

SHAPING *Our* TOMORROW

OCTOBER 22-24

**MLA 2008**  
*Kalamazoo*

ANNUAL CONFERENCE



OUR HOTEL  
*has seen*

*3,413,518 pieces of flatware polished*

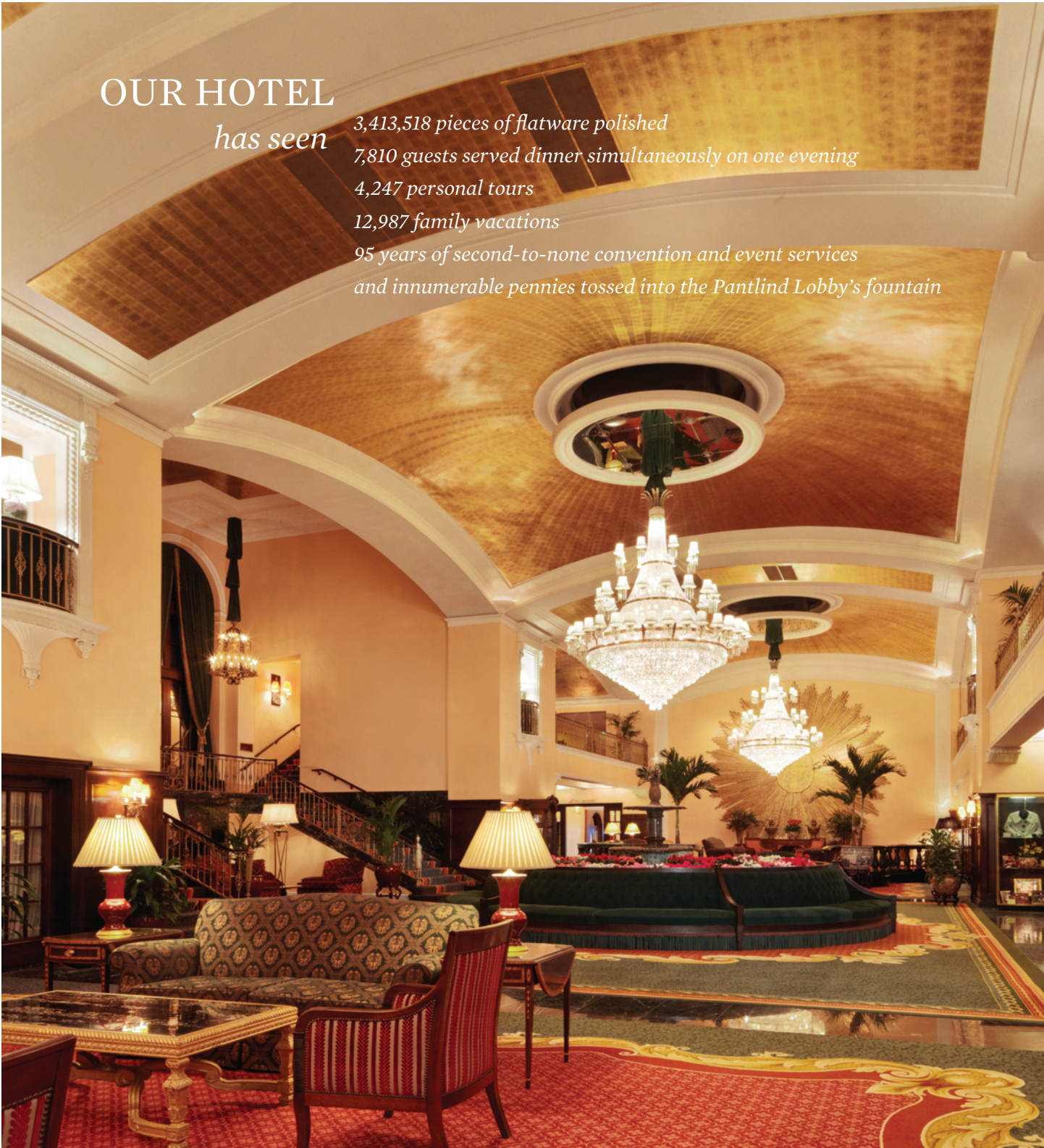
*7,810 guests served dinner simultaneously on one evening*

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*and innumerable pennies tossed into the Pantlind Lobby's fountain*



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# Welcome to MLA Annual Conference 2008!

The theme of this year's conference, **"Shaping our Tomorrow,"** encompasses all that we do today to make tomorrow better – as an association, at our libraries, and in our own personal lives. It is a message of hope and a message of action. I hope that this year's conference will equip you with new tools, will allow you to build new relationships, will help you see a path for the future of your career, and will give you ideas to further your library's goals.



Probably the best known quote about tomorrow is Scarlett O'Hara's line, "After all, tomorrow is another day!" If Scarlett had said this at the beginning of the novel, she probably would have meant she wanted to procrastinate doing something. However, she speaks this line at the end of the novel when she has everything – except Rhett, the man she loves. I like to believe that she is viewing "tomorrow" as the day her hopes and dreams will begin to come true. However, Scarlett does not sit back and wait for things to happen. She creates her tomorrow by setting a clear vision, getting her hands dirty, and establishing partnerships.

I would like to thank the conference committee for their hard work planning this year's conference. They have done a great job scheduling interesting programs and speakers, planning fun events, and attending to a mountain of details. This is the first time in over twenty-five years that the MLA conference has been held in Kalamazoo. I hope that you take time to enjoy the surrounding businesses, restaurants, and cultural activities. I also encourage you to visit the exhibitors' booths during your time at conference. I thank both our exhibitors and our sponsors who are valuable partners in shaping our tomorrow.

In Franklin D. Roosevelt's last written speech he wrote, "The only limit to our realization of tomorrow will be our doubts of today." I hope that the programs at this year's conference and the conversations you have with your colleagues will help you face tomorrow with confidence and hope.

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## EXECUTIVE DIRECTOR'S LETTER





**Office of the Mayor**  
241 West South Street  
Kalamazoo, MI 49007-4796  
Phone: 269.337.8046  
Fax: 269.337.8182  
[www.kalamazoo.org](http://www.kalamazoo.org)

July 10, 2008

Dear MLA Annual Conference Attendee:

Welcome to the City of Kalamazoo!

On behalf of the City of Kalamazoo and the 47<sup>th</sup> Kalamazoo City Commission, I extend a warm welcome to the Michigan Library Association's Annual Conference 2008 participants. We are honored to be your host for this event.

You will find Kalamazoo to be friendly and innovative. The heart of the vibrant downtown area is filled with unique restaurants, retail stores, art galleries, coffee shops, pubs, and microbreweries. The Kalamazoo Public Library, the Kalamazoo Valley Museum and the Kalamazoo Institute of Arts are within easy walking distance of the downtown district. Also nearby is the outdoor Arcadia Festival Site, the location for many special entertainment events throughout the warm spring, summer and fall months. For sports enthusiasts, nearby Mayors' Riverfront Park is home to the Kalamazoo Kings baseball team, and adjacent to the park and available to walkers and joggers is the Riverfront Trailway, which borders the Kalamazoo River. Other area attractions include the Kalamazoo AirZoo, Celery Flats scenic walking/biking trail, and the Kal-Haven Trail, which connects the Kalamazoo area to the Lake Michigan community of South Haven where there are beautiful public beaches.

We are confident that you will have an enjoyable and rewarding experience, and encourage you to check our City's website at [www.kalamazoo.org](http://www.kalamazoo.org) and explore the links to the many recreational and leisure activities in our area.

Again, welcome to Kalamazoo and best wishes for a successful conference!

Sincerely,

Bobby J. Hopewell  
Mayor  
City of Kalamazoo, Michigan



# MICHIGAN LIBRARY ASSOCIATION

## Board of Directors 2008-2009

### Executive Board

PRESIDENT	Kathy Irwin <i>University of Michigan Dearborn</i>
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TREASURER	Edward Repik <i>Howell Carnegie District Library</i>

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MEMBER	Zandra Blake <i>Capital Area District Library</i>
MEMBER	Kevin King <i>Kalamazoo Public Library</i>
MEMBER	Valerie Meyerson <i>Charlevoix Public Library</i>
MEMBER	Lise Mitchell <i>Chippewa River District Library</i>
MEMBER	Joseph Reish <i>Western Michigan University</i>
MEMBER	Mary Rzepczynski <i>Delta Township District Library</i>
MEMBER	Laurie St. Laurent <i>Marshall District Library</i>
MEMBER	Lee VanOrsdel <i>Grand Valley State University</i>
EX OFFICIO	Nancy Robertson <i>State Librarian</i>

## Past MLA Presidents

2007-2008	Josie Parker	1991-1992	Jean Houghton
2006-2007	Leah Black	1990-1991	Jule Fosbender
2005-2006	Michael McGuire	1989-1990	Linda Heemstra
2004-2005	Linda Farynk	1988-1989	Colleen Hyslop
2003-2004	Marcia Warner	1987-1988	Clara N. Bohrer
2002-2003	Phyllis Jose	1986-1987	Margaret E. Auer
2001-2002	Elaine K. Didier	1985-1986	A. Michael Deller
2000-2001	Tom Genson	1984-1985	Robert Garen
1999-2000	Denise Forro	1983-1984	Eleanor Pinkham
1998-1999	Nancy Bujold	1982-1983	Margaret Thomas
1997-1998	Pamela Grudzien	1981-1982	Patricia Wilson
1996-1997	Beverly Papai	1980-1981	Howard Lipton
1995-1996	Martha Stilwell	1979-1980	Carolyn McMillen
1994-1995	Sandra Scherba	1978-1979	Robert Raz
1993-1994	Sandra Yee	1977-1978	Joan Wilcox
1992-1993	Francis J. Buckley	1976-1977	Robert Gaylor
		1975-1976	Roberta Cheney



