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#PLA12

Conference Program

PLA Public Library Association
a division of the American Library Association

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Please note: PLA 2012 is closed to the public. A badge is required to attend all conference events.

PLA Public Library Association
a division of the American Library Association

50 East Huron Street,
Chicago, Illinois 60611
(800) 545-2433, ext. 5752
www.placonference.org

Cover photo by B. Krist for GPTMC. All Philadelphia photos courtesy of Greater Philadelphia Tourism Marketing Corporation.

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WELCOME...

Warm greetings my friends and colleagues,

I am so happy to welcome you to the PLA 2012 Conference. I invite you to use this program to plan your schedule and make the most of your conference. Be sure to check out the *PLA Daily News* as well to find the latest conference news and updates. Attend programs that are both practical and inspirational. Talk with vendors to find new solutions and innovative ideas. Connect with as many colleagues as you can. And if that were not enough fun, take time for yourself...you remember...that person that you knew way back when.

I would like to recognize and thank the PLA 2012 Conference Committees, under the leadership of Karen Danczak Lyons, for their hard work and dedication. The Program Subcommittee, led by Sara Dallas, has designed an extensive week of programming—nearly 200 preconferences, programs, and ConverStations! Thanks also to the Local Arrangements Subcommittee, chaired by Siobhan Reardon, and all of the local Philadelphia volunteers for welcoming us to this vibrant city.

Again, welcome to PLA 2012. I have no doubt you will be rewarded with an educational, fun-filled, and exciting experience. I look forward to seeing you at events, in the hallways, and throughout the conference. If we don't already know each other, please introduce yourself. That is the fun part for me. ENJOY!

Marcia A. Warner

Marcia Warner
Director, Grand Rapids (Mich.) Public Library
2011 PLA President

Download the PLA 2012 Conference App!

PLA Conference attendees can access conference details on any internet-capable phone. Download the mobile app at http://pla.boopsie.com to create your show schedule and for on-the-go information including the complete exhibitor list, hotel information, conference program details, special events' time and place, and much more.

PLA thanks Boopsie® for Libraries for its generous support of this feature.

CITY OF PHILADELPHIA

OFFICE OF THE MAYOR
215 City Hall
Philadelphia, PA 19107
(215) 686-2181
FAX (215) 686-2180

MICHAEL A. NUTTER
Mayor

July 7, 2011

Dear Public Library Association Attendees:

On behalf of the citizens of the "City of Brotherly Love," I would like to extend a warm welcome to the 2012 Public Library Association National Conference.

During your stay in our city, you will have the opportunity to enjoy Philadelphia's diverse attractions, museums and culture. Your conference will be hosted in our newly opened and expanded Pennsylvania Convention Center, full of state-of-the-art technology and within walking distance of all our city has to offer.

Let me suggest that you visit the historic district to witness where liberty was born. From Independence Hall where on that hot July day over 235 years ago, a new nation was founded to the home of Betsy Ross, where our first flag was sewn and to the Liberty Bell—the symbol of freedom for all…you will find a walk through this district is a walk back in time to our nation's very beginning.

Our cultural mile—the Benjamin Franklin Parkway—boasts great museums filled with masterpieces, gems of the land and ocean, and fascinating scientific discoveries. And don't miss the Parkway's great Central Library, the hub of our energetic, city-wide system of 54 free libraries.

Finally, we are a great restaurant town, and I urge you to sample everything from lunch in the bustling Reading Terminal Market next to the Convention Center to dinner at one of the fine restaurants around town. Nightlife includes jazz clubs, beautiful music and a vibrant theater scene.

We are delighted that you have chosen Philadelphia as the site of the Public Library Association 2012 National Conference, and I welcome you to enjoy and explore our great city. If you need assistance, you will find one of Center City District's Community Service Representatives on most any corner.

Welcome to Philadelphia!

Sincerely,

Michael A. Nutter
Mayor

COMMONWEALTH OF PENNSYLVANIA
OFFICE OF THE GOVERNOR
HARRISBURG

THE GOVERNOR

GREETINGS:

It gives me great pleasure to welcome everyone to Philadelphia for the 2012 National Conference of the Public Library Association. I am especially pleased that the newly expanded Pennsylvania Convention Center will host your annual meeting, and I hope you enjoy these new facilities.

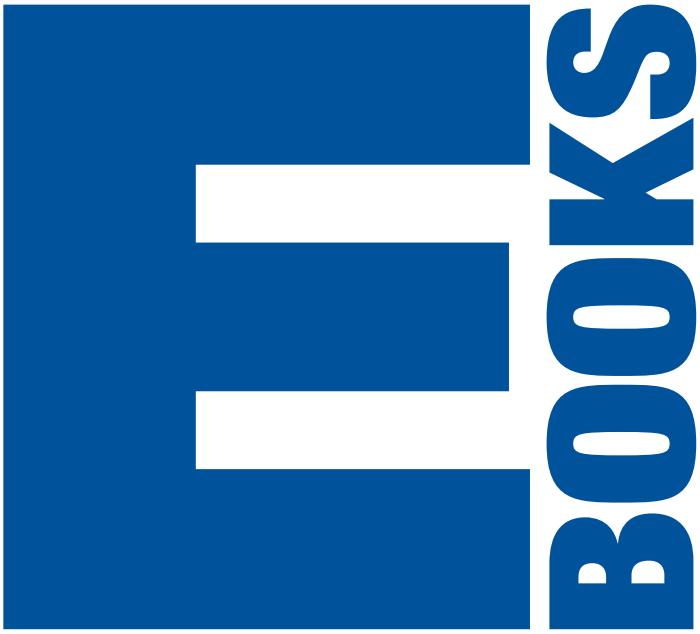
Pennsylvania is the birthplace of independence and the Constitution. Pennsylvania is rich in history from which it gets its nickname -- the Keystone State. A keystone is the central wedge in an arch upon which all other parts depend. Not only was our state in a critical position among the thirteen colonies, but the deciding vote for independence on that hot July day, so many years ago, was cast by a Pennsylvanian, making it the "keystone" vote in support of a new government.

One of our most notable residents, Benjamin Franklin, not only founded the first library (though not a public library), but was also instrumental in the creation of the Pennsylvania State Library which today houses 422 of the original collection formed during Franklin's oversight, still found in their fine leather bindings, handsomely gold-tooled and blind stamped. As our largest city, Philadelphia offers not only living history from the 18th century but also a contemporary urban environment alive with great entertainment, inspiring architecture, and of course, great food. This bustling metropolis is surrounded by a region of natural beauty from lush rolling hills in the near suburbs to the bountiful farmlands of nearby Pennsylvania Dutch country.

As Governor of the Commonwealth of Pennsylvania, I wish everyone an enjoyable, successful annual meeting. I hope you get to enjoy some of the many different cultural and historical attributes our commonwealth has to offer. The Keystone State is your "key" to exciting adventures!

COMMONWEALTH OF PENNSYLVANIA
THE GOVERNOR

TOM CORBETT
Governor
March 2012



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PLA thanks the members of the PLA 2012 Conference Committees, as well as local Philadelphia volunteers. Their hard work and dedication are instrumental in providing this premier event.

PLA 2012 Conference Committee

Karen Danczak Lyons (Chair),
Chicago (Ill.) Public Library

Sara Dallas (Program Chair),
Southern Adirondack (N.Y.)
Library System

Siobhan A. Reardon
(Local Arrangements Chair),
Free Library of Philadelphia, Pa.

Audra L. Caplan
(PLA Past-President 2010–2011),
Baltimore, Md.

Sari Feldman
(PLA Past-President 2009–2010),
Cuyahoga County (Ohio) Public Library

Marcia A. Warner (PLA President),
Grand Rapids (Mich.) Public Library

PLA 2012 Conference Program Subcommittee

Sara Dallas (Chair),
Southern Adirondack (N.Y.)
Library System

Elaine A. Baker,
Mid-Columbia (Wash.) Libraries

Brian A. Bannon,
Chicago (Ill.) Public Library

Ronald Block,
Jacksonville (Fla.) Public Library

Martha Camacho (Emerging Leader),
Los Angeles, Calif.

Rose M. Chenoweth,
Mid-Illinois Talking Book Center

Erica Cherup (Emerging Leader),
Columbus Metropolitan (Ohio) Library

Kimberlee A. DeNero-Ackroyd,
Willoughby (Ohio) Public Library

Ruth Ellen Faklis,
Prairie Trails (Ill.) Library

Jenna Hecker (Emerging Leader),
University of Albany-SUNY, N.Y.

Nate Hill,
San Jose (Calif.) Public Library

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Public Library

Sarah Townsend,
Norfolk (Va.) Public Library

Jay Lamar Turner,
Georgia Public Library Service

Kate Walker (Emerging Leader),
Anderson County (S.C.) Library

PLA 2012 Conference Local Arrangements Subcommittee

Siobhan A. Reardon (Chair),
Free Library of Philadelphia, Pa.

Hedra L. Packman (Co-Chair),
Free Library of Philadelphia, Pa.

Marilyn Barr,
retired

Joe Benford,
Free Library of Philadelphia, Pa.

Drew Birden,
Free Library of Philadelphia, Pa.

Ann Blasberg,
Free Library of Philadelphia, Pa.

Marianne Bucci,
Free Library of Philadelphia, Pa.

Chris Caputo,
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Lisa Chianese-Lopez,
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Ken Manns,
Free Library of Philadelphia, Pa.

Maggie McGinn,
Free Library of Philadelphia, Pa.

Alex Morigi,
Free Library of Philadelphia, Pa.

Tara Murphy,
Free Library of Philadelphia, Pa.

Nadine Neal,
Free Library of Philadelphia, Pa.

Betsy Orsburn,
Free Library of Philadelphia, Pa.

Christina Path,
Free Library of Philadelphia, Pa.

Christina Patton,
Free Library of Philadelphia, Pa.

Tamoul Quakhaan,
Free Library of Philadelphia, Pa.

Donald Root,
Free Library of Philadelphia, Pa.

Andrea Shumsky,
Free Library of Philadelphia, Pa.

Anne Silvers Lee,
Free Library of Philadelphia, Pa.

Deborah Smith,
Free Library of Philadelphia, Pa.

Heather Sparks,
Free Library of Philadelphia, Pa.

Margie Stern,
Delaware County Library System

Sara Strickland,
Free Library of Philadelphia, Pa.

Janis Stubbs,
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Juanita Vega DeJoseph,
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Addendum

An addendum to this program, containing changes and updated information, will appear in the conference daily newspaper, the *PLA Daily News*. The *PLA Daily News* will be available Wednesday through Saturday throughout the Pennsylvania Convention Center. Be sure to consult the paper when planning your conference schedule.

ALA Store

Plan to shop the onsite ALA Store for great values on ALA Editions publications, ALA division publications, conference souvenirs, celebrity READ posters, and much more. The ALA Store is located in the registration area of the Pennsylvania Convention Center.

STORE HOURS ARE:

Wednesday . . . . . noon-6:30 p.m.
Thursday . . . . . 9:30 a.m.-6:00 p.m.
Friday . . . . . 9:30 a.m.-5:00 p.m.

Children's Policy

Strollers are permitted on the exhibits floor, but only if there is a child in them at all times. Children under the age of five must be restrained (stroller, carrier, etc.). Any child over the age of five must have an Exhibits Only ($25) or Exhibits Plus ($35) badge to be admitted to the exhibit floor. These badges are available at onsite registration. An adult must accompany all children under the age of 16.

Conference Recordings

Select conference programs will be recorded, and the CDs will be available for order at the Conference Recordings counter in the main registration area and mailed within a month. Note: We can only record a program when we have permission from ALL speakers in the program. Some programs may not be recorded. A list of recorded programs and order forms were included in your conference bag.

Daily News

The *PLA Daily News*, the official conference newspaper, highlights conference news and events. Published daily Wednesday through Saturday, the newspaper will be available in the registration area and at several locations throughout the convention center. News and informational contributions will be considered for publication when submitted to the *PLA Daily News* office, located in Room 307A at the convention center. Hours are 10 a.m.–6 p.m., Tuesday, March 13, through Friday, March 16. Deadlines are noon for exhibit news and reports on programs. All submissions are accepted at the discretion of the editor and are subject to change based on editorial, grammatical, or space considerations.

Exhibits

Visit hundreds of booths in the Exhibits Hall of the Pennsylvania Convention Center and see the latest in publications, audio-visual materials, technology, equipment, supplies, and services.

Exhibits Hours

WEDNESDAY, MARCH 14
Exhibits Opening Reception! 4:00–6:30 p.m.

THURSDAY, MARCH 15
9:30 a.m.–5:00 p.m.
Coffee Breaks: 9:30–10:45 a.m. and 3:15–4:15 p.m.

FRIDAY, MARCH 16
9:30 a.m.–4:00 p.m.
Coffee Break: 9:30–10:45 a.m.
Closing Reception from 3:15–4:00 p.m.

See the Exhibits Hall Floor Plan on pages 12-13.

Exhibits Badges

For those who aren't registered for the full conference, special exhibits badges are available onsite at the registration desk.

- **Exhibits Only badge ($25):** entitles the user to visit the exhibits floor only
- **Exhibits Plus badge ($35):** entitles the user to visit the exhibits as well as attend the Opening General Session, the All Conference Reception, and the Closing General Session.

FedEx

Pack up and ship home all your Exhibit Hall finds and Philadelphia souvenirs at the FedEx table in Exhibit Hall C or the FedEx facility on the second level of the convention center, between Exhibit Halls B & C.

Food Service

Food service is available throughout the Pennsylvania Convention Center as well as within a five-minute walk at the bustling Reading Terminal Market. Restaurant information is available at the Local Information Desk in the main registration area.

Internet Access

Wireless Internet will be available in the common areas of the convention center with the support of Recorded Books and in the Exhibits Hall Hot Spot located in the PLA Booth 2223. Conference registrants may also access the Internet via desktop computers at a variety of locations including: the Userful Internet Café, the registration area Internet Station, and the Exhibits Hall C Internet Lounge.

Special thanks to Recorded Books and Userful.

Local Information Desk

Volunteers from the surrounding area and the Local Arrangements Subcommittee staff the Local Information Desk, located in the registration area of the Pennsylvania Convention Center. Information on conference events, Philadelphia tourist attractions, and area restaurants is available.

Lost and Found

Articles may be turned in and reclaimed at the PLA Office in Room 124.

Meal Events

All meal events require preregistration. Tickets will not be sold onsite for meal events. Check the message board in the main registration area to see if anyone is interested in selling tickets.

Medical Emergencies/ First Aid

A first-aid room, staffed by an EMT and supplied with over-the-counter medications (aspirin, etc.), is located in Exhibits Hall D.

Message Center

A message board is located in the registration area. Attendees may post messages for each other and post buy/sell notices for meal tickets, tours, etc.

No Smoking Policy

The Pennsylvania Convention Center is a nonsmoking building. According to ALA policy, smoking is prohibited in open meetings and programs sponsored by ALA units during conferences.

PLA Office

The PLA Office is located in Room 124. Phone number is (215) 418-2354 or (215) 418-2355.

OFFICE HOURS:

Tuesday . . . . . 8:00 a.m.–5:00 p.m.
Wednesday . . . . . 8:00 a.m.–5:00 p.m.
Thursday . . . . . 8:00 a.m.–5:00 p.m.
Friday . . . . . 8:00 a.m.–5:00 p.m.
Saturday . . . . . 8:00 a.m.–1:00 p.m.

Press

Members of the press may obtain badges for the conference by registering in the Press Room located in the registration area near the ALA Bookstore, phone number (215) 418-2351 or (215) 418-2352.

PRESS OFFICE HOURS:

Wednesday . . . . . 8:00 a.m.–5:00 p.m.
Thursday . . . . . 8:00 a.m.–5:00 p.m.
Friday . . . . . 8:00 a.m.–5:00 p.m.
Saturday . . . . . 7:00–11:00 a.m.

Registration Area

To make badge corrections, replace a lost badge, or for any special assistance, visit the onsite registration counter.

Tuesday . . . . . 7:30 a.m.–5:00 p.m.
Wednesday . . . . . 7:30 a.m.–6:30 p.m.
Thursday . . . . . 7:30 a.m.–5:30 p.m.
Friday . . . . . 7:30 a.m.–4:00 p.m.
Saturday . . . . . 8:00–10:00 a.m.

Twitter

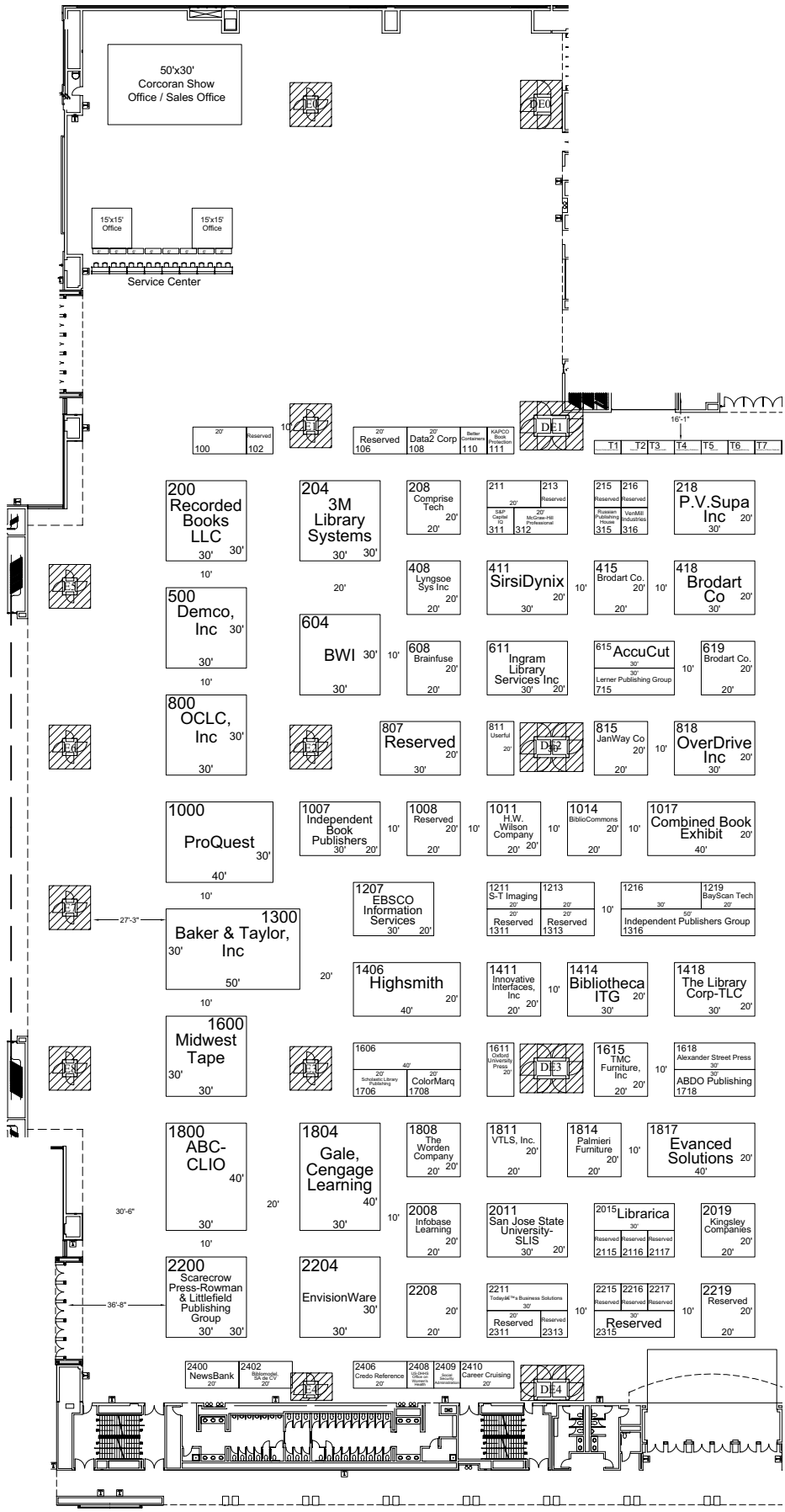
#PLA12

If you're planning to tweet before, during, or after the conference, remember to use the unique hashtag #PLA12. This hashtag will organize the tweets and allow attendees (or those just playing along at home) to follow conference events. PLA will host the twitter feed on its homepage, www.pla.org, for convenient viewing. Please remember Twitter is a public forum, so PLA asks that you use discretion and be respectful of speakers and fellow attendees.

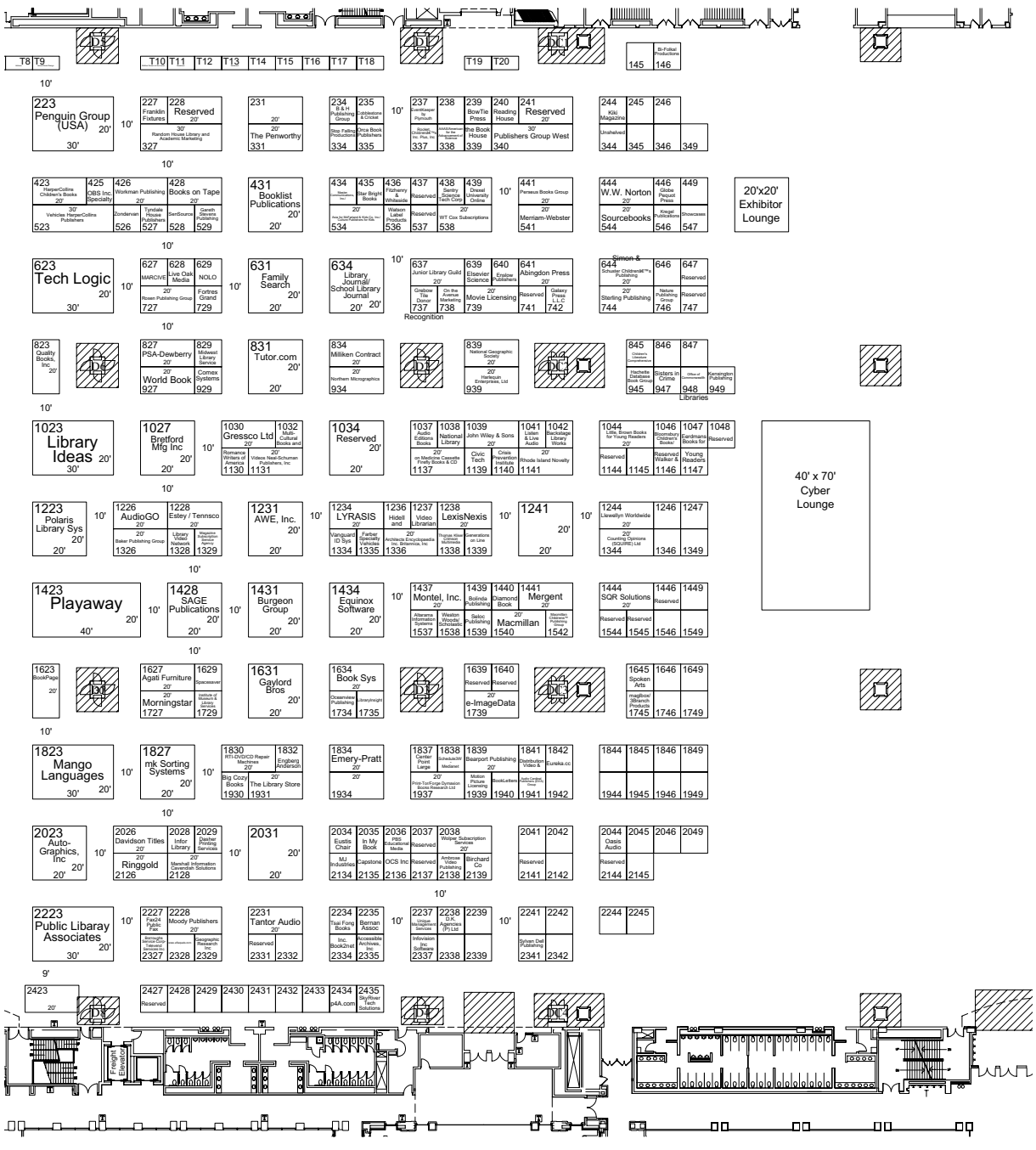
Hotel Name	Address	Phone Number
1 Courtyard by Marriott Philadelphia Downtown	21 North Juniper St.	(215) 496-3200
2 Crowne Plaza Philadelphia Downtown	1800 Market St.	(215) 561-7500
3 Doubletree by Hilton Hotel Philadelphia City Center	237 South Broad St.	(215) 893-1600
4 Embassy Suites Philadelphia-Center City	1776 Benjamin Franklin Pkwy.	(215) 561-1776
5 Four Points by Sheraton Philadelphia City Center	1201 Race St.	(215) 496-2700
6 Hampton Inn Philadelphia Center City-Convention Center	1301 Race St.	(215) 665-9100
7 Hilton Garden Inn Philadelphia Center City	1100 Arch St.	(215) 923-0100
8 Hyatt at The Bellevue	200 South Broad St.	(215) 893-1234
9 Hyatt Regency at Penn's Landing	201 South Columbus Blvd.	(215) 928-1234
10 Le Meridien Philadelphia	1421 Arch St.	(215) 422-8200
11 Loews Philadelphia Hotel	1200 Market St.	(215) 627-1200
12 Philadelphia Marriott Downtown-Headquarters Hotel	1201 Market St.	(215) 625-2900
13 Palomar Philadelphia	117 South 17th St.	(215) 563-5006
14 Radisson Plaza-Warwick Hotel Philadelphia	220 South 17th St.	(215) 735-6000
15 Residence Inn Philadelphia Center City	One East Penn Sq.	(215) 557-0005
16 The Ritz Carlton, Philadelphia	Ten Avenue of the Arts	(215) 523-8000
17 Sheraton Philadelphia Downtown Hotel	201 North 17th St.	(215) 448-2000
18 Sofitel Philadelphia	120 South 17th St.	(215) 569-8300
19 Westin Philadelphia	99 South 17th Street at Liberty Pl.	(215) 563-1600

Map of Philadelphia Hotels

Exhibits Hall Floor Plan



PENNSYLVANIA CONVENTION CENTER
Exhibit Halls C - E



Exhibits Hall Floor Plan

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Welcome to PLA 2012!

Meet Caldecott Medalist JERRY PINKNEY *at a special author event*

PHOTO © MYLES C. PINKNEY

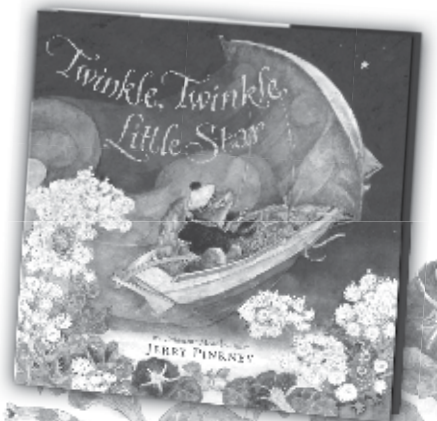
Children's Author Lunch

Friday, March 16

12:15–1:45 PM

Registration required.

Signing to follow.



LITTLE, BROWN AND COMPANY
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SCHEDULE-AT-A-GLANCE

Tuesday, March 13

7:30 a.m.–5:00 p.m.	Registration
8:00 a.m.–5:30 p.m.	Tours*
8:30 a.m.–5:30 p.m.	Preconferences*

Wednesday, March 14

7:30 a.m.–6:30 p.m.	Registration
8:30–10:00 a.m.	Book Buzz Junior
8:30 a.m.–noon	Preconferences*
9:30 a.m.–1:00 p.m.	Tours*
10:30 a.m.–noon	Book Buzz with Nancy Pearl
12:15–1:30 p.m.	A Special Lunch with Nancy Pearl: Book Lust Rediscoveries
2:30–4:00 p.m.	General Session with Robert F. Kennedy Jr.
4:00–6:30 p.m.	Exhibits Opening Reception

Thursday, March 15

7:30 a.m.–5:30 p.m.	Registration
8:15–9:30 a.m.	Programs/ConverStations
9:30 a.m.–5:00 p.m.	Exhibits
9:30–10:45 a.m.	Exhibits Coffee Break
10:45 a.m.–noon	Programs/ConverStations
12:15–1:45 p.m.	Author Lunches with David Baldacci and Ally Carter*
2:00–3:15 p.m.	Programs/ConverStations
3:15–4:15 p.m.	Exhibits Coffee Break
4:15–5:15 p.m.	Programs/ConverStations
6:00–8:30 p.m.	Audio Publishers Dinner with Carl Hiaasen, Wanda McCaddon Lisa Scottoline, and Karin Slaughter*

Friday, March 16

7:30 a.m.–4:00 p.m.	Registration
8:15–9:30 a.m.	Programs/ConverStations
9:30 a.m.–4:00 p.m.	Exhibits
9:30–10:45 a.m.	Exhibits Coffee Break
10:45 a.m.–noon	Programs/ConverStations
12:15–1:45 p.m.	Author Lunches with Joyce Carol Oates and Jerry Pinkney*
12:30–3:30 p.m.	PLA Unconference
2:00–3:15 p.m.	Programs/ConverStations
3:15–4:00 p.m.	Exhibits Closing Reception
4:15–5:15 p.m.	Programs/ConverStations
5:30–7:30 p.m.	All Conference Reception

Saturday, March 17

8:00–10:00 a.m.	Registration
8:30–9:45 a.m.	Programs/ConverStations
9:00 a.m.–4:30 p.m.	Tours
10:15–11:30 a.m.	Programs/ConverStations
11:45 a.m.–1:00 p.m.	Closing General Session with Betty White

*** Requires an additional fee and preregistration**

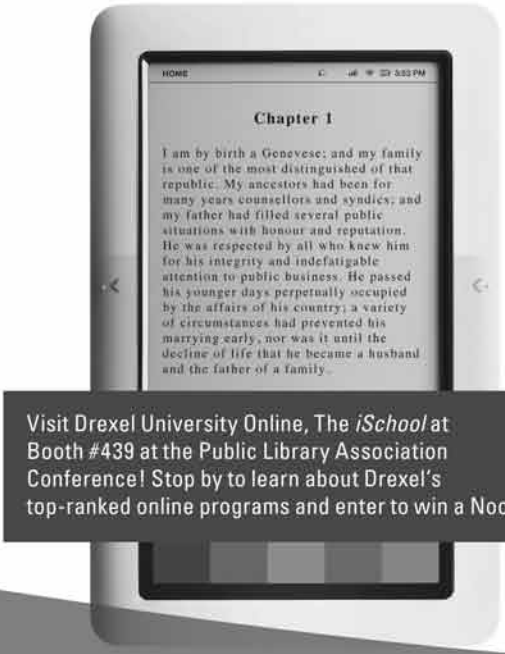
TAKE A BREAK AND VISIT THE EXHIBITS!

