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**November 9 - 12, 2010**  
**Traverse City, MI**



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# Welcome to MLA Annual Conference 2010!



Greetings & Best Wishes to All of You!

It is my honor and privilege to welcome you to Traverse City, MI, the “Cherry Capital of the World,” and to invite you to participate fully in the Michigan Library Association’s 119th Annual Conference being held at the lovely Grand Traverse Resort. It’s going to be a terrific conference this year with over 70 top-notch juried programs; inspirational keynote speakers; creative poster sessions; interesting and informative table talks and lots of other special events. We’re all passionate about protecting and perpetuating our libraries, especially during economic hard times, and coming together like this is one of the best ways to share our expertise. We get the chance to meet other library professionals from around the state; hear the latest updates from leaders in the field; network with strategic partners and exchange innovative ideas and suggestions that we can take back and try out at our own libraries.




Let me point out several new initiatives that are being introduced at the 2010 MLA Conference:

- *A newly re-designed MLA Leadership Academy Class with an enhanced program is being launched as a result of significant work by our Leadership Academy Work Group, led by Tammy Turgeon. The kick-off is on Nov. 9th. The Leadership Academy breakfast is now in its second year and you can count on it in the future. All Leadership Academy graduates will be recognized at our opening general session.*
- *A complimentary Strategic Partners Breakfast on Thursday, Nov. 11th, in the Governors’ Hall will provide an opportunity for us to meet with our vendor colleagues and hear about how we can tap into their expertise and build stronger long-term mutually beneficial relationships with them.*
- *The first New Member Breakfast on Friday, Nov. 12th, will be offered for first-time conference attendees and current MLA members who want to welcome and mentor new members and friends.*

I am most grateful and wish to thank members of the 2010 MLA Annual Conference Committee and Sub-Committees, as well as the hundreds of dedicated volunteers who have worked so hard to make this year’s MLA Annual Conference a wonderful experience for all of us!

Please join me and the MLA Board of Directors at our Annual Meeting Thursday, Nov. 11th, from 3:00 p.m. - 4:30 p.m. where the result of the MLA bylaws election and the new membership model and dues structure will be unveiled. The future of the Michigan Library Association is also the future of libraries in Michigan and we will need to take a leadership role, front-and-center on issues impacting our libraries. I believe very strongly that the answer to any challenge we face should be...Yes, We Can!

With Gratitude & Hope for the Future!

  
Christine Berro, MLA President

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# MICHIGAN LIBRARY ASSOCIATION



## MLA Board of Directors

**President:** Christine Berro, *Portage District Library*

**President-Elect:** Richard Cochran, *Central Michigan University*

**Past-President:** Larry Neal, *Clinton Macomb Public Library*

**Treasurer:** Ed Repik, *Howell Carnegie District Library*

**Secretary:** Lee VanOrsdel, *Grand Valley State University*

**Member:** Mark Bronson, *Cheboygan Area Public Library*

**Member:** Lise Mitchell, *Chippewa River District Library*

**Member:** Heidi Nagel, *Kent District Library*

**Member:** Carolyn Nash, *Genesee District Library*

**Member:** Joseph Reish, *Western Michigan University*

**Member:** Mary Rzepczynski, *Delta Township District Library*

**Member:** Darlene Walch, *Northern Michigan University*

**Member:** Cathy Wolford, *DALNET*

**Ex Officio:** Nancy Robertson, *State Librarian*

**Ex Officio:** Gretchen Couraud, *MLA Executive Director*

## Past MLA Presidents

2009-2010	Larry Neal	1997-1998	Pamela Grudzien	1985-1986	A. Michael Deller
2008-2009	Kathy Irwin	1996-1997	Beverly Papai	1984-1985	Robert Garen
2007-2008	Josie Parker	1995-1996	Martha Stilwell	1983-1984	Eleanor Pinkham
2006-2007	Leah Black	1994-1995	Sandra Scherba	1982-1983	Margaret Thomas
2005-2006	Michael McGuire	1993-1994	Sandra Yee	1981-1982	Patricia Wilson
2004-2005	Linda Farynk	1992-1993	Francis J. Buckley	1980-1981	Howard Lipton
2003-2004	Marcia Warner	1991-1992	Jean Houghton	1979-1980	Carolyn McMillen
2002-2003	Phyllis Jose	1990-1991	Jule Fosbender	1978-1979	Robert Raz
2001-2002	Elaine K. Didier	1989-1990	Linda Heemstra	1977-1978	Joan Wilcox
2000-2001	Tom Genson	1988-1989	Colleen Hyslop	1976-1977	Robert Gaylor
1999-2000	Denise Forro	1987-1988	Clara N. Bohrer	1975-1976	Roberta Cheney
1998-1999	Nancy Bujold	1986-1987	Margaret E. Auer		

# 2010 MLA CONFERENCE WORK GROUP

- Conference Chair:** Kathleen Zaenger, *Howell Carnegie District Library*
- Sponsorships:** Richard Cochran, *Central Michigan University*
- Exhibits:** Margaret Auer, *Chair, University of Detroit Mercy*
- Programs:** Eva Davis, *Chair, Canton Public Library*  
Linda Adams, *Charlevoix Public Library*  
Anne Hudson, *Wayne State University*  
Kevin King, *Kalamazoo Public Library*  
Lauren Matacio, *Andrews University*  
Karen Persello, *Chelsea District Library*  
Tim Richards, *University of Michigan-Dearborn*  
Donna Ring, *Western Michigan University*  
Bryon Sitler, *White Pine Library Cooperative*
- Publicity:** Christina Holubowicz, *Co-Chair, Public Libraries of Saginaw*  
Sherrill Smith, *Co-Chair, Public Libraries of Saginaw*
- Website:** Jacqueline Wrosch, *Eastern Michigan University*  
Holly Hebert, *Rochester College*  
Rebeca Befus, *Wayne State University Library*
- Volunteers:** Kate Pohjola, *Lapeer District Library*  
Tom Volkening, *Michigan State University Engineering Library*
- Audio/Visual:** Joshua Neds-Fox, *Co-Chair, Wayne State University*  
Kevin McDonough, *Co-Chair, Northern Michigan University*
- Special Events:** Metta Lansdale, *Chair, Traverse Area District Library*  
Tina Ulrich, *Northwestern Michigan College*  
Stephanie DeLano Davis, *Northwestern Michigan College*  
Gail Parsons, *Traverse Area District Library*  
Barb Nowinski, *Traverse Area District Library*  
Val Meyerson, *Charlevoix Public Library*  
Kathleen Mosher, *Kalkaska County Library*  
Virginia Roberts, *Suttons Bay District Library*  
Laurie Lake, *Interlochen Arts Academy (now of Cleveland Music Institute)*  
Barbara Platts, *Munson Healthcare*  
Sylvia Merz, *Leland Township Library*  
Gage VanderMeer, *Munson Healthcare*
- Professional Development and Networking:** Karren Reish, *Co-Chair, Library of Michigan*  
Trish Burns, *Co-Chair, Public Libraries of Saginaw*
- MLA Administration:** Gretchen Couraud, *Executive Director*  
Genny Allen, *Director of Finance and Administration*  
Denise Cook, *Director of Professional Development*



**A big thanks goes out to all the volunteers who have helped make this conference a great one!**

# CONFERENCE INFORMATION

## REGISTRATION - LOWER LEVEL

WEDNESDAY • 7:00 A.M. - 3:30 P.M.

THURSDAY • 7:00 A.M. - 3:30 P.M.

FRIDAY • 7:00 A.M. - 9:00 A.M.

## EXHIBITS - LOWER LEVEL

### WEDNESDAY, NOVEMBER 10

EXHIBIT HALL OPEN • 12:00 P.M. - 5:00 P.M.

NON-CONFLICT TIME & LUNCH • 12:00 P.M. - 1:15 P.M.

### THURSDAY, NOVEMBER 11

EXHIBIT HALL OPEN • 8:00 A.M. - 11:45 A.M.

STRATEGIC PARTNERS BREAKFAST • 8:00 A.M. - 9:00 A.M.

NON-CONFLICT TIME • 10:00 A.M. - 10:30 A.M.

EXHIBITOR HALL CLOSED • 11:45 A.M. - 1:15 P.M.

EXHIBIT HALL OPEN • 1:15 P.M. - 3:00 P.M.

NON-CONFLICT TIME • 2:30 P.M. - 3:00 P.M.

## ALL CONFERENCE RECEPTION

### THURSDAY, NOVEMBER 11

#### Traverse Area District Library Woodmere

6:30 p.m. - 8:30 p.m.

Come visit the lovely Traverse Area District Library downtown facility overlooking Boardman Lake. Built only ten years ago, this is a TC destination for residents as well as seasonal visitors. Award winning author and local resident, Lynne Rae Perkins will read from her newest work *Easy as Falling off the Earth*, and sign copies for sale. Local quilter, retired librarian and fierce library advocate Ronnie Alf has donated a beautiful quilt that will be raffled off; the winner will be announced at the reception. Sponsored by Central Michigan University Libraries, Detroit Public Library and Detroit Library Cooperative, Northern Michigan University Olson Library, Oakland University Kresge Libraries, and Swets.

### NEED A RIDE TO THE RECEPTION?

Free Busing is available!

Busses board at 6:00 p.m. in front of the Grand Traverse Resort & Spa, and will depart from the Traverse Area District Library (TADL) at 8:30 p.m.

#### Directions?

Turn left at US-31 S • 5.7 mi

Take slight left at E. 8th St. • 1.4 mi

Turn left at Woodmere Ave. • Library on right

TADL • 610 Woodmere Ave. • 231-932-8500

## ANNUAL MEETING

"It's Our Choice, It's Our Association"

THURSDAY, NOVEMBER 11

MICHIGAN BALLROOM • 3:00 P.M. - 4:30 P.M.

Join us for this year's Annual Meeting!

The primary agenda item for the annual meeting will be a presentation and discussion about changes to MLA's membership model and simplification of MLA's dues structure. A significant amount of work by MLA's Dues Task Force and summer meetings with over 300 members led to a bylaws vote in October.

Complete details of the proposed changes are available for your reading in the July-November issue of Michigan Libraries at: <http://www.mla.lib.mi.us/pubs/milibraries>. At this meeting we will present highlights of MLA's annual results, unveil the changes and answer questions.

## MLA MEMBERSHIP BOOTH #80

Visit booth #80 for Michigan Library Association membership information or any additional conference information. Sponsored by Emery-Pratt Company.

## MLA PASSPORT TO FUN!

The MLA Annual Conference Exhibition Committee will kick-off a Passport promotion to encourage greater interaction between conference attendees and our 2010 exhibitors. This will be a great opportunity for new introductions and relationship development.

Each attendee will receive a "passport" with 18 vendors. Vendors will vary on each passport. Get all the boxes initialed, enter and win! **You could win a prize from a vendor or a grand prize from MLA!** Go to the MLA Membership Booth #80 and submit your passport to be entered for the drawing.

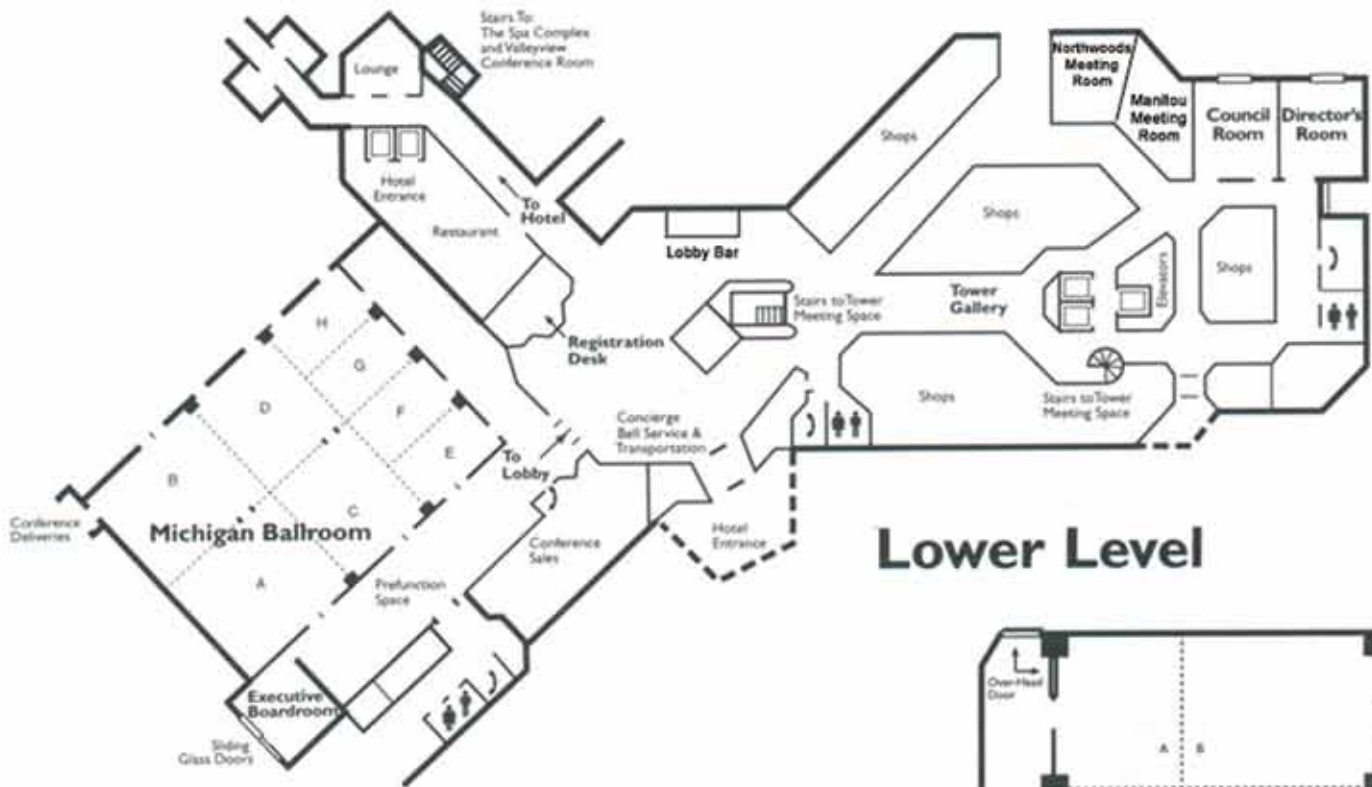
**The drawing will be on Thursday, November 11 @ 11:00 a.m. in the Governors' Hall.**