# MICHIGAN LIBRARY ASSOCIATION

## MLA Conference 2008 Committee

### CONFERENCE CHAIR

KARA GUST  
Michigan State University

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MAUREEN HIRTEN, CO-CHAIR  
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LINDA MASSELINK, CO-CHAIR  
Grand Valley State University

RUTH HELWIG  
Central Michigan University Libraries

EVELYN HOLZWARTH  
Hastings Public Library

BARBARA KRIGEL  
University of Michigan Dearborn

KEVIN MCDONOUGH  
Northern Michigan University

MARY ELLEN MULCRONE  
Novi Public Library

CONRAD RADER  
Niles District Library

TAMMY TURGEON  
Sterling Heights Public Library

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Public Library of Westland

### JURY SELECTION COMMITTEE

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Capital Area District Library

LINDA MASSELINK  
Grand Valley State University

ANNE HEIDEMAN  
Canton Public Library

BARBARA KRIGEL  
University of Michigan Dearborn

KEVIN MCDONOUGH  
Northern Michigan University

CHARLES MEYERS  
Trustee, Kent District Library

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Monroe County Library System

### PUBLICITY COMMITTEE

MARY RZEPZYNSKI, CHAIR  
Delta Township Public Library

GLORIANE PECK  
Library of Michigan

### SPONSORSHIPS CHAIR

LINDA FARYNK  
Saginaw Valley State University

### MARKETING CHAIR

MARY RZEPZYNSKI  
Delta Township Public Library

### VOLUNTEERS CHAIR

CATHY WOLFORD  
DALNET

### TECHNOLOGY/AV CHAIR

SCOTT GARRISON  
Western Michigan University

### CONFERENCE WEBSITE COORDINATOR

SARA MEMMOTT  
Eastern Michigan University

### POSTER SESSION COORDINATOR

DAVID SCOTT  
Ferris State University

### MLA ADMINISTRATION

GRETCHEN COURAUD  
Executive Director

GEN ALLEN  
Director of Business and Finance

DENISE COOK  
Director of Professional  
Development and Meeting  
Planning



# MICHIGAN LIBRARY ASSOCIATION

## 2008 Conference Information

### GENERAL CONFERENCE REGISTRATION

Room TBA

Wednesday 7:30 a.m. - 5:00 p.m.

Thursday 7:00 a.m. - 5:00 p.m.

Friday 7:00 a.m. - 9:00 a.m.

### EXHIBITS

Exhibit Hall

Grand Opening

Wednesday 1:30 p.m.

Exclusive Time

Wednesday 1:30 p.m. - 3:30 p.m.

Exhibit Hours

Wednesday 1:30- 5:30 p.m.

Thursday 8:00 a.m. - 4:00 p.m.

### BREAKFAST WITH THE EXHIBITORS

*sponsored by Spence Brothers*

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

### INTERNET ACCESS

Wireless is available throughout the Radisson Hotel

In addition, the Kalamazoo Public Library will be offering guest passes for internet access to conference attendees who show their badge at the Circulation Desk.

### WEDNESDAY & THURSDAY

9:00 a.m. - 4:00 p.m.

MLA Store

MLA Job Desk

MLA Membership Info Desk

*sponsored by TBA*

### POSTER SESSIONS

Exhibit Hall

Wednesday 2:00 p.m. - 3:00 p.m.

Thursday 2:45 p.m. - 3:45 p.m.

Come see your colleagues' presentations on such topics as technology training, using RSS feeds, and providing reference Service in non-Library Settings.

### ALL CONFERENCE RECEPTION

Kalamazoo Public Library

6:00 p.m. - 9:00 p.m.

*sponsored by Michigan Library Consortium*

### CONFERENCE PHOTOS

Check out photos throughout the conference by visiting

<http://www.mla.lib.mi.us/events/annual>

### SPECIAL SERVICES

Conference registration personnel are available throughout the conference to assist those needing special services. Please let MLA staff at the Conference Registration Desk know if you need assistance.





## MLA Future Conference Dates and Locations

**2009**

**November 3-6**

Lansing Center & Radisson Hotel  
Lansing

**2010**

**October 25-29**

Grand Traverse Resort and Spa  
Acme

### CONFERENCE TIPS

Think about what you would like to get out of your conference experience.

Products? Networking?

Employment opportunities?

It is easier to manage your time if you know your priorities.

Don't worry if you arrive a little late or if you need to leave early. Attendees regularly come and go from meetings and programs.

Remember to turn your cell phone off or set it to vibrate.

Please take time to fill out the evaluation forms. The Conference Committee and MLA staff value your input!

Wear your badge to meetings and social events, but remember to take it off when you leave the conference center.

### MLA 2008 MEETINGS

New Librarians Meeting

Date & Time TBA

Description TBA

MLA Annual Meeting

Wednesday 5:15 p.m. - 6:00 p.m.

Library Technology Breakfast

Friday 7:30 a.m. - 8:45 a.m.

*sponsored by TBA*



# MLA CONFERENCE SPONSORS

## DIAMOND LEVEL SPONSOR



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**CENGAGE Learning™**

Opening Keynote and Michigan Author Award Luncheon

## GOLD LEVEL SPONSOR



Leadership & Management Track



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DR. JENNIFER COCHRAN**

Patron Service Track

**FOSTER SWIFT**

FOSTER SWIFT COLLINS & SMITH, P.C.  
ATTORNEYS AT LAW

Marketing/Fundraising Track



Advocacy Track



Collections Track

**INNOVATIVE**  
i n t e r f a c e s

Registration Welcome



All-Conference Reception



**MICHIGAN LIBRARY**  
C O N S O R T I U M

All-Conference Reception



Access Track



**LIBRARY  
DESIGN  
ASSOCIATES  
INC.**

State's Librarian Luncheon

**Battle Creek and  
Kalamazoo Area  
Academic Libraries**

Academic Luncheon



Technology Track



Exhibitors Breakfast



President's Reception

**BRONZE LEVEL SPONSOR**

- R.R. Bowker
- Central Michigan University
- Davenport University
- Eastern Michigan University
- Emery-Pratt
- Kellogg Community College
- Kalamazoo Valley Community College
- Kalamazoo College

- Oakland Community College
- Oakland University
- OCLC
- Saginaw Valley State University
- ThomsonReuters
- U of M-Flint
- University of Michigan-University Library
- Wayne State University

- Oakland County Library Consortium
- EBSCO Information Services



# 2008 MLA AWARD RECIPIENTS

## Award OF EXCELLENCE



Vickey Bloom

The Award of Excellence honors someone who has made an outstanding contribution to effective and improved local library service, promoted library cooperation, or contributed to professional or community activities. The recipient of the 2008 Michigan Library Association Award of Excellence is Vickie Bloom, Director of the Grosse Pointe Public Library.

Vickey began her career in Grosse Pointe in 1988, as a reference librarian, and was promoted to director in 1996. During her tenure, two new branch libraries have been created, continuing the tradition in Grosse Pointe of having a public library within a walkable distance for all residents. She is currently involved in the preservation and expansion of the historic central branch of the historic Central Branch, the only library ever designed by renowned Marcel Breuer.

Vicki recently created the Local History Archives, which immediately became the library's most utilized database. Every page of every published newspaper in the history of Grosse Pointe was digitized and scanned for optical character recognition, enabling people around the world to research the history of the community. To compliment the online archives, the Obituary Index was created, containing every name to appear in any obituary or death notice published locally since the 1930s. Her close working relationships with the Grosse Pointe News and the Historical Society proved invaluable.

Trustee Edwin Frederickson summed up Vicki's qualifications for this award, saying, "Vickey Bloom is about more than just bricks and mortar. She is a tireless leader, demanding more of herself than of any of those around her. With patience and perseverance, Vickie Bloom has kept the Grosse Pointe Public Library a first class example of how a library can be a vibrant element in the growth and stability of a community."

## Trustee CITATION OF MERIT

Alan Asselmeier is this year's recipient of the Trustee Citation of Merit. The citation honors an active MLA member who serves on a public library board or advisory committee, and contributed to the promotion, cooperation or advancement of libraries.

Alan joined the board of the Ransom District Library during a contentious time in the library's history. The board was in turmoil, and members engaged in hostile, accusatory mudslinging. As a result, the quality of library service plummeted and the library became the laughingstock of the community. Alan stepped into the role of board president after seven months, and stopped the fighting and the chaos. Through his leadership, the board became a viable working body. The library is now a bustling and vibrant facility, enjoying record circulation and program attendance.

Ransom Library Director Katie Bell Moore sings Alan's praises, "Alan is every director's dream of a board member. He never fails to extend a spirit of friendly cooperation. He is a partner in the operation of the library, rather than a micromanager or taskmaster. He is also the library's biggest cheerleader!"

Alan Asselmeier

# Loleta

D. FYAN AWARD

The Loleta D. Fyan Award is named in honor of Michigan's most famous state librarian, Loleta Fyan, who served in that capacity for 20 years. Ms. Fyan was active in MLA and ALA, and is noted for her many contributions to the library profession. The award is given to a librarian of less than

**Angie Kelleher** 10 years, who has made a creative contribution to library service in Michigan. The 2008 Loleta D. Fyan award recipient is Angie Kelleher.

Angie is an Access Services Librarian at Alma College. She oversees Circulation Services and Interlibrary Loan, teaches information literacy classes, advises student groups, and also works as an academic advisor. If that didn't keep her busy enough, Angie created the Michigan Author Series for the Alma College Library. This program has opened doors for collaboration between the library and academic departments to introduce students to a wide range of local writers and poets. In his letter of support for Angie, Steven Vest, head of Reference and Instruction at Alma College, stated that the Michigan Author Series has been "a wonderful way to get students to see the library as something beyond a place to study and research and to view it as a place of greater learning." Jennifer Starkey, another colleague, described the Alma College Library "as the center of intellectual engagement" at the college, thanks to this wonderful program and Angie's efforts.

