings – 548
www.culturalsurroundings.com

DearReader.com LLC – 547
<http://www.dearreader.com>

We offer a variety of reader advisory services all designed to run autonomously, while still offering a high degree of customization.

Deziner Software – 515
<http://www.dezinersoftware.com>

Easy Riser – 533
www.easyrisers.net

Story time comes alive with portable theater seating. Easy Risers conveniently slide together for easy storage and gives you quick versatility for any library children's space. This is story time reinvented!

FairVega Russian Library Services – 549
<http://www.fairvega.com/libraries>

FairVega is dedicated to helping libraries serve the Russian speakers in their communities. Do you need a personal shopper, cataloger, or consultant to help you grow and improve your Russian collection? We're ready to help, with plenty of purchasing options available! Visit us at PLA or online today.

Freedom Scientific – 513
<http://www.freedomscientific.com/>

Freedom Scientific is widely recognized as the largest worldwide manufacturer of assistive technology for blindness and low vision. Our commitment to providing the total solution extends to our Services Division, where we provide services to help your organization support the needs of people with disabilities. We offer customized training, consulting, testing, and more.

Galaxy Press – 443
<http://galaxypress.com>

Publisher of the fiction works of L. Ron Hubbard, including *Battlefield Earth*, *Fear*, *Final Blackout*, the *Stories from the Golden Age* and *Writers of the Future*. These stories span every genre from western and mystery to fantasy and science fiction and are engaging books & audiobooks for patrons of all ages.

Insignia Software – 1709
<http://www.insigniasoftware.com>

Komatsu Architecture – 658
<http://www.komatsu-inc.com>

Komatsu Architecture, founded in Texas in 1959, is known for innovative and lasting public library design. We are your professional team to advise, manage, and be accountable for your program results. Komatsu understands the stewardship of public funds and has always met our clients' budget and schedule goals. We aim for integrity and practicality in your library projects.

Midpoint Trade Books – 1863
<http://www.midpointtrade.com>

Midpoint Trade Books is a book sales and distribution company that has served independent publishers of varying subjects since 1996. Our team approach maximizes sales for publishers through a unique process that emphasizes hands-on management, fast turnaround, a twelve-month selling cycle, and the highest level of marketing and distribution support.

Milliken – 636
<http://www.millikencarpets.com>

New Urban Distributors – 604
<http://www.newurbandistributors.com>

Independent and Multicultural Resources for Libraries and Schools. New Urban's ever expanding library of products helps you find the stories your pa-

PAID LISTINGS

New Product Showcase



READsquared
Booth540
www.readsquared.com

Engage patrons with READsquared's year-round reading programs. Promote your brand and enhance your library's experience with family accounts, activity logging, badges, suggested reading, events, missions, learning activities, book reviews, book trends, and more! All this, integrated with your library's catalog, ILS, and accessible on any mobile device or workstation.

READsquared allows your library to custom tailor the patron experience with targeted features, functions, and content by age, and promote community support thru collaboration with schools, museums, and program sponsors. Built-in assessments and unparalleled reporting provide insights into your community's unique character.

Scheduled a demo at www.READsquared.com.



The Crowley Company
Booth 756

www.thecrowleycompany.com

Introducing the UScan+HD
18MP Imaging; Touchscreen
Ease

The Crowley Company is pleased to introduce the UScan+HD, the latest model in the UScan+ reader-printer family for viewing, digitizing and saving images from microfilm, microfiche, aperture cards and more. The UScan+HD features an 18 MP camera array, the largest true optical camera in the market, producing images that are clear and accurate.

Marrying high-volume expertise with walk-up patron requirements, The Crowley Company has employed three decades of industry-leading Mekel Technology and Wicks and Wilson production-level scanning technology into an affordable multi-media patron and staff scan system ideal for easy research.

Try it today! Booth 756 or call (240) 215-0224.