## SPECIAL SERVICES

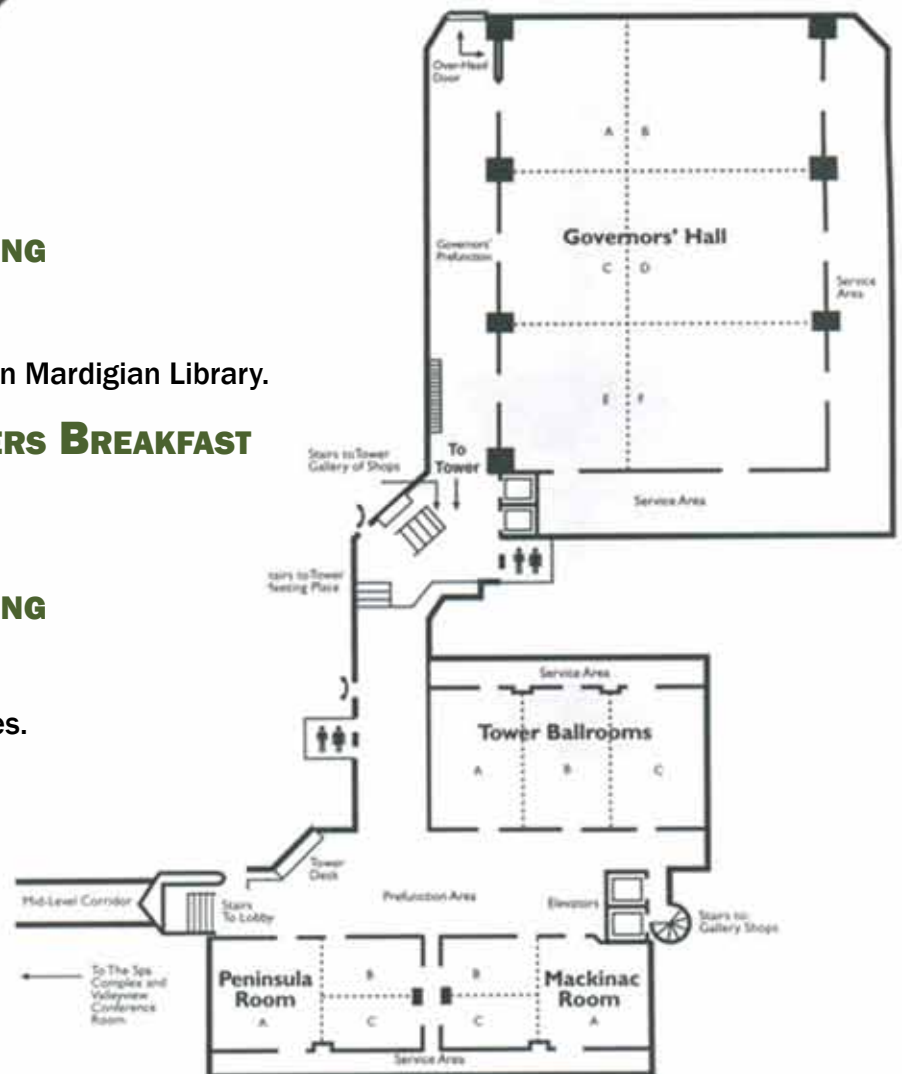
Throughout the Conference, MLA Staff will be available at the Registration Desk to assist those needing special services.

# HOTEL CONFERENCE MAP

## Lobby Level



## Lower Level



### COMPLIMENTARY COFFEE NETWORKING

**WEDNESDAY, NOVEMBER 10**

REGISTRATION AREA • 7:00 A.M. - 9:00 A.M.

Sponsored by University of Michigan-Dearborn Mardigian Library.

### COMPLIMENTARY STRATEGIC PARTNERS BREAKFAST

**THURSDAY, NOVEMBER 11**

GOVERNORS' HALL • 7:00 A.M. - 9:00 A.M.

Sponsored by Library Design Associates.

### COMPLIMENTARY COFFEE NETWORKING

**FRIDAY, NOVEMBER 12**

REGISTRATION AREA • 7:00 A.M. - 9:00 A.M.

Sponsored by Wayne State University Libraries.



# UPCOMING MLA EVENTS

## 2011 MLA ANNUAL CONFERENCE • KALAMAZOO • OCTOBER 26-28

MLA proudly celebrates its diverse membership affiliated with Michigan's public, academic, and special libraries. We grow ever stronger as we draw sustenance and inspiration from an interconnected network of resources, facilities, and especially, people. The many benefits our users receive from our collective efforts to excel are remarkable and truly uncommon.

President-Elect, Richard Cochran



### 2011 SUMMER READING WORKSHOP

December 3, 2010 • Howell

### LEADERSHIP: COMMUNICATIONS AND CHANGE MANAGEMENT

February 15, 2011 • Lansing

### SPRING INSTITUTE 2011

March 24-25, 2011 • Lansing

### TRANSITION FROM PRINT TO DIGITAL: HYPE VS. REALITY

March 25, 2011 • Farmington Hills

### DIRECTORS' SUMMIT

April 15, 2011 • Metro Detroit

### FANTASTIC FICTION

April 25, 2011 • Lansing

### ACADEMIC LIBRARIES 2011

May 5-6, 2011 • Grand Rapids

### TECH ESCAPE

May 20, 2011 • Lansing

### LEADERSHIP: CUSTOMER SERVICE

August 16, 2011 • Farmington Hills

### 2012 MLA ANNUAL CONFERENCE

November 7-9, 2012 • Dearborn



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## Diamond Level



## Platinum Level

Western Michigan University

## Gold Level

Dr. Richard & Dr. Jennifer Cochran  
Elsevier  
Foster, Swift, Collins & Smith, PC  
Innovative Interfaces, Inc.  
ReferenceGROUP

## Silver Level

3M Library Systems  
DALNET - The Detroit Area Library Network  
Grand Valley State University Libraries  
Library Design Associates, Inc.  
Michigan State University Libraries  
Midwest Collaborative for Library Services  
Miller, Canfield, Paddock & Stone  
Polaris Library Systems  
ProQuest  
University of Michigan SI Alumni Association



## Bronze Level

Central Michigan University Libraries  
Detroit Public Library and Detroit Library Cooperative  
Emery-Pratt Company  
Law Weathers  
Mardigian Library - University of Michigan - Dearborn  
Northern Michigan University - Olson Library  
Oakland University Kresge Library  
Saginaw Valley State University Library  
Swets  
Thomas Reuters  
University of Detroit Mercy Libraries  
Wayne State University Libraries



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Western Michigan University

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# University Libraries

# 2010 MLA AWARD RECIPIENTS



## LIBRARIAN OF THE YEAR - MARTHA ESCH

The MLA 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 2010 Librarian of the Year is Martha Esch, retired library director of Kent District Library.

Martha started as the branch manager of the Grandville Branch of the Kent District Library. She became the director of KDL in 2001. Prior to joining Kent District Library, she was deputy director of the Farmington Community Library and director of media services for Ferguson-Florissant School District in St. Louis, Mo. Martha has served as adjunct faculty member of the School of Library and Information Science at

Wayne State University. She currently serves on the Lakeland Library Cooperative board and the board of the Literacy Center of West Michigan. At MLA, Martha has served on the Public Policy Committee and as a board member of the Management and Administration Division.

She is a firm believer in professional growth and development for all staff. She promotes collegial cooperation among branches and encourages staff to work on teams and task forces to develop programs and services that meet the needs of the community.

## AWARD OF EXCELLENCE - DR. CHARLES HANSON

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 2010 MLA Award of Excellence is Dr. Charles Hanson, director of the Kettering University Library.

For 37 years in the library profession, Charles has focused on administration in various types of libraries: special, school, public and academic libraries, as well as teaching library science courses at Wayne State University. He started the Friends of the Kettering University Library, which helps fund activities as well as purchase materials for the collection. He has increased publicity of the library's resources to reach users throughout the university. He has added new technology to enhance services and create a 21st century library for students, faculty and staff.



While serving on its advisory council, Charles brought a new perspective to the Flint Area Library Cooperative Online Network (FALCON) as he enhanced the work that focused on a shared public and academic library automation system. He has served as chair of this group on more than one occasion as he does now on the PALNET Advisory Council, FALCON's successor.

Charles has served on many MLA committees over the years. He also has made a mark nationally and internationally as a member of committees at ALA, PLA, LAMA, IFLA, ALTAFF, FOLUSA and local organizations. His work with Friends of Libraries USA led to his involvement with Friends of Michigan Libraries. Charles is blazing yet another trail working with the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) to create a Michigan opportunity for trustee training.



# 2010 MLA AWARD RECIPIENTS



## LOLETA D. FYAN AWARD - LAURA LEAVITT

The Loleta D. Fyan Award is given to a librarian who has transformed a routine task or an untried idea into imaginative, creative service, projected a dynamic image of the professional librarian, and offered his or her college, university, school institution, industry or local community something it did not have before.

Laura Leavitt, labor and industrial relations librarian at the Gast Business Library at Michigan State University, is an example of a librarian serving her community, no matter how far that community seems to extend. She delivered high-level research information, and she also provided mentoring and advice to the public librarians around the state who were involved in researching these questions.

Laura has continued in a mentoring capacity throughout the state as a member of the MSU Extension Economic Development Area of Expertise team and is developing a set of resources for community libraries. She has been instrumental with the MLA Economic Development Community of Practice. Laura is an innovative thinker, creative and skilled researcher and helpful mentor to her colleagues.

## WALTER H. KAISER AWARD - SUSAN JAMES

MLA's Walter H. Kaiser Award is in memory of Walter H. 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. This 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 that results in the improvement of a library or libraries.

Susan James, assistant director of Bayliss Public Library in Sault Ste. Marie, is the recipient of this year's award. James began as a volunteer in the Bayliss Public Library's historical collections. She was hired as a reference librarian in 2000. In 2007, Susan was hired as the library's assistant director. She has since added programs that enabled the library to connect with its users and to build civic, commercial and governmental support in the community, which has helped the library revitalize its image. Under Susan's leadership, the library now has book clubs, authors, poetry, support groups and three film series. She has led the program committee to higher standards, culminating in the production of two books. Susan changed Bayliss Public Library from an institution that was literally stagnant into a vibrant, lively facility with excellent programs for all ages.



## TRUSTEE CITATION OF MERIT - DOROTHY JEAN COULTER

Dorothy Jean Coulter, who recently retired as a board trustee at the Suttons Bay-Bingham District Library, is the recipient of the 2010 MLA Trustee Citation of Merit. The citation honors an active MLA member who serves on a public library board or advisory committee, and who has contributed to the promotion, cooperation or advancement of libraries.

Dorothy joined the library board eight years ago, determined to see that the library's patrons were well served. Serving as president, vice president and secretary of the board, she reorganized the public library to a district library. She assisted with a professional strategic plan and participated in roundtable discussions with the community about the direction of the library's future. She helped with an extensive capital improvement plan to receive funding to improve the library. Fluent in Spanish, Dorothy spent extra hours making

sure the 60 to 80 Spanish-speaking children were aided with the programs at the library. She remains active in library affairs, continues her affiliation with the friends group and is available as an advisor on board-related matters.



# SPECIAL PROGRAMS AND EVENTS

## PUBLIC POLICY SUMMIT

**TUESDAY, NOVEMBER 9**

**TOWER B & C • 11:30 A.M. - 5:30 P.M.**

Join colleagues and community based leaders for a discussion of Michigan's future and the role of libraries in this new knowledge-based economy.