# Walter

H. KAISER AWARD



**Marta Kwitkowsky**

Marta Kwitkowsky, who recently retired from the Chesterfield Township Library, is the recipient of this year's Walter H. Kaiser Memorial Award. This award is in memory of Walter Kaiser, who served as the director of the Wayne County Federated Library System for 26 years and was a nationally known library consultant, authority in local government, and

innovator in technical services. The award is presented annually to a librarian, trustee or person associated with libraries and the broad educational goal of librarianship, who contributes an idea, procedure, concept or adaptation, which results in the improvement of a library or libraries.

Marta has improved Chesterfield Township Library with her many creative ideas. She was the first librarian in the Macomb County area to implement an infant literacy program, which carried the bonus of allowing parents to meet other parents, make new friends and create a sense of neighborhood in an area lacking a central downtown. Marta also initiated the "Read Baby Read" program, creating a kit that was given to pediatricians and the Macomb County Health Department as part of their well baby programs.

Dogs have a warm place in the hearts of Chesterfield Library staff members. Marta implemented the "Paws for Reading" program in 2004, a program which uses therapy dogs to help reluctant readers overcome their resistance to reading. "Paws for Reading" is now used by many Macomb County libraries; Marta presented a program on it at the MLA conference in 2005, which has resulted in many calls from Michigan librarians asking for her help and guidance in starting a similar program at their own libraries.

Chesterfield Township Library Director Midge Lusardi praised Marta in her letter of support, "Marta never seeks the limelight. She does, however, seek to make the path that directs the families of Chesterfield to the library as pleasant and welcoming and as interesting and accepting as possible. She seeks ways to keep the path well lit so when our future readers and leaders visit the library, they always leave wanting to come back more."





# Librarian OF THE YEAR



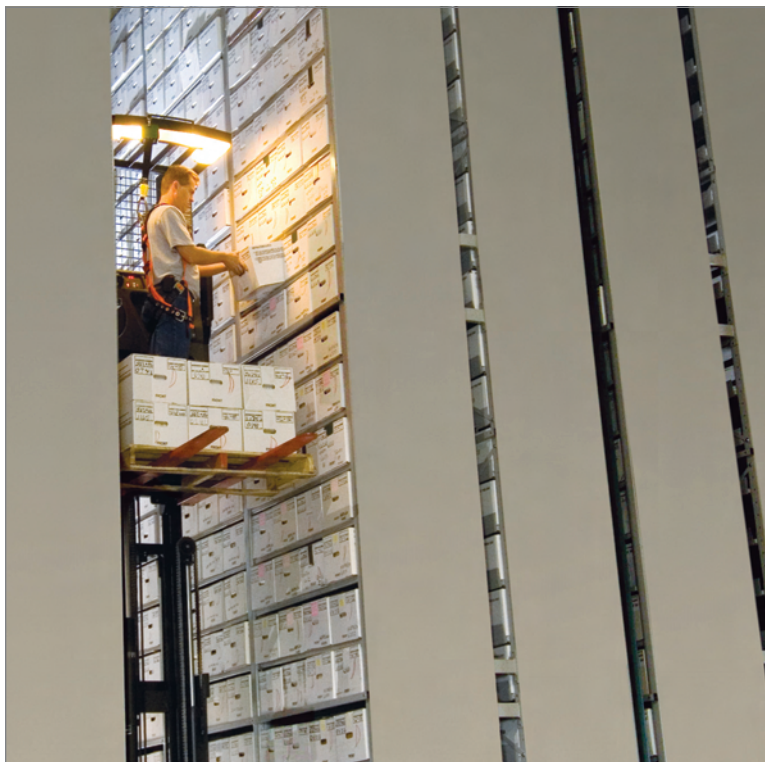
Clifford Haka

The Librarian of the Year Award honors an outstanding member of the library profession, who has been instrumental in providing improved library service to his or her college, university, school institution, industry, or local community. The 2008 Librarian of the Year award winner is Clifford Haka, Director of the Michigan State University Libraries.

Cliff has worked in the MSU library system since 1982, and has been director for 11 years. Realizing that technology would play a vital role in the future of libraries, Cliff revamped reference services, added a Cyber Café and Writing Center outpost, funded 24/7 library service for the Fall and Spring semesters, made the Main Library the largest computer center on campus, built six high-tech rooms for collaborative study, and upgraded the library facilities to make them more welcoming to both students and faculty. As a result, reference inquiries have increased and circulation statistics remain strong.

In addition to these incredible achievements, Cliff is a tireless fundraiser. He has increased MSU's endowments from \$400,000 to almost \$6 million through his fundraising efforts. He also was an early supporter of MelCat, piloting a resource sharing program that later become the model for MelCat.

Every letter of support praises Cliff's leadership and mentoring skills; the generous way he shares his time with staff, patrons, and on number of committees; the generous sharing of time; and his sincere love of libraries. It is impossible to pull just one illustrative quote out of the tremendous letters of support to illustrate why Clifford Haka is MLA's Librarian of the Year.



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# 2008 KEYNOTE SPEAKERS

DAN

Norris



Dan Norris is a lively, energetic and effective presenter who specializes in the science of ethical influence. One of only a few individuals worldwide who currently hold the CMCT designation (a specialization in the psychology of persuasion—earned directly from Dr. Robert Cialdini, the leading authority on the subject), Dan helps organizations take the latest scientific research out of the laboratory and apply it in their own day-to-day sales, leadership, and customer service applications.

His entertaining presentation style weaves humor, stories, and science together in a way that quickly involves the

audience and leaves them with ideas they can apply immediately. Dan has worked with a wide variety of client industries for more than a decade, contributing to large measurable increases in performance, customer and employee satisfaction, gross profit, and millions in additional revenue.

Dan has a philosophy that focuses on employee development—investing only in tools, training, coaching, and outcome assessments that have been shown to positively change behavior. When not speaking and training, Dan is responsible for furthering Holt's highly successful Values Based Leadership® programs. These programs evolved from over a decade of effective application within Holt companies and other client organizations, and Dan continues to play an integral role in it's design and growth. Leadership experts including Dr. Kenneth Blanchard, Dr. Michael O'Connor and others have applauded this program. Holt's Values Based Leadership® tools & processes have frequently been cited in textbooks and articles as an example of ethical and lasting organizational development.

JIM

VanBochove



Jim Van Bochove is Director of Workforce Development at The Henry Ford, America's Greatest History Attraction, located in Dearborn, Michigan. Jim has been associated with almost every aspect of the visitor experience during his twenty-five years at the institution. In his current role, Jim leads campus-wide efforts in staff recruitment, training, communication, and care.

A graduate of Lawrence University (BA, History) and the Cooperstown Graduate Programs (MA, History Museum Studies), Jim continues to seek out new learning opportunities and has attended the International Conference on the Positive Power of Humor and Creativity regularly since 1993 and has annually worked with Jack Canfield, co-creator of the Chicken Soup for the Soul series since 1995. In these settings Jim has done extensive study on both humor and self-esteem and their critical link to providing superior customer service, outstanding teamwork, and awesome leadership.

Jim is committed to living a life of Extreme Enthusiasm! Jim's philosophy of Extreme Enthusiasm is central to his presentations and programs for staff at the museum and at other museums, universities, libraries, professional associations, and corporations from Atlanta to Cooperstown to Santa Barbara. At the 2002 International Humor Conference Jim presented his workshop "Laughing in the Hot Seat!" Jim focuses on how we can utilize humor and positive self-image to provide resiliency, joy, and enthusiasm in everyday life. Tailored for each workshop, Jim incorporates his expertise in Customer Service, Workforce Development, Stress Management, Time Management, and Self-Esteem into every program. Jim's laughter and enthusiasm are wonderfully contagious and provide powerful medicine to help you achieve your goals, break through personal and professional conflicts and creativity roadblocks, and do what is important in life!

Recognized around the world by his unique laugh, Regis Philbin says of Jim, "What an upper!"



# 2009 MLA ANNUAL CONFERENCE

Lansing Visitors Bureau  
FULL PAGE AD



# SPECIAL PROGRAMS AND EVENTS

## Wednesday, October 22

### MLA Awards Luncheon

Room TBA - Ticketed Event

11:45 a.m. - 1:15 p.m.

*Join colleagues and friends in celebrating the 2008 MLA Awards recipients.*

### MLA Annual Meeting

Room TBA

5:15 p.m. - 6:00 p.m.

*Description TBA*

### MLA Scholarship Event

Room TBA

*Join us for a special screening of **The Hollywood Librarian**, the first full-length documentary film to focus on the work and lives of librarians.*

*Minimum donation requested is \$20 with all proceeds benefiting the MLA Scholarship Fund. Beer, wine and snacks will be available for purchase.*

## Thursday, October 23

### Academic Luncheon

Room TBA - Ticketed Event

12:00 p.m. - 1:15 p.m.

Jeffrey Trzeciak

*Sponsored by:*

*The Academic Libraries of Davenport University, Kalamazoo College, Kellogg Community College, Western Michigan University.*



Jeffrey Trzeciak

### Description: Jeffrey Trzeciak

is the University Librarian at McMaster University in Hamilton, Ontario, Canada. As the University Librarian he is responsible for the management of the Thode Science and Engineering Library, Innis Business Library and Mills Library for the Social Sciences and Humanities. As one of the top research libraries in North America, the McMaster University Library is a member of the Association of Research Libraries and the Canadian Association of Research Libraries.

Jeff has more than twenty years experience working in academic and public libraries. Previously he held positions including Associate Dean at Wayne State University Library System in Detroit, Michigan and Head of Systems at Wright State University Libraries in Dayton, Ohio. In 2004 Jeff was recognized for his innovation by Library Journal in their "Movers and Shakers" edition. He is also a graduate of the Frye Leadership Institute (2005) sponsored by EDUCAUSE, CLIR, and Emory University. He has spoken internationally on a variety of topics including digital library initiatives, web 2.0, organizational change, and library innovation.

