



There's no place like a  
**LIBRARY**



ANNUAL CONFERENCE • OCT. 10-13

**MICHIGAN  
LIBRARY  
ASSOCIATION**

**DETROIT 2006**



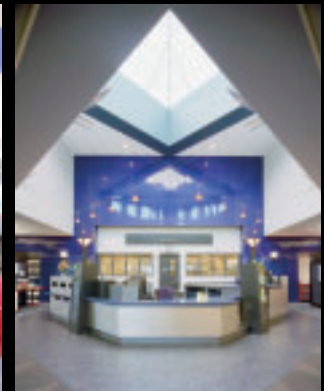
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Library of Michigan

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Library of Michigan, Ex officio

**Jean Tabor**, Canton Public Library

# Welcome to the 2006 MLA Conference



**Leah Black**

President  
Michigan Library Association

**Dear Friends,**

Welcome to the MLA 2006 Annual Conference —  
'There's no place like a library'!

The 2006 conference committee has been hard at work for several months planning a conference that highlights what's great about Detroit and incorporates a fresh approach to some MLA standard conference events. You'll be challenged, enlightened, enriched, and maybe even amused!

What a great opportunity this is going to be to examine how our libraries represent a "place" in our society. Omar Wasow, keynote speaker for Wednesday's opening session, will be sharing insights on today's technologies and how

libraries can be woven into the fabric of life for future generations of library users. Various program sessions will touch on the 'library as place' theme, including sessions on workplace safety, libraries as colorful and exciting community centers, curriculum collections in Michigan colleges and universities, becoming a published author and finding inspiration for creating children's books, "green" design for library buildings, and much, much more.

New this year are programs organized into tracks to make it easier for you to focus on programs in a specific area of interest. Tracks include Access, Advocacy, Collections, Leadership and management, Marketing/Public relations/Fundraising, Patron service, Technology, and 'Library as place'. Although MLA's divisions, roundtables and committees are contributing their usual high quality program sessions, a total of 17 of this year's programs were scheduled through a "call for presentations" to provide library colleagues an opportunity to share their knowledge and expertise.

The Special Events committee has planned an outstanding array of activities designed to highlight Detroit area libraries and attractions, including an pre-conference tour of the Motown Historical Museum followed by a reception at the beautiful Southfield Public Library, the all-conference reception showcasing the Skillman Branch of the Detroit Public Library, and a fun and relaxing Thursday evening auction party with foods representing Detroit's diverse culture and MLA's fabulous live and silent auctions.

Then be sure to stay with us for Friday's final general session featuring Bill Barnes, Gene Ambaum, and 'A funny thing happened on the way to the library'!

All this plus generous amounts of "no conflict" time in the exhibits, poster sessions, the Internet Café, traditional luncheons and plenty of time to network with colleagues and make new friends.

I'm so glad you're here!

Leah Black, President



**Gretchen Couraud**  
Executive Director,  
Michigan Library Association

### Welcome to the 2006 Annual Conference

This year's conference theme, *There's No Place Like a Library*, builds on a grass-roots discussion in the library community of libraries as a unique place in any community. The theme is one we should build into our vocabulary when we are marketing libraries and converting people to become library advocates.

Consider academic libraries. Many now offer 24/7 service. Many have coffee shops for networking and socializing. And all offer a rich array of services, not least of which is the growing demand for information resources through computers, online databases and other technological vehicles. Academic libraries are on the cutting-edge of information and provide a place on campus where students can convene, learn and grow.

Consider public libraries. Public libraries have always served as community centers and destination points. Michigan residents tell us that they are vital to the quality of life, downtown economic development and tourism. They provide forums for public discourse and debate through book clubs and speaker series where people from different walks of life can meet, discuss and learn about wide-ranging topics from fiction, to healthcare, social security and workforce development. They provide opportunities for children to read, learn and grow. It is staggering to consider that more people visit libraries each week than museums and zoos combined.

But what good does it do us if we, in the library community know the value of libraries as place, but don't educate others and get the word out? If our provosts, lobbyists, city managers and city council members don't value what we deliver how will we convince the Legislature?

If we are going to be successful advocates for libraries, we must do a better job of educating our current and potential customers (yes, customers – not just patrons but legislators, administrators, the media, nonusers) about the value of libraries and how we've changed and grown to serve our communities and our customers. We must do a better overall job of collecting data on our customers and how they are using the services we provide and how we are benefiting our communities and institutions.

We have a great story to tell, and this year's conference is just the beginning.

I extend a special thank you to the entire Annual Conference planning committee, subcommittees, and countless volunteers who participated in making this conference possible. Your enthusiasm, commitment to your profession, and involvement in the Michigan Library Association is valued and appreciated. Thanks also to all the Detroit area libraries who lent considerable support and creativity to the conference. And, thank you to our sponsors, exhibitors and partners for their support and participation.

Gretchen Couraud, CAE, CFRE

There's no place like a

# LIBRARY Welcome to Detroit



**Kwame M. Kilpatrick**  
Mayor, City of Detroit



KWAME M. KILPATRICK, MAYOR  
CITY OF DETROIT  
EXECUTIVE OFFICE

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October 10, 2006

Dear Friends:

On behalf of the citizens of Detroit, it gives me great pleasure to extend greetings to everyone attending the Michigan Library Association Conference.

This year's theme "There's no place like a library!" spreads the message of how important our libraries are to our communities. There is absolutely no place like a library, to promote reading in adults and raise our community youth's interest in reading books. It is within our libraries that we are able to tie together historical facts, and present news to develop ideas for the future.

I applaud the Michigan Library Association on its efforts to promote literacy. Your commitment to this great cause will enhance our communities' statewide. Again, welcome to the Michigan Library Association Conference, please accept my best wishes for a successful event and continued success.

Sincerely,

  
Kwame M. Kilpatrick  
Mayor

# 2006 Conference Committee

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**Denise Forro, Chair**  
Michigan State University

**Leah Black, President,**  
Michigan State University

**Michigan Library Association**  
**Gretchen Couraud, Executive Director**  
**Polly Ross, Conference Manager**  
**Gen Allen, Business Manager**  
**Anne Winkel, Administrative Assistant**

**Auction Committee**  
**Pamela Grudzien, Central Michigan University**  
**Eric Suess, Commerce Township Library**

**Audio Visual**  
Ben Sebrovski, Commerce Township Library

**Exhibits**  
**Nancy Colpaert, Monroe County Library System**  
**Sharon Ladenson, Michigan State University**

**Internet Café**  
Marie-Lise Shams, University of Detroit Mercy

**On-site**  
Lisa Robinson, Michigan State University

**Preconference**  
**Julie Garrison, Central Michigan University**  
**Kara Gust, Michigan State University**

**Program**  
**Tammy Turgeon, Suburban Library Cooperative**  
**Cathy Russ, Chelsea District Library**

**Publicity**  
**Trent Smiley, Capital Area District Library**  
**Carol Grund, Capital Area District Library**  
**Pat Peterson, Genesee District Library**  
**Gary Pullano, Herrick District Library**  
**Mary Rzepczynski, Delta Township District Library**  
**Conrad Welsing, Detroit Public Library**

**Special Events**  
**Margaret Auer, University of Detroit Mercy**  
**Shelley Gach, Huntington Woods Library**  
**Phyllis Jose, Novi Public Library**

**Sponsorships**  
**Anne Marie Casey, Central Michigan University**

## PROGRAM COMMITTEE

- **Academic & Research Libraries Division**  
**Kay Granskog, Michigan State University**
- **Access, Collections & Technical Services Roundtable**  
**Susan Pritts, The Library Network**  
**Wen-Ying Lu, Michigan State University**
- **Children's Services Division**  
**Claire Poynter, Orion Township Public Library**  
**Christy Klein, Portage District Library**
- **Information Literacy Roundtable**  
**Sheila Bryant, Michigan State University**
- **Intellectual Freedom Committee**  
**Randy Call, Detroit Public Library**
- **Leadership Academy Committee**  
**Rachel Charette, Capital Area District Library**
- **Library of Michigan**  
**Deb Bacon Ziegler**
- **Library Student Day Committee**  
**Anne Marie Casey, Central Michigan University**  
**Joyce Salisbury, Central Michigan University**
- **Library Technology Division**  
**Ben Sebrovski, Commerce Township Library**
- **Management & Administration Division**  
**Kathy Irwin, University of Michigan Dearborn**  
**Karen Liston, Wayne State University**
- **Marketing & PR Roundtable**  
**Deb Biggs-Thomas, Washtenaw Community Library**
- **Michigan Library Consortium**  
**Ruth Dukelow**
- **Public Library Division**  
**Marla Ehlers, Grand Rapids Public Library**  
**Carmen Rojas, Grand Rapids Public Library**
- **Reference Division**  
**Katie Bell Moore - Ransom District Library**  
**Paula Gauthier, Brandon Township Library**
- **Rural and Small Libraries Roundtable**  
**Ryan Weiber, Otsego County Library**
- **Services to Special Populations Roundtable**  
**Raymond Lennard, Thompson Trust**
- **Support Staff Roundtable**  
**Linda Horn, Troy Public Library**  
**Molly Fleishman, Herrick District Library**
- **Teen Services Division**  
**Anne Heidemann, Canton Public Library**  
**Erin Helmrich, Ann Arbor District Library**
- **Trustees & Advocates Division**  
**John Chambers, Detroit Public Library**  
**Kathy Goetsch, Howell Carnegie District Library**

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### JOB DESK

**Lothar Spang, Wayne State University**

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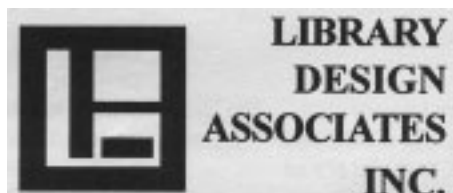
Engineering Architecture Planning Technology

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**Thank you to the MLA**



MLA Auction and Party  
"A Taste of Detroit"



Awards Luncheon



Trustee and Advocates Division Breakfast



Trustee and Advocates Division Breakfast



Library Technology Division Breakfast  
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General Conference Sponsorship





# 2006 Conference Sponsors



Technology Educational Track



Leadership and Management  
Educational Track



Academic Luncheon Co-Sponsor



Central Michigan University Libraries  
Pre-conference Session

Cooperative Directors  
Association

Library as Place Educational Track



OAKLAND  
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COLLEGE

Library Student Breakfast  
Co-Sponsor



Western Michigan University  
University Libraries

Pre-Conference Session

Oakland University  
Library

Library Technology Division  
Breakfast Co-Sponsor



Morning Networking Reception



Academic Luncheon Co-Sponsor



Library Student Breakfast Co-Sponsor



General Conference Sponsorship



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Kickoff Reception Co-Sponsor



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Morning Networking Reception



Michigan Author Award



Library Friends Group  
- Kick off Reception Co-Sponsor



General Conference  
Sponsorship



All Conference  
Reception  
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MICHIGAN LIBRARY  
CONSORTIUM

Access Educational Track

# Michigan Library Association 2006 Awards



**Librarian of the Year: Bettina Meyer** from the Western Michigan University Libraries is known for her ability to blend traditional roles with forward thinking; for focusing on the end user and for embracing new technologies to enhance accessibility. She has been a driving force behind advances in distance education, consortia purchasing, and library cooperation in Michigan and beyond. As one of her support letters stated, "...Bettina is a stand out among her peers. Our library has

benefited from Bettina's local activism, and we value her as a role model and professional neighbor. Her many professional involvements include MLA, MLC, OCLC, ALA, and being one of the founding members of the Collection Development committee of the Michigan Council of Library Deans and Directors.



**Award of Excellence: Wen-ying Lu** from the Michigan State University Libraries has distinguished herself in the world of serial cataloging and was instrumental in MSU attaining CONSER associate status. Lu has been an active participant in MLA Access, Collections, and Technical Services Roundtable, as well as in national organizations such as IUG and NASIG. "Lu defines excellence in serial librarianship. She is bright, gregarious, tireless, and exceptionally cooperative, a joy to work with, and thoroughly deserving of the MLA

Award of Excellence," wrote Leah Black in her nomination letter for this exceptional librarian.



**Loleta D. Fyan Award: Mary Davis** from the Yankee Clipper Branch of the Grand Rapids Public Library system is recognized by her fellow librarians and patrons as an advocate for her community and for the excellence she brings to her collections and programs. Mary embodies the Fyan Award in the way she has transformed youth services in her branch library to be not only welcoming for young children but a destination for local teens. "The exceptional thing about her

programs is that they are often the bellwether program for our system; Mary tries them, tweaks them, and the other librarians then offer them." stated Kayne Ferrier in recommending Mary for this award.



**Trustee of Merit: Barbara Glover** has been a dedicated and hard-working trustee for the Northville District Library and for The Library Network for over 10 years. "She has played a pivotal part in the conception, establishment, development and growth of the Northville District Library," according to Julie Herrin, Northville library director. Barbara has been active in several roles at MLA and was invaluable in the Trustees and Advocates Roundtable's transition to an

MLA division. Barbara's fellow trustees and colleagues have always found her to be "ahead of the game" in understanding technology and services and able to anticipate the public's expectations of libraries.



**Walter H. Kaiser Award: Gail Smith** exemplifies the description of the Kaiser Award in that her energy and ideas have contributed to the improvement of not only her local library, Rawson Memorial Library, but also of neighboring libraries. Her work with the Friends of the Library has resulted in new and innovative programs that have drawn people to the library and to the greater community. Gail has been involved with such fundraisers as "The Annual Great Antique Hunt" and library programs "Writers Workshop" and the "Ravenous Readers Book Club."

Time and again Gail Smith has been a champion for libraries.



**Michigan Author Award: Steve Hamilton** will accept the Michigan Author Award at the luncheon for his series of mystery novels, set in the small town of Paradise, Mich. "A Cold Day in Paradise," Hamilton's first novel, won the Private Eye Writers of America/St. Martin's Press Award for Best First Mystery by an Unpublished Writer. The book was also awarded the prestigious Edgar Allan Poe Award and was a USA Today Bestseller. Hamilton, a Michigan-native and University

of Michigan alumnus, now lives in New York's Hudson Valley with his wife and two children. He currently is employed at IBM, but continues to write. His seventh book, "A Stolen Season," was released Sept. 5. Although Hamilton resides in New York, his novels still revolve around Michigan locales. "No matter where I live now, no matter where I go, I'm still a Michigan boy at heart," Hamilton declared. The Michigan Author Award seeks to recognize a Michigan writer for his or her literary merit. The honor is awarded annually.



