

October 15-17 • Amway Grand Plaza

# MLA 2014

You Are Here

Making Your  
Library the  
Center of Your  
Community



**MIA**  
Michigan Library Association  
[www.milibraries.org](http://www.milibraries.org)



# DESIGNING AND FURNISHING NEW LIBRARIES



RESTORING YOUR LANDMARKS  
WITH 21ST CENTURY TECHNOLOGY

## ARCHITECTURE + INTERIORS



Creating Michigan's 1st early  
childhood literacy environment  
based upon the Seven Domains  
of early childhood development

ANN ARBOR, MI  
DETROIT, MI  
WASHINGTON, DC  
MADISON, WI  
734.663.5888

[WWW.QUINNEVANS.COM](http://WWW.QUINNEVANS.COM)



QUINN EVANS  
ARCHITECTS

# MLA 2014

## 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
Awards .....	10
Schedule at a Glance .....	11
Program Grid .....	12
Floor Plans .....	14
Program Descriptions .....	15
MLA Year End Review .....	25
Poster Sessions .....	26
Ignite, Fizzle .....	27
Exhibit Hall Floor Plan .....	28
Conference Exhibitors .....	28-31
MLA Professional Development Events .....	31

## ADVERTISERS

Experience Grand Rapids .....	11
Gale, Cengage Learning .....	Back Cover
Penchansky Whisler Architects .....	5
Quinn Evans Architects .....	2
Frank Rewold and Son Inc. ....	6
Suburban Collection Showplace .....	24



**Asante Cain**  
MLA President, 2014-2015

Welcome to MLA 2014! I couldn't be more excited that "You Are Here" in Grand Rapids to explore the role of libraries as place and platform for community development. You'll meet colleagues who have developed programs you can adapt for your own library. You'll share experiences with those who are facing the same challenges you have overcome. You'll network with established librarians who can help steer your career in the right direction. In short, you'll connect, share and grow as a professional.

MLA 2014 offers all the great resources you have come to expect with new and exciting elements to keep your conference experience fresh and relevant. In addition to 45 breakout education sessions in seven new and inventive tracks, this year's event offers three keynote addresses from engaging thought leaders to help you identify new opportunities to grow your organization and your career. There are also poster sessions and exhibitor booths to expand your learning potential beyond the classroom.

Your choice of four Thursday luncheon programs is included in registration this year. Don't forget the new Your Professional Connection reception on Thursday evening, where emerging professionals, MLIS program alumni and established library leaders from all backgrounds will gather to network. While "You Are Here," be sure to enjoy Grand Rapids' unique local culture by attending the All Conference Reception at the Grand Rapids Public Museum, exploring local cuisine during the Dine Around or experiencing locally crafted beers at Oktoberfest.

MLA 2014 was designed with your success in mind. Make it an outstanding conference!

**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.

# MICHIGAN LIBRARY ASSOCIATION 2014-15 MLA BOARD OF DIRECTORS

## BOARD

President:	Asante Cain, Grand Rapids Public Library
President-Elect:	Leslie Warren, Northern Michigan University
Past-President:	Cathy Wolford, DALNET
Secretary/Treasurer:	Richard Schneider, Muskegon Area District Library
Director/ALA Councilor:	Trisha Burns, Public Libraries of Saginaw
Director:	Ray Arnett, Fremont Area District Library
Director:	William Harmer, Chelsea District Library
Director:	Kelly Jacobsma, Hope College
Director:	Kate Pohjola Andrade, Woodlands Library Cooperative
Director:	Michael Priehs, Wayne State University
Director:	Michele Puckett, Consumers Energy Corporate Library
Director:	Kathryn Schwartz, Flint Public Library
Director:	Kathleen Zaenger, Howell Carnegie District Library
Ex Officio:	Randy Riley, State Librarian
Ex Officio:	Gail Madziar, MLA Executive Director