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**Children & Teen Luncheon**

Room TBA - Ticketed Event

12:00 p.m. - 1: 15 p.m.

Jordan Sonnenblick

*sponsored by TBA*

**Description:** Children’s and teen services librarians will gather for a delicious luncheon and laughs to hear keynote speaker Jordan Sonnenblick, the author of four books for tweens and teens.



Jeffrey Trzeciak

Sonnenblick is currently on sabbatical from teaching middle school English in Pennsylvania. His writings feature unforgettable characters trying to make their way through adolescence to adulthood, with a lot of laughs along the way. Jordan says that teaching is “pretty much the only job that pays you to hang out and read with people you like.” Sonnenblick’s first title *Drums, Girls and Dangerous Pie* was

listed in 2005 as one of ALA’s Teens’ Top Ten and was chosen to be part of the “Go the Distance” literacy initiative, a collaboration between Muhammad Ali and Scholastic. Jordan’s third title *Zen and the Art of Faking It* made it MLA’s Teen Services Committee’s Thumbs Up! Top Twenty list in 2007. Mr. Sonnenblick lives in Bethlehem, Pennsylvania, with the most supportive wife and lovable children he could ever imagine—plus a lot of drums and guitars in the basement.

He will be available to sign books after his speech.

**State Librarian’s Luncheon**

Room TBA- Ticketed Event

*State Librarian Nancy Robertson will present the 2008 Excellence Award to the library that best “exemplifies excellence in customer service”.*



Education

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Thursday, October 23 *continued*

### University of Michigan Alumni Reception

Room TBA

5:15 p.m. - 5:45 p.m.

*The School of Information invites all alumni and friends to mingle with students, faculty, and fellow alumni at the University of Michigan reception*

### Wayne State University Alumni Reception

Room TBA

5:15 p.m. - 5:45 p.m.

*The Wayne State University Library and Information Science Program is pleased to invite friends, students, practicum supervisors, and alumni to its annual alumni reception*

### All Conference Reception

Kalamazoo Public Library

6:00 p.m. - 9:00 p.m.

**Description:** Join in on great times with friends and colleagues at the **All-Conference Reception** Thursday evening at **Kalamazoo Public Library**. Come tour the facility, socialize, participate in virtual games, and partake in a variety of hors d'oeuvres and desserts. A cash bar will also be available. Kalamazoo Public Library is within walking distance, located just two blocks from the Radisson.

There is no charge for this event for paid attendees. However, we do request that you register to attend. Guest tickets are available for \$20 each.

*Sponsored by: Michigan Library Consortium, OCLC, Saginaw Valley State University, ThomsonReuters, Oakland County Library Consortium*

Friday, October 24

### Library Technology Breakfast

Room TBA

7:30 a.m. - 8:45 a.m.

*sponsored by R.R. Bowker, Oakland Community College, University of Michigan-Flint, Wayne State University*

### Michigan Author Award Luncheon

Room TBA- Ticketed Event

12:00 p.m. - 1:30 pm

Tom Stanton, 2008 Award Recipient

*Sponsored by: Gale Cengage*

**Description:** Tom Stanton – author of award-winning books on baseball and American life – is the winner of the 2008 Michigan Author Award. He will speak at the award presentation during the Michigan Author Award Luncheon on October 24. Sponsored jointly by the Michigan Center for the Book (a program of the Library of Michigan) and the Michigan Library Association, this annual award honors a Michigan writer for his or her contributions to literature based on an outstanding published body of work.

Stanton writes about the memorable players and places of baseball, but most of all, how baseball is part of American life. His newest book is “Ty and the Babe: Baseball’s Fiercest Rivals,” the story of Babe Ruth and Ty Cobb’s rivalry and friendship. “The Final Season” was named Baseball Book of the Year as the winner of both the Casey and Dave Moore awards. It is a memoir of the last year of Tiger Stadium. In “The Road to Cooperstown,” Stanton fulfills the dream of a family trip to the Baseball Hall of Fame. “Hank Aaron and the Home Run That Changed America” tells the compelling story of one of sport’s most historic moments.



Tom Stanton





overflow from previous section

# SCHEDULE-AT-A-GLANCE

## WEDNESDAY

October 22

Registration Opens  
7:30 a.m.

Educational Programs  
9:00 - 10:15 a.m.

**BREAK** 10:15 - 10:30 a.m.

Opening Keynote Dan Norris  
10:30 - 11:30 a.m.

**BREAK** 11:30 - 11:45 a.m.

Awards Luncheon  
Vendors Welcome!  
11:45 a.m. - 1:15 p.m.

**BREAK** 1:15 - 1:30 p.m.

### EXHIBITION

Grand Opening 1:30 - 2:15 p.m.  
Exclusive Time 1:30 - 3:30 p.m.  
Exhibit Hours 1:30 - 5:30 p.m.

**BREAK** 3:30 - 3:45 p.m.

Poster Session – Exhibit Hall  
2:00 - 3:00 p.m.

Educational Programs  
3:45 - 5:00 p.m.

Annual Meeting  
5:15 - 6:00 p.m.

President's Reception  
6:00 - 6:45 p.m.

MLA Scholarship Event  
The Hollywood Librarian  
Room TBA  
7:30 p.m.

## THURSDAY

October 23

Registration Opens  
7:00 a.m.

Breakfast with Exhibitors  
All Welcome!  
7:30 - 9:00 a.m.

### EXHIBITION

Exhibit Hours  
8:00 a.m. - 4:00 p.m.

Educational Programs  
9:00 - 10:15 a.m.

**BREAK** 10:15 - 10:30 a.m.

Educational Programs  
10:30 - 11:45 a.m.

**BREAK** 11:45 a.m. - 12:00 p.m.

Academic Luncheon  
Children & Teen Author Luncheon  
12:00 - 1:15 p.m.

**BREAK** 1:15 - 1:30 p.m.

Educational Programs  
1:30 - 2:45 p.m.

**BREAK** 2:45 - 3:00 p.m.

### EXHIBITION

Exclusive Time  
2:45 - 4:00 p.m.

Poster Session – Exhibit Hall  
2:45 - 3:45 p.m.

Educational Programs  
4:00 - 5:15 p.m.

Alumni Receptions  
5:15 - 5:45 p.m.

All Conference Reception  
Kalamazoo Public Library  
6:00 - 9:00 p.m.

## FRIDAY

October 24

Registration Opens  
7:00 a.m.

Library Technology B-fast  
7:30 - 8:45 a.m.

**BREAK** 8:45 - 9:00 a.m.

Educational Programs  
9:00 - 10:15 a.m.

**BREAK** 10:15 - 10:30 a.m.

Closing Keynote  
Jim VanBochove  
10:30 - 11:45 a.m.

**BREAK** 11:45 a.m. - 12:00 p.m.

Michigan Author Award Luncheon  
12:00 - 1:30 p.m.



# EDUCATIONAL TRACKS AT A GLANCE

	WED., OCT. 22 9:00-10:15 A.M.	WED., OCT. 22 10:30-11:30 A.M.	WED., OCT. 22 3:45-5:00 P.M.	THUR., OCT. 23 9:00-10:15 A.M.	THUR., OCT. 23 10:30-11:45 A.M.
ACCESS					
ADVOCACY					
COLLECTIONS					
LEADERSHIP					
MARKETING					
PATRON SERVICES					
TECHNOLOGY					





WEDNESDAY, OCTOBER 22ND  
9:00 – 10:15 A.M.

**1.1.1 Access Track (Glens I)  
Patrons Who are Blind & Visually Impaired are  
Downloading Digital Books, Too!**

**Scott J. Norris, Adaptive Technology Coordinator,  
Library of Michigan Service for the Blind and Physically Handicapped**



We will describe and demonstrate the tools available to patrons who are blind or visually impaired, enabling them to access and utilize the digital library of the 21st century. Librarians across the state will become more familiar with equipment and procedures that allow them to advise their patrons who are blind or visually impaired on accessing the library of the 21st century.

**1.1.2 Advocacy Track (Glens II)  
Advocate for your Library!**

**Karren Reish, Grants Coordinator, Library of Michigan**



Library advocacy has become more important for libraries of all sizes and from all areas. Learn how to use both the Quality Audit Services Checklist (QSAC) program from the Library of Michigan and library program evaluation methods to show voters, funders, trustees and your legislators what you do at your library, how well you do it, and the impact your programs have on your community. It is easier than you think and can change how you see your library as well as how your stakeholders see you.

**1.1.3 Collections Track (Stone Theater)  
Shaping Your Community's Yesterdays for  
Today and Tomorrow**

**Kris Rzepczynski, Michigan/Genealogy Coordinator,  
Library of Michigan**



A library's local history collection is a powerful promotional tool and an invaluable community asset. Learn about key resources and collection development strategies for building an enduring local history collection by fostering relationship with outside organizations. Hear Delta Township District Library's firsthand experiences as it builds a local history collection from scratch.

**1.1.4 Leadership & Management Track (Prairies IV)  
Coaching for the Future**

**Brian L. Mortimore, Human Resources Director,  
Kent District Library**



Every year, the Supervisors of Kent District Library collectively conduct over 300 performance reviews. The process of conducting a performance review, as well as the tool utilized to provide such feedback, is critical to motivate staff, recognize strengths and build plans for improvement. Learn the theory behind the KDL performance review process and tools and actively take part in a performance review process.



Wed., Oct. 22 (Cont'd.)