## Omar Wasow

Wednesday, October 11

Room: Ambassador 3

*"Today's Technologies: Library of the Next Generation"*

9:00 - 10:30 am

Omar Wasow is pursuing a doctorate in African American studies and political science at Harvard. In addition to his graduate work, Omar is the co-founder and ongoing strategic advisor to BlackPlanet.com and an on-air technology analyst. Under Omar's leadership BlackPlanet.com became the leading site for African Americans, reaching over three million people a month. Omar also works to demystify technology issues through regular TV and radio segments on NBC's Today Show and public radio's Travis Smiley Show.



## Bill Barnes & Gene Ambaum of *Unshelved*

Friday, October 13

Room: Ambassador 3

*"A Funny Thing Happened on the Way to the Library"*

10:30 - 11:30 am

Bill is a native New Yorker who was dragged all around the world by his parents at a very formative age and finally ended up in the wilds of Seattle. He is a trained software designer and very much an untrained cartoonist.



Gene is the pen name of a public librarian from the Seattle area. He loves graphic novels, television shows from his childhood, pina colodas, and getting caught in the rain. He continues to make the mistake of letting Bill write his bios.

# Tuesday, October 10 Pre-Conference and Special Events

## Tuesday, October 10

### Pre conferences and Special Events

#### Pre-Conference Sessions

Continental Breakfast, 7:30 a.m. – 8:00 a.m.

Lunch is not included with these pre conference sessions. You will receive an informational flyer which lists a wide variety of restaurant options (and prices) within the Renaissance Center.

Morning Sessions: 8:00-11:30 a.m.

### Helping Students "Get It:" Designing Effective Library Instruction and Assessment for Generation Y

Room: Duluth A/B

Dr. Jennifer P. Cochran, Director, MA in Education,  
Central Michigan University

Sponsored by: Central Michigan University Libraries

What does it mean to be a "Gen Y," "Millennial," or "Net Gen" student in today's library and college settings? What does it mean for librarians? This pre-conference program is designed to heighten awareness and understanding of today's college students as library users, of what they bring to the instructional event, and what other factors influence instructional planning. The session will focus on applying that knowledge to the design and delivery of instruction in a library setting and on ways to assess the effectiveness of that instruction.

### Preparing, Protecting: Disaster Planning for Your Library

Sponsored by: Western Michigan University Waldo Library

Room: Joliet A/B

Carol Fink, Rare Book Librarian, Library of Michigan

Don't wait until disaster strikes! Through this pre-conference program, participants will gain knowledge of what is needed to be prepared for disaster recovery and understand what is necessary for a working disaster plan. Participants will also learn where to find resources for supplies and experts for disaster recovery efforts.

Afternoon Sessions: 12:30 - 4:00 p.m.

### Prepare, Practice, Present: How to Feel at Ease While Presenting Your Expertise

Room: Duluth A/B

April Callis, Springboard Consulting

Do you cringe when you are asked to give a presentation? Do you wait until the last minute because you aren't sure where or how to begin? This half-day session provides interactive activities and exercises to help you prepare and deliver professional presentations. You will learn to establish credibility with your audience, maximize audience attention and retention, encourage participation, use humor and illustrations in your presentation, end your presentation with control, and leave a lasting impression. You will benefit by gaining confidence and conquering "stage fright" or anxiety, improving your professional image and speaking style, and increasing your confidence, comfort, and control when presenting to any audience. This session will also feature group activities and group feedback.

### Slow Down and Beat Stress

Room: Joliet A/B

Lew Dotterer, Ph.D., Director of Learning and  
Organizational Development, Sparrow Health System  
and private consultant for Lew Dotterer Consulting

In today's world of "hurry up" and "I don't have time," people are experiencing more stress. People are feeling like they are in a "rat race" in the office and at home. Even if you win this race, you are still a rat! There has to be a better solution. In this session, we will look at how to "slow down" and accomplish more. We will look at how to build relationships through listening and asking questions. We will also focus on living in the "present" and getting done with the past. Techniques will be discussed, practiced, and applied to real situations presented by class participants. We will discuss situations, look at alternatives, and have some fun along the way!

## Tuesday, October 10 Special Events

### Motown Historical Museum Tour (Sold Out)

Tuesday, October 10, 2006

pre-registration required

Buses will be parked in the Motor Lobby located on Renaissance Drive -the Valet Entrance to the Marriott Hotel.

Two buses will leave the Marriott Hotel for Motown Museum.

Departure time Bus One: 4:15 p.m.

Departure time Bus Two: 4:45 p.m.

Two Buses will leave the Motown Museum for Southfield Public Library

Departure time Bus One: 5:15/5:30 p.m.

Departure time Bus Two: 5:50/6:00 p.m.

Only One bus will leave the Marriott Hotel and go directly to Southfield Public Library.

Departure time: 5:30 p.m.

The Motown sound is Detroit's sound. The Motown Historical Museum, founded in 1985 by Esther Gordy Edwards, traces the roots of Motown's remarkable story and chronicles its impact on 20th century popular culture and musical styles. The Museum tells the story of Motown, beginning with Berry Gordy, Jr. and a small house in Detroit that he christened, "Hitsville USA", and evolving into a major entertainment enterprise that was among the most diverse and influential in the world. Exhibits include collections of historical photographs, artwork, music, costumes and the original recording studio. Museum is located at 2648 West Grand Boulevard, Detroit. Web address: [www.motownmuseum.com](http://www.motownmuseum.com).

Tours will be provided for the MLA members.



## Welcome to Detroit Kick-Off Reception at Southfield Public Library

(Pre registration required)

Tuesday, October 10, 2006

6:00pm-8:00pm

Sponsored by: Flagstar Bank, Clark Hill, Southfield Public Library & Huntington Woods Public Library Friends Group

The spectacular Southfield Public Library was dedicated in June 2003. The ideas of dynamism, discovery and exploration are an integral part of the interior and exterior design. This living monument to the creative endeavor taking place within its walls features a Floating Boardroom, three story glass tower, fireplaces on every level, Imaginarium Garden, Readers' Tree House, Southfield History Room, two computer training labs, group meeting rooms, Café, Fountain Terrace, Friends Used Book Store, and permanent and traveling art collections and much more. The Library is located at 26300 Evergreen Road in Southfield, Michigan.

Enjoy a "taste of Detroit" with specialties such as Greek Salad, Coney Islands, and Sanders Sundaes. Southfield Public Library staff will be stationed to answer questions and to provide tours of areas such as the space room, readers' garden, floating board room – and, don't miss the Pewabic tile fireplaces.

Buses leave Southfield Public Library at 7:30, 8:00, and 8:30 pm to return to the hotel.



**Michigan Library Association**

### Future Conference Dates and Locations

<b>2007</b>	<b>November 6-9</b>	Lansing Center & Radisson Hotel, Lansing
<b>2008</b>	<b>October 21 – 24</b>	Radisson Plaza Hotel at Kalamazoo Center
<b>2009</b>	<b>November 4 – 7</b>	Lansing Center & Radisson Hotel, Lansing
<b>2010</b>	<b>October 25-29</b>	Grand Traverse Resort, Acme

## The Marketing and Public Relations Roundtable is pleased to announce and congratulate the 23rd Annual Best in Show Award Recipients for 2006.

### "The John C. Rummel – Best of the Best" Farmington Community Library

Winning Entry: "Curious Kids"

*Honorable Mention*  
Ypsilanti District Library  
"Annual Report"

#### Special Programs/Events Promotion

*Small Libraries*  
Suttons Bay – Bingham District Library  
"Library Overdue"

*Honorable Mention*  
Delta Township District Library  
Lansing Community College

*Medium Libraries*  
Grace A. Dow Memorial Library  
"Around the World @ Your Library"

*Honorable Mention*  
Ypsilanti District Library

*Large Libraries*  
Kalamazoo Public Library  
"All Teens Read"

*Honorable Mention*  
Detroit Public Library

#### Newsletter/Calendar

*Small Libraries*  
Otsego District Library  
"Otsego District Library Quarterly Newsletter"

*Honorable Mention*  
Brighton District Library

*Medium Libraries*  
Ypsilanti District Library  
"Latitudes"

*Honorable Mention*  
Orion Township Public Library

*Large Libraries*  
Kent District Library  
"Summer 2006 Program Guides"

*Honorable Mention*  
West Bloomfield Township Public Library

#### Reading Program

*Small Libraries*  
Cedar Springs Public Library  
"Summer Reading Materials"

*Honorable Mention*  
Delta Township District Library

*Medium Libraries*  
Grace A. Dow Memorial Library  
"Summer Reading Materials"

*Large Libraries*  
Farmington Community Library  
"Curious Kids"

*Honorable Mention*  
West Bloomfield Township Public Library

#### Annual Report

*Small Libraries*  
Chelsea District Library  
"I Love My Library Because..."

*Medium Libraries*  
Ypsilanti District Library  
"A Lasting Impression"

*Large Libraries*  
Kent District Library  
"A Day @ KDL"

*Honorable Mention*  
Canton Public Library

#### Services/Policies

*Small Libraries*  
Fred C. Fischer Library (Belleville)  
"Seeds of Knowledge"

*Honorable Mention*  
Iosco-Arenac District Library

*Large Libraries*  
Ann Arbor District Library  
"Brochure in Multiple Languages"

#### Bibliography/Booklist

*Medium Libraries*  
Grace A. Dow Memorial Library  
"Shelf Life"

*Large Libraries*  
Canton Public Library  
"Baby Basics"

# LIBRARY An Overview of Special Conference Events

**Wednesday, October 11, 2006**

## **Library Student Breakfast**

**Room: Duluth A/B**

**Wednesday, October 11, 2006**

**7:30 a.m. - 8:30 a.m.**

*Co-sponsored by Oakland Community College Libraries and the University of Michigan/Dearborn, Mardigan Library*

A great way to start the Library School Student Day at conference! The majority of people who are involved in MLA and regularly attend conference are mid-career or are nearing retirement. It is vital for the profession and the association for students and entry-level librarians to begin to participate in the association and to build their colleague network. MLA is making a special effort to welcome students to the conference and to instill in students a willingness to get involved in their professional association.

## **Library Student Day Wrap-Up Reception**

**Wednesday, October 11, 2006**

**4:45 a.m. - 5:30 p.m.**

**Duluth A/B**

Join fellow students and representatives from the Michigan Library Association to share with us your perceptions and impressions of the day.

## **Trustee Breakfast**

**Wednesday, October 11, 2006**

**7:30 a.m. - 9:00 a.m.**

**Cadillac A/B**

*Sponsored by Bendzinski & Co.; Comerica Bank; Fanning/Howey Associates, Inc.; Law Weathers & Richardson, P.C.; Miller Canfield; Paddock & Stone; Plante & Moran; Trane®.*

Trustees bring a great diversity of experience and expertise to the guidance given to libraries and library directors. This breakfast time provides an opportunity for trustees across the state to share their experiences about the library community, fund raising, and leadership.

## **Michigan Library Association Awards Luncheon**

**Room: Mackinac**

**Wednesday, October 11, 2006**

**11:45 a.m. - 1:45 p.m.**

*Sponsored by Library Design Associates*

Celebrate our own! The luncheon is held to recognize our colleagues or library advocates for their outstanding contributions to the Michigan library community. Those recognized are the best of the best: they are the Librarian of the Year recognized for an outstanding contribution to effective and improved library service; the Walter Kaiser winner for contributing an idea, procedure, concept or adaptation which results in the improvement of a library or libraries; Loleta D. Fyan winner to a librarian who has transformed a routine task or untried idea into an imaginative, creative service; Trustee of Merit is given to focus attention on and give recognition to an outstanding Trustee's contributions to Michigan library service; and the Award of Excellence recognizes a staff member of a Michigan library who has made an outstanding contribution to effective and improved local library service and who assists and promotes libraries in all aspects of his or her work.

## **Celebrate Detroit All Conference Reception at the Skillman Branch Library of the Detroit Public Library**

**Wednesday, October 11, 2006**

**Reception from 6:00 p.m. - 8:00 p.m.**

*Co-Sponsored by the Detroit Public Library Friends*

*Foundation and the Wayne State University Library System*

The newly renovated Rose and Robert Skillman Branch Library is the home to the National Automotive History Collection, the nation's largest public automotive industry archive for writers, journalists, collectors and the general public. The Collection has over one million items, from books to letters, engineering documents to photos and service manuals. An 8' x 77' mural of Detroit's Renaissance overlooks the NAHC Reading Room, completed in 1981 by artist Robin Harber, the illustrations depict the history of Detroit.

The building offers 70,000 square feet of public space, with Rose Auditorium having a capacity of 150-200

guests for downtown events, lectures and book signings. The Branch features a children's library with 12,000 volumes, PC stations, regularly scheduled children's programming, and 36 permanent children's seating stations. The adult reading room has 30 permanent seating stations, 15,000 volumes of material from fiction to non-fiction, reference to "DPL Best Sellers," the most popular books of the month.

The original building opened to the public on January 4, 1932 and closed on March 2, 1998 to prepare for the demolition of the adjacent Hudson Department Store building. The books, collections, and equipment were relocated to an alternate library locations continue access and service to the public. The Skillman Foundation awarded \$5 million to fully restore this branch, the largest single gift ever presented to The Detroit Public Library. Skillman Foundation President, Kari Schlachtenhaufen stated, "To give this renewed facility back to the City at this time will only add to the momentum demonstrated by the vitality and development completely surrounding this historic corner."

The Rose Auditorium will host an Automotive Art exhibit during MLA and tours will be available of the National Automotive History Collection on the second floor of the Skillman Branch Library.

Led by Barbara Martin, archivist in the Detroit Public Library Music and Performing Arts Department's E. Azalia Hackley Collection, the *Library Ladies* vocal group, will provide strolling music. A harpist and the David Flannigan jazz/pop combo will provide background music on the multi-floor building.

A *Fall Festival* strolling stations affair will feature food such as smoked turkey lowwash rolled flat bread with roasted bell pepper, romaine lettuce and provolone cheese; grilled vegetable pesto on European grain batarde bread; beef and cheddar on a mini bun; chicken Santa Fe rolled in flour tortilla phyllo cup; Buffalo chicken wings, Swedish style cocktail meatballs, fresh seasonal fruit platter; assorted cheeses, cracker baskets, and breads; and, of course, a pastry station including cream puffs, éclairs, cannoli, tartlettes, and freshly baked cookies.

# An Overview of Special Conference Events

## Thursday, October 12, 2006

### Academic Librarians Luncheon

**Room: Cabot**

**Thursday, October 12, 2006**

**12:00 noon - 1:45 p.m.**

*Co-Sponsored by the University of Windsor Library and the University of Detroit Mercy Libraries*

"The World is Flat or is It? Dr. Morell Boone, interim Dean, College of Technology at Eastern Michigan University, will explore the thoughts expressed by Thomas L. Friedman in his book *The World is Flat*. Dr. Boone's presentation will be based on an interview he has conducted with Mr. Friedman.

