

MLA 2013

ANNUAL CONFERENCE

OCTOBER 16-18 • LANSING CENTER



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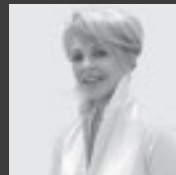
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MLA 2013



Cathy Wolford
MLA President, 2013-2014

Dear Colleagues,

Welcome to MLA 2013, the Michigan library community's premier educational event. There are multiple ways to connect and network during this year's conference. Be sure to sign up for the free conference mobile site and text alerts. They will help keep you linked to the agenda and inform you of any last minute updates. Please take advantage of the free WiFi throughout the Lansing Center and stay connected to the latest via Facebook, Twitter, Flickr, or Instagram.

You won't want to miss this year's new luncheons. They offer something for everyone with topics on networking and library trends. The opening keynote speaker, Garry Golden, takes us into the future with a 21st century roadmap while the closing keynote speaker, James Kane, will feature cultivating loyalty in all avenues of life.

Remember to visit the exhibitors on Wednesday evening for the Welcome Reception and take advantage of the poster sessions at the same time. While at conference, you may connect with friends, network with colleagues, and enjoy more than 60 sessions that showcase a wide variety of key topics.

I believe you will find this conference to be filled with innovation that will help inspire in each of us creativity and renewed passion for our profession.

Cathy Wolford

MLA Mission: Helping libraries and library professionals succeed.

MLA Value Statements:

Access to Information: MLA values free and open access to information and skilled professional assistance in information retrieval and research while protecting an individual's right to privacy.

Professionalism: MLA values the advancement of well-informed and well-trained library professionals through quality professional development.

Sharing: MLA is a forum for collaboration, cooperation and partnerships cultivating cutting-edge ideas and awareness of best practices in an open and supportive culture.

Leadership: MLA provides leadership and empowers members to promote libraries as a powerful united presence that is civically engaged and socially active to provide for the sustained stewardship of informational, financial and community resources.

Sustainability: MLA is a sustainable, financially viable association that is characterized by diversity and has the ability to quickly change to meet member needs.

ADVERTISERS

Amway Hotel Corporation	6
Detroit Area Library Network	12
Experience Grand Rapids	16
Fishbeck, Thompson, Carr & Huber, Inc.	3
Gale, Cengage Learning	Back Cover
Great Lansing Convention & Visitors Bureau	29
Hartzell-Mika Consulting	28
Learning Express, LLC	10
Michigan Library Association	34
Miller Canfield	33
Partners Book Distributing Inc.	32
Pinchansky Whisler Architects	Inside Back
Quinn Evans Architects	Inside Front
University of Wisconsin - Madison SLIS	26

CONTENTS

Welcome	3
Board of Directors	4
MLA Past Presidents	4
MLA Conference Work Group	4
Sponsors	5
Conference Information	7
Mobile App	7
Special Programs and Events	8-9
Awards	11
Schedule at a Glance	12
Floor Plans	13
Program Grid	14-15
Program Descriptions	17-25
MLA Year End Review	27
Poster Sessions and MLA Ignite!	28-29
Exhibit Hall Floor Plan	30
Conference Exhibitors	30-33
MLA Professional Development Events	34

MICHIGAN LIBRARY ASSOCIATION 2013-14 MLA BOARD OF DIRECTORS

BOARD

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Ex Officio	Gail Madziar, MLA Executive Director

PAST MLA PRESIDENTS

2012-2013	Lance Werner	1993-1994	Sandra Yee
2011-2012	Richard Cochran	1992-1993	Francis J. Buckley
2010-2011	Christine Berro	1991-1992	Jean Houghton
2009-2010	Larry Neal	1990-1991	Jule Fosbender
2008-2009	Kathy Irwin	1989-1990	Linda Heemstra
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2004-2005	Linda Farynk	1985-1986	A. Michael Deller
2003-2004	Marcia Warner	1984-1985	Robert Garen
2002-2003	Phyllis Jose	1983-1984	Eleanor Pinkham
2001-2002	Elaine K. Didier	1982-1983	Margaret Thomas
2000-2001	Tom Genson	1981-1982	Patricia Wilson
1999-2000	Denise Forro	1980-1981	Howard Lipton
1998-1999	Nancy Bujold	1979-1980	Carolyn McMillen
1997-1998	Pamela Grudzien	1978-1979	Robert Raz
1996-1997	Beverly Papai	1977-1978	Joan Wilcox
1995-1996	Martha Stilwell	1976-1977	Robert Gaylor
1994-1995	Sandra Scherba	1975-1976	Roberta Cheney

2013 MLA ANNUAL CONFERENCE WORK GROUP

Conference Chair: Mary Rzepczynski,
Delta Township District Library

Exhibition: Tammy Turgeon,
Sterling Heights Public Library

Programs: Emily Frigo, Grand Valley State University
Sara Wedell, Chelsea District Library

Program Jury: Julia Eisenstein, University of Detroit Mercy
Becky LeBoeuf, Delta Township District Library
Sarah Niedert, Brighton District Library
Judith O'Dell, Central Michigan University
Karen Rogers-Collins,
Eastern Michigan University

Publicity: Andrea Smalley

Special Events: Natalie Bazan, Hopkins Public Library

Sponsorships: Steven Bowers, Detroit Area Library Network

Technology: Kathryn Bergeron, Baldwin Public Library

Volunteers: Jacqueline Wrosch,
Eastern Michigan University

Web Site: Jessica Goodrich, Braille and
Talking Book Library

MLA Administration: Genny Allen,
Director of Finance and Administration

Laura Covey, Director of Membership,
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Heather Kelso, Director of
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Ann Luke, Administrative Assistant

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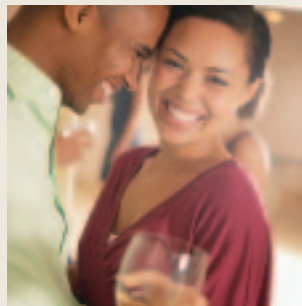
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GENERAL INFORMATION

Registration – Coat Room

Wednesday, October 16 | 7:00 a.m. – 3:30 p.m.
Thursday, October 17 | 7:00 a.m. – 3:30 p.m.
Friday, October 18 | 7:00 – 9:00 a.m.

Exhibit Hall – Exhibit Hall A

Wednesday, October 16 | 11:30 a.m. – 7:15 p.m.
Nonconflict time | 11:30 a.m. – 1:15 p.m., 2:15 – 3:00 p.m.
Thursday, October 17 | 7:30 – 11:30 a.m., 1:00 – 3:00 p.m.
Nonconflict time | 7:30 – 9:00 a.m., 2:30 – 3:00 p.m.

Co-Sponsored by SirsiDynix and MCLS

Session Handouts

All available handouts will be accessible online at <http://bit.ly/MLAhandouts>.

Free WiFi at the Lansing Center

MLA is pleased to offer attendees free Wi-Fi Internet access throughout the Lansing Center meeting space and common areas.

Social Media

For the latest news and information, photo sharing and more, follow us on Facebook (Michigan Library Association), Twitter (@MLAOffice), Instagram (Michigan Library Association) and Flickr (Michigan Library Association.) Tag your own posts with #MLA13AC to join the conversation! Not socially savvy? Check out our online tips to get started at <http://bit.ly/MLA13social>.

MLAmbassadors is a social media vanguard team of members who will act as our eyes and ears on the ground, providing “tweets from the street” and sharing their conference experiences via social media. Visit <http://bit.ly/MLAmbassadors> for a list of Ambassadors to follow on Twitter and other channels.



St. Vincent Catholic Charities

Household item donations for the MLA 2013 charity partner may be dropped off at the Registration area. A representative of St. Vincent's will collect all donations on Friday afternoon.

All-Conference Breakfast – Exhibit Hall A

Thursday, October 17 | 7:30 – 9:00 a.m.

It's the most important meal of the day, especially when you can visit and network with MLA strategic partners. Catch up with vendors you know and those you want to learn more about. All are welcome!

Sponsored by Cathy and Joe Wolford

Coffee Networking Sessions – Concourse

Wednesday, October 17 | 7:00 a.m. – 9:00 a.m.
Friday, October 18 | 7:00 a.m. – 8:30 a.m.
Sponsored by Library Design Associates, Inc.

MLA Annual Meeting – Banquet Rooms 1-4

Thursday, October 17 | 3:00 p.m. – 4:00 p.m.

Join us for your association's Annual Meeting, where we will present MLA's year-end review, recognize all MLA Board members and honor outgoing Board members. An overview of MLA's current strategic position and a vision for the future will also be discussed.

Dine Around

No formal dinner plans? Participate in Dine Around Downtown Lansing on Thursday, October 17 and enjoy the company of new friends and old. Trade stories and share experiences while enjoying a meal at your own expense at one of Lansing's unique dining establishments. Sign up at Registration.

Mobile App

The MLA 2013 Annual Conference has gone mobile! Our free conference mobile site and text alerts will keep you connected to the conference agenda, speaker details, event information, individual session and overall conference evaluations, last minute updates and more. Signing up is easy! Just text MLA to 57780 or visit <http://bit.ly/MLAmobile>.

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SPECIAL PROGRAMS AND EVENTS

WEDNESDAY, OCTOBER 16

New Member and First Time Attendee Breakfast

7:30 – 8:45 a.m. **Banquet Room 7** *Ticketed Function*

This networking breakfast offers members new to MLA or to conference an opportunity to learn what their association provides for them, to meet MLA leaders and other members and to learn how to get involved.

MLA Leadership Academy Breakfast

7:30 – 8:45 a.m. **Banquet Room 8** *Ticketed Function*

Leadership Academy alumni, sponsors, or someone just interested in learning about the Leadership Academy are all welcome to participate in this breakfast program. This is an opportunity to talk with Academy alumni, gather information on what the program is like and how alumni have used the information from the program to enhance their jobs.

Sponsored by Detroit Area Library Network

Opening Keynote - Garry Golden • *Designing a 21st Century Roadmap for the Future of Libraries*

9:00 - 10:15 a.m. **Banquet Rooms 1-4**



Garry Golden teaches audiences how to close gaps that might exist between changes happening in the outside world against changes occurring within their own organizations and communities. Garry will explore the relationship between libraries and a culture of life-long learning, place-based experience design, and re-thinking social infrastructure to strengthen local community dynamics. Together, we will tap our inner Futurist, and explore the pragmatic role that foresight plays when confronting the uncertainties of social, political and technological change. If you like what you hear, join Garry for two additional breakout sessions in the afternoon: *Horizon Scanning: How to set up a Signals Team to Look for the Future and Libraries & Lifelong Learning Tools – An Introduction to ExperienceAPI™ (aka TinCanAPI™)*

Welcome Reception

5:15 – 7:15 p.m. **Exhibit Hall A** *Pre-registration taken but not required for paying conference attendees.*

Keep the energy and excitement going on Wednesday evening by meeting up with colleagues to share what you've learned during the first day of conference. Heavy hors d'oeuvres and a cash bar will be available in the exhibit hall so you can continue conversations with vendors about products and services and discuss poster sessions with presenters.