## PAST MLA PRESIDENTS

2013-2014	Cathy Wolford
2012-2013	Lance Werner
2011-2012	Richard Cochran
2010-2011	Christine Berro
2009-2010	Larry Neal
2008-2009	Kathy Irwin
2007-2008	Josie Parker
2006-2007	Leah Black
2005-2006	Michael McGuire
2004-2005	Linda Farynk
2003-2004	Marcia Warner
2002-2003	Phyllis Jose
2001-2002	Elaine K. Didier
2000-2001	Tom Genson
1999-2000	Denise Forro
1998-1999	Nancy Bujold
1997-1998	Pamela Grudzien
1996-1997	Beverly Papai
1995-1996	Martha Stilwell
1994-1995	Sandra Scherba
1993-1994	Sandra Yee
1992-1993	Francis J. Buckley
1991-1992	Jean Houghton
1990-1991	Jule Fosbender
1989-1990	Linda Heemstra
1987-1989	Colleen Hyslop
1987-1988	Clara N. Bohrer
1986-1987	Margaret E. Auer
1985-1986	A. Michael Deller
1984-1985	Robert Garen
1983-1984	Eleanor Pinkham
1982-1983	Margaret Thomas
1981-1982	Patricia Wilson
1980-1981	Howard Lipton
1979-1980	Carolyn McMillen
1978-1979	Robert Raz
1977-1978	Joan Wilcox
1976-1977	Robert Gaylor
1975-1976	Roberta Cheney

## 2014 MLA ANNUAL CONFERENCE WORK GROUP

**Conference Chair:** Kevin King, Kalamazoo Public Library  
Hillary Berry, Paw Paw District Library  
Jennifer Cornell, Kalamazoo Public Library  
Julia Eisenstein, University of Detroit Mercy  
Susan Elikor, University of Michigan  
Harlan Hatcher Graduate Library  
Jessica Goodrich, Capital Area District Libraries  
Gail Hollinger, Mzenegen Tribal Library  
Mary Howard, Harper Woods Public Library  
Jessica Hronchek, Hope College  
Kristen Krueger-Corrado, Grand Rapids Public Library  
Maria McCarville, Wayne County Public Library  
Michael Postula, Novi Public Library  
Steven Putt, Wayne State University

MLA Administration: Genny Allen, CAE,  
Director of Finance and Administration  
Laura Covey, Director of Membership,  
Communications and Marketing  
Kristy Doak, CMP, CTA,  
Director of Professional Development  
and Meeting Planning  
Gail Madziar, Executive Director

Sponsor

# MLA 2014 SPONSORS

*Thank you for your support of MLA Professional Development and the Michigan library community!*

## DIAMOND SPONSOR



## GOLD SPONSORS



## SILVER SPONSORS

Bloom Sluggett Morgan  
Library Design Associates, Inc.

## BRONZE SPONSORS

Grand Valley State University  
SirsiDynix  
Wayne State University





**A LIBRARY IS NOT A LUXURY  
BUT ONE OF THE  
NECESSITIES OF LIFE.**

**-HENRY WARD BEECHER**



**REWOLD**

FRANK REWOLD AND SON INC.

CONSTRUCTION MANAGEMENT  
GENERAL CONTRACTOR

[www.frankrewold.com](http://www.frankrewold.com)

# GENERAL INFORMATION

## REGISTRATION – REGISTRATION ONE, CONCOURSE

Wednesday, October 15 7:00 a.m. – 3:30 p.m.  
Thursday, October 16 7:00 a.m. – 3:30 p.m.  
Friday, October 17 7:00 – 9:00 a.m.

## EXHIBITS – CENTER CONCOURSE, CROWNE FOYER, WEST CONCOURSE

Wednesday, October 15 11:30 a.m. – 5:15 p.m.  
Nonconflict time 11:30 a.m. – 1:15 p.m.  
Thursday, October 16 7:30 – 11:30 a.m.  
1:00 – 3:00 p.m.  
Nonconflict time 7:30 – 9:00 a.m.  
2:15 – 3:00 p.m.

## SESSION HANDOUTS

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

## FREE WIFI AT THE AMWAY GRAND PLAZA HOTEL

MLA is pleased to offer attendees free Wi-Fi Internet access in all conference meeting rooms and exhibit space. Search for the network “library” and input the password “mla2014”.



## 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 #MLA14AC to join the conversation!

MLAgents 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 “MLA Live!” conference experiences via social media. Visit [www.milibraries.org](http://www.milibraries.org) for a list of Agents to connect with on Twitter and other channels.

## COFFEE NETWORKING SESSIONS – CENTER CONCOURSE

Wednesday, October 15 7:00 a.m. – 9:00 a.m.  
*Sponsored by SirsiDynix*  
Thursday, October 16 7:30 a.m. – 9:00 a.m.  
*Sponsored by Grand Valley State University*  
Friday, October 17 7:00 a.m. – 8:30 a.m.