Refreshing and informative coffee breaks are offered Thursday (9:30-10:45 a.m.; 3:15-4:15 p.m.) and Friday (9:30-10:45 a.m.) in the Exhibits Hall.

Advance Your Information Science Career with Drexel University Online

Visit Booth #439 for your chance to win a Nook!

Drexel University Online, The *iSchool* offers innovative master's programs that educate students to connect people with information through technology. The MS in Library and Information Science is ranked 9th nationally, and features six optional concentrations so you can customize the program to meet your career goals.



Visit Drexel University Online, The *iSchool* at Booth #439 at the Public Library Association Conference! Stop by to learn about Drexel's top-ranked online programs and enter to win a Nook!

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- PLA members and family receive a 20% tuition reduction for online programs through The *iSchool* at Drexel
- The *iSchool* at Drexel is ranked #9 among "America's BEST Graduate Schools 2012" by *U.S.News & World Report*
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- Post-Master's Youth Services Specialist Program
- And many more!

Drexel UNIVERSITY ONLINE

www.Drexel.com/PLA

Enter "PLA" as your affiliation code when you apply to receive your 20% tuition reduction

Colleen Haggerty | (215) 895- 6290 | cmh384@drexel.edu

TUESDAY, MARCH 13

* Requires an additional fee and preregistration

Registration
7:30 a.m.–5:00 p.m.

Tours*
8:00 a.m.–5:30 p.m.

Tickets are still available for unique tours in Philadelphia and beyond. Check availability, find tour information, and purchase tickets at the Tour desk in the registration area.

Preconferences*
8:30 a.m.–5:30 p.m.

There are a limited number of seats available for onsite registration. See pages 26-28 for program descriptions and visit the registration counter to confirm availability.

CAREER CENTER @ PLA 2012

This year, the PLA 2012 Career Center will feature:

- Opportunities for libraries to post available jobs and for job-seekers to review available positions
- Tables where libraries with open positions/ recruiters can set-up shop
- Private space for interviewing or meeting potential candidates
- A resume review program, Thursday, March 15

The PLA 2012 Career Center will be open during the show's exhibits hours in Exhibits Hall C:

Wednesday: 4:00 –6:30 p.m.
Thursday: 9:30 a.m.– 5:00 p.m.
Friday: 9:30 a.m.–4:00 p.m.

Job Providers and Job Seekers

Though unstaffed, the PLA 2012 Career Center will feature a bulletin board where libraries are invited to post notices of available jobs. In addition there will be table space available for those libraries or recruiters wishing to set up shop. Private interview spaces are first come, first served. There is a sign- up sheet to reserve use of the interview rooms.

Resume Review Program

Get some objective one-on-one insight and resume recommendations with library professionals experienced in hiring during the PLA Resume Review Program—Thursday, March 15. Times and sign-up will be available at the Local Arrangements Desk in the registration area until space is filled. If you are applying for a certain job, you may want to bring a copy of the job ad to show the reviewer.

WEDNESDAY, MARCH 14

*** Requires an additional fee and/or preregistration**

Registration
7:30 a.m.–6:30 p.m.

Preconferences*
8:30 a.m.–noon

There are a limited number of seats available for onsite registration. See pages 26-28 for program descriptions and visit the registration counter to confirm availability.

Book Buzz Junior
8:30–10:00 a.m.

Pennsylvania Convention Center–Grand Ballroom B

"Book Buzz with Nancy Pearl" has long been a conference favorite, so we decided to bring it to the next generation with the creation of "Book Buzz Junior" featuring publishers of books for children and young adults. Hear about hot books for young readers from industry experts.

Panelists will include: Michelle Bayuk, Albert Whitman & Co.; Katie Halata, Egmont USA; Victoria Stapleton, Little, Brown Books for Young Readers; Jason Wells, Abrams Books for Young Readers. Moderator is Liz Burns, author of the blog, *A Chair, a Fireplace, and a Tea Cozy*.

Tours*
9:30 a.m.–1:00 p.m.

Tickets are still available for unique tours in Philadelphia and beyond. Check availability, find tour information, and purchase tickets at the Tour desk in the registration area.

Book Buzz with Nancy Pearl
10:30 a.m.–noon

Pennsylvania Convention Center–Grand Ballroom B

"Book Buzz with Nancy Pearl" will highlight some of the best upcoming books for adults. Get the inside scoop from Nancy and a panel of premier publisher representatives, including: Jen Child, Random House; Michael Rockliff, Workman; Talia Sherer, Macmillan; Virginia Stanley, HarperCollins; Alan Walker, Penguin Putnam.

The New York Times calls Nancy "the talk of librarian circles." She speaks to library and community groups across the country and regularly recommends books on NPR's *Morning Edition*. Nancy is the author of *Book Crush*, *Book Lust*, *More Book Lust*, and *Book Lust to Go*.

PLA thanks eSequels for its generous support of this event.

WEDNESDAY, MARCH 14

A Special Lunch with Nancy Pearl: "Book Lust Rediscoveries"*

12:15–1:30 p.m.

Pennsylvania Convention Center–Grand Ballroom A

During this unique event, Nancy Pearl will introduce her new project, "Book Lust Rediscoveries," a series devoted to reprinting some of the best (and now out of print) novels originally published between 1960 and 2000. Each book is personally selected by Nancy and includes an introduction by her, as well as discussion questions for book groups and a list of recommended further reading. The first two books to be published in the "Book Lust Rediscoveries" series are *A Gay and Melancholy Sound* by Merle Miller scheduled to publish on April 3, 2012, and *After Life* by Rhian Ellis scheduled for June 5, 2012.

PLA thanks Amazon Publishing for its generous support of this event.

Opening General Session with Robert F. Kennedy Jr.

2:30–4:00 p.m.

Pennsylvania Convention Center–Terrace Ballroom, 4th floor

PLA 2012 gets off to an inspiring start with Robert F. Kennedy Jr. as the keynote speaker for the Opening General Session. Like PLA Conference attendees, Kennedy is no stranger to advocacy and fighting for the future of something that he values. His personal and legal efforts to defend the environment have earned him recognition as a "Hero for the Planet" (*Time* magazine) and one of *Rolling Stone*'s "100 Agents for Change."

Mr. Kennedy serves as senior attorney for the Natural Resources Defense Council, chief prosecuting attorney for the Hudson Riverkeeper, and president of Waterkeeper Alliance; is a partner in the clean tech work of Silicon Valley's VantagePoint Ventures; and is the environmental advisor to Napo Pharmaceuticals. He is also a clinical professor and supervising attorney at Pace University School of Law's Environmental Litigation Clinic and is co-host of *Ring of Fire* on Air America Radio. He has worked on environmental issues across the Americas and has assisted several indigenous tribes in Latin America and Canada in successfully negotiating treaties protecting traditional homelands.

Among Mr. Kennedy's published books are the *New York Times* bestseller *Crimes Against Nature* (2004) and *The Riverkeepers* (1997). His articles have appeared in numerous publications and have also been included in anthologies of America's best crime writing, best political writing, and best science writing.

PLA thanks Brainfuse and BWI for their generous support of this event.

Exhibits Opening Reception

4:00–6:30 p.m.

It's not time to leave yet! Right after the Opening General Session, get your first look at the products and services offered by nearly 400 exhibiting companies at the Exhibits Opening Reception. Refreshments will be served.

THURSDAY, MARCH 15

*** Requires an additional fee and preregistration**

Registration
7:30 a.m.–5:30 p.m.

Education
8:15 a.m.–5:15 p.m.

See pages 36-81 for Program and ConverStation descriptions.

8:15–9:30 a.m. . . . . Programs/ConverStations

10:45 a.m.–noon . . . . . Programs/ConverStations

2:00–3:15 p.m. . . . . Programs/ConverStations

4:15–5:15 p.m. . . . . Programs/ConverStations

Exhibits
9:30 a.m.–5:00 p.m.

Take advantage of Exhibits Hall Coffee Breaks at 9:30–10:45 a.m. and 3:15–4:15 p.m. to explore and connect with vendors.

Adult Author Lunch with David Baldacci*
12:15–1:45 p.m.

Pennsylvania Convention Center–Terrace Ballroom I

Photo by Travis Riggs, Creative Edge Studios, Inc.

With books published in more than 45 languages and with over 110 million copies in print throughout 80 countries, David Baldacci is one of the world's favorite storytellers. His bestselling novels include: *Absolute Power*, *Divine Justice*, and *The Sixth Man*. From their home in Virginia, David and his wife founded the Wish You Well Foundation (www.wishyouwellfoundation.org), a nonprofit organization dedicated to supporting literacy efforts across America.

PLA thanks Hachette Book Group for its generous support of this event.

hachette BOOK GROUP

Young Adult Author Lunch with Ally Carter*
12:15–1:45 p.m.

Pennsylvania Convention Center–Terrace Ballroom II

Ally Carter is the *New York Times* best-selling author of the four books in the Gallagher Girls series, *I'd Tell You I Love You, but Then I'd Have to Kill You*; *Cross My Heart and Hope to Spy*; *Don't Judge a Girl by Her Cover*; and *Only the Good Spy Young*; as well as *Heist Society* and its sequel, *Uncommon Criminals*. Ally lives in Oklahoma, where she is cooking up new adventures for the Gallagher Girls.

PLA thanks Disney-Hyperion for its generous support of this event.

Disney·HYPERION

THURSDAY, MARCH 15

Audio Publishers Dinner*
6:00–8:30 p.m.

Philadelphia Marriott Downtown—Grand Ballroom

Carl Hiaasen has been writing about Florida since his father gave him a typewriter at age six. Now Hiaasen writes a column for the *Miami Herald*, and his work has appeared in numerous magazines, including *Sports Illustrated*, *Playboy*, *Time*, *Life*, *Esquire*, and, most improbably, *Gourmet*. He is the author of many nationally bestselling novels, including *Sick Puppy*, *Skinny Dip*, *Nature Girl*, and *Star Island*. *Hoot*, Hiaasen's first novel for young readers, was the recipient of the prestigious Newbery Honor. His next children's novel, *Chomp*, goes on sale in March 2012, and his next adult novel follows in the summer of 2012.

Wanda McCaddon has recorded over 600 audiobooks. She is one of *AudioFile*'s eight original Golden Voice Narrators and has been recognized with 25 Earphones Awards. McCaddon has narrated a wide range of titles including epic poetry, mysteries, art history, biographies, bodice rippers, children's books, and classic novels. "Thanks to my mysterious multiple personalities, I have attained a certain shady renown with librarians as well as listeners across the country." Listen for Wanda on *Instruments of Darkness* by Imogen Robertson, released March 2011.

Lisa Scottoline is the *New York Times* bestselling and Edgar® Award-winning author of sixteen novels, including *Mistaken Identity*, *Courting Trouble*, and the recent, *Save Me*. She is no stranger to audiobooks having won two *AudioFile* Earphones Awards for narrations of her essay collections, *Why My Husband Will Be a Dog* and *My Nest Isn't Empty, It Just Has More Closet Space*. Her latest release is a third collection of essays, *Best Friends, Occasional Enemies: The Lighter Side of Life as a Mother and Daughter* (November 2011). She lives in Philadelphia with an array of disobedient pets.

Karin Slaughter is the *New York Times* bestselling author of eleven novels, including *Broken*, *Undone*, *Beyond Reach* (a *Publishers Weekly* best book of the year), and *A Faint Cold Fear*, which was named an International Book of the Month selection. A long-time supporter of libraries, Karin launched the fundraising initiative SavetheLibraries.com in early 2011, to help spread the word about the need for community support for public libraries. Her efforts earned her the 2011 Silver Bullet Award by the International Thriller Writers. Karin is a native of Georgia, where she currently lives and is working on her next novel, *Criminal*, to be published in 2012.

PLA thanks AudioGO, Books on Tape/Random House, Macmillan Audio, and Tantor Audio for their generous support of this event.

FRIDAY, MARCH 16

*** Requires an additional fee and preregistration**

Registration
7:30 a.m.–4:00 p.m.

Education
8:15 a.m.–5:15 p.m.

See pages 36-81 for Program and ConverStation descriptions.

8:15–9:30 a.m ..... Programs/ConverStations
10:45 a.m.–noon ..... Programs/ConverStations
2:00–3:15 p.m. ..... Programs/ConverStations
4:15–5:15 p.m. ..... Programs/ConverStations

Exhibits
9:30 a.m.–4:00 p.m.

Take advantage of the Exhibits Hall Coffee Break at 9:30–10:45 a.m. and the Exhibits Closing Reception at 3:15–4:00 p.m.

Adult Author Lunch with Joyce Carol Oates*
12:15–1:45 PM

Pennsylvania Convention Center–Terrace Ballroom II

Photo by Star Black.

Joyce Carol Oates has written some of the most enduring fiction of our time, including the national bestsellers *We Were the Mulvaneys*, *Blonde*, which was nominated for the National Book Award, and *The Falls*, which won the 2005 Prix Femina. Oates is a recipient of the National Book Critics Circle Ivan Sandrof Lifetime Achievement Award, the National Book Award, and the PEN/Malamud Award for Excellence in Short Fiction, and has been nominated for the Pulitzer Prize.

PLA thanks HarperCollins for its generous support of this event.

HarperCollins*Publishers*

Children's Author Lunch with Jerry Pinkney*
12:15–1:45 PM

Pennsylvania Convention Center–Terrace Ballroom I

Jerry Pinkney is an award-winning illustrator of over one hundred books for children, including classics, such as *Gulliver's Travels*, *The Ugly Duckling*, and *The Jungle Book*. His hope is to get readers of all ages to imagine a story through drawing and to "lead the viewer into a world that only exists because of that picture." Pinkney has been awarded five Coretta Scott King Awards, four *New York Times* Best Illustrated Book Awards, and five Caldecott Honors in addition to the 2012 Caldecott Medal. Pinkney currently lives with his wife, author Gloria Jean, in Westchester County, N.Y.

PLA thanks Little, Brown Books for Young Readers for its generous support of this event.

LB
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FRIDAY, MARCH 16

PLA Unconference
12:30–3:30 p.m.

Pennsylvania Convention Center–Room 122 A/B

Don't miss PLA's first Unconference—a participant-driven, organic approach to conference programming! It's education and networking all wrapped into one. You'll take an active role in creating, facilitating, and joining discussion about public library issues that mean the most to you! Be sure to join this dynamic and engaging event. Moderated by Chrystie Hill, director of community services, WebJunction.

Exhibits Closing Reception
3:15–4:00 p.m.

Take one last look around the exhibits and network with vendors and colleagues during this social reception. Refreshments will be provided.

All Conference Reception
5:30–7:30 p.m.

Philadelphia Marriott Downtown–Grand Ballroom

Meet and mingle with your colleagues while enjoying food and entertainment at the All Conference Reception. There is no charge for this event, but conference badges are required. Refreshments will be served.

UNDERSTANDING THE UNCONFERENCE

PLA Unconference, Friday, March 16, 12:30-3:30 p.m., PCC 122-A/B

If you've never attended an Unconference before, the concept may be a little mystifying. But don't let that stop you from attending. The Unconference will be an exciting, spontaneous, and participant-driven event. It's the chance to offer ideas. It's the chance to lead a discussion. It's the chance to network with other attendees interested in the same issues you are.

How does it work? With the assistance of moderator, Chrystie Hill, participants will:

1. **Propose ideas for Unconference sessions.**
2. **Build the Unconference schedule with preferred sessions.**
3. **Interact in Unconference sessions throughout the afternoon.**
4. **Walk away with new ideas and energy.**

Consultants Giving Back @ PLA 2012

Free half-hour of professional library consulting!

Friday, March 16
8:15 a.m.–noon
Pennsylvania Convention Center, 122-A/B

Don't miss this opportunity to meet with renowned library consultants from across the country for a free half-hour of one-on-one consulting on your top library concerns.

Visit www.placonference.org/services/consultants for a list of consultants and their specialties.

Walk-In Appointments Available!

SATURDAY, MARCH 17

*** Requires an additional fee and preregistration**

Registration
8:00–10:00 a.m.

Education
8:30–11:30 a.m.

See pages 36-81 for Program and ConverStation descriptions.

8:30–9:45 a.m .....Programs/ConverStations

10:15–11:30 a.m .....Programs/ConverStations

Tours*
9:00 a.m.–4:30 p.m.

Tickets are still available for unique tours in Philadelphia and beyond. Check availability, find tour information, and purchase tickets at the Tour desk in the registration area.

Closing General Session with Betty White
11:45 a.m.–1:00 p.m.

Pennsylvania Convention Center–Terrace Ballroom, 4th floor

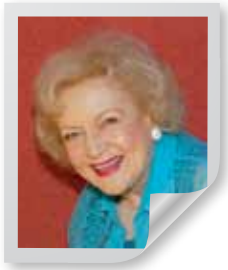

Photo by Tad Motoyama, Los Angeles Zoo

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PLA is pleased to welcome Betty White as the keynote speaker for the PLA 2012 Closing General Session. Ms. White has at one time played all these roles in life: actor, producer, game show host, parade commentator, talk show host, author, and even zoo commissioner. Her career in television and film spans almost seven decades and has earned her numerous awards, including seven Emmys, several Lifetime Achievement Awards, and most recently the 2012 Screen Actors Guild Award for Outstanding Performance by a Female Actor in a Comedy Series for her work in the hit show *Hot in Cleveland.*

Ms. White is also the author of six books. Her latest release, *My Life at the Zoo*, takes readers up close and personal with some of her favorite animals at the Los Angeles Zoo. While leading her busy life, Ms. White's also managed to be an outspoken advocate for animal welfare, and has been recognized for her efforts with honors from the American Veterinary Medical Association, the City of Los Angeles, and the Jane Goodall Institute. She lives in Brentwood, California, with her golden retriever, Pontiac.

PLA thanks Bibliotheca for its generous support of this event. Special thanks to Penguin Group (USA) and G.P. Putnam's Sons for their assistance in booking Ms. White.

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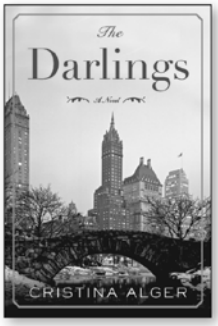

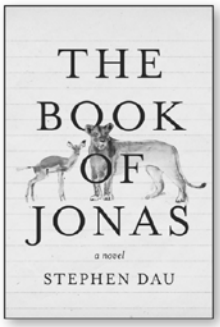

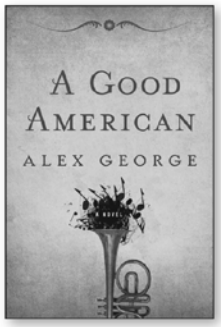

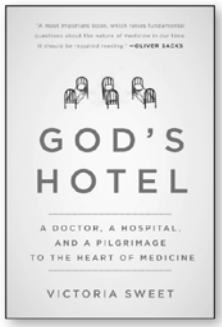

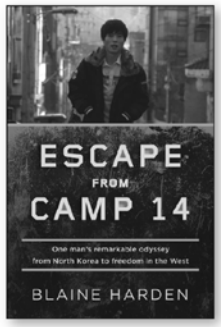

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AUTHOR EVENTS

WEDNESDAY, MARCH 14TH

Booth Signings

4:00–5:00 pm — LAURA HARRINGTON *(Alice Bliss)* & LINDSAY FAYE *(The Gods of Gotham)*

THURSDAY, MARCH 15TH

10:45–Noon — PLA Romance Panel featuring JUDI McCOY *(Fashion Faux Pas)* & MADELINE HUNTER *(The Surrender of Miss Fairbourne)*

10:45–Noon — AAP Debut Author Panel featuring STEPHEN DAU *(The Book of Jonas)*, Philadelphia Convention Center

Booth Signings

Noon–1:00 pm — LEV GROSSMAN *(The Magician King)*

1:00–2:00 pm — STEPHEN DAU & JAMES KING *(Bill Warrington's Last Chance)*

2:00–3:00 pm — MADELINE HUNTER & JUDI McCOY

FRIDAY, MARCH 16TH

10:45–Noon — AAP Mystery Panel featuring SOPHIE HANNAH *(The Other Woman's House)*, Philadelphia Convention Center

Booth Signings

11:00–Noon — BEATRIZ WILLIAMS *(Overseas)*

1:00–2:00 pm — CRISTINA ALGER *(The Darlings)* & SHEILA KOHLER *(The Bay of Foxes)*

2:00–3:00 pm — LISA LUTZ *(Heads You Lose)* & SOPHIE HANNAH

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Please note: In preconferences with multiple presenters, the organizing presenter is highlighted in bold.

Preconferences offer a range of in-depth education for public library administrators, managers and staff. There may be a limited number of seats still available onsite. Visit the PLA 2012 registration counter to confirm availability.

Be a Great Boss: One Year to Success!

Tuesday, March 13, 8:30 a.m.–5:30 p.m.
Room: PCC 115-A/B/C

With your own personal copy of the workbook *Be A Great Boss: One Year to Success* in hand, you'll embark on a challenging process of discovery and learn how to effectively dedicate just one hour a week to your ongoing professional growth and development. Even good bosses will see how and where they can improve, and brand new bosses will benefit from the advice and experience the workbook has to offer. When the preconference ends, an entire year of learning will have just begun, with everyone on the path to becoming great bosses!

Presented by: Catherine Hakala-Ausperk, executive director, Northeast Ohio Regional Library System (NEO-RLS), Warren, Ohio

Building a User-Centered Library Website

Tuesday, March 13, 8:30 a.m.–5:30 p.m.
Room: PCC 118-C

This workshop will give you the background and confidence you need to create a user-centered website for your public library. The workshop will cover: user-centered design, usability testing, information architecture, user interface design, content strategy, and social media integration.

Presented by: Nate Hill, web librarian, San Jose (Calif.) Public Library; Aaron Schmidt, digital initiatives librarian, District of Columbia Public Library

Changing Course: Leadership for Navigating the New Library

SOLD OUT

Sponsored by the Gerald M. Kline Family Foundation

Tuesday, March 13, 8:30 a.m.–5:30 p.m.; continues on Wednesday, March 14, 8:30 a.m.–noon
Room: PCC 122-A/B

This fast-paced and interactive leadership development program is an opportunity for current and future public library leaders to fortify their leadership skills so that they may be better prepared to manage the challenges that public libraries will face in the coming years. Topics include: demographic shifts; institutional relevance; and new economic, business, and service models.

Presented by: Carolyn Anthony, director, Skokie (Ill.) Public Library; Adam Goodman, director, Leadership Program, Northwestern University, Evanston, Ill.; Becky Schreiber, partner, Schreiber Shannon Associates, Corrales, N.M.

Dig Deep to Understand What Your Community Needs and Wants

Sponsored by the Pennsylvania Library Association

Tuesday, March 13, 8:30 a.m.–5:30 p.m.
Room: Philadelphia Marriott Downtown–Liberty Ballroom C

On the move is good. Getting to where you need to go is best. This workshop will introduce the basics of conducting a community needs assessment. Topics will include the uses of primary and secondary research, trend spotting, GIS mapping and lifestyle analysis, benchmarking, and appropriate roles for Trustees and staff in a community needs assessment.

Presented by: Catherine Alloway, director, Schlow Centre Region (Pa.) Library; Nancy Davis, managing partner, The Ivy Group Ltd., Springfield, Pa.; Pam Fitzgerald, executive partner, The Ivy Group Ltd., Charlottesville, Pa.; Marc Futterman, CIVICTechnologies, Pasadena, Calif.; **Rob Lesher, director, Adams County (Pa.) Library System**

Guessing Isn't Good Enough: Using Data to Make Effective Decisions

Tuesday, March 13, 2:00–5:30 p.m.; continues on Wednesday, March 14, 8:30 a.m.–noon
Room: PCC 119-A/B

We all make decisions every day. We assign staff and assess productivity. We decide which materials to keep and which to discard. We make decisions about the allocation of the materials budget in this increasingly digital world. We review and select new technologies. All of these decisions, and dozens of others, significantly influence the services we provide the public. There is no way to guarantee that each of the decisions we make will be the optimum choice, but we can significantly improve the effectiveness of our decision making by basing decisions on data rather than relying on past experiences and gut instinct. Join your colleagues in this practical and interactive exploration of data-based decision making.

Presented by: June Garcia, library consultant, Denver, Colo.; Sandra Nelson, Sandra Nelson Consulting, Nashville, Tenn.

How to Get Your Point Across to the Media: Be a Myna Bird

Tuesday, March 13, 2:00-5:30 p.m.
Room: Offsite

Ever had a microphone pushed in your face and needed to think fast? Has your library system faced a crisis, and you needed to remain positive? Attend this preconference hosted at the headquarters of WHYY, Philadelphia's NPR station! Hear from library directors who have been in the hot seat and lived to tell their tales. Then learn firsthand what media representatives are looking for and what they won't print or show (i.e., how to avoid having your comments hit the cutting room floor). Breakout sessions with a TV news anchor, a newspaper editor, a PR agency head, and others are planned. Transportation to and from WHYY is included in the preconference registration fee.

Presented by: Toni Garvey, retired city librarian, Phoenix (Ariz.) Public Library; Martin Gomez, city librarian, Los Angeles (Calif.) Public Library; **Siobhan A. Reardon, director, Free Library of Philadelphia, Pa.**; Molly Raphael, president, American Library Association, Chicago, Ill.

Make Your Library a Community Leader: Community Building through Civic Dialogue

SOLD OUT

Sponsored by the ALA Public Programs Office

Tuesday, March 13, 8:30 a.m.–5:30 p.m.; continues on Wednesday, March 14, 8:30 a.m.–noon
Room: PCC 113-A/B/C

Strategically position your library as a hub for community connections, civic involvement, and collaboration utilizing a model that has successfully worked for many libraries, colleges, foundations, and other community organizations. This hands-on workshop will train participants in dialogue facilitation skills to strengthen partnerships, build effective teams across departments and organizations, and raise the profile of the library as a center for community life.

Presented by: Carolyn Anthony, director, Skokie (Ill.) Public Library; Adam Davis, director of training and publications for Project on Civic Reflection, Chicago, Ill.; Ryan Lewis, senior program officer, Illinois Humanities Council, Chicago, Ill.; Carrie Wilson-Plymire, head of technical services, Western Maryland Regional Library, Hagerstown, Md.

Opening Books, Opening Doors: Providing Effective Readers' Advisory Service

Tuesday, March 13, 8:30 a.m.–noon
Room: PCC 118-A/B

In order to effectively help a library patron find his or her next good book, it is helpful to use the concept of "doorways" in deciding what titles to suggest. This session will focus on defining, identifying, and using doorways in many aspects of readers' advisory work, including growing your own knowledge of books, providing reading suggestions, developing displays, and writing annotated book lists.

Presented by: Nancy Pearl, author and NPR commentator, Nancy Pearl Inc., Seattle, Wash.

Special Needs, Talented Children: Outreach Services to Families with Special Needs

Sponsored by the Pennsylvania Library Association

Wednesday, March 14, 8:30 a.m.–noon
Room: Philadelphia Marriott Downtown–Liberty Ballroom C

Libraries are challenged every day to provide relevant services to families with children needing specialized services. This preconference will cover the variety of families who use libraries and will offer guidelines and opportunities for libraries of all sizes to design programming, provide collections, and maintain customer service that impacts the lives of these diverse families.

Presented by: Anita Ditz, youth services librarian, Schlow Centre Region (Pa.) Library; Meg Kolaya, director, Scotch Plains (N.J.) Public Library; **Rob Lesher, director, Adams County (Pa.) Library System;** Joyce Sands, associate director, Lancaster (Pa.) Public Library; Tricia Twarogowski, consultant, Sterling, Pa.; Dan Weiss, director, Fanwood (N.J.) Memorial Library

Winning Grants

Wednesday, March 14, 8:30 a.m.–noon
Room: Philadelphia Marriott Downtown–Liberty Ballroom A

Grants can support the changing needs in your community while your library budget is flat or shrinking. This workshop will be motivating, fun, and full of valuable tips. Discover the confidence and knowledge to get library grants. Find the best method for writing grant proposals and see real library grant success techniques. Learn an easy-to-follow grant process cycle, with steps to successful grant work. Stephanie will share practical advice, easy grants for beginners, valuable worksheets, and resource lists. You'll leave excited and ready to apply the basic process of grant work.