### Children's Services and Teen Services Division's Author Luncheon

**Room: Mackinac**

**Thursday, October 12, 2006**

**12:00 noon - 1:45 p.m.**

Award-winning author **Virginia Euwer Wolff** "grew up in rural Oregon in a log house - with bark left on inside and out. We had no electricity, a massive stone fireplace, grand piano, and tons of books." Wolff has written many critically acclaimed teen novels, including her first, *Probably Still Nick Swansen*, winner of the International Reading Association Award, *Bat Six* and *The Mozart Season*. She was awarded the 1994 **Thumbs Up! Award** by the Michigan Library Association for her novel *Make Lemonade*. Her most recent novel, *True Believer*, won both a **Printz Honor** and **National Book Award for Young People's Literature**. Wolff is hard at work on the third volume in the *Make Lemonade* Trilogy. Wolff's luncheon presentation will be "At a Bend in the Zeitgeist: a Kids' Author Goes Plodding On."

### State Librarian's Excellence Award Luncheon

**Room: Cartier**

**Thursday, October 12, 2006**

**12:00noon - 1:45 p.m.**

Nancy Robertson, State Librarian will speak and present the Excellence Award to the "yet unknown" library.

### University of Michigan Alumni Reception

**Room: Cabot**

**Thursday, October 12, 2006**

**5:00 p.m. - 6:00 p.m.**

All School of Information alumni and friends are invited to the University of Michigan Reception being held in conjunction with the annual MLA Conference. Come mingle with faculty, students, and fellow alumni.

### Wayne State University Alumni Reception

**Room: Cartier**

**Thursday, October 12, 2006**

**5:00 p.m. - 6:00 p.m.**

Alumni, students, practicum supervisors, and friends of the Wayne State University Library and Information Science Program are cordially invited to join us for light refreshments and conversation at our annual alumni reception.

### "Taste of Detroit" Party and "Lions and Tigers and Bears, oh MI!" Annual Silent and Live Auction and Party

**Room: Ambassador Foyer and Ambassador 1**

**Thursday, October 12, 2006**

**Marriott Hotel, 6:00 p.m. - 10:00 p.m.**

*Sponsored by Thomson Gale*

A silent auction, a live auction, a time for conversation with colleagues -- weaved throughout the evening will be music provided by DJ, Daniel Levin, music you can dance to or just sit back and listen to. So, a night of spending money on the auction, enjoying colleagues, and having fun is planned.

In keeping with the Conference theme 'There's no place like a library,' this year's auction will feature another Wizard of Oz-like theme - "Lions and Tigers and Bears, oh MI!" We're looking to have some sports-based prizes as well as a number of other nice weekend getaways and golf vacations. In addition, the call has gone out for a special set of baskets, with the theme 'There's no place like (my community).' These baskets may include a poster which tells about their location and why the baskets represent their community. Several libraries, both public and academic, have indicated they will contribute.

In addition, there will be a game which takes place over the course of the evening. The poor old Wizard of Oz has

been killed. Everyone will receive a clue, and may try to figure out who did the old man in. Your assistance will be necessary! If folks play their cards right, we may even get a confession from the guilty party!

This evening's venue provides another opportunity to celebrate the multiculturalism of the Detroit region through the food that will be available. Whether you enjoy sauerbraten and German potato salad, Italian Minestrone soup and Caesar salad, Greek Spanakopita and chicken kabobs, or Mexican fajitas, it will all be topped off with great assorted French pastries.

## Friday, October 13, 2006

### Library Technology Division Breakfast

**Room: Michaelangelo**

**Friday, October 13, 2006**

**7:30 a.m. - 8:30 a.m.**

*Co-sponsored by ERICDigests.org, Fanning/Howey Associates, Inc., Oakland University Kresge Library, and ProQuest*

The breakfast is an early morning opportunity to network and socialize with your colleagues. Of course, you're there to attend the LTD annual meeting also.

### Michigan Author Award Luncheon

**Room: Ambassador 1**

**Friday, October 13, 2006**

**11:45 a.m. - 1:30 p.m.**

The Michigan Center for the Book, a program of the Library of Michigan, and the Michigan Library Association present the Michigan Author Award annually to recognize a Michigan writer for his or her literary merit.

### Michigan Academic Library Council Luncheon

**Room: Marquette B**

**Friday, October 13, 2006**

**11:45 a.m. - 1:30 p.m.**

The Deans/Directors of the academic libraries in Michigan will break from their planning meeting, sit back, relax, and socialize with one another. In this more tranquil environment members will share their experiences, lessons learned, and unending challenges.

There's no place like a  
**LIBRARY**

# Michigan Library Association Annual Meetings

## Wednesday, October 11

5:00 p.m. – 5:30 p.m.

*Management & Administration Division* ..... Ambassador 3  
*Support Staff Roundtable* ..... Ambassador 1  
*Marketing & Public Relations Roundtable* ..... Marquette A  
*Access, Collections & Technical Services Roundtable* ..... Brule B  
*Trustees and Advocates Division* ..... Cadillac A & B

## Thursday, October 12

5:00 p.m. – 5:30 p.m.

*Rural & Small Libraries Roundtable* ..... Ambassador 3  
*Services to Special Populations Roundtable* ..... Joliet A/B  
*Information Literacy Roundtable* ..... Brule A

## Friday, October 13

7:30 a.m. – 8:30 a.m.

*Library Technology Division Breakfast* ..... Michaelangelo

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# Poster Sessions

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What do  
outcomes  
assessment,  
information  
literacy,  
abolishing  
a library  
department and

a coffee bar have in common? These along with other highly interesting topics will be on display at the Poster Sessions on Wednesday, October 11 in the exhibit hall starting at 11 am. Please stop by and see your colleagues' unique viewpoints on a variety of topics of interest.

## Internet Cafè

The Internet Cafè, located this year in the Ontario Foyer by the Registration area and the Exhibit Hall (Ontario), provides conference attendees and presenters the opportunity to remain connected with work and family.

Hours:

Wednesday October 11, 2006: 8:30 am - 5:30 pm

Thursday October 12, 2006: 8:30 am - 5:30 pm

Friday October 13, 2005: 8:30 am - 11:00 am

Sponsored by: *Innovative Interfaces, Inc.*

MLA gratefully acknowledges:

Library and Information Science Program, Wayne State University  
for donation of laptops

Herrick District Library, Holland, Michigan for donation of printers

Internet Committee Members:

Marie-Lise Shams, Chair

Triza Crittle



## Creating A Community Landmark

As a cornerstone of public life, a library can say a lot about your community. That's why we start each new project with a simple question. Who are you? And then we **listen** — to your **needs, goals, and vision** for the future.

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# Educational Tracks At-A-Glance

	Wednesday, October 11 10:45 a.m -12:00 noon	Wednesday, October 11 2:00 -3:15 p.m.	Wednesday, October 11 3:30 - 4:45 p.m.	Thursday, October 12 8:30-9:45 a.m.
<b>Library As Place</b> <i>Sponsored by: Cooperative Directors Association</i>	<b>Exhibits Open</b>	W-09 Customer Service in Preventing Workplace Violence Part 1 (SSRT) <i>Room: Ambassador 1</i>	W-19 Customer Service in Preventing Workplace Violence Part 2 (SSRT) <i>Room: Ambassador 1</i>	T-10 24 and Counting: Comparison of the 24 Curriculum Collections in Michigan Colleges and Universities (ARLD)/ <i>Room: Cadillac A</i>
	<b>Exhibits Open</b>	W-10 The Good, the Bad and the Silly: A Behind-the-Scenes Tour of the Journey a Book (and its Writer) Makes (CFP)/ <i>Room: Marquette A</i>	W-20 Toto, I Have a Feeling We Are Not in Kansas Anymore (CFP) <i>Room: Marquette B</i>	
<b>Access</b> <i>Sponsored by: Michigan Library Consortium</i>	<b>Exhibits Open</b>	W-01 Technical Services Open Forum (ACTS) <i>Room: Brule B</i>	W-11 Internet & Pornography (IF) <i>Room: Brule A</i>	T-01 Google Scholar, E-journals, and Library Links (MLC/ACTS) <i>Room: Ambassador 1</i>
<b>Advocacy</b> <i>Sponsored by: Karoub Associates</i>	<b>Exhibits Open</b>	W-02 Ask the Lawyer (Trustees) <i>Room: Duluth A &amp; B</i>	W-12 Internal Controls for Fraud and Abuse (Trustees) <i>Room: Duluth A &amp; B</i>	T-02 Lobbying 101 (PPC) <i>Room: Brule B</i>
<b>Collections</b> <i>Sponsored by: Sage Publications</i>	<b>Exhibits Open</b>	W-03 Preservation Administration for Archives and Libraries (LM) <i>Room: Cadillac A</i>	W-13 Fantastic Non-fiction (REF) <i>Ambassador 2</i>	T-03 Michigan in Fiction, Film and Music (CFP) <i>Room: Ambassador 2</i>
<b>Leadership/ Management</b> <i>Sponsored by: Michigan State University Libraries</i>	<b>Exhibits Open</b>	W-04 Home on the Range (MAD) <i>Room: Ambassador 3</i>	W-14 How to Survive the Gunfight at the OK Corral-or Better Yet, Avoid it in the First Place (MAD) <i>Ambassador 3</i>	T-04 LSTA 5-year plans-Evaluation and Plans for the Future pt. 1 (LM) <i>Room: Duluth A &amp; B</i>
	<b>Exhibits Open</b>	W-05 Taking the Leap: Transitioning from Youth to Management (TSD) <i>Room: Cadillac B</i>	W-15 Planning an All Staff Day (CFP) <i>Room: Brule B</i>	T-05 Quirky Qualities: How Our Personalities Affect Our Jobs and Our Colleagues (CFP) <i>Room: Ambassador 3</i>
<b>Marketing/Public Relations/Fundraising</b>	<b>Exhibits Open</b>	W-06 Branding 101 for Libraries (Mktg/PR) <i>Room: Brule A</i>	W-16 Michigan's Smartest Card Campaign (PLFIG) <i>Room: Marquette A</i>	T-06 A+ Partners in Education: Taking Library & School Partnerships to a New Level (CSD/PLD) <i>Room: Marquette A &amp; B</i>
	<b>Exhibits Open</b>			
<b>Patron Service</b>	<b>Exhibits Open</b>	W-07 Copyright Law & Electronic Reference (MLC & Ref) <i>Room: Marquette B</i>	W-17 Taming the Dragon: Power, Conflict and Love with Teenage Boys (TSD) <i>Room: Cadillac A</i>	T-07 Individuals with Disabilities: Focusing on Abilities, pt. 1 (SSP) <i>Room: Joliet A &amp; B</i>
	<b>Exhibits Open</b>			T-08 It's Election Time Again! Gaming and Government Information (CFP) <i>Room: Brule A</i>
<b>Technology</b> <i>Sponsored by: Grand Valley State University Libraries</i>	<b>Exhibits Open</b>	W-08 Top Tech Trends (LTD) <i>Room: Ambassador 2</i>	W-18 RSS Toolkit for "Casting" Hot Content From Your Library (CFP) <i>Room: Cadillac B</i>	T-09 RF I DO! Better Library Collections with RFID Technology (CFP) <i>Room: Cadillac B</i>

Thursday, October 12 10:00 - 11:15 a.m.	Thursday, October 12 11:15 - 12:00 noon	Thursday, October 12 2:00-3:15 p.m.	Thursday, October 12 3:30-4:45 p.m.	Friday, October 13 9:00-10:15 a.m.
T-20 Behind the Scenes of a Children's Book (Conference Committee) Room: Brule A	<b>Exhibits Open</b>	T-30 Workplace Safety Awareness (SSRT) Room: Cadillac B	T-35 Academic Libraries as Place: Who Will We Be Serving and How in the Next 10-20 Years (MALC) Room: Ambassador 1	F-08 It IS Easy Being GREEN: Sustainability for Library Buildings (CFP) Room: Joliet A & B
	<b>Exhibits Open</b>		T-40 Best of the Best 4 (rslat) Room: Ambassador 3	
T-11 Keep it on the Shelf: Diffusing Situations Involving Patron Challenges (IF) Room: Ambassador 3	<b>Exhibits Open</b>	T-21 Michigan eLibrary (MeL): Virtually Yours! (LM) Room: Ambassador 1	T-31 English Matters: English Conversation Groups for Newcomers at Your Library (CFP) Room: Brule B	F-01 What Teens are Really Doing Online and with Technology (TSD) Room: Marquette B
T-12 Combating Tax Capture: Developing A Library Toolbox (PPC) Room: Brule B	<b>Exhibits Open</b>	T-22 Advocacy Communications: How to Launch a Successful Statewide Campaign (PPC) Room: Cadillac A	T-32 Effective Grassroots Lobbying: The Michigan Municipal League Experience (PPC) Room: Cadillac A	F-02 MLA: Effective Advocacy in 2006-07 (PPC) Room: Cadillac A
T-13 Revolutionary Changes in the Out-of-Print Book Market: Buying and Selling on the Internet for Libraries ACTS/LTD Room: Ambassador 2	<b>Exhibits Open</b>	T-23 The Best New Children's Books and How to Use Them in Your Library, pt. 1 (CSD) Room: Marquette A & B	T-33 The Best New Children's Books and How to Use Them in Your Library, pt. 2 (CSD) Room: Marquette A & B	F-03 Buried Treasures (ARLD) Room: Brule B
T-14 LSTA 5-Year Plans- Evaluation and Plans for the Future pt. 2 (LM) Room: Duluth A & B	<b>Exhibits Open</b>	T-24 MLA Membership: Opportunities and Challenges (MC) Room: Brule B	T-34 Before You Recruit: Developing an Effective Volunteer Program (PLD) Room: Ambassador 2	F-04 Transforming Libraries: Leader as Catalyst for Change (Lead. Academy) Room: Cadillac B
	<b>Exhibits Open</b>	T-25 Holding Critical Conversations: A Step-By-Step Tool For Addressing Tough People Issues At Work (CFP) Room: Ambassador 3		
T-15 Cool Connections: Connecting with Your Community (CFP) Room: Ambassador 1	<b>Exhibits Open</b>	T-26 Promoting Research Education in Michigan: In-service Educational Resources (PREMIER) for the New Millenium, pt. 1 (Info Lit)/Room: Brule A	T-36 Promoting Research Education in Michigan: In-service Educational Resources (PREMIER) for the New Millenium, pt. 2 (Info Lit)/Room: Brule A	F-05 Making Your Special Event Special (Mktg/PR) Room: Brule A
T-16 How to Win Friends and Influence Faculty: Cardinal Rules and Other Ideas for Liaison Librarians (CFP) Room: Cadillac B	<b>Exhibits Open</b>			
T-17 Individuals with Disabilities: Focusing on Abilities, pt. 2 (SSP) Room: Joliet A & B	<b>Exhibits Open</b>	T-27 Bi-Fokal Kits: Programming for Seniors Outside the Library (SSP) Room: Duluth A & B	T-37 Celebrating Family History Month: Using Genealogy to Promote Library Services (LM) Room: Duluth A & B	F-06 Have You Served a Patron Who Is Visually Impaired Lately? (LM/SBPH) Room: Duluth A & B
T-18 From Lidda the Elvin Rogue to Mario the Adventuring Plumber: Getting Teens Back into the Library (and keeping them there) (CFP)/Room: Cadillac A	<b>Exhibits Open</b>	T-28 Creating Positive Customer Service Experiences in a Challenging Environment (CFP) Room: Ambassador 2	T-38 ReachOut Reference Service Wayne State University's Librarians on Location at Old Main (CFP)/Room: Joliet A & B	
T-19 Digital Copyright Issues: Library Blogs and Web Sites (LTD/MLC) Room: Marquette A & B	<b>Exhibits Open</b>	T-29 From Tech to Tome: Spanning the Gulf (REF/LTD) Room: Joliet A & B	T-39 Using Multimedia Tutorials to Instruct Via the Internet (CFP) Room: Cadillac B	F-07 Tomorrow's Professionals: Library School Students' Projects (LTD) Room: Marquette A

# Program Descriptions

## Wednesday, October 11

Registration: 7 a.m. – 5 p.m., Ontario Foyer

Membership Table and Job Desk: 8 a.m. – 5 p.m. Ontario Foyer

Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer

Morning Networking Reception: 7 a.m. – 9 a.m.