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### 1.1.5 Marketing & Fundraising Track (Prairies V)

Delta Township District Library -  
History, Design, Sustainability

Michael Moore, Board President,  
Delta Township District Library

Allow Delta Township District Library to share the history, unique features, and the making of one of the newest public library facilities in Michigan. With doors opening in spring 2008, we will highlight various aspects of the facility, view photos of construction in progression order, and share key stakeholders' perspectives of the overall project, including the library board, staff, and design team.

### 1.1.6 Patron Services Track (Prairies VI)

Slamming Around the World

DEAN RICHARD AND  
DR. JENNIFER COCHRAN

Jessica Trotter, Capital Area District Library;  
Sarah Redman, Capital Area District Library;  
Josh Bernstein, Kent District Library; Kelly  
Helder, Grand Rapids Public Library; Amy  
Cochran, Grand Rapids Public Library

As communities change, libraries welcome more international patrons. Reading interests are expanding into cultures and traditions outside of the U.S. "Slamming Around the World" introduces new international authors and titles to better equip you with the ability to add appealing international titles to your collections no matter the size of your library. Presenters at "Slamming Around the World" are from both public and academic.

### 1.1.7 Technology Track (Glens III)

MeL Databases:

Annual Update and Q/A Session

Suzanne Robinson, MeL Databases  
Training Coordinator, Michigan Library  
Consortium

Many of the MeL Databases have introduced new interfaces and enhancements since the last MLA conference. With

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your busy schedule, it's hard to keep track of them! Come see and hear about the changes, have a chance to ask your questions, and meet the MeL Databases staff.

**WEDNESDAY,  
OCTOBER 22ND  
10:30 – 11:30 A.M.**

GENERAL SESSION

**Opening Keynote (Ballroom)  
Using the Science of Influence  
to Improve the Art of Persuasion**

Dan Norris,  
Cialdini Method Certified Trainer

**WEDNESDAY,  
OCTOBER 22ND  
3:45 – 5:00 P.M.**

### 1.4.1 Access Track (Glens I) Inventing a Web 2.0 Catalog

Birong Ho,  
Title Systems Librarian,  
Western Michigan University;  
Sheila Bair

Preliminary findings on students' use of VuFind – a Web 2.0 Catalog – at Western Michigan University. This session will include usage statistics, focus group results, and our customized configuration of VuFind, created in collaboration with Technical Services, Public Services and Systems.



Wed., Oct. 22 (Cont'd.)

### 1.4.2 Advocacy Track (Prairies VI)



#### The Teen Community Volunteer: How to take Teen Volunteers to the next level

Edith Burney, Youth/Teen Librarian,  
McKune Memorial Library;  
Karen Persello, Youth/Teen Librarian,  
McKune Memorial Library

Are you interested in giving your teen programming and volunteer work more punch? Karen Persello and Edith Burney of the McKune Memorial Library will share experiences with bringing teen and community organizations together to create a meaningful teen charitable giving program and promote social awareness with teens. Learn how Chelsea Library's Youth Service Group operates as a volunteer group made up of children and teens who participate in youth and teen programming and the summer reading game. Chelsea Teen Megan Brooks-Planck has designed and run several programs at the Chelsea District Library, including duct tape crafts and a photography contest. She will talk about her experiences working with the library. Livonia Public Schools has been running a summer youth literacy program called ELVS... Early Literacy Volunteers, and have been using some of Noble Library's Teen volunteers to help younger students with reading problems. ELVS volunteers actually teach reading right in the Alfred Noble Library. Ken Bignotti will speak about the program and Maeve Devlin will talk about her experiences at a teen volunteer.

### 1.4.3 Collections Track (Prairies V)



#### Ready, Set, Read: Helping Parents Understand New Readers

Sue Walton, Youth Librarian, Rochester Hills  
Public Library; Anne Marie Eklund, Youth  
Librarian, Rochester Hills Public Library

Just as training wheels help a child learn to ride a bike, the controlled vocabulary of Easy Readers aids a child by using simple words and phrases. Learn how organizing

the Easy Readers collection in various ways may empower children to select the correct books for their reading level to help ensure reading success. In a panel format, a review of the professional literature on this topic will be covered, and then several librarians will discuss how they handle their collections of beginning-to-read books.

### 1.4.4 Leadership and Management Track (Prairies VI) Library Director? Me? Yes, You!!

Dr. Joseph J. Mika, Consultant,  
Hartzell-Mika Consulting;  
Robert E. Raz, Consultant,  
Hartzell-Mika Consulting



There is a growing demand for library directors of all types. A crisis is looming as fewer librarians express interest in becoming directors. We cannot afford to ignore this issue. This program provides information to help those considering a career path as library director. Current directors are encouraged to attend to lend perspective and offer mentorship to those interested in this career path.



### 1.4.5 Marketing & Fundraising Track (Stone Theater)

#### Tech Tools for Reference: A Public and Academic Library Perspective

Holly Hibner, Head of Adult Services,  
Salem-South Lyon District Library;  
Christine Tobias, Reference and  
Technology Librarian,  
Michigan State University Libraries

There are many Web 2.0 technologies out there being used every day by reference librarians. Want your patrons to have library updates sent to their cell phone? Have a library toolbar on their personal computers to help with their search? See local library holdings when they do a search in Amazon? Be able to tag their own books to share information with others? Search the library catalog in Facebook? These technologies will be highlighted by a public and an academic librarian with updates on the success in these institutions as well as information needed to implement new technologies in your library.



Wed., Oct. 22 (Cont'd.)

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### 1.4.6 Patron Services Track (Glens II)

Head Start and Public Libraries:

A Collaboration

Shannon Bovis, Head of Youth Services, Ypsilanti District Library; Barbara Rowe, Youth Services, Sturgis District Library; Jayne Damron, Youth Librarian, Farmington Community Library; Meaghan Battle, Youth Librarian, Ann Arbor District Library; Sara Tackett, Youth Services Coordinator, Jackson District Library

Innovative collaboration is the future for public libraries in the 21st century community. The partnership between Head Start programs and public libraries is a great way to open doors to your community. Learn from start to finish how librarians have implemented beneficial collaborative programs with local Head Start programs.

### 1.4.7 Technology Track (Glens III)

The Online Institutional  
Repository at Kalamazoo College



Stacy Nowicki, Library Director, Kalamazoo College, Heidi Butler and Kathryn Lightcap

Kalamazoo College recently implemented an online institutional repository (IR) through the open source DSpace software in collaboration with the National Institute for Technology in the Liberal Arts (NITLE) and 24 other liberal arts colleges. Get a glimpse into the repository's contents as well as the logistics for creating and implementing an IR at a small college with limited time, budget, and staff. Librarians developed workflow patterns, guidelines for selecting appropriate materials, and created policies to determine the purpose and management of the repository. This session offers some "best practices" to libraries considering creating their own IR.

## THURSDAY, OCTOBER 23RD

9:00 – 10:15 A.M.



### 2.2.1 Access Track (Stone Theater)

New Technologies = New Risks &  
Protections for Individual Rights

Joseph P. Sawasky, Associate Vice President for Communing and Information Technology and Chief Information Officer, Wayne State University

Services libraries offer expand every year through technological advancement. As libraries continue to invest more in electronic resources, shared access and networks, wireless access, and downloadable resources, patron usage increases, which further increases the threat for a breach in security for both libraries and patrons alike. How we protect research, library resources, user identities, and usage data are major issues that Joseph P. Sawasky will address as he shares his experiences and offers advice about technology security for libraries at the University of Toledo and Wayne State University.

### 2.2.2 Advocacy Track (Prairies V)

Apply the Power of  
Persuasion @ Your Library



Julie Todaro, President, Association of College & Research Libraries; Dean of Library Services, Austin Community College, Austin, Texas

No matter who we are trying to influence, we have so little time with those we are trying to convince and—as in other professions—people in legislative arenas and in our own institutions really know very little about what we do.



Thurs., Oct. 23 (Cont'd.)

Realistically speaking, sitting down with a legislator, a legislative aide or, for our initiative at hand, a department chair, dean, or even classroom faculty for 15 minutes at a time (no matter the educational content we bring) is a matter of getting attention, creating a teachable moment, indicating value and worth of what we do, making an impact, connecting with a promised outcome or a memorable, unique or targeted fact, and seeking follow-up opportunities.

### 2.2.3 Collections Track (Glens II)



#### Get Streetwise with Teen Urban Fiction

Tracy Massey, Young Adult Librarian, Detroit Public Library-Elmwood; Ken Bignotti, Teen Services Librarian, Livonia Noble Library; Karen Bell-Abbott, Young Adult Librarian, Detroit Public Library-Lincoln

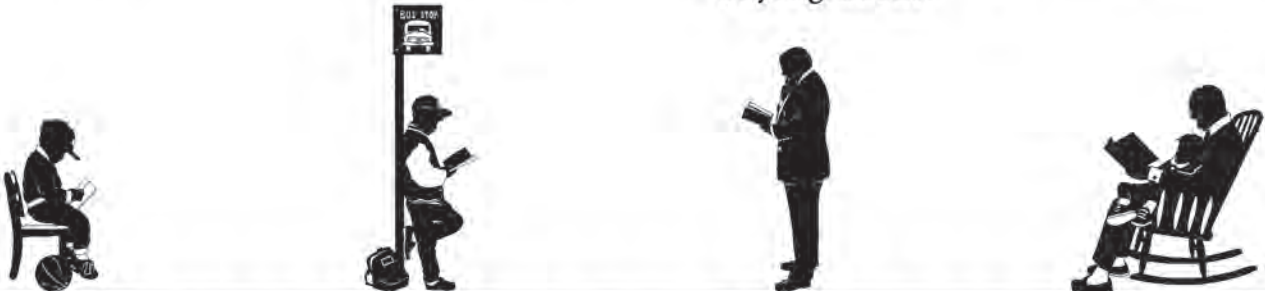
What is urban fiction and why are so many teens attracted to it? We will define teen urban fiction, discuss its history, controversial features, professional reviews, trends, publishers, and provide some teen-clean titles, authors, and series. Get streetwise with these cautionary tales, so the next time a teen wants to check out a book by Zane, you are able to offer a great alternative. Rori Bielak and Ken Bignotti will be co-presiders for this session.