**Sponsored by the ReferenceGroup.**

Speakers include:

Mitch Bean, Director, House Fiscal Agency

Kyle Melin, News Editor/State Reporter, MIRS

Nell Kuhnmeunch, Erik Hingst, GCSI

Conrad Welsing, Coordinator for Community Outreach,  
Detroit Public Library

Carolyn Nash, Director, Genesee District Library

**Reference**GROUP™

## PRESIDENT'S RECEPTION

**TUESDAY, NOVEMBER 9**

**COUNCIL ROOM • 5:30 P.M.**

A cash bar is available.

## PRESIDENT'S DINNER WITH DOUG STANTON

**TUESDAY, NOVEMBER 9**

**COUNCIL ROOM • 6:30 P.M. - 9:00 P.M.**

Exclusive event hosted by President Christine Berro and featuring special guest Doug Stanton, author of *In Harm's Way* and *Horse Soldiers*.

Doug Stanton is the author of the New York Times bestseller *In Harm's Way: The Sinking of the USS Indianapolis and the Extraordinary Story of Its Survivors*. A former contributing editor at *Esquire*, *Sports Afield*, and *Outside*, Stanton is now a contributing editor at *Men's Journal* and has written on travel, entertainment, and adventure, during which time he nearly drowned in Cape Horn waters, played basketball with George Clooney, and took an acting lesson from a gracious Harrison Ford.

Stanton lives in his hometown of Traverse City, Michigan, where he is a member of the



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advisory board of the Interlochen Center for the Arts' Motion Picture Arts Program and a trustee of the Pathfinder School.

He has taught writing at the college level and worked as a commercial sports fisherman and caretaker of Robert Frost's house in Vermont. Stanton graduated from the Interlochen Arts Academy in Michigan and Hampshire College in Massachusetts, and also received an MFA from the University of Iowa Writers' Workshop. He and his wife, the investigative reporter Anne Stanton, have three children.

This is a ticketed event. Sponsored by Elsevier. Proceeds will benefit the MLA Scholarship Fund.



**ELSEVIER**

## LEADERSHIP ACADEMY BREAKFAST

**WEDNESDAY, NOVEMBER 10**

**DIRECTOR'S ROOM • 7:30 A.M. - 8:45 A.M.**

A panel discussion of leadership in a changing library environment from the perspective of three leaders in public, academic and special libraries. **Sponsored by University of Detroit Mercy Libraries. Ticketed Event.**

Trish Burns, Public Libraries of Saginaw

Richard Cochran, Central Michigan University

Laura Mancini, Oakland County Library

## ALL CONFERENCE OPENING KEYNOTE

### SPEAKERS WITH MIKE & DENISE BUSLEY

**WEDNESDAY, NOVEMBER 10**

**MICHIGAN BALLROOM • 10:15 A.M. - 11:30 A.M.**

In 1996, the Busleys opened Grand Traverse Pie Co., a gourmet pie shop in Traverse City, Mich. The Busleys, both Michigan natives, figured Traverse City would be a good location. The city, which bills itself as the Cherry Capital of the World, is home to the National Cherry Festival; each year it attracts more than 500,000 visitors. The marketing and sales potential of pie, cherries and hundreds of thousands of publicists was alluring.

Aligning with the festival and participating in local civic and charitable events, the Busleys transformed



# SPECIAL PROGRAMS AND EVENTS

the shop into a bakery café and built the Grand Traverse Pie brand, recognized by area residents and seasonal tourists. Pie sales rose steadily, currently reaching as many as 500 a day sold during the summer and dropping to 100 daily in early November, the store's slowest sales period.



Within eight years of opening, Grand Traverse Pie grew to a point where the Busleys took on two partners and formed GTPie Franchising LLC. In 2005, the first Grand Traverse Pie franchise opened.

## EXHIBITORS' LUNCHEON

**WEDNESDAY, NOVEMBER 10**

**GOVERNORS' HALL • 12:00 P.M. - 1:15 P.M.**

Take time out to mingle with the strategic partners for lunch. Sponsored by Law Weathers. Ticketed Event.

## COMMUNITIES OF PRACTICE SESSION

**WEDNESDAY, NOVEMBER 10**

**TOWER C • 1:15 P.M. - 2:15 P.M.**

Come meet the MLA Communities of Practice! Find out what the new Communities are, what they are doing, and where they might be going, both in person and online! A member from each community's leadership group will be part of a panel and group discussion about the Communities of Practice. Come hear what we have been up to, ask questions, and tell us what you need and expect from the communities of practice.

## POSTER SESSIONS

**WEDNESDAY, NOVEMBER 10**

**GOVERNORS' HALL PREFUNCTION AREA • 3:00 P.M. - 4:15 P.M.**

See page 16 for the list of sessions. Go to the MLA Membership Booth #80 for descriptions of all Poster Sessions. Sponsored by Midwest Collaborative for Library Services.

## WAYNE STATE ALUMNI RECEPTION

**WEDNESDAY, NOVEMBER 10**

**MICHIGAN BALLROOM E & F • 5:15 P.M. - 6:15 P.M.**

Stop into the Alumni Reception before attending the Awards Banquet Dinner and Ceremony. Wayne State University Alumni are invited to Michigan Ballroom E & F for a special alumni reception.

## AWARDS BANQUET COCKTAIL HOUR

**WEDNESDAY, NOVEMBER 10**

**MICHIGAN ROOMS PREFUNCTION AREA • 5:15 P.M. - 6:15 P.M.**

Stop in for cocktail hour before attending the Awards Banquet Dinner and Ceremony.

## AWARDS BANQUET DINNER & CEREMONY

**WEDNESDAY, NOVEMBER 10**

**MICHIGAN BALLROOM • 6:15 P.M. - 8:15 P.M.**

Celebrate the achievements of your colleagues and friends at the 2010 MLA Awards Banquet. See the 2010 winners on pages 10 & 11. Sponsored by Western Michigan University Libraries. Ticketed Event.



Western Michigan University

**University Libraries**

## NIGHT AT THE RACES

## SCHOLARSHIP FUNDRAISER

**WEDNESDAY, NOVEMBER 10**

**GOVERNORS' HALL PREFUNCTION AREA • 8:15 P.M. - 9:45 P.M.**

Back by popular demand, this mock horse race offers an opportunity for fun and friendly competition. Bets are taken. Winnings are collected ...the stakes will be not so high. See the MLA Membership booth #80 for information. Sponsored by Foster Swift Collins & Smith PC. Complimentary food and a cash bar will be provided.

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**Deborah K. Frontiera**  
Author/Speaker

Listed: Michigan Humanities Council

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# SPECIAL PROGRAMS AND EVENTS

## STRATEGIC PARTNERS BREAKFAST

**THURSDAY, NOVEMBER 11**

GOVERNORS' HALL • 8:00 A.M. - 9:00 A.M.

Join the strategic partners for a complimentary breakfast. Sponsored by Library Design Associates.

## ACADEMIC LUNCHEON FEATURING

### STEPHEN ABRAM, GALE CENGAGE

**THURSDAY, NOVEMBER 11**

MICHIGAN ROOMS A & B • 11:45 A.M. - 1:15 P.M.



#### Frankenbooks? The Emerging Book Ecology

Stephen Abram, MLS, is Past-President of the Special Libraries Association and the Past-President of the Canadian and Ontario Library Associations. He is the Vice-President for Strategic Partnerships and Markets for Gale Cengage. He was Vice-President Innovation for SirsiDynix and Chief Strategist for the SirsiDynix

Institute. He was Publisher Electronic Information at Thomson after managing several libraries. Stephen was listed by Library Journal as one of the top 50 people influencing the future of libraries. He has received numerous honors and speaks regularly internationally. His columns appear in Information Outlook and Multimedia and Internet @ Schools, OneSource, Feliciter, Access, as well as writing for Library Journal. He is the author of ALA Editions' bestselling *Out Front with Stephen Abram*. His blog, *Stephen's Lighthouse*, is a popular library blog.

Sponsored by Michigan State University Libraries. Ticketed Event.

## STATE LIBRARIAN'S EXCELLENCE

### AWARD LUNCHEON

**THURSDAY, NOVEMBER 11**

MICHIGAN ROOMS E, F, G & H • 11:45 A.M. - 1:15 P.M.

Join State Librarian Nancy Robertson as she announces and honors the winner of the Library of Michigan Foundation's State Librarian's Excellence Award. Sponsored by 3M Library Systems. Ticketed Event.

## YOUTH LUNCHEON FEATURING

### WALTER MAYES THE GIANT STORYTELLER

**THURSDAY, NOVEMBER 11**

MICHIGAN ROOMS C & D • 11:45 A.M. - 1:15 P.M.



#### The Fundamentals Still Apply: Why Stories are More Crucial in the Digital Age than Ever!

Walter Mayes has spent most of his adult life entertaining and enlightening both children and adults with stories, as well as with his message of the importance of books and the power of stories in all our lives. His dynamic

personality continues to contribute to his popularity, as well as to his lifetime commitment to children, books, and reading. He is the co-author (with Valerie Lewis of *Hicklebee's* in San Jose, CA) of the best-selling consumer reference, *Valerie & Walter's Best Books for Children: A Lively, Opinionated Guide*, a newly revised and updated second edition now available from Harper Resource Books. His first picture book, *Walter the Giant Storyteller's Giant Book of Giant Stories*, illustrated by Kevin O'Malley, has been published by Walker Books.

Walter is also the Library Media Specialist at The Girls' Middle School in Mountain View, CA, where he spends as much time as he can putting books into the hands of 140 girls, many of whom are voracious readers. His understanding of the needs of teens concerning reading and other aspects of adolescent life gets refined every day he works there. **Ticketed Event.**

## TABLE TALKS

**THURSDAY, NOVEMBER 11**

GOVERNORS' HALL • 1:15 P.M. - 2:30 P.M.

See page 16 for the list of talks. Go to the MLA Membership Booth #80 for descriptions of all Table Talks. Sponsored by Midwest Collaborative for Library Services and Thomson Reuters.

## ANNUAL MEETING

**THURSDAY, NOVEMBER 11**

MICHIGAN BALLROOM • 3:00 P.M. - 4:30 P.M.

Attend this meeting to learn about changes to MLA's membership model and simplification of MLA's dues structure.

# SPECIAL PROGRAMS AND EVENTS

## ALL CONFERENCE RECEPTION

**THURSDAY, NOVEMBER 11**

**TRAVERSE AREA DISTRICT LIBRARY • 6:30 P.M. - 8:30 P.M.**  
Come visit the lovely Traverse Area District Library downtown facility overlooking Boardman Lake. Built only ten years ago, this is a TC destination for residents as well as seasonal visitors. Award winning author and local resident, Lynne Rae Perkins will read from her newest work *Easy as Falling off the Earth*, and sign copies for sale. Local quilter, retired librarian and fierce library advocate Ronnie Alf has donated a beautiful quilt that will be auctioned off; the winner will be announced at the reception. **Sponsored by Central Michigan University Libraries, Detroit Public Library and Detroit Library Cooperative, Northern Michigan University Olson Library, Oakland University Kresge Libraries, and Swets.** Complimentary food and cash bar will be provided. See membership booth #80 for bus information.

## NEW MEMBER BREAKFAST

**FRIDAY, NOVEMBER 12**

**DIRECTOR'S ROOM • 7:15 A.M. - 8:30 A.M.**  
This breakfast is intended for new MLA members or first time conference attendees. Current members are welcome to participate and meet our new members. **Sponsored by Saginaw Valley State University Library.** Ticketed Event.

## ALL CONFERENCE CLOSING KEYNOTE

### SPEAKER FEATURING MICHAEL STEPHENS

**FRIDAY, NOVEMBER 12**

**MICHIGAN BALLROOM • 11:00 A.M. - 12:15 P.M.**  
**Hyperlinked Library Services for Everyone**  
Dr. Michael Stephens is Assistant Professor in the Graduate School of Library and Information Science at Dominican University in Illinois. He spent over fifteen years working in public libraries while developing a passion for technology and the human connections it affords. His recent publications include two ALA Library Technology Reports on Web 2.0, the monthly column "The Transparent Library" with Michael Casey in *Library Journal*, and other articles



about emerging trends and technology. Michael also maintains the popular blog *Tame the Web*. He received an IMLS doctoral fellowship at the University of North Texas, was named a *Library Journal Mover and Shaker*, and received the 2009 Association of Library & Information Science Educators Faculty Innovation Award as well as a 2009 University of North Texas Rising Star Alumni Award. He is the 2009 CAVAL Visiting Scholar, researching the effect of Learning 2.0 programs in Australian libraries.

## MICHIGAN AUTHOR AWARD LUNCHEON

### FEATURING JOHN SMOLENS

**FRIDAY, NOVEMBER 12**

**GOVERNORS' BALLROOM E • 12:30 P.M.**



The Michigan Author Award luncheon offers another exhilarating opportunity at the MLA Annual Conference. John Smolens, the 2010 winner, has lived in Michigan for many years. His writing reflects the natural beauty of our state. Smolens has published five novels - *Cold*, *The Invisible World*, *Fire Point*, *Angel's*

*Head and Winter by Degrees* - and one collection of short stories, *My One and Only Bomb Shelter*. His latest book, *The Anarchist*, is a historical novel that depicts William McKinley's assassination. His short stories and essays have also been published in various magazines and newspapers. **Sponsored by Innovative Interfaces.** Ticketed Event.