Exhibits: 10:45 a.m. – 6 p.m., Ontario

### W-01

Room: Brule B

TIME: Wednesday, October 11, 2-3:15 p.m.

TRACK: Access

SPONSORING UNIT: Access, Collections & Technical Services Roundtable

SPONSORED BY: *Michigan Library Consortium*

TITLE: **Technical Services Open Forum**

SPEAKER: NONE

PROGRAM: The program provides a forum for discussion of issues relating to technical services and how they are affected by technology and greater interdependency among library departments. The ACTS Roundtable Board members will facilitate discussion of questions and topics in which the ACTS members are interested. The topics may include but are not limited to the following: monograph acquisitions (print and electronic), serials acquisitions (electronic and print), e-books and MARC records for e-books, MARC records for e-journals, authority control, disaster preparedness, planning for system downtime, serials check-in and binding, shifting journal subscriptions from print to electronic format.

### W-02

Room: Duluth A/B

TIME: Wednesday, October 11, 2-3:15 p.m.

TRACK: Advocacy

SPONSORING UNIT: Trustees and Advocates Division

SPONSORED BY: *Karoub Associates*

TITLE: **Ask the Lawyer**

SPEAKER: Anne Seurnyck, Attorney, Foster, Swift, Collins & Smith, P.C.

PROGRAM: An open Q & A session where an attorney from Foster, Swift, Collins & Smith will attempt to answer any question from attendees on any library or employment law topic.

### W-03

Room: Cadillac A

TIME: Wednesday, October 11, 2-3:15 p.m.

TRACK: Collections

SPONSORING UNIT: Library of Michigan/Archives of Michigan

SPONSORED BY: *Sage Publications*

TITLE: **Preservation Administration for Archives and Libraries**

SPEAKERS: Carol Fink, Rare Books and Preservation Librarian, Library of Michigan; and Mike Harvey, State Archivist, Archives of Michigan.

PROGRAM: Building a collection of archival or library materials involves more than the cost of acquiring the materials and processing them. Preserving those items for future generations to use is considered a necessary component of a comprehensive archive or library program. The speakers will present an overview of collections care, handling, and longevity to those interested in establishing a preservation program. They will review strategies such as proper environmental control, conservation, appropriate duplication methods and disaster preparedness, among other issues. The focus will be on paper and photographic collections, though questions or concerns about non-paper collections are welcome.

### W-04

Room: Ambassador 3

TIME: Wednesday, October 11, 2-3:15 p.m.

TRACK: Leadership/Management

SPONSORING UNIT: Management & Administration Division

SPONSORED BY: *Michigan State University Libraries*

TITLE: **Home on the Range: Coaching Employees for Improved Work Performance**

SPEAKER: Charlaune Ezell, The Extra Edge

PROGRAM: Any organization interested in delivering good service and quality goods needs competent employees. Good employees need training, good role models and plenty of coaching in order to get the job done. Learn some lessons from the Old West on how to coach staff so they deliver the kind of performance you want. This workshop develops a supervisor's skill at being a coach so that desirable employee behaviors are recognized and rewarded and poor employee behaviors are reduced.

### W-05

Room: Cadillac B

TIME: Wednesday, October 11, 2-3:15 p.m.

TRACK: Leadership and Management

SPONSORING UNIT: Teen Services Division

TITLE: **Taking the Leap: Transitioning from Youth to Management**

SPEAKERS: Eva Davis, Branch Services Manager, Ann Arbor District Library; Karrie Waarala, Director of Auburn Hills Public Library; Anne Heidemann, Children's Department Head, Canton Public Library

PROGRAM: You already know how hard being a youth librarian is - but are you ready to be a manager? The answer is yes! Learn from a panel of former youth librarians who have made the leap to management - they will share advice, experiences, challenges and successes.

### W-06

Room: Brule A

TIME: Wednesday, October 11, 2-3:15 p.m.

TRACK: Marketing/Public Relations/Fundraising

SPONSORING UNIT: Marketing and Public Relations Roundtable

TITLE: **Branding 101 for Libraries**

SPEAKER: Christina Pattyn, Vice President of Marketing, Pangborn Design.

PROGRAM: Christina Pattyn has more than 19 years of experience managing marketing and design strategies for a Fortune 500 clientele. During her tenure with Pangborn Design, she has successfully worked with many global corporations on a number of endeavors, including branding, consumer marketing, annual reports, internal communications and packaging. Her clients include the Procter & Gamble Company, Blue Cross Blue Shield of Michigan, Detroit Science Center and Pfizer. She also worked on projects for library systems which include the Detroit Public Library, Genesee District Library and Capital Area Library District.

PROGRAM: This session will discuss the basics of developing a brand for your library and why that's important. Topics covered will include: defining branding, building, renewing and sustaining your brand; how you can use branding to strengthen your library system; making (the five) sense out of branding; must have design principles to manage your brand; use of a branding checklist before starting any project; and branding successes and mistakes.

# Program Descriptions

There's no place like a  
**LIBRARY**

## Wednesday, October 11

Registration: 7 a.m. – 5 p.m., Ontario Foyer

Membership Table and Job Desk: 8 a.m. – 5 p.m. Ontario Foyer

Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer

Morning Networking Reception: 7 a.m. – 9 a.m.

Exhibits: 10:45 a.m. – 6 p.m., Ontario

### W-07

Room: Marquette B

TIME: Wednesday, October 11, 2-3:15 p.m.

TRACK: Patron Service

SPONSORING UNIT: Michigan Library Consortium/  
Reference Division

TITLE: **Copyright Law & Electronic Reference**

SPEAKER: Ruth Dukelow, Associate Director, Michigan Library Consortium

PROGRAM: Libraries offering reference services in any electronic format – email, IM, web forms, virtual reference software (QuestionPoint, tutor.com) – need to be aware of copyright issues arising from electronic reference transactions. This session will cover situations where libraries could be liable for copyright infringement in the provision of electronic reference services.

### W-08

Room: Ambassador 2

TIME: Wednesday, October 11, 2-3:15 p.m.

TRACK: Technology

SPONSORING UNIT: Library Technology Division

SPONSORED BY: *Grand Valley State University Libraries*

TITLE: **Top Tech Trends**

SPEAKER: Sheryl Cormicle Knox, Technology Director, Capital Area District Library

PROGRAM: Top trends in technology and how they affect libraries—Among the bleeding edge inventions, what holds promise? As more and more libraries adopt them, how are yesterday's innovations panning out? What trends in the consumer market are going to have an effect on our collections and services? Come hear one person's educated guesses and share your perceptions.

### W-09

Room: Ambassador 1

TIME: Wednesday, October 11, 2-3:15 p.m.

TRACK: Library as Place

SPONSORING UNIT: Support Staff Roundtable

SPONSORED BY: *Cooperative Directors Association*

TITLE: **Customer Service in Preventing Workplace Violence (Part 1)**

SPEAKER: Dr. Isaiah McKinnon, former Chief of Police for the City of Detroit; Associate Professor at the University of Detroit-Mercy

PROGRAM: From his growing-up years in the austere world of Detroit's Brewster Projects, to his outstanding tenure as that city's long-serving Chief of Police, "Ike" McKinnon draws upon his often hard-nosed life experiences with an effervescent mix of humor and optimism, to teach others how to unlock the hidden potential and unwavering resilience that lie deep within each of us. His two-hour presentation imparts the message that good customer service in libraries is very important and is just as important as the manner in which we handle ourselves in the presence of all people, like co-workers and the public we serve, to prevent workplace violence. After the presentation, there will be a book signing. "In the Line of Duty" and "North Between the Houses" are just a couple of the books he's written.

### W-10

Room: Marquette A

TIME: Wednesday, October 11, 2-3:15 p.m.

TRACK: Library As Place

SPONSORING UNIT: Call for Presentations

TITLE: **The Good, the Bad, and the Silly: A Behind-the-Scenes Tour of the Journey A Book (and its writer) Makes from the Notorious Slush-pile to Publication**

SPEAKER: Shutta Crum is an award-winning writer of books for children and poetry for adults, as well as a storyteller and a retired youth librarian who was awarded the Michigan Library Association's Award of Merit in 2002.

PROGRAM: Noted children's book writer, Shutta Crum, will highlight points of interest along the difficult, but often hilarious, route out of "Slushville" and into print. Shutta has worked with seven editors at five publishing houses and is the perfect guide for eye-opening detours through a writer's everyday countryside that covers working with agents, the "Oh, geesh! Not again!" revision process, working with editors, working with illustrators, getting reviewed, marketing, and finding the perfect fan. Uncover the secret world of the books we loan to our patrons: discover how a book makes it to market, and what writers for young readers are up against today. And for those attendees interested in someday journeying down that road, directions (handouts) will be supplied.

## Michigan Library Association 2006 Conference Special Events Wednesday, October 11, 2006

### Library Student Breakfast

Room: Duluth A/B

7:30 a.m. - 8:30 a.m.

*Co-sponsored by: Oakland Community College  
and the University of Michigan/Dearborn, Mardigian Library*

### Trustees and Advocates Division Breakfast

Room: Cadillac A/B

7:30 am - 9:00 am

*Sponsored by: Bendzinski & Co., Comerica Bank;  
Fanning/Howey Associates, Inc.;  
Law Weathers & Richardson, P.C.; Miller Canfield;  
Paddock & Stone; Plante & Moran; Trane®.*

### MLA Annual Meeting and Keynote Address: Omar Wasow, "Today's Technologies: Library of the Next Generation"

Room: Ambassador 3

9 am - 10:30 am

### Exhibits Grand Opening

Room: Ontario

10:45 am - 12 noon

### Awards Luncheon

Room: Mackinaw

11:45 am - 1:45 pm

*Sponsored by: Library Design Associates*

### Student Day Wrap Up Reception

Room: Duluth A/B

4:45 p.m. - 5:30 p.m.

### Celebrate Detroit All Conference Reception at the Skillman Branch Library of the Detroit Public Library

Reception from 6:00 pm - 8:00 pm

*Co-Sponsored by: Detroit Public Library Friends Foundation  
and the Wayne State University Library System*

# LIBRARY Program Descriptions

## Wednesday, October 11

Registration: 7 a.m. – 5 p.m., Ontario Foyer

Membership Table and Job Desk: 8 a.m. – 5 p.m. Ontario Foyer

Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer

Morning Networking Reception: 7 a.m. – 9 a.m.

Exhibits: 10:45 a.m. – 6 p.m., Ontario

### W-11

Room: Brule A

TIME: Wednesday, October 11, 3:30-4:45 p.m.

TRACK: Access

SPONSORING UNIT: Intellectual Freedom Committee

SPONSORED BY: *Michigan Library Association*

TITLE: **Internet and Pornography**

SPEAKERS: Anne Seuryneck, Attorney, Foster, Swift, Collins & Smith, P.C.; Cliff Haka, Director of Libraries, Michigan State University; Larry Neal, Director, Clinton-Macomb Public Library

PROGRAM: All you ever wanted to know about coping with the Internet and accessible pornography in the library! Although legal for adults and illegal for children, screen displays are often offensive to other patrons. Learn how to protect the first amendment rights of your computer users, while offending other library patrons as little as possible. Find out about Internet policies and procedures, and staff training in public and academic libraries.

### W-12

Room: Duluth A/B

TIME: Wednesday, October 11, 3:30-4:45 p.m.

TRACK: Advocacy

SPONSORING UNIT: Trustees and Advocates Division

SPONSORED BY: *Karoub Associates*

TITLE: **Internal Controls for Fraud and Abuse**

SPEAKER: Kris Cusumano, Plante & Moran, PLLC

PROGRAM: The program will provide an introduction to Fraud Triangle and how to apply this concept in your library. We will highlight controls over cash receipts, cash disbursements payroll and fixed assets. Also, we will identify what policies should be in place with regards to handling cash in the library; as well as policies and controls with regards to authorization of disbursements and payment of bills. At the conclusion of the program, you will be better prepared to protect against the potential of financial fraud.

### W-13

Room: Ambassador 2

TIME: Wednesday, October 11, 3:30-4:45 p.m.

TRACK: Collections

SPONSORING UNIT: Reference Division

SPONSORED BY: *Sage Publications*

TITLE: **Fantastic Non-Fiction**

SPEAKERS: Katie Bell Moore, Director, Ransom District Library; Darlene Johnson-Bignotti, Librarian, Oakland Community College (Royal Oak Campus); Marika Zemke, Adult Services Librarian, West Bloomfield

Township Public Library

PROGRAM: You've heard of Fantastic Fiction, hear comes Fantastic Non-Fiction! Not everyone reads fiction. Sharpen your reader's advisory skills with this reliable recommendations of the best titles in biography, history, and "non-fiction that reads like fiction". Head back to your reference desk with great suggestions to satisfy your toughest non-fiction patrons.

### W-14

Room: Ambassador 3

TIME: Wednesday, October 11, 3:30-4:45 p.m.

TRACK: Leadership and Management

SPONSORING UNIT: Management and Administration Division

SPONSORED BY: *Michigan State University Libraries*

TITLE: **How to Survive the Gunfight at the OK Corral—or Better Yet, Avoid It in the First Place**

SPEAKER: Wanda K. Joseph, Creative Conflict Resolution. A trained mediator since 1994.