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*Shaping tomorrow, one book at a time.*

Thurs., Oct. 23 (Cont'd.)

## 2.2.4 Leadership & Management Track (Glens I)

### Ask the Lawyer!

Stephen Schultz, Fahey Schultz Burzych Rhodes PLC; Anne Seuryneck, Attorney / Partner, Foster, Swift & Smith

An open Q & A session where attorneys will attempt to answer any questions from library directors and trustees on any library law and/or employment law topic.



## 2.2.5 Marketing & Fundraising (Glens III)

### Museum Adventure Pass

Judith Moore, Executive Director, Library of Michigan Foundation

Museum Adventure Pass (MAP) program is a way to merge the history of the past with the technology of today through the partnership of the Library of Michigan Foundation, Macy's and the Cultural Alliance of Southeastern Michigan. The Museum Adventure Pass program is currently running at The Detroit Public Library, Holly Township Library, The Suburban Library Cooperative and The Library Network. Judith Moore, Jim Flury and Tammy Turgeon will provide insight on program development and responses of patron and staff.



## 2.2.6 Patron Services Track (Prairies IV)

### Early Literacy: The Full Picture

Trish Reid, Youth Librarian, Kent District Library; Sarah Yoder, Youth Librarian, Kent District Library; Michelle Miner, Youth Specialist, Kent District Library

Early Literacy is a buzz phrase in libraries. Story times are not the only times to develop these skills in libraries. Learn how you can turn your library's youth space into an early literacy space for your community and help young kids get ready to read while they play. Educate parents at the same time! Ideas will be shared for all sizes and budgets of libraries.

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## 2.2.7 Technology Track (Prairies VI)



### Get the Point Across with a Wink

Glenn Fischer, Technology Trainer, Genesee District Library

Get introduced to a software tool called WINK, a freeware program that allows Windows (all versions) and Linux users to record computer screen activity, annotate the recording with text labels/graphics/navigation/voice, and export the recording in a variety of formats. This software is noteworthy because of its remarkable power and low cost (it's free!).

THURSDAY,  
OCTOBER 23RD  
10:30 – 11:45 A.M.

## 2.3.1 Leadership & Management Track (Prairies VI)

### Ask the Security Pro

Kevin King, Head, Loan and Outreach Services

Library directors and trustees will be introduced to the concepts used by security professionals, and how to apply its principles in protecting your library assets, its personnel and its patrons.



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Thurs., Oct. 23 (Cont'd.)

### 2.3.2 Access Track (Stone Theater)



#### Catalog Records of Tomorrow: Cataloging Rules & Standards in 2009

Amy L. Ranger; Lisa Robinson, Head,  
Cataloging & Metadata Services,  
Michigan State University

Library catalogs remain the primary access point to most library holdings. Good cataloging is not necessarily a catalog record filled with every detail about the object in hand, but rather an understanding of what is possible when resources are limited. Learn how a consistent application of the rules and standards is cost effective. We will discuss what might happen when or if the major cataloging rules change in 2009. Our two speakers will present their analysis of the report by the Library of Congress Working Group on the Future of Bibliographic Control, published January 9, 2008 and the response from the Library of Congress.

### 2.3.3 Advocacy Track – Legislative Update (Prairies IV) MLA Advocacy Update



Christine Berro, Library Director, Portage  
District Library; Nell Kuhnmuensch, GCSI;  
Erik Hingst, GCSI

Receive the most current update on legislative issues and the elections including state aid reform, tax capture, state budget issues and more. Learn about the upcoming elections, the projected turnover in the Legislature, and how libraries can be proactive with newly elected state legislators.

### 2.3.4 Collections Track (Glens II) Simply the Best



Lisa Mulvenna, Youth Services Librarian,  
Clinton-Macomb Public Library; Jocelyn  
Baldwin, Teen Librarian, Redford Township  
District Library; Julie Beukema, Youth  
Services Librarian, Grand Rapids Public  
Library; Laurie Slagenwhite, Youth Services  
Librarian, Baldwin Public Library

The Michigan Library Association's Mitten Committee for 2007 has read more than 150 books, and will show you ways to use the best of the new books in your library. Stay on top of the latest trends in children's books and gain programming and readers' advisory ideas!

### 2.3.5 Marketing & Fundraising Track (Prairies V) Communities of Practice (CoP) Update



The Transitional Leadership Forum has been hard at work formulating concepts and potential application of MLA's proposed Communities of Practice. This is an opportunity to learn about the process and where we stand currently as an organization with implementing CoP's.





Thurs., Oct. 23 (Cont'd.)

### 2.3.6 Patron Services Track (Glens I)

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#### Re-imagining Academic Instruction with Learner-Centered Activities

Kristy Motz, FLITE Library Instruction  
Coordinator/Reference Librarian, Ferris  
Library for Information, Technology and  
Education (Ferris State University); Jodi  
Shepherd, CA State U-Chico

One difficulty of re-imagining academic instruction for information access is the faculty and student vision of a "Sage on the Stage" approach: a teaching librarian imparting words of wisdom to a group of disengaged students. Kristy Motz and Jodi Shepherd will share their successes with individualized hands-on activities and tools in classes from freshmen to graduate level, providing specific learner-centered materials you can adapt to meet the needs of your own subjects and course levels.

### 2.3.7 Technology Track (Glens III)



#### Shaping Tomorrow's Digitization Project: Planning Concepts

Paul Howell, Digitization Director, Western  
Michigan University Libraries; Lou Ann  
Morgan, Digitization Coordinator, Western  
Michigan University Libraries

Digitization Projects are complex and require extensive resources. Planning is your most important tool. Complex projects have many requirements that may include many disciplines. Major areas for planning: Selection, Copyright, Metadata, Equipment/Specifications, Scanning (Image capture), Standards, Quality Control, Hosting, Preservation/Finalization. Each of these will be presented with examples.

## THURSDAY, OCTOBER 23RD

1:30 – 2:45 P.M.



### 2.4.1 Access Track (Prairies V)

#### The Michigan Evergreen Project - Michigan's First Open Source Group Catalog

Ruth Dukelow, Associate Director,  
Michigan Library Consortium; Evette  
Atkin, Systems Librarian, Michigan Library  
Consortium; Elaine Ross, ILS Training and  
Support Librarian (MI Evergreen Project),  
Michigan Library Consortium; Michele  
Montague, Coordinator of Circulation  
and Technical Services, Grand Rapids  
Public Library; Bill Ott, Information Systems  
Manager, Grand Rapids Public Library

Are you ready to migrate to a new integrated library system? Looking for an alternative to commercial vendors? This program highlights the Michigan Evergreen project, an open-source shared system available to Michigan Libraries. Launched in 2008, MLC is partnering with the Grand Rapids Public Library to offer Michigan libraries the opportunity to participate in Michigan's first ever Open Source shared catalog, using the Evergreen Integrated Library System software.

### 2.4.2 Advocacy Track (Stone Theater)



#### Achieving Excellence as a Library Board

Diana Kern, Vice President of Programs,  
Library of Michigan (Nonprofit Enterprise  
at Work)

Examine the major roles and responsibilities of board members in the areas of operations, strategic planning, resource development, oversight, and ambassadorship. This is



Thurs., Oct. 23 (Cont'd.)



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ideal for individuals who are new to the world of nonprofit boards as well as for the experienced member who would like to brush up on today's governance skills. Learn today's expectations of trustees in light of the new best practice recommendations from the Panel on the Independent Sector and the IRS. Trustees have higher levels of responsibilities and must rise to meet the demands of our information system worlds. NEW, the leader in board governance in SE MI will ensure you leave with a clear understanding of your role on a library board.

### 2.4.3 Collections Track (Glens I)



#### Going Global - Building & Promoting Popular Materials Collections

Jill Bickford, Librarian, West Bloomfield Twp. Library; Lisa Davis-Craig, Librarian, Canton Public Library; Jody Harnish, Librarian, Ann Arbor District Library

As our communities become more diverse, requests for books as well as magazines, newspapers, films and music to meet the informational and recreational reading, viewing and listening interests of our non-native English speaking users present unique challenges for libraries. Panelists will share success stories about how their libraries built and promoted collections representing a variety of international materials to increase library usage by these multi-cultural users. Learn how these global collections can be promoted through both traditional outlets and

### 2.4.4 Leadership & Management Track (Glens III)

#### Tomorrow's Professionals

Juliane Morian, Associate Director, Clinton-Macomb Public Library

Want to harness the creativity and enthusiasm of young professionals? MLA is delighted to welcome students from local Library Science programs to offer presentations on a noteworthy project or internship completed while pursuing their graduate degree. Attend this program to learn about library student projects from tomorrow's professionals and tap into their talents today!

### 2.4.5 Marketing & Fundraising Track (Prairies IV)



#### MeL Today & Tomorrow: What's New, Enhanced, Improved & On the Horizon

Deb Biggs Thomas, MeL Coordinator, Library of Michigan; Sonya Schryer Norris, Library Web Site Administrator, Library of Michigan

Libraries are the Michigan eLibrary's core users, promoters, and supporters. This is a not to be missed opportunity to become informed and knowledgeable about 2008 enhancements to and developments with MeL, such as the Michigan Educators' Resources, Michigan, Research Pro, new promotional materials, and more. Come and find out about what's on the cutting edge and refresh your memory about why MeL is one of the premier eLibraries in the country.