## MORNING YOGA

Thursday, October 16 7:00 – 7:45 a.m.  
*Location: Berkey Room*  
Friday, October 17 7:00 – 7:45 a.m.  
*Location: Berkey Room*

## MLA ANNUAL MEMBERSHIP MEETING– AMBASSADOR BALLROOM WEST

Thursday, October 16 4:00 p.m. – 5:00 p.m.  
Join us for your association’s Annual Membership Meeting, where we will present MLA’s year-end review and honor outgoing Board members. Please show your continued support for MLA leadership by joining us for this meeting.

## DINE AROUND

No formal dinner plans? Participate in Dine Around Grand Rapids on Thursday, October 16 and enjoy the company of new friends and old. Trade stories and share experiences while enjoying a Dutch treat meal at one of 15 local restaurants of different cuisines and price points. Sign up at registration Wednesday, October 15 and Thursday, October 16, 2014 from 7:00 a.m. – 3:30 p.m. each day. Meet your dine around host in the Motor Lobby on Thursday, October 16, 2014 at 6:15 p.m. to depart to your location. Each participant is responsible for their own transportation and food costs.

## MOBILE APP

Our free conference mobile site and text alerts will keep you connected to the conference agenda, speaker details, event information, last minute updates and more. Signing up is easy! Just text **MLA** to **57780**.

Privacy policy – MLA respects your privacy. We will only use the information you provide to transmit your text message. We will not share or use your mobile number for any other purpose. By sending a text to this code you agree to receive automated marketing text messages from Michigan Library Association to the mobile number you have provided. You understand that you are not required to provide your consent as a condition of purchasing any goods or services. Standard message and data rates apply. Reply HELP for help. Reply STOP to opt out. View the complete privacy policy at [http://login.mousetrapmobile.com/terms\\_of\\_use.asp](http://login.mousetrapmobile.com/terms_of_use.asp).



# SPECIAL PROGRAMS AND EVENTS

**WEDNESDAY, OCTOBER 15**

## **MLA Leadership Academy and Alumni Breakfast**

7:30 – 8:45 a.m. **Thornapple** *Ticketed Event*

This breakfast is the culmination of the 2014 MLA Leadership Academy and honors the current students for completing the program. Attendance is limited to current MLA Leadership Academy students, alumni and guests.  
*Sponsored by Library Design Associates, Inc.*

## **Opening Keynote – Wade Rouse – The Three H's**

9:00 – 10:15 a.m. **Ambassador Ballroom West**



In this presentation, Wade discusses how “The Three H’s”—humor, heart and honesty—are the keys to memoir writing (and life), and how the art of writing funny and poignant (combining the lyrical punch line and the heartrending moment) can be achieved by following the Three H’s.

The work of author and humorist Wade Rouse has been featured multiple times on NBC’s Today Show as well as on Chelsea Lately on E!, People, Salon.com, Forbes.com, Publisher’s Weekly and Writer’s Digest. USA Today calls Wade “a wise, witty and often wicked voice,” and the Chicago Tribune’s Pulitzer Prize-winning cultural critic states that Rouse’s memoirs are filled with “sparkling humor” and that everyone should “read Wade Rouse, especially if you value laughter and wisdom.” Writer’s Digest recently named Rouse the #2 Writer, Dead or Alive, “We’d Love to Have Drinks With” (Wade was just behind Ernest Hemingway, and just ahead of Hunter S. Thompson).

## **All Conference Reception**

5:30 – 7:30 p.m.



**Grand Rapids Public Museum** *Pre-registration taken but not required for paid conference attendees.* Keep the energy and excitement of opening day going by meeting up with colleagues and friends at the Grand Rapids Public Museum. Exchange notes on what you’ve seen and heard during the first day of conference while exploring some of the museum’s acclaimed exhibits and collections. Heavy hors d’oeuvres and a cash bar will be available.