Presented by: Stephanie Gerding, independent library consultant, Seattle, Wash.

Turning the Page 2.0 Kick-Off (FREE)

Tuesday, March 13, 8:30 a.m.–noon
Room: Philadelphia Marriott Downtown–Liberty Ballroom A

This half-day kick-off introduces librarians and supporters to the basic components of *Turning the Page 2.0*, an advocacy education course in a convenient blended-learning format. Participants will leave this preconference ready to undertake a six-week course of facilitated and independent online work leading to the development of a custom advocacy work plan for their libraries. Attendance at this kick-off is encouraged but not mandatory for participation in the online program.

Presented by: Judith A. Drescher, former director of libraries, Memphis, Tenn.; Dr. Steve Yacovelli, owner and principal, TopDog Learning Group, Orlando, Fl.

READ ALL ABOUT IT ON THE PLA BLOG!

Be sure to check out www.plablog.org during and after conference! A team of enthusiastic and intrepid PLA bloggers will be on the move to bring you coverage of programs, social events, exhibits, interviews, and more at PLA 2012!

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Big things are going on at booth #431:

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Author events—Sit in while *Booklist* editors talk with prominent authors throughout Thursday. Check booth #431 for specific names and times.

Mystery Authors Reception—Enjoy some wine and cheese with your favorite crime fiction writers and talk about what's next in the genre with *Booklist* editors on Thursday from 3:30-5:00.

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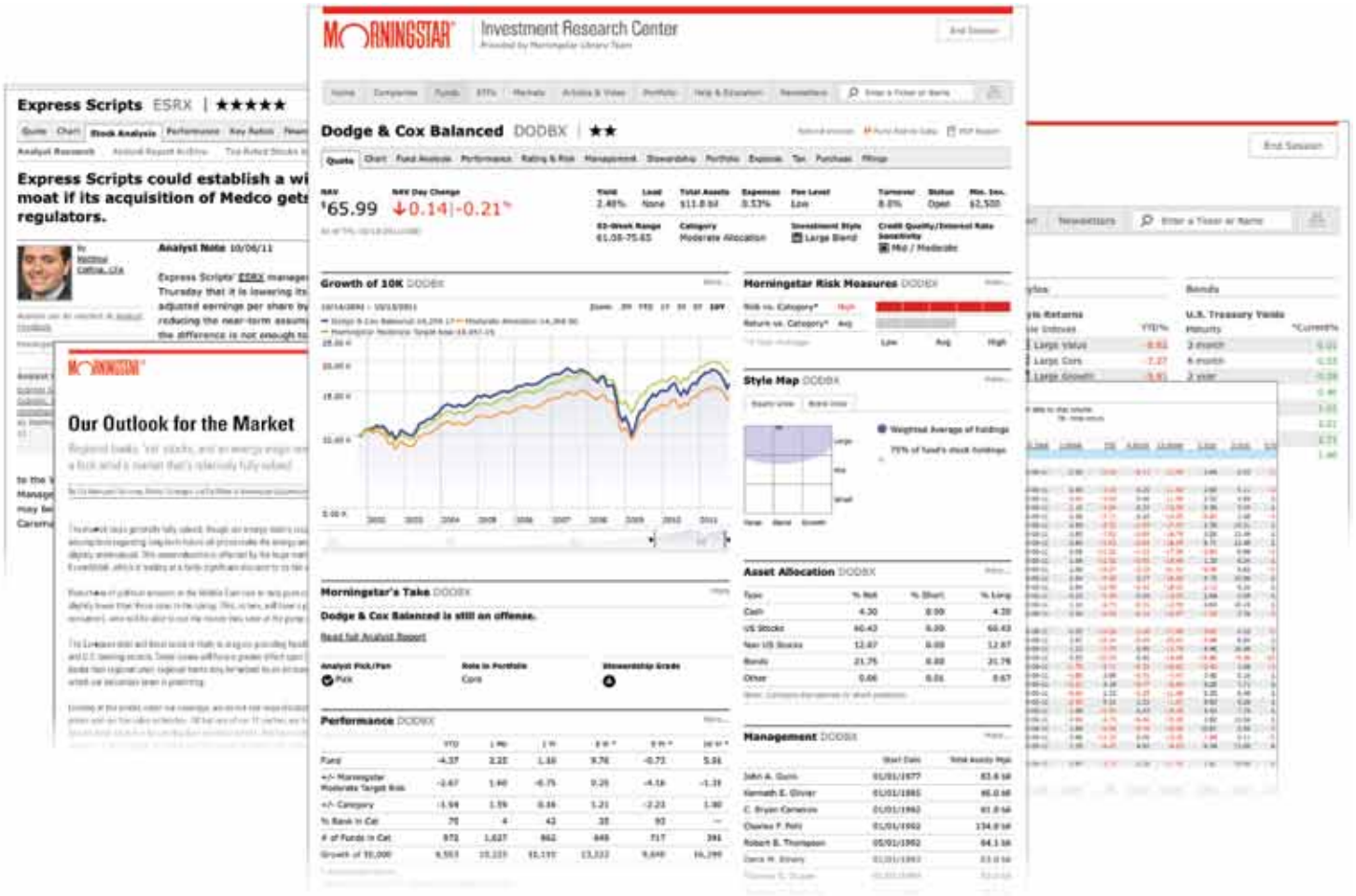

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ConverStations Schedule

		Room 109-A/B	Room 110-A/B	Room 111-A	Room 111-B	Room 112-A	Room 112-B
THURSDAY, 3/15	8:15 a.m.	Successful Summer Science Clubs for Children	Abolishing Performance Evaluations: Why They Don't Work and What Does	Help! I Am Not a Social Worker	Start a Social Network Book Club: The Salt Lake County Library Services/ Goodreads.com Model	Shrink Ray Your PLA: How Small Libraries Can Make the Most of the PLA Conference	Optimizing Author Visits: Key Steps to Planning and Promotion
	10:45 a.m.	Preschool Storytime Revisited	Reaching for the Future: You've Got to Take the Risk to Get the Reward	Starting a Foreign Language Book Discussion Group in Your Community	Technology Petting Zoos in Public Libraries	Library of the Year Pow-Wow	RX for RA Revisited: A Prescription That Works
	2 p.m.	Teens: What Are They Thinking?!	Secret Shopping Your Library's Services and Spaces	Reaching In and Reaching Out: Library Programs for All	From Grocery Store to Kitchen	Health, Well-Being, and Safety in the Library: Staff Enrichment Programming	Collection HQ at Your Library
	4:15 p.m.	Storytimes Outside the Box (and the Library!)	Community Engagement in a Time of Crisis	The alt+library: Designing Programs for a 20s-30s Audience	From Chic to Geek: How to Integrate Emerging Technologies into Traditional Programming	Got Library Volunteers?	Service Models for Job Seekers
FRIDAY, 3/16	8:15 a.m.	Young Adult Programs That Work	Choose Civility: Positioning Public Libraries Center Stage	How to Safely Manage Disruptive Patrons	Beyond the Library's Walls: Community Hot Spots	Developing Leaders: Tools for Succession Planning	Helping Your Patrons Start a Business
	10:45 a.m.	Early Literacy and School Readiness		The Library Demystified! Creating a "Welcome" Video Tailored to Foreign Newcomers	Ways to Optimize Discovery of Your Digital Resources		Adult Storytimes: Why Should the Kids Have All the Fun?
	2 p.m.	Practicum Students: Worth the Effort	Fundraising: The Shape of Things to Come	The Community Reference Project: A New Model for Showing Up, Paying Attention, and Staying in Touch	The State of E-Books in Public Libraries and Publishing	I Could Tell You Stories: Am I a Librarian or a Social Service Provider?	On Shelf, Off Shelf, No Shelf: Weeding in a Digital Age
	4:15 p.m.	Serving Preschool-aged Children with Autism Spectrum Disorder and Their Families	Community Day Emergency Preparedness Pilot Projects	Public and Academic Libraries: A Town-Gown Collaboration That Works	The Elusive Library Non-User	LGBTQ Library Services for Rural Communities	Helping Patrons with Government Information: Benefits Available from the FDL Program
SATURDAY, 3/17	8:30 a.m.	How to Get New Library Users from Birth: Hold a Baby Shower!	Hiring Your Next Library Director: The Search Process for Trustees		Floating: After the First Blush Fades	Welcome to Planet Geek: How to Talk Tech for Libraries	
	10:15 a.m.	Branching Out: Public Libraries, Public Schools and Partnerships	Welcome to the Board: Create a Dynamic Online Orientation for New Library Trustees Using Free Online Tools		Building Community through Competition: Brooklyn Public Library's Business Plan Competition		

Conference Program Tracks

We have tried to estimate attendance at each session and choose the appropriate room at the convention center based on the results of our session preference survey. However, this remains an inexact science.

		ADMINISTRATION/MANAGEMENT		COLLECTIONS/ TECH SERVICES	FACILITIES	LEADERSHIP	MARKETING, FUNDRAISING, PARTNERSHIPS
THURSDAY, 3/15	8:15 a.m.	Advocacy is #1 in Times of Shrinking Funding	Emergency Succession Planning	Getting eContent to Your Customers: Challenges, Best Practices, and Solutions	An Industrial Engineering Approach to Library Efficiency	Turning the Page Goes Global	Social Media and Your Marketing Strategy
	10:45 a.m.	Tell Me Something I Don't Know: Meaningful Community Engagement	Everyday Ethics: Tools for First Responders Now What? 12 Steps to Thriving in a Different World		Mechanic and Schematics: Some Ramifications of Building Modifications	Being the Best: Stories from the Best Small Libraries in America	Creative Funding: How to Afford the Services Your Community Wants
	2 p.m.	Creating a Vibrant Organizational Culture at Your Library Leaders as Readers: What Happens When Directors Choose Reading as a Core Initiative	No Fear Management: Dealing with Difficult People, Situations, and Conversations	Building the Digital Public Library of America		Leading Up! Reap High Rewards by Developing an Internal Leadership Academy	Why Libraries Matter: Empowering Community Voices
	4:15 p.m.	Plan Once Deliver Nineteen Times: A Centralized Programming Model	Saying Yes to the Community	The Speed Team: How We Got Rid of Our Backlog, Improved Customer Service and Saved Money without a Consultant	Commons Grounds: Information Commons, Master Planning, and New Models of Public Service Delivery	Building Your Base (& Your Budget)	Set the Stage for a Successful Library Vote by Building Your Base
FRIDAY, 3/16	8:15 a.m.	Black Belt Libraries: Maximizing Your Building's Effectiveness in Keeping Your Library Safe	Making Business Intelligence Work for Libraries: How Patron Driven Consumer Research Will Improve the User Experience	What Makes a Collection? Redefining the Library through the Collection	Sustainable Thinking: Passageway to Better Buildings, Budgets, & Beyond	Transforming Public Libraries from Institutions of the Industrial Age to Change Agents for the Networked Society	Successful Partnerships to Serve Immigrant Communities Today
	10:45 a.m.	Dancing with Elephants: Leading Not Following during Tough Times From the Heartland to Sin City: The Customer-First Revolution	The Future of Libraries: Trends in Building Design, User Experience, and Community Partnerships		Branded Interactive Early Literacy Learning Centers: From Grand Places to Table Top Spaces	Sustainable Is the New Strategic Change at the Grassroots Level: One Successful Model	Maximizing the Impact of Programming: Getting the Most from Your Efforts
	2 p.m.	With Friends Like These... Making Lemonade Out of Lemons	Choosing to Lead! Budget Decisions & Their Impact Intellectual Freedom Update 2012	The Times They Are A-Changin': Using Music to Change Perceptions about Libraries		The Bensenville Reunion Tour: Creative People, Creative Projects	Programs that Pack the Place: Successful Community Collaborations
	4:15 p.m.	Losing My Religion: Crafting Meeting Room Policies That Keep You in Charge and out of Court		I've Got These Historical Records: Now What?	Library-to-Go: Putting Your Library Virtually Anywhere	Library Career Ladders: Ascending the Rungs of Leadership	Sharing and Helping: How to Use Ethnic Traditions to Generate Support for Your Library
SATURDAY, 3/17	8:30 a.m.	Can't, Won't, Don't, Couldn't, Shouldn't, Wouldn't: Combating Negativity Nellies Get Involved: Powered by Your Library—Successful Engagement of High Impact Volunteers	In Order to Form a More Perfect Union: Library Access as an Emerging Constitutional Right	Under the Covers: Collecting Erotic Fiction and Erotica		Total Branch Makeover: A Six-Month Action Plan	Grassroots Library Advocacy
	10:15 a.m.	Creating the Library of the Year ENCORE! Can't, Won't, Don't, Couldn't, Shouldn't, Wouldn't: Combating Negativity Nellies	Making Every Mile Count: Creating a Needs-Based Approach to Maintaining Your Bookmobile Services	Zines, Records and Nonconformist Media: Marketing through Alternative Collections	ENCORE! Library-to-Go: Putting your Library Virtually Anywhere	Cuts, Computers, Community: The Role and Future of Large Urban Public Libraries	Building Strong Community Partnerships: Sno-Isle Libraries, the Teen Project, and 40 Developmental Assets

Plan to arrive early for a program you are interested in. If the room is full, check the program book to find an alternate program to attend or consider attending the exhibits.

SERVING ADULTS		SERVING YOUTH		STAFFING	TECHNOLOGY
Birds Do It, Bees Do It, and You Know You Get Questions About It: Sexual Health	Books and Authors: The Top 5 of Another 5 Digital Access, The Future Is Now: The Next Dimension of Accessible Audio Media	Early Literacy and Learning Spaces: An ECRR Workshop	Young at Heart: YA Books with Adult Crossover Appeal	Commando Diplomacy: Building Skills and Tolerance for Having Difficult Conversations	Engaging Customers in an Online Environment
Family Literacy Focus: Serving Diverse Communities through Innovative Library-Based Programs	Isn't It Romantic? Meet This Season's Best in Debut Authors	Every Child Ready to Read in Action	Libraries, Multimedia, and Technology	Creating a Virtual Orientation for New Staff	iPads in the Library: From Tech Programming to Staff Productivity
Trends in Genre Series	Read/Watch/Discuss: Book and Film Programs in the Library	Keeping the Child in Mind: Writing and Illustrating Children's Picture Books	Engaging with Teens on a Shoestring Budget Collaborating with Child Care Providers: Everybody Wins @ your library	Isn't It All Just Improv Anyway? Building Successful Relationships in the Workplace & Community	A Librarian's Field Guide to Near Field Communication
On Life Support, but Not Dead Yet!: Revitalizing Reference for the 21st Century	The American Dream Starts @ your Library: Lessons from the Field Program-Palooza: 60 Programs in 60 Minutes!	Using the MGOL Method for Creating and Presenting Dynamic Early Literacy Programs	Robotix Blox: Robotics Rocks! Using Robotics in Youth Programming	ENCORE! Commando Diplomacy: Building Skills and Tolerance for Having Difficult Conversations	Teaching Visualization: Sticky Search Skills for Library Users
Good Reading You May Have Missed (for Yourself, Your Patrons, and Your Book Groups	Readers' Advisory Toolkit V: RA Training Makes It Happen	A Wealth of Words: Helping Families Build Young Children's Language and Literacy	Beyond Booktalking: Readers' Advisory with Teens and Younger Adults LEAP into Science: A Library-Museum Partnership	Give 'em a Shot! Mentoring and Providing Professional Opportunities for the Next Generation of Librarians	Social Networking, Gaming, and Summerreading.org
Backstage Pass to Concerts at Your Library! Mystery Solved: The Best in Mystery Authors and Books!	Family Literacy on the Inside: Bringing the Public Library to Incarcerated Parents	Tracking Children's Early Literacy Skills: Options for Libraries	Drawn in Brooklyn: Stimulating Kids' Imaginations through Book Illustration and Building Engagement with Story		Designing and Building a Social Library Website
Transforming Life after 50: Public Libraries and Baby Boomers	Perfect Partners in Crime: Public Libraries and Sisters in Crime	Young Adults Deserve the Best: YALSA's Competencies in Action	Teen Tech Trends: 2012 Edition	The Numbers Don't Matter: Empowerment and Bridge-Building among a Multi-Generational Library Staff	eLearning for Libraries
The Right Service at the Right Time: E-Gov and More Made Easy We've Got the Beat: Music Advisory in Public Libraries	Trends and Tips to Help English and Hispanic Elders Online One Simple Goal: Help People Get Jobs		Mapping the Future of Libraries: Teen Multicultural Internship Program	Up to the Challenge: Training Staff to Handle Intellectual Freedom Questions	You Can Run a Website: Content Management Systems for the Layperson
Take Time to Read! A Community Campaign	Books for Dessert: A Book Club for Adults with Intellectual and Developmental Disabilities	It Takes a Village to Raise a Reader: Creating Grant-Worthy, Outcomes-Based Early Literacy Programs	Get with the Program: Get Graphic, Using Graphic Novels for Programming for Teens! Cuddle Up and Read: Storytimes for Pregnant and Parenting Teens	Total Branch Makeover: A Six-Month Action Plan	Visualization: A New Frontier for Library Design
What Public Libraries Can Do for Families Experiencing Homelessness	What's New in Fantasy and Science Fiction for Teens and Adults	Team Read-a-Book: Building Bridges to the Library for Kids Who Learn Differently	Teen Speak	Cuts, Computers, Community: The Role and Future of Large Urban Public Libaries	Edge: Public Access Technology Benchmarks Review

PROGRAM RECOMMENDATIONS FOR TRUSTEES

PLA understands that public library trustees visit PLA Conference with a unique leadership perspective. Fortunately PLA 2012 is packed with programs relevant for trustees. Please take advantage of these recommended programs to help make the most of your conference experience.

Thursday, March 15

8:15–9:30 a.m.

- Advocacy is #1 in Times of Shrinking Funding (Page 36)
- Emergency Succession Planning (Page 37)
- Turning the Page Goes Global (Page 38)

10:45–noon

- Being the Best: Stories from the Best Small Libraries in America (Page 41)
- Creative Funding: How to Afford the Services Your Community Wants (Page 41)
- Everyday Ethics: Tools for First Responders on the Library's Front Lines (Page 42)
- Mechanics and Schematics: Some Ramifications of Building Modifications (Page 43)
- Now What? 12 Steps to Survival in a Leaner, Meaner World (Page 43)

2:00–3:15 p.m.

- Isn't It All Just Improv Anyway? Building Successful Relationships in the Workplace and Community (Page 47)
- Why Libraries Matter: Empowering Community Voices (Page 48)

4:15–5:15 p.m.

- Building Your Base (& Your Budget) (Page 50)
- Commons Ground: Information Commons, Master Planning, and New Models of Public Service Delivery (Page 50)
- Saying Yes to the Community (Page 51)
- Set the Stage for a Successful Library Vote by Building your Base (Page 51)

Friday, March 16

8:15–9:30 a.m.

- Sustainable Thinking: Passageway to Better Buildings, Budgets, & Beyond (Page 56)
- Transforming Public Libraries from Institutions of the Industrial Age to Change Agents for the Networked Society (Page 56)

10:45–noon

- Dancing with Elephants: Leading Not Following During Tough Times (Page 58)
- Sustainable is the New Strategic (Page 60)
- The Future of Libraries: Trends in Building Design, User Experience, and Community Partnerships (Page 60)

2:00–3:15 p.m.

- Intellectual Freedom Update 2012 (Page 62)
- With Friends Like These . . . (Page 64)

4:15–5:15 p.m.

- Losing My Religion: Crafting Meeting Room Policies That Keep You In Charge and out of Court (Page 66)

Saturday, March 17

8:30–9:45 a.m.

- Grassroots Library Advocacy (Page 73)
- In Order to Form a More Perfect Union... Library Access As an Emerging Constitutional Right (Page 73)
- Visualization: A New Frontier for Library Design (Page 74)

10:15–11:30 a.m.

- Creating the Library of the Year (Page 76)

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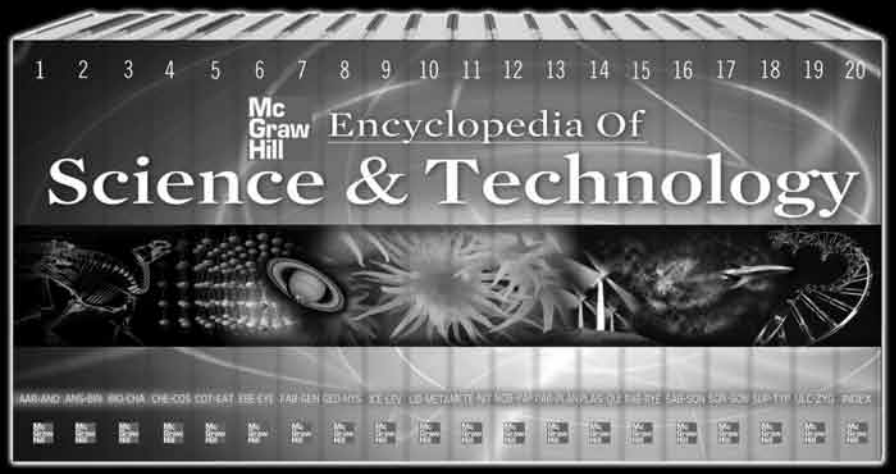

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THURSDAY, MARCH 15, 8:15–9:30 A.M.

Please note: In programs with multiple participants, the organizing participant is highlighted in bold.

PROGRAMS

Advocacy is #1 in Times of Shrinking Funding

Room: PCC 115-A/B

Shrinking budgets have created the need for more proactive library advocacy. Panel members will share tips and techniques for moving forward with advocacy projects and programs after budgets have been cut. Representatives from three different size libraries will present their strategies and grassroots efforts for advocacy and getting their message out to their key audience.

Presented by: Cindy Burns, assistant director, Albuquerque/Bernalillo County (N.M.) Libraries; **Linda Morgan Davis, assistant director, Albuquerque/Bernalillo County (N.M.) Libraries;** Cynthia Shetter, library director, Los Lunas (N.M.) Public Library; David Singleton, director of libraries, Charlotte Mecklenburg (N.C.) Library

An Industrial Engineering Approach to Library Efficiency: Increased Efficiency through the Study of Moving Materials

Room: PCC 118-A/B

HGA Architects and Engineering recently worked with Ramsey County (Minn.) Library System and Milwaukee (Wisc.) Public Library to implement methods of industrial engineering to improve efficiency of the circulation process. Processes of each system were evaluated to reduce the staff time dedicated to moving and processing materials. Outcomes included decreasing the amount of time between the book return and the shelf, reducing staff time dedicated to duplicative handling of materials, and reducing cost by improving efficiency.

Presented by: Jane Dedering, ALA, LEED AP, associate vice president, HGA, Milwaukee, Wisc.; Kathryn Mlsna, coordination of circulation, Milwaukee (Wisc.) Public Library; Brent Peterson PE, vice president, HGA, Milwaukee, Wisc.; Sandy Walsh, deputy director, Ramsey County (Minn.) Library System

Birds Do It, Bees Do It, and You Know You Get Questions about It: Sexual Health Resources across the Lifespan

Room: PCC 118-C

With sexual activity starting at younger ages and medical advances helping it continue into older ages, librarians need increased skills to meet the sexual health information needs of their customers. This presentation offers reliable resources on sexual health and tips on handling the reference interview, and includes sections about children, teens, adults, older adults, and LGBTQs. Participants will leave with an increased comfort level in handling reference questions about sexual issues.

Presented by: Lydia Collins, consumer health coordinator, National Network of Libraries of Medicine, Middle Atlantic Region, Pittsburgh, Pa.; Samanthi Hewakapuge, consumer health coordinator, National Network of Libraries of Medicine, Greater Midwest Region, Chicago, Ill.; **Karen Vargas, consumer health coordinator, National Network of Libraries of Medicine, South Central Region, Houston, Texas**

Books and Authors: The Top 5 of Another 5

Room: PCC 119-A/B

Floundering at the desk when someone asks you for a book or author you haven't read? Would you like a "go-to" list for books or authors you might not be familiar with? In this continuation of 2010's hot "Top 5" program, RA experts will showcase another five top genres (romance, sci fic, suspense/thrillers, literary, and historical) and what every librarian should be familiar with about them: the top five authors, books, up-and-comers, and trends.

Presented by: Roberta Johnson, assistant director, Des Plaines (Ill.) Public Library; Kaite Stover, readers' services manager, Kansas City (Mo.) Public Library; Barry Trott, adult services director, Williamsburg Regional (Va.) Library; **Rebecca Vnuk, editor of reference and collection management, *Booklist* Publications, Chicago, Ill.;** David Wright, readers' advisory librarian, Seattle (Wash.) Public Library

THURSDAY, MARCH 15, 8:15–9:30 A.M.

Commando Diplomacy: Building Skills and Tolerance for Having Difficult Conversations and Making Real Progress

(ENCORE! Thursday, March 15, 4:15-5:15 p.m.)

Room: PCC 113-A/B/C

In times of shrinking budgets and decreased staff, tensions can run high as we undergo rapid organizational and professional change. Finding the best path through the minefield of internal politics requires staff at all levels to develop well-honed communication skills. Come and learn the art of navigating difficult conversations with ethical integrity and confidence.

Presented by: Meg Delaney, main library manager, Toledo-Lucas County (Ohio) Public Library; **Amy Hartman, collection development librarian, Toledo-Lucas County (Ohio) Public Library**

Digital Access, the Future Is Now: The Next Dimension of Accessible Audio Media

Room: PCC 114

Not sure what innovative service options or cutting-edge resources to offer patrons with dyslexia, aphasia, severe arthritis, or vision difficulties, and the homebound? Never fear, an all new accessible digital library collection is here! Learn how libraries have partnered with the National Library Service to provide first-class accessible digital technology including downloadable digital media to patrons with print impairments. Discover how to form partnerships with disability/senior services agencies and more. Refreshments will be served.

Presented by: Jill Garcia, senior selection librarian, National Library Service for the Blind and Physically Handicapped, Library of Congress, Washington, D.C.; **Patrice Johnson, librarian, Chicago (Ill.) Public Library;** Keri Wilkins, administrator, Library for the Blind and Physically Handicapped, Free Library of Philadelphia, Pa.

Early Literacy and Learning Spaces: An ECRR Workshop

Room: PCC 126-A/B

This program will discuss how the physical space and environment in youth areas affects children's early literacy and learning experiences. A panel of librarians will share ideas on how they have applied the design principles to their facilities.

Presented by: Jill Bickford, youth services coordinator, West Bloomfield Township (Mich.) Public Library; Amanda Ellington, youth services manager, St. Mary's County (Md.) Library; Elaine Meyers, independent consultant, Chandler, Ariz.; Maren Ostergard, early learning/outreach librarian, King County (Wash.) Library; **Kathleen Reif, director, St. Mary's County (Md.) Library**

Emergency Succession Planning

Room: PCC 115-C

Succession planning (SP) is something we think about as a long-term process with mid- to distant-future outcomes. But what happens when your assistant director, who never talked about slowing down, suddenly announces her early retirement…effective in two weeks? What about a key manager who must move to care for her ailing mother? SP is a form of risk management, and for it to be effective, the process must start before you need it.

Presented by: Paula Singer, CEO/chief strategist, The Singer Group Inc., Reisterstown, Md.; Laurie Sundborg, acting CEO, Tulsa City-County (Okla.) Library

Engaging Customers in an Online Environment

Room: PCC 108-A/B

Learn how four libraries have engaged customers of all ages online using a variety of methods including popular Web 2.0 tools like Facebook, Twitter, YouTube, Flickr, and Yelp. We'll also discuss the importance of establishing a professional social media presence, utilizing staff's social network to build a hyperlocal social media presence, crowdsourcing your library's

THURSDAY, MARCH 15, 8:15–9:30 A.M.

social media presence, and creating a social media policy for your library.

Presented by: Brian Guenther, adult services librarian, Tulare County (Calif.) Library; Amanda Jacobs Foust, electronic services librarian, Marin County (Calif.) Free Library; **Jennifer Lawson, program services librarian, San Diego (Calif.) County Library;** Patrick Sweeney, branch manager, San Mateo County (Calif.) Library

Getting eContent to Your Customers: Challenges, Best Practices, and Solutions

Room: PCC 122-A/B

When you hear the word e-book, what do you think of? Maybe Kindles, Nooks, and iPads...but do you think about libraries? More importantly, do your customers think about libraries? They should. Panelists will discuss emerging e-book content and the access and delivery landscape. They'll also provide solutions and tips to getting e-content into libraries, and more importantly, into your customers' hands.

Presented by: Lisa Long-Hickman, sales manager, Dzanc Books, Ann Arbor, Mich.; Alan Inouye, director, ALA Office for Information Technology Policy, Washington, D.C.; **Gina Millsap, CEO, Topeka & Shawnee County (Kans.) Public Library;** Tom Peters, CEO, TAP Information Services, Oak Grove, Mo.; Michael Porter, president and CEO, Library Renewal, Seattle, Wash.