THURSDAY, OCTOBER 17

State Librarian's Luncheon

11:30 a.m. – 1:00 p.m. **Banquet Room 8** *Ticketed Function*

Join State Librarian Nancy Robertson as she announces and honors the winner of the Library of Michigan Foundation's State Librarian's Excellence Award.

Networking Luncheon - Shelley Davis Mielock • *Relationships Rule!*

11:30 a.m. – 1:00 p.m. **Banquet Room 7** *Ticketed Function*



In today's competitive world, your success hinges on relationships. In this session, you will discover the must-have skills that everyone needs in order to develop and foster partnering relationships. Participants will leave this presentation with the relationship building tools needed to successfully navigate any personal or professional event.

Shelley Davis Mielock, AICI FLC, is President and Chief Image Expert for Mieshel Image Consulting, which she founded in 2008 after a successful management career in finance and banking. A nationally recognized expert on personal image, Shelley is a sought after speaker and trainer who empowers people to present themselves with confidence and professionalism.

Sponsored by Michigan State University Libraries

SPECIAL PROGRAMS AND EVENTS

Library Trends Luncheon with Joseph Sanchez • eContent and its Discontents

11:30 a.m. – 1:00 p.m. Banquet Rooms 5-6 *Ticketed Function*



Digitization has challenged libraries like nothing before it. As more content goes digital, libraries must learn ways to move beyond their traditional content warehouse model. This program will cover the legal, technical, and economic problems libraries face against the backdrop of the Colorado econtent model pioneered by Douglas County Libraries.

Joseph Sanchez is the director of Mesa County Libraries. He is an ebook and Maker Space pioneer and developed the technical and business model for the Douglas County ebook ownership program. A 2011 Library Journal Mover and Shaker, he is also an adjunct professor teaching tech classes for LIS students. *Sponsored by Innovative Interfaces*

Cocktail Hour

5:15 p.m. – 6:15 p.m. Capitol Pre-Function Area, Radisson Hotel

All are welcome! Stop by and have a drink with friends, meet new people and network with colleagues from around the state.

Wayne State University Alumni Reception

5:15 p.m. – 6:15 p.m. Michigan II-III, Radisson Hotel *Pre-registration required*

A great networking opportunity for WSU grads and current students. Don't miss out on seeing fellow alumni and learning about the current program.

MLA Awards Banquet

6:15 p.m. – 8:15 p.m. Capitol Ballroom, Radisson Hotel *Ticketed Function*

Celebrate the accomplishments of your colleagues and friends at the MLA Awards Banquet, honoring the Librarian of the Year and Heart of a Champion award recipients. In addition, two Legislator of the Year recognitions will also be presented. See page 11 for details about the winners.

FRIDAY, NOVEMBER 9, 2012

Closing Keynote – James Kane • The Loyalty Switch: How to make anyone loyal to you, your organization or your cause

11:00 a.m. – 12:15 p.m. Banquet Rooms 1-4



In this fascinating and highly entertaining presentation, James Kane takes his audiences on a journey into the human brain and explains the secret to building and maintaining loyal relationships. Supported by more than 40 years of Harvard University research, Kane will make the case that human beings have a fundamental need to be loyal and actively seek out the specific clues from others that tell them when they can and should be. When an organization, as well as an individual, is able to understand and demonstrate those loyalty-building behaviors, they can develop relationships that will last a lifetime and result in unwavering and unlimited support.

Michigan Author Award Luncheon – Laura Kasischke

12:45 p.m. – 2:00 p.m. Capitol I-II, Radisson Hotel *Ticketed Function*



Join us as we recognize the 2013 Michigan Author Award recipient, Laura Kasischke. A prolific author and poet, Laura has written eight novels, two of which - *The Life Before Her Eyes* and *Suspicious River* - were made into feature films. She has also authored eight books of poetry and received the National Book Critics Circle Award for Poetry in 2012. Laura has strong ties to the state of Michigan. She grew up in Grand Rapids and currently resides in Chelsea. She is also an Allan Seager Collegiate Professor of English Language & Literature at the University of Michigan. The luncheon will be followed by a book signing. *Co-Sponsored by University of Michigan Library*



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AWARDS AND RECOGNITIONS

Librarian of the Year — For over 30 years, the MLA Librarian of the Year Award has recognized a librarian's outstanding contributions and accomplishments to the library community. Winners of this award are inspirational leaders providing innovative library service to their communities and promoting collaboration among libraries.

Librarian of the Year — Larry Neal



Larry Neal, MLA's 2013 Librarian of the Year, is a dedicated and conscientious library leader. He is known for his intelligence, common sense and sense of humor. He is able to bring people along to make an organization the best it can be. Larry has the ability to make complicated ideas easy to understand and holds firm to the belief that libraries are joyful places where all are welcome.

Larry participates on the national level as the current president-elect of the Public Library Association. He was also recruited as a mentor for the ALA Emerging Leaders Program and Spectrum Scholarship. On the statewide level, He is a past president of MLA and former MLA Legislative Committee chair. He continues to serve as a committee member and his contributions have helped propel MLA's advocacy efforts to great heights. In addition, his stand-out mentorship qualities, passionate advocacy and commitment to libraries of all types are among the reasons he was selected to receive this honor.

Heart of a Champion Award — *The Heart of a Champion Award was established in 2012 to recognize a library supporter exhibiting exceptional commitment to libraries and the library profession. Winners of this award show their support through continued advocacy, contributing to funding for the local library or continued support of Michigan Library Association activities.*

Heart of a Champion Award — Edward Albertson

Strong. Enthusiastic. Involved. These are the words used to describe Edward Albertson and his tireless work as Vice President of the Friends of Brandon Township Public Library. As chairman of the Support Our Library Committee, Ed led the group to an ultimately successful passage of the library's millage increase proposal in August 2012 despite a difficult political climate. His extraordinary ability to communicate the needs of the library combined with his leadership skills laid the foundation for other Support Our Library volunteers to remain involved in the campaign as well as look for new opportunities to advocate for the library.

Special Recognition — This year the MLA is honoring two outstanding elected officials with a special MLA Legislator of the Year recognition. This recognition is for leadership in promoting libraries and supporting legislation and initiatives advancing the library community's goals.

State Representative Jim Stamas and Senator Geoff Hansen have worked tirelessly to advocate for increased funding for Michigan libraries to ensure libraries are available for Michigan residents in the future.

Senator Geoff Hansen



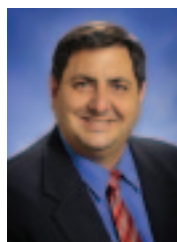
Sen. Hansen's efforts to educate his colleagues throughout the budget process about the many ways libraries add value to their communities and the importance for adequate funding paved the way for the highest state funding for libraries in more than four years.

Sen. Hansen was first elected to the House in 2004 representing the 100th District.

Following three terms in the House, he was elected to the Senate in 2010 to represent the 34th State Senate District of Muskegon, Newaygo, Oceana and Mason Counties. Sen. Hansen presently serves as Chair of the Outdoor Recreation and Tourism Committee and is also a member of the Agriculture, Economic Development, Insurance, and Transportation Committees.

A champion for Michigan agriculture, Sen. Hansen fought for funding for food safety, consumer protection, economic development and plant/animal health. As ranking member of the House Commerce Committee, he also applied his small business background to develop policies that will help grow Michigan's economy and create jobs.

Representative Jim Stamas



Rep. Stamas was instrumental in seeing that his chamber supported an increased budget for libraries. His support of libraries as a resource to remain available and accessible is widely known. This year he was reappointed to the Library of Michigan Board of Trustees by House Speaker Jase Bolger.

Elected to his third term in the Michigan House of Representatives in November 2012, representing portions of Bay and Midland Counties, Rep. Stamas serves as majority floor leader of the Michigan House and chairs the House Committee on Military and Veterans Affairs. He also is vice chair of the Joint Committee on Administrative Rules and Michigan Capitol Committee, while also serving as a member of the Legislative Council and the House Fiscal Agency Governing Committee.

As Majority Floor Leader, Rep. Stamas is charged with setting the overall agenda and direction for the House of Representatives. It is his responsibility as Majority Floor Leader to run the House agenda, call for votes and share responsibility for decisions on procedural matters.

SCHEDULE AT A GLANCE

TUESDAY, OCTOBER 15

Public Policy Summit 1:00 – 4:45 p.m.
 President's Reception 6:00 – 9:00 p.m.

WEDNESDAY, OCTOBER 16

Registration Open 7:00 a.m. – 3:30 p.m.
 Networking Coffee Session 7:00 – 9:00 a.m.
 Leadership Academy Alumni Breakfast 7:30 – 8:45 a.m.
 New Member and
 First Time Attendee Breakfast 7:30 – 8:45 a.m.
 Opening Keynote – Garry Golden 9:00 – 10:15 a.m.
 Programs 10:30 – 11:30 a.m.
 Exhibit Hall Open 11:30 a.m. – 7:15 p.m.
 Programs 1:15 – 2:15 p.m.
 Programs 3:00 – 4:00 p.m.
 Programs 4:15 – 5:15 p.m.
 Welcome Reception 5:15 – 7:15 p.m.

THURSDAY, OCTOBER 17

Registration Open 7:00 a.m. – 3:30 p.m.
 All-Conference Breakfast in Exhibit Hall. 7:30 – 9:00 a.m.
 Exhibit Hall Open 7:30 – 11:30 a.m.
 Programs 9:00 – 10:00 a.m.
 Programs 10:15 – 11:15 a.m.
 MLA Luncheon Programs 11:30 a.m. – 1:00 p.m.
 Exhibit Hall Open 1:00 – 3:00 p.m.
 Programs 1:15 – 2:15 p.m.
 Ignite MLA. 3:00 – 4:00 p.m.
 Annual Meeting. 4:00 – 5:00 p.m.
 Cocktail Receptions 5:15 – 6:15 p.m.
 MLA Awards Banquet 6:15 – 7:45 p.m.
 Dine Around Lansing 6:15 – 8:15 p.m.