**THURSDAY, OCTOBER 16**

## **Keynote – Improv Effects – Improv-ing as Leaders**

9:00 - 10:00 a.m. **Ambassador Ballroom West**



Great leaders know that no two situations are the same. Across Michigan’s libraries, you’ve likely seen it all. Every interaction, challenge and decision requires a unique response to achieve the most optimal results, and you can’t always plan for it. There are many times when you have to “drop the script” and improvise. Dann Sytsma and Brian Lam of Improv Effects will show you how applying improv techniques in the work environment can make you a stronger leader. Some of the key ingredients that great improvisers rehearse - responding in the moment, creating a supportive environment, starting with, “Yes! And . . .” - can be incorporated by anyone into their daily lives to become a more effective leader. You don’t have to be Will Ferrell to grasp and utilize the communication techniques that have proven success on the stage - and in the office.

Immediately prior to the keynote, MLA President Asante Cain will present Kenneth B. Miller, Jr. with the 2014 MLA Librarian of the Year award and Andrea Estelle with the 2014 MLA Up and Comer award. Please join us promptly at 9:00 a.m. to honor and recognize these two deserving leaders for their contributions to the Michigan library community.

## **The Anythink Story Luncheon – Pam Sandlian Smith**

11:30 a.m. – 1:00 p.m. **Ambassador Ballroom West** *Included in registration, but ticket is required*



In 2003, Adams County was home to the worst-funded library district in Colorado. After voters approved a funding increase for the district in 2006, the board and leadership recognized that they had a unique opportunity to rebuild the library system from the ground up and create a new brand that was relevant, represented the future and would help inspire innovation. Systemic organization and cultural change resulted from disciplined strategic thinking, planning and collaborative implementation. The turnaround of this library system has exceeded all goals and Anythink now represents a library focused on ideas while promoting positive library perceptions and customer experiences.

Pam Sandlian Smith, director of Anythink Libraries, was the 2010 Colorado Librarian of the Year and the recipient of the 2012 Charlie Robinson Award for innovation and risk taking. She also has been honored for her work in library technology innovation and early literacy projects. Through her speaking and writing, Sandlian Smith stimulates discussions on innovation, creativity and participation in libraries worldwide.

*Sponsored by Blue Cross Blue Shield of Michigan*



# SPECIAL PROGRAMS AND EVENTS

## Crucial Conversations Luncheon – Kathleen Wheelihan

11:30 a.m. – 1:00 p.m.



**Vandenberg AB**

*Included in registration, but ticket is required*

Whether as a peer mentor or a manager, having successful coaching conversations with others defines your leadership ability and success in influencing. The focus of this program is on effective listening to what others are really saying, asking the right questions without judgment and probing for clarity to get others to become open-minded and view options with clarity. You'll gain practical tools and tips to communicate and coach others more effectively for greater win-win results.

Kathleen Wheelihan is a professional speaker and management consultant with nearly 30 years of experience in leadership, training, marketing, human resources, operations and theatre. Her unique combination of business background, education and theatrical experience help make her programs "info-taining" and filled with practical tools.

## Michigan Author Luncheon – Tim Wendel – The Summer of '68

11:30 a.m. – 1:00 p.m.



**Gerald R. Ford Ballroom**

*Included in registration, but ticket is required*

In *The Summer of '68*, Tim Wendel takes us on a wild ride through a baseball season set against the backdrop of one of the most divisive and turbulent years in American history. In Detroit—which had burned just the summer before during one of the worst riots in American history—'68 found the city rallying together behind a colorful Tigers team whose season would culminate in a thrilling World Series against the defending champion St. Louis Cardinals. What ultimately lay at stake was something even larger: baseball's place in a rapidly changing America that would never be the same.

Tim Wendel's books have been named a Top 10 sports title by *Publisher's Weekly*, Top History Book by the Latino Literary Council, an editor's choice selection by the *New York Times Book Review* and a Notable Book in 2013 by the State of Michigan. His writing has appeared in the *New York Times*, *Washington Post*, *American Scholar*, *National Geographic*, *GQ* and *Esquire*. Tim is currently a writer-in-residence at Johns Hopkins University, where he teaches graduate classes in fiction and narrative nonfiction. In addition, he has appeared on CNN, ESPN, the MLB Network, PBS and NPR.

## State Librarian's Luncheon

11:30 a.m. – 1:00 p.m.

**Imperial Ballroom**

*Included in registration, but ticket is required*

Join State Librarian Randy Riley as he announces and honors the winner of the Library of Michigan Foundation's State Librarian's Excellence Award.