Social Media and Your Marketing Strategy

Room: PCC 121-A/B/C

Social media is more than just Facebook. To be effective, a social media strategy needs to be in place that incorporates your library's vision and message. Whether you are utilizing social media or not, this program will show you how libraries throughout the country are implementing social media, measuring results, and providing a better customer experience.

Presented by: Alison Circle, marketing director, Columbus Metropolitan (Ohio) Library; Johannes Neuer, eCommunications manager, New York (N.Y.) Public Library; Nate Riggs, president of social business strategies, Columbus Metropolitan (Ohio) Library; Julie Theado, social media manager, Columbus Metropolitan (Ohio) Library

Turning the Page Goes Global

Room: PCC 116

Librarians and library supporters must be equipped with the skills and tools to advocate strongly for their libraries. With generous involvement from PLA, the Gates Foundation has begun adapting the *Turning the Page* curricula for use outside of the United States. In this session, Global Libraries will report back on how the training is being adapted for international use and the results being seen in the various environments in which it is being implemented.

Presented by: Malgorzata Dabrowska, communications, advocacy, and development specialist, Information Society Development Foundation, Warsaw, Poland; Vladyslav Kucherenosov, advocacy specialist, IREX Global Libraries Ukraine Program, Kyiv, Ukraine; Tshepo Maswabi, advocacy and outreach specialist, African Comprehensive HIV/AIDS Partnership, Gaborone, Botswana; **Janet Sawaya, impact, advocacy, and policy officer, Bill & Melinda Gates Foundation, Seattle, Wash.**

Young at Heart: YA Books with Adult Crossover Appeal

Room: PCC 120-A/B/C

Adults are no longer ashamed to be caught reading young adult fiction in public. Post *Twilight* and *Hunger Games*, trends reveal that YA is not just for teens and tweens any more, and YA publishers are readily branching out to adult markets. Hear from YA authors on crossover appeal; what makes the genre so malleable; and how adult readers remain so young at heart.

Presented by: Gayle Forman, author of *If I Stay* and *Where She Went*, Penguin Young Readers, N.Y.; Alexander Gordon Smith, author of the "Escape from Furnace" series, MacMillan, New York, N.Y.; **Tina Jordan, vice president, Association of American Publishers, New York, N.Y.;** Gregg Olsen, author of *Envy* ("Empty Coffin" Series), Sterling Publishing, New York, N.Y.; Siobhan Vivian, author of *The List*, Scholastic, New York, N.Y.

THURSDAY, MARCH 15, 8:15–9:30 A.M.

CONVERSTATIONS

ConverStations, formerly known as Talk Tables, are engaging forums on timely issues and concerns for public library professionals. Following brief presentations, attendees are encouraged to join in engaging and relevant discussions.

Abolishing Performance Evaluations: Why They Don't Work and What Does

Room: PCC 110-A/B

Do you dread performance evaluations? Your subordinates do, too! Boone County (Ky.) Public Library abandoned performance evaluations and found better ways of achieving the same results while increasing performance levels and morale in the process.

Facilitators: Amy Helm, HR manager, Warren County (Ky.) Public Library; Carrie Herrmann, public service coordinator, Boone County (Ky.) Public Library

Help! I Am Not a Social Worker!

Room: PCC 111-A

Are you being asked more and more by your users for social service help? Wonder about best practices for dealing with mentally ill users? Let's talk about it!

Facilitator: Carolyn Davidson Brewer, executive director, North Texas Library Partners, Fort Worth, Tex.

Optimizing Author Visits: Key Steps to Planning & Promotion

Room: PCC 112-B

Author visits are a great way for libraries to connect with their communities. This session will foster discussion for planning a successful author visit—choosing the right author; working with speakers' bureaus, publishers, and bookstores; forming partnerships to promote your program; and transforming your facility into an event space.

Facilitators: Phyllis Hegner, community relations manager, Public Library of Cincinnati and Hamilton County, Ohio; Kate Lawrence, adult services programming and exhibits coordinator, Public Library of Cincinnati and Hamilton County, Ohio

Shrink Ray Your PLA: How Small Libraries Can Make the Most of the PLA Conference

Room: PCC 112-A

This program will help attendees from small branches make the most of the information PLA 2012 sessions have to offer by emphasizing the importance of participating in Q&A to get professional feedback for their organization's size, strategically choosing which sessions they attend to make the most of training, and more.

Facilitator: Michelle Krasowski, youth services librarian, Brisbane (Calif.) Library

Start a Social Network Book Club: The Salt Lake County Library Services/Goodreads.com Model

Room: PCC 111-B

Using social network sites to create book clubs is free and easy. Salt Lake County (Utah) Library Services uses Goodreads.com to engage hundreds of customers and authors in discussions about books and reading, to publicize upcoming events, and to receive valuable feedback. And it's super fun!

Facilitators: Jennifer Fay, library manager, Salt Lake County (Utah) Library Services; Marsha LeClair-Marzolf, associate director of collections, Salt Lake County (Utah) Library Services

Successful Summer Science Clubs for Children

Room: PCC 109-A/B

Hands-on science in the library? You bet! Learn and share ways to make chemistry, horticulture, archeology, physics, ecology, and anatomy fun and exciting for children ages 5-11.

Facilitators: Karyn Dombrosky, youth services librarian II, Palm Beach County (Fla.) Library System; Cicely Douglas, youth services library associate II, Palm Beach County (Fla.) Library

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The VITAL Digital Asset software offers automatic data capture, superior searching capabilities and standards-based protocols. The open-source Fedora™ platform provides a flexible, customizable interface. Custom Drupal modules allow VITAL to expand to include other functional modules, or integrate with your institution's website.

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THURSDAY, MARCH 15, 10:45 A.M.–NOON

PROGRAMS

Being the Best: Stories from the Best Small Libraries in America

Room: PCC 118-C

What does it take to be an innovative library without a big budget or staff? Once you get there, how do you sustain that level of success? The 2008-2011 winners of the *Library Journal* Best Small Library in America award will share stories about the innovative programs, partnerships, and services that helped their libraries rise to the top.

Presented by: Elizabeth Goldman, CEO/head librarian, Perth & District Union (Ontario) Public Library; William Harmer, director, Chelsea District (Mich.) Library; Anne Hughes, library director, Glen Carbon (Ill.) Centennial Library; Paul Paladino, director, Montrose (Colo.) Library District; Nancy Rosenwald, information strategies director, Union County (S.C.) Carnegie Library

Creating a Virtual Orientation for New Staff

Room: PCC 115-A/B

Orienting new staff quickly to your organization is very important. A virtual orientation could be the key to a timely, comprehensive, standardized introduction to your library system. Discover advantages to implementing a virtual orientation for your workplace. View a demonstration of the Baltimore County (Md.) Public Library product while learning about the creation and design process of this valuable human resources tool.

Presented by: Melissa Hepler, librarian III, Baltimore County (Md.) Public Library; Brenda Kinzinger, video production specialist, Baltimore County (Md.) Public Library; **Sandra Lombardo, assistant library manager, Baltimore County (Md.) Public Library**

Creative Funding: How to Afford the Services Your Community Wants

Room: PCC 121-A/B/C

Our customers don't know what library services cost, but they do know what they want from their library. Tighter budgets require us to think smarter to afford the services our communities expect us to provide. This program's panel will explore how to effectively tell your story to the community following a massive budget cut, how to launch a grassroots campaign to raise money through community donations, and how to identify hidden funding sources in your community.

Presented by: Jinny Baeckler, library director (retired), Plainsboro, N.J.; Linda Raymond, materials management manager, Charlotte Mecklenburg (N.C) Library

Every Child Ready to Read In Action

Room: PCC 118-A/B

This program will present information on the "Fun with Science and Math for Parents and Children" workshop from the Every Child Ready to Read® @ your library® 2nd Edition. A panel of librarians will share their experiences in using the updated ECRR toolkit (released summer 2011).

Presented by: Saroj Ghoting, early childhood literacy consultant, Riner, Va.; Holly Henley, director, Library Development Department, Arizona State Library, Phoenix, Ariz.; Judy Nelson, director of youth services, Pierce County (Wash.) Library; **Kathleen Reif, director, St. Mary's County (Md.) Library**

THURSDAY, MARCH 15, 10:45 A.M.–NOON

Everyday Ethics: Tools for First Responders on the Library's Front Lines

Room: PCC 119-A/B

Concerns and complaints about services and programs aren't scheduled. When facing an upset patron, there's no time to brush up on library policies. How can you be prepared for that next public desk confrontation? What if you agree with the complainant? We'll explore various ethical scenarios for front-line staff, offer "equip yourself" suggestions, and review available training resources and expert assistance. You will learn by observing and participating in role-playing exercises and group discussions.

Presented by: Martin Garnar, head of reference and instruction services, Regis University, Denver, Colo.; **Theresa Jehlik, manager, Benson Branch, Omaha (Neb.) Public Library;** Angela Maycock, assistant director, ALA Office for Intellectual Freedom, Chicago, Ill.

Family Literacy Focus: Serving Diverse Communities through Innovative Library-Based Programs

Room: PCC 115-C

ALA Past-President Camila Alire's "Family Literacy Focus" initiative supports the development of innovative and sustainable library-based family literacy programs for Native American, Asian American, Pacific American, African American, Chinese American, and Latino communities. Family literacy activities are culturally resonant and include traditional storytelling, family reading nights, and nontraditional families. Each affiliate group implemented traditional family activities and created productive, memorable, and enjoyable times that support family literacy. Learn from our success!

Presented by: Dora Ho, young adult librarian, Los Angeles (Calif.) Public Library; Jos N. Holman, county librarian, Tippecanoe County (Ind.) Public Library; Maria Kramer, library division manager, Redwood City (Calif.) Public Library; Dale Lipschultz, literacy officer, ALA Office for Literacy and Outreach Services, Chicago, Ill.; **Patty Wong, county librarian, Yolo County (Calif.) Library**

iPads in the Library: From Tech Programming to Staff Productivity

Room: PCC 113-A/B/C

Don't know an iPad from a Nook, but think you'd like to? After an overview of the latest mobile devices and their capacity for library work, this presentation will focus on the iPad and Apple's iOS operating system. The presenter will demonstrate how the iPad can supplement traditional, bricks-and-mortar library services (storytimes, outreach programs, mobile reference, e-books, etc.) and how library staff can use iOS devices and applications to improve productivity (including scheduling, collaboration, and presentations).

Presented by: Joel Nichols, librarian, Free Library of Philadelphia, Pa.

Isn't It Romantic?

Room: PCC 122-A/B

With estimated sales of 1.358 billion dollars in 2010, romance fiction continues to be the most popular of all fiction genres with readers, and yet it is still frequently ignored by library staff. Six award-winning and best-selling authors will talk about the enduring appeal of the romance genre, their own romance novels, and why when it comes to reading: romance rules!

Presented by: Elizabeth Boyle, author, Seattle, Wash.; Nicole Burnham, author, Hopkinton, Mass.; **John Charles, adult services librarian, Scottsdale (Ariz.) Public Library;** Leanna Renee Hieber, author, Sourcebooks, New York, N.Y.; Madeline Hunter, author, Pittsburgh, Pa.; Deanna Raybourn, author, Williamsburg, Va.

Libraries, Multimedia, and Technology

Sponsored by AWE Roundtable

Room: PCC 114

Chris Cerf has spent his career creating educational content for children that is multimedia-based and interactive, playing a pivotal role in the creation and production of *Sesame Street* and *Between the Lions*. In this presentation, Cerf will discuss how

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libraries can effectively incorporate multimedia and technology to forward their mission of helping children to learn. Through his real-life examples, he will illustrate how to use technology and various media formats to best engage children.

Presented by: Chris Cerf, president and co-founder, AWE Roundtable, Chester, Pa.

Mechanics and Schematics: Some Ramifications of Building Modifications

Room: PCC 116

After devising detailed service programs to meet the needs of ever-changing communities, two different library systems in Colorado intelligently collaborated with both a designer and a contractor. Learn about the methodologies involved with making your ideas and strategic initiatives a reality through the use of building space, structure, and renovation. Discover how to present your concepts in a precise manner so all stakeholders—staff, public, and board—are pleased with the end result.

Presented by: Ken Draves, deputy director, Poudre River (Colo.) Public Library District; Susan Kotarba, director of public services, Denver (Colo.) Public Library; Currie Meyer, library manager, Poudre River (Colo.) Public Library District; Joseph Montalbano, architecture principal, Studiotrope Design Collective, Denver, Colo.; Bob Sarlo, owner, Interlock Construction Corporation, Denver, Colo.; **Brent Wagner, senior librarian, Denver (Colo.) Public Library**

Meet This Season's Best in Debut Authors

Room: PCC 120-A/B/C

Meet this season's best in debut authors! This new AAP/PLA program features book publishing's finest in first-time authors talking about their work.

Presented by: Wiley Cash, author of *A Land More Kind Than Home*, William Morrow, New York, N.Y.; Stephen Dau, author of *Book of Jonas*, Blue Rider Press/Penguin, New York, N.Y.; **Tina Jordan, vice president, Association of American Publishers, New York, N.Y.;** Kira Peikoff, author of *Living Proof*, Macmillan, New York, N.Y.; Charlotte Rogan, author of *The Lifeboat*, Little, Brown & Co., New York, N.Y.

Now What? 12 Steps to Thriving in a Different World

Room: PCC 126-A/B

Have recent years been a tempest for your library? Is this the way you wanted to end your library career? To start it? Surviving and thriving in different times is a learned skill. Come and hear about 12 doable ways to surf the tempest and leave with useful, energizing ideas to improve your day, your life, and your library.

Presented by: Peter Bromberg, assistant director, Princeton (N.J.) Public Library; **Karen Hyman, library consultant, Cherry Hill, N.J.**

Tell Me Something I Don't Know: Meaningful Community Engagement

Room: PCC 108-A/B

It's important to involve the public in library planning and evaluation, but traditional approaches to community engagement are often expensive and time consuming. They can also be downright boring for the participants! We'll take a lively look at practical, affordable, enjoyable techniques for garnering civilian input without surrendering professional judgment. You'll learn how to reach the right stakeholders, ask the right questions, and elicit ideas that expand everyone's thinking about your community and your library.

Presented by: Joan Frye Williams, library consultant and futurist, Joan Frye Williams Consulting, Sacramento, Calif.; George Needham, library strategist and consultant, georgeandjoan.com, Dublin, Ohio

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CONVERSTATIONS

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Library of the Year Pow-Wow

Room: PCC 112-A

Join *Library Journal* and Gale/Cengage Learning to hear about the ins and outs of selecting the Library of the Year award. Participants are encouraged to bring questions for an engaging and casual conversation about the importance of libraries and how this prestigious award is selected.

Facilitators: Francine Fialkoff, editor-in-chief, *Library Journal*, New York, N.Y.; Nader Qaimari, senior vice president of marketing, Gale, part of Cengage Learning, Farmington Hills, Mich.

Preschool Storytime Revisited

Room: PCC 109-A/B

Since children learn best through repetition, a variety of stimuli activates different senses, and there are many ways to present a book, how about choosing one book to repeat in storytimes for six consecutive weeks, but present it differently each time?

Facilitator: Betsy Diamant-Cohen, author of *Transforming Preschool Storytime: A Modern Vision and a Year of Programs*, Baltimore, Md.

Reaching for the Future: You've Got to Take the Risk to Get the Reward

Room: PCC 110-A/B

As libraries confront those who think we are becoming irrelevant, how are we innovating to show our relevancy? Everyone has the power to be creative, and creativity is the seed of innovation. This ConverStation will focus on creativity and innovation and how risk and reward plays into this.

Facilitator: Shelley Walchak, library community programs senior consultant, Colorado State Library, Denver, Colo.

RX for RA Revisited: A Prescription That Works

Room: PCC 112-B

The 2008 PLA Conference session "Rx for RA" presented genre study as a method to help expand readers' advisory skills. Learn how two different library systems have approached this training. Discuss the benefits of starting a genre discussion/study group, practical ways to organize it, and the resources you will need.

Facilitators: Lucy M. Lockley, collection development manager, St. Charles City-County (Mo.) Library District; Karen Vermut, coordinator of adult services, Queens (N.Y.) Library

Starting a Foreign Language Book Discussion Group in Your Community

Room: PCC 111-A

King County (Wash.) Library System started a book discussion in Chinese in order to reach out to our diverse community (41% foreign-born). This outreach program had unique challenges and rewards we could never have foreseen. Come learn the specific steps we took and learn how you too can reach out to this growing population.

Facilitators: Jose Garcia, librarian, King County (Wash.) Library System; Wendy Pender, managing librarian, King County (Wash.) Library System

Technology Petting Zoos in Public Libraries

Room: PCC 111-B

The Library of Virginia did regional workshops in 2011 and introduced library staff to technology in a "please touch" environment. The Technology Petting Zoo contained 20+ each of Kindles, Nooks, Sony Readers, iPads, pocket video cameras, tablets, and more. Effective hands-on training and enthusiasm ensued.

Facilitators: Cindy Church, continuing education consultant, Library of Virginia, Richmond, Va.; Lisa Varga, executive director, Virginia Library Association, Virginia Beach, Va.

JOIN A FOCUS GROUP DISCUSSION!

Emerging Technologies in Public Libraries
Thursday, March 15
10:45 a.m.–noon and 2:00–3:15 p.m.
Philadelphia Marriott Downtown–Room 305

How can we effectively integrate emerging technology into library operations and services via residency programs? Join Dr. Sandy Hirsh, director of the San Jose State University School of Library and Information Science, for a conversation about plans for developing a national pilot program that would place post-graduate MLIS librarians with host institutions to introduce emerging technologies in public libraries.

Dr. Hirsh will kick off the conversation by sharing findings and insights to date, and then solicit participants' experiences, ideas, and best practices. Help shape this potential pilot program by attending this important focus group session. All PLA 2012 attendees are invited.

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THURSDAY, MARCH 15, 2:00–3:15 P.M.

PROGRAMS

A Librarian's Field Guide to Near Field Communication

Room: PCC 119-A/B

Near Field Communication (NFC) is a rising technology that allows mobile devices to exchange information wirelessly across a small distance. While it has many commercial applications (e.g., using your cell phone as a credit card at the grocery store), NFC could also have future applications for libraries as a new way to link physical materials with digital information. This presentation will discuss how NFC works; how it's currently being used by merchants, advertisers, and gamers; and the impact it could have on libraries, librarians, and library patrons.

Presented by: Sheli Elizabeth McHugh, cataloging and metadata librarian, University of Scranton, Pa.; **Juliane Morian, associate director, Clinton-Macomb (Mich.) Public Library;** Kristen Yarmey, digital services librarian, University of Scranton, Pa.

Building the Digital Public Library of America

Room: PCC 120-A/B/C

The Digital Public Library of America (DPLA) has the goal of making the cultural and scientific record available to all. With a five million dollar grant, the DPLA Steering Committee and the library community are working together over the next two years to build out the vision for a Digital Public Library. Come join us for a conversation with DPLA leadership and participants and learn how you and your library can join the movement. Your questions and comments will be welcomed in an interactive session!

Presented by: Michael Colford, director of library services, Boston (Mass.) Public Library; Martin Gomez, city librarian, Los Angeles (Calif.) Public Library; Susan Hildreth, director, Institute for Museum and Library Services, Washington, D.C.; **Maura Marx, fellow and executive director, Open Knowledge Commons, Berkman Center for Internet and Society, Cambridge, Mass.;** John Palfrey, vice dean for library and information resources, Henry N. Ess III professor of law, Harvard Law School, Cambridge, Mass.

Collaborating with Child Care Providers: Everybody Wins @ your library

Room: PCC 115-C

With over 2.3 million child care providers, 11 million children under age five in child care settings, and 38 states requiring no training in early childhood development before beginning work, the public library plays a key role in supporting common goals of strengthening early literacy in young children. How are libraries reaching child care providers? Get practical tips to enhance current services. Look at ways that interactions with child care providers enrich library services to all.

Presented by: Saroj Ghoting, early childhood literacy consultant, Riner, Va.; Amy Read, program manager for Smart Start Growing Readers program, New Hanover County (N.C.) Public Library

Creating a Vibrant Organizational Culture at Your Library

Room: PCC 108-A/B

Have you ever wished your staff were more innovative, more resilient, more positive, and more unified? The health of a library system depends on its organizational culture, yet many library leaders are resigned to the notion that their culture is too entrenched to move. Not true! An Infopeople specialist in behavioral change and the winner of the Florida Library Association's Exemplary Learning Design Award will share a comprehensive plan for instilling in your staff the mindset you desire.

Presented by: Cheryl Gould, library consultant, Petaluma, Calif.; **Richard Mott, training manager, Jacksonville (Fla.) Public Library**

Engaging with Teens on a Shoestring Budget

Room: PCC 126-A/B

No time, low or no budget, and limited staff don't have to doom teen programs. Good ideas and creative thinking can increase usage of library resources, even among the hard-to-reach school-age market. Our panel of energetic librarians will

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share their stories on guerilla marketing of teen programs, teen programming on the cheap, launching an online homework-help program, and branding a homework-help program to drive usage.

Presented by: LeeAnn Anna, children and teen librarian, Carnegie Library of Pittsburgh, Pa.; Judy Boyce, director, West Baton Rouge Parish (La.) Library; Michele Gorman, teen services coordinator, Charlotte Mecklenburg (N.C.) Library; **Stephen Grubb, manager of e-services, Broward County (Fla.) Library**

Isn't It All Just Improv Anyway? Building Successful Relationships in the Workplace and Community

Room: PCC 118-A/B

This presentation combines the spirit of improvisation with the nature of relationships and interactions among library staff and with community members and partners. You will LOL (learn out loud) participating in Second City Theater games that highlight the spontaneity each workday offers. The five elements of successful improvisation as related to working relationships will be reinforced: Trust, Communication, Acceptance, Building, and Spontaneity!

Presented by: Anthony Auston, assistant director, Palatine (Ill.) Public Library District; Richard Oberbruner, independent improv consultant, Naperville, Ill.; **Susan Strunk, library director, Palatine (Ill.) Public Library District**

Keeping the Child in Mind: Writing and Illustrating Picture Books

Room: PCC 121-A/B/C

Kevin Henkes, the best-selling author and Caldecott Medal-winning illustrator of more than 40 books for children, discusses the personal and professional experiences that have shaped and defined his career, the choices he makes when crafting both the words and the pictures in a book, and how and why he keeps the child in mind in all of his work. A Q&A session with the audience will follow. Kevin's books include *Lilly's Purple Plastic Purse, Chrysanthemum, Kitten's First Full Moon*, and a new beginning reader series starring a mouse named Penny.

Presented by: Kevin Henkes, author and illustrator, Greenwillow Books, New York, N.Y.

Leaders as Readers: What Happens When Directors Chose Reading as a Core Initiative

Room: PCC 118-C

Four directors will share how they brought reading into their library culture and discuss their personal investment in the goal of supporting a reading community. This session will highlight staff training and community projects but will focus primarily on leadership and change.

Presented by: Craig Buthod, director, Louisville (Ky.) Free Public Library; **Sari Feldman, executive director, Cuyahoga County (Ohio) Public Library;** Bill Ptacek, director, King County (Wash.) Library System; A. Issac Pulver, director, Saratoga Springs (N.Y.) Public Library

Leading Up! Reap High Rewards by Developing an Internal Leadership Institute

Room: PCC 116

Libraries are under pressure to create innovative and highly productive teams capable of working together and communicating more effectively. Who in your organization can lead such teams? Learn how three libraries have addressed leadership development through internal leadership institutes. These libraries identified the competencies needed of their leaders and created formal, informal, and experiential learning opportunities to ensure their managers and other leaders have the skills needed to facilitate the achievements of others.

Presented by: Mary Bennett-Brown, human resources director, Public Library of Cincinnati and Hamilton County, Ohio; **Heidi Nagel, training manager, Kent District (Mich.) Library;** Missy Shock, training manager, Douglas County (Colo.) Libraries

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No Fear Management: Dealing with Difficult People, Difficult Situations, Difficult Conversations

Room: PCC 113-A/B/C

Late employees, lack of enthusiasm, insubordination, or general malaise—are you unsure or intimidated about dealing with these problems? Effective management and discipline are difficult skills to master and yet they are an essential part of a successful library. Don't make it up as you go! Come to this interactive, fast-paced session and learn effective documentation, helpful strategies, useful language, and more. This session is perfect for those managing in both union and non-union environments.

Presented by: Stacey Aldrich, state librarian, California State Library, Sacramento, Calif.; Rivkah Sass, director, Sacramento (Calif.) Public Library; **Manya Shorr, central library supervisor, Sacramento (Calif.) Public Library**

Read/Watch/Discuss: Book and Film Programs in the Library

Room: PCC 122-A/B

Public libraries have long known how popular book groups and film screenings can be for patrons. Combine these two activities for informative and stimulating discussions that enhance both the reading and viewing experience. Learn about inexpensive, engaging, and entertaining programs that your community members and library staff will appreciate.

Presented by: Alan Jacobson, adult and teen services librarian, Oak Park (Ill.) Public Library; **Kaite Stover, readers' services manager, Kansas City (Mo.) Public Library**

Trends in Genre Series

Room: PCC 115-A/B

Join us for a lively discussion of trends in genre series with four top-notch stars in the field. Genres include: "gentle reads," romance, horror fiction, and mysteries.

Presented by: John Charles, adult services librarian, Scottsdale (Ariz.) Public Library; Keir Graff, senior editor, *Booklist* Online, American Library Association, Chicago, Ill.; **Janet Husband, author and database coordinator, eSequels, Brewster, Mass.;** Joyce Saricks, readers' advisor, Chicago, Ill.; Becky Spratford, readers' advisory librarian, Berwyn (Ill.) Public Library

Why Libraries Matter: Empowering Community Voices

Room: PCC 114

Building on the advocacy work of previous ALA Presidents, Molly Raphael's initiative "Why Libraries Matter: Empowering Community Voices" engages communities to talk about the value of all types of libraries. Advocacy begins with library leadership and engages frontline staff in communicating the message. This is the next step—to empower community members to take action and use their voices to showcase why libraries matter. Partner with your community to influence perceptions and positions in arousing support for libraries.

Presented by: Pam Jaskot, library consultant for communications and outreach, State Library of North Carolina, Raleigh, N.C.; Marci Merola, director, ALA Office for Library Advocacy, Chicago, Ill.; Molly Raphael, ALA president, Chicago, Ill.; Barbara Stripling, assistant professor of practice, Syracuse (N.Y.) University; **Patty Wong, county librarian, Yolo County (Calif.) Library**

CONVERSTATIONS

ConverStations, formerly known as Talk Tables, are engaging forums on timely issues and concerns for public library professionals. Following brief presentations, attendees are encouraged to join in engaging and relevant discussions.

Collection HQ at Your Library

Room: PCC 112-B

Collection HQ is a collection performance improvement solution which is revolutionizing the way many public libraries

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select, manage, and promote their collections. Many U.S. public libraries, Queens (N.Y.) Library being the first one, have subscribed to this product.

Facilitators: Yuan-shang Hsi, coordinator of the catalog division, Queens (N.Y.) Library; Hong Yao, associate coordinator of the catalog division, Queens (N.Y.) Library

From Grocery Store to Kitchen

Room: PCC 111-B

This ConverStation will give participants an opportunity to discuss new public library spaces that allow users to get creative with digital video, music, graphic design, and more. Ideas and success stories from a number of different libraries will be shared.

Facilitators: Richard Kong, information services manager, Arlington Heights (Ill.) Memorial Library; Ryann Uden, head of youth services, Barrington Area (Ill.) Library

Health, Well-Being, and Safety in the Library: Staff Enrichment Programming

Room: PCC 112-A

Sachem (N.Y.) Public Library staff voluntarily serve on three active committees: Wellness, Employee Assistance, and Safety. Each committee plans and develops unique staff programs. Enrichment programming promotes a healthy and safe staff and is essential in creating a cohesive and cheerful team. In addition, it showcases the library as a caring organization.

Facilitator: Carol Brand, assistant director, Sachem (N.Y.) Public Library

Reaching In and Reaching Out: Library Programs for All

Room: PCC 111-A

Let's discuss how to design and conduct programming for long-term care facility residents in your community.

Facilitator: Celise Reech-Harper, programming and public relations coordinator, Beauregard Parish (La.) Library

Secret Shopping Your Library's Services and Spaces

Room: PCC 110-A/B

D.C. Public Library just conducted its first assessment of services and buildings using a "secret shopper" model. We'd like to share our experiences with planning, implementation, data collection, and analysis, and how we translated the results into information we could use to improve our library system.

Facilitator: Tony Ross, manager, D.C. Public Library

Teens: What Are They Thinking?!

Room: PCC 109-A/B

Gathering teens' opinions about library services and facilities presents special challenges. Time constraints and lack of interest prevent many teens from participating in surveys or focus groups. How has your library successfully collected teens' thoughts and ideas? We'll share several techniques that helped pinpoint teens' desires for the library.

Facilitators: Donna Fletcher, president, Donna E. Fletcher Consulting Inc., Highland Park, Ill.; Ruth Urell, library director and president-elect of the Massachusetts Library Association, Reading (Mass.) Public Library

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PROGRAMS

Building Your Base (& Your Budget)

Room: PCC 118-A/B

Help lead your library in providing quality library service and build your base of supporters with marketing techniques that streamline community outreach. Work smarter, not harder, with strategies from the Mid-Hudson (N.Y.) Library System's "Building Your Base" project, which can help your library improve its plan of service, communicate with a maximum number of residents—including nonusers—increase program attendance, and increase budget-vote win margins.