FRIDAY, OCTOBER 18

Registration Open 7:00 – 9:00 a.m.
 Networking Coffee Session 7:00 – 8:30 a.m.
 Programs 8:30 – 9:30 a.m.
 Programs 9:45 – 10:45 a.m.
 Closing Keynote – James Kane 11:00 a.m. – 12:15 p.m.
 Michigan Author Award
 Luncheon – Laura Kasischke 12:45 – 2:00 p.m.

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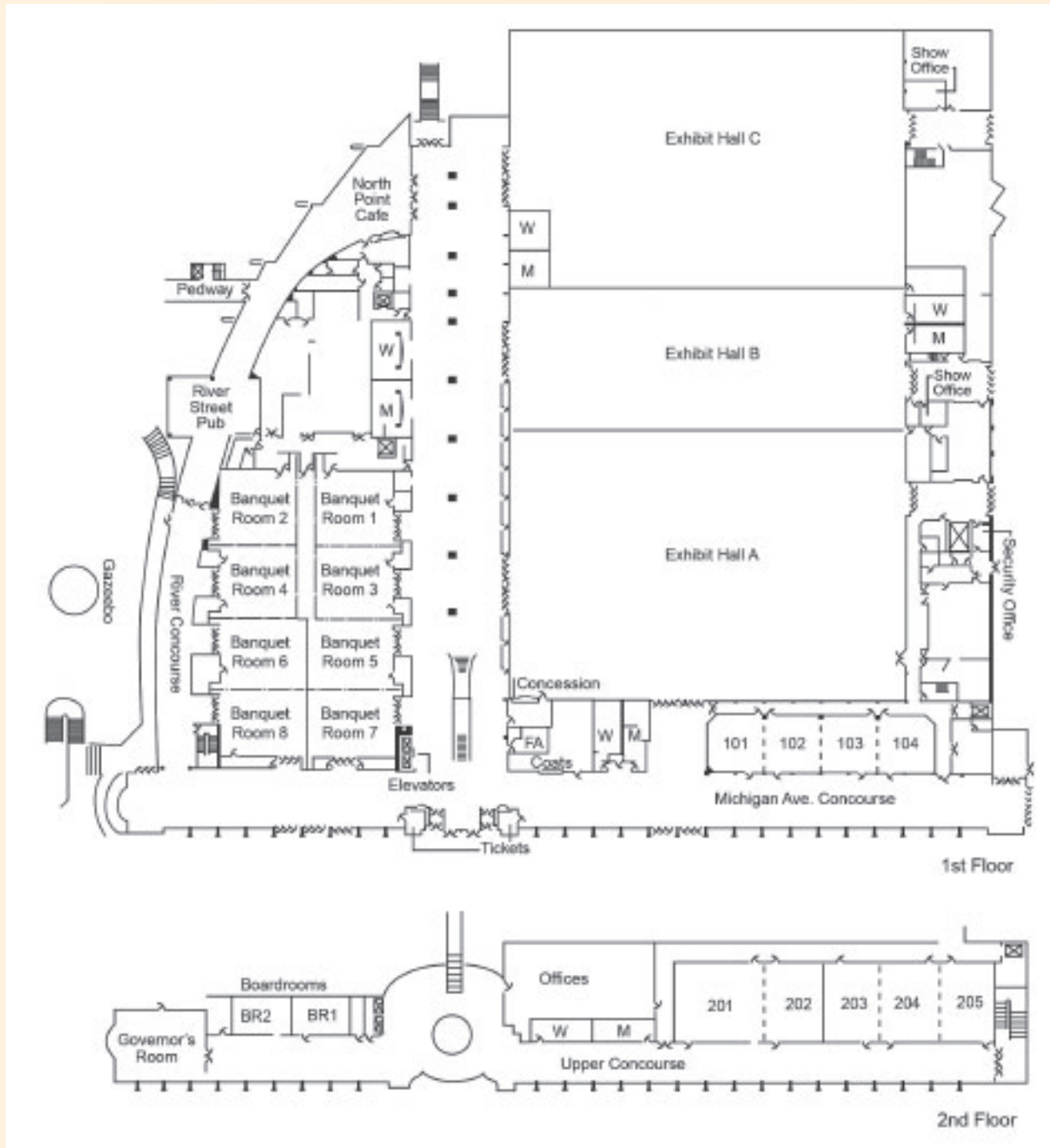


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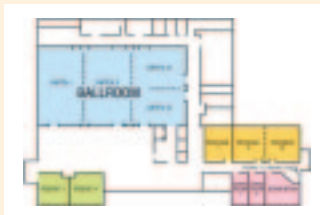
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MLA 2013 SCHEDULE OF EVENTS

Collections/Readers' Advisory

sponsored by Grand Valley State University Libraries

Academic Interests

sponsored by University of Detroit Mercy

Ask the Expert

sponsored by Bloom Slugett Morgan

Advocacy/Marketing

sponsored by Governmental Consultant Services Inc.

WEDNESDAY

9:00-10:15

Opening Keynote – Garry Golden, Designing a 21st Century Roadmap for the Future of Libraries

10:30-11:30 AM

RDA in Real **Live**
Meeting Room 205

Open Data Imperative
Meeting Room 203-204

Library Millage Proposals
Meeting Room 201

Health Reform — Library Role in Consumer Education
Meeting Room 101-102

1:15-2:15 PM

Giving Your Collection a Physical
Meeting Room 205

Guns and the Library
Meeting Room 201

Cooperation for the Greater Good
Governor's Room

3:00-4:00 PM

Historic Northville — Gone Digital
Meeting Room 205

Flip Your Class
Governor's Room

FlexAbility: Making Space for What's Next
Meeting Room 103-104

MLA Legislative Update
Meeting Room 201

4:15-5:15 PM

Fun and Fascinating Nonfiction
Meeting Room 205

Information Literacy and International Students
Meeting Room 202

Bed Bug **Defence**
Force Assemble!
Meeting Room 201

Signage and Wayfinding Aids
Governor's Room

5:15-7:15 PM

Welcome Reception, Poster Sessions (Exhibit Hall)

THURSDAY

7:30-9:00 AM

All-Conference Breakfast in Exhibit Hall – Nonconflict Time (hall open until 3:00 p.m., closed for lunch 11:30 a.m. – 1:00 p.m.)

9:00-10:00 AM

Dive into **Download** and Streaming Media
Meeting Room 203-204

Active Reference Interview
Meeting Room 202

Ask the Lawyer
Meeting Room 201

Creating Library Community Through Social Media
Governor's Room

10:15-11:15 AM

Archives of Michigan
Meeting Room 205

Government Info Doesn't Have to be Scary
Meeting Room 203-204

Using the Little Free Library
Meeting Room 201

11:30-1:00 PM

Networking Luncheon – Shelley Davis Mielock; Trends Luncheon – Joseph Sanchez

1:15-2:15 PM

Workshop Series Development
Governor's Room

Affordable Care Act: You and Your Library
Meeting Room 101-102

KDL Happiness Project
Meeting Room 205

3:00-4:00 PM

Ignite MLA Session

4:00-5:00 PM

MLA Annual Meeting

5:15-6:15 PM

Cocktail **Hours** (Radisson); WSU Alumni Reception (Radisson)

6:15-7:45 PM

MLA Awards Banquet (Radisson)

FRIDAY

8:30-9:30 AM

Going Dewey Free
Meeting Room 203-204

Effective Reflective Teaching Practice
Governor's Room

10 Ways to Wow Your Business Community
Meeting Room 201

9:45-10:45 AM

Divisive Devices
Meeting Room 203-204

Reach Out!
Meeting Room 101-102

How to Run a Successful Millage Campaign
Meeting Room 205

Listening to Your Community
Meeting Room 201

11:00-12:15 PM

Closing Keynote – James Kane, The Loyalty Switch: How to make anyone loyal to you, your organization or your cause

12:45-2:00 PM

Michigan Author Award **Luncheon** (Radisson)

MLA 2013 SCHEDULE OF EVENTS

Innovation/Leadership

sponsored by Wayne State University Library System

Patron Services/ Programming

Technology

co-sponsored by Michigan Library Cooperative Directors Association

Youth Services

WEDNESDAY

Opening Keynote – Garry Golden, Designing a 21st Century Roadmap for the Future of Libraries

9:00-10:15

Community Building Blocks
Governor's Room

Are you Really Better Safe Than Sorry?
Meeting Room 202

Increase Impact of Children's Programming
Meeting Room 103-104

10:30-11:30 AM

Patron Personas and Visionary Decision Making
Meeting Room 203-204

The Reference Interview
Meeting Room 101-102

Managing the Mayhem of Your Position
Meeting Room 103-104

Teen Volunteers
Meeting Room 202

1:15-2:15 PM

Horizon Scanning
Meeting Room 203-204

Stealth Programming
Meeting Room 101-102

Easy Self Publishing on a Shoestring
Meeting Room 202

3:00-4:00 PM

Libraries and Lifelong Learning Tools
Meeting Room 203-204

Where is the Hospitality in Your Library?
Meeting Room 101-102

How to Win Teens and Influence Co-Workers
Meeting Room 103-104

4:15-5:15 PM

Welcome Reception, Poster Sessions (Exhibit Hall)

5:15-7:15 PM

THURSDAY

All-Conference Breakfast in Exhibit Hall – Nonconflict Time (hall open until 3:00 p.m., closed for lunch 11:30 a.m. – 1:00 p.m.)

7:30-9:00 AM

Accessible Library Resources and Technology
Meeting Room 205

Getting it Together Online
Governor's Room

You Don't Have to be a Scientist to Run Fun Science Programs
Meeting Room 101-102

9:00-10:00 AM

Partners in Consumer Health Programming
Meeting Room 101-102

The Bigger Picture-Creative Interaction
Meeting Room 103-104

10:15-11:15 AM

Networking Luncheon – Shelley Davis Mielock; Trends Luncheon – Joseph Sanchez

11:30-1:00 PM

Shared Security and Notifications Solutions
Meeting Room 202

Designing & Implementing a Room Reservation System
Meeting Room 201

Library Edge
Meeting Room 103-104

50 Apps in 50 Minutes
Meeting Room 203-204

1:15-2:15 PM

Ignite MLA Session

3:00-4:00 PM

MLA Annual Meeting

4:00-5:00 PM

Cocktail Hours (Radisson); WSU Alumni Reception (Radisson)

5:15-6:15 PM

MLA Awards Banquet (Radisson)

6:15-7:45 PM

FRIDAY

Planning and Designing Maximum Self-Service
Meeting Room 205

Digital Special Collections
Meeting Room 103-104

Hyperspace Engage
Meeting Room 101-102

8:30-9:30 AM

I Quit! Now What?
Governor's Room

New Additions and New Versions
Meeting Room 202

Be Amazed at Your Library
Meeting Room 103-104

9:45-10:45 AM

Closing Keynote – James Kane, The Loyalty Switch: How to make anyone loyal to you, your organization or your cause

11:00-12:15 PM

Michigan Author Award Luncheon (Radisson)

12:45-2:00 PM

COOL CITY. Outdoor Public Art

Frederik Meijer Gardens & Sculpture Park

Grand Rapids Public Museum



John Ball Zoo

Craft Breweries



Ford Presidential Museum



Sugar-Sand Beaches

WARM

Farm-to-Table Dining



WELCOME.