## Your Professional Connection

5:15 – 6:15 p.m.

**Imperial Ballroom**

This casual, inclusive reception is designed to bring emerging professionals, local MLIS program alumni including Wayne State University and established library professionals from all backgrounds together to network professionally and personally. Whether your goal is to meet new connections, explore collaboration opportunities or simply put faces with names, this event will help grow your network. Students are welcome and encouraged to attend. Hors d'oeuvres are included and a cash bar will be available.

*Co-sponsored by Wayne State University and MLA*

## Oktoberfest

7:00 – 9:00 p.m.



**Kent District Library East Grand Rapids Branch** *Ticketed Event*

Grand Rapids is known for, among other things, great locally crafted beer. In the conference spirit of celebrating local culture, join us in raising a glass to Michigan libraries and their place within our communities at the MLA Oktoberfest. Meet "Beervangelist" Fred Bueltmann, who will offer insights into the local brews and advice on food pairings, as well as signing copies of his book, *Beervangelist's Guide to the Galaxy*. Tickets include heavy hors d'oeuvres and a partially hosted bar. A cash bar will be available for drink purchases beyond included tickets. Busing between the Amway Grand Plaza Hotel and the library will be provided by Grand Rapids Trolley Co. Trolley departure to begin at 6:30 p.m. on Lyon Street.

*Sponsored by Kent District Library*

## FRIDAY, OCTOBER 17

## Closing Keynote – Hajj Flemings – How to develop, define and build a brand (that matters)

11:00 a.m. – 12:15 p.m.



**Ambassador Ballroom West**

What you provide for your patrons in terms of resources, programming and service speaks to who you are as an organization as well as a library professional. What does your brand say about you in your community? Hajj Flemings will teach you strategies on how to effectively manage your personal and organizational brands while remaining relevant in a rapidly changing workplace. With virtually unlimited access to information today, you'll learn how to cut through the clutter so that your message (whether you're communicating for an organization or applying for a new job) is heard and effective!

Hajj is a leading brand strategist; speaker and tech entrepreneur that travels nationally inspiring people and brands to build, launch and grow their ideas. In 2008 Hajj founded the Brand Camp Conference and has grown it into the largest personal branding conference in the Midwest and later expanded it to Boston and New York. His client list includes: Walt Disney, the Detroit Lions, Pitney Bowes and Pfizer to name a few. He has also been featured in the *Wall Street Journal*, *TechCrunch*, *Mashable* and *CNN Tech Money*.

# AWARDS AND RECOGNITIONS

*Prior to Thursday's keynote, MLA President Asante Cain will present the 2014 MLA Librarian of the Year award and the 2014 MLA Up and Comer award. Please join us promptly at 9:00 a.m. in the Ambassador Ballroom West room to honor and recognize these deserving leaders for their contributions to the Michigan library community.*

## LIBRARIAN OF THE YEAR

For more than 30 years, the MLA Librarian of the Year Award has recognized a librarian's outstanding contributions and accomplishments to the library community over a long period of time. Winners of this award provide innovative library service to their communities and promote collaboration among libraries. The MLA Librarian of the Year shows evidence of personal and professional achievement as well as initiative and creativity. They are leaders who provide cutting edge ideas that inspire people. Only one award is given out each year.

### Librarian of the Year – Kenneth B. Miller, Jr.



MLA is pleased to name Kenneth B. Miller, Jr. as the 2014 MLA Librarian of the Year, not only for his longevity in the library profession, but for his outstanding service leading major institutions and organizations through challenging times, creating a new library branch and a new district library, and inspiring his staff and community to new heights.

Ken has served in the library profession for more than 40 years. Having earned his MLS from Wayne State University, Ken has worked as a librarian in both urban and rural libraries in both peninsulas of Michigan. For 30 years he was employed by Detroit Public Library and Jackson District Library and for the past 10 years he has been employed by Bayliss Public Library in Sault Ste. Marie, Hiawathaland Library Cooperative (HLC) and the newly created Superior District Library (SDL).

Throughout his career Ken has demonstrated an understanding of libraries and a vision for their future. His spirit of "Yes we can" has challenged his colleagues above and below the bridge to do what many thought impossible. During a downturn in the economy, Ken created a new branch library and oversaw the phasing out of the HLC and the merging with Superiorland Library Cooperative. As library funding became more difficult to maintain, Ken led a two-year plan to create the Superior District Library, serving the better part of two counties over 1,725 square miles.