### 2.4.6 Patron Services Track (Glens II)

DEAN RICHARD AND DR. JENNIFER COCHRAN

#### Great Reference Service: Priceless

Paula Drummond, Head of Adult Services, Ypsilanti District Library; Ron Andrews, Head of Technology Services, Chelsea District Library

Book: \$19.95. Online database: \$5,000.00. Great reference service: Priceless! Learn how Ypsilanti District Library's Adult Services Department raised their standard



Thurs., Oct. 23 (Cont'd.)

of providing excellent reference service by implementing roving reference. Paula Drummond will discuss the ways in which roving reference has helped them provide better service. Ron Andrews from the Chelsea District Library will discuss QRS: "Quality Reference Service" training, which puts emphasis on peer-to-peer coaching and setting expectations. Learn how to provide the best possible reference service to your customers!

### 2.4.7 Technology Track (Prairies VI)

#### Libraries after Gates: How Rural Libraries & Library Work Have Changed

Virginia Roberts, Director,  
Suffons Bay-Bingham District Library

Explore how rural libraries and library work have changed since the addition of public computers, particularly the impact of the Bill and Melinda Gates Foundation Grants from 2000, and now reprising currently, is changing the scope of what a librarian does, how the public perceives the library, and what a library has become in rural areas. What libraries have been historically providing to the public, what the public believes they will find in libraries—books. This "brand," is being left to major or independent bookstores and even coffee shops (should a rural area be lucky enough to have either) who provide books and internet access, as well as all the community activities libraries provided before the computer, but may no longer have the resources.



THURSDAY,  
OCTOBER 23RD  
4:00 – 5:15 P.M.

### 2.6.1 Advocacy Track (Glens I)

#### Playing Politics: How to Play Fair and Win!



Christine Tobias, Reference and  
Technology Librarian, Michigan State  
University Libraries

With reduced revenue sharing and reluctance by citizens to bear an additional tax burden, learn how you can be a successful advocate and raise awareness of your library's needs to your local government officials. It's a political game with many unspoken rules. Playing Politics will provide tools, tips, and tricks for navigating through the Red Tape and creating positive, productive relationships with those in political power.

### 2.6.2 Leadership & Management Track (Glens II)

#### Tax Captures by Corridor Improvement Authorities



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Laurie Kelly, Esq., Attorney, Law,  
Weathers & Richardson, P.C.

A library board that relies on millage must make significant, lasting decisions when a new tax capture is proposed by a Corridor Improvement Authority. Let's review the deadlines and formalities that must be adhered to and explore the options available. Should the library opt in, opt out, or attempt to enter into a revenue sharing agreement with the entity looking to capture? Knowing your options is the first step in framing your response.



Thurs., Oct. 23 (Cont'd.)

### 2.6.3 Marketing & Fundraising Track (Stone Theater)

#### Art in the Library: the Library as Cultural Center

Susan Eckert, Director of Museum Education, Kalamazoo Institute of Arts; Mary Ellen Hains. Artist/ Writer/ Retired Literature Professor, Western Michigan University; Terry Nihart, Gallery Director, Blue Water Gallery; Ron Dumont, Gallery Exhibitor

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Due to digitalization growth, the role of libraries is constantly evolving. More diverse communities with less time allow libraries to assume a significant role as catalysts for strengthening and bringing community together as local cultural melting pots. A library is “The Place” for artists of all ages and disciplines to exhibit new bodies of work. Learn how libraries can take the lead to serve as cultural centers by fostering important partnerships and collaborations within with local art, social service, health and educational organizations.

### 2.6.4 Patron Services Track (Glens III)

#### Web Presence of Instructional Materials

Michael C. Sensiba, Next Generation Librarian, Wayne State University

DEAN RICHARD AND  
DR. JENNIFER COCHRAN

Librarians often must recreate instructional materials because existing materials are not easily found or accessed. Using web-based social software, librarians at Wayne State University may share instruction materials with each other, allow patrons to access materials online, and search for materials that may be used in other teaching and learning situations. In this presentation, web-based applications employed in the process, such as Scribd, SlideShare, Flickr and Zoho Creator, will be explored. We will explore the metadata created in the project and discuss the criteria for inclusion of materials and metadata in the project. Implementation details, strengths and challenges of this approach, and options for future expansion of the concept will also be discussed.

### 2.6.5 Technology Track (Prairies IV)

#### Wikipedia: Just Get Used to It, It's Better Every Day in Every Way

Jim Ratliff, Librarian, Kalamazoo Valley Community College

Join Jim Ratliff to discuss Wikipedia essay publishing, how original essays he published on Wikipedia were edited then re-posted to other web sites, how Google weights Wikipedia in its result rankings, student perceptions of research savvy and ideas for using Wikipedia in libraries and education.



### 2.6.6 Collections Track (Prairies V)

#### Can You Hear Me Now?

#### Great Titles You Never Knew We Had

Wendy Woltjer, Teen/Adult Librarian, Kalamazoo Public Library; Mary Kelly, Teen/ Adult Librarian, Salem-South Lyon District Library; Ben Malczewski, Adult Reference Librarian, Ypsilanti District Library; Kelvin Watson, Associate Director of Business Development, Borders Group, Inc

Learn ways to increase use and awareness of the library's hidden gems in your non-fiction and reference collections. When patrons are looking for something new or interesting to check out – especially those with eclectic tastes – your staff will be ready with displays, bibliographies, and reader's advisory methods that draw attention to great titles. Teen-adult crossover titles in non-fiction will be recommended, as well as ideas on how to make reference collections more attractive to increase their use.





Thurs., Oct. 23 (Cont'd.)

### 2.6.7 Access Track (Prairies VI)

#### Making History with YouTube and the OPAC

Steven K. Bowers, Director,  
DALNET/WSU; Patricia Lewis, Volunteer,  
Continuing Education Student, DALNET/WSU

We will discuss considerations for designing a digital project, from inception to final presentation to the public. Creating a digital project does not necessarily mean creating new online content; a library digital project may include organization of access to existing online materials. Collection development may include integration of publicly accessible online content into library catalogs. Presenters will speak about cataloging and integrating YouTube videos into the OPAC. In particular, this presentation will focus on the development of the Martin Luther King, Jr.: Speeches and Interviews project created by the Detroit Area Library Network.



## THURSDAY, OCTOBER 23RD

5:15 – 6:00 P.M.

### 2.7.1 Membership Session (tba)

#### Mentorship:

#### Bridging the Gaps in our Profession

Elizabeth Bollinger

Done correctly, mentorship can bridge gaps between professionals of all types, ages, and backgrounds. Discover how mentorship can create more effective organizations and learn about the key elements to successful mentoring programs. If you are seeking a mentor or are interested in becoming a mentor, this is a session you won't want to miss.

## FRIDAY, OCTOBER 24TH

9:00 – 10:15 A.M.

### 3.1.1 Access Track (Stone Theater)

#### Great Lakes Maritime History Digitized

Judi Stillion, Director, Alpena  
County Library; C. Patrick Labadie,  
Historian, Thunder Bay National Marine  
Sanctuary; Brian Breneman, Database  
Consultant

With \$234,375 of \$1,000,000 Library of Michigan dollars slated for digitization projects in 2005, Alpena County Library digitized the vessel portion of C. Patrick Labadie's 19th century maritime collection on the Great Lakes. The collection is owned by NOAA through the Thunder Bay National Marine Sanctuary in Alpena. It is purported to be one of the largest collections of 19th century maritime materials in existence and consists of 2.25 terabytes of data. After two years of difficult and intense work, the project was completed on September 30, 2007. The web interface will be up, running and accessible in the spring of 2008. This presentation will explain the collection, the highlights of the process and demonstrate how to most effectively use these incredible resources.



## THURSDAY, OCTOBER 23RD

5:15 – 6:00 P.M.

### 3.1.2 Collections Track (Prairies VI)

#### Re-visioning the Reference Collection

Monique Andrews, Librarian, Wayne State  
University Library System; Rhonda McGinnis,  
Librarian, State University Library System;  
Mike Hawthorne, Manager, State University  
Library System

Traditional, gloomy, dusty, esoteric, and just plain out of date, all of these describe the Purdy/Kresge Library reference collection at Wayne State University in the spring of 2007. It was a classic example of "just in case" thinking in the selection and management of the resources. As part of an overall



Fri., Oct. 24 (Cont'd.)

redesign of the reference area, a team of librarians and staff members undertook the charge to bring its collection and its purpose into the new millennium. Learn how you may apply this project's goals and surpassed outcomes to your library.

### 3.1.3 Advocacy Track (Prairie V)

The current value of MEL  
and an evolving future  
Nader Qaimari,  
GALE Cengage Learning



Each day Michigan residents register thousands of sessions on MEL library databases offered through Gale. Gale maintains aggregate information on general search habits, user behavior, and overall topics of interest used to better serve MI's unique needs. Join

Nader Qaimari in an interactive and engaging session guaranteed to shed light on the value of the existing database and how they may evolve in coming years.



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### 3.1.4 Leadership & Management Track (Glens III)

Drink the Kool-Aid: Of Course  
You Want to be A Public Library Director

Kristen Valyi-Hax, Director, Ruth Hughes Memorial District Library; Kate Pohjola, Director, Lapeer District Library; Tammy Turgeon, Director, Sterling Heights Public Library

If someone says, "Hey, why don't you become a director," do you cringe? Does the thought of being an administrator make your heart race, but not in a good way? Three thirty-something public library directors with a range of practical experience will discuss what they have learned during their respective tenures. Learn how they overcame

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Fri., Oct. 24 (Cont'd.)

obstacles, what strategies they developed in their day-to-day duties, and why they are satisfied with the choice to go into administration. Panelists will cover such topics as budgeting, personnel management, and working with a Library Board, among others.