Art Museum

CONVENTION & VISITORS BUREAU



Experience

Save the Date!
Michigan Library Association
2014 Annual Conference
October 15-17
Amway Grand Plaza Hotel
Grand Rapids, Michigan

Grand Rapids looks forward to hosting your best meeting yet. We invite you to visit our website to explore the one-of-a-kind culture and recreation you can enjoy while you're here. You'll see why *Men's Journal* called us one of America's coolest cities – and why it's a great idea to come early or stay late and experience more of Grand Rapids!

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GRAND RAPIDS

PROGRAM DESCRIPTIONS

WEDNESDAY, OCTOBER 16, 2013

10:30 am - 11:30 am

RDA in Real Life: What It Means For Your Library

Collections/Readers' Advisory Track

Meeting Room 205

On March 31, 2013, the Library of Congress began following the new cataloging rules, RDA (Resource Description and Access). RDA records with new MARC fields are now flowing into library catalogs. How do these new records impact the user experience of library catalogs and how can librarians continue to help patrons find what they are looking for? This presentation will provide an overview of the RDA changes, examine examples of RDA records to highlight those changes most visible to the public, suggest ways to manage a library system to take advantage of what RDA has to offer and provide a list of free resources for learning more about RDA.

*Autumn Faulkner, Cataloger, Michigan State University Libraries;
Lisa Robinson, Head, Cataloging and Metadata Services, Michigan State University Libraries*

The Open Data Imperative: The Role of Academic Libraries and Archives in Research Data Management Support

Academic Interests Track

Meeting Room 203-204

The White House issued a directive in Feb. 2013 to expand public access to the results of federally funded research, including the data underlying publications. This presentation will share how the Michigan State University Libraries, in collaboration with University Archives and Historical Collections, formed the Research Data Management Guidance team and successfully initiated several data management support services for their institutions' researchers. Attendees will learn about the basics of research data management, the changing norms in scholarly communication and academic research, the research data management lifecycle, NSF's data management plan requirements and best practices in research data management. This session will explore and discuss the role of librarians, archivists and other information professionals in the stewardship of research data.

Julia Frankosky, Government Information Librarian, Michigan State University Libraries; Hailey Mooney, Data Services and Reference Librarian, Michigan State University Libraries; Lisa Schmidt, Electronic Records Archivist, Michigan State University Libraries

Library Millage Proposals and Millage Campaigns: Getting Ready for the Election

Ask the Expert Track

Meeting Room 201

The presentation will be in two parts. Part I will address the timing requirements and procedures for placing a millage proposal on the ballot, the requirements for the wording of ballot proposals (including a discussion of both renewals and new millage proposals), and related procedural matters. Part II will address two aspects of the Campaign Finance Act: 1) the limitations on the use of library resources for advocacy purposes, and 2) the permissibility of using library resources for the dissemination of factual information regarding a proposed millage.

Richard Butler, Attorney, Bloom Sluggett Morgan P.C.

Health Reform and You: A Library's Role in Educating Consumers

Advocacy/Marketing Track

Meeting Room 101-102

It's been more than three years since the federal health reform law passed. With the implementation of the biggest reforms fast approaching in 2014, many consumers have questions about health reform and how it will affect them. Educating consumers, particularly those who are uninsured today, will be an important step in getting more people covered in 2014. In this session, you will learn health reform basics and how to answer questions consumers may pose. The presentation will address why consumers should get covered, what coverage will look like and how to get enrolled. You'll leave this fast, simple session with a toolkit including a presentation, training script and re-printable handouts. You'll be ready to help educate consumers on how to get health insurance in the new Health Insurance Marketplace.

Marti Lolli, Senior Director of Health Reform, Priority Health

Community Building Blocks — the ABC's for New Managers

Innovation/Leadership Track

Governor's Room

Create a community anchor. Establish connections. Make friends with power. This session is geared for middle managers responsible for carrying out library projects. It will address how to assess community needs and collaborate with community stakeholders for results. Learn how to develop a plan and assemble a team for success. The focus is project management techniques and will conclude with three case studies from public libraries showing what worked and what didn't. Learn from three librarians who participated in the first-ever PLA Leadership Academy.

Tim Gleisner, Manager of Special Collections, Grand Rapids Public Library; Juliane Morian, Associate Director, Clinton-Macomb Public Library; Jill Porter, Assistant Director for Public Service, Traverse Area District Library

Are You Really Better Safe Than Sorry?: Three Failed Programs, How We Learned and Why You Should Fail Too

Patron Services/Programming Track

Meeting Room 202

Often, the push to succeed outweighs the push to innovate. Librarians are too scared to fail. But failure is an important part of achieving maximum library potential. Hear about three failed projects: a book club that did not meet its target audience, a social media project that never caught on, and a collection that created more confusion than circulation. Find out what went wrong and what we learned from those projects. Learn how to evaluate your projects, from the most successful to utter failures, and how to create something better for your community.

Kathryn Bergeron, Associate Director, Baldwin Public Library; Matt Church, Director, Berkley Public Library

PROGRAM DESCRIPTIONS

Increasing the Impact of Your Children's Programming: How to Link Your Early Literacy Programs to the State Third Grade Reading Proficiency Goals

Youth Services Track

Meeting Room 103-104

Public library staff provide excellent early and family literacy programs, from story time to Summer Reading. One way to promote your library and grow your audiences for these programs is to explain to parents, schools and disadvantaged youth services how these programs support the State of Michigan's 3rd grade reading proficiency goals. Come learn about PreK to 2nd grade reading goals and how you may already be meeting them. Find out how to promote this to parents, schools, and children's services organizations. Let your children's programs take their place on the community stage!

Karren Reish, Library Grants Coordinator, Library of Michigan

1:15 pm - 2:15 pm

Giving Your Collection a Physical: Practical Ideas for a Complete Physical Inventory

Collections/Readers' Advisory Track

Meeting Room 205

In 2012 the Canton Public Library completed a physical inventory of all collections. Three of the librarians who performed the day-to-day tasks of the inventory will discuss the process, including: inventory management, tips and tricks learned during the process, and the benefits and issues with performing an inventory in a short time frame. Learn how a successful inventory is possible using minimum technology. Also hear insights on overcoming problems what might have been done differently. Even regular and through weeding cannot match all the advantages of an inventory. A year-long intense physical inventory led to better understanding of collections and their use.

Lisa Davis-Craig, Information Services Librarian, Canton Public Library; Michelle Neuwirth Gray, Information Services Librarian, Canton Public Library; Megan Hathaway, Information Services Librarian, Canton Public Library

Guns and the Library

Ask the Expert Track

Meeting Room 201

With the recent decision of the Michigan Court of Appeals striking down a library's policy prohibiting the open carry of weapons, many libraries are left to wonder what, if anything, they can regulate with respect to guns. This session will focus on the general state of gun regulation in Michigan, any proposed legislation, and the recent court decision. We will also discuss some "practice pointers" with for developing policy. Finally, we will address several hypothetical situations dealing with guns in the library and discuss how libraries may react.

Anne Seuryneck, Attorney, Foster, Swift, Collins & Smith, P.C.

Cooperation for the Greater Good: How Michigan Cities and Libraries Can Work Together to Ensure Community Success!

Advocacy and Marketing Track

Governor's Room

Cities and libraries share a common thread... a goal to provide quality information, resources, services and programs to their residents. Therefore, it is imperative for city and library employees to work with each other to bring the best opportunities to its community members. Defining and understanding what each other's role is for their community is critical.

Julie Farkas, Director, Novi Public Library; Jason Mangum, Director, Parks, Recreation and Cultural Services for the City of Novi; Clay Pearson, City Manager, City of Novi

Patron Personas and Visionary Decision Making

Innovation/Leadership Track

Meeting Room 203-204

Who uses your library? Who should use your library? Formalized with usage data or presented as an aggregate of experience, patron personas give librarians and administrators a context for visionary decision making discussions. This presentation will define patron personas, provide a thematic literature review, detail the process of patron persona development using qualitative and quantitative data, present the benefits and drawbacks of using patron personas as part of a decision making process, and provide examples of patron persona development in an academic library setting.

Rachael Clark, Usability/User Experience Librarian, Wayne State University, Purdy/Kresge Library; Damecia Donahue, Learning and Research Support Librarian, Wayne State University, Purdy/Kresge Library; Elliot Polak, Coordinator for Discovery Services, Wayne State University, Purdy/Kresge Library; Steven Putt, Learning and Research Support Librarian, Wayne State University, Purdy/Kresge Library; Alexandra Sarkozy, Science/eScience Librarian, Wayne State University, Purdy/Kresge Library

The Reference Interview:

They DO Still Ask Reference Questions

Patron Services/Programming Track

Meeting Room 101-102

Would you or anyone on your public service staff like to take your reference service to the next level? Here is an opportunity to learn or to brush up on your reference interview skills with two RUSA award-winning librarians. They'll cover: psychology of question asking; barriers to seeking help; approachability: what enhances and detracts; questioning techniques; the four "R's" of reference; RUSA behavioral guidelines.

Nicolette Warisse Sosulski, Business Librarian, Portage District Library

Managing the Mayhem of Your Position: Tools You'll Want to Try!

Technology Track

Meeting Room 103-104

Are there times when you feel overwhelmed or unorganized? Do you wish for an easier way to tackle your to-do list? This program introduces librarians to tools to help them collaborate and communicate with others, complete tasks more efficiently, organize emails, book orders and to-do lists, keep current with the library profession, and

WEDNESDAY

PROGRAM DESCRIPTIONS

stay ahead of the game. Highlighted tools include Microsoft OneNote, Feedly, Tweetdeck, Google Drive, and Gmail features. The program will demonstrate how to use each tool with specific examples of how each tool can be used to optimize performance and efficiency at an academic or public library.

Ashley Rosener, Liaison Librarian, Grand Valley State University

Teen Volunteers: Making a Library Volunteer Program Work for You

Youth Services Track

Meeting Room 202

Utilizing teen volunteers in the library can be a rewarding experience for both staff and teens. However, it can also be a big challenge: working with teens' schedules is chaotic, training can be time-consuming, and sometimes supervising the volunteers takes more effort than doing the tasks yourself. After much trial and error, DTDL has found successful ways to make teen volunteering a great experience for all. This session will give you tips on how to efficiently manage a teen volunteer force, including recruitment, scheduling, training, supervising, assigning tasks, and volunteer appreciation.