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# POSTER SESSIONS & TABLE TALKS

**POSTER SESSIONS** sponsored by Midwest Collaborative for Library Services

**WEDNESDAY, NOVEMBER 10**

GOVERNORS' HALL PREFUNCTION AREA • 3:00 P.M. - 4:15 P.M.

- 1. CRITICAL ERROR: THE NEED FOR MICHIGAN LIBRARIES TO REPRESENT THEMSELVES ONLINE**  
Presented by Lisa M. Rabey, digital biblyotheke, & Kristin LaLonde, Ann Arbor District Library
- 2. FINDING STANDARDS: WORKING WITH ENGINEERING TECHNOLOGY STUDENTS**  
Presented by Fran Rosen, Ferris State University
- 3. INTERNET READERS' ADVISORY: OUTREACHING RA**  
Presented by Kathryn Bergeron, Baldwin Public Library
- 4. LOCAL HISTORY: ALIVE AT THE LIBRARY!**  
Presented by Rachael Dreyer, Chelsea District Library
- 5. WE ALSO HAVE DVDs**  
Presented by Penni Speets, Kent District Library



**TABLE TALKS** sponsored by Midwest Collaborative for Library Services and Thomson Reuters

**THURSDAY, NOVEMBER 11**

GOVERNORS' HALL • 1:15 P.M. - 2:30 P.M.

- 1. COMBINING THE FIRST-YEAR EXPERIENCE COURSE WITH THE COMMON READING PROGRAM**  
Facilitated by Julia L. Eisenstein, Jill C. Spreitzer, & Cindy A. Gillham, University of Detroit Mercy
- 2. eBooks: INNOVATIONS & BEST PRACTICES**  
Facilitated by Kathryn Bergeron, Baldwin Public Library
- 3. IMPROVE YOUR TEACHING BY IMPROVING YOUR VOICE**  
Facilitated by Roberts Schoofs, Grand Valley State University
- 4. LET'S TALK COLLECTIONS, SPECIAL COLLECTIONS**  
Facilitated by Cynthia H. Krolkowski, Wayne State University
- 5. NEW EMPLOYEE ORIENTATIONS FOR LIBRARIES**  
Facilitated by Heidi Nagel, Kent District Library
- 6. WHAT DO MICHIGAN RESIDENTS THINK ABOUT LIBRARIES?**  
Facilitated by Karren Reish, Library of Michigan
- 7. YES, YOU CAN DO THAT WITH LIBGUIDES!**  
Facilitated by Beth M. Johns, Jennifer L. Dean, & Kathleen M. Kroll, Saginaw Valley State University







# SCHEDULE AT-A-GLANCE

## Tuesday, November 9

10:00 a.m. - 5:30 p.m.	Leadership Academy
11:30 a.m. - 5:30 p.m.	Public Policy Summit
5:30 p.m. - 6:30 p.m.	Cocktail Reception Hour
6:30 p.m. - 9:00 p.m.	President's Dinner

## Wednesday, November 10

7:00 a.m. - 3:30 p.m.	Registration Open
7:00 a.m. - 9:00 a.m.	Coffee Networking Session
7:30 a.m. - 8:45 a.m.	Leadership Academy Breakfast
9:00 a.m. - 10:00 a.m.	Programs
10:15 a.m. - 11:30 a.m.	Opening Keynote Speaker
12:00 p.m. - 1:15 p.m.	Lunch in Exhibit Area Exhibit Hall Open <i>(Non-Conflict Time)</i>
12:00 p.m. - 5:00 p.m.	Exhibit Hall Open
1:15 p.m. - 2:15 p.m.	Programs Communities of Practice Session
2:15 p.m. - 3:00 p.m.	Exhibit Hall Open <i>(Non-Conflict Time)</i>
3:00 p.m. - 4:00 p.m.	Programs
3:00 p.m. - 4:15 p.m.	Poster Sessions
4:15 p.m. - 5:15 p.m.	Programs
5:15 p.m. - 6:15 p.m.	Alumni Reception Cocktail Hour
6:15 p.m. - 8:15 p.m.	Awards Banquet Dinner and Ceremony
8:15 p.m. - 9:45 p.m.	Night at the Races Scholarship Fundraiser

## Thursday, November 11

7:00 a.m. - 3:30 p.m.	Registration Open
8:00 a.m. - 9:00 a.m.	Strategic Partners Breakfast <i>(Exhibit Hall)</i>
8:00 a.m. - 11:45 a.m.	Exhibit Hall Open
9:00 a.m. - 10:00 a.m.	Programs
10:00 a.m. - 10:30 a.m.	Exhibits Hall Open <i>(Non-Conflict Time)</i>
10:30 a.m. - 11:30 a.m.	Programs
11:45 a.m. - 1:15 p.m.	Exhibit Hall Closed
11:45 a.m. - 1:15 p.m.	Luncheons: Academic, Youth, and State Librarian
1:15 p.m. - 3:00 p.m.	Exhibit Hall Open
1:15 p.m. - 2:30 p.m.	Table Talks
1:30 p.m. - 2:30 p.m.	Programs
2:30 p.m. - 3:00 p.m.	Exhibits Hall Open <i>(Non-Conflict Time)</i>
3:00 p.m. - 4:30 p.m.	Annual Meeting
6:30 p.m. - 8:30 p.m.	All Conference Reception

## Friday, November 12

7:00 a.m. - 9:00 a.m.	Registration Open
7:00 a.m. - 9:00 a.m.	Coffee Networking Session
7:15 a.m. - 8:30 a.m.	New Member Breakfast
8:30 a.m. - 9:30 a.m.	Programs
9:45 a.m. - 10:45 a.m.	Programs
11:00 a.m. - 12:15 p.m.	All Conference Closing Keynote Speaker
12:30 p.m.	Michigan Author Award Luncheon



## Library Services

- Bonds
- Arbitrage
- Elections
- Private Use Challenges
- Construction Contract Review
- Cash Flow Borrowings
- Installment Purchase Agreements
- Internet Use Policies

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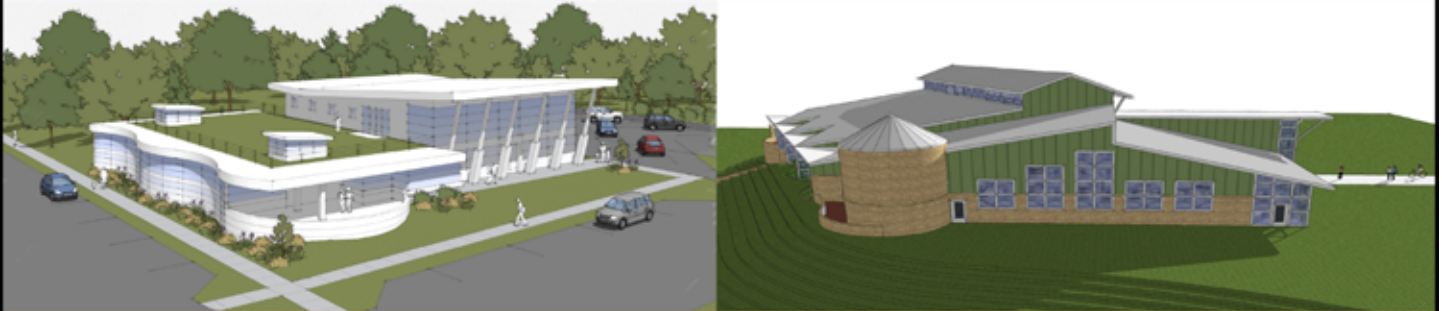
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# A Night At The Races

WEDNESDAY, NOVEMBER 10 • 8:15 P.M. • GOVERNORS' HALL PREFUNCTION AREA

This year we're once again hosting A Night at the Races. Back by popular demand, this event offers an opportunity for fun and friendly competition and will be held on November 10th from 8:15 p.m. – 9:45 p.m. in the Governors' Prefunction area.

This Mock Horse Race features 6 races. Each race features 6 racers (a.k.a. "jockeys") from the pre-defined categories below. Each jockey, during his/her race, has an opportunity to advance on the race track 6 spaces via a roll of the giant die. Bets are taken. Winnings are collected. Tears may fall ...the stakes will be not so high. Sponsored by Foster Swift Collins & Smith, PC. Complimentary food and a cash bar will be on site.



## Race Times and Categories

8:30 p.m.	MLA Founders & Presidents
8:40 p.m.	Public Library Class Size 1-3
8:50 p.m.	Public Library Class Size 4-6
9:00 p.m.	Library Vendors
9:10 p.m.	Academic/School Libraries or Librarians
9:20 p.m.	Award Winning Libraries or Librarians

Thank you for supporting A Night at the Races!  
Your contribution to the MLA Scholarship fund is greatly appreciated.

# All Conference Reception

THURSDAY, NOVEMBER 11 • 6:30 P.M. - 8:30 P.M. • TRAVERSE AREA DISTRICT LIBRARY

Come visit the lovely Traverse Area District Library downtown facility overlooking Boardman Lake. Built only ten years ago, this is a TC destination for residents as well as seasonal visitors. Award winning author and local resident, Lynne Rae Perkins will read from her newest work *Easy as Falling off the Earth*, and sign copies for sale. Local quilter, retired librarian and fierce library advocate Ronnie Alf has donated a beautiful quilt that will be auctioned off; the winner will be announced at the reception. Sponsored by Central Michigan University Libraries, Detroit Public Library and Detroit Library Cooperative, Northern Michigan University Olson Library, Oakland University Kresge Libraries, and Swets. **See membership booth #80 for busing information.**

## NEED A RIDE TO THE RECEPTION?

**Free Busing is available!**

Buses board at 6:00 p.m. in front of the Grand Traverse Resort & Spa, and will depart from the Traverse Area District Library (TADL) at 8:30 p.m.

### Directions?

Turn left at US-31 S • 5.7 mi  
Take slight left at E. 8th St. • 1.4 mi  
Turn left at Woodmere Ave. • Library on right

**TADL • 610 Woodmere Ave. • 231-932-8500**



SCHEDULE	WEDNESDAY 9:00 A.M. - 10:00 A.M.	WEDNESDAY 1:15 P.M. - 2:15 P.M.	WEDNESDAY 3:00 P.M. - 4:00 P.M.	WEDNESDAY 4:15 P.M. - 5:15 P.M.
Peninsula B	Future Space: The Changing Shape of Libraries <b>Innovation &amp; Leadership</b>	Celebrating 21st Century Learning <b>Youth Services</b>	Evolve, Turn, Switch, Create a Paradigm Shift with Vendors: Strategic Partners Panel <b>Ask the Expert</b>	Drama & Derring-Do in the Youth Department: Two Programs that Bring High Action Excitement to Children, Tweens & Teens! <b>Youth Services</b>
Tower A	Hop on the Open Source Bandwagon: Evergreen <b>Technology</b>	Beyond OCLC: Implementing SkyRiver at the Michigan State University Libraries <b>Academic</b>	Government Statistics 101: The Census and Beyond <b>Academic &amp; Adult Services</b>	Developing an Innovative Cost-Effective Approach to Staff Training <b>Innovation &amp; Leadership</b>
Mackinac B	Libraries as Drivers of Economic Growth: Supporting the Entrepreneur & Small Business Owner in Your Community <b>Adult Services</b>	Fearless Media Planning & Buying <b>Advocacy &amp; Marketing</b>	Collaborating with Local Schools: I Meant to Do That Last Year! <b>Youth Services</b>	Futureshock for Libraries: The Re-Emergence of Orality <b>Collections &amp; Readers' Advisory</b>
Tower B	Preparing Subject Librarians for an Open Access World <b>Academic</b>	Channel Yourself: Using YouTube Playlists to Create Online Collections <b>Collections &amp; Readers' Advisory &amp; Technology</b>	Website Management from Three Perspectives: Public, Academic, and a Consortium <b>Technology</b>	Reinvigorating the Experienced Instruction Librarian <b>Academic</b>
Mackinac C	Fundraising 101: How Libraries Are Entering the Charitable Marketplace <b>Advocacy &amp; Marketing</b>	Investor Education in Your Community <b>Adult Services</b>	Transforming Readers' Advisory <b>Collections &amp; Readers' Advisory</b>	Shining a Spotlight on the Community <b>Adult Services</b>
Mackinac A	How to Finance/ Refinance Library Construction Projects <b>Ask the Expert</b>	How to Avoid the 10 Most Common Violations of the Open Meetings Act <b>Ask the Expert</b>	Legislative Update: Revising Library Establishment Laws for City, Village, Township & County Libraries <b>Advocacy &amp; Marketing</b>	How to Demonstrate the Value of Libraries; plus an update on Friends of Michigan Libraries Activities <b>Ask the Expert</b>
Peninsula A	Yes, We Can Engage Teens! <b>Youth Services</b>	Yes, Libraries Can Help the Environment <b>Innovation &amp; Leadership</b>	A Single Service Point: Planning for Merging Separate Circulation & Reference Desks <b>Innovation &amp; Leadership</b>	Lessons from Miss Frizzle: What Should Be the Guiding Forces for an Entrepreneurial Library <b>Innovation &amp; Leadership</b>
Peninsula C	Selling Your Library: Merchandising Made Priceless <b>Collections &amp; Readers' Advisory</b>	Budget Usability without a Usability Budget <b>Technology</b>	<b>ROOM CLOSED NO PROGRAM</b>	<b>ROOM CLOSED NO PROGRAM</b>