PROGRAM: Conflict in the library can be the undoing of the OK Corral or it can signal an opportunity for improving life at the working ranch. Dueling employees can zap the life out of your one horse town unless you turn their energy around. Dealing with the aftermath of a gunfight can be one of the manager's biggest challenges. Repairing the harm for the walking wounded means addressing the root causes of the battle. Conflict resolution is the process of resolving a dispute, by providing for each side's needs, and adequately addressing their interests so that they are satisfied with the outcome. Conflict resolution aims to end conflicts before they start or lead to destructive fighting. And sometimes it means sending the gunslinger onto the next town. This conflict resolution session will give us a framework for understanding and even appreciating conflict. With practice sessions, we'll have a chance to enhance our skills for managing difficult employees and for creating a climate where respectful communication is the expected practice.

### W-15

Room: Brule B

TIME: Wednesday, October 11, 3:30 – 4:45 p.m.

TRACK: Leadership and Management

SPONSORING UNIT: Call for Presentations

TITLE: **Planning an All Staff Day**

SPEAKER: Brian Mortimore, Human Resources Director, Kent District Library.

PROGRAM: Library staff work tirelessly day in and day out to provide the information and services that patrons

need, but what about the needs of the staff? Have you ever wondered what it would be like to set aside a day for staff development? Kent District Library plans an annual event at which staff members are provided dedicated time for professional growth and development. Participants of this program will learn the "ins" and "outs" of planning such a day—and doing it on a budget! Programming and educational topics presented over the previous years will be provided as outlines, enabling attendees to leave prepared for the logistics of planning such a day and the knowledge of types of topics that may be most helpful in providing staff this learning opportunity. It is a time for staff to relate with one another away from the branches in an environment that is conducive to building staff morale, enjoying the company of co-workers and making learning fun!

### W-16

Room: Marquette A

TIME: Wednesday, October 11, 3:30-4:45 p.m.

TRACK: Marketing/Public Relations/Fundraising

SPONSORING UNIT:

SPONSORED BY: *Public Library Funding Initiative Group*

TITLE: **Michigan's Smartest Card Campaign**

SPEAKER: Polly Koenigsknecht, Print Communications

PROGRAM: Polly will give a brief overview of the Smartest Card campaign; 3-4 representatives from pilot libraries will discuss their experiences with the campaign.

### W-17

Room: Cadillac A

TIME: Wednesday, October 11, 3:30-4:45 p.m.

TRACK: Patron Service

SPONSORING UNIT: Teen Services Division

TITLE: **Taming the Dragon: Power, Conflict and Love and Teenage Boys**

SPEAKER: Ted Braude, Health Psychologist

PROGRAM: Teenage boys can drive you crazy! Raging hormones, exploding emotions, reckless behavior, and alienated withdrawal. Like dragons, they can be dangerous whether they're awake or asleep. Do you know what the quiet ones are up to? Come to this impactful presentation and receive the weapons of knowledge and skill that'll enable you to tame the dragon, learn skills to deal with these dragons after school, at the desk or in a program!

# Program Descriptions

There's no place like a  
**LIBRARY**

## Wednesday, October 11

Registration: 7 a.m. – 5 p.m., Ontario Foyer

Membership Table and Job Desk: 8 a.m. – 5 p.m. Ontario Foyer

Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer

Morning Networking Reception: 7 a.m. – 9 a.m.

Exhibits: 10:45 a.m. – 6 p.m., Ontario

### W-18

Room: Cadillac B

TIME: Wednesday, October 11, 3:30 – 4:45 p.m.

TRACK: Technology

SPONSORING UNIT: Call for Presentations

SPONSORED BY: *Grand Valley State University Libraries*

TITLE: **RSS Toolkit for 'Casting' Hot Content From Your Library**

SPEAKER: Michael Samson, Public Services Librarian, Wayne State University Law School Library

PROGRAM: Using RSS feeds (XML technology) to aggregate (receive) and syndicate (distribute) news, podcasts, and videocasts is one of the hottest new ways libraries can capitalize on the Web 2.0 for promoting their resources and services. Informing patrons in real-time about premium level content and indispensable information that can be found on the Internet and is also readily available in your library is quite easy once you start using the RSS toolkit. Librarians and staff in all libraries will be able to use this toolkit to implement a variety of Internet web services in order to create real-time distribution channels for 'scraping' the web and 'piping' hot content from their catalogs and web sites. This session will also introduce the audience to the WSU Arthur Neef Law Library approach to 'casting' hot content to its law faculty, law students, and law staff and a step-by-step overview of casting hardware, software and server account set-up followed by a live casting demo will end the session.

### W-19

Room: Ambassador 1

TIME: Wednesday, October 11, 3:30-4:45 p.m.

TRACK: Library as Place

SPONSORING UNIT: Support Staff Roundtable

SPONSORED BY: *Cooperative Directors Association*

TITLE: **Customer Service in Preventing Workplace Violence (Part 2)**

SPEAKER: Dr. Isaiah McKinnon, former Chief of Police for the City of Detroit; Associate Professor at the University of Detroit-Mercy

PROGRAM: From his growing-up years in the austere world of Detroit's Brewster Projects, to his outstanding tenure as that city's long-serving Chief of Police, "Ike"

McKinnon draws upon his often hard-nosed life experiences with an effervescent mix of humor and optimism, to teach others how to unlock the hidden potential and unwavering resilience that lie deep within each of us. His two-hour presentation imparts the message that good customer service in libraries is very important and is just as important as the manner in which we handle ourselves in the presence of all people, like co-workers and the public we serve, to prevent workplace violence. After the presentation, there will be a book signing. "In the Line of Duty" and "North Between the Houses" are just a couple of the books he's written.

### W-20

Room: Marquette B

TIME: Wednesday, October 11, 3:30-4:45pm

TRACK: Library As Place

SPONSORING UNIT: Call for Presentations

TITLE: **"Toto, I Have a Feeling We Are Not In Kansas Anymore!"**

SPEAKERS: Bambi Mansfield-Sanderson, Director, Crawford County Library System; Anna Biernat, Program Director, Crawford County Library System; Jennifer Dean, Director, Northland Library Cooperative.

PROGRAM: Hold on to your ruby red shoes...for this session will be a tornado of information and ideas that will help all libraries to become the "Emerald City" of their own community. Join us as we show you how to change the dreary gray perceptions and stereotypes of libraries into a colorful world of excitement and enthusiasm. Attendees will be invited to peek into the minds of two crazy and creative women who have rejected doing things as they have been done in the past and have instead "Followed the Yellow Brick Road" to make their library system the Land of OZ... Warning: This session is not for those of you who are content with your library system the way that it is today, are comfortable in what you currently do, and are unwilling to consider change...

## Michigan Library Association 2006 Conference Special Events Thursday, October 12, 2006

### Academic Librarians Luncheon

Room: Cabot

12:00 noon - 1:45 pm

*Co-Sponsored by the University of Windsor Library and the University of Detroit Mercy Libraries*

### Children's and Teen Services Division's Author Luncheon

Room: Mackinac

12:00 noon - 1:45 pm

### State Librarian's Excellence Award Luncheon

Room: Cartier

12:00 noon - 1:45 pm

### University of Michigan Alumni Reception

Room: Cabot

5:00 pm - 6:00 pm

### Wayne State University Alumni Reception

Room: Cartier

5:00 pm - 6:00 pm

### "Taste of Detroit" and "Lions and Tigers and Bears, oh MI!" Annual Silent and Live Auction

Room: Ambassador Foyer and Ambassador 1  
Marriott Hotel, 6:00-10:00pm

*Sponsored by Thomson Gale*

# Program Descriptions

## Thursday, October 12

Registration: 7 a.m. – 5 p.m., Ontario Foyer

Membership Table and Job Desk: 8 a.m. – 5 p.m. Ontario Foyer

Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer

Morning Networking Reception: 7 a.m. – 9 a.m.

Exhibits: 10:45 a.m. – 6 p.m., Ontario

### T-01

Room: Ambassador 1

TIME: Thursday, October 12, 8:30-9:45 a.m.

TRACK: Access

SPONSORING UNIT: Michigan Library Consortium/  
Access, Collections and Technical  
Services Roundtable

SPONSORED BY: Michigan Library Consortium

TITLE: **Google Scholar, E-Journals, and Library Links**

SPEAKERS: JR Jenkins, Group Product Manager, Serials  
Solutions; John Rutherford, Wayne State University;  
Martha Spicuzza, Mossey Library, Hillsdale College

PROGRAM: Google Scholar can help patrons access your  
library's resources. Using your library's link resolver,  
Google Scholar can help your patrons locate scholarly lit-  
erature within your library's electronic journal resources.  
Google Scholar can also direct your patrons to materials  
in your print collection. Program panelists include  
Michigan academic librarians who will discuss their expe-  
riences with Google Scholar and their recommendations  
to other libraries. A representative from Serials Solutions  
will present information on Article Linker's upcoming  
feature to compile Google Scholar usage statistics.

### T-02

Room: Brule B

TIME: Thursday, October 12, 8:30-9:45 a.m.

TRACK: Advocacy

SPONSORING UNIT: Public Policy Committee

SPONSORED BY: Karoub Associates

TITLE: **Lobbying 101**

SPEAKER: Erin Skene, Michigan Public Policy Initiative  
Director, Michigan Nonprofit Association

PROGRAM: This interactive workshop is designed to help  
busy professionals learn how to use simple, effective  
techniques to advocate for their organizations.  
Participants will learn basic advocacy techniques and  
how to develop grassroots networks.

### T-03

Room: Ambassador 2

TIME: Thursday, October 12, 8:30-9:45 a.m.

TRACK: Collections

SPONSORING UNIT: Call for Presentations

SPONSORED BY: Sage Publications

TITLE: **Michigan in Fiction, Film and Music**

SPEAKERS: Randy Riley, Special Collections Manager,  
Library of Michigan; Melissa Barnard, Director, Grace A.  
Dow Memorial Library; Richard Douglas, Manager, Video  
To Go, Lansing, MI.

PROGRAM: What do Motown, Elmore Leonard and "Road  
to Perdition" all have in common? This session will be  
an informal discussion of books, movies and music that  
have strong connections to Michigan. The discussion will  
highlight several works of fiction written by Michigan  
authors or set in Michigan, movies with Michigan settings  
and music made/produced by musicians in Michigan.  
Attendees will receive strong recommendations from the  
presenters concerning what's good and what's not so  
good in the area of Michigan film, music and books.

### T-04

Room: Duluth A/B

TIME: Thursday, October 12, 8:30-9:45 a.m.

TRACK: Leadership and Management

SPONSORING UNIT: Library of Michigan

SPONSORED BY: Michigan State University Libraries

TITLE: **LSTA 5 Year Plans - Evaluation and Plans  
for the Future (Part 1)**

SPEAKERS: Karren Reish, Library Grants Coordinator,  
Library of Michigan; Sheryl Mase, Director of Statewide  
Services, Library of Michigan

PROGRAM: Let us know what you think! Join the Library  
of Michigan for a focus group discussion on how the LSTA  
program and current 5 Year Plan have been implement-  
ed and what direction the Michigan library community  
should go in for the next 5 Year Plan. The current 5 Year  
Plan is from 1997 to 2002 and we need to evaluate our  
progress and programs. We also need to plan where we  
want to go for the upcoming 2003-2008 5 Year Plan for  
LSTA funds in Michigan.

### T-05

Room: Ambassador 3

TIME: Thursday, October 12, 8:30-9:45am

TRACK: Leadership and Management

SPONSORING UNIT: Call for Presentations

TITLE: **Quirky Qualities: How Our Personalities  
Affect Our Jobs and Our Colleagues**

SPEAKERS: Paula Storm, Science/Technology Librarian,  
Eastern Michigan University; Susann deVries, Education  
Librarian, Eastern Michigan University

PROGRAM: Working with colleagues adds a fascinating  
and challenging component to any job. We have all  
worked with the: locomotive, perfectionist, not-my-job-  
ber, rumormonger, sacrificer and/or pessimist. Team  
environments in a library require use of communication  
skills, but what happens when they hear what you are  
saying, but are not actually listening? This session will  
enhance how you interact with different personality  
types without jeopardizing your sanity. In this session  
the presenters will explain the background of personali-  
ty theory, encourage the audience to examine their own  
personalities using various exercises, and, using skits,  
demonstrate sample personality traits and coping mech-  
anisms.

### T-06

Room: Marquette A/B

TIME: Thursday, October 12, 8:30-9:45 a.m.

TRACK: Marketing/Public Relations/Fundraising

SPONSORING UNIT: Children's Services Division/Public  
Library Division

TITLE: **A+ Partners in Education: Taking Library  
and School Partnerships to a New Level**

SPEAKERS: Carol Fritts, Howard County Public Schools;  
Rita Snyder, Howard County Library

PROGRAM: The panel will share their experiences in set-  
ting up a very successful partnership between Howard  
County Library and Howard County Public Schools. They  
will explain the steps involved and the staff needed to  
get a formal partnership with schools started. Learn to  
use the resources you have now to establish a mutually  
beneficial and structured program with your local  
schools.



# Program Descriptions

## Thursday, October 12

Registration: 7 a.m. – 5 p.m., Ontario Foyer

Membership Table and Job Desk: 8 a.m. – 5 p.m. Ontario Foyer

Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer

Morning Networking Reception: 7 a.m. – 9 a.m.

Exhibits: 10:45 a.m. – 6 p.m., Ontario

### T-07

Room: Joliet A/B

TIME: Thursday, October 12, 8:30-9:45 a.m.

TRACK: Patron Service

SPONSORING UNIT: Services to Special Populations Roundtable/Women's National Book Association, Detroit Chapter

TITLE: **Individuals with Disabilities: Focusing on Abilities (Pt.1)**

SPEAKERS: Terry L. Howard, Coordinator, Leadership and Economic Independence Program; Gregory W. Ulferts, Professor, College of Business Administration, University of Detroit Mercy; Maria Cebreco, President, Cebreco Consulting

PROGRAM: We invite participants to tackle the issues surrounding the facts and myths regarding individuals with disabilities. This workshop will help to increase your understanding of how to effectively serve people with disabilities. Topics include understanding the legal requirements under the ADA; enhancing strategies for meeting the needs of diverse cultures; learning practical skills in providing accommodations; creating an inclusive environment; evaluating implementation efforts and results; and identifying effective outreach strategies in recruitment and retention of employees with disabilities. Get all this information and more from a roundtable panel that can give you personal stories and answer those hard to ask questions. The discussion and research based information on diverse populations with disabilities will leave participants with useful workable strategies that will start their journey to meeting the needs of diverse people with disabilities.

### T-08

Room: Brule A

TIME: Thursday, October 12, 8:30-9:45 a.m.