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### 3.1.5 Marketing & Fundraising Track (Prairies IV)

#### Hand in Hand: How Libraries Can Work Together with Schools and Businesses

**Maria Showich-Gallup,**  
Head of Children's Services/Librarian II,  
Farmington Community Library;  
**Anne Marie Kurzyniec,** Media Specialist,  
Farmington Public Schools

Why should libraries work with schools and businesses in the community? How can they help each other? The Farmington Community Library, the schools, and local business have been working together to build better community relationships. In working together we have been able to build a stronger community. Join us and we will explain what we have done already and how we plan to continue this process in the future.

### 3.1.6 Patron Services Track (Glens II)

DEAN RICHARD AND  
DR. JENNIFER COCHRAN

#### Instructional Design in the Real World

**Dr. Nancy DeJoy,** Director Tier I Writing,  
Michigan State University

Many librarians today perform instruction as a component of their jobs. While buzz words like "instructional design" and "learning outcomes" circulate in the literature, librarians may wonder about their relevance in day-to-day instructional practices. The Library Instruction Unit of the MSU's has collaborated with Dr. Nancy DeJoy, Director of Tier One Writing at MSU, to create a set of online modules to be used in conjunction with traditional library instruction and orientation. This group will discuss the instructional design process used in developing on-line modules, demonstrate the benefits of collaboration, and show how course learning outcomes and objectives

were developed to correspond to the ACRL Information Literacy Competency Standards. We'll conclude with a review of how technology-based solutions can be developed to address common challenges in library instruction.

### 3.1.7 Technology Track (Glens I)



#### VUFind: An Open Source ILS Independent OPAC

**Jacki Wrosch,** Systems Librarian and Assistant Professor, Eastern Michigan University

For many years, libraries relied on their ILS vendor to deliver an OPAC that was intuitive for their users. Sometimes they succeeded, but many times features were missing. Explore how to implement VUFind in your library as either a replacement or alternative to the ILS-bundled OPAC. Specific topics to be covered are: technical requirements and setup, installation, importing and indexing of records, connecting to the ILS database, updating, and customizing for local needs. We will also demonstrate the end-user interface and compare that to our ILS-bundled OPAC.

**FRIDAY,  
OCTOBER 24TH  
10:30 – 11:30 A.M.**

GENERAL SESSION

#### Closing Keynote (Ballroom)

#### Laughing in the Hot Seat

**Jim Van Bochove**





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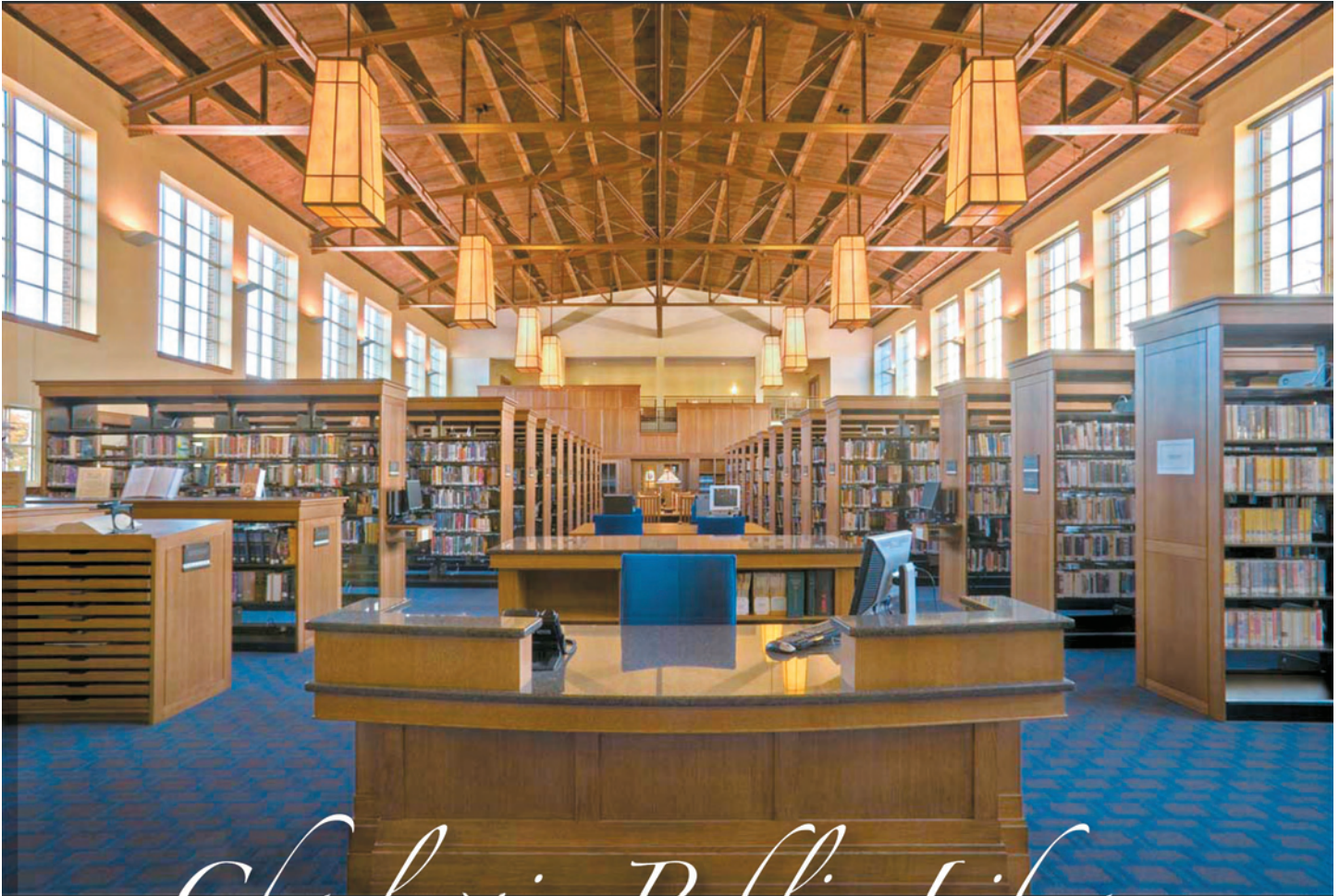
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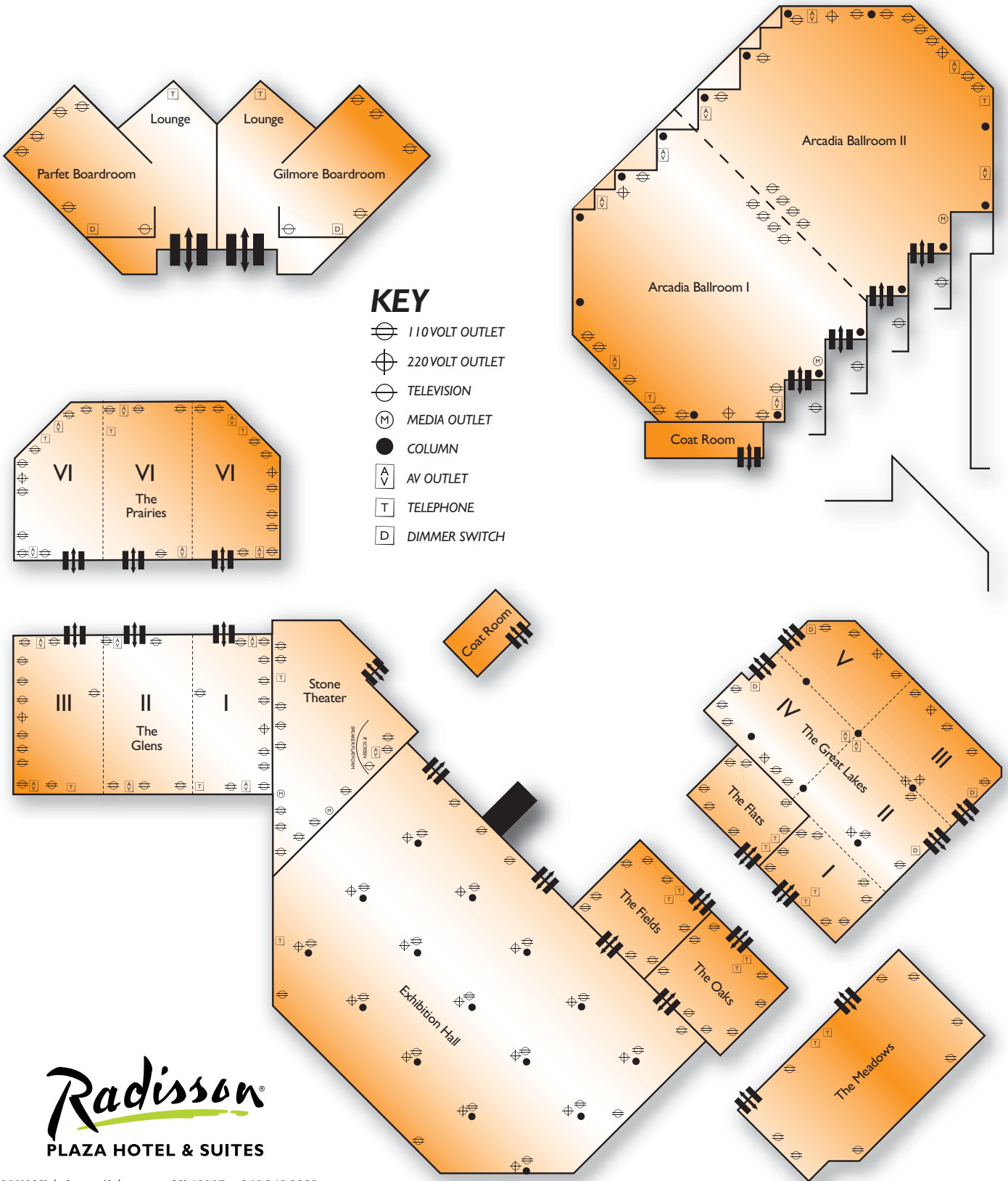
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