■ **Academic Track** sponsored by Dr. Richard & Dr. Jennifer Cochran

■ **Advocacy & Marketing Track** sponsored by Polaris Library Systems

■ **Adult Services Track** sponsored by Dr. Richard & Dr. Jennifer Cochran

■ **Ask the Expert Track** sponsored by Miller, Canfield, Paddock & Stone

THURSDAY 9:00 A.M. - 10:00 A.M.	THURSDAY 10:30 A.M. - 11:30 A.M.	THURSDAY 1:30 P.M. - 2:30 P.M.	FRIDAY 8:30 A.M. - 9:30 A.M.	FRIDAY 9:45 A.M. - 10:45 A.M.
Building a Local Music Collection: Connecting the Library, Musicians and Fans <b>Collections &amp; Readers' Advisory</b>	Library Partnerships: Promoting Economic Development through Collaboration <b>Innovation &amp; Leadership</b>	Not Everything Requires a PowerPoint! <b>Ask the Expert</b>	Text, Post & Tweet Your Way to Great Library Service <b>Advocacy &amp; Marketing</b>	After Digitization: Tools & Ideas for Improving Digital Collection Services <b>Collections &amp; Readers' Advisory</b>
Libraries & Merit Network's Rural Fiber Initiative <b>Technology</b>	Motivating Faculty to Integrate the Library: We Can Work Together! <b>Academic</b>	Help, I'm Lost! Developing a Library Mapping System without Breaking the Bank <b>Technology</b>	We Can Make It "Un-Boring:" Redesigning Online Instruction for Today's Student <b>Academic</b>	Best of the Best 2010 <b>Innovation &amp; Leadership</b>
There is MORE (Michigan Online Resources for Educators) in MeL.org! <b>Youth Services</b>	Growing Library Programming in a Downturned Economy: Maximizing Your Resources <b>Adult Services &amp; Youth Services</b>	Digital Bookplates: Recognizing Donors in the 21st Century <b>Advocacy &amp; Marketing</b>	Reference Services for the Independent Inventor: More than Just Patents <b>Adult Services</b>	Repurposing Genealogy Resources <b>Collections &amp; Readers' Advisory</b>
Improving Library Websites with Analytics <b>Technology</b>	Telepresence: Saving Time & Money <b>Technology</b>	Readers' Advisory in Strange Places <b>Collections &amp; Readers' Advisory</b>	Annual Giving: The Interlochen Model <b>Advocacy &amp; Marketing</b>	Property Tax 101: It All Starts with the Assessment <b>Ask the Expert</b>
Yes, Even You Can Do Business Reference with Confidence & on a Limited Budget <b>Academic &amp; Adult Services</b>	Re-Imagining the Circulation Experience! <b>Innovation &amp; Leadership</b>	It's All About the Story <b>Youth Services</b>	The Write Stuff: How Your Library Can Get Children Ready to Write <b>Youth Services</b>	Successful Collaborations & Partnerships <b>Innovation &amp; Leadership</b>
Ask the Lawyer <b>Ask the Expert</b>	Policies! Policies! Policies! <b>Ask the Expert</b>	Comprehensive Financial Planning in Troubled Times <b>Innovation &amp; Leadership</b>	Handling Problem Patrons <b>Ask the Expert</b>	Analysis of Chat Reference: To Chat or Not to Chat, That Is the Question <b>Academic &amp; Adult Services</b>
Strategic Planning: Two Approaches <b>Innovation &amp; Leadership</b>	Library YOU: How User Research Makes Your Library Relevant to Your Community <b>Advocacy &amp; Marketing</b>	Sensitive HR Issues <b>Ask the Expert</b>	Making a Collection Count: Why Physical Inventory is Essential to a Quality Collection <b>Collections &amp; Readers' Advisory</b>	Show Me the Money: Fundraising Ideas for Libraries <b>Advocacy &amp; Marketing</b>
Grant Proposal Writing Basics <b>Advocacy &amp; Marketing</b>	Sisters, Schoolgirls & Sleuths: The Secrets of Girl Detectives <b>Collections &amp; Readers' Advisory &amp; Youth Services</b>	Co-Conspirators: Writers Bringing Crime to the Library <b>Adult Services</b>	<b>ROOM CLOSED NO PROGRAM</b>	<b>ROOM CLOSED NO PROGRAM</b>

 **Collections & Readers' Advisory Track**  
sponsored by Grand Valley State University Libraries

 **Innovation & Leadership Track** sponsored by  
University of Michigan SI Alumni Association

 **Technology Track**  
sponsored by ProQuest

 **Youth Services Track**  
sponsored by Michigan Library Association

 **Multi-Track**

# PROGRAM DESCRIPTIONS

**Wednesday, November 10**

**9:00 a.m. - 10:00 a.m.**

## **Future Space: The Changing Shape of Libraries Innovation & Leadership • Peninsula B**

**James Mumby and Dwayne Henderson, Fanning  
Howey Associates, Inc.**

*Bring your crystal ball, wildest ideas, an open mind, and a willingness to debate. Our presenters are going out on a limb by predicting the future, yet trying to be practical at the same time—hard to imagine. A technology designer and library architect will explore how going virtual, social networking, generational preferences, and the “download–baby–download” mentality will forever change future space in libraries. Someone has to do it, so join the party and enjoy the ride.*

## **Hop on the Open Source Bandwagon: Evergreen in Michigan Technology • Tower A**

**Evette Atkin and Megan Dudek, Midwest  
Collaborative for Library Services; Deb Shumaker and  
Charlotte Griffith, Kirtland Community College Library**  
*Libraries today are faced with an impossible paradox—the growing need of a highly functioning Integrated Library System (ILS) combined with a steady decrease in budget. Learn the benefits of the open source ILS Evergreen, how your library can join, and see how one community college upgraded its existing proprietary ILS to open source, becoming the first self-hosted member of the Michigan Evergreen Community. Learn how to devise & implement a timeline for a successful conversion, discover the cost savings realized with open source software and learn how your library can provide value-added service for your staff and patrons.*

## **Libraries as Drivers of Economic Growth: Supporting the Entrepreneur & Small Business Owner in Your Community**

**Adult Services • Mackinac B**

**Laura Leavitt, Michigan State University Libraries  
and Rhonda J. McGinniss, Wayne State University  
Libraries**

*It may come as a surprise that the information needed by many small business owners and entrepreneurs is often not available in a basic business resources collection. Entrepreneurs typically need financial data, market*

*research and highly localized information ... FAST! This session will discuss the typical information needs of the small business owner/entrepreneur based on their stage of development as well as the resources and services libraries can provide. By demonstrating value in this area, libraries can become strategic partners with their business communities and an integral part of the engine that drives local economic growth.*

## **Preparing Subject Librarians for an Open Access World Academic • Tower B**

**Linda Masselink and Jodi Tyron, Grand Valley State  
University Libraries**

*Scholarly communication issues are a hot topic in academic libraries. Developing a unified message and educating liaison/subject librarians about scholarly communication issues is a first step toward successfully navigating this new territory. Learn how you can tap into your existing departmental relationships to develop and promote your institutional repository and set the stage for future open access endeavors.*

## **Fundraising 101: How Libraries Are Entering the Charitable Marketplace**

**Advocacy & Marketing • Mackinac C**

**Keith Hopkins, Hopkins Fundraising Consulting**  
*Libraries throughout Michigan are facing unprecedented funding challenges. Many have turned to the private, charitable sector to raise funds for popular programs, operational enhancements, and capital expansions. Learn how Michigan libraries have harnessed the power of charitable giving to achieve their goals. This program will include an explanation of the key steps in initiating a successful fundraising effort, methods for involving community volunteers in becoming library advocates, and statewide examples of Michigan libraries that have successfully used fundraising to meet their operational and capital goals.*

## **How to Finance/Refinance Library Construction Projects Ask the Expert • Mackinac A**

**Todd A. Samuelson, Michael C. Givler, and Darlene  
Janulis, UMBAUGH**

*Walk through the finance process, from the planning stage to the sale of the bonds. This includes planning issues, timelines, responsibilities of the professional team, components of the bond issue, bond and project related costs, election cycle, structuring the bond issue, sale of the bonds, and investing the proceeds. This session will also include valuable insight, information, and*

# PROGRAM DESCRIPTIONS

key facts that help you decide the best time to refinance your outstanding bonds. Information will also be provided to clarify the difference between an advance refunding versus a current refunding, and why the timing is so important.

## **Yes, We Can Engage Teens!**

### **Youth Services • Peninsula A**

**Seth Penchansky, AIA, Penchansky Whisler Architects; Charli Osborne, Oxford Public Library**  
*Whether you are a Librarian, Teacher, Social Worker or Religious Leader, teens are the toughest user group to serve well. All these professionals are trying to figure out how to keep teens engaged and interested. How do you create a dynamic, flexible Teen area for this ever-changing user group? Can we learn something from these other institutions? Learn strategies for determining the correct size for your teen collection and teen area, including seating, computer workstations, shelving, etc. The renovation of the Oxford Public Library Teen Area will be used as a case study as well as examples of other Teen areas.*

## **Selling Your Library: Merchandising Made Priceless**

### **Collections & Readers' Advisory • Peninsula C**

**Kelly Ireland, Katherine Bryant, and Sherrié Savage, Southfield Public Library**

*Learn a few practical, inexpensive tips and tricks to visually enhance your displays and collections, leading to increased circulation and program attendance. View your library like a patron to understand the significance of aesthetically-pleasing merchandising used by the retail sector. Bookstores employ displays and visual merchandising practices to entice you to buy; with a few modifications, libraries can use the same practices. We'll teach you creative display ideas, branding, focal points, color theory, signage, butt radar and more. Find out what merchandising is and how you can use simple techniques to make materials fly off the shelves and sell your library!*



## **Wednesday, November 10 1:15 p.m. - 2:15 p.m.**

### **Celebrating 21st Century Learning**

#### **Youth Services • Peninsula B**

**Joy Murray, Gale/Cengage**

*Preparing today's youth to succeed in the digital economy requires a new kind of teaching and learning. Skills such as global literacy, computer literacy, problem solving, critical thinking, creativity, and innovation have become crucial to today's increasingly interconnected workforce and society—and technology is the catalyst for bringing these changes into the classroom. What does it mean to be a 21st century learner, and what will be necessary to compete in a global economy? Learn about trends in education, learning, and searching, and the Gale resources—including those available to all Michigan residents through MeL—that are designed to help you help students.*

### **Beyond OCLC: Implementing SkyRiver at the Michigan State University Libraries**

#### **Academic • Tower A**

**Nancy Fleck, Lisa Robinson, and Leah Black, Michigan State University Libraries**

*In 2009, after more than 30 years with OCLC, the Michigan State University Libraries became the first in the United States to use SkyRiver. SkyRiver provides an easy-to-use cataloging interface backed by a database populated with records from the Library of Congress and a variety of other bibliographic record sources. Virtually every Technical Services function was affected by this change – copy and original cataloging processes, pre-order routines in Acquisitions, database maintenance, cataloging backlog management, and much more. This program will outline the MSU Libraries' migration experience, beginning with the library director's initial decision to switch to SkyRiver through the present.*

### **Fearless Media Planning & Buying**

#### **Advocacy & Marketing • Mackinac B**

**William J. Schroer, WJSchroer Co.**

*Commercial media is becoming more important as getting the word out—whether introducing a new program or building support for a millage—can't be done with press releases. However, many are intimidated by jargon and the confusing way media is sold. Get a primer on how*

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media differs in impact, how it is measured, sold, and the metrics used to determine how to compare prices from one media outlet/type to another. Learn the differences between media in terms of sales, measurement, cost structure, and evaluation, and how to communicate with a media rep without having to hold onto your wallet (or purse).

## **Channel Yourself: Using YouTube Playlists to Create Online Collections**

### **Collections & Readers' Advisory & Technology Tower B**

**Cathy Wolford, Steven K. Bowers, and Kristy Wells, DALNET - The Detroit Area Library Network**

Librarians can use social networking websites to deliver library services in new formats. YouTube playlists can organize access to videos in much the same way librarians use collection development for library materials. Learn how to create a YouTube channel and playlists, how to select videos to populate your playlists, the types of YouTube accounts, channel set-up and customization, site maintenance, video evaluation and selection techniques. Get ideas on using created playlists as virtual online collections. The social aspect of using YouTube, ways to integrate playlists into the OPAC, and the issues surrounding copyright compliance, access, and content permanence will be covered.