Becky LeBoeuf, Youth Services Librarian, Delta Township District Library

3:00 pm - 4:00 pm

Historic Northville — Gone Digital

Collections/Readers' Advisory Track

Meeting Room 205

Northville District Library recently digitized their collection of The Northville Record newspapers, dating back to 1869 and has converted dozens of oral history interviews with long-time residents to streaming audio and fully searchable transcriptions. The library is also digitizing all of their high school yearbooks going back to 1921. These special collections are now widely available from anywhere at any time, making the library a key resource for local history and genealogy researchers.

Wendy Mutch, Reference Librarian, Northville District Library

Flip Your Class: Transforming Library Instruction

Academic Interests Track

Governor's Room

Flipping classes is one of today's hottest concepts in academic instruction. Turning traditional education upside down, a flipped course delivers content outside of class leaving shared classroom time for active engagement. Library instruction can flip as well when information literacy essentials are delivered before librarians visit the classroom. An online tutorial can deliver library content allowing librarians to focus on student learning activities rather than basic search skills. Using a customizable online tutorial, librarians are collaborating with teaching faculty in a pilot of flipped library instruction in several classes. After introducing the library's open-source information tutorial we will summarize the process of flipping content and activities including successes and challenges. Come prepared to ask questions and share experiences.

Mari Kermit-Canfield, Instruction/Reference Librarian, FLITE Library – Ferris State University; Kristy Motz, Library Instruction Coordinator, FLITE Library – Ferris State University

FlexAbility: Making Space for What's Next

Ask the Expert Track

Meeting Room 103-104

Instead of asking, "What is the next big thing for libraries?" Bookless Service. Community Partnerships. Maker Spaces. Downtown Revitalization. Content Creation. Adaptive Reuse. Ask, instead, "How can Library spaces meet the needs of the future?" The answer you'll hear – Flexibility... to accommodate all those things and more. Effective planning requires imagination, leadership and an understanding of your community. It requires courage and the foresight to ask, "What do we want our community to be ABLE to do? How do we get there?"

FlexAbility is the proactive shaping of library service and spaces to create possibilities for the future of your community. Come learn from examples of other communities. Get inspired to lead some changes closer to home.

Tracy Sweeney, Library Designer/Architect, Harley Ellis Devereaux

MLA Legislative Update

Advocacy and Marketing Track

Meeting Room 201

Attend this session to learn the latest from Lansing. Receive an update on DDAs, TIFAs, millage issues and the DLEA amendments along with other pending legislation impacting libraries around the state. Learn what you can do proactively in your community to make a difference on these issues and protect library services for your patrons.

Gail Madziar, Executive Director, MLA; Gary Owen, Lobbyist, Governmental Consultant Services, Inc.; Dale Parus, Chair, MLA Legislative Committee

Horizon Scanning:

How to set up a Signals Team to Look for the Future

Innovation/Leadership Track

Meeting Room 203-204

Horizon Scanning describes the identification and monitoring of changes over time that might represent a future opportunity or threat to libraries and our communities. Garry will guide us in a process to set up a no-budget, high energy, staff-driven Signals Team that can help identify changes happening today that might have an impact on our libraries tomorrow. Participants will receive a guide to setting up the Signals Team and tips for sustaining energy and enthusiasm using other frameworks from the Futurist's toolkit including a Futures Wheel activity.

Garry Golden, Professional Futurist/Strategist

Stealth Programming

Patron Services/Programming Track

Meeting Room 101-102

There's always something fun going on at the library with stealth programming. Stealth programs are inexpensive in terms of cost and staff time, are for all ages, and are easily adaptable for any size library. Everyone who attends this presentation will come away with ideas and resources to implement stealth programming which allows you to expand services and reach a wider segment of your population.

Kim Burean, Head of Youth Services, Oxford Public Library; Sandy Gilmore, Head of Adult Services, Oxford Public Library; Charli Osborne, Head of Teen Services, Oxford Public Library

WEDNESDAY

PROGRAM DESCRIPTIONS

Easy Self Publishing on a Shoestring

Technology Track

Meeting Room 202

Services like Amazon, Smashwords, and Lulu are making it very easy to publish your own works, fiction or non-fiction. You can do this as a business, or for non-profit reasons such as making a family genealogy available. In this workshop, you will learn about the three main e-publishing platforms. Also touched on are: basics of formatting your work; common steps in uploading your work to be sold or downloaded for free; some places to outsource services for a fee, such as cover design and editing; print on demand services like Createspace.

Lawrence Kapture, Head of Adult and Reference Services, Portage District Library

4:15 pm - 5:15 pm

Fun and Fascinating Nonfiction

Collections/Readers' Advisory Track

Meeting Room 205

Does the thought of reading nonfiction send you back to history class? Or do you freeze every time a patron asks for a nonfiction recommendation? Then this program is for you! Learn about nonfiction appeal factors, popular topics and titles, and how to sell nonfiction to your readers. We will also be sharing readalikes and best bets.

Amy Cochran, Regional Branch Manager--Seymour Square Branch, Grand Rapids Public Library; Lizzie Gall, Reference Librarian, Grand Rapids Public Library

Information Literacy and International Students: Observations, Recommendations, Collaborations

Academic Interests Track

Meeting Room 202

You've tried everything, but in front of a class of international students it seems that nothing you do is engaging enough. While instructors have an entire semester to figure out the best way to engage them, most information literacy librarians see these students for only one class session. At MSU, there is increased international enrollment in the Preparation for College Writing (PCW) courses. A majority of these students are from China and have been educated in a very different system. Information literacy instruction emphasizing inquiry and discussion-based teaching is not working and it is time for an overhaul. Librarians need collaboration to overhaul instruction to these classes. What are some observations and recommendations to help in the meantime?

Rachel Minkin, Information Literacy Librarian, Michigan State University

Bed Bug Defense Force Assemble!

Ask the Expert Track

Meeting Room 201

When faced with the ever growing threat of bed bugs, the Kalamazoo Public Library assembled a team of reluctant staff to eradicate the elusive insects. Discover how a team of managers immersed themselves in the world of bed bugs with the single-minded goal to

control and defend against the villainous varmints. Learn how to develop a comprehensive plan to respond, manage and mitigate the pests. Receive important tips on dealing with the press and public. Lots of photos of bed bugs will make you itch for hours! Experts say the problem will get worse before it gets better. Are you prepared to respond to the blood sucking fiends?

Farrell Howe, Marketing and Communications Manager, Kalamazoo Public Library; Kevin King, Head, Patron Services/Information Technology, Kalamazoo Public Library

Signage and Wayfinding Aids: The Final Frontier

Advocacy and Marketing Track

Governor's Room

Do patrons have trouble finding their way around your library? Do you get questions at public service desks about where things are located? Whether directional, genre-related, display-related or informational, signage is important to get right. Without a good sign system, your patrons could experience sign overload and walk right by the very thing they're trying to find. Striking just the right balance can be tricky and oftentimes frustrating. What exactly is too much signage? How do you know if you have enough, or the right types of signs in place? Learn about sign hierarchy, using signs to specifically mark a space or set a tone.

Elizabeth Breed, Marketing and Communications Director, Capital Area District Libraries; Michele Brussow, Head Librarian, Capital Area District Libraries

Libraries & Lifelong Learning Tools — An Introduction to ExperienceAPI™ (aka TinCanAPI™)

Innovation/Leadership Track

Meeting Room 203-204

There is a quiet revolution happening in the world of learning systems. Experience API™ is a new protocol that allows individual learners to capture life experiences and store them in a personal 'learning records store'. Experience API™ allows us to capture experiences – known as Activity Streams: I did this) and then use them to personalize future learning experiences. Libraries may find use for Experience API to deepen lifelong learning experiences of patrons using our collections and programs. It also promises to expand our understanding of learning experiences that happen outside of the library setting. This workshop will be a high level introduction and open to all audiences. No technical or previous knowledge required.

Garry Golden, Professional Futurist/Strategist

Where is the Hospitality in Your Library? Developing and Improving Services with the Patron in Mind

Patron Services/Programming Track

Meeting Room 101-102

With the focus on making our world a more self-service environment and the move away from conventional reference desks and reference service, we often look more like self-check express lanes at the grocery stores than like libraries. Patrons often do need assistance finding resources. This presentation looks at how we have used methods from the hospitality and service industries at the Kresge Business Administration Library (University of Michigan) to assist patrons. We will discuss the role of public service in the library and

WEDNESDAY

PROGRAM DESCRIPTIONS

how lessons from the hospitality industry can improve our interaction with patrons. We will also discuss the notion that academic libraries are service monopolies on their campuses which can fundamentally change how they operate.

Corey Seeman, Library Director, University of Michigan Ross School of Business

How to Win Teens and Influence Coworkers

Youth Services Track

Meeting Room 103-104

As teen librarians we're in a unique position. Not quite a teacher, not quite a parent; we have an opportunity to create an environment where teens can thrive and geek out and maybe even learn a thing or two. We will discuss how to win over teenagers by using effective and authentic ways of communicating, by creating a welcoming environment, and by designing engaging, teen-friendly programs. We will also focus on how to advocate for teenagers within the organization, with tips for dealing with coworkers, supervisors, and library boards.

Sarah Jones, Teen Librarian, Clinton-Macomb Public Library; Jody Wolak, Teen Librarian, Westland Public Library

THURSDAY, OCTOBER 17, 2013

9:00 am - 10:00 am

Geronimo!: Diving into Downloadable and Streaming Media in Libraries

Collections/Readers' Advisory Track

Meeting Room 203-204

eBooks were hard enough to maneuver, but today libraries need to navigate a variety of downloadable and streaming media options including books, audiobooks, magazines, music, and movies. We'll explore a variety of established and new services on the market, evaluate the benefits and disadvantages of different types of media products, and see what might be in store for the future of media in libraries.

Kathryn Bergeron, Associate Director, Baldwin Public Library

Active Reference Review: Using Transcripts to Fine Tune Your Virtual Reference Skills

Academic Interests Track

Meeting Room 202

In this hands-on program, experience two ways to use virtual reference transcripts to improve virtual reference skills and train others at your institution. Use pen and paper or learn to use Socrative to make the training interactive. First, our Madlibs method turns a virtual reference transcript into a teaching tool. The audience will collaboratively recreate the librarian portion of a regional award winning chat transcript as a way of reviewing virtual reference best practices. Then we will give you two high quality chat transcripts to work with in small groups. Each small group will choose a winner and the whole group will vote via socrative for the best transcript.