Much of Ken's success as a leader is due to the way he inspires and supports his staff, cultivating an environment that allows them to thrive and be creative. He has served as a mentor to those new to library work and has inspired and supported staff members in their decision to pursue a library degree.

Ken has a long history of service to the profession, having served on numerous committees, including 12 years of service on MLA committees and roundtables. He has been a member of MLA for 33 years and ALA for 20 years. Since 2005, he has served as board president of the Upper Peninsula Region of Library Cooperation.

He is active not only in serving his profession as a leader and mentor, but in his community as well. He is president of the Sault St. Marie Lions Club and founder a

support group for the visually impaired. Other community organizations that have benefited from his involvement include Habitat for Humanity, Hospice of Eastern Upper Peninsula and the Chippewa County Historical Society.

## UP AND COMER AWARD

The Up & Comer Award was established in 2012 to recognize a librarian who shows leadership early in his or her career. While new to the profession, he/she expands the role of librarian through forward-thinking and by moving libraries into the future. Winners of this award are energetic efficient librarians who push the boundaries of originality and creativity. They help establish a library culture that sets high expectations, promotes learning, and creates understanding of the library as an integral part of the community. The Up and Comer Award winner has been a librarian for 5 or less years.

### Up and Comer Award – Andrea Estelle



Andrea Estelle lives by the motto, "Brighten the corner where you are." By consistently putting her heart, soul and energy into her passion for libraries and literacy, Andrea has served as a visionary leader delivering bright new ideas to the libraries and communities she has served.

After receiving her undergraduate degree in early elementary education, Andrea worked as a youth paraprofessional at Kent District Library where she fell in love with libraries. She decided to pursue her MLIS degree and shortly after was hired as the part-time director of Leighton Township Library. In 2013, less than a year after completing her graduate work, Andrea was hired as director of the Otsego District Library.

Her goal is to make her local library a destination of choice for preschoolers, students, teens, families, seniors, book clubs and for all community members seeking education, entertainment and enrichment. Andrea's accomplishments have been accelerated by her ability to find funding and by her personal creativity and energy, which in turn provides momentum for the staff to work as a team to implement the vision.

Among her accomplishments at Leighton Township Library, Andrea established the first Village Post Office to be housed in a library in the United States, developed an early literacy center and secured a \$24,744 Reinhardt Grant to completely revitalize all of the library technology. During her first year at Otsego District Library, Andrea hit the ground running. She created an early literacy center; identified new sources of revenue; suggested a new Summer Reading Program style that nearly doubled participation; added many technology upgrades; worked toward increased efficiency and customer service; revitalized the collection; attracted a national sculpture exhibit; started a new summer concert series and hosted a very popular Patrons Appreciation Day.

# Schedule

## SCHEDULE AT A GLANCE

### TUESDAY, OCTOBER 14

President's Reception . . . . . 6:00 – 8:00 p.m.

### WEDNESDAY, OCTOBER 15

Registration . . . . . 7:00 a.m. – 3:30 p.m.  
 Networking Coffee . . . . . 7:00 – 9:00 a.m.  
 Leadership Academy & Alumni Breakfast . . . . . 7:30 – 8:45 a.m.  
 Opening Keynote – Wade Rouse . . . . . 9:00 – 10:15 a.m.  
 Programs . . . . . 10:30 – 11:30 a.m.  
 Exhibits Open . . . . . 11:30 a.m. – 5:15 p.m.  
 Programs . . . . . 1:15 – 5:15 p.m.  
 Poster Session Presentations . . . . . 2:15 – 3:00 p.m.  
 All Conference Reception . . . . . 5:30 – 7:30 p.m.

### THURSDAY, OCTOBER 16

Registration . . . . . 7:00 a.m. – 3:30 p.m.  
 Yoga . . . . . 7:00 – 7:45 a.m.  
 Networking Coffee . . . . . 7:30 – 9:00 a.m.  
 Exhibits Open . . . . . 7:30 – 11:30 a.m.  
 Keynote – Improv Effects . . . . . 9:00 – 10:00 a.m.  
 Programs . . . . . 10:15 – 11:15 a.m.  
 MLA Luncheon Programs . . . . . 11:30 a.m. – 1:00 p.m.  
 Exhibits Open . . . . . 1:00 – 3:00 p.m.  
 Programs . . . . . 1:15 – 2:15 p.m.  
 Ignite . . . . . 3:00 – 4:00 p.m.  
 MLA Annual Membership Meeting . . . . . 4:00 – 5:00 p.m.  
 Your Professional Connection . . . . . 5:15 – 6:15 p.m.  
 Dine Around Grand Rapids . . . . . 6:15 – 8:15 p.m.  
 Oktoberfest . . . . . 7:00 – 9:00 p.m.