Presented by: Rebekkah Aldrich, coordinator for library growth and sustainability, Mid-Hudson (N.Y.) Library System

ENCORE! Commando Diplomacy: Building Skills and Tolerance for Having Difficult Conversations and Making Real Progress

Room: PCC 115-C

In times of shrinking budgets and decreased staff, tensions can run high as we undergo rapid organizational and professional change. Finding the best path through the minefield of internal politics requires staff at all levels to develop well-honed communication skills. Come and learn the art of navigating difficult conversations with ethical integrity and confidence.

Presented by: Meg Delaney, main library manager, Toledo-Lucas County (Ohio) Public Library; **Amy Hartman, collection development librarian, Toledo-Lucas County (Ohio) Public Library**

Commons Ground: Information Commons, Master Planning, and New Models of Public Service Delivery

Room: PCC 108-A/B

Typically associated with academic libraries, the learning or information commons deserves consideration in public libraries as well. After a lengthy master planning exercise, rigorous thinking about the needs of current/future library users, and a strategic fundraising campaign, Brooklyn (N.Y.) Public Library is constructing the Leon Levy Information Commons on the ground floor of its Central Library. This session will explore all aspects of the project, from concept to design and ultimately to public service delivery.

Presented by: Lay Cheng Lee, director of capital planning and facilities management, Brooklyn (N.Y.) Public Library; Jesse Montero, coordinator of information services and public training, Brooklyn (N.Y.) Public Library; **Richard Reyes-Gavilan, chief librarian, Central Library, Brooklyn (N.Y) Public Library**

On Life Support, but Not Dead Yet! Revitalizing Reference for the 21st Century

Room: PCC 126-A/B

You've heard it—reference transactions are down. Expensive resources aren't used. Librarians feel their skills are underutilized. What can we do? Don't give up! Innovative libraries are finding ways to revitalize their reference departments by shifting attitudes, changing their collection philosophies and service models, and pioneering new services. Learn proven methods for reinvigorating reference service and find out what you can do to make reference one of the centerpieces of your library again.

Presented by: Celeste Choate, associate director of services, collections and access, Ann Arbor District (Mich.) Library; Richard Kong, information services manager, Arlington Heights (Ill.) Memorial Library; **Jason Kuhl, library operations director, Arlington Heights (Ill.) Memorial Library**

Plan Once, Deliver Nineteen Times: A Centralized Programming Model

Room: PCC 119-A/B

Facing budget reductions, we looked at our program delivery model and saw ways we could streamline. Our team of librarians and administrators figured out how to deliver relevant, community-specific programs via a central team who assembled program plans, listened to front-line staff, created new partnerships, built "Programs in a Box," and coordinated delivery and evaluation of the programs. Learn how our first eighteen months unfolded—the benefits we reaped and the lessons we learned.

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Presented by: Daisy Porter, manager of KACY, San Jose (Calif.) Public Library

Program-Palooza: 60 Programs in 60 Minutes!

Room: PCC 113-A/B/C

Shopping for some fresh program ideas that require minimal staff effort and don't break the bank? Trying to serve those niche populations—tweens, single seniors, twenty-somethings, new parents, etc.? You'll find lots of inspiration and practical advice at this Program-Palooza!

Presented by: Pat Downs, program services manager, San Diego (Calif.) County Library; Jennifer Lawson, program services librarian, San Diego (Calif.) County Library

Robotix Blox; Robotics Rocks! Using Robotics in Youth Programming

Room: PCC 118-C

Looking for a way to engage teens, tweens, kids, and students with special needs? Want to help girls succeed in STEM or dads connect with their sons? Robots may be your answer...and they're not as scary as they look! We'll explore how robotics programs build science and literacy skills and support youth developmental assets, and we'll discuss how to structure your own program for maximum fun and learning.

Presented by: Sarah Kepple, youth programming specialist, Cuyahoga County (Ohio) Public Library

Saying Yes to the Community

Room: PCC 121-A/B/C

Durham County (N.C.) Library created a huge buzz in its community through a strategic planning process that began with staff visioning; progressed through "best practices" tours of libraries and the posting of innovative ideas, photos, etc. on its wiki; and culminated in a future search conference involving 150+ community members and the whole staff. Learn how its done and get motivated to create a real, working strategic plan!

Presented by: Hampton "Skip" Auld, administrator, Anne Arundel County (Md.) Public Library; Anastasia Bush, student, University of Western Ontario, London, Ontario; Gail Griffith, consultant, Reisterstown, Md.; Paula Singer, CEO/chief strategist, The Singer Group Inc., Reisterstown, Md.

Set the Stage for a Successful Library Vote by Building Your Base

Room: PCC 120-A/B/C

Need public support for your library's funding? Attend this session to learn how to build a base of support in your community before you begin mobilizing for a vote. From PTA groups to local volunteer fire departments to recreational groups to business groups to individual constituents, this workshop will delve into the different messages that move different constituencies and give you the skills needed to reach them.

Presented by: Libby Post, president/CEO, Communication Services, Albany, N.Y.

Teaching Visualization: Sticky Search Skills for Library Users

Room: PCC 115-A/B

Ever teach users to search only to find they'd forgotten everything the next day? Search tools offer many advanced features, but literate users already possess a power-searcher's most important asset: a feel for language. Tapping into that knowledge to visualize ideal sources increases success with article databases and search engines. Learn how to use visualization techniques in your searches and teach library patrons to increase their success in electronic environments.

Presented by: Natasha Bergson-Michelson, research skills trainer, To The Point Research, Google Visiting Scholar, San Carlos, Calif.

The American Dream Starts @ your library: Lessons from the Field

Room: PCC 116

Since 2008, 100 diverse libraries in 28 states have provided literacy services to adult English language learners and their families with mini-grants from the Dollar General Literacy Foundation. One hundred American Dream libraries serve urban and rural

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communities with cost-effective, easily replicated, service-based models for expanding collections, collaborating with partners, developing tech labs, and expanding bookmobile services. Library directors and literacy staff will share their experiences and help you serve English language learners @ your library.

Presented by: Katherine Baker, special populations librarian, Piscataway (N.J.) Public Library; Susan DePumpo Robinson, director, Sayre (Pa.) Public Library; **Dale Lipschultz, literacy officer, ALA Office for Literacy and Outreach Services, Chicago, Ill.;** Elaine Stefanko, information services coordinator, Osterhout Free Library, Wilke-Barre, Pa.; Vivian Wynn, president, Wynn Library Consulting, Hermitage, Tenn.

The Speed Team: How We Got Rid of Our Backlog, Improved Customer Service and Saved Money without Using a Consultant

Room: PCC 114

The Los Angeles County (Calif.) Library had a huge backlog and turnaround time of up to 52 days. We cleared the backlog, cut the turnaround to five days, and saved over $850,000, all without using a consultant. This session will concretely discuss how we did it by showing how we identified: 1) Outdated practices; 2) Technology problems, e.g., ILS and vendor websites; 3) Limitations such as supply, physical layout, and movement of materials; and 4) Poor communication.

Presented by: Sheryl Katzin, coordinator of acquisitions, New York (N.Y.) Public Library

Using the MGOL Method for Creating and Presenting Dynamic Early Literacy Programs

Room: PCC 122-A/B

Using the model of the Mother Goose on the Loose® early literacy program, explore scientific findings regarding child development; experience a hands-on Mother Goose on the Loose session; identify connections between the activities and their benefits; and learn how to easily plan and present your own successful early literacy programs using the structure, formula, and principals of Mother Goose on the Loose.

Presented by: Betsy Diamant-Cohen, author of *Reinventing Preschool Storytime*, Baltimore, Md.

CONVERSTATIONS

ConverStations, formerly known as Talk Tables, are engaging forums on timely issues and concerns for public library professionals. Following brief presentations, attendees are encouraged to join in engaging and relevant discussions.

Community Engagement in a Time of Crisis

Room: PCC 110-A/B

The facilitators will present a review of the Boston (Mass.) Public Library community-engagement process around difficult budget decisions in 2010 and share how they used the information gathered for strategic planning and planning for services.

Facilitators: Gina Perille, chief communications officer, Boston (Mass) Public Library; Christine Schonhart, director of branch libraries, Boston (Mass.) Public Library

From Chic to Geek ? How One Library Integrated Emerging Technologies into Traditional Programming

Room: PCC 111-B

The presenter will highlight and discuss how a middle-sized library in Ohio began integrating emerging technologies into traditional programs with minimum cost. We will discuss how to use the iPad to enhance story times, roving reference, and community walks; how to integrate Wordle with crafts programs; and much more!

Facilitator: Samantha Chada, emerging technologies librarian, Sandusky (Ohio) Public Library

Got Library Volunteers?

Room: PCC 112-A

Are you short staffed? Or facing a hiring freeze? Start a volunteer program today! Come learn what it takes to set up a successful volunteer program and keep it running smoothly. This ConverStation will discuss essentials required for

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developing a comprehensive volunteer handbook, recruiting, and retaining volunteers, and much more!

Facilitator: Amanda Lloyd, public services coordinator, Norfolk (Va.) Public Library

Service Models for Job Seekers

Room: PCC 112-B

The Free Library of Philadelphia, Pa., educates job seekers about library resources for job seekers through tiers of service including: displays, recruiters, classes, and fairs. Learn ideas and discuss! Developed by the PLA Public Library Services to Adults CoP.

Facilitators: Paul Savedow, head of WORKPLACE and the Education, Religion, and Philosophy Department, Free Library of Philadelphia, Pa.; Bob Sisson, librarian, Free Library of Philadelphia, Pa.

Storytimes Outside the Box (and the Library!)

Room: PCC 109-A/B

Tired of the same old Storytime? We'll discuss how to shake things up by connecting children with the local community through creative partnering. Parks, art venues, backyards, and revitalized downtowns are some of the local hot spots we've used for educational, adventurous, and engaging children's programs. Let's inspire each other.

Facilitators: Nancy Chmiel, children's librarian, Saddlebrook Branch, Omaha (Neb.) Public Library; Cathy McMahon, youth services manager, Sump (Neb.) Memorial Library; Erica Rose, head of outreach services, Clearview (Colo.) Library District

The alt+library: Designing Programs for a 20s-30s audience

Room: PCC 111-A

Sacramento (Calif.) Public Library provides unusual and attention-getting programming for people in their 20s and 30s. Marketing and promoting to this age group is key in library services yet is often overlooked. Discuss the importance of this demographic for the library, how to develop enticing programs, and the benefits to your library.

Facilitators: Lori Easterwood, programming supervisor, Sacramento (Calif.) Public Library; Jessica Zaker, branch supervisor, Sacramento (Calif.) Public Library

DON'T FORGET TO STOP AND SHOP AT THE ALA STORE!

Take time to see what's new at the ALA Store, located next to Registration. ALA Publishing will have numerous best sellers as well as titles hot off the press, including Sue Polanka's *No Shelf Required 2: Use and Management of Electronic Books*, Andromeda Yelton's *Bridging the Digital Divide with Mobile Services*, and *A Book Sale How-To Guide: More Money, Less Stress* by Pat Ditzler & JoAnn Dumas. ALA Graphics will feature best-selling posters and bookmarks including *Hunger Games*, Mo Willems, Hugo, Oprah Winfrey, and Jackson Rathbone from *Breaking Dawn*; campaign materials for National Library Week and Privacy Week; conference souvenirs; reading incentives; and fun gifts. As always, the exclusive PLA Conference t-shirt will sell out fast, so visit the ALA Store early for the best selection.

STORE HOURS:

Wednesday, March 14	Thursday, March 15	Friday, March 16
12–6:30 p.m.	9:30 a.m.–6 p.m.	9:30 a.m.–5 p.m.

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PROGRAMS

A Wealth of Words: Helping Families Build Young Children's Language and Literacy

Room: PCC 114

You already know that a large part of the "achievement gap" is really a vocabulary gap that opens up at about 18 months and widens. In this interactive session, apply current research, information, and a variety of effective techniques for engaging families to help the parents and caregivers in your community build their young children's language.

Presented by: Betty Bardige, early childhood author and consultant, Cambridge, Mass.; Kathleen Deerr, assistant director, Middle Country (N.Y.) Public Library; **Saroj Ghoting, early childhood literacy consultant, Riner, Va.**

Beyond Booktalking: Innovative Approaches to Readers' Advisory with Teens and Younger Adults

Room: PCC 118-A/B

Looking for innovative, economical approaches to readers' advisory for teens and young adults? Create community around books within this socially connected demographic using personalized reading lists; librarian-facilitated, peer-to-peer readers' advisory; and fun, unusual displays. We'll also make you super popular on Facebook.

Presented by: Abigail Bass, librarian, Seattle (Wash.) Public Library; **Hayden Bass, teen services librarian, Seattle (Wash.) Public Library;** Linda Johns, librarian, Seattle (Wash.) Public Library

Black Belt Libraries: Maximizing Your Building's Effectiveness in Keeping Your Library Safe

Room: PCC 119-A/B

Make your building safer by seeing it through the eyes of a library security expert who has seen it all. Whether you are designing a new library, renovating a facility, or repurposing existing space, security should be integral to the process.

Presented by: Warren Graham, principal, Warren Davis Graham Training & Consulting, Indian Trail, N.C.; **Larry Neal, director, Clinton-Macomb (Mich.) Public Library**

Give 'em a Shot! Mentoring and Providing Professional Opportunities for the Next Generation of Librarians

Room: PCC 118-C

Many students graduate library school without ever having worked in a library before! Panelists will discuss the importance of mentoring new library leaders and highlight ways your library can start a formal internship or fellowship for new librarians. For those of you who are still in school or looking for a job, this program will also provide concrete tips about networking, interviewing, and positioning yourself to find that first full-time job!

Presented by: Celeste Choate, associate director of services, collections, and access, Ann Arbor District (Mich.) Library; DeAnn Doll, manager human resources, Ann Arbor District (Mich.) Library; **Richard Kong, information services manager, Arlington Heights (Ill.) Memorial Library;** Emily Weiss, head of reference services, Bedford (N.H.) Public Library

Good Reading You May Have Missed (for Yourself, Your Patrons, and Your Book Groups)

Room: PCC 108-A/B

Jessica Moyer, assistant professor, University of Wisconsin-Milwaukee, will lead a panel highlighting the best books of the past year as well as new and upcoming titles that you might have missed. Panelists will cover 2011 and 2012 titles in science fiction, fantasy, bookgroup books, teen books for adult readers, and mystery and crime.

Presented by: Katie Dunneback, selection librarian, National Library Service for the Blind & Physically Handicapped, Washington, D.C.; Naphtali Faris, youth services librarian, Walnut Park Branch, St. Louis (Mo.) Public Library; Kier Graff, senior editor, *Booklist* Online, American Library Association, Chicago, Ill.; **Jessica Moyer, assistant professor, University of Wisconsin-Milwaukee;** Kaite Stover, readers' services manager, Kansas City (Mo.) Library

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LEAP into Science: A Library-Museum Partnership to Promote Science and Literacy in Programs with Families

Room: PCC 115-A/B

The Franklin Institute and Free Library of Philadelphia are developing a model museum/library partnership to promote family and student engagement and achievement in science and literacy, and are expanding to new sites nationwide in 2011-2012. LEAP into Science combines expertise in science programming and youth literacy to develop a replicable model to create engaging family workshops, specialized afterschool programs, and professional development for library staff. Examples of curriculum and models from new sites will be shared.

Presented by: Christine Caputo, administrative librarian, youth services, Free Library of Philadelphia, Pa.; Paula Gilbert, youth services director, Martin Library, York County (Pa.) Libraries; Liesl Johnson, early literacy and children's programming coordinator, Salt Lake City (Utah) Public Library; Julia Skolnik, project associate-curriculum specialist, The Franklin Institute Science Museum, Philadelphia, Pa.

Making Business Intelligence Work for Libraries: How Patron-Driven Consumer Research Will Improve the User Experience

Room: PCC 120-A/B/C

In Summer 2011 *Library Journal* and RR Bowker launched "Patron Profiles: U.S. Public Library Users' Behaviors & Preferences," the first-ever trended national survey of public library customers, which tracks patrons' library use and library experiences. Each quarter a specific topic is researched and explored (e.g. e-books; mobile devices, content, and apps; library websites; patterns of media consumption). Learn high-level findings from the first two reports, preview the third, and hear planning implications with library and industry leaders.

Presented by: Alison Circle, marketing director, Columbus Metro (Ohio) Public Library; Kelly Gallagher, vice president of publisher services, RR Bowker, New Providence, N.J.; **Barbara Genco, manager, special projects, *Library Journal*, New York, N.Y.;** Corinne Hill, interim director of libraries, Dallas (Tex.) Public Library; Rebecca Miller, editor-in chief, *School Library Journal & Library Journal Patron Profiles*, New York, N.Y.; Siobhan A. Reardon, president and director, Free Library of Philadelphia, Pa.

Readers' Advisory Toolkit V: RA Training Makes It Happen

Room: PCC 126-A/B

Everyone working in the library offers some form of readers' advisory assistance. How do you train your entire staff, large or small, to engage with readers? Learn the essential skills that will help all staff be comfortable with RA work, from your reference librarians and your long-tenured head of circulation to your newest RA hire and your newly elected library board chair.

Presented by: Georgine Olson, outreach services manager, Fairbanks North Star Borough (Alaska) Public Library and Regional Center; **Joyce Saricks, readers' advisor, Chicago, Ill.;** Neal Wyatt, Virginia Commonwealth University, Richmond, Va.

Social Networking, Gaming, and Summerreading.org

Room: PCC 115-C

In 2010 Brooklyn (N.Y.) Public Library, The New York (N.Y.) Public Library, and Queens (N.Y.) Library developed a groundbreaking summer reading website: summerreading.org. The site introduced social networking profile pages, avatars, badges, media logs, gaming, and FUN to their online programs. It also enabled staff at local branches to create their own unique games and badges customized for their communities. Summerreading.org continues to grow and build on the success of this exciting concept.

Presented by: Vikki Terrile, coordinator of young adult services, Queens (N.Y.) Library; Andrea Vaughn, coordinator of Central Library youth services, Brooklyn (N.Y.) Public Library; **Andrew Wilson, strategic project manager, New York (N.Y.) Public Library**

Successful Partnerships to Serve Immigrant Communities Today

Room: PCC 117

Learn about successful partnerships between an urban public library and nonprofits to provide services tailored to meet the needs of today's immigrant communities. Hear about best

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practices, strategies, and lessons learned to provide financial, health, and citizenship services in languages spoken by the largest minority groups. Projects include financial literacy sessions in Arabic, Bengali, Chinese, Korean, Spanish, and English; free mammograms and Pap Tests with free treatment; and sessions by lawyers and teachers discussing the Citizenship Exam.

Presented by: Loida Garcia-Febo, coordinator of special services, Queens (N.Y.) Library; Fred Gitner, assistant director of the New Americans Program and international relations, Queens (N.Y.) Library

Sustainable Thinking: Passageway to Better Buildings, Budgets, & Beyond

Room: PCC 116

This panel takes sustainability to a new level of understanding. Whether you have a building project or not, sustainable thinking fosters partnerships, improves social equity and economic vitality, enhances environmental quality, increases revenue, and conveys value. Panelists will present the inside scoop on how to design with nature, develop a platform for embedding an eco-ethic deep into operations, and explain the tools America's libraries need to pursue a sustainable future in uncertain times.

Presented by: Rebekkah Aldrich, coordinator for library growth and sustainability, Mid-Hudson (N.Y.) Library System; Susan Benton, executive director, Urban Libraries Council, Chicago, Ill.; Louise Schaper, library consultant, Naples, Fla.; Jeffrey Scherer, CEO/architect, Meyer, Scherer & Rockcastle Ltd., Minneapolis, Minn.

Transforming Public Libraries from Institutions of the Industrial Age to Change Agents for the Networked Society

Room: PCC 113-A/B/C

This session will focus on new models for developing the public library and innovative practices implemented in Danish libraries. Also discussed will be the recent development of a Danish Digital library infrastructure based on Service-Oriented Architecture and Open Source Software as well as the impact of digitization on the physical space. Learn how the new main library was developed through a participatory process using co-creative and user-driven methodologies in engaging the community.

Presented by: Rolf Hapel, director of citizens' services and libraries, Aarhus, Denmark

What Makes a Collection? Redefining the Library through the Collection

Room: PCC 121-A/B/C

This program will discuss the concept of libraries through the use of innovative collections. Panel speakers will share their experiences managing a unique library collection. Some of the collections include seeds, guitars, video games, and augmented reality.

Presented by: Rebecca Newburn, Richmond Grows Seed Lending Library coordinator, Richmond, Calif.; JP Porcaro, coordinator, 8bitlibrary.com, Bayonne, N.J.; **Patrick Sweeney, branch manager, San Mateo County (Calif.) Library**

CONVERSTATIONS

ConverStations, formerly known as Talk Tables, are engaging forums on timely issues and concerns for public library professionals. Following brief presentations, attendees are encouraged to join in engaging and relevant discussions.

Beyond the Library's Walls: Community Hot Spots

Room: PCC 111-B

Free Library of Philadelphia Hot Spots bring computers, classes, and the internet to organizations throughout Philadelphia. Staffed by computer assistants, the Hot Spots are neighborhood outposts for library services. We are extending the library's reach beyond traditional walls to vulnerable communities with low literacy rates and the least access to broadband technology.

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Facilitators: Khaleef Aye, outreach specialist, Free Library of Philadelphia, Pa.; Jennifer Donsky, library coordinator, Free Library of Philadelphia, Pa.; Betsy Orsburn, chief of the Office of Public Support, Free Library of Philadelphia, Pa.

Choose Civility: Positioning Public Libraries Center Stage

Room: PCC 110-A/B

Interested in increasing your library's visibility in the community? Learn how one library's internal campaign became a successful community-wide initiative attracting national and international attention; nearly 100 partners; chapters across the country; and local, state, and federal support.

Facilitators: Valerie Gross, president and CEO, Howard County (Md.) Library System; Christie Lassen, director of public relations, Howard County (Md.) Library System

Developing Leaders: Tools for Succession Planning

Room: PCC 112-A

Libraries must plan ahead for retirements. Providing staff with opportunities to work in a higher capacity or on a project allows libraries to develop staff and contribute to succession planning. Successful evaluation of these opportunities is crucial. A tool will be presented that assists libraries in developing staff for leadership positions.

Facilitators: Dawn Ibey, manager of science and business, Vancouver (B.C.) Public Library; Kathy Payne, human resources consultant, Vancouver (B.C.) Public Library

Helping Your Patrons Start a Business

Room: PCC 112-B

Our ConverStation forum will generate ideas among public librarians about small business programs such as business fairs, speakers, classes, book and flyer displays, counseling sessions, and more. In today's difficult economy people are looking for employment options and ways to increase income; public libraries can help. Developed by the PLA Public Library Adult Services CoP.

Facilitators: Daniel Shiffner, coordinator, Free Library of Philadelphia, Pa.; Bob Sisson, librarian, Free Library of Philadelphia, Pa.

How to Safely Manage Disruptive Patrons

Room: PCC 111-A

How we handle disruptive patrons can make the difference between a pleasant library experience and a not-so-pleasant one for staff and other patrons. Knowing how to manage disruptive patrons can help library staff reduce the frequency and severity of difficult situations and increase staff confidence and morale.

Facilitators: Stacy Schrank, employment development coordinator, Metropolitan Library System, Oklahoma City, Okla.; Raquelle Solon, associate director of Prepare Training®, CPI, Milwaukee, Wisc.

Young Adult Programs That Work

Room: PCC 109-A/B

Share ideas for successful YA programs with colleagues from around the country. Find new ideas for libraries of any budget. Brainstorm ideas for programs that fit with this summer's Collaborative Summer Learning Program (CSLP) theme "Own the Night"

Facilitator: Amy Friedman, adult/teen services librarian, Rodgers Memorial Library, Hudson, N.H.

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PROGRAMS

Backstage Pass to Concerts at Your Library!

Room: PCC 118-C

Since 2008 the "Live Music @ KPL" (Kalamazoo Public Library) series has provided free concerts featuring mostly local and national recording artists in a unique listening room environment with an average attendance of 125. The Ferndale (Mich.) Public Library hosts all-ages rock concerts each month featuring two bands from the Metro Detroit area. Learn how to craft an affordable concert series in which the musicians will perform, interact, and help promote the library's collection.

Presented by: Kelly Bennett, local music project coordinator, Ferndale (Mich.) Public Library; **Kevin King, head of patron services, Kalamazoo (Mich.) Public Library;** Wesley Stace (aka John Wesley Harding), author and musician, JWH/ Popover Corps., Philadelphia, Pa.

Branded Interactive Early Literacy Learning Centers: From Grand Places to Table Top Spaces

Room: PCC 118-A/B

Gather ideas on how to brand and create a successful interactive early literacy learning center in your small, medium, or large library. Learn about KDLville: special early literacy play spaces created in rural and urban branches of the Kent District (Mich.) Library. Walk away with tons of ideas for your dollar-store budget or new building project as well as staff training ideas and ways to educate the public.

Presented by: Morgan Doane, youth librarian, Walker Branch, Kent District (Mich.) Library; Kristin Meyer, manager, Englehardt Branch, Kent District (Mich.) Library; **Michelle Minerd, manager, Byron Township Branch, Kent District (Mich.) Library;** Denise Robinson, children's librarian, Watertown (Mass.) Free Public Library

Change at the Grassroots Level: One Successful Model

Room: PCC 116

Members of the Best Practices Group (BPG) from the Enoch Pratt Free Library, Baltimore, Md., will share how they have changed the culture of a traditional organization through participatory leadership. Led by a diverse group of staff, the BPG has successfully brought about change and innovation at the grassroots level in a historical institution that has an established reputation as a leader. The BPG has been able to institute far-reaching changes that benefit both external and internal customers.

Presented by: Sonia Alcantara-Antoine, manager of the Information Services Department, Enoch Pratt Free Library, Baltimore, Md.; Darcell Little, manager of the U.S. Government Documents Department, Enoch Pratt Free Library, Baltimore, Md.

Dancing with Elephants: Leading Not Following during Tough Times

Room: PCC 119-A/B

How does library management manage during tough times? Hear from three library directors who have managed to keep their libraries open, expand library hours, and maintain the book and material budget during the recession. What motivates these directors? What benefits accrue to their library customers? What does the future look like? Understanding no business as usual.

Presented by: Jose Aponte, director, San Diego County (Calif.) Public Library; Gail Griffith, consultant, Reisterstown, Md.; **Linda Mielke, director, Chautauqua-Cattaraugus (N.Y.) Library System;** Josie B. Parker, director, Ann Arbor District (Mich.) Library

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Designing and Building a Social Library Website

Room: PCC 120-A/B/C

The San Jose (Calif.) Public Library has redesigned its digital branch. By empowering 350 library staff of all titles and classifications as bloggers and web content authors, the new library website has become a vibrant hub for community participation and conversation. The presenters will share the triumphs and tragedies of the design process as well as their ongoing work with a diverse library staff to create engaging web content.

Presented by: Nate Hill, digital futures web librarian, San Jose (Calif.) Public Library; Rebecca Ranallo, Internet and media services manager, Cuyahoga Country (Ohio) Public Library

Drawn in Brooklyn: Stimulating Kids' Imaginations through Book Illustration and Building Engagement with Story

Room: PCC 117

Brooklyn (N.Y.) Public Library's "Drawn in Brooklyn" exhibition and its related programs appealed to adults and children alike. It built a deeper understanding and appreciation of how visual content complements the written word to produce compelling childhood literature. Meet some of the children's book illustrators who participated in this project as they reveal the process and inspirations behind the making of picture book art.

Presented by: Sophie Blackall, illustrator, Brooklyn, N.Y.; **Paquita Campoverde, manager of youth and family programs, Brooklyn (N.Y.) Public Library;** John Bemelmans Marciano, author and illustrator, Brooklyn, N.Y.; John Rocco, author and illustrator, Brooklyn, N.Y.; Barbara Wing, manager of exhibitions, Brooklyn (N.Y.) Public Library

Family Literacy on the Inside: Bringing the Public Library to Incarcerated Parents

Room: PCC 115-C

Over 2.3 million adults are behind bars in the United States. That leaves roughly 1.5 million children with parents serving time. Evidence shows that strong family connections greatly reduce recidivism rates of former inmates. Libraries can help these families stay connected through simple, innovative literacy programs in area jails and prisons. Learn how to create, implement, and evaluate low/no cost family literacy programs in correctional facilities from New York (N.Y.) Public Library and Brooklyn (N.Y.) Public Library librarians working at Rikers Island.

Presented by: Sarah Ball, job information resource librarian, Brooklyn (N.Y.) Public Library; Stephanie Brueckel, supervising librarian, Brooklyn (N.Y.) Public Library; **Nicholas Higgins, supervising librarian for correctional services, New York (N.Y.) Public Library;** Hannah Mermelstein, librarian, New York (N.Y.) Public Library/Queens College; Adriana Mitchell, librarian trainee, Brooklyn (N.Y.) Public Library

From the Heartland to Sin City: The Customer-First Revolution

Room: PCC 114

Learn how three public libraries are using market segment and literacy data to understand the variety of customer households, uncover new markets, define community literacy challenges, align marketing and service strategies to customer preferences, and bring a customer-first orientation to service delivery and community collaboration.