Suzanne Bernsten, Web Services Librarian, Lansing Community College Library; Rachel Minkin, Information Literacy Librarian, Michigan State University

Ask The Lawyer

Ask the Expert Track

Meeting Room 201

Ask the Library and Labor Lawyer is a question and answer session during which members of the audience ask questions on a variety of legal issues affecting libraries. In the past, questions have included topics such as policy issues, real estate transactions, labor and employment issues, dealing with problem patrons, addressing pornography, and handling inquiries from law enforcement.

Mike Blum, Attorney, Foster, Swift, Collins & Smith, P.C.; Anne Seurynck, Attorney, Foster, Swift, Collins & Smith, P.C.

Creating a Library Community through Social Media

Advocacy and Marketing Track

Governor's Room

A review of low and no-cost social media solutions, along with best practices from around the country, to help libraries build digital communities and stay relevant in today's electronic environment.

Kate Snyder, Principal Strategist and Owner, Piper & Gold Public Relations

Accessible Library Resources and Technology

Patron Services/Programming Track

Meeting Room 205

Is your library accessible to someone losing their eyesight or someone who can no longer turn the pages of a book due to Parkinson's disease? Find out how to supplement your library's collection for reading impaired users through the Braille and Audio Reading Download website. The session will also include information on other accessible online library resources, as well as an overview of assistive technology products available.

Vanessa Morris, Regional Librarian, Wayne County Regional Library for the Blind and Physically Handicapped

You Don't Have to be A Scientist to Run Fun Science Programs!

Youth Services Track

Meeting Room 101-102

STEM (Science, Technology, Engineering, and Math) is one term we've all heard much about in the last few years, and with good reason; science is important. Science is also fun, and the public library is a perfect place to give young people extracurricular science experiences. At this program you'll learn how the Ann Arbor District Library has added ongoing science and engineering-based children's programming to their offerings, and how you can, too. No background in science is required!

Sherlonya Turner, Youth and Adult: Services and Collections Manager, Ann Arbor District Library

THURSDAY

PROGRAM DESCRIPTIONS

10:15 am - 11:15 am

**The Archives of Michigan:
Your Library's Resource for Genealogy**
Collections/Readers' Advisory Track
Meeting Room 205

This program will explore the Abrams Foundation Historical Collections available onsite at the Archives, the digital resources online at Seeking Michigan and how the Archives' resources can assist the family history patrons at your library. With the continued growth in popularity of genealogy, researchers will find an abundance of material of interest, including family histories, passenger list resources, military indexes, city directories, and local history and genealogy resources for dozens of states. All of these resources fit seamlessly with the Archives' already outstanding collection of Michigan manuscript source material, including such genealogically rich records as naturalizations, rural property inventories, state prison registers, county court case files, tax assessments, and Michigan vital records.

Jill Arnold, Archivist, Archives of Michigan; Jessica Miller, Archivist, Archives of Michigan; Kris Rzepczynski, Senior Archivist, Archives of Michigan

**Government Information Doesn't Have to be Scary:
Real World Tips for Non-experts**
Ask the Expert Track

Meeting Room 203-204

Federal, state, and local governments collect and publish huge amounts of information every year that could be of use to you and your patrons. But you need to be an expert to find it, right? Wrong. The transition from print to digital has opened up the world of government information to anyone with an internet connection. This session will look at how Americans are interacting with their government online, and then give librarians an introduction the tools they need to feel comfortable assisting patrons.

Elizabeth Psyck, Government Documents Librarian, Grand Valley State University

Using the Little Free Library as an Effective Outreach Tool
Advocacy and Marketing Track

Meeting Room 201

The Little Free Library movement is sweeping the nation with a simple mission to promote literacy and community. TADL brought this grassroots movement to Traverse City in May 2012 when they sponsored the first registered Little Free Library in Northern Michigan. Now, less than a year later, there are nearly a dozen Little Free Libraries in the Grand Traverse Region. It's about sharing the importance of literacy with our neighbors while creating a sense of community. This program will offer an overview of the Little Free Library project, how to spearhead the movement in your own community as well as explore options and examples for further community collaboration.

Kristen Talaga, Marketing and Communications Manager, Traverse Area District Library

Partners in Consumer Health Programming
Patron Services/Programming Track
Meeting Room 101-102

Your library can develop strong consumer health programming, engaging partners and resources available in your community, at little to no cost. The Ann Arbor District Library and the University of Michigan will share lessons learned from years of programming and their joint NIH Partners in Research grants (2008-2010) which engaged the public, researchers and other experts. Patrons want access to interesting programs and professionals: Your library can be the trusted place where this happens.

Celeste Choate, Associate Director, Ann Arbor District Library; Molly Dwyer-White, Program Manager, UM Brehm Center

Getting it Together Online
Governor's Room
Meeting Room 103-104

Creating a cohesive online presence that connects patrons with library services both digital and traditional is a challenge all libraries face. For the past two years, Traverse Area District Library has worked to re-imagine its online presence, utilizing free, open-source solutions to extend its services beyond the library walls. The result of this effort has been increased utilization, rave reviews and a stronger connection with our most passionate users. From cataloging strategies for digital assets to adventures in social networking, we will share the methods and tools we have found most effective, as well as discuss our not so successful efforts and lessons we learned the hard way.

Scott Morey, Assistant Director for Technology, Traverse Area District Library; Jill Porter, Assistant Director for Public Service, Traverse Area District Library

The Bigger Picture — Creative Interaction
Youth Services Track
Meeting Room 103-104

This presentation encourages developing programs/storytelling that bring out the inner child in adults, helps them interact with their child and helps children see and relate to things, through their eyes, capabilities and imagination. Adults assist along with the children to help create storytelling and images come to life. The web in Charlotte's Web constructed with yarn becomes room sized, a shark's feeding frenzy with duct tape taped to the floor flows as a maze and a colorful parachute is the base for a living pizza from Pete's Pizza. The attendees become the images in a story.

RoseAnna Botorowicz, Youth Program Specialist, Brighton District Library

THURSDAY

PROGRAM DESCRIPTIONS

1:15 pm - 2:15 pm

Workshop Series Development: Creating an Effective and Seamless Programming Experience

Academic Interests Track

Governor's Room

For two years our library has been developing and implementing a regularly scheduled series of citation management programming workshops for graduate students and faculty. The series consists of basic EndNote instruction on collecting, managing and using citations to more advanced topics, such as using EndNote to collaborate with others and incorporate tables and charts. This presentation will outline our experiences building, delivering and managing a workshop series. We will highlight lessons learned by applying fundamental instructional design principles and show how an EndNote programming series can be applied to the development and delivery of workshops on any topic in an academic or public library setting.

Mies Martin, Digital Scholarship Librarian, Michigan Technological University; Margaret Phillips, Instruction and Learning Librarian, Michigan Technological University

Affordable Care Act: What it Means for You and Your Library

Ask the Expert Track

Meeting Room 101-102

Are you concerned about the changes being implemented through the Affordable Care Act? Are you wondering what impact this may have on libraries? Come hear the latest news about the Affordable Care Act and how it will impact you and your library from a federal and state perspective.

Bonnie Bochniak, VP of Government Relations, Michigan Business and Professional Association

KDL Happiness Project: An Innovative Program to Engage Communities, Public and Staff

Advocacy and Marketing Track

Meeting Room 205

Inspired by the idea chronicled in Gretchen Rubin's book *The Happiness Project*, the KDL Happiness Project is an 18-month initiative designed to highlight simple, cost-effective methods that will enhance the happiness of KDL's communities, patrons and staff. KDL's Happiness Project is an intentional effort to promote the library as a HAPPY and vibrant place; a necessary entity in every community to be treasured and supported.

Theresa Duffy, Adult Services Librarian, Kent District Library; Dawn Lewis, Branch Manager, Kent District Library

Shared Security and Notification Solutions

Innovation/Leadership Track

Meeting Room 202

This program will illustrate a web-based solution implemented at TADL to track and notify all staff when patron behavioral and/or security issues occur. Presenters will demonstrate how the system works, how we use it, and give basic information on what technologies were used to set it up.

Scott Morey, Assistant Director for Technology, Traverse Area District Library; Gail Parsons-Doughty, Assistant Director for HR and Finance, Traverse Area District Library

Designing and Implementing a Room Reservation System for Patrons

Patron Services/Programming Track

Meeting Room 201

In order to make it easier for students, faculty and staff to reserve one of many study/conference rooms, the library at Northern Michigan University built a room management system that allows users to login and make their own reservations. Developed using an open source model and working with the university-wide authentication system, this service has proven to be extremely popular. This presentation will review the project from initial idea to finished product, provide a programming overview of the system design, and provide details of the impact at the public services desk.

Mike Burgmeier, Reference/Web Services Librarian, Lydia M. Olson Library, Northern Michigan University; Kathy Godec, Head of Circulation, Lydia M. Olson Library, Northern Michigan University; Erik Wisuri, Student Web Designer, Lydia M. Olson Library, Northern Michigan University

Library Edge — Enhancing Public Technology and Creating Community Value

Technology Track

Meeting Room 103-104

The Edge Initiative is a voluntary, assessment program that includes benchmarks, best practices, tools and resources to help support libraries as they evaluate and improve public technology in their communities. The program helps library leaders assess the public computers in their libraries and how they are being used; identify ways to strengthen or enhance public technology; communicate with key leaders on the value of the library's computers for supporting a skilled workforce, employment and the educational needs of students. A panel discussion with library leaders will delve into how libraries of all sizes can use the program and partner with community organizations to meet the growing needs of public technology.

Travis Bussler, Network Administrator, Chippewa River District Library; Carol Souchock, Director, Adrian Public Library; Shannon White, Continuing Education Coordinator, Library of Michigan

50 Apps in 50 Minutes

Youth Services Track

Meeting Room 203-204

Apps are the new big thing and they are not just for personal use anymore. Schools and libraries are adding iPads and tablets as their students become more technology savvy. Are you interested in adding some technology to your programs, but don't know how or what? We'll highlight the best apps that we have found for children's programming and planning. This session will raise the bar for your programs with ideas that you can take back and implement at your own library.