Tyndale House Publishers
Booth 1552

<http://books.thedisciplemaker.org/us-versus-us/>

Here are the untold stories behind the largest-ever scientific study conducted on the religious history, practices, and beliefs of the LGBT community. The vacuum left by not knowing these stories or data has caused conjecture, presumption, prejudice, insecurity, and a host of other unfortunate distractions. And so we find ourselves in a place where LGBT people feel persecuted by the church, and people of conservative faith feel persecuted by the LGBT community. For the first time ever, this research shows that the stories of the LGBT community and the religious community are interwoven, complex, and above all, hopeful.

Product News

Innovative Announces Beta Testing for Polaris to INN-Reach Now in Progress

Innovative Interfaces has announced that Polaris library partners now have a direct connection for the Polaris to INN-Reach resource sharing system.

Currently in beta testing, Innovative will offer the same level of integration INN-Reach currently offers Sierra and Millennium users to those on Polaris, through the use of Direct to INN-Reach APIs. This will eliminate the need for a Direct Consortia Borrowing (DCB)

broker system and will create a seamless experience within Polaris.

This approach will allow Innovative library partners to benefit from the development team's expertise—no matter what library system they select—and is a testament to the value the two companies coming together can bring. It is also part of Innovative's strategic roadmap, where development efforts are highly-focused on what libraries need to be successful, and offering

similar functionality across all product lines.

Built using the Innovative Open Library Stack, the direct connection offers a number of benefits, including the ability to utilize the INN-Reach system from within the Polaris ILS and Leap. Users no longer need to use another application; rather all INN-Reach activities can be performed within Polaris.

Additionally, changes to the local cata-

log are automatically and immediately reflected in the INN-Reach system without any additional effort. Circulation activities use the same functionality and workflows as local Polaris circulation and are tightly integrated within all facets of circulation management and administration features. These developments will have a noticeable effect on staff efficiencies and workflows, as well as their bottom line.

JanWay Stock Flash Drives Now Available in 4GB for \$2.99

JanWay Company recently upgraded their stock "Grab a Byte at the Library" flash drives from 2 GB to 4 GB. They also lowered their price to \$2.99 for orders of 100 plus flash drives.

These inexpensive JanWay flash drives can help librarians meet the increasing patron demand for flash drives. Some librarians sell flash drives at cost giving their patrons a tremendous bargain. Other librarians use flash drives as a fundraiser. By adding \$2.00 to the flash drive cost a library can make an easy \$200 on the sale of 100 flash drives while still being price-competitive with local retailers.

Librarians may also choose to have their flash drives printed with their library's name. Custom printed flash drives are available at www.janway.com in a wide variety of flash drive body styles and memory capacities. JanWay flash drives can also be pre-loaded with

your library's information for a small additional charge. Since 1981 JanWay has been a trusted source for library supplies as well as fundraising and promotional items. The trustworthiness of a flash drive supplier is vitally important. Some online sources produce fake flash drives and sell them at bargain prices. These fake flash drives will register at the advertised capacity when you open the drive on your computer, however, when you exceed the real capacity of the chip, it begins to overwrite your data causing data loss. JanWay uses only reputable flash drive manufacturers who use authentic top quality tier one chips.

JanWay's low prices, trusted quality, and wide variety of styles and capacities make them an ideal source for flash drives. Visit the JanWay booth (#1439) to see sample flash drives and talk with a JanWay sales consultant about purchasing flash drives for your library.

Meet Romantic Suspense Author Dani Pettrey

On Thursday, April 7, from 9:30-10:30, Dani Pettrey will be greeting conference-goers and giving away signed copies of her new romantic suspense novel, *Cold Shot*, at Booth #1546. Pettrey is the bestselling author of the ALASKAN COURAGE series, which has sold over 175,000 copies. The setting for her newest series is the Chesapeake Bay area, where the author and her family live. "I view it as inviting readers to join my characters and me for a hometown visit," Pettrey says.

Released in February, *Cold Shot* has already garnered praise and comparison to writers like Pettrey's mentor, Dee Henderson. *Library Journal* called *Cold Shot*, "a harrowing and thrilling ride" and said, "As the tension ratchets up, a growing romantic chemistry between Griffin and the charming Finley builds as well." *Publishers Weekly* praised the book's "well-crafted and believable characters," and *RT Book Reviews* said of it, "The combination of a present-day crime intertwined with crimes that haunt the characters makes

for a gripping storyline."