## **Investor Education in Your Community**

### **Adult Services • Mackinac C**

**Mark Robinson, CIMA®, AIFA®; Margaret (Peg) Beckwith, Michigan Office of Financial & Insurance Regulation**

The Michigan Office of Financial and Insurance Regulation's series, *Investor Education in Your Community*, provides unbiased, non-commercial and free sources of education about the complicated world of investing. Learn how you can partner with OFIR to bring this free series to your community, and learn what you can do to improve your library's collections and services on this topic. Examples of the educational materials offered free-of-charge will be on hand, as well as information on how to obtain a supply for your library. Tips on how to spot an investment scam and choosing an investment professional will also be discussed.

## **How to Avoid the 10 Most Common Violations of the Open Meetings Act**

### **Ask the Expert • Mackinac A**

**Anne Seurynck, Foster, Swift, Collins & Smith, PC**

This program is intended to educate library directors and board members about the top 10 most common violations of the Open Meetings Act and how to avoid them. Learn how to deal with committee meetings, drafting minutes, and posting notices. In addition, the session will focus on the application of the Open Meetings Act to newer technologies such as e-mail, video conferencing and chat rooms. The session will also provide a general review of the provisions of the Open Meetings Act and educate attendees on compliance issues.

## **Yes, Libraries Can Help the Environment!**

### **Innovation & Leadership • Peninsula A**

**Seth Penchansky, AIA, Penchansky Whisler Architects; Dr. Douglas Raber, Ferndale Public Library**

Learn about 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 can be incorporated into the design of Libraries. A case study of the new Ferndale Public Library, expected to receive Gold certification, will show how a library can cut costs and improve the patron experience by building green. The project includes geothermal heating and cooling, rain water harvesting, a green roof, and many other sustainable strategies and materials. Cost implications of sustainable design and LEED certification will be reviewed and discussed.

## **Budget Usability without a Usability Budget**

### **Technology • Peninsula C**

**Suzanne Chapman, Ken Varnum, and Julie Piacentine, University of Michigan MLibrary**

Many libraries employ no one for the purpose of website usability. While there is a wide range of traditional techniques to evaluate usability, usability doesn't have to be complicated and time-consuming. More straightforward, "budget" techniques can be used to achieve the most interesting and useful results. Learn about one Usability Committee's structure, techniques, and findings from recent projects to evaluate a recently launched website. Apply these methodologies, testing materials and results from "guerilla" testing, group card sorting, and participatory design sessions with users. The presentation will also include a hands-on usability exercise to show the value that even informal usability testing can offer.



**Wednesday, November 10**

**3:00 p.m. - 4:00 p.m.**

**Evolve, Turn, Switch, Create a Paradigm Shift with Vendors: Strategic Partners Panel**

**Ask the Expert • Peninsula B**

James Mumby, Fanning Howey; Nader Qaimari, Gale/Cengage; Steven T. Wayward, Corrigan Moving Systems; John Richardson, Polaris; Stephen O.

Schultz, Fahey Schultz Burzych Rhodes PLC

*If you think your library is facing a unique issue, think again. Learn how you may tap into a wealth of resources by partnering with vendors that support libraries and librarians throughout Michigan. Vendor representatives could become your portal into a vast array of trends, solutions, referrals, best practices (worst practices), as they are witnessed first-hand throughout the country. Learn how to build relationships with vendor representatives to gain vital knowledge about finance/budgeting, strategic planning, building, marketing, and more. Panelists will also share what they value in MLA membership.*

**Government Statistics 101: The Census and Beyond Academic & Adult Services • Tower A**

Hailey Mooney, Michigan State University Libraries; Rhianna Williams, Michigan Technological University Library; Nyama Y. Marsh, Flint Public Library

*How do you find the number of people living in your area, the percentage who have college degrees, or how many businesses in America are owned by female Latinos? As the Decennial Census count comes to a close, librarians from the Government Documents Round Table of Michigan will be giving a presentation on American FactFinder, the tool provided by the Census Bureau to access statistical data. In addition, a number of complementary data sources will be introduced to assist you in answering statistical questions beyond census data, such as crime, agricultural and consumer expenditure data.*

**Collaborating with Local Schools: I Meant to Do That Last Year! Youth Services • Mackinac B**

Laura Wright and Nicolette Sosulski, Portage District Library

*Collaborating with local schools takes time, commitment, creativity, and possibly a rubber chicken, but it can be done successfully. Learn how to start small, troubleshoot challenges, build long-term programs, and work with your*

*strengths. Pick up some concrete ideas for creative, fun, and educational programs that work with different grade levels, such as kindergarten library card initiatives, high school booktalks, web-based curriculum support, school bus ads, summer reading promotion, library programs for credit, and middle school Jeopardy! tournaments. The schools will thank you for your support, and you will see a significant return in increased traffic, better relationships with kids, and a heightened community awareness of your library.*

**Website Management from Three Perspectives: Public, Academic, and a Consortium**

**Technology • Tower B**

Michael McEvoy, Northville District Library; Kelly Sattler, Michigan State University Libraries; and Steven K. Bowers, DALNET

*Web content management is a multi-faceted issue involving choosing technology appropriate to your library's needs; creating policies and procedures to determine how content is developed for your site; and determining who uploads and maintains content. Panel members from three types of libraries will discuss these issues. This session is relevant to several groups: to technology staff who will be able to explore options for their libraries, to directors who make technology and policy decisions, and to library staff who are interested in contributing to their library's site.*

**Transforming Readers' Advisory**

**Collections & Readers' Advisory • Mackinac C**  
Duncan Smith, NoveList/EBSCO Publishing

*Answering the "What's a good book to read?" question is one of the many important questions asked in public libraries, yet research shows that it is a question that many staff are not comfortable answering. Using videos of real readers, Smith will provide a framework for responding to this challenging question and show how this process increases reader awareness of their reading interests and develop a richer understanding of how reading supports readers in living fuller, richer lives. The result is a service that positions libraries to serve a unique and vital function in the reading lives of their communities and positions both libraries and staff to grow, succeed and prosper.*

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## **Legislative Update: Revising Library Establishment Laws for City, Village, Township & County Libraries**

### **Advocacy & Marketing • Mackinac A**

Anne Seurnyck, Foster, Swift, Collins & Smith PC; Jim Seidl, Woodlands Library Cooperative and the Michigan Cooperative Directors Association

*The Cooperative Directors have worked for the last year with Foster, Swift, Collins & Smith to standardize the provisions of establishment laws for public libraries as township, city, village and county libraries (PA 138 and PA 164). The laws have many vague areas that cause the respective libraries' problems in dealing with their municipalities. The draft of the revised legislation is ready for review and will allow for input from the library community before the proposed legislation is presented to a legislator for sponsorship. Take this opportunity to see the changes and provide input into the final draft.*

## **A Single Service Point: Planning for Merging Separate Circulation & Reference Desks**

### **Innovation & Leadership • Peninsula A**

Mary P. (Mollie) Freier and Kathy Godec, Northern Michigan University

*The merger of a Circulation Desk and a Reference Desk changes the ways in which library staff work. In tough economic times, does merging service points to create "one-stop shopping" best utilize staff expertise and improve service to patrons? This presentation will report on the planning process and implementation for one library.*

**Wednesday, November 10**

**4:15 p.m. - 5:15 p.m.**

## **Drama & Derring-Do in the Youth Department: Two Programs that Bring High Action Excitement to Children, Tweens & Teens!**

### **Youth Services • Peninsula B**

Lisa A. McClure, Chelsea District Library

*Tired of finger plays and craft sticks? Learn about two programs that bring both excitement and new patrons to the library. "I Need to Read" brings speakers from the community to discuss their careers and what they need*

*to read to succeed. "Drama Week" has the library put on a full one-act play in only one week complete with rehearsals, scenery, costumes, props, and performance. Many youth love the theater but are unable to afford the high fees charged by youth drama groups, or the amount of time required by long productions.*

## **Developing an Innovative Cost-Effective Approach to Staff Training**

### **Innovation & Leadership • Tower A**

Regan Rodriguez and Kamal Webster, Wayne State University Libraries

*In all libraries, resources and services must change to meet patron needs and respond to new technologies. To provide knowledgeable customer service, public services employees need to keep up with these changes. In 2009, two teams were formed consisting of librarians, paraprofessionals, and an information technologist to develop a staff training program for all levels of staff that would be relaxed and fun for all. Key non-librarian staff will describe the planning and implementation of the training sessions, including presentation formats, incentives, and lessons learned to provide a framework for recreating and customizing this training method in libraries of all types and sizes to train staff at various levels.*

## **Futureshock for Libraries: The Re-Emergence of Orality**

### **Collections & Readers' Advisory • Mackinac B**

Ruth Ann Jones and Ranti Junus, Michigan State University Libraries

*In 1982, linguist Robin Tolmach Lakoff observed that orality was beginning to replace literacy as the ideal among communication models in Western culture. Thirty years later, the Internet and globalization of culture are hastening this transition. What does this mean for libraries, which have literacy as the most fundamental assumption of their objectives and practices? We will address three aspects of this challenge: 1) What are the defining characteristics of orality and how do they compare to literacy? 2) What kinds of communicative phenomena are developing in response to the increased idealization of orality? 3) How can libraries collect primary source materials that exist not in a single digital space but are diffused across the Internet? We will identify technological possibilities and legal and ethical issues.*

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## **Reinvigorating the Experienced Instruction Librarian Academic • Tower B**

**Elizabeth Bucciarelli and Sara Memmott, Eastern Michigan University Library**

Sustaining enthusiasm and avoiding burnout is a challenge for all librarians, but it can be especially vital for librarians who teach numerous instruction sessions each semester. Teaching the same content the same way year after year can lead to boredom and burnout. New knowledge in the field of teaching and learning, changes in student populations, and shifting expectations of students, institutions and accrediting agencies points to the need to reevaluate how we teach. We will discuss methods for keeping teaching skills a living work-in-progress, describe ACRL's Information Literacy Immersion Program and lessons learned, and share ideas for revitalizing your energy and keeping abreast of new learning theories and instruction modalities, providing examples of the changes we made in our teaching, and student reactions to these changes.

## **Shining a Spotlight on the Community**

**Adult Services • Mackinac C**

**Deborah Sears, Jackson District Library**

Successful programming doesn't have to break the bank. The Jackson District Library shines a spotlight on the community through two series that consistently bring in audiences. "In Their Own Words: Stories of Jackson's World War II Veterans" and "Community Forums" have achieved success through creating partnerships, keeping it local and building a brand. Working with little or no budget, library programs can have an impact on the community; learn how one library's key concepts for successful series (keep it local, build a brand through image or title, keep showing up!) have led to their achievements.

## **How to Demonstrate the Value of Libraries; plus an update on Friends of Michigan Libraries Activities Ask the Expert • Mackinac A**

**Char Ezell, the Extra Edge; Charles Hanson, Friends of Michigan Libraries**

Libraries compete for the public's attention against many other essential services. But what makes the library essential--so essential that people will pay more taxes, spend more time, donate more funds to support them? By making use of persuasion techniques that are subtle, effective and cost nothing, librarians, trustees and Friends can make a better case for library support. Additionally, the Chair of the Friends of Michigan Libraries

will talk about the revitalized FOML including an expanded Board of Trustees and a dynamic new website presence. Learn how to communicate your library's value and how FOML may help your library accomplish its mission.

## **Lessons from Miss Frizzle: What Should Be the Guiding Forces for an Entrepreneurial Library Innovation & Leadership • Peninsula A**

**Corey Seeman, University of Michigan Kresge Business Administration Library**

Miss Frizzle, of Magic School Bus fame, presented a simple call to action: "Take Chances, Make Mistakes, and Get Messy." Using the Kresge Business Administration Library at the Ross School of Business, University of Michigan, this presentation will explore how Miss Frizzle's rules were put into place to allow the freedom to experiment and think in a true entrepreneurial fashion. Using the three rules, unconventional programs and services were started, tweaked, and sometimes abandoned. Discuss the role of failure in library programs, and how that can always be a good learning tool if the correct cultural conditions exist.

**Thursday, November 11  
9:00 a.m. - 10:00 a.m.**

## **Building a Local Music Collection: Connecting the Library, Musicians and Fans**

**Collections & Readers' Advisory • Peninsula B**

**Kelly Bennett, Ferndale Public Library**

Building and marketing a local music collection can identify your library with hip culture. Learn how to make your library a center of the local music scene and connect with local musicians and audiences, brand your collection, market it to the music fans you have and hope to gain, and take advantage of social media to tell your community about the collection. You'll also learn how a local music blog will connect your collection and you to the scene in unique ways. Get the information you need to set up music gigs in your library, including tips on purchasing PA systems, location and advertising.

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## **Libraries & Merit Network's Rural Fiber Initiative Technology • Tower A**

**Eric M. Grandstaff and Debbie DeSousa, Merit Network**

Merit Network is building extensive gigabit fiber optic networking infrastructure in rural Michigan! This project, funded by the ARRA NTIA Broadband Technologies Opportunities Program ("BTOP") has many positive future benefits for Michigan Libraries—and for their respective patrons, too. Get an update on Merit Round 1 and Round 2 fiber optic routes in Michigan, the opportunities for Michigan libraries to offer quality Internet connectivity to their communities, the potential use of USF funds to pay for the costs of fiber optic networking, and how you can become involved in this important Rural Fiber Initiative.