TRACK: Patron Service

SPONSORING UNIT: Call for Presentations

TITLE: **It's Election Time Again! Gaming and Government Information!**

SPEAKERS: Anne L. Cottongim, Public Services Librarian, Arthur Neef Law Library, Wayne State University; Monique Andrews, Public Services Librarian, Wayne State University; Cynthia Krolikowski, Librarian III, Wayne State University

PROGRAM: This program will showcase the efforts of three local librarians who created a game related to how to find political science, government, and legal resources. We are planning for an interactive group session where the audience participates in trying to find relevant resources through solving an intricate but fun puzzle. We will then show the audience how to create such games for their own subject areas. Research shows that the millennials do not want to learn library resources through the traditional tour and lecture methods. Our own experience establishes that no matter who your patrons are, faculty, students, or members of the public, finding government and legal related information can be a tedious and time consuming task. Gaming is a part of most children's lives so we decided to bring the lessons of American government into a puzzle related game. Let's play!

### T-09

Room: Cadillac B

TIME: Thursday, October 12, 8:30-9:45 a.m.

TRACK: Technology

SPONSORING UNIT: Call for Presentations

SPONSORED BY: *Grand Valley State University Libraries*

TITLE: **RF I DO! Better Library Collections With RFID Technology**

SPEAKERS: Mary A. Kelly, Reference Librarian, Salem-South Lyon District Library; Derek Engi, Network Administrator, Salem-South Lyon District Library.

PROGRAM: RFID technology has much more to offer librarians beyond collection security and self check-out. This presentation will explain the potential to make a collection better by gathering real-time data using an RFID system. It will also describe how to use RFID technology to weed collections more effectively and to monitor library usage beyond circulation. There will be a demonstration of some of the data gathering performed at the Salem-South Lyon District Library with the use of the Checkpoint system inventory wand. Libraries currently using an RFID system will gain new insight to its capabilities, and those considering RFID technology will be amazed at its usefulness and versatility in the area of collection management.

### T-10

Room: Cadillac A

TIME: Thursday, October 12, 8:30-9:45 a.m.

TRACK: Library As Place

SPONSORING UNIT: Academic and Research Libraries Division

SPONSORED BY: *Cooperative Directors Association*

TITLE: **24 and Counting: A Comparison of the 24 Curriculum Collections in Michigan Colleges and Universities**

SPEAKER: Rita Kohrman, Education Resources Librarian, Grand Valley State University

PROGRAM: There are currently 22 curriculum resource centers (CRCs) supporting education faculty and students in the Michigan academic institutions. Two are very close to opening. These unique centers hold education materials of all formats useful to education students in learning about textbooks, how to use hands-on materials, how to evaluate education software, even planning actual lessons for classes or student teaching. Michigan CRCs vary in sizes from bookcase size to over 9,700 square feet. With the decreasing academic budgets, many of the CRCs are facing difficulties, one forcing to close. Meanwhile, there are education librarians and departments dreaming of having such a collection for their students. In 2003, ACRL recognized the importance of CRCs by releasing standards and guidelines for these collections. Learn the state of the CRCs and how the librarians and paraprofessionals work with their patrons.

### T-11

Room: Ambassador 3

TIME: Thursday, October 12, 10-11:15 a.m.

TRACK: Access

SPONSORING UNIT: Intellectual Freedom Committee

SPONSORED BY: *Michigan Library Consortium*

TITLE: **Keep It on the Shelf: Diffusing Situations Involving Patron Challenges**

SPEAKERS: Susan Gilmore, Library Media Specialist, Airport High School; Monica Harris, Head of Youth Services, Marshall District Library; Connie Ilmer, Head of Youth Services, Baldwin Public Library

PROGRAM: The old saying that "an ounce of prevention is worth a pound of cure" is true. This session will showcase practical advice, procedures, and techniques to help library staff deal with a patron at the public service desk challenging material in the collection as inappropriate. Attendees will leave with tips and strategies for coping with patrons, challenges, and handling sensitive censorship situations.

# LIBRARY Program Descriptions

## Thursday, October 12

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Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer

Morning Networking Reception: 7 a.m. – 9 a.m.

Exhibits: 10:45 a.m. – 6 p.m., Ontario

### T-12

Room: Brule B

TIME: Thursday, October 12, 10-11:15 a.m.

TRACK: Advocacy

SPONSORING UNIT: Public Policy Committee

SPONSORED BY: *Karoub Associates*

TITLE: **Combating Tax Capture: A Library Toolbox**

SPEAKERS: Josie Parker, Director, Ann Arbor District Library; Gail Parsons, Public Libraries of Saginaw, Steve Lasher, Foster, Swift, Collins & Smith, P.C.

PROGRAM: Any library with a voted millage is at risk of losing tax dollars through tax capture and tax abatement schemes. Come learn if you're affected, how to calculate your loss, how to recoup some funding, and how to advocate for change.

### T-13

Room: Ambassador 2

TIME: Thursday, October 12, 10-11:15 a.m.

TRACK: Collections

SPONSORING UNIT: Access, Collections and Technical Services Roundtable and Library Technology Division

SPONSORED BY: *Sage Publications*

TITLE: **Revolutionary Changes in the Out-of-print Book Market: Buying and Selling on the Internet for Libraries**

SPEAKER: Dr. Robert Holley, Professor, Library & Information Science Program, Wayne State University

PROGRAM: The Internet has revolutionized the out-of-print book market. Now that any book owner can become a seller on Amazon.com or Half.com, buyers, including libraries, have near instant access to over 6 million titles. While availability is up to around 95% for 19<sup>th</sup> and 20<sup>th</sup> century titles, prices are down so that most popular works since 1950 are available for \$2.95 or less. Libraries can now easily find retrospective materials to fill in gaps and to serve as an alternative to inter-library loan. Libraries, especially those with active Friends groups who can list the books and take care of the transaction, can also become sellers and bring in much more money for rejected gifts and discards than the traditional book sale.

### T-14

Room: Duluth A/B

TIME: Thursday, October 12, 10-11:15 a.m.

TRACK: Leadership and Management

SPONSORING UNIT: Library of Michigan

SPONSORED BY: *Michigan State University Libraries*

TITLE: **LSTA 5 Year Plans – Evaluation and Plans for the Future (Part 2)**

SPEAKERS: Karren Reish, Library Grants Coordinator, Library of Michigan; Sheryl Mase, Director of Statewide Services, Library of Michigan

PROGRAM: Let us know what you think! Join the Library of Michigan for a focus group discussion on how the LSTA program and current 5 Year Plan have been implemented and what direction the Michigan library community should go in for the next 5 Year Plan. The current 5 Year Plan is from 1997 to 2002 and we need to evaluate our progress and programs. We also need to plan where we want to go for the upcoming 2003-2008 5 Year Plan for LSTA funds in Michigan. For further information, including the current 5 Year Plan and previous evaluations, please see the documents at [www.michigan.gov/lsta](http://www.michigan.gov/lsta).

### T-15

Room: Ambassador 1

TIME: Thursday, October 12, 10-11:15 a.m.

TRACK: Marketing/Public Relations/Fundraising

SPONSORING UNIT: Call for Presentations

TITLE: **Cool Connections: Connecting With Your Community**

SPEAKER: James M. Rancilio, Director, Bullard Sanford Memorial Library

PROGRAM: Mr. Rancilio will discuss how libraries can fulfill community needs by networking and collaborating with other community groups, government agencies, etc. Examples of creative, collaborative programs and services will be shared. Collaboration as an element to successful grant writing, and improving community support by promoting the library's ability to collaborate with other area organizations will be shown.

### T-16

Room: Cadillac B

TIME: Thursday, October 12, 10-11:15 a.m.

TRACK: Marketing/Public Relations/Fundraising

SPONSORING UNIT: Call for Presentations

TITLE: **How to Win Friends and Influence Faculty: Cardinal Rules and Other Ideas for Liaison Librarians**

SPEAKER: Kate Pittsley, Business Librarian, Eastern Michigan University

PROGRAM: As the role of university libraries continues to change rapidly, librarians' communication with faculty members becomes increasingly important. Taking the time to think about liaison activities, set some goals, and design a liaison plan can make a real difference. In this session, an experienced academic librarian who has worked successfully with business school faculty at three universities shares insights on and practical ideas for establishing effective working relationships with teaching faculty. The audience will also be invited to share liaison ideas and experiences.

### T-17

Room: Joliet A/B

TIME: Thursday, October 12, 10-11:15 a.m.

TRACK: Patron Service

SPONSORING UNIT: Services to Special Populations

Roundtable/Women's National

Book Association, Detroit Chapter

TITLE: **Individuals with Disabilities: Focusing on Abilities (Pt. 2)**

SPEAKERS: Terry L. Howard, Coordinator, Leadership and Economic Independence Program; Gregory W. Ulferts, Professor, College of Business Administration, University of Detroit Mercy; Maria Cebreco, President, Cebreco Consulting

PROGRAM: We invite participants to tackle the issues surrounding the facts and myths regarding individuals with disabilities. This workshop will help to increase your understanding of how to effectively serve people with disabilities. Topics include understanding the legal requirements under the ADA; enhancing strategies for meeting the needs of diverse cultures; learning practical skills in providing accommodations; creating an inclusive environment; evaluating implementation efforts and results; and identifying effective outreach strategies in recruitment and retention of employees with disabilities. Get all this information and more from a roundtable panel that can give you personal stories and answer those hard to ask questions. The discussion and research based information on diverse populations with disabilities will leave participants with useful workable strategies that will start their journey to meeting the needs of diverse people with disabilities.

# Program Descriptions

There's no place like a  
**LIBRARY**

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Exhibits: 10:45 a.m. – 6 p.m., Ontario

### T-18

Room: Cadillac A

TIME: Thursday, October 12, 10-11:15 a.m.

TRACK: Patron Service

SPONSORING UNIT: Call for Presentations

TITLE: **From Lidda the Elvin Rogue to Mario the Adventuring Plumber: Getting Teens Back into the Library (and keeping them there)**

SPEAKER: Megan Johnson, Teen Services Librarian, Rochester Hills Public Library

PROGRAM: It's a constant struggle to get teens interested in the library, and to keep them coming back. At the Rochester Hills Public Library, Teen Librarians have had great success with their creative collection development strategies and their exciting teen-driven programs — all without spending a fortune. At this presentation, you will learn how to host a Dungeons and Dragons session, start up a Graphic Novel Book Club, and host anime film festivals. We will also talk about the collections that keep teens coming in droves, including discussions on how to start a video game collection without breaking the bank, picking the best games and

anime for teens, and using these popular collections to increase your overall teen circulation. Finally, you will learn tried and true tips on publicizing your events and new collections in ways that teens really do pay attention to.

### T-19

Room: Marquette A/B

TIME: Thursday, October 12, 10-11:15 a.m.

TRACK: Technology

SPONSORING UNIT: Michigan Library Consortium/  
Library Technology Division

SPONSORED BY: *Grand Valley State University Libraries*

TITLE: **Digital Copyright Issues: Library Blogs and Web Sites**

SPEAKER: Ruth Dukelow, Associate Director, Michigan Library Consortium

PROGRAM: Your library's presence on the Internet through your library blog or web site opens the door to a myriad of digital copyright issues. This session will address what libraries need to do to avoid copyright infringement on the Internet.

### T-20

Room: Brule A

TIME: Thursday, October 12, 10-11:15 a.m.

TRACK: Library As Place

SPONSORING UNIT: Michigan Library Association  
Conference Committee

SPONSORED BY: *The Cooperative Directors Association*

TITLE: **Behind the Scenes of a Children's Book**

SPEAKERS: Gijsbert "Nick" van Frankenhuyzen, children's book illustrator and artist/muralist, Hazel Ridge Workshop and Gallery; Robbyn Smith, children's book author

PROGRAM: Enjoy the entertaining anecdotes of how van Frankenhuyzen uses friends, family neighbors and even strangers to create his children's books. A hands-on drawing session for all participants will follow the slide show. Take amusing true stories about his books and new art skills back to your class room.

LIBRARIES

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# Program Descriptions

## Thursday, October 12

Registration: 7 a.m. – 5 p.m., Ontario Foyer

Membership Table and Job Desk: 8 a.m. – 5 p.m. Ontario Foyer

Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer

Morning Networking Reception: 7 a.m. – 9 a.m.

Exhibits: 10:45 a.m. – 6 p.m., Ontario

### T-21

Room: Ambassador 1

TIME: Thursday, October 12, 2-3:15 p.m.

TRACK: Access

SPONSORING UNIT: Library of Michigan

SPONSORED BY: *Michigan Library Consortium*

TITLE: **Michigan eLibrary (MEL): Virtually Yours!**

SPEAKERS: Sheryl Mase, Director of Statewide Services; Susanna L. Davidsen, Coordinator, Michigan eLibrary; Louise Bugg, MeCatalog Project Coordinator

PROGRAM: The Michigan eLibrary is 14 years old this year and still growing! Speakers from the Library of Michigan and the Michigan Library Consortium will look at MeL's current offerings and future directions. MeLCat, the database evaluations and digitization projects will be highlighted. If you use MeL in your library, are thinking about joining MeLCat or have just heard about MeL, come hear the latest and get answers to your questions.

### T-22

Room: Cadillac A

TIME: Thursday, October 12, 2-3:15 p.m.

TRACK: Advocacy

SPONSORING UNIT: Public Policy Committee

SPONSORED BY: *Karoub Associates*

TITLE: **Advocacy Communications: How to Launch a Successful Statewide Campaign**

SPEAKER: Roger Martin, APR, Martin-Waymire Advocacy Communications

PROGRAM: In today's world, associations and coalitions need to know how to communicate in ways that cut through the clutter of the busy world, delivering effective messages that motivate your target audiences to action. That's advocacy communications. It might mean providing information to the news media that helps enlist the public in your cause. It might mean delivering key messages and materials to decision makers, elected or not, in government. It might mean motivating young families or seniors to write their elected officials on your behalf. Roger Martin has managed numerous statewide issue advocacy campaigns leading to legislative results in education, telecommunications, energy and more. Learn what it takes to prepare and launch a statewide issue advocacy campaign for libraries.

### T-23

Room: Marquette A/B

TIME: Thursday, October 12, 2-3:15 p.m.

TRACK: Collections

SPONSORING UNIT: Children's Services Division

SPONSORED BY: *Sage Publications*

TITLE: **The Best New Children's Books and How to Use Them in Your Library (Pt. 1)**

SPEAKERS: Ieva Bates, Youth Services Librarian, Ann Arbor District Library—Northeast Branch; Rita Haring, Youth Specialist, Kent District Library—Wyoming Branch; Deb Bodner, Head of Youth Services, Clinton-Macomb Public Library; Kristen Remenar, Children's Librarian, Orion Township Public Library; Connie Ilmer, Head of Youth Services, Baldwin Public Library

PROGRAM: 5 members of the 2005 Mitten Award committee will share their expertise on the newest, best books for children. They've read hundreds of books over the last two years, and have a lot to say about them. They will also share great ideas about how to use these hot titles in programming at your library. Don't miss the announcement of their choice for the 2005 Mitten Award at the CSD/TSD author luncheon on the same day.