Presented by: Carolyn Anthony, director, Skokie (Ill.) Public Library; Marc Futterman, president, CIVICTechnologies, Encino, Calif.; Jeanne Goodrich, executive director, Las Vegas-Clark County (Nev.) Library District; **Danielle Milam, development director, Las Vegas-Clark County (Nev.) Library;** Gina Millsap, CEO, Topeka & Shawnee County (Kans.) Public Library

Maximizing the Impact of Programming: Getting the Most from Your Efforts

Room: PCC 108-A/B

Continually creating successful, community-engaging programs can be a struggle for even the most seasoned librarians. Learn to take your library's programming to the next level and get the most impact from your hard work in this groundbreaking session. Listen to programming librarians from resort and suburban libraries talk about community partnerships and high-tech methods for reaching modern

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audiences, then learn from a representative of the Tribeca Film Institute about how to secure independent films for your library.

Presented by: Carson Block, library IT consultant, Carson Block LLC, Fort Collins, Colo.; **Barbara Brattin, library director, Wilkinson (Colo.) Public Library;** Scott Doser, program coordinator, Wilkinson (Colo.) Public Library; Eileen Newman, managing director, Tribeca Film Institute, New York, N.Y.; **Deborah Robertson, director, ALA Public Programs Office, Chicago, Ill.**

Mystery Solved: The Best in Mystery Authors and Books!

Room: PCC 121-A/B/C

Get a sneak peak at what's inside the season's latest in new mystery books. Hear from the nation's leading writers on what has inspired them most in the writing of their upcoming mystery and thriller titles!

Presented by: Sophie Hannah, author of *The Other Woman's House*, Penguin, New York, N.Y.; **Tina Jordan, vice president, Association of American Publishers, New York, N.Y.;** Lars Kepler, author of *Executioner*, Farrar, Straus & Giroux, New York, N.Y.; Lisa Lutz, author of *Trail of the Spellmans*, Simon & Schuster, New York, N.Y.; Charles Todd, author of *An Unmarked Grave*, HarperCollins, New York, N.Y.; Lisa Unger, author of *Twice: A Novel*, Broadway, New York, N.Y.

"Sustainable" is the New Strategic

Room: PCC 115-A/B

When times were (relatively) stable, the library buzz word was "strategic." In today's rapidly changing fiscal and social landscape, we also need to consider whether a program or service is sustainable. In this fast-paced presentation, the speakers will introduce a powerful four-step process to determine the long-term sustainability of any current or proposed library offerings. This program is a must for anyone realigning services, initiating a planning process, or planning facilities.

Presented by: Joan Frye Williams, library consultant and futurist, Joan Frye Williams Consulting, Sacramento, Calif.; **George Needham, library strategist and consultant, georgeandjoan.com, Dublin, Ohio**

The Future of Libraries: Trends in Building Design, User Experience, and Community Partnerships

Room: PCC 113-A/B/C

If change is the norm, how does the library evolve in an era of information immersion and dynamic change while staying true to its core mission? Libraries are more than ever places for programming, events, job training, and skill building. What do these trends suggest for service delivery and access to information? How can existing facilities keep pace and stay adaptable? How can community partnerships extend the library's core mission in ways that better reach users?

Presented by: Ruth Baleiko, principal, The Miller Hull Partnership, Seattle, Wash.; Dri Ralph, facilities design coordinator, King County (Wash.) Library System

Tracking Children's Early Literacy Skills: Options for Libraries

Room: PCC 126-A/B

Training home child care providers to foster early literacy skills can powerfully impact the school readiness of three- and four-year-olds. Learn how Carroll County (Md.) Public Library's ground-breaking, scientifically-based study used the High/Scope Early Literacy Skills Assessment tool to track the children's progress. Get inspired to conduct a study, big or small, and implement similar training in your own library. Learn about formal and informal tools to gather information from providers and parents that can be useful to support the work you are doing.

Presented by: Elaine Czarnecki, literacy consultant, Resources in Reading, Annapolis, Md.; **Dorothy Stoltz, outreach services manager, Carroll County (Md.) Public Library;** Connie Wilson, retired programming specialist, Carroll County (Md.) Public Library

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CONVERSTATIONS

ConverStations, formerly known as Talk Tables, are engaging forums on timely issues and concerns for public library professionals. Following brief presentations, attendees are encouraged to join in engaging and relevant discussions.

Adult Storytimes: Why Should the Kids Have All the Fun?

Room: PCC 112-B

Considering a story time for grown ups at your library? Let's talk. The facilitator has previously given a presentation and written an article in *Public Libraries* on the topic. Maybe you already have a storytime in place. Stop by and share your work for a possible article.

Facilitator: David Wright, readers' advisory librarian, Seattle (Wash.) Public Library

Early Literacy and School Readiness

Room: PCC 109-A/B

An overview and discussion of what public libraries can do, or are doing, to promote early literacy and school readiness in their communities.

Facilitators: Stacey Boycik, manager, Parma-Snow Branch, Cuyahoga County (Ohio) Public Library; Pat Rainey, children's department supervisor, Brunswick Branch, Medina County District (Ohio) Library

The Library Demystified! Creating a "Welcome to the Library" Video Tailored to Foreign Newcomers in Your Community

Room: PCC 111-A

Learn from those involved with the development of a multi-lingual DVD that shows visual representations of the borrowing concept and explains library procedures and services in simple terms. Collaboration with local agencies and refugees helped build this bridge connecting a circulation of talent, resulting in unlimited outreach potential.

Facilitators: Judy Anghelescu, librarian, Omaha (Neb.) Public Library; Maggie Tarelli-Falcon, assistant library director, Omaha (Neb.) Public Library

Ways to Optimize Discovery of Your Digital Resources

Room: PCC 111-B

As public libraries build digital repositories, they are naturally interested in gaining exposure and discovery to their unique collections. Come discuss how your library might be making digital collections web accessible and developing promotional activities. Learn about the tools that OCLC makes freely available to increase awareness, e.g., via WorldCat.org.

Facilitator: Ron Gardner, digital services consultant, OCLC, Dublin, Ohio

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Wireless Internet will be available in the common areas of the convention center with the support of Recorded Books and in the Exhibits Hall Hot Spot located in the PLA Booth 2223. Conference registrants may also access the Internet via desktop computers at a variety of locations including: the Userful Internet Café, the registration area Internet Station, and the Exhibits Hall C Internet Lounge.

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PROGRAMS

Choosing to Lead: Budget Decisions and Their Impact

Room: PCC 115-A/B

How are high-level budgetary decisions made? Ever wonder "What were they thinking?" when those decisions are announced? Join this panel of library leaders as they share useful strategies and lessons learned from the experiences they've had steering their organizations through planned and unplanned budget challenges. Hear the impact of decisions—the process and the results on the libraries, staff, and communities, as well as the personal impact on decision makers. Includes an audience Q&A session.

Presented by: Peter Pearson, president, Friends of St. Paul (Minn.) Public Library; Rivkah Sass, director, Sacramento (Calif.) Public Library; David Singleton, interim director of libraries, Charlotte Mecklenburg (N.C.) Libraries; **Marcellus Turner, city librarian, Seattle (Wash.) Public Library**

eLearning for Libraries

Room: PCC 118-C

In recent years, there has been a boom in free and high-quality eLearning that is highly relevant to public libraries. This panel will provide an overview of eLearning and its relevance to libraries. In addition, the speakers will cover how to identify high-quality eLearning and provide best practices for designing your own programs. This session is packed with handy tips and resources that will benefit anyone building or growing eLearning—or trying to!—within their libraries.

Presented by: Brian Bannon, commissioner-elect, Chicago (Ill.) Public Library; Stephanie Gerding, independent library consultant, Phoenix, Ariz.; Jay Turner, director of continuing education, Georgia Public Library Service; Steve Yacovelli, owner, Top Dog Learning Group, Orlando, Fla.

Intellectual Freedom Update 2012: When Trustees and Meeting Rooms Collide!

Room: PCC 115-C

Join presenters for a spirited discussion of Intellectual Freedom and hear about recent attempts by the library board of the Topeka & Shawnee (Kans.) Public Library to limit access to public library materials by age and the circumstances surrounding the Faith Ministries Church challenge of public meeting room policies at Contra Costa County (Calif.) Library.

Presented by: Gail McPartland, deputy county librarian of public services, Contra Costa County (Calif.) Library; Gina Millsap, CEO, Topeka & Shawnee County (Kans.) Public Library; **Kent Oliver, executive director, Stark County District (Ohio) Library**

Making Lemonade out of Lemons: How Three Groups in Illinois and Iowa Have Refused to become Casualties of Library System Cutbacks

Room: PCC 118-A/B

With library system funding collapsing around us, librarians are left with little. Learn how three groups of innovative librarians from Illinois and Iowa have met the challenge of library system cutbacks, created successful models for continuing education, and shared library automation systems.

Presented by: Robert E. Hafeman, library director, Moline (Ill.) Public Library; Megan Millen, administrative librarian, Flossmoor (Ill.) Public Library; **Kathy Parker, library director, Glenwood-Lynwood (Ill.) Public Library District;** Alex Todd, head of adult services, Prospect Heights (Ill.) Public Library

Perfect Partners in Crime: Public Libraries and Sisters in Crime

Room: PCC 114

Sisters in Crime (SinC), founded to promote crime fiction by women, is also committed to literacy and support of public libraries. The panel will discuss trends in crime fiction as well as ways SinC and libraries can work together. They'll also examine the ways that SinC's annual summit meetings with publishers and recently completed survey of who buys and reads mysteries have positioned SinC to bring unique insight to what library users are reading and why.

Presented by: Frankie Bailey, author and president, Sisters in Crime, Bowling Green, Ohio; **Mary Callahan Boone, SinC library liaison and public relations coordinator, Wood County District (Ohio) Public Library;** Nancy Martin, author,

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Sisters in Crime, Bowling Green, Ohio; Nancy Pearl, author and NPR commentator, Nancy Pearl Inc., Seattle, Wash.; Cathy Pickens, author and immediate past president, Sisters in Crime, Lawrence, Kans.; Hank Phillippi Ryan, author and vice president, Sisters in Crime, Lawrence, Kans.

Programs That Pack the Place: Successful Community Collaborations

Room: PCC 113-A/B/C

Public programming delivers information and educational benefits, provides opportunities for outreach and collaboration, and enhances the library's presence in the community. Learn about new trends and how to update current programs to attract new or underserved audiences. Experienced programmers will share how libraries produce successful programs without breaking the bank or burning out staff.

Presented by: Carolyn Anthony, director, Skokie (Ill.) Public Library; Sharon Cox, library manager, Queens (N.Y.) Library; **Deborah Robertson, director, ALA Public Programs Office, Chicago, Ill.;** Deborah Schneider, librarian, King County (Wash.) Library System

Teen Tech Trends: 2012 Edition

Room: PCC 121-A/B/C

Each year the technology teens use and could be using changes, and it's hard for a librarian to keep up with what's in, what's out, what's useful, and what's not. This session looks at how teens currently use technology to collaborate, create, and participate. Along with learning about these current technologies, participants will consider how to effectively integrate them into library programs and services, both virtual and face-to-face.

Presented by: Linda W. Braun, educational technology consultant, Librarians and Educators Online, New York, N.Y.

The Bensenville Reunion Tour: Creative People, Creative Projects

Room: PCC 117

The Bensenville Community (Ill.) Public Library has a reputation for developing outstanding and innovative customer services for its community. Over the years, many staff have gone on to lead other public libraries all over the country and brought the innovative sparkle—"The Bensenville Way"—with them. Come and listen to this panel share their programs and services, all rooted in the "satisfy and delight" model.

Presented by: Margaret Barnes, director, Tigard (Ore.) Public Library; Paula Gilbert, director of youth services at the Martin Library, York County (Pa.) Libraries; Jennie Mills, director, Shorewood-Troy (Ill.) Public Library; Paul Mills, executive director, Fountaindale (Ill.) Public Library District; **Jill Rodriguez, director, Bensenville Community (Ill.) Public Library;** Laurie St. Laurent, branch manager, Spencer Road Library, St Charles City-County (Mo.) Library District

The Numbers Don't Matter: Empowerment and Bridge-Building among a Multi-Generational Library Staff

Room: PCC 119-A/B

Previous projections indicated that librarians would be in high demand once the multitude of baby boomers retired. However, due to the stalled economy, that expected generational exodus has not occurred. Today, three generations of librarians work alongside one another with different ideologies and methods. This workshop will dispel common myths associated with Boomers, Xers, and Millennials. How can we "bridge the gap" between our generational differences? What can we learn from each other along the way?

Presented by: Martha Camacho, librarian II, adult information services, Pasadena (Calif.) Public Library; Erica Cherup, team leader II, information services, Columbus Metropolitan (Ohio) Library; Jenna Hecker, faculty technology resources, University at Albany, N.Y.; Abby Kiracofe, Ready to Read program leader, Columbus Metropolitan (Ohio) Library; Kate Walker, head of young adult services, Anderson County (S.C.) Library

The Times They Are A-Changin': Using Music to Change Perceptions About Libraries

Room: PCC 126-A/B

Can your customers download music from your website? Now's the time to be a-changin'! Learn innovative tools to simply and successfully implement the groundbreaking Freegal

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Music Service. Find out from three future-driven libraries how customers are embracing this unique service that's changing the perception of libraries. Speakers tell all! Hear about their experiences, data, and customer reactions.

Presented by: Cindy Kolaczynski, director, Maricopa County (Ariz.) Library District; Charles E. McMorran, director, New City (N.Y.) Library; Debbie Moss, assistant director and division head for technical support, Orlando County (Fla.) Library System

Transforming Life after 50: Public Libraries and Baby Boomers

Room: PCC 108-A/B

Explore the relevance of Baby Boomers to public libraries. Learn about a unique year-long IMLS Fellowship developed by four state libraries. Hear from state library leaders and participating fellows about how the experience helped them transform the way they serve and engage adults, ages 50+, both at the state and local level. Models developed, both in large urban settings and small rural communities, will be shared, as will statewide strategies.

Presented by: Stacey Aldrich, state librarian, California State Library, Sacramento, Calif.; Erica Compton, project coordinator, Idaho Commission for Libraries, Boise, Idaho; Jennifer Downey, reference librarian, Rancho Cucamonga (Calif.) Public Library; Abigail Elder, manager, Tualatin (Ore.) Public Library; Jennifer Fenton, CE/training coordinator, Washington State Library, Olympia, Wash.; **Suzanne Flint, library programs consultant, California State Library, Sacramento, Calif.;** Sarah Kelley-Chase, librarian, Library! at Cole and Ustick, Boise, Idaho; Stephen Ristau, president, PurposeWork, Portland, Ore.

With Friends Like These . . .

Room: PCC 120-A/B/C

These days, libraries need Friends groups more than ever to raise money and to advocate for better funding. Friends groups, however, aren't always easy to work with, and many have become dormant over time. Happily, there are many success stories about turning Friends groups around. Come hear a panelist of librarians and a successful Friends group leader talk about how to do it right!

Presented by: Pat Ditzer, executive board member, Friends of the Lancaster (Pa.) Public Library; Edward Elsner, librarian, Oswego (Ill.) Public Library; Tom Kern, director, Wauconda Area (Ill.) Library; Herbert Landau, director, Lancaster (Pa.) Public Library; **Sally Reed, executive director, Association of Library Trustees, Advocates, Friends and Foundations, Philadelphia, Pa.**

Young Adults Deserve the Best: YALSA's Competencies in Action

Room: PCC 116

Today's generation of teens is the largest and most diverse ever, and you need to be ready! The Young Adult Library Services Association's (YALSA) Competencies for Librarians Serving Youth and Teen Services Evaluation Tool can help you make outstanding teen services part of the whole library experience every day. This presentation will include anecdotes and success stories from the field and advice on how to turn theory into practice.

Presented by: Sarah Flowers, president of YALSA (2011-12), author and consultant, Morgan Hill, Calif.; Mary Hastler, director, Harford County (Md.) Public Library

CONVERSTATIONS

ConverStations, formerly known as Talk Tables, are engaging forums on timely issues and concerns for public library professionals. Following brief presentations, attendees are encouraged to join in engaging and relevant discussions.

Fundraising: The Shape of Things to Come

Room: PCC 110-A/B

With private funds and resources getting leaner, the session will help you build sustainable revenue streams. We'll discuss what foundations and corporations look for and how you can create partnerships to maximize opportunities. Brainstorm with us to think outside of the box to expand your base through national initiatives.

Facilitators: Nancy Ali, executive vice president, Metropolitan Group, Chicago, Ill.; Kim Olsen-Clark, director, ALA Development Office, Chicago, Ill.

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I Could Tell You Stories: Am I a Librarian or a Social Service Provider?

Room: PCC 112-A

Queens (N.Y.) Library offers a unique service in its "Literacy Zones," where crucial case management helps overcome educational barriers in underserved communities. Our ConverStation will explore the interplay between social services and 21st-century reference librarianship and the evolving role of public libraries in tailoring resources for communities in need.

Facilitators: S. Michele Echols, librarian and Literacy Zone case manager, Queens (N.Y.) Public Library; Joanna Zant, librarian and assistant Literacy Zone case manager, Queens (N.Y.) Public Library

On Shelf, Off Shelf, No Shelf: Weeding in a Digital Age

Room: PCC 112-B

The explosion in formats for leisure materials is a challenge for all aspects of collection management, especially weeding and evaluation. Join a discussion that asks librarians to consider format, space, use, and building design when evaluating materials in all formats for withdrawal from the collection.

Facilitators: Stephanie Chase, coordinator of reference, adult services, and programming, Multnomah County (Ore.) Library; Alene Moroni, manager of selection and order, King County (Wash.) Library System; Kaite Stover, readers' services manager, Kansas City (Mo.) Public Library

Practicum Students: Worth the Effort!

Room: PCC 109-A/B

Effective and productive practicum experiences don't just happen. It takes lots of planning and scheduling to make the experience worthwhile for the student and rewarding for the library. Come and hear how the Omaha (Neb.) Public Library is achieving success connecting experience with learning.

Facilitators: Mary Griffin, senior manager of facilities, Omaha (Neb.) Public Library; Terry Wingate, staff development manager, Omaha (Neb.) Public Library

The Community Reference Project: A New Model for Showing Up, Paying Attention, and Staying in Touch with Your Community

Room: PCC 111-A

Douglas County (Colo.) Libraries has created a process of community outreach that is systematic, impactful, and part of librarians' everyday jobs. We developed a strategic way to target organizations (show up), gather information from them (pay attention), and track themes and issues that are county-wide (stay in touch).

Facilitators: Elizabeth Kelsen Huber, department head, Douglas County (Colo.) Libraries; Amy Long, head of patron services, Douglas County (Colo.) Libraries

The State of E-Books in Public Libraries and Publishing

Room: PCC 111-B

A discussion of the current state of e-books with regards to public libraries and the publishing industry. Points will cover current and best practices as well as what will be coming down the pike.

Facilitators: Katie Dunneback, selection librarian, National Library Service for the Blind & Physically Handicapped, Washington, D.C.; Jessica Moyer, assistant professor, University of Wisconsin-Milwaukee

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PROGRAMS

I've Got These Historical Materials: Now What?

Room: PCC 121-A/B/C

Many public libraries consider acquiring historical collections. These can be valuable local resources or drains on library staff and budgets. This session offers guidance on determining the scope of your historical collection. Full fledged archives? Small reference collection? Something in-between? A librarian with a local history room, an archivist at a major research institution, and a National Endowment for the Humanities grants officer discuss collection development, audience, marketing, and selection and retention/deaccessioning decisions.

Presented by: Elizabeth Joffrion, senior program officer, National Endowment for the Humanities, Washington, D.C.; Mary K. Mannix, manager, Maryland Room, C. Burr Artz Public Library, Franklin County, Md.; **Kathy Marquis, public services librarian, Albany County (Wyo.) Public Library;** Leslie Waggener, associate archivist, Simpson Institute for Western Politics and Leadership, American Heritage Center, University of Wyoming

Library Career Ladders: Ascending the Rungs of Leadership

Room: PCC 119-A/B

Training staff to take on leadership roles in your library addresses their interests in assuming additional responsibility and cultivates successors for leadership positions. Learn about three programs to assist your staff in ascending the rungs of leadership: "Executive Edge" for managers interested in senior management and administration, "Spectrum" for assistant managers to advance towards full management positions, and "Career Pathways" for librarians and support staff interested in assistant manager positions.

Presented by: Renae Bennett, public service administrator, Orange County (Fla.) Library System; Danielle King, branch manager, Orange County (Fla.) Library System; Bethany Stone, branch manager, Orange County (Fla.) Library System

Library-To-Go: Putting Your Library Virtually Anywhere

(ENCORE! Saturday, March 17, 10:15-11:30 a.m.)

Room: PCC 113-A/B/C

Libraries have been concerned with bringing people to their buildings. The Library-To-Go (LTG) concept turns that idea on its head, instead bringing the library to the people. While not a replacement for the traditional library, LTG offers library services to those who cannot set foot in a branch. Computer access, a revolutionary material reservation and pickup system, and a browsing collection make LTG a valuable tool for expanding library service without new buildings or new staff.

Presented by: Melissa Carr, library director, Daniel Boone Regional (Mo.) Library; **Steven Potter, director of libraries, Mid-Continent Public Library, Independence, Mo.**

Losing My Religion: Crafting Meeting Room Policies That Keep You in Charge and out of Court

Room: PCC 114

Christian legal advocacy groups are threatening legal action and filing lawsuits against public libraries whose meeting room policies exclude religious worship or religious activities. This workshop will discuss the First Amendment principles and legal precedents that underlie these challenges and provide practical guidance on crafting meeting room and other library policies that keep the library in charge while preserving users' access and First Amendment rights.

Presented by: Deborah Caldwell Stone, deputy director, ALA Office for Intellectual Freedom, Chicago, Ill.; Theresa Chmara, general counsel, Freedom to Read Foundation, Chicago, Ill.

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Mapping the Future of Libraries: Teen Multicultural Internship Program

Room: PCC 118-C

The Multicultural Internship Program is a grant-funded, three-year, pre-professional training program for high school students at Brooklyn (N.Y.) Public Library. By introducing teenagers from different ethnic, cultural, and linguistic backgrounds to library work, we hope not only to diversify the librarian profession but also provide positive youth development.

Presented by: Elizabeth Lewis, director of literacy and volunteer resources, Brooklyn (N.Y.) Public Library; Sheila Schofer, coordinator of young adult services, Brooklyn (N.Y.) Public Library; **Jennifer Thompson, Multicultural Internship Program coordinator, Brooklyn (N.Y.) Public Library**

One Simple Goal: Help People Get Jobs!

Sponsored by Learning Express

Room: PCC 120-A/B/C

Our goal is simple: help people get jobs. Job seekers are flocking to libraries for help in their hunt for employment. In late 2008, Columbus Metropolitan (Ohio) Library launched a service targeted at job seekers of all levels and has helped over 70,000 customers in less than two years. Come learn about our easy-to-implement strategies, great community collaborations, and the ongoing evolution of this "temporary" service that doesn't seem to be so temporary anymore!

Presented by: Steve Hipes, team leader II, science, business and news division, Columbus Metropolitan (Ohio) Library

Sharing and Helping: How to Use Ethnic Traditions to Generate Support for Your Library

Room: PCC 115-C

Almost 75% of the $307 billion contributed in the U.S. in 2009 came from individuals. Ethnic communities have long traditions of giving, yet even as our communities become increasingly diverse, we continue to see people of color as receivers not givers. What are the giving habits and traditions of ethnic communities, and what does that mean for our fundraising methods? What motivates them to give and support community causes?

Presented by: Yolanda Cuesta, consultant, Cuesta MultiCultural Consulting, Sacramento, Calif.

The Right Service at the Right Time: E-Gov and More Made Easy

Room: PCC 118-A/B

What do our customers need right now? A one-stop service to help those seeking and applying for various forms of public assistance. Developed with open-source software, Orange County (Fla.) Library System's "Right Service at the Right Time" is an easy to use discovery engine that can be implemented in any community to match customers with the specific resources to meet their needs. Learn how this extremely popular and heavily used statewide project can be easily integrated into your community.

Presented by: Donna Bachowski, head of reference, Orange County (Fla.) Library System; Josh Fox, reference librarian, Orange County (Fla.) Library System

Trends and Tips to Help English and Hispanic Elders Online

Room: PCC 116

With ten years of experience in introducing seniors to the Internet to overcome the barriers of access, skill, and intimidation, the speakers will share the most current information to help minimize staff time and maximize public outreach for both English and Latino-Hispanic populations. Aimed at directors of large and small systems as well as hands-on staff, this session deals with both programmatic and service elements from the front lines.

Presented by: Loida Garcia-Febo, coordinator of the New Americans Program, Queens (N.Y.) Library; **VJ Pappas, COO, Generations on Line, Philadelphia, Pa.**

Up to the Challenge: Training Staff to Handle Intellectual Freedom Questions

Room: PCC 126-A/B

Several years ago Jefferson County (Colo.) Public Library developed an extensive intellectual freedom workshop for

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all front-line staff. This training involved both online and in-person training. This program will describe the components of system-wide intellectual freedom training and strategies for implementing that training. During the session, audience members will be polled as to intellectual freedom issues that they most often encounter. Suggestions and examples for handling those issues will be discussed.

Presented by: Rhonda Glazier, collections manager, Jefferson County (Colo.) Public Library; Cindy Phillips, online and outreach library manager, Jefferson County (Colo.) Public Library

We've Got the Beat: Music Advisory in Public Libraries

Room: PCC 115-A/B

No matter your taste or theirs, you can help your patrons find music at your library. Learn tools to familiarize yourself with the latest trends and old standards so you can help your patrons navigate your library's genre categories. Hear one library's experience with downloadable music from Freegal and find out how your patrons are getting music by understanding current methods and the legalities of music sharing.

Presented by: Pete Lewandoski, librarian, Kent District (Mich.) Library; **Penni Speets, collection development librarian, Kent District (Mich.) Library**

You Can Run a Website: Content Management Systems for the Layperson

Room: PCC 108-A/B

Websites require deep knowledge of code languages and should be left in the hands of professionals...wrong! Content Management Systems put websites in the hands of the layperson. This program will show you how a small leap of faith in your own basic skills can put the control of a website back in the hands of the library.

Presented by: Veronica Reynolds, web and collection development librarian, New City (N.Y.) Library

CONVERSTATIONS

ConverStations, formerly known as Talk Tables, are engaging forums on timely issues and concerns for public library professionals. Following brief presentations, attendees are encouraged to join in engaging and relevant discussions.

Community Day Emergency Preparedness Pilot Projects

Room: PCC 110-A/B

The National Library of Medicine, Bethesda, Md., and the National Network of Libraries of Medicine sponsored the Community Day Pilot Projects to assist libraries in becoming active partners in their community's emergency preparedness response and recovery planning and part of the national "Ready America" campaign.

Facilitator: Lisa Boyd, consumer health librarian, National Library of Medicine, NIH, Bethesda, Md.

Helping Patrons with Government Information: Benefits Available from the Federal Depository Library Program

Room: PCC 112-B

Depository Library Council advises the Public Printer, who oversees the Government Printing Office's Federal Depository Library (FDL) Program. Two council members will share recent developments in government information and benefits of being an FDL. Learn more about government information or share suggestions for FDL improvement.

Facilitators: Helen Burke, government documents librarian, Hennepin County (Minn.) Library; Donna Lauffer, director, Johnson County (Kans.) Library

FRIDAY, MARCH 16, 4:15–5:15 P.M.

LGBTQ Library Services for Rural Communities

Room: PCC 112-A

LGBTQ materials and programming in rural libraries can be successful! After attending the 2010 PLA Conference, two rural librarians began to introduce and highlight LGBTQ materials into their local library collection. Hear their ideas and bring your own stories for LGBTQ collection development! Leave your inhibitions behind!

Facilitators: MacKenzie Ledley, director, Pulaski County (Ind.) Public Library; Patricia Ringen, librarian, Winamac, Ind.

Public Libraries and Academic Libraries: A Town-Gown Collaboration That Works

Room: PCC 111-A

Town-Gown relationships are often strained, however, the ongoing collaboration between the Louisa Gonser Community Library, Kutztown, Pa., and the Kutztown (Pa.) University Library helps to bridge that divide and opens many resources of the university to the public library. Especially valuable are opportunities to work with faculty in developing programming for the community.

Facilitators: Roseanne Perkins, children's librarian, Louisa Gonser Community Library, Kutztown, Pa.; Ruth Perkins, coordinator of reference and instruction services, Rohrbach Library, Kutztown (Pa.) University

Serving Preschool-Aged Children with Autism Spectrum Disorder and Their Families

Room: PCC 109-A/B

For over a year, the Sherman Library, Fort Lauderdale, Fla., a joint-use, public/university library, has offered monthly storytime for preschoolers diagnosed with Autism Spectrum Disorder (ASD). Librarians have trained with area ASD early-intervention educators and agency ASD professionals.

Facilitators: Meagan Albright, youth services librarian, Sherman Library at Nova Southeastern University, Fort Lauderdale, Fla.; Anne Leon, executive director of public library services, Sherman Library at Nova Southeastern University, Fort Lauderdale, Fla.