## **There is MORE (Michigan Online Resources for Educators) in MeL.org!**

### **Youth Services • Mackinac B**

**Deb Biggs Thomas, Library of Michigan; Karen Hairston, Michigan Department of Education**

Debuting in 2008, the Michigan Online Resources for Educators (MORE) has become one of the premier information portals for educators in the country. In MORE, educators and parents will find tens of thousands of curricula-based digital resources aligned to the Michigan Content Expectations for both grade school and high school. Store favorite resources, rate and review resources, and build lesson plans. Learn how to share this incredibly useful resource with the teachers and homeschooling parents in your community.

## **Improving Library Websites with Analytics Technology • Tower B**

**Sara Memmott, Eastern Michigan University Library**

Library websites provide a key service point for library users, and evaluating their effectiveness is an important part of assessing library services. This presentation will demonstrate how Google Analytics was used to learn more about particular user groups, sources of traffic, and use of specific content, and how this information was applied to improve the site. Learn how to develop a plan for implementation, tips for tracking use of documents, videos, and tutorials, and the strengths and weaknesses of Google Analytics. Included will be a discussion of other tools for analyzing statistics and a look at Google's Website Optimizer. Both novices and those with some experience using web analytics can learn how to use this data to improve library websites.

## **Yes, Even You Can Do Business Reference with More Confidence and on a Limited Budget!**

### **Academic & Adult Services • Mackinac C**

**Tera Moon, Southfield Public Library**

Whether you work in an academic or public library setting, business reference questions are coming at us a mile a minute these days with no signs of stopping even while our budgets continue to shrink. Come away from this session with some new (mostly free!) resources to add to your collection and new ideas for improving your business reference skill set.

## **Ask the Lawyer**

### **Ask the Expert • Mackinac A**

**Anne Seurnyck and Michael R. Blum, Foster, Swift, Collins & Smith, PC**

"Ask the Lawyer" is a question and answer session during which members of the audience ask questions on a variety of legal issues affecting libraries. Questions can include topics such as layoff plans and notices, policy issues, real estate transactions, labor and employment issues, dealing with problem patrons, addressing pornography, and handling inquiries from law enforcement.

## **Strategic Planning: Two Approaches**

### **Innovation & Leadership • Peninsula A**

**Laurie Golden, Canton Public Library; Susan Kennedy, K2Communication Plus, LLC; Lise Mitchell and Monica Fox, Chippewa River District Library System**

In a time when budgets are being cut and major changes are rocking the worlds of reluctant staff, it's more important than ever to define the future of your library with your team. Learn from two libraries' different approaches—what worked well, what they would have done differently, how they will proceed from here—using the PLA strategic planning model, and a market research/product development approach. Help your team implement a successful strategic plan by learning about these processes, experiences and outcomes, and gather information on which one is right for you.

## **Grant Proposal Writing Basics**

### **Advocacy & Marketing • Peninsula C**

**Sherrill Smith, formerly Public Libraries of Saginaw**

As library budgets shrink, grant writing is an essential skill! This beginning grant writing session covers the key components of writing and submitting a proposal to a

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foundation or a corporation, and responds to questions that first-timers often have about the process of applying for a grant. It gives an overview of the grant seeking process: What you need to have in place before you seek a grant; What you need to know about grant makers and how nonprofits are supported; How you identify funding partners; Crafting the proposal. The session will also cover various sources for searching for funding.

**Thursday, November 11**  
**10:30 a.m. - 11:30 a.m.**

## **Library Partnerships: Promoting Economic Development through Collaboration**

**Innovation & Leadership • Peninsula B**

**Bethany Kennedy and Victoria Bennett, Washtenaw Community College, and Sara Wedell, Chelsea District Library**

*The Washtenaw County Libraries Serving Small Business Group is a collaborative effort among public librarians, academic librarians, an academic administrator and business service organizations. Learn how collaboration with other libraries and organizations can lead to ideas, services, and resources that encourage economic development without increasing operating costs. Identify the strengths and resources of your region in relation to the needs of small business owners and develop an action plan to put them to work for your community. For those cutting edge projects that need funding, find innovative sources to enhance your library services. Your library can make a difference in the economic outlook of Michigan; join us to find out how!*

## **Motivating Faculty to Integrate the Library: We Can Work Together! Academic • Tower A**

**Veronica Bielat and Judith Arnold, Wayne State University Libraries**

*Learn how two academic librarians created a workshop for faculty to help them integrate the library in a meaningful way, and support student learning and development of information literacy skills. Though the short term goals of the faculty workshop are to integrate the library, the long term goal and potential outcome is to collaborate with faculty as partners. Engage in a series of interactive tasks that will enable you to construct a plan for a similar workshop tailored to your faculty; identify a venue and partner for a similar workshop in your institution; develop strategies to motivate faculty to attend; and develop faculty-focused workshop content.*

## **Growing Library Programming in a Downturned Economy: Maximizing Your Resources**

**Adult Services & Youth Services • Mackinac B**

**Marilyn Kwik and Andy Schuck, William P. Faust Public Library of Westland**

*This program will focus on how you can continue to provide and grow quality programming whatever your current budget. You will learn how to maximize staff potential, and how to reach out to the community of library and non-library users alike, by implementing proven programming strategies that can be adapted by your library. Find out how you can “go local” and expand your programming options for adults and teens with little or no funding. No matter your library’s current economic situation, expanded programming is within reach.*

## **Telepresence: Saving Time & Money**

**Technology • Tower B**

**Linda Masselink and Anne Merkle, Grand Valley State University Library**

*Using webcams and the Internet with software such as ooVoo, telepresence refers to real-time interaction that recreates an in-person meeting experience. Learn how a business professor and librarians collaborated to use video conferencing for class group work, facilitate office hours, and communication among the library, faculty and students. telepresence virtually connects people in many fields: medical personnel and patients; companies and candidates for job interviews; students and teachers; librarians and users; and businesses and their other locations or global customers. This program provides an example of how this technology was effectively used for a class; the broader applications of webcams, and important etiquette considerations when telepresence is used.*

## **Re-Imagining the Circulation Experience!**

**Innovation & Leadership • Mackinac C**

**Seth Penchansky, AIA, Penchansky Whisler Architects; Ann Rohrbaugh and Kevin King, Kalamazoo Public Library**

*This program will address the current growing trend in reimagining the circulation experience as a more interactive dynamic customer service experience for patrons. Learn how this major change was accomplished at Kalamazoo Public Library. Seth Penchansky, Principal at Penchansky Whisler Architects, will present the recent renovation of the Kalamazoo Public Library circulation*

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desk and area and show how that facilitated the transformation of the circulation experience. The project will be used as a case study, with emphasis on how to make self check and holds appealing.

## **Policies! Policies! Policies!**

### **Ask the Expert • Mackinac A**

**Anne Seurnyck, Foster, Swift, Collins & Smith, PC**  
As important as “location” is to real estate, policies are to public libraries. Library policies are the cornerstone of library operations and provide an important tool for staff to deal with library patrons. We will discuss the most important library operational policies such as Patron Behavior Policy, Internet Use Policies, Freedom of Information Act Policies, and Meeting Room Policies. We will also be discussing the need for record retention and media policies.

## **Library YOU: How User Research Makes Your Library Relevant to Your Community**

### **Advocacy & Marketing • Peninsula A**

**Laurie Golden, Canton Public Library; Susan Kennedy, K2Communication Plus, LLC**

Learn how to develop user profiles of your community without undertaking an expensive, time consuming research project. Valuable community information can be gleaned from existing data, along with asking the right questions. Learn how one library got to know and understand users and non-users to create a tool kit for staff and deliver the right mix of programs, services and collections to the community.

## **Sisters, Schoolgirls & Sleuths: The Secrets of Girl Detectives Collections & Readers' Advisory & Youth Services • Peninsula C**

**Patricia Bravender, Grand Valley State University Libraries**

Did you have a secret desire to drive a blue roadster and explore haunted mansions? Did you have chums instead of friends? Did the words ‘mystery’ and ‘clue’ give you a tingle of excitement? If yes, you were probably a girls’ mystery series fan. Why did we all want to be like Nancy Drew, Cherry Ames or Judy Bolton? Despite their enormous popularity, why were these books banned from public and school libraries? Today, series books for girls are not scorned but are studied. Learn the history of classic girls’ mystery series published during the golden age from the 1930s through the 1960s.

## **Thursday, November 11 1:30 p.m. - 2:30 p.m.**

## **Not Everything Requires a PowerPoint!**

### **Ask the Expert • Peninsula B**

**Jennifer Cornell, Kalamazoo Public Library**

You’re not a teacher, trainer, or educator (at least not in the traditional sense), and you need to instruct some sort of class at your library—computer training, job seeking, etc. You think—“I’ll create a PowerPoint!” But is that the most effective way of reaching patrons who are floundering with their knowledge? Learn ways to abandon or enhance the lecture style of instruction and get your patrons involved with their learning. Learn to create strong handouts and use analogies to craft understandable explanations for patrons. We will also employ skills such as assessing prior knowledge, asking thought-provoking questions, and determining comprehension.

## **Help, I’m Lost! Developing a Library Mapping System without Breaking the Bank**

### **Technology • Tower A**

**Paul Gallagher, Wayne State University Libraries**

All libraries share a common challenge--helping patrons find materials. The WSU Library System launched its open-source library mapping application in February 2010 to help locate materials in the five WSU libraries. It works within the catalog using a unique call number overlay mechanism to show the location of materials, and provides a web form for use at the reference desk to lookup items by call number. The system also provides information on the three hundred collections held by the WSU Libraries. Patrons learn where to locate reserve items, how to access closed collections, or get driving maps to extension center libraries. See how to map diverse holdings with a minimum of technology and expense.

## **Digital Bookplates: Recognizing Donors in the 21st Century**

### **Advocacy & Marketing • Mackinac B**

**Barbara Kriigel, Beth Taylor, Julia Daniel Walkuski, University of Michigan-Dearborn Mardigian Library**

Learn how an ad hoc committee at an academic library was able to create a Web page and template for digital bookplates. Hear how the project has evolved over the two years it has been in existence with bookplates created for several endowments, donated book collections, and general gifts to the library. Learn about

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the “behind-the-scenes” work that enables Item records in the OPAC to link to the digital bookplates and vice versa. The bookplates aid in fund raising and collection development, and can easily be adapted for use by other libraries.

## **Readers’ Advisory in Strange Places**

**Collections & Readers’ Advisory • Tower B**

**Virginia Roberts, Suttons Bay Bingham District Library; Peter Makin, Brilliant Books**

Tired of the usual sources for RA? James Patterson, Danielle Steele, and Janet Evanovich have you order-worn? Can’t find age appropriate material for the reluctant or precocious reader or the nine-year-old Twilight wannabe? And there are no more Harry Potter sequels! Oh, and what is a Ronin anyway? Find a few new places to look and listen, and maybe make a few friends along the way—partnering with your local bookstores, hidden authors, and expanding your library members’ horizons with a ton of innovative suggestions.

## **It’s All About the Story**

**Youth Services • Mackinac C**

**Walter M. Mayes, Walter the Giant Storyteller**

Walter M. Mayes, winner of the First Coleen Salley Storytelling Award, will offer tips on how to reach and hold an audience of any size or age. Whether choosing books for storytime or retelling folktales, half the battle is in the choosing, and a list of Walter’s storytelling “bests” will help anyone who is looking for ways to enhance their own storytelling ability.

## **Comprehensive Financial Planning in Troubled Times Innovation & Leadership • Mackinac A**

**Darlene W. Janulis, Todd A. Samuelson, and Michael C. Givler, UMBAUGH**

Learn a comprehensive approach to budgeting and cash flow management that will help you survive these difficult economic times. Gather ideas for meaningful operational and capital planning and learn how to identify possible management efficiencies, and the importance of cash flow forecasting and multi-year planning.

## **Sensitive Human Resource Issues**

**Ask the Expert • Peninsula A**

**Emilie M. Stawiarski, Internet2**

How do you deal with the disruptive employee, how do you handle a harassment issue, what’s the best way to conduct a performance review, how do you terminate an employee, what’s that smell and where’s it coming from?

Who’s complaining now? These are some of the sensitive HR issues that managers deal with on a regular basis to maintain a cohesive team. This session will suggest ways to handle these and many more topics that “stir your department pot” every week.

## **Co-Conspirators: Writers Bringing Crime to the Library Adult Services • Peninsula C**

**Elizabeth Kane Buzzelli, Midnight Ink Publishing; Mardi Link, University of Michigan Press; Aaron Stander, Writers and Editors, LLC**

Three well-published crime writing friends have taken their new books and expertise on the road, visiting libraries across Michigan. From a sold-out fundraiser at the Grosse Pointe Library to being booked as a Christmas gift from the Sutton’s Bay Library to their volunteers, writers Mardi Link, Aaron Stander, and Elizabeth Kane Buzzelli deliver stories from the writer’s side of the book. Learn from the other side how libraries can welcome published authors and connect them to their patrons successfully.