### FRIDAY, OCTOBER 17

Registration . . . . . 7:00 – 9:00 a.m.  
 Yoga . . . . . 7:00 – 7:45 a.m.  
 Networking Coffee . . . . . 7:00 – 8:30 a.m.  
 Programs . . . . . 8:30 – 9:30 a.m.  
 Fizzle . . . . . 9:45 – 10:45 a.m.  
 Closing Keynote – Hajj Flemings . . . . . 11:00 a.m. – 12:15 p.m.



# COOL CITY. WARM WELCOME.

Outdoor Public Art

Fredrick Meijer Gardens & Sculpture Park

John Ball Zoo

Grand Rapids Public Museum

Farm-to-Table Dining

Craft Breweries

Ford Presidential Museum

Art Museum

Sugar-Sand Beaches

GRAND RAPIDS

Michigan Library Association

Thank you for making the trip to Grand Rapids! We hope you have a great event – and while you're here, we invite you to sample our one-of-kind culture and recreation. There's something for everyone!

For more information visit  
[ExperienceGR.com/MLA](http://ExperienceGR.com/MLA)

# MLA 2014 SCHEDULE OF EVENTS

	LEAD	PLAY	CREATE
<b>WEDNESDAY</b> EXHIBIT HOURS 11:30 A.M. - 5:15 P.M.			
7:00 - 9:00 a.m.	Networking Coffee Session (Center Concourse)		
9:00 - 10:15 a.m.	Opening Keynote - Wade Rouse (Ambassador Ballroom West)		
10:30-11:30 a.m.	Redefining the Role of Libraries Through the Lens of Diversity Atrium		Digital Platform Collections Emerald A
<b>11:30 a.m.-1:15 p.m. Exhibit Area Grand Opening (Nonconflict Time)</b>			
1:15-2:15 p.m.	The Temporary Dual Purpose Library Emerald A	Learn to play. Play to Learn Atrium	
<b>2:15-3:00 p.m. Poster Session Presentations</b>			
3:00-4:00 p.m.		Ready Player One Gaming in the Library Pearl	DIY Local History Atrium
4:15-5:15 p.m.	Reworking the Workflow: Technical Services Emerald A	Learning Cleverly Disguised as Fun Haldane	Add Some Spice to Your IT Ticketing System Cascade
<b>5:30-7:30 p.m. All Conference Reception - Grand Rapids Public Museum</b>			
<b>THURSDAY</b> EXHIBIT HOURS: 7:30 A.M.-3:00 P.M.			
7:00-7:45 a.m.	Yoga (Berkey Room)		
7:30-9:00 a.m.	Networking Coffee Session (Center Concourse)		
9:00-10:00 a.m.	Keynote — Improve Effects (Librarian of the Year and Up and Comer Award)		
10:15-11:15 a.m.	What is the Fourth Sector? Emerald A	Improv-ing As Leaders Atrium	Marketing Videos at CMU Emerald B
11:30 a.m.-1:00 p.m.	Luncheon Programs: Anythink Libraries (Pam Sandlian Smith) – Crucial Conversations (exhibit area closed during luncheon programs)		
1:15-2:15 p.m.	Homemade Leadership for Youth Services Librarians Haldane	Localizing the Library Cascade	10 Years of 3D Printing at the UM Library Grand View AB
2:15-3:00 p.m.	Exhibits - Nonconflict Time		
3:00-4:00 p.m.	Ignite (Ambassador Ballroom West)		
4:00-5:00 p.m.	MLA Annual Membership Meeting (Ambassador Ballroom West)		
5:15-6:15 p.m.	Your Professional Connection Reception (Imperial Ballroom)		
6:15-8:15 p.m.	Dine Around Grand Rapids (Meet in Motor Lobby)		
7:00-9:00 p.m.	Oktoberfest (Kent District Library East Grand Rapids Branch)		
<b>FRIDAY</b>			
7:00-7:45 a.m.	Yoga (Berkey Room)		
7:00-8:30 a.m.	Networking Coffee Session (Center Concourse)		
8:30-9:30 a.m.	Negotiating Relationships with Supervisors Grand View AB	Teaching Users about the Library with a Mobile Game Atrium	
9:45-10:45 a.m.	Fizzle (Ambassador Ballroom West)		
11:00 a.m.-12:15 p.m.	Closing Keynote - Hajj Flemings (Ambassador Ballroom West)		