The Elusive Library Non-User

Room: PCC 111-B

Libraries often want to understand why some people don't or seldom use library facilities or services. These folks typically ignore a library survey or resist attending a focus group. We'll share and discuss successful techniques to gain insights about non-users and how to use this information to attract them.

Facilitators: Donna Fletcher, president, Donna E. Fletcher Consulting Inc., Highland Park, Ill.; Paula Singer, CEO/chief strategist, The Singer Group Inc., Reisterstown, Md.

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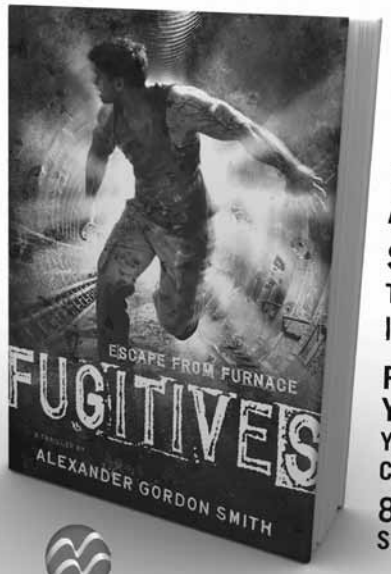

MEET
Alexander Gordon Smith
SIGNING
THURSDAY, MARCH 15TH
10:00 – 11:00 AM
PROGRAM
YOUNG AT HEART:
YA BOOKS WITH ADULT
CROSSOVER APPEAL
8:15 AM – 9:30 AM
Session Code 410

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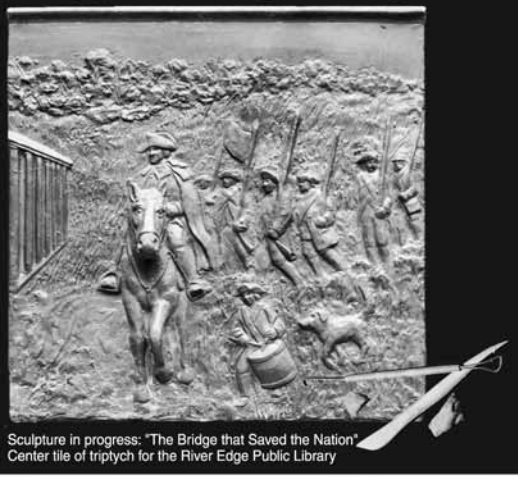
Meet the Artist and view her work at Booth 737.

inspiring philanthropy through art



Sculpture in progress: "The Bridge that Saved the Nation"
Center tile of triptych for the River Edge Public Library

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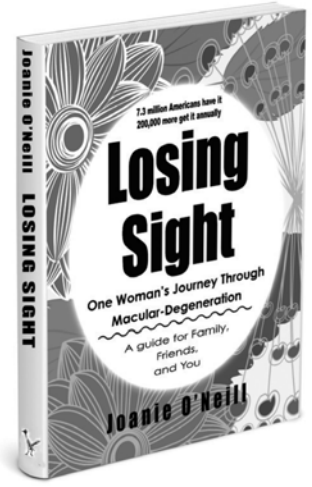

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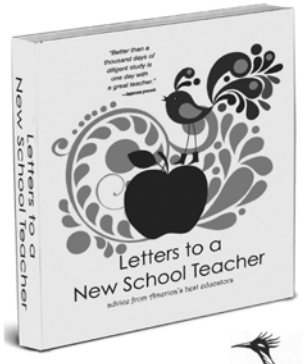

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SATURDAY, MARCH 17, 8:30–9:45 A.M.

PROGRAMS

Books for Dessert: A Book Club for Adults with Intellectual and Developmental Disabilities

Room: PCC 115-C

Want to have a book discussion group whose participants are always enthusiastic, perceptive, and involved? "Books for Dessert" provides an opportunity for adults who are intellectually challenged to belong to and participate in a book discussion group, assisting each other in the reading, comprehending, and discussing of books. From *Hamlet* to *Harry Potter*, participants share their insights, perceptions, and experiences—plus coffee and cookies.

Presented by: Nancy Comer, parent/founder of Books for Dessert and chair of Books for Dessert Advisory Council, Port Washington, N.Y.; **Nancy Curtin, library director, Port Washington (N.Y.) Public Library;** Evelyn Schonbrun, program facilitator, Port Washington, N.Y.

Can't, Won't, Don't, Couldn't, Shouldn't, Wouldn't: Combating Negativity Nellies in the Workplace

(ENCORE! Saturday, March 17, 10:15-11:30 a.m.)

Room: PCC 113-A/B/C

Negative Nellie and Greta Griper aren't helping to promote your library! Staff that are enthused about the library have a terrible time working with these two. This session will give you the tools to analyze why the negative vibe exists and how you might begin to create a much more positive work place, so everyone enjoys coming to work.

Presented by: Vicky Baker, regional manager, Mid-Continent Public Library, Independence, Mo.

Cuddle Up and Read: Storytimes for Pregnant and Parenting Teens

Room: PCC 118-A/B

Learn about the Cuddle Up and Read storytimes conducted within the San Diego County (Calif.) Library and San Diego Public Library Systems. This presentation will provide a hands-on overview of the early literacy storytimes conducted with teen parents along with statistics to show the impact the program had on the teen parents. Learn how to start a storytime for teen parents in your community and incorporate early literacy tools into your storytimes.

Presented by: Anna Hartman, children's librarian, San Diego County (Calif.) Library; Kirby McCurtis, youth services librarian, San Diego (Calif.) Public Library

Get Involved: Powered by Your Library—Successful Engagement of High Impact Volunteers

Room: PCC 119-A/B

"Get Involved: Powered By Your Library" is a California initiative designed to expand contributions of skilled volunteers. With thousands of baby boomers seeking new ways to use their skills and experience to make a difference in their communities, public libraries are positioned to engage this talent to get things done while developing advocates and supporters of library services. Library staff will share strategies and successes about how they have attracted these community members to service.

Presented by: Jennifer Baker, director, St. Helena (Calif.) Public Library; Lia Hernandez, public and information services division manager, Huntington Beach (Calif.) Library; **Carla Lehn, library programs consultant, California State Library, Sacramento, Calif.;** Joan Young, volunteer coordinator, San Jose (Calif.) Public Library

SATURDAY, MARCH 17, 8:30–9:45 A.M.

Get with the Program, Get Graphic: Using Graphic Novels for Programming for Teens!

Room: PCC 120-A/B/C

Your library has shelves upon shelves of graphic novels and manga. They are popular and go out a TON. Why not capitalize on teens' love for this format by creating innovative outreach and programming? Come to this hilarious (you'll learn how to effectively lie to children through comics) session and find ways to program with manga you've never even dreamed of. Also, hear how to effectively respond to censorship issues related to manga and graphic novels.

Presented by: Svetlana Chmakova, author and illustrator, Yen Press, New York, N.Y.; Natalie Daniel, graphic novel specialist, Washington County (Utah) Library; Sarah Hall, teen librarian, Washington County (Utah) Library; Matt Phelan, author and illustrator of the graphic novel *The Storm in the Barn*, Candlewick Press, Somerville, Mass.; **Tom Spicer, teen librarian, Arlington Heights (Ill.) Memorial Library**

Grassroots Library Advocacy

Room: PCC 118-C

The leadership of Urban Librarians Unite and savenyclibraries.org will discuss how they create protest marches, read-ins, postcard campaigns, and viral marketing to bring new support to the library. They will talk about combining web 2.0 with boots-on-the-ground activism for new library advocacy and how to bump up your profile in the community through trench-fighter advocacy.

Presented by: Lauren Comito, senior librarian, Queens (N.Y) Library; Aliqae Geraci, senior librarian, Queens (N.Y.) Library; **Christian Zabriskie, assistant coordinator of young adult services, Queens (N.Y.) Library**

In Order to Form a More Perfect Union...Library Access As an Emerging Constitutional Right

Room: PCC 122-A/B

Freedom of information is at the core of our profession. Legal challenges have firmed up the library user's right to access through library computers and the print and AV formats housed in our buildings. Legal experts, social service advocates, and librarians will examine this concept, providing a forum for discussion on the unique responsibility of libraries to all users and the library policies and procedures that may be barriers.

Presented by: Deborah Caldwell Stone, deputy director, ALA Office for Intellectual Freedom, Chicago, Ill.; Leone Cole, director, Watertown (Mass.) Free Public Library; Katharine Doyle, attorney, Kopelman and Paige P.C., Boston, Mass.; David Pirtle, Faces of the Homeless speaker, National Coalition for the Homeless, Washington, D.C.; **Beverly Shank, assistant library director, Watertown (Mass.) Free Public Library**

It Takes a Village to Raise a Reader: Creating Grant-Worthy, Outcomes-Based Early Literacy Programs

Room: PCC 126-A/B

Learn how to determine what is needed to implement an early literacy program—budget, materials, and the personnel required. Presenters will share effective Outcome Based Evaluation (OBE) tools to satisfy grant requirements, which are key to achieving funding. They'll also share sample curriculum and take-home materials for a replicable literacy program that supports the 1st Edition Every Child Ready to Read six early literacy skills. An overview of the outreach materials made available to the community in multiple languages will be included.

Presented by: Stephanie Brueckel, supervising librarian, Brooklyn (N.Y.) Public Library; Jeanne McDermott, children's and YA librarian, Amagansett (N.Y.) Free Library; **Rachel Payne, coordinator of children's and family services, Brooklyn (N.Y.) Public Library;** Katya Schapiro, First Five Years grant programs coordinator, Brooklyn (N.Y.) Public Library

Take Time to Read! A Community Campaign

Room: PCC 121-A/B/C

Reading has never been more critical to success, yet finding time to read often seems impossible. This is why the King County (Wash.) Library System and the King County Library System Foundation launched a dramatically different multidimensional promotional campaign, "Take Time to READ." We put reading

SATURDAY, MARCH 17, 8:30–9:45 A.M.

material and comfy chairs in thirty sites that are not at all like libraries. The campaign's book-cover posters turned communities into outdoor art galleries with dial-in book talks by local librarians. Free "Gift of Time" cards gave everyone permission to Take Time to READ whenever they had a few unscheduled minutes. Learn how you can institute and manage a promotion like Take Time to READ and the surprising results of the campaign.

Presented by: Julie Brand, community relations and marketing director, King County (Wash.) Library System; Elsa Steele, manager, Kirkland Branch, King County (Wash.) Library System; Jeanne Thorsen, executive director, King County (Wash.) Library System Foundation

Total Branch Makeover: A Six Month Action Plan

Room: PCC 108-A/B

With almost no money, a new team of librarians at the Lillian Marrero Branch of the Free Library of Philadelphia, Pa. turned around a branch struggling with low morale, a crumbling building, and an out-of-control collection. Let us show you how we increased circulation, program attendance, and new library card registrations; boosted staff morale; and made mutually beneficial community partnerships in "el Centro de Oro," a Latino community in North Philadelphia.

Presented by: Mary Marques, adult/teen librarian, Free Library of Philadelphia, Pa; **Joel Nichols, librarian, Free Library of Philadelphia, Pa.**

Under the Covers: Collecting Erotic Fiction and Erotica in Public Libraries

Room: PCC 114

Join this panel discussion on the increasingly popular genre of erotic fiction and erotica. Topics will include a brief history of the genre, author and publisher insight to genre readers, and a discussion of collection development policies and how to handle possible challenges. The panel will consist of an erotic fiction author, an erotic fiction publisher, a member of the BISAC committee, a library administrator or board member, and an acquisitions librarian.

Presented by: Terri Clark, acquisitions department manager, Mid-Continent Public Library, Independence, Mo.; Katie Dunneback, selection librarian, National Library Service for the Blind & Physically Handicapped, Washington, D.C.

Visualization: A New Frontier for Library Design

Room: PCC 115-A/B

Information technology is shifting the way we gather, use, and produce knowledge—numbers and text are losing ground while visual images gain importance. What does this mean for libraries and for learning itself? Discover why libraries are the natural home for powerful new tools of visual information.

Presented by: Catherine Alloway, director, Schlow Centre (Pa.) Memorial Library; **Randy Hudson, AIA, LEED AP, partner, Hayes Large Architects, State College, Pa.**

CONVERSTATIONS

ConverStations, formerly known as Talk Tables, are engaging forums on timely issues and concerns for public library professionals. Following brief presentations, attendees are encouraged to join in engaging and relevant discussions.

Floating: After the First Blush Fades

Room: PCC 111-B

Many of us have begun floating. But what happens when you get a ways in? Staff buy-in, materials redistribution—how do these factors factor? Come hear how one library reviewed midstream and what they found out.

Facilitators: Mary Kierans, manager of support services, Fraser Valley (B.C) Regional Library; Thomas Quigley, branch head, Vancouver (B.C.) Public Library

SATURDAY, MARCH 17, 8:30–9:45 A.M.

Hiring Your Next Library Director: The Search Process for Trustees

Room: PCC 110-A/B

Hiring the library director is a crucial decision that will impact the library's direction for several years. Talk with experienced search consultants about making the process an effective one with a satisfying outcome.

Facilitators: Dan Bradbury, consultant, Bradbury Associates/Gossage Sager Associates, Kansas City, Mo.; Jobeth Bradbury, consultant, Bradbury Associates/Gossage Sager Associates, Kansas City, Mo.; June Garcia, consultant, June Garcia LLC, Denver, Colo.

How to Get New Library Users... from Birth? Hold a Baby Shower!

Room: PCC 109-A/B

Library-sponsored baby showers are an excellent opportunity to help reach out to new parents and develop lifelong library users...from birth. During library baby showers, parents are presented with information about early literacy and child development and are connected with community agencies.

Facilitators: Charity Cree, youth services librarian, Mid-Columbia (Wash.) Libraries; Sarah Johnson, youth services librarian, Mid-Columbia (Wash.) Libraries

Welcome to Planet Geek: How to Talk Tech for Librarians

Room: PCC 112-A

Librarians, are you frustrated when trying to communicate with IT folks? You're not alone. With a few simple tips you can bridge the cultural and communications gaps and even have fun in the process! Bring your toughest examples to discuss and walk away with solutions!

Facilitator: Carson Block, library IT consultant, Carson Block LLC, Fort Collins, Colo.

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PROGRAMS

Building Strong Community Partnerships: Sno-Isle Libraries, the Teen Project, and the 40 Developmental Assets

Room: PCC 119-A/B

In 2007 Sno-Isle (Wash.) Libraries embarked on "The Teen Project," teaching staff to reach out into the community and develop relationships with other organizations. Learn how Sno-Isle approached this challenge utilizing the 40 Developmental Assets and was better able to develop programs and services for teens, allowing the library to be seen as a strong community partner.

Presented by: Jocelyn Redel, teen services librarian, Sno-Isle (Wash.) Libraries; **Dawn Rutherford, teen services coordinator, Sno-Isle (Wash.) Libraries**

ENCORE! Can't, Won't, Don't, Couldn't, Shouldn't, Wouldn't: Combating Negativity Nellies in the Workplace

Room: PCC 115-C

Negative Nellie and Greta Griper aren't helping to promote your library! Staff that are enthused about the library have a terrible time working with these two. This session will give you the tools to analyze why the negative vibe exists and how you might begin to create a much more positive work place, so everyone enjoys coming to work.

Presented by: Vicky Baker, regional manager, Mid-Continent Public Library, Independence, Mo.

Creating the Library of the Year

Room: PCC 108-A/B

Join the leaders of several Library of the Year award-winning libraries and learn how these libraries developed their submissions for Library of the Year. Hear about the programs and services that gave them the edge and gain insight into how your library can successfully become the next Library of the Year regardless of size.

Presented by: Thomas Galante, president and CEO, Queens (N.Y.) Library; **Bridget Quinn-Carey, COO, Queens (N.Y.) Library**

Cuts, Computers, Community: The Role and Future of the Free Library of Philadelphia and Other Large Urban Libraries

Room: PCC 120-A/B/C

This panel hosted by the Pew Charitable Trusts' Philadelphia Research Initiative considers the role and future of public libraries in Philadelphia and in other major cities. As large public library systems face shrinking budgets and expanding demand, this panel looks at the broader questions that urban libraries are facing now and will be facing in the years ahead.

Presented by: Claire Shubik-Richards, consultant, Pew's Philadelphia (Pa.) Research Initiative

Edge: Public Access Technology Benchmarks Review

Room: PCC 116

The ***Edge*** coalition will provide an update on the development of public access technology benchmarks that will help libraries strengthen the quality, efficiency, and effectiveness of public access technology services in libraries. This forum will provide an overview of ***Edge*** and give attendees an opportunity to ask questions and provide input on the beta benchmarks (the first version which will be pilot tested in the coming months) and the tools libraries will need to utilize the benchmarks.

Presented by: Susan Benton, chief executive officer, Urban Libraries Council, Chicago, Ill.

ENCORE! Library-To-Go: Putting Your Library Virtually Anywhere

Room: PCC 122-A/B

Libraries have been concerned with bringing people to their buildings. The Library-To-Go (LTG) concept turns that idea on its head, instead bringing the library to the people. While not a replacement for the traditional library, LTG offers library services to those who cannot set foot in a branch. Computer

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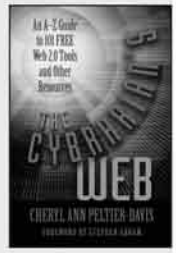

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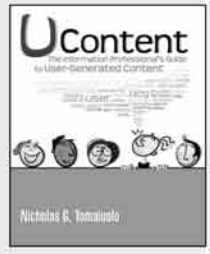

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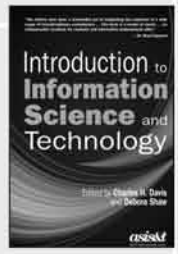

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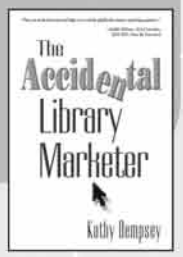

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We are hosting a networking reception with complimentary hors d'oeuvres, and everyone is invited!

RECEPTION

WHEN:
Thursday, March 15

TIME:
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WHERE:
Philadelphia Marriott Downtown
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1201 Market Street
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Visit Booth #2011 to learn more about our exciting programs:

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SLIS PRESENTS

Dr. Bill Fisher
Thursday, March 15
11:30 am–12:00 pm

Friday, March 16
10:00 am–10:30 am

Internships: A Mutually Rewarding Experience

Did you know SLIS students live across North America? Our Master of Library and Information Science and Master of Archives and Records Administration programs are fully online, allowing our students to complete internships in their home towns or in another region via virtual internships. Learn more about this mutual learning experience and how you can become an internship supervisor.

Dr. Michael Stephens
Thursday, March 15
3:00 pm–3:30 pm

Friday, March 16
11:30 am–12:00 pm

Hyperlinked Libraries: Emerging Tech & Emerging Trends

What trends and technologies are impacting public library service? What does the evolution of library physical and virtual space look like? This presentation explores the hyperlinked library model through a lens of participatory service, transparency and emerging technologies.

Dr. Joni Richards Bodart
Thursday, March 15
10:30 am–11:00 am

Friday, March 16
1:30 pm–2:00 pm

Lessons to be Learned from the Supernatural

YA books about vampires, zombies, and werewolves are becoming increasingly controversial. In this session, you'll learn why they are also so important for teens. Joni will discuss her newest title from the Scarecrow Studies in Young Adult Literature Series: *They Suck, They Bite, They Eat, They Kill: The Psychological Meaning of Supernatural Monsters in Young Adult Fiction.*

Ms. Cheryl Stenstrom
Thursday, March 15
2:00 pm–2:30 pm

Friday, March 16
12:30 pm–1:00 pm

San José Gateway PhD Program: Research Takes Precedence

If you're considering earning a doctoral degree in library and information science, you'll want to stick around for this first-person perspective of the San José Gateway PhD Program. As a current doctoral candidate in the program, Cheryl will share her experiences and discuss her research.

Catalyst Grant Project Focus Groups • Thursday, March 15 • 10:30 am and 1:30 pm
You're invited to participate in focus groups about the future of emerging technologies in public libraries. Visit Booth #2011 for room locations and more information about this exciting post-MLIS residency model.

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SATURDAY, MARCH 17, 10:15–11:30 A.M.

access, a revolutionary material reservation and pickup system, and a browsing collection make LTG a valuable tool for expanding library service without new buildings or new staff.

Presented by: Melissa Carr, library director, Daniel Boone Regional (Mo.) Library; **Steven Potter, director of libraries, Mid-Continent Public Library, Independence, Mo.**

Making Every Mile Count: Creating a Needs-Based Approach to Mobilizing Your Bookmobile Library Services

Room: PCC 118-C

With scarce budget dollars available, how does a library decide where mobile library service is needed in a community? Some libraries are discontinuing service while others are expanding. What makes sense for you? Find out how to use hard evidence and real math to help you make these critical choices and advocate for the service that has the most impact on the highest need segments of your community.

Presented by: Jayanti Addleman, county librarian, Monterey County (Calif.) Free Libraries; Kristin LoDolce, outreach librarian, Tippecanoe County (Ind.) Public Library; Richard Lyda, outreach services librarian, Arapahoe (Colo.) Library District; **Donna Walker, manager of neighborhood libraries and outreach services, Arapahoe (Colo.) Library District**

Team Read-a-Book: Building Bridges to the Library for Kids Who Learn Differently

Room: PCC 114

Sometimes kids and their families need a little help connecting to the library! Come prepared to learn about a partnership program that helps kids with learning disabilities and their families feel more comfortable within our library environments while developing successful reading and coping strategies! It's a team effort!

Presented by: Cindy Glazer, education specialist, Learning Disabilities Association of Northeast Ohio, Pepper Pike, Ohio; **Celia Huffman, youth services manager, Cuyahoga County (Ohio) Public Library;** Maria Trivisonno, children's public services assistant, Cuyahoga County (Ohio) Public Library

Teen Speak

Room: PCC 126-A/B

In this program we teach why and how our language and behavior influences teen behavior. Learn about "gender speak" and how the differences between how men and women talk influence their authority. Also, delve deep inside the teen brain into biological reasons why teens behave the way they do. Along with providing revealing information about teens, this program teaches practical techniques and verbal judo to speak to teens and handle behavior problems.

Presented by: Robin Chalhoub, training coordinator, Salt Lake County (Utah) Library; **Carrie Rogers-Whitehead, youth services librarian, Kearns Library, Salt Lake County (Utah) Library**

What's New in Fantasy and Science Fiction for Teens and Adults

Room: PCC 113-A/B/C

Three librarians, longtime science fiction and fantasy fans, will present booktalks of approximately sixty of their favorite new adult and young adult titles in these two challenging genres. A discussion list and an annotated masterlist of several hundred titles that includes grade levels will make collection development in this area much easier and more enjoyable.

Presented by: Susan Fichtelberg, author and children's librarian, Woodbridge (N.J.) Public Library; Diana Tixier Herald, library media coordinator and author, Mesa County Valley (Colo.) School District; **Bonnie Kunzel, youth services and adolescent literacy consultant and author, Germantown, Tenn.**

What Public Libraries Can Do for Families Experiencing Homelessness

Room: PCC 121-A/B/C

Families are the largest and fastest growing segment of the homeless population in the United States but are often overlooked when libraries talk about homeless populations. This program will examine the causes of family homelessness in America and offer practical advice on how to create partnerships and programs to best serve homeless families in your community.

SATURDAY, MARCH 17, 10:15–11:30 A.M.

Presented by: Kirby McCurtis, youth services librarian, Multnomah County (Ore.) Library; Jane Salisbury, library outreach supervisor, Multnomah County (Ore.) Library; Kathy Shahbodaghi, public services administrator, Columbus Metropolitan (Ohio) Library; **Vikki Terrile, coordinator of young adult services, Queens (N.Y.) Library**

Zines, Records, and Nonconformist Media: Marketing through Alternative Collections

Room: PCC 115-A/B

Zine collections and other alternative media can open new doors into underserved adult communities and provide exciting new programming and marketing opportunities. See how the Jacksonville (Fla.) Public Library has promoted and fostered its Zine collection (one of the first of its kind in the South) through a mix of social media, quality in-house programming, and innovative outreach at concerts, art events, and more!

Presented by: Andrew Coulon, ILS librarian, Jacksonville (Fla.) Public Library; **Matthew Moyer, popular media librarian, Jacksonville (Fla.) Public Library;** Cheyla Scantling, library clerk, University Park Branch, Jacksonville (Fla.) Public Library; Jessica Whittington, library clerk, Jacksonville (Fla.) Public Library

CONVERSTATIONS

ConverStations, formerly known as Talk Tables, are engaging forums on timely issues and concerns for public library professionals. Following brief presentations, attendees are encouraged to join in engaging and relevant discussions.

Branching Out: Public Libraries, Public Schools, and Partnerships

Room: PCC 109-A/B

Branigan Library, Las Cruces, N.M., serves 100,000 people with one location and one branch. Due to budget constraints, Branigan developed a partnership with Las Cruces Public Schools, and a small branch library at a high school was formed. This program will discuss the process of establishing that branch.

Facilitators: Lynette Schurdevin, library administrator, Thomas Branigan Memorial Library, Las Cruces, N.M.

Building Community through Competition: Brooklyn Public Library's Business Plan Competition

Room: PCC 111-B

PowerUP! demonstrates how public libraries can actively partner with community organizations, harnessing their time and talent while simultaneously introducing entrepreneurs to the benefit of the library resources and services. We will share the lessons learned and steps involved in implementing this unique public library-sponsored business plan competition.

Facilitators: Maud Andrew Quintana, programs and outreach specialist, Brooklyn (N.Y.) Public Library; Paul Otto, assistant business librarian, Brooklyn (N.Y.) Public Library

Welcome to the Board: Create a Dynamic Online Orientation for New Library Trustees Using Free Online Tools

Room: PCC 110-A/B

The Cleveland Heights–University Heights (Ohio) Public Library created a personalized online orientation using Google Docs, Google Site, and YouTube to introduce new trustees to the library and its employees, issues, and policies; technology planning; funding; and advocacy. The result was entertaining, paperless, and totally adaptable to your library.

Facilitators: Heather Howiler, training and staff development coordinator, Cleveland Heights-University Heights (Ohio) Public Library; Nancy Levin, director, Cleveland Heights-University Heights (Ohio) Public Library

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SIGNINGS AT BOOTH #423

WEDNESDAY, MARCH 14th

Sara Shepard
Pretty Little Liars
4:30 PM – 5:30 PM

THURSDAY, MARCH 15th

Brian Biggs
Everything Goes: On Land
9:30 AM – 10:00 AM

Jerry Spinelli
Wringer
10:30 AM – 11:30 AM

Elizabeth Norris
Unraveling
3:00 PM – 3:30 PM

Christopher Healy
The Hero's Guide to Saving Your Kingdom
3:30 PM – 4:00 PM

FRIDAY, MARCH 16th

Kevin Henkes
Lilly's Purple Plastic Purse
9:30 AM – 11:00 AM

SEE KEVIN HENKES!

KEEPING THE CHILD IN MIND: Writing and Illustrating Picture Books
Thursday, March 15th
2:00 PM – 3:15 PM

PLA 2012 LIBRARIAN'S BREAKFAST: "Children's, Teen, and In-Between"
Friday, March 16th
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Stop by booth #423 to pick up galleys for new books by Garth Nix, Sara Pennypacker, Patricia McCormick, and many more. Bring this ad to receive a free copy of *Pandemonium* by Lauren Oliver or *Z Is for Moose* by Kelly Bingham, illustrated by Paul O. Zelinsky!

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Signing times subject to change. Please visit booth #423 for an up-to-date schedule.