Kara Fredericks, Youth Services Librarian, Clinton-Macomb Public Library, North Branch; Lisa Martin, Library Technician, Warren Public Library; Lisa Mulvenna, Youth Services Librarian, Clinton-Macomb Public Library, North Branch; Alicia Piggott, Youth Services Librarian, Clinton-Macomb Public Library, South Branch

THURSDAY

PROGRAM DESCRIPTIONS

FRIDAY, OCTOBER 18, 2013

8:30 am - 9:30 am

Going Dewey Free

Collections/Readers' Advisory Track

Meeting Room 203-204

Featuring Kent District Library's Dewey Free project, which replaced Dewey Decimal call numbers with subject-based categories. In two years time, our entire floating collection of non-fiction materials was re-cataloged and re-labeled. Hear about the good, the bad and the nitty gritty details that went into this conversion, including the new signage needed and the reorganization of the collection. Also learn how we got our Dewey loving staff from fear to cheer by the end of the project!

Michelle Boisvenue-Fox, Assistant Director, Kent District Library; Melissa DeWild, Collection Development Manager, Kent District Library

Effective Reflective Teaching Practice

Academic Interests Track

Governor's Room

Reflection is a powerful way to increase teaching effectiveness. It is when we pause to reflect that meaningful learning and growth take place. Reflective teaching practice involves carefully observing ourselves as teachers; then deeply thinking about and critically assessing what we see with an eye to improving our teaching practice. Opportunities to engage in reflective teaching practice occur at all levels – individual, partner, small group and even institution. Attendees will see a range of tools – from journals to video feedback technology – which they can use to more deeply reflect on their teaching. Best practices, challenges and strategies for success will be addressed.

Susan Murphy, Reference and Instruction Librarian, Lansing Community College

10 Ways to WOW your Business Community: Creating Partnerships with Local Businesses Through Dynamic Customer Service

Advocacy and Marketing Track

Meeting Room 201

Attention small and medium size libraries! Brush up on your customer service skills to partner with your local business community! It's easy to do. You are guaranteed a high yield return for very low risk! Trust us! Hear how librarians from Livingston County Libraries have infiltrated their business communities to the staggering benefit of both. Learn how TLN Consortium is championing the cause. TLN is the hub for LibraryBiz Connect resources statewide.

Donna Olson, Information Specialist, Howell Carnegie District Library; Jennifer Osborne, Head of Adult Reference, Brighton District Library; Jennifer Savage-Dura, Business Reference Librarian, Cromaine District Library

Planning and Designing the Library for Maximum Self Service

Innovation/Leadership Track

Meeting Room 205

The implementation of self service technology can be met with resistance by patrons and staff who fear the loss of the human interaction they value. As libraries look to implement solutions like RFID self-checkout, considering the non-technical, design, communication and project management implications for such transitions are paramount for success. The program will focus on the implementation of RFID technology and redesign of the lobby to demonstrate how TADL achieved consistent self service rates at 93% in a building that generates 1.2 million transactions per year.

Metta Lansdale, Director, Traverse Area District Library; Scott Morey, Assistant Director for Technology, Traverse Area District Library; Alyce Riemenschneider, Principal, Quinn Evans Architects

Digital Special Collections: Platforms and Process

Technology Track

Meeting Room 103-104

A panel of four librarians from a public, academic, governmental and special library will report on their experiences digitizing special collections and publishing on them on the web using four discrete platforms. Through a live feed they will walk you through their collection as a mini exhibit and explain their process of selection, digitization, cataloging/developing metadata and publishing. The presenting librarians are all integrally involved in the projects they are presenting on. The platforms range from inclusive, web hosted propriety programs such as CONTENTdm, Open Source specifically Omeka to in-house developed and hosted.

Jill Arnold, Archivist, Archives of Michigan; Amy Barritt, Reference Librarian, Traverse Area District Library; Paul Neirink, Digital Resources Specialist, Wayne State University, Walter P Reuther Library; Derek Spinei, Manager of Digital Collections, Detroit Historical Society; David Votta, Community Engagement Librarian, Midwest Collaborative for Library Services

Hyperspace Engage: Learning to Make the Future at Your Library

Youth Services Track

Meeting Room 101-102

A discussion on the patron-driven creation of content, and dreams within contemporary libraries. Philosophy, theory, and practice will be examined, along with existing successful programs around the country. This will be a resource-sharing-heavy program, designed to give participants the tools to go forth and create with wonderful things with patrons at their libraries.

Steve Teeri, Technology Training Associate, Detroit Public Library

9:45 am - 10:45 am

Divisive Devices: Circulating E-readers and Tablets

Collections/Readers' Advisory Track

Meeting Room 203-204

Thinking of starting a circulating e-reader or tablet collection at your library? We'll talk about Canton Public Library's experiences with our pilot program; the pitfalls to avoid, tips for navigating copyright, and the lessons we've learned.

Brad Bachelor, Teen Librarian, Canton Public Library

FRIDAY

PROGRAM DESCRIPTIONS

Reach out! Tips, Ideas and Insights

Academic Interests Track

Meeting Room 101-102

As librarians we know that “Nobody ever graduated from the library, but no one ever graduated without one” (Huang, Samuel). However, the significance of libraries is often overlooked by administrators, faculty, students and community members. Involvement in developing partnerships and reaching out to the community elevates library value in the eyes of its patrons. In this session we will discuss library outreach initiatives that are relatively inexpensive, easy to implement and effective. The speakers will draw from programs at their colleges and other institutions and cover pitfalls and lessons learned from the outreach activities.

Lidiya Prorochuk, Reference and Instruction Librarian, Lansing Community College; Nan Schichtel, Information Literacy and Outreach Librarian, Grand Rapids Community College

How to Run a Successful Millage Campaign

Ask The Expert Track

Meeting Room 205

Millage campaigns take time and planning. This session covers the steps to a successful millage campaign from start to finish including costs, timing and the importance of partnering with your community.

Shirley Bruursema, Trustee, Kent District Library

Listening To Your Community: Hillsdale College’s Student Worker Focus Group

Advocacy and Marketing Track

Meeting Room 201

Mossey Library at Hillsdale College started our Student Worker Focus Group (SWFG) in the spring of 2012. This program explores the reasoning behind the SWFG, the process of starting it, and the ways the SWFG has proven to be a success both for the library and for the student body. While other academic libraries have student advisory groups, they are less common in smaller institutions, and are rarely comprised of student employees of the library. The program offers beneficial lessons learned to others considering or dealing with a similar group. This program also reiterates the value of adapting innovative ideas to fit a unique community and engaging in dialogue with the library’s users.

Martin Nord, Public Services Librarian, Hillsdale College

I Quit! Now What?

Innovation/Leadership Track

Governor’s Room

I Quit! Now What? will detail the multitude of issues involved with the lack or loss of employment in libraries. The topic of job loss is something everyone talks about when it happens to someone else. Librarian communities in each region and state are small and tight-knit and when job loss hits closer to home, gossip and speculation is the norm from both librarians and the communities we serve. I Quit! Now What? aims to bring this topic out of the staff room and into an arena where we can shed light on tough topics and create a standard of support for our friends and colleagues.

Kate Pohjola Andrade, Director of Woodlands Library Cooperative and Editor of I Quit! Now What?

New Additions and New Versions:

Exciting Database Content in the Michigan eLibrary

Patron Services/Programming Track

Meeting Room 202

It’s not often that mid-contract new subscription based resources get added to the Michigan eLibrary (MeL). With additional funding from the State of Michigan, the Library of Michigan has been able to add resources that will address the needs of the business community as well as those interested in early childhood literacy. But wait; there’s more! One of MeL’s veteran resources--LearningExpress Library--has debuted a new version which is more robust in content and more user friendly. This session focusing on the new and the newly restructured databases in MeL, will entice you to use and promote these resources with your library users.

Deb Biggs Thomas, Michigan eLibrary and Outreach Coordinator, Library of Michigan; Randy Riley, Michigan eLibrary and Outreach Coordinator, Library of Michigan; Suzanne Robinson, Michigan eLibrary Databases Training Librarian, Midwest Collaborative for Library Services

Be AMAZED at Your Library: Developing an After School Engagement Program

Youth Services Track

Meeting Room 103-104

Dealing with a noisy, boisterous after school population can be challenging. How do you engage students in productive activities and offer creative opportunities for learning and growth? Over the years, the Marshall District Library has worked with its community to create partnerships to support youth development, including the AMAZE (Art, Magic, Acting, Zumba and Education) program. This program provides daily after school activities at the library with local businesses and organizations while ensuring a safe and comfortable environment for visitors of all ages. Presenters will include ideas for developing relationships with the target population, connecting to local resources, seeking funding opportunities, creating operational structures and dealing with disciplinary issues.

Anna Curtis, Librarian, Marshall District Library; Diane Hamlin, Library Assistant, Marshall District Library; Jen Wrzesinski, Head of Public Services, Marshall District Library

MLA 2013

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2012-13 YEAR-END REVIEW

Statewide Support for Libraries and Library Professionals

State Budget:

Increased state funding for libraries by \$5.9 million including \$4.7 million in Renaissance Zone reimbursements to libraries.

DLEA Clarification in Process

Secured a sponsor for legislation amending DLEA to address concerns about the continuation of a district library if one or more of its municipalities is disincorporated.

Public Notices Defeated

Defeated legislation that would require libraries to take responsibility for Public Notices.

Blocked Harmful Legislation

Blocked a legislative attempt to siphon library funding.

Open Carry

The MLA filed an Amicus Brief along with the Michigan Municipal League and a group of concerned librarians in support of the Capital Area District Library's pending appeal to the Michigan Supreme Court.

Amended Ballot Proposal Legislation

Amended new legislation set to increase the deadline for certification of ballot proposals from 70 days to 105 days before election. The sponsor agreed to decrease the time line to 84 days.

Focus on TIFA and DDA impact on Libraries

MLA continues its work with legislators to lessen the impact of TIFAs and DDAs on library funding.

PPT: The Battle Continues

MLA continues to monitor legislation amending the Personal Property Tax repeal and the impact on library funding.

Professional Development

MLA educated 1,055 library professionals at MLA conferences and workshops: Annual Conference, Spring Institute for teens and children's librarians, Academic Libraries Conference and one-day workshops including Directors' Summit with presentations by Richard Harwood and Michigan Lt. Gov. Brian Calley, Applied Technologies and Trends, Transition in Collections boasting MLA's well received first live-streaming option, the promising new program Leadership and Management Success and the highly popular and creative Library as Place.

Membership

MLA's organizational memberships total 310 with 1077 individual members from Academic, Public, Cooperative, Special and K-12 libraries.

Member Engagement, Collaboration and Networking

MLA members continue to serve their profession with more than 130 members volunteering and leading on MLA's Board of Directors, standing committees and work groups. These individuals direct MLA's professional development offerings, oversee MLA's lobbying efforts, support MLA's communications, technology and marketing and promote membership. At member request MLA added a new community of practice, Circulation/Access Services, bringing the total number of networking communities to seven.