Featuring the highest stakes of any Pettrey novel yet, *Cold Shot* opens with the discovery of modern skeletal remains at Gettysburg. Park ranger and former sniper Griffin McCray is forced to work on the case with charming forensic anthropologist Finley Scott. Griffin soon realizes he'll need to confront some of the darkest days of his life if he—and those he cares about—are going to escape a downward spiral of murder and intrigue that crosses continents.

When asked why she enjoys writing suspense for the inspirational market, Pettrey says, "I write romantic suspense because it incorporates so many things I love—the thrill of adventure, nail-biting suspense, the deepening of characters' faith, and plenty of romance."

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Exhibitor Updates

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trons will love. Cross cultural and multi-ethnic, you'll never run out of stories for your collection. From romance and street lit to history and documentaries we have a story just for you.

Oi Furniture – 537

<http://www.iLikeOi.com>

Oi Furniture Inc. (Oi) designs, manufactures and markets fun, easy, and eco friendly furniture for the education, office, hospitality, health, and rental market sectors.

Power Tower Inc. – 752

<https://powertower.com/>

Power Tower is the leading developer of mobile device charging stations and interactive kiosks. Our products empower libraries to adapt to the changing needs of the community and to expand their impact beyond the traditional definition of the library building. Contact us today about a customized solution for your specific needs.

PressReader – 542

<http://letstalk.pressreader.com/libraries/>

PressReader provides a powerful all-you-can-read digital newspaper and magazine service. Offer your patrons unlimited access to 5,000+ current-day, full-content publications from over 100 countries, all on their own smartphones, tablets, and laptops.

READSquared – 540

<http://www.readsquared.com>

Engage patrons with READSquared's year-round reading programs. Promote your brand and enhance your library's experience with family accounts, activity logging, badges, suggested reading, events, missions, learning activities, book reviews, book trends, and more! All this, integrated with your library's catalog and ILS and accessible on any mobile device or workstation.

Sculptureworks LLC – 546

<http://www.gobronze.com>

Sculptureworks brings the World of Art to Life @ Your Library! Sculptureworks represents a Juried International Consortium of Sculptors who special-

ize in lost-wax cast bronze sculptures. With a wide inventory of sculpture for purchase, we also offer exhibits, lectures, workshops, and consulting services. All works on our web page www.gobronze.com are for sale.

StackMap – 1808

<http://www.stackmap.com>

StackMap is a web application that easily connects to a library's catalog or discovery interface to show patrons exactly where physical resources are located on a digital floor plan with written directions. It can be opened on any mobile device, as well as all web browsers. StackMap can also display computers and their availability statuses, in real-time.

TechSoup for Libraries – 551

<http://www.techsoupforlibraries.org/>

TechSoup connects organizations and people with the resources, knowledge, and technology they need to change the world. Our TechSoup for Libraries (TS4L) program offers technology donations, webinars, and resources — just for libraries. Our donation program alone

has helped libraries save almost \$150 million. Find out how to join TS4L at www.techsoupforlibraries.org.

U.S. Commodity Futures Trading Commission – 1902

<http://www.SmartCheck.gov>

The CFTC and DORA support librarians in their effort to provide library patrons with information about avoiding financial fraud. For more information or to order free publications, please contact jillian.sarmo@state.co.us (Colorado librarians) or mregine@CFTC.gov (all others).

University of Denver Morgridge College of Education: Library and Information Science Program – 550

<http://morgridge.du.edu/mlis>

The ALA-accredited Master of Library & Information Science Program at the Morgridge College of Education—highly regarded by practitioners in the region, nationally, and internationally—prepares students to apply their knowledge and skills on day one of their professional career. Learn more at morgridge.du.edu/mlis.



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– Eva Calcagno
Director

Washington County Cooperative Library Services

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