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HarperCollins Children's Books 423
HarperCollins Publishers 523
In My Book LLC 2035
Information Today Inc. 1147
Ingram 611
Inspirational Distributors LLC T20
IPG-Independent Publishers Group 1316
Ivan R. Dee 2200
Jason Aronson Psychotherapy 2200
Jessica Kingsley Publishers T4
John Wiley & Sons Inc. 1039
Junior Library Guild 637
Kensington Publishing 1341
Kregel Publications 546
Lehigh University Press 2200
Lexington Books 2200
Llewellyn Worldwide Ltd. 1244
Macmillan 1540
Marshall Cavendish Corporation 2128
Midpoint Trade Books 2041
Multi-Cultural Books and Videos 1032
Neal-Schuman Publishers Inc. 2423
New Mexico Book Association T15
New Urban Distributors 218
Nomad Press 1316
Oceanview Publishing 1734
Orca Book Publishers 335
Oxford University Press 1611
Peachtree Publishers 1544
Perseus Books Group 441
Poisoned Pen Press 1104
Publishers Group West 340
Quality Books Inc. 823
Random House Large Print Books 428
Random House Library and Academic Marketing 327
RCP Publications T19
ReadHowYouWant.com 1017
Recorded Books LLC 200
Romance Writers of America 1130
Rosen Publishing Group 727
Rourke Publishing LLC 1311
Rowman & Littlefield Publishing Group 2200
Russian Publishing House Ltd. 315
SAGE 1428
Scarecrow Press 2200
Science Press USA CO. 213
Search Press 1316
Seloc Publishing 1539
Seven Stories Press T18
Sheed & Ward 2200
Sisters in Crime 947
Smithsonian Institute 2200
Sourcebooks Inc. 544
Star Bright Books 435
Sterling Publishing Co. Inc. 744
Sylvan Dell Publishing 2241
Taylor Trade 2200
the Book House Inc. 339
The New York Review Books 228
The Penworthy Company 331
The RoadRunner Press T17
Tor/Forge Books 1937
Tsai Fong Books Inc. 2234
Turtleback Books 1246
Tyndale House Publishers 527
University of Delaware Press 2200
University Press of America 2200
VIP Learning 320
W.W. Norton & Company Inc. 444
Workman Publishing Co. 426
Zondervan 526

Books/Audio Leasing

#1 Private Tutor 102
Brodart Co. 619,418,415
John Wiley & Sons Inc. 1039

Business Books

Atiz Innovation Inc. 2308
Brodart Co. 619, 418, 415
Cardinal Publishers Group 1941
D.K. Agencies (P) Ltd. 2238
Emery-Pratt Company 1834
Globe Pequot Press 446

Grey House Publishing 2039
Information Today Inc. 1147
Ingram 611
IPG-Independent Publishers Group 1316
McGraw-Hill Professional 312
Mergent Inc. 1441
Midpoint Trade Books 2041
Perseus Books Group 441
Quality Books Inc. 823
Tsai Fong Books Inc. 2234
U.S. Securities & Exchange Commission-
Office of Investor Education & Advocacy 437

Cataloging

Backstage Library Works 1042
Book Systems 1634
BWI 604
D.K. Agencies (P) Ltd. 2238
Emery-Pratt Company 1834
Ingram 611
MARCIVE Inc. 627
Multi-Cultural Books and Videos 1032
OCLC Inc. 800
Quality Books Inc. 823
Russian Publishing House Ltd. 315
SkyRiver Technology Solutions 2115
The Library Corporation-TLC 1418
VTLS Inc. 1811
WebClarity Software 1313

CD-ROMs

#1 Private Tutor 102
Chicago One Stop/Browser Display 318
Children's Plus Inc. 1216
Early Advantage-MUZZY,
the BBC Language Program for Children 1011
Library Automation Technologies Inc. 2427
Northern Micrographics 934
RTI-DVD/CD Repair Machines 1830
Thomas Klise/Crimson Multimedia 1338
VenMill Industries Inc. 316

Children's Books

ABDO Publishing 1718
Abingdon Press 641
Atiz Innovation Inc. 2308
Audio Editions Books on Cassette & CD 1037
Bearport Publishing Company Inc. 1839
Black Rabbit Books 2232
Blue Apple Books 238
Brodart Co. 418, 619
BWI 604
Children's Plus Inc. 1216
Child's Play/Kids Reference Company 1047
CLCD LLC 845
Cobblestone & Cricket 235
D.K. Agencies (P) Ltd. 2238
Davidson Titles Inc. 2026
DK Publishing 224
Early Advantage-MUZZY,
the BBC Language Program for Children 1011
Eerdmans Books for Young Readers 647
Emery-Pratt Company 1834
Enslow Publishers Inc. 640
Firefly Books 1137
Fitzhenry & Whiteside 436
Freading 1406
Gareth Stevens Publishing 529
Globe Pequot Press 446
Groundwood Books 340
HarperCollins Children's Books 423
Independent Book Publishers Association 1004
Indie Press Showcase 646
Indigenous Crafts from Bolivia 1844
Ingram 611
IPG-Independent Publishers Group 1316
iREAD Summer Reading Program 338
Jessica Kingsley Publishers T4
Junior Library Guild 637
Kamishibai for Kids T13
Kregel Publications 546
Learning Props LLC 1106
Lerner Publishing Group 715

Macmillan Children's Publishing Group 1542
Multi-Cultural Books and Videos 1032
New Horizon Press T11
New Mexico Book Association T15
Orca Book Publishers 335
Peachtree Publishers 1544
Penguin Young Readers Group 222
Perseus Books Group 441
Publishers Group West 340
Quality Books Inc. 823
Quincy the Horse Books 1105
Rainbow Book Company 2141
Rosen Publishing Group 727
Rourke Publishing LLC 1311
Scholastic Library Publishing 1209
Science Press USA Co. 213
Search Press 1316
Simon & Schuster Children's Publishing 644
Sourcebooks Inc. 544
Spoken Arts Inc. 1645
Star Bright Books 435
Sterling Publishing Co. Inc. 744
The Library Store Inc. 1931
The New York Review Books 228
The Penworthy Company 331
The RoadRunner Press T17
The Secret Mountain 1316
Third Week Books 1106
Thousand Words Press T5
Tor/Forge Books 1937
Tsai Fong Books Inc. 2234
Turtleback Books 1246
Tyndale House Publishers 527
W.W. Norton & Company Inc. 444
Workman Publishing Co. 426
Zondervan 526

Clothing

Stop Falling Productions 334

Computer Hardware

AWE Inc. 1231
BayScan Technologies LLC 1219
Bibliotheca 1414
Comprise Technologies 208
D-Tech International LLC, USA 2219
Eastman Kodak Company 2332
EnvisionWare 2204
iTeam Resources Inc. 1706
Library Automation Technologies Inc. 2427
Scannx LLC 629
SenSource Inc. 528
Tech Logic 1023
The Library Corporation-TLC 1418
Today's Business Solutions 2211
Userful 811

Computer Software

Altarama Information Systems 1537
Atiz Innovation Inc. 2308
Auto-Graphics Inc. 2023
AWE Inc. 1231
BayScan Technologies LLC 1219
BiblioCommons Inc. 1014
Bibliotheca 1414
Book Systems 1634
Boopsie Inc. 1132
Britannica Digital Learning 1336
Celayix Software 1449
ChiliFresh Enterprises Inc. 1623
Civic Technologies 1139
ColorMarq Library Shelf Management Systems 1708
Comprise Technologies 208
D-Tech International LLC, USA 2219
Early Advantage-MUZZY, the BBC Language Program for Children 1011
engagedpatrons.org T6
EnvisionWare 2204

EventKeeper by Plymouth Rocket Inc. 237
Facts On File 2008
Films Media Group 2008
Fortres Grand Corporation 729
Infobase Learning 2008
Infor Library and Information Solutions 2028
Infovision Software 2215
Innovative Interfaces Inc. 1411
iTeam Resources Inc. 1706
Librarica LLC 2015
Library Automation Technologies Inc. 2427
LibraryInsight Inc. 1735
Mandarin Library Automation Inc. 2217
Neatoscan Inc. 2116
Northern Micrographics 934
ProQuest 1000
Quipu Group LLC 741
Rocket Languages 1406
Scannx LLC 629
Schedule3W/Medianet/
Dymaxion Research Ltd. 1838
SenSource Inc. 528
Tech Logic 1023
The Library Corporation-TLC 1418
The Library Store Inc. 1931
Today's Business Solutions 2211
Userful 811
Villanova University 1940
VTLS Inc. 1811
WebClarity Software 1313
World Almanac 2008

Consultants

Civic Technologies 1139
Clancy-Cullen Moving and Storage Company T12
Library Automation Technologies Inc. 2427
LYRASIS 1234
Neatoscan Inc. 2116
Quipu Group LLC 741
Tech Logic 1023

Consulting Services

Auto-Graphics Inc. 2023
Book2net Inc. 2334
Civic Technologies 1139
Clancy-Cullen Moving and Storage Company T12
engagedpatrons.org T6
EnvisionWare 2204
Geographic Research Inc./SimplyMap 2329
Innovative Interfaces Inc. 1411
iTeam Resources Inc. 1706
Janice Davis Design T9
Jasper Library Furniture 1008
Library Automation Technologies Inc. 2427
LYRASIS 1234
Prepare Training, a CPI specialized offering 1140
Quipu Group LLC 741
Tech Logic 1023
VTLS Inc. 1811

Cookbooks

Atiz Innovation Inc. 2308
Brodart Co. 418, 415, 619
Cardinal Publishers Group 1941
D.K. Agencies (P) Ltd. 2238
DK Publishing 224
Emery-Pratt Company 1834
Firefly Books 1137
Fitzhenry & Whiteside 436
Globe Pequot Press 446
Ingram 611
IPG-Independent Publishers Group 1316
John Wiley & Sons Inc. 1039
New Mexico Book Association T15
Perseus Books Group 441
Quality Books Inc. 823
Sterling Publishing Co. Inc. 744
The New York Review Books 228
Tsai Fong Books Inc. 2234
W.W. Norton & Company Inc. 444
Workman Publishing Co. 426

Copiers

DLSG at Image Access 1241
EnvisionWare 2204
Scannx LLC 629
S-T Imaging 1211
Today's Business Solutions 2211

Database

ABC-CLIO 1800
ABDO Publishing 1718
AtoZdatabases 1444
Auto-Graphics Inc. 2023
Brainfuse 608
Career Cruising 2410
Civic Technologies 1139
CLCD LLC 845
CQ Press 1428
Early Advantage - MUZZY,
the BBC Language Program for Children 1011
EBSCO Information Services 1207
Freading 1406
Freegal Music 1406
Gale, Cengage Learning 1804
Geographic Research Inc./SimplyMap 2329
Grey House Publishing 2039
Livemocha 1342
LYRASIS 1234
Mango Languages 1823
Marshall Cavendish Corporation 2128
Mergent Inc. 1441
Morningstar Inc. 1727
NewsBank Inc. 2400
OpinionArchives 1131
p4A.com 2434
Paratext 2208
Reading House 240
Recorded Books LLC 200
ReferenceUSA from Infogroup 216
Rocket Languages 1406
Scholastic Library Publishing 1209
Ship Index T16
SkyRiver Technology Solutions 2115
Video Librarian 1237

Database Conversions

Backstage Library Works 1042
Book2net Inc. 2334
Brodart Co. 619, 418
engagedpatrons.org T6
LYRASIS 1234
MARCIVE Inc. 627
The Crowley Company 1144

Database Preparation

LYRASIS 1234
MARCIVE Inc. 627
National Library of Medicine 1038

Demographics

Civic Technologies 1139
Geographic Research Inc./SimplyMap 2329
Grey House Publishing 2039
ReferenceUSA from Infogroup 216

Directories

CQ Press 1428
D.K. Agencies (P) Ltd. 2238
Geographic Research Inc./SimplyMap 2329
Grey House Publishing 2039
Library Automation Technologies Inc. 2427

Disaster Planning

Atiz Innovation Inc. 2308
Jasper Library Furniture 1008
LYRASIS 1234
National Library of Medicine 1038

Display Cases/Fixtures/Systems

Biblomodel, SA de CV 2402
Brodart Co. 619, 418, 415
Chicago One Stop/Browser Display 318

Franklin Fixtures....227
Gaylord Bros....1631
Gressco Ltd. 1030
Janice Davis Design T9
mag|box/3Branch Products Inc. 1745
Palmieri Furniture....1814
R.E.P. Industries Inc. 1145
The Worden Company....1808

Document Delivery Systems

Book2net Inc. 2334
DLSG at Image Access....1241
Eastman Kodak Company....2332
Fax24 Public Fax Service-
Televend Services Inc. 2227
Infovision Software 2215
iTeam Resources Inc. 1706
Mergent Inc. 1441
National Library of Medicine 1038
Northern Micrographics....934
OCLC Inc. 800
R.E.P. Industries Inc. 1145
Scannx LLC 629
The Crowley Company....1144
Today's Business Solutions 2211

E-Books

#1 Private Tutor....102
3M Library Systems....204
ABC-CLIO 1800
ABDO Publishing 1718
Atiz Innovation Inc. 2308
AudioGO....1226
AWE Inc. 1231
Bearport Publishing Company Inc. 1839
Bernan Associates 2235
Britannica Digital Learning 1336
Capstone....2135
Cardinal Publishers Group....1941
Children's Plus Inc. 1216
CQ Press 1428
Credo Reference....2406
D.K. Agencies (P) Ltd. 2238
Davidson Titles Inc. 2026
DK Publishing....224
East View Information Services....2042
EBSCO Information Services....1207
ECW Press 1316
Elsevier Science Inc. 639
Emery-Pratt Company....1834
Facts On File 2008
Fitzhenry & Whiteside....436
Freading....1406
Gale, Cengage Learning 1804
Gareth Stevens Publishing 529
Globe Pequot Press....446
Hachette Book Group 945
HarperCollins Publishers 523
Infobase Learning 2008
Ingram 611
IPG-Independent Publishers Group....1316
John Wiley & Sons Inc. 1039
Kensington Publishing 1341
Lerner Publishing Group....715
Library Ideas LLC 1406
Live Oak Media....628
Llewellyn Worldwide Ltd. 1244
LYRASIS....1234
Macmillan Children's Publishing Group....1542
Marshall Cavendish Corporation 2128
Master Communications/
Asia for Kids/Culture for Kids 434
McGraw-Hill Professional 312
Merriam-Webster Inc. 541
Midpoint Trade Books 2041
Moody Publishers....2228
New Horizon Press T11
Oceanview Publishing....1734
OverDrive Inc. 818
Perseus Books Group 441

ProQuest 1000
RCP Publications T19
Rosen Publishing Group 727
Rourke Publishing LLC 1311
Scannx LLC 629
Scholastic Library Publishing 1209
Seven Stories Press T18
Sourcebooks Inc. 544
Sylvan Dell Publishing 2241
Tantor Audio 1034
The Crowley Company 1144
The New York Review Books 228
The RoadRunner Press T17
The Secret Mountain 1316
WT Cox Subscriptions 538
Zondervan 526

Electronic Library Kiosks

3M Library Systems 204
Bibliotheca 1414
Comprise Technologies 208
D-Tech International LLC, USA 2219
EnvisionWare 2204
Evanced Solutions Inc. 1817
Fax24 Public Fax Service-
Televend Services Inc. 2227
iTeam Resources Inc. 1706
Library Automation Technologies Inc. 2427
LibraryInsight Inc. 1735
mk Sorting Systems 1827
Public Information Kiosk Inc. 211
Scannx LLC 629
Tech Logic 1023
Today's Business Solutions 2211
Virginia Commonwealth University 220

Environmental Products

Better Containers 110
Better World Books 1213
Jasper Library Furniture 1008
Milliken 834
N'Take EcoDurable Products 229
Spacesaver Corporation 1629
Virginia Commonwealth University 220

Facilities Management

B-Logistics 1942
Celayix Software 1449
EnvisionWare 2204
EventKeeper by Plymouth Rocket Inc. 237
Tech Logic 1023

Film, Video, & DVDs

#1 Private Tutor 102
Alexander Street Press 1618
Ambrose Video Publishing 2138
AudioGO 1226
BWI 604
Chicago One Stop/Browser Display 318
Comex Systems Inc. 929
Davidson Titles Inc. 2026
Early Advantage-MUZZY,
the BBC Language Program for Children 1011
Emery-Pratt Company 1834
Films Media Group 2008
Infobase Learning 2008
Ingram 611
Live Oak Media 628
LYRASIS 1234
Master Communications/
Asia for Kids/Culture for Kids 434
Midwest Tape 1600
Motion Picture Licensing Corp. 1939
Movie Licensing USA 739
Multi-Cultural Books and Videos 1032
New Urban Distributors 218
PBS Educational Media 2036
Playaway 1423
POV | American Documentary T14
Quality Books Inc. 823

Recorded Books LLC 200
RTI-DVD/CD Repair Machines 1830
Spoken Arts Inc. 1645
Tsai Fong Books Inc. 2234
VenMill Industries Inc. 316
Video Librarian 1237
VIP Learning 320
Virginia Commonwealth University 220
Weston Woods/Scholastic 1538

Financial Information Provider

Comprise Technologies 208
Mergent Inc. 1441
Morningstar Inc. 1727
U.S. Securities & Exchange Commission-
Office of Investor Education & Advocacy 437

Foreign Language Books

Actrace T8
Audio Editions Books on Cassette & CD 1037
D.K. Agencies (P) Ltd. 2238
Early Advantage - MUZZY,
the BBC Language Program for Children 1011
East View Information Services 2042
Editorial Oceano Inc. 1017
Fitzhenry & Whiteside 436
Groundwood Books 340
Ingram 611
IPG-Independent Publishers Group 1316
Junior Library Guild 637
Learning Props LLC 1106
Library Ideas LLC 1406
Livemocha 1342
Master Communications/
Asia for Kids/Culture for Kids 434
Multi-Cultural Books and Videos 1032
New Mexico Book Association T15
Quality Books Inc. 823
RCP Publications T19
Russian Publishing House Ltd. 315
Star Bright Books 435
Third Week Books 1106
Tsai Fong Books Inc. 2234
VIP Learning 320

Fund Raising

Grebow Tile Donor Recognition 737
In My Book LLC 2035
JanWay Company 815
LYRASIS 1234
Neatoscan Inc. 2116
N'Take EcoDurable Products 229
Watson Label Products 536

Furniture

Agati Furniture 1627
Big Cozy Books 1930
Birchard Co./EZDrop 623
Brodart Co. 619, 415
Burgeon Group 1431
Demco Inc. 500
D-Tech International LLC, USA 2219
Eustis Chair 2034
Franklin Fixtures 227
Gaylord Bros. 1631
Gressco Ltd. 1030
Janice Davis Design T9
Jasper Library Furniture 1008
JCJ Architecture 2131
Kingsley Companies 2019
mediatechnologies/Silver Street Inc. 2239
Palmieri Furniture 1814
Showcases 625
Spacesaver Corporation 1629
Tesco Library Furniture 231
The Worden Company 1808
TMC Furniture Inc. 1615

Genealogy

Family Search 631
In My Book LLC 2035
NewsBank Inc. 2400

Northern Micrographics 934
Scannx LLC 629
Ship Index T16
S-T Imaging 1211

Government

Bernan Associates 2235
FDA Office of Women's Health 1945
Gaylord Bros. 1631
Geographic Research Inc./SimplyMap 2329
Institute of Museum & Library Services 1729
Milliken 834
National Library of Medicine 1038
Office of Commonwealth Libraries 624
U.S.-DHHS Office on Women's Health 2408
U.S. Citizenship and Immigration Services-
Office of Citizenship 1247
U.S. Securities & Exchange Commission-
Office of Investor Education & Advocacy 437

Government Documents

Atiz Innovation Inc. 2308
Bernan Associates 2235
Bernan Press 2200
CQ Press 1428
Government Institutes 2200
MARCIVE Inc. 627
Mergent Inc. 1441
Paratext 2208
Rowman & Littlefield Publishing Group 2200
Scannx LLC 629
Scarecrow Press 2200
U.S. - DHHS Office on Women's Health 2408
U.S. Securities & Exchange Commission-
Office of Investor Education & Advocacy 437

Government Services

Office of Commonwealth Libraries 624
Social Security Administration 2409
U.S. - DHHS Office on Women's Health 2408
U.S. Citizenship and Immigration Services-
Office of Citizenship 1247

Graduate Studies

Atiz Innovation Inc. 2308
Florida State University School of
Library & Information-iSchool T2
McGraw-Hill Professional 312
San Jose State University-SLIS 2011
Syracuse University iSchool 345
University of Illinois Graduate School of
Library and Information Science T7
Wayne State University 1446

Graphic Novels/Comic Books

ABDO Publishing 1718
Atiz Innovation Inc. 2308
Blue Apple Books 238
Brodart Co. 619, 418, 415
Capstone 2135
Children's Plus Inc. 1216
Diamond Book Distributors 1440
Fitzhenry & Whiteside 436
Globe Pequot Press 446
Hachette Book Group 945
Ingram 611
IPG-Independent Publishers Group 1316
iREAD Summer Reading Program 338
Junior Library Guild 637
Lerner Publishing Group 715
Macmillan 1540
Macmillan Children's Publishing Group 1542
Multi-Cultural Books and Videos 1032
Orca Book Publishers 335
Publishers Group West 340
Quality Books Inc. 823
Rourke Publishing LLC 1311
Seven Stories Press T18
The Library Store Inc. 1931
Tor/Forge Books 1937
Tsai Fong Books Inc. 2234
Unshelved 344
W.W. Norton & Company Inc. 444
Zondervan 526

Jewelry

Search Press 1316
Stop Falling Productions 334

Journals

Alexander Street Press 1618
Atiz Innovation Inc. 2308
CQ Press 1428
D.K. Agencies (P) Ltd. 2238
EBSCO Information Services 1207
Ingram 611
Library Journal/School Library Journal 634
LYRASIS 1234
NewsBank Inc. 2400
OpinionArchives 1131
Oxford University Press 1611
Popular Subscription Service T1
Rowman & Littlefield Publishing Group 2200
SAGE 1428
Scarecrow Press 2200
The Horn Book Inc. 634
Video Librarian 1237
WT Cox Subscriptions 538

Large Print Books

Atiz Innovation Inc. 2308
Bi-Folkal Productions Inc. 146
Brodart Co. 418, 415, 619
Center Point Large Print 1837
Emery-Pratt Company 1834
Gale, Cengage Learning 1804
Hachette Book Group 945
Ingram 611
Inspirational Distributors LLC T20
Random House Large Print Books 428
ReadHowYouWant.com 1017
Scannx LLC 629

Library Cards

BayScan Technologies LLC 1219
D.K. Agencies (P) Ltd. 2238
Dasher Printing Services 2029
Data2 Corporation 108
EnvisionWare 2204
Gaylord Bros. 1631
iTeam Resources Inc. 1706
Showcases 625
The Library Store Inc. 1931
Today's Business Solutions 2211
Vanguard ID Systems 1334
Watson Label Products 536

Library Science Texts

Atiz Innovation Inc. 2308
Fitzhenry & Whiteside 436
Information Today Inc. 1147
Ingram 611
McGraw-Hill Professional 312
Neal-Schuman Publishers Inc. 2423
New Mexico Book Association T15
Rowman & Littlefield Publishing Group 2200
Scarecrow Press 2200

Library Store/Promotional Products

Better Containers 110
In My Book LLC 2035
iREAD Summer Reading Program 338
JanWay Company 815
McGraw-Hill Professional 312
Watson Label Products 536

Literacy

Atiz Innovation Inc. 2308
Better World Books 1213
Black Rabbit Books 2232
B-Logistics 1942
Burgeon Group 1431
Comex Systems Inc. 929
Fitzhenry & Whiteside 436
Globe Pequot Press 446
Indigenous Crafts from Bolivia 1844
iREAD Summer Reading Program 338

Kamishibai for Kids T13
Learning Props LLC 1106
LibraryInsight Inc. 1735
Livemocha 1342
McNeill Designs for Brighter Minds Inc. 2311
National Library of Medicine 1038
OBS Inc. Specialty Vehicles 425
Orca Book Publishers 335
Recorded Books LLC 200
Spoken Arts Inc. 1645
Third Week Books 1106

Magazines

Atiz Innovation Inc. 2308
BookPage 1639
BowTie Press 239
Cobblestone & Cricket 235
D.K. Agencies (P) Ltd. 2238
Information Today Inc. 1147
Ingram 611
Kiki Magazine 244
LexisNexis Library Solutions 1238
mag|box/3Branch Products Inc. 1745
Magazine Subscription Service Agency 1329
NewsBank Inc. 2400
OpinionArchives 1131
Popular Subscription Service T1
Publishers Weekly 1017
Recorded Books LLC 200
Science Press USA Co. 213
The New York Review Books 228
Tsai Fong Books Inc. 2234
Video Librarian 1237
WT Cox Subscriptions 538

Magnetic Stripe Cards

BayScan Technologies LLC 1219
Dasher Printing Services 2029
EnvisionWare 2204
iTeam Resources Inc. 1706
Library Automation Technologies Inc. 2427
Scannx LLC 629
Today's Business Solutions 2211
Vanguard ID Systems 1334
Watson Label Products 536

Media Management

3M Library Systems 204
Bibliotheca 1414
B-Logistics 1942
Book Systems 1634
Chicago One Stop/Browser Display 318
Clear-Vu 1845
D-Tech International LLC, USA 2219
EnvisionWare 2204
Innovative Interfaces Inc. 1411
Mandarin Library Automation Inc. 2217
NewsBank Inc. 2400
Northern Micrographics 934
Public Information Kiosk Inc. 211
Tech Logic 1023
VenMill Industries Inc. 316
Video Librarian 1237

Microfiche

Northern Micrographics 934
ProQuest 1000
Scannx LLC 629
S-T Imaging 1211
The Crowley Company 1144
Today's Business Solutions 2211

Microfilms

Backstage Library Works 1042
NewsBank Inc. 2400
Northern Micrographics 934
Scannx LLC 629
S-T Imaging 1211
The Crowley Company 1144
Today's Business Solutions 2211

Mobile Storage

Biblomodel, SA de CV 2402
Borroughs Corporation 2327
Chicago One Stop/Browser Display 318
Gressco Ltd. 1030
MJ Industries 2134
Montel Inc. 1437
Palmieri Furniture 1814
Spacesaver Corporation 1629
The Library Store Inc. 1931

Moving

Clancy-Cullen Moving and Storage Company T12

Music

Alexander Street Press 1618
BWI 604
Chicago One Stop/Browser Display 318
Freegal Music 1406
Globe Pequot Press 446
IPG - Independent Publishers Group 1316
Kamishibai for Kids T13
Library Ideas LLC 1406
Midwest Tape 1600
Multi-Cultural Books and Videos 1032
OverDrive Inc. 818
Quality Books Inc. 823
Recorded Books LLC 200
RTI-DVD/CD Repair Machines 1830
The Secret Mountain 1316
VenMill Industries Inc. 316

Music Reference

Alexander Street Press 1618
Midwest Tape 1600
Oxford University Press 1611
Rowman & Littlefield Publishing Group 2200
Scarecrow Press 2200

Mystery Books

Atiz Innovation Inc. 2308
Audio Editions Books on Cassette & CD 1037
BookPage 1639
Brodart Co. 619, 418, 415
Children's Plus Inc. 1216
ECW Press 1316
Emery-Pratt Company 1834
Fitzhenry & Whiteside 436
Freading 1406
Galaxy Press LLC 742
Globe Pequot Press 446
Grove/Atlantic Inc. 340
Hachette Book Group 945
Independent Book Publishers Association 1004
Inspirational Distributors LLC T20
IPG-Independent Publishers Group 1316
Junior Library Guild 637
Kensington Publishing 1341
Llewellyn Worldwide Ltd. 1244
Macmillan 1540
Midpoint Trade Books 2041
New Mexico Book Association T15
Oceanview Publishing 1734
Poisoned Pen Press 1104
Publishers Group West 340
Random House Large Print Books 428
Sisters in Crime 947
The New York Review Books 228
Tsai Fong Books Inc. 2234
W.W. Norton & Company Inc. 444

Online Search Services

Atiz Innovation Inc. 2308
AtoZdatabases 1444
BiblioCommons Inc. 1014
Britannica Digital Learning 1336
CLCD LLC 845
D.K. Agencies (P) Ltd. 2238
Information Today Inc. 1147
Innovative Interfaces Inc. 1411
LexisNexis Library Solutions 1238
NewsBank Inc. 2400
OCLC Inc. 800
Oxford University Press 1611

ProQuest 1000
Recorded Books LLC 200
Social Security Administration 2409
Tech Logic 1023

Out-of-Print Books

Atiz Innovation Inc. 2308
Emery-Pratt Company 1834
Ingram 611
Midwest Library Service 829
Northern Micrographics 934

Outreach

Bi-Folkal Productions Inc. 146
B-Logistics 1942
BookLetters LLC 2216
FDA Office of Women's Health 1945
Livemocha 1342
LYRASIS 1234
National Library of Medicine 1038
Third Week Books 1106
Virginia Commonwealth University 220

Paperback Books

Atiz Innovation Inc. 2308
Black Rabbit Books 2232
Brodart Co. 619, 418, 415
Cardinal Publishers Group 1941
Children's Plus Inc. 1216
Emery-Pratt Company 1834
Firefly Books 1137
Fitzhenry & Whiteside 436
Gareth Stevens Publishing 529
Globe Pequot Press 446
HarperCollins Children's Books 423
HarperCollins Publishers 523
Ingram 611
Inspirational Distributors LLC T20
IPG-Independent Publishers Group 1316
Jessica Kingsley Publishers T4
John Wiley & Sons Inc. 1039
Junior Library Guild 637
Kensington Publishing 1341
Llewellyn Worldwide Ltd. 1244
Macmillan Children's Publishing Group 1542
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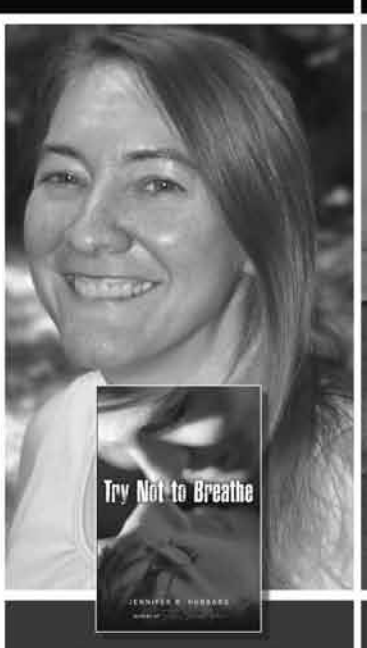
MONICA CARNESI
2:00PM – 3:00PM

FRIDAY, MARCH 16TH



JENNIFER HUBBARD
3:00PM – 4:00PM

MAIRA KALMAN
10:00AM – 11:00AM

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