Leadership and Career Advancement

MLA continued its long tradition of affiliation with ALA. ALA Councilor Trish Burns reports regularly on ALA issues. MLA continues its ACRL Chapter relationship with Scott Garrison serving as MLA's ACRL Chapter Council Chair to connect MLA and ACRL initiatives.

Communication and Information

MLA Advocacy Update, MLA Update and Professional Development Update were joined by the new communication vehicle MLA News You Can Use providing important and timely information about MLA services. MLA's social media presence continues to increase with growing Facebook and Twitter accounts.



Helping libraries and library professionals succeed.

POSTER SESSIONS

*Posters will be available for viewing during exhibit hall hours,
Wednesday 11:30 a.m. – 7:15 p.m. and Thursday, 7:30 a.m. – 3:00 p.m.
and hosted by the presenters during the Welcome Reception on
Wednesday from 5:15 p.m. – 7:15 p.m.*

Check out this unique opportunity to view what fellow librarians, staff and library science students have been investigating and compiling through the year. Both academic and public librarians will appreciate this showcase. Walk around and enjoy the displays with fellow librarians.

Co-Sponsored by Central Michigan University Libraries and Detroit Area Library Network

Augmenting the Library: The Mobile Future of Print

Presented by Rebecca Karlis, Marygrove College Library

Building a Scholarly Communications Brand: The Scholars Cooperative at Wayne State University

Presented by Damecia Donahue and Michael Priehs, Wayne State University

Collecting Meaningful Statistics

Presented by Tina Ulrich, Osterlin Library, Northwestern Michigan College

Detroit's Population Decline: A Look at the Regional Data

Presented by Monique Oldfield, Wayne State University

Digital Preservation of Pornography

Presented by Adam Mosseri, Wayne State University

Going For Broke: Combining Three Deselection Projects Into One

Presented by Mike Hawthorne, Wayne State University

Grandparents, Grandchildren, and Google

Presented by Lindy Scripps-Hoekstra, Grand Valley State University

Mapping the Guide: How Concept Maps Can Ease Resource Guide Design

Presented by Zorian Sasyk, Wayne State University

MLibrary Future Information Graduates

Presented by Angela Scott, University of Michigan

MSU Imagined: Using Unique MSU Resources To Create A Library Exhibit

Presented by Tom Volkening, Michigan State University

Oh, Snap! Improving Photographic Digitization Processes with Simple Fixes

Presented by Sara DeWaay and Maria Seiferle-Valencia, University of Michigan

Preserving the Juvenile Historic Collection

Presented by Ikumi Crocoll, Kathleen Scullin, and Enrique Valdivia, University of Michigan-Ann Arbor, School of Information

The Phantom Menace Zone: Using Pop Culture and Community Partnerships to Create Awesome Programming

Presented by Rebecca Bundy, Kristin LaLonde, and Wesley Umstead, Chippewa River District Library

The SLIS Diversity Graduate Student Assistantship

Presented by Matt Fredericks, Dr. Kafi Kumasi, and Nichole Manlove, Wayne State University, School of Library and Information Science

Three 50 Year Projects

Presented by Maira Bundza, Western Michigan University

Unexpected Collections

Presented by Natalie Bazan, Hopkins District Library

We Collect America: Special Collections at The Henry Ford

Presented by Linda Choo and Nardina Mein, The Henry Ford

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IGNITE MLA

*Thursday, October 17 • 3:00 – 4:00 p.m.
Banquet Rooms 1-4*

Get ready for a rapid fire session of ideas that will inspire, challenge and motivate you. Ignite MLA will feature speakers who each have just five minutes and 20 slides to share an idea, story or solution that ignites their passion for the library community.

Libraries, Entrepreneurship and Power

Steve Assarian, Business Librarian, Grand Rapids Public Library

Libraries and STEAM

Lauren Douglass, Head of Technology Services, East Lansing Public Library

Library Quality Management: Quit Counting and Start Listening

Paul Gallagher, Director, Library Operations and User Services, Wayne State University

Can't You Read?!?: Customer Service with Trust and Compassion

Kevin King, Head, Patron Services/Information Technology, Kalamazoo Public Library

Circ & Outreach 2gether 4ever: A Love Story

Kristin LaLonde, Access Services Librarian, Chippewa River District Library

Bitter Coffee & Watered-down Bourbon: Lessons for Libraries from Chase & Sanborn Coffee and Maker's Mark

Corey Seeman, Director, Kresge Business Administration Library at the Stephen M. Ross School of Business at the University of Michigan

Towards the Land of Rainbows and Unicorns: Embracing an Organizational Philosophy

Angela Semifero, Director, Marshall District Library

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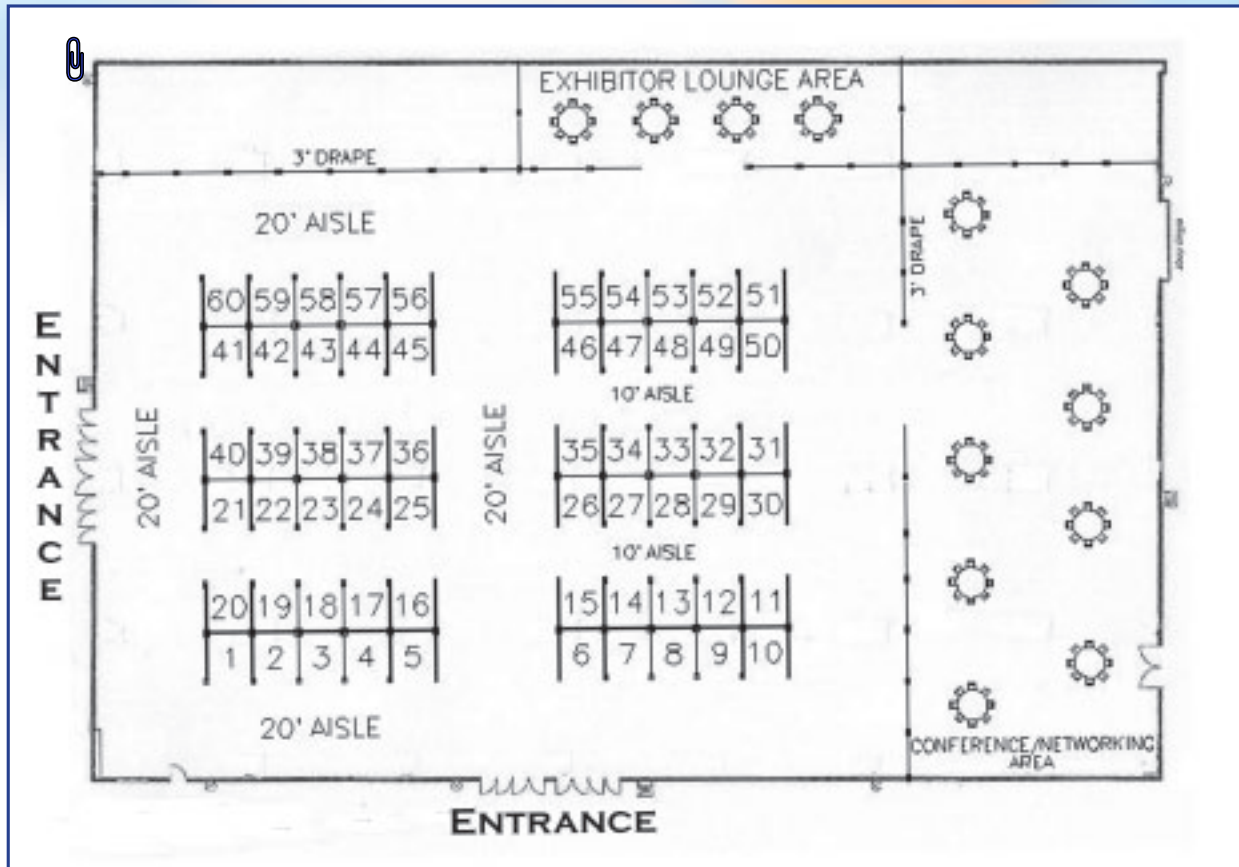
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2014 MLA PROFESSIONAL DEVELOPMENT EVENTS

Spring Institute Conference (March 27-28)

This two-day conference brings together approximately 150 statewide children and teen service librarians to share, learn and experience best practices. Programming includes national award-winning authors, illustrators and storytellers.

There is No Marketing without a Plan and Your Library is a Business Too (April 4)

This dual track program combines two complimentary workshops into one day **allow** participants to combine sessions from each program to develop their own workshop.

In the marketing track library professionals from the smallest to largest libraries will learn how to promote the great things happening at their locations. Whether you have no resources, limited resources or a wealth of resources, this event will help you find your voice and communicate your value to your community.

The business track will focus on the business of operating a library and bring to the table the latest trends in developing a strong and self-sufficient staff **by creating a one-day workshop tailored to finance, human resources and the business of running a library.**

Directors' Summit (April 25)

Directors' Summit is a valuable one-day event designed to bring to the forefront discussion, observation, planning and action on hot issues to guide the future of Michigan libraries and librarians.

Leadership and Management Success (May 2)

Do you have an interest in supervisory topics in libraries? Are you new to a supervisory position? Are you already in a supervisory position but need to brush up on or improve on your current supervisory skills? Then this workshop is for you. Explore topics

such as managing people, **working with boards or higher administration,** project management, **introduction to finance,** time management and more. This workshop will provide an excellent networking opportunity with peers in similar situations.

Technologies and Trends (May 16)

Explore trends in technologies impacting today's library, librarians and patrons and discover how to apply them in real world environment.

Academic Libraries Conference (May 29-30)

This event shares best practices, emerging trends, career advancement, mentorship and future goals for academic libraries. This two-day conference features jury-selected presenters and nationally recognized keynote speakers.

The Library as Platform (June 6)

As the role of the library continues to evolve, Michigan libraries of all types (academic, public and special) are the catalysts for building a strong community and preserving local history and culture. This workshop will help libraries rethink public spaces while collaborating with local partners. Learn how to do an analysis of community resources, how to contact people and how to propose partnerships that will strengthen current patron relationships and attract new users.

2014 Annual Conference (October 15-17)

Annual Conference is a three-day conference scheduled for October 15-17, 2014 in Grand Rapids. The conference features renowned keynotes, jury-selected programming for all librarians, an exhibition and an ideal environment to network with colleagues.

See You Next Year!

MLA 2014

Grand Rapids

October 15-17, 2014
Amway Grand Plaza

MLA
Michigan Library Association
www.mla.lib.mi.us



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— Joan Witte
Founder and CEO, Raven Loon Communications
Michigan Entrepreneur

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