### T-24

Room: Brule B

TIME: Thursday, October 12, 2-3:15 p.m.

TRACK: Leadership and Management

SPONSORING UNIT: Michigan Library Association Membership Committee

SPONSORED BY: *Michigan State University Libraries*

TITLE: **MLA Membership: Opportunities and Challenges**

SPEAKERS: Panel

PROGRAM: This panel includes several MLA members of varying membership lengths. They will discuss their experience with MLA, how to get involved, benefits of membership, and areas they would like to see improved. Then the moderator will open up discussion throughout the room to go over what audience members do/don't like about MLA and what they would like to see improved as far as membership is concerned.

### T-25

Room: Ambassador 3

TIME: Thursday, October 12, 2-3:15 p.m.

TRACK: Leadership and Management

SPONSORING UNIT: Call for Presentations

SPONSORED BY: *Michigan State University Libraries*

TITLE: **Holding Critical Conversations: A Step-by-step Tool for Addressing Tough People Issues at Work**

SPEAKER: Kathy Pyatt, Management Coach, Pyatt & Associates LLC, A Career Enhancement Company

PROGRAM: All too often, managers and others avoid having critical conversations with employees about poor work performance, unacceptable behavior, or personality conflict because they don't know how to do it productively. In this session, participants will learn how to identify when a critical conversation is necessary and a step-by-step process for holding these conversations that will result in productive change. During the session, participants will see the facilitator, a management coach and trainer, role-play these conversations and then participants will plan one of their own and practice the steps themselves. They will leave with the tools necessary to use these skills immediately on the job.

### T-26

Room: Brule A

TIME: Thursday, October 12, 2-3:15 p.m.

TRACK: Marketing/Public Relations/Fundraising

SPONSORING UNIT: Information Literacy Roundtable

TITLE: **Promoting Research Education in Michigan: In-Service Educational Resources (PREMIER) for the New Millennium (Pt. 1)**

SPEAKERS: Teague Orblych, Research Education Coordinator, University of Michigan-Dearborn, Mardigan Library; Carrie Croatt-Moore, Reference Librarian, Wayne State University

PROGRAM: The PREMIER project was initiated by the Information Literacy Roundtable as a way to promote the value of research education and contributing to information literacy. In the early years of the project PREMIER volunteers initially worked with professional librarians and their faculty to help create programs that integrated information literacy into the classroom. While PREMIER is always willing to work with libraries to help them integrate information literacy, the project has evolved into promoting our shared experiences as instruction librarians with library and information science students. The project has recently given presentations before library and information science students

# Program Descriptions

There's no place like a  
**LIBRARY**

## Thursday, October 12

Registration: 7 a.m. – 5 p.m., Ontario Foyer

Membership Table and Job Desk: 8 a.m. – 5 p.m. Ontario Foyer

Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer Morning Networking Reception: 7 a.m. – 9 a.m.

Exhibits: 10:45 a.m. – 6 p.m., Ontario

and have exposed them to practitioners perspectives in the areas of academic, public, and school libraries. Future librarians have also been exposed to new and evolving issues in the profession like virtual instruction as well as information technology. All this and the future of PREMIER will be discussed.

### T-27

Room: Duluth A/B

TIME: Thursday, October 12, 2-3:15 p.m.

TRACK: Patron Service

SPONSORING UNIT: Service to Special Populations Roundtable

TITLE: **Bi-Fokal Kits: Programming for Seniors Outside the Library**

SPEAKERS: Ray Lennard, Curator, Thompson Foundation; Bill Nelson, Outreach Coordinator, Capital Area District Library

PROGRAM: Are you looking for ways to reachout into Senior Centers and Nursing Homes within your community? Not sure how to create successful programs for these groups? Looking for ways to engage seniors and youth in a program? Bi-Fokal kits are the answer to these programming uandaries. Bi-Fokal kits are ready made programs in a bag. All of the work is done for you! In this session, the speakers will share their experiences with purchasing and using the Bi-Fokal kits. The presenters will recreate a mini Bi-Fokal kit presentation, give examples of uses for the kits, and give tips and ideas on how to fund the purchase of the kits.

### T-28

Room: Ambassador 2

TIME: Thursday, October 12, 2-3:15 p.m.

TRACK: Patron Service

SPONSORING UNIT: Call for Presentations

TITLE: **Creating Positive Customer Service Experiences in a Challenging Environment**

SPEAKERS: Steven K. Bowers, Director, DALNET; Cathy Wolford, Manager of Library Tech Services, Benson Ford Research Center, The Henry Ford; Laura Mancini, Director of Library Services, Oakland County Library; Karen Tubolino, Chief Information & Media Section, John D. Dingell VA Medical Center; Stacy K. Brooks, Assistant Manager Popular Library, Detroit Public Library.

PROGRAM: A challenge that all libraries face in today's market is attracting customers and maintaining excellent customer service. For years, libraries have taken their customers for granted. With the growth of friendly book stores, internet accessibility, etc., the library community

faces a changing atmosphere. This program will focus on creating a positive customer service environment by discussing general principles that enhance and promote these ideals. The second focus will be on personal experiences each librarian has had within their library environment. Through discussion we will suggest various ways certain situations may be handled with ease instead of conflict.

### T-29

Room: Joliet A/B

TIME: Thursday, October 12, 2-3:15 p.m.

TRACK: Technology

SPONSORING UNIT: Reference Division/Library Technology Division

SPONSORED BY: *Grand Valley State University Libraries*

TITLE: **From Tech to Tome: Spanning the Gulf**

SPEAKERS: John Blyberg, Network Administrator and Lead Developer, Ann Arbor District Library; Karen Ventura, Head of Technology, Rochester Hills Public Library; Stephanie John, Director, PALnet

PROGRAM: Do the librarians and "techie" at your library have an adversarial relationship? Librarians and technology staff have enormous potential to work together to provide excellent library service to patrons. Unfortunately, both groups are often frustrated by difficulties in communicating and working with each other. This panel discussion of librarians and "techie" will tackle this problem head-on, sharing their experiences and possible solutions for creating a more productive partnership. Come and join in this important disussion!

### T-30

Room: Cadillac B

TIME: Thursday, October 12, 2-3:15 p.m.

TRACK: Library As Place

SPONSORING UNIT: Support Staff Roundtable

SPONSORED BY: *Cooperative Directors Association*

TITLE: **Workplace Safety Awareness**

SPEAKER: Trooper Walt Crider, Michigan State Police  
PROGRAM: This program addresses a critical issue facing library staff: violence in the workplace. The definition and consequences of workplace violence will be discussed, as well as how best to plan for your safety. Other topics to be covered include handling confrontation, recognizing violence and stalking in the workplace, and a run-through of some common scenarios.

### T-31

Room: Brule B

TIME: Thursday, October 12, 3:30-4:45 p.m.

TRACK: Access

SPONSORING UNIT: Call for Presentations

SPONSORED BY: *Michigan Library Consortium*

TITLE: **English Matters: English Conversation Groups for Newcomers at Your Library**

SPEAKERS: Michelle M. Wisniewski, Outreach & Bookmobile Services Manager, Rochester Hills Public Library; Lois Duerk, Librarian, Rochester Hills Public Library; Naomi Eliezer, ESL Group Volunteer, Rochester Hills Public Library

PROGRAM: Are you looking for new and enhanced ways to connect with newcomers coming to your libraries? Have you ever considered an English conversation group? We are eager to share our story with you. At the Rochester Hills Public Library, volunteers work with librarian facilitators to provide weekly conversation groups to over 40 participants per week. These groups work in conjunction with more traditional library services such as International Language collections and English language software packages like ELLIS and Rosetta Stone. You'll hear from a panel of librarians, volunteers and program participants about the importance and rewards of offering this type of programming to newcomers in your libraries. There is no place like a Library for those new to our country, language and customs. Let's make our libraries their first place to go!

### T-32

Room: Cadillac A

TIME: Thursday, October 12, 3:30-4:45 p.m.

TRACK: Advocacy

SPONSORING UNIT: Public Policy Committee

SPONSORED BY: *Karoub Associates*

TITLE: **Effective Grassroots Lobbying: The Michigan Municipal League Experience**

SPEAKER: Summer Minnick, Director State Affairs, Michigan Municipal League

PROGRAM: The Michigan Municipal League is one of the most effective lobbying organizations in the state. Learn how they build legislative and political clout, advocate successfully for their members through grassroots communication, and educate their members to play a leadership role in advocacy.

# LIBRARY Program Descriptions

## Thursday, October 12

Registration: 7 a.m. – 5 p.m., Ontario Foyer

Membership Table and Job Desk: 8 a.m. – 5 p.m. Ontario Foyer

Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer

Morning Networking Reception: 7 a.m. – 9 a.m.

Exhibits: 10:45 a.m. – 6 p.m., Ontario

### T-33

Room: Marquette A/B

TIME: Thursday, October 12, 3:30-4:45 p.m.

TRACK: Collections

SPONSORING UNIT: Children's Services Division

SPONSORED BY: *Sage Publications*

TITLE: **The Best New Children's Books and How to Use Them in Your Library (Pt. 2)**

SPEAKERS: Ieva Bates, Youth Services Librarian, Ann Arbor District Library—Northeast Branch; Rita Haring, Youth Specialist, Kent District Library—Wyoming Branch; Deb Bodner, Head of Youth Services, Clinton-Macomb Public Library; Kristen Remenar, Children's Librarian, Orion Township Public Library; Connie Ilmer, Head of Youth Services, Baldwin Public Library  
PROGRAM: 5 members of the 2005 Mitten Award committee will share their expertise on the newest, best books for children. They've read hundreds of books over the last 2 years, and have a lot to say about them. They will also share great ideas about how to use these hot titles in programming at your library. Don't miss the announcement of their choice for the 2005 Mitten Award at the CSD/TSD author luncheon on the same day.

### T-34

Room: Ambassador 2

TIME: Thursday, October 12, 3:30-4:45 p.m.

TRACK: Leadership and Management

SPONSORING UNIT: Public Library Division

SPONSORED BY: *Michigan State University Libraries*

TITLE: **Before You Recruit: Developing an Effective Volunteer Program**

SPEAKERS: Diana Rodriguez-Algra, Executive Director, Volunteer Centers of Michigan  
PROGRAM: With budgets tightening and staff stretched thin, more libraries are looking to volunteers for help. How do you attract and retain volunteers that have the skills and commitment you need to do the job right? The Executive Director of Volunteer Centers of Michigan will share her expertise on using volunteers effectively, along with a panel of librarians who have made their programs successful.

### T-35

Room: Ambassador 1

TIME: Thursday, October 12, 3:30-4:45 p.m.

TRACK: Leadership and Management

SPONSORING UNIT: Michigan Academic Library Council

SPONSORED BY: *Cooperative Directors Association*

TITLE: **Academic Libraries as Place: Who Will We Be Serving and How in the Next 10-20 Years**

SPEAKERS: Dr. Robert Martin, Professor & Lillian Bradshaw Endowed Chair, School of Library and Information Studies, Texas Women's University; Richard Cochran, Dean, Ferris State University; Elenka Raschkow, Director of Library Information Services, Lansing Community College; Lee Van Orsdal, Dean of University Libraries, Grand Valley State University; David Jenson, Director of Libraries, Hope College  
PROGRAM: Networked digital information technology is redefining the library's role in higher education. The role has traditionally been to support the development and transmission of knowledge by serving as the provider of authoritative and trustworthy information. Today, however, with petabytes of information readily available on the World Wide Web, the library is losing its place as the primary provider of information resources. For libraries to continue to play a meaningful role in institutions of higher learning librarians must return to first principles, identify and articulate the critical role that they play in the creation, diffusion and preservation of knowledge. Librarians must recognize and embrace the social nature of continuous learning, and libraries must be conceived as learning environments, providing spaces—both real and virtual—that foster and support the individual learner, as well as learners in every imaginable form of social grouping. We need to envision libraries as a part of a seamless learning infrastructure that stimulates and supports learning for learners of all ages, in all circumstances.

### T-36

Room: Brule A

TIME: Thursday, October 12, 3:30-4:45 p.m.

TRACK: Marketing/Public Relations/Fundraising

SPONSORING UNIT: Information Literacy Roundtable

TITLE: **Promoting Research Education in Michigan: In-Service Educational Resources (PREMIER) for the New Millennium (Pt. 2)**

SPEAKERS: Teague Orblych, Research Education Coordinator, University of Michigan-Dearborn, Mardigian Library; Carrie Croatt-Moore, Reference Librarian, Wayne State University  
PROGRAM: The PREMIER project was initiated by the

Information Literacy Roundtable as a way to promote the value of research education and contributing to information literacy. In the early years of the project PREMIER volunteers initially worked with professional librarians and their faculty to help create programs that integrated information literacy into the classroom. While PREMIER is always willing to work with libraries to help them integrate information literacy, the project has evolved into promoting our shared experiences as instruction librarians with library and information science students. The project has recently given presentations before library and information science students and have exposed them to practitioners perspectives in the areas of academic, public, and school libraries. Future librarians have also been exposed to new and evolving issues in the profession like virtual instruction as well as information technology. All this and the future of PREMIER will be discussed.

### T-37

Room: Duluth A/B

TIME: Thursday, October 12, 3:30-4:45 p.m.

TRACK: Patron Service

SPONSORING UNIT: Library of Michigan

TITLE: **Celebrating Family History Month: Using Genealogy to Promote Library Services**

SPEAKERS: Randy Riley, Special Collections Manager, Library of Michigan; Kris Rzepczynski, Michigan and Genealogy Coordinator, Library of Michigan  
PROGRAM: October is Family History Month. Discover strategies for presenting genealogy workshops and training sessions created to attract new or overlooked library users. Library of Michigan staff will provide an overview of how they design and implement a month long genealogy celebration. The program will also include hints and advice concerning developing similar programs for your library.

### T-38

Room: Joliet A/B

TIME: Thursday, October 12, 3:30-4:45 p.m.