## **Friday, November 12 8:30 a.m. - 9:30 a.m.**

## **Text, Post & Tweet Your Way to Great Library Service Advocacy & Marketing • Peninsula B**

**Laurie Golden, Canton Public Library**

So, how does a library go about getting on Facebook, Twitter or Foursquare and make it work with your brand? How do you handle crazy fans or nasty comments and track all those connections? Learn how to establish some law and a little bit of order in social media from a seasoned sheriff.

## **We Can Make It “Un-Boring:” Redesigning Online Instruction for Today’s Student**

**Academic • Tower A**

**Rebeca Befus and Joshua Neds-Fox, Wayne State University Libraries**

Learn how simple, inexpensive updates in technology can transform online instruction and create an innovative learning environment. Working collaboratively, an instruction librarian and a web librarian adapted an existing module, the Texas Information Literacy Tutorial (TILT), and created an online information literacy module appropriate for the millennial generation. Hear about

# PROGRAM DESCRIPTIONS

their process to update content, focusing on innovative web design trends, collaboration with public services librarians, and using cost-effective resources to create successful virtual learning environments. Updating and redesigning the presentation of valuable content to make it relevant to your audience motivates your constituency, promotes greater library utilization and creates a prosperous learning environment.

## **Reference Services for the Independent Inventor: More than Just Patents**

**Adult Services • Mackinac B**

**Mary Kordyban and Genevieve Oldani Caruso, Detroit Public Library**

The independent inventor has unique information needs. Many of these needs can be fulfilled effectively by libraries with a well rounded business collection or a Small Business Development Center. Marketability and patentability are the two foremost questions any inventor needs answered. With the availability of publicly available Internet patent databases, public libraries can play a vital and meaningful role in the patent process. This workshop will focus on resources and inventor networking sources that will support the independent inventor. In addition, we will demonstrate the USPTO database and Google Patents.

## **Annual Giving: The Interlochen Model**

**Advocacy & Marketing • Tower B**

**Eric Snoek, Interlochen Center for the Arts**

Learn the secrets for designing, organizing, building and conducting an annual sustainable foundation of fiscal support for your library. The Interlochen Center for the Arts has grown from a small summer camp program in the 1920s to an international powerhouse in arts education, featuring a year-round program with a budget in excess of \$30 million. Take a behind the scenes look at how an annual giving campaign is organized and conducted. Lessons are easily transferable to a library environment, small or large.

## **The Write Stuff: How Your Library Can Get Children Ready to Write**

**Youth Services • Mackinac C**

**Kristin Meyer and Trish Reid, Kent District Library**

Libraries have made great strides in helping get kids ready to read. However, literacy is the ability to read and write, and more and more kids are entering school without being ready to write. Children need to have developed their fine-

motor coordination; to have ample strength in their fingers and hands; to know how to hold a pencil; and exposure to the writing process. Discover fun, simple, and inexpensive ways your library can help promote pre-writing skills during storytime programs, through caregiver education, and within library play spaces. Can librarians help get kids ready to write? Yes we can!

## **Handling Problem Patrons**

**Ask the Expert • Mackinac A**

**Anne Seurynck, Foster, Swift, Collins & Smith, PC**

Learn how to develop and enforce patron behavior policies. We will also discuss handling the suspension of library privileges for violations of library policy and the appeals process if the patron challenges that suspension. We will also provide guidance regarding law enforcement inquiries and compliance with library privacy laws.

## **Making a Collection Count: Why Physical Inventory Is Essential to a Quality Collection**

**Collections & Readers' Advisory • Peninsula A**

**Mary Kelly, Independent Library Consultant**

Does the word "inventory" make you cringe? Does weeding make you crazy? Leaner times mean a library collection has to work harder for your users. The truth is, dead records, mis-shelved items, and old, obsolete materials can drag a collection's performance down. This program will recommend strategies for performing an inventory and developing collection performance benchmarks. Learn how to make your collection have more "bang for the buck" in a few minutes a day.

## **Friday, November 12**

### **9:45 a.m. - 10:45 a.m.**

## **After Digitization: Tools & Ideas for Improving Digital Collection Services**

**Collections & Readers' Advisory • Peninsula B**

**Jonathan McGlone, Wayne State University Libraries & Adrienne Aluzzo, Lawrence Technology University Library**

This program examines development trends after a digital project has been launched. Encouraging the stewardship of digital collections, the presenters demonstrate recent initiatives to develop services that improve a digital collection's visibility and value. Whether harnessing the power of the social web, taking on in-house web development, improving metadata, or tying digital collections to the classroom, the end goal is to make



# PROGRAM DESCRIPTIONS

digital collections used and useful. The presenters will demonstrate simple web services libraries can implement with their digital collections, share their own experiences with in-house development of a digital collection service and metadata projects, and open a dialogue about next steps for digital projects.

## **Best of the Best 2010**

### **Innovation & Leadership • Tower A**

**Pamela Christensen, Peter White Public Library**

The Best of the Best is a visual tour of innovative, creative and successful programs libraries of all sizes have presented over the past year. Included in the tour are programs for adults, teens and children that can be replicated by other libraries with limited staff, time and/or money. Join presenter Pam Christensen as she takes you on a tour around Michigan for creative ideas to liven up your library programs, facilities and marketing.

## **Repurposing Genealogy Resources**

### **Collections & Readers' Advisory • Mackinac B**

**Edwina Morgan and Diane Donham, Library of Michigan**

This presentation is designed to introduce librarians to electronic and print materials better known as resources for genealogists but equally useful to everyone. Just as most sources popular for genealogy research were originally intended for other purposes, these same resources serve many purposes beyond gathering family history. Census records provide an overview of a community, right down to the structure of individual families. Military records offer a window into a soldier's life. Learn how these and other sources, both primary and secondary, lend themselves to anyone looking to add rich detail, color and a sense of place to assignments or research.

## **Property Tax 101: It All Starts with the Assessment Ask the Expert • Tower B**

**Lee F. Wilson, Green Lake Township Assessor; Michael Tyler, The Library Network**

What impacts property tax-funded libraries the most is the assessed valuation. The assessor is charged with establishing a fair value assessment for all property in their assessment area. The assessed valuation is the amount upon which property taxes are based, but there is a lot of confusion about how it impacts library funding. Learn what assessed value is, how it differs from market value, how it affects the bottom line of your library, and get an overview of the assessment process, including how Headlee and Proposal A affect library revenue.

## **Successful Collaborations & Partnerships**

### **Innovation & Leadership • Mackinac C**

**Valerie Meyerson and Linda Adams, Charlevoix Public Library**

Learn how one library met the goal of increasing collaborations and partnerships and within three years created over 20 new partnerships and collaborations with in the community. Partnerships and collaborations strengthen the library's role, visibility and credibility within a community as well as have the potential of generating donor dollars. Come hear the different types of partnerships and collaborations that work in Charlevoix and get a spark of an idea of new ways to reach out in your community.

## **Analysis of Chat Reference: To Chat or Not to Chat, That Is the Question**

### **Academic & Adult Services • Mackinac A**

**Patricia Bravender and Colleen Lyon, Grand Valley State University Libraries; Anthony Molaro, Messenger Public Library of North Aurora**

In the midst of an economic crisis, libraries must continue to provide essential reference services with fewer staff and resources. Is online chat one of these essential reference services, and, if so, are the reference skills of a professional librarian necessary to answer the majority of online chat questions? Should libraries provide chat reference no matter the cost? This program will present an analysis of one academic library's online chat reference service for two years, which showed some surprising results. It will also detail the creation of a chat reference service at a public library based on the results of this study.

## **Show Me the Money: Fundraising Ideas for Libraries Advocacy & Marketing • Peninsula A**

**James M. Rancilio and Sandy Keyes, Bullard Sanford Memorial Library**

A library director and library board member share how they raised library revenue through collaboration with area businesses and other local organizations, using raffles, murder mystery events, and publishing. Learn how to select and plan a fundraising activity and collaborate with community and business groups to generate additional revenue while promoting your library.

# STRATEGIC PARTNERS/EXHIBITORS

## Yes, We Can Work Together: Librarians and Strategic Partners

Who are those people in the Exhibit Hall with wide smiles and baskets of candy? They're quicker with a business card than an Old West gunfighter! Those people are library vendors, and they are the strategic partners able to help you make your library a success.

### Why Should You Talk with Strategic Partners?

- Strategic partners know what other libraries are doing. It is easy to get in a rut or to think, "Well, that's how we've always done it." Strategic partners work with libraries in other states and sometimes other countries, and they can give good advice on new practices, procedures, and trends.
- Strategic partners understand that professional connections are made at conferences. Even if you are not a decision maker now, someday you may be. Then you can make changes, and you will know whom to hire to make it happen.
- Strategic partners help you solve problems. If you have ever been at your library and thought, "Why does this have to be so difficult?," there might be an exhibitor who has a better way.

### Ways of Networking with Strategic Partners at the Conference

- Before the exhibits open, review the list of strategic partners and make your own list of whom you want to visit.
- Find out what new products the exhibitor is introducing.
- State the problem you are having (scheduling, shrinking materials budget, doing more work with fewer people, rowdy students), and ask the strategic partner for suggestions that they are hearing from other librarians.
- If you're stumped for ideas, ask the exhibitors about their favorite stories in the library field. Ask an architect about her favorite library design. Ask a moving company representative about his favorite relocation story.

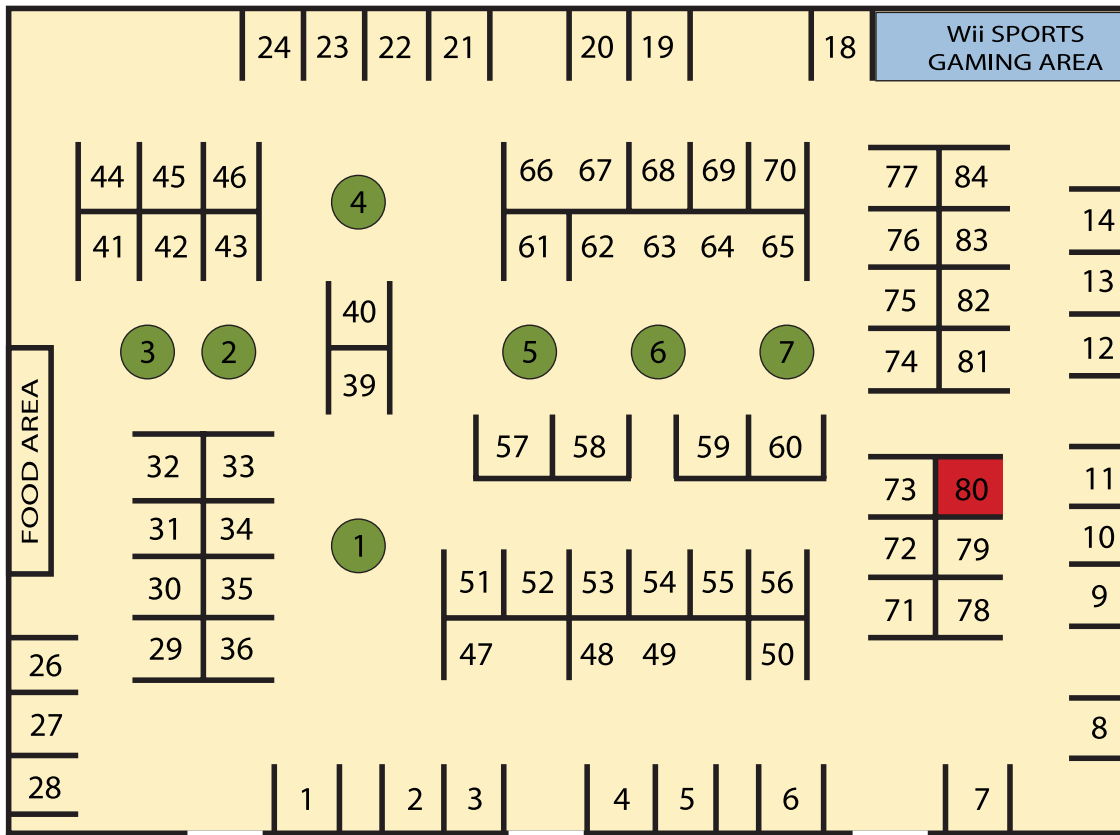
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## GOVERNORS' HALL



KEY:

-  TABLE TALKS
-  MLA MEMBERSHIP BOOTH
-  POSTER SESSIONS
-  Wii SPORTS GAMING AREA



### MLA PASSPORT TO FUN!

The MLA Annual Conference Exhibition Committee will kick-off a Passport promotion to encourage greater interaction between conference attendees and our 2010 exhibitors. This will be a great opportunity for new introductions and relationship development.

Each attendee will receive a "passport" with 18 vendors. Vendors will vary on each passport. Get all the boxes initialed, enter and win! **You could win a prize from a vendor or a grand prize from MLA!** Go to the MLA Membership Booth #80 and submit your passport to be entered for the drawing.

**The drawing will be on Thursday, November 11 @ 11:00 a.m. in the Governors' Hall.**

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