TRACK: Patron Service

SPONSORING UNIT: Call for Presentations

TITLE: **ReachOut Reference Service: Wayne State University's Librarians on Location at Old Main**

SPEAKERS: Veronica Bielat, Public Services Librarian, Wayne State University Library System; Karen Liston, Public Services Librarian, Wayne State University Library System; Duryea Callaway, Librarian III/IMLS Project Coordinator, Wayne State University Library System; Nancy Wilmes, Librarian III, Wayne State University

# Program Descriptions

There's no place like a  
**LIBRARY**

## Friday, October 13

Registration: 7 a.m. – 5 p.m., Ontario Foyer

Membership Table and Job Desk: 8 a.m. – 5 p.m. Ontario Foyer

Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer

Morning Networking Reception: 7 a.m. – 9 a.m.

Library System; Karen Bacsanyi, Public Services Librarian, Wayne State University Library System; Lothar Spang, Librarian III, Wayne State University Library System.

PROGRAM: In the Summer of 2005, Wayne State librarians were charged to take reference services outside the traditional library setting itself, to where users regularly learn, study, and work on campus. Space was procured in the Old Main Building, located adjacent to our central campus. Old Main hosts over 600 undergraduate and graduate classes per semester, and is also home to WSU's Geology, Music and Theatre Departments. Equipped with computers only, this all-electronic reference site has presented unique challenges and opportunities for our users and staff.

Open only during strategic high-traffic hours of the week, the "Librarians on Location at Old Main" service has steadily grown in popularity and use, and has served as an excellent 'laboratory' for exploring the issues involved in providing such an outreach service. The six panelists comprise the Librarians on Location Project Committee, responsible for planning, managing, and assessing the effectiveness of this remote reference service. Site location, access, security, equipment, services, staffing, scheduling, marketing and evaluation have all been pivotal factors in its growing success. Presenters will address how to gather data, schedule, draw users in, establish policies, advertise, and apply this experience to future possible scenarios. We hope to share our experiences with other libraries of all types that may be considering a 'remote reference' service, and stimulate discussion on the many configurations, methods, and scenarios that are possible.

### T-39

Room: Cadillac B

TIME: Thursday, October 12, 3:30-4:45 p.m.

TRACK: Technology

SPONSORING UNIT: Call for Presentations

SPONSORED BY: *Grand Valley State University Libraries*

TITLE: **Using Multimedia Tutorials to Instruct via the Internet**

SPEAKER: Emily Barton, Reference and Technology Librarian, Michigan State University.

PROGRAM: Multimedia tutorials are an effective way to instruct or provide help via the internet. Patrons and staff benefit greatly at being able to watch an instructional video for help. Uses of these tutorials at different libraries are reviewed. This program discusses the benefits of using these videos, and gives a step-by-step guide to using Camtasia to create a simple tutorial.

### T-40

Room: Ambassador 3

TIME: Thursday, October 12, 3:30-4:45 p.m.

TRACK: Library As Place

SPONSORING UNIT: Small and Rural Libraries Roundtable

TITLE: **Best of the Best 4**

SPEAKER: Pam Christensen, Director, Peter White Public Library

PROGRAM: The Best of the Best is an audiovisual tour of programs, facilities and services offered by small and rural libraries throughout Michigan. The program is intended to inspire and provide new ideas for library programs, facilities and services that can be replicated by other libraries. A list of programs and contacts will be provided.

## Friday, October 13, 2006

### F-01

Room: Marquette B

TIME: Friday, October 13, 9-10:15 a.m.

TRACK: Access

SPONSORING UNIT: Teen Services Division

SPONSORED BY: *Michigan Library Consortium*

TITLE: **What Teens Are Really Doing Online and with Technology**

SPEAKER: Anastasia Goodstein, Founder, YPulse blog  
PROGRAM: Anastasia Goodstein, Founder of the YPulse blog will share her expertise on what teens are \*really\* doing online, what should we really be worrying about, and share the positive and creative ways that teens are blogging and empowering themselves with these new platforms. Formerly a writer at "Teen Voices," and currently a content director at Al Gore's "Current TV," Goodstein is an expert on the teen media landscape.

### F-02

Room: Cadillac A

TIME: Friday, October 13, 9-10:15 a.m.

TRACK: Advocacy

SPONSORING UNIT: Public Policy Committee

SPONSORED BY: *Karoub Associates*

TITLE: **Michigan Library Association: Effective Advocacy in 2006-07**

SPEAKERS: Christine Berro, Portage District Library; Gretchen Couraud, Michigan Library Association; Tabitha Zimny, Karoub Associates

PROGRAM: MLA has a bold legislative advocacy agenda for 2006-07 and is organizing grassroots action. Come

## Michigan Library Association 2006 Conference Special Events Friday, October 13, 2006

### Library Technology Division Breakfast

Room: Michelangelo

Friday, October 13, 2006

7:30 am - 8:30 am

*Co-sponsored by ERICDigests.org; Fanning/Howey Associates, Inc.; Oakland University Kresge Library; and ProQuest*

### Michigan Author Award Luncheon

Room: Ambassador 1

Friday, October 13, 2006

11:45 a.m. - 1:30 p.m.

### Michigan Academic Library Council Luncheon

Friday, October 13, 2006

Room: Marquette B

11:45 a.m. - 1:30 p.m.

# Program Descriptions

## Friday, October 13

Registration: 7 a.m. – 5 p.m., Ontario Foyer

Membership Table and Job Desk: 8 a.m. – 5 p.m. Ontario Foyer

Internet Café: 8:30 a.m. – 5:30 p.m., Ontario Foyer

Morning Networking Reception: 7 a.m. – 9 a.m.

learn about the issues and learn what proactive steps you should take to be prepared to participate.

### F-03

Room: Brule B

TIME: Friday, October 13, 9-10:15 a.m.

TRACK: Collections

SPONSORING UNIT: Academic and Research Libraries Division

SPONSORED BY: *Sage Publications*

TITLE: **Buried Treasures**

SPEAKERS: Barbara Martin, Collection Specialist for the E. Azalia Hackley Collection, Detroit Public Library; Mike Smith, Director, Walter P. Reuther Library, Wayne State University

PROGRAM: There is no place like Detroit! Hear about collections that reflect the history and values of a 300 year old city. Barbara Martin will share the treasures of the E. Azalia Hackley Collection of Negro Music, Dance and Drama. Established in 1943, it was the first collection of its kind. Mike Smith will reveal the jewels found in the Walter P. Reuther Labor Collection. The Archives relate the fascinating history of the American labor movement throughout the Twentieth Century. Both of these very special collections open a window into the past, providing a glimpse of the forces that have helped shape metropolitan Detroit.

### F-04

Room: Cadillac B

TIME: Friday, October 13, 9-10:15 a.m.

TRACK: Leadership and Management

SPONSORING UNIT: Leadership Academy Advisory Committee

SPONSORED BY: *Michigan State University Libraries*

TITLE: **Transforming Libraries: Leader as Catalyst for Change**

SPEAKERS: Linda Masselink, Assistant Library Director, Steelcase Library/GVSU; Brigitte Felix, Shared System Librarian, The Library Network; Rosemary Orlando, Director, St. Clair Shores Public Library

PROGRAM: Today's library is a dynamic and evolving place. The resulting changes can seem both exciting and overwhelming. A panel of Leadership Academy participants will discuss the role of a leader as catalyst for change. Panelists from both public and academic libraries will give real world examples of changes taking place in their libraries, focusing in on the change process, possible challenges and outcomes. This will be an interactive session, so come and share your ideas.

### F-05

Room: Brule A

TIME: Friday, October 13, 9-10:15 a.m.

TRACK: Marketing/Public Relations/Fundraising

SPONSORING UNIT: Marketing and Public Relations Roundtable

TITLE: **Making Your Special Event Special**

SPEAKERS: Sandi Frost Parrish, Senior Project Director, Monaghan Associates, Inc.; Cherry Hamrick, Director, Delta Township District Library

PROGRAM: A nuts and bolts instructional seminar to help you plan your work and work your plan. Making your special events special includes more people, more fun and more funds!

### F-06

Room: Duluth A/B

TIME: Friday, October 13, 9-10:15 a.m.

TRACK: Patron Service

SPONSORING UNIT: Library of Michigan/Service for the Blind and Physically Handicapped

TITLE: **Have You Served a Patron Who Is Visually Impaired Lately?**

SPEAKERS: Scott Norris, Adaptive Technology Coordinator, Library of Michigan; Celeste Choate, Head of Popular Materials, Clinton-Macomb Public Library

PROGRAM: Find out what it takes to serve your patrons who are visually impaired. Part one of this two-part session will be a demonstration of adaptive technology software and hardware. Scott Norris, Adaptive Technology Coordinator, at the Library of Michigan will demonstrate equipment and answer questions. He will show you how your patrons can read with magnification; convert print in to speech; and access the Internet. See what a difference adding this equipment can make to your patrons who are visually impaired. Part two is a panel discussion by librarians who have added adaptive technology to their libraries. Find out what did and did not work. Bring any questions you might have.

### F-07

Room: Marquette A

TIME: Friday, October 13, 9-10:15 a.m.

TRACK: Technology

SPONSORING UNIT: Library Technology Division

SPONSORED BY: *Grand Valley State University Libraries*

TITLE: **Tomorrow's Professionals: Library School Students' Projects**

SPEAKERS: To be announced

PROGRAM: Now's your chance to go back to library school by attending a crash course on emerging library science trends and innovations! The exponential growth of new technology, new approaches to teaching those technologies, and new opinions about where library science is headed is changing how information retrieval is being researched in library science programs across the state. Attend this program to learn about library student projects from tomorrow's professionals in the field and tap into their talents today!

### F-08

Room: Joliet A/B

TIME: Friday, October 13, 9-10:15 a.m.

TRACK: Library As Place

SPONSORING UNIT: Call for Presentations

SPONSORED BY: *Cooperative Directors Association*

TITLE: **It IS easy being GREEN: Sustainability for Library Buildings**

SPEAKERS: Seth Penchansky, AIA is a LEED (Leadership in Energy and Environmental Design) accredited architect who has specialized in library and sustainable design for 15 years. He is currently a Principal of Penchansky Whisler Architects, and was previously a senior associate at David Milling & Associates. Dale Parus, Director, Harper Woods Public Library.

PROGRAM: A basic introduction to sustainable "green" design and the US Green Building Council's LEED (Leadership in Energy and Environmental Design) rating system. The program will cover elements of sustainable design that are appropriate to incorporate into the design of Libraries. A case study of the Harper Woods Public Library will show how LEED certification can be accomplished for a Library addition & renovation project without a significant increase in a project budget. The Harper Woods Public Library was submitted to the USGBC in April 2006 and is expected to be the first Public Library in Michigan to be LEED certified. Cost implications of sustainable design and LEED certification will be reviewed and discussed as well as what strategies worked and what didn't. Several examples of other sustainable projects will be shown.



# Conference Exhibitors

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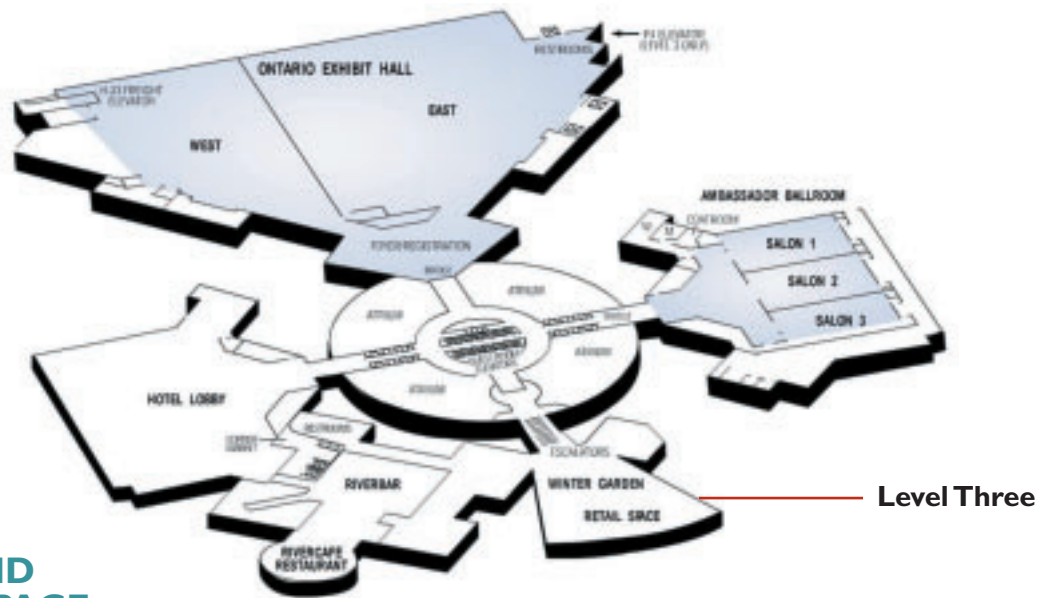
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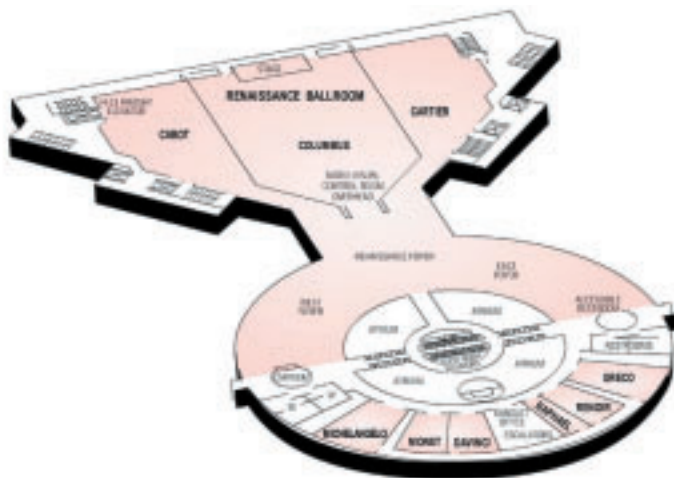


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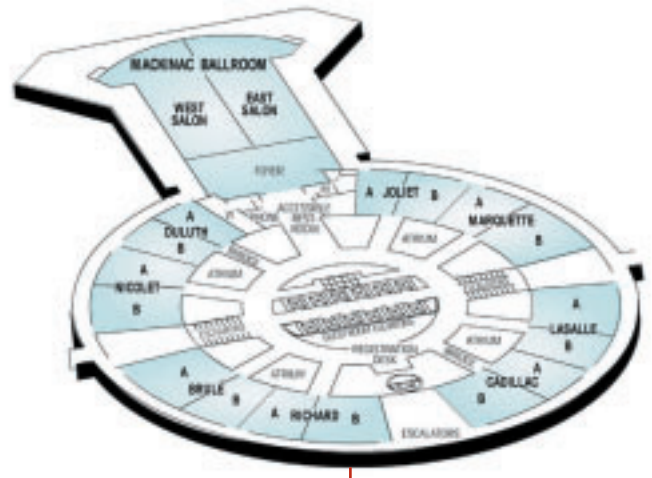
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