# THINK

# CONNECT

# GROW

# RISK

sponsored by Bloom Slugett Morgan

**EXHIBIT HOURS 11:30 A.M. - 5:15 P.M. WEDNESDAY**

**Networking Coffee Session (Center Concourse) 7:00 - 9:00 a.m.**

**Opening Keynote - Wade Rouse (Ambassador Ballroom West) 9:00 - 10:15 a.m.**

Remaining Friends with The Friend <b>Pearl</b>	(re)Creating and Growing Your Library's Social <b>Cascade</b>	Teen & Tween Behaviors - School and Public Library Perspectives <b>Emerald B</b>		<b>10:30-11:30 a.m.</b>
---	--	---	--	-------------------------

Beyond the Numbers: Instruction Evaluation Data  
**Grand View AB**

**Exhibit Area Open until 5:15 p.m. 11:30 a.m.-1:15 p.m.**

Library Millage Elections Part 1 <b>Cascade</b>	Getting Started with Digital Preservation <b>Pearl</b>	MeL Has the Common MCore Covered! <b>Emerald B</b>	Information vs. Transformation <b>Grand View AB</b>	<b>1:15-2:15 p.m.</b>
E-rate <b>Haldane</b>				

**Poster Session Presentations 2:15-3:00 p.m.**

Tools for Assessing the Library as an Engaging Space <b>Emerald A</b>	Supporting Library Patrons with Autism <b>Emerald B</b>	Cultural Intelligence (CQ) Building <b>Grand View AB</b>		<b>3:00-4:00 p.m.</b>
--	--	---	--	-----------------------

Library Millage Elections - Part 2  
**Cascade**

	Bringing Community Back to Your Library <b>Emerald B</b>	Creating Deep Community Engagement <b>Pearl</b>	The Paperless Library <b>Atrium</b>	<b>4:15-5:15 p.m.</b>
			Managing Risk and Growing Emergent Library Services <b>Grand View AB</b>	

**All Conference Reception - Grand Rapids Public Museum 5:30-7:30 p.m.**

**(CLOSED FOR LUNCH 11:30 A.M.-1:00 P.M.) THURSDAY**

**Presentations presented at 9:00 a.m.) (Ambassador Ballroom West)**

Open Access <b>Pearl</b>	How to Find and Work with Partners <b>Cascade</b>	Pre-adolescent & Teenage Boys in the Library <b>Grand View AB</b>	Taming the Change Monster <b>Haldane</b>
-----------------------------	--	--	---

**Conversations (Kathleen Wheelihan) – Michigan Author Luncheon (Tim Wendel) – State Librarian's Luncheon 11:30 a.m.-1:00 p.m.**

Legislative Update <b>Emerald B</b>	Connectivity, Communications and Career Development <b>Pearl</b>	Special Collections – Unique Opportunities <b>Emerald A</b>	Owning the Mistakes We Make and Learning From Them <b>Atrium</b>
--	---	--	---

**Exhibits - Nonconflict Time 2:15-3:00 p.m.**

**Ignite (Ambassador Ballroom West) 3:00-4:00 p.m.**

**MLA Annual Membership Meeting (Ambassador Ballroom West) 4:00-5:00 p.m.**

**Your Professional Connection Reception (Imperial Ballroom) 5:15-6:15 p.m.**

**Dine Around Grand Rapids (Meet in Motor Lobby) 6:15-8:15 p.m.**

**Oktoberfest (Kent District Library East Grand Rapids Branch) 7:00-9:00 p.m.**

**FRIDAY**

**Yoga (Berkey Room) 7:00-7:45 a.m.**

**Networking Coffee Session (Center Concourse) 7:00-8:30 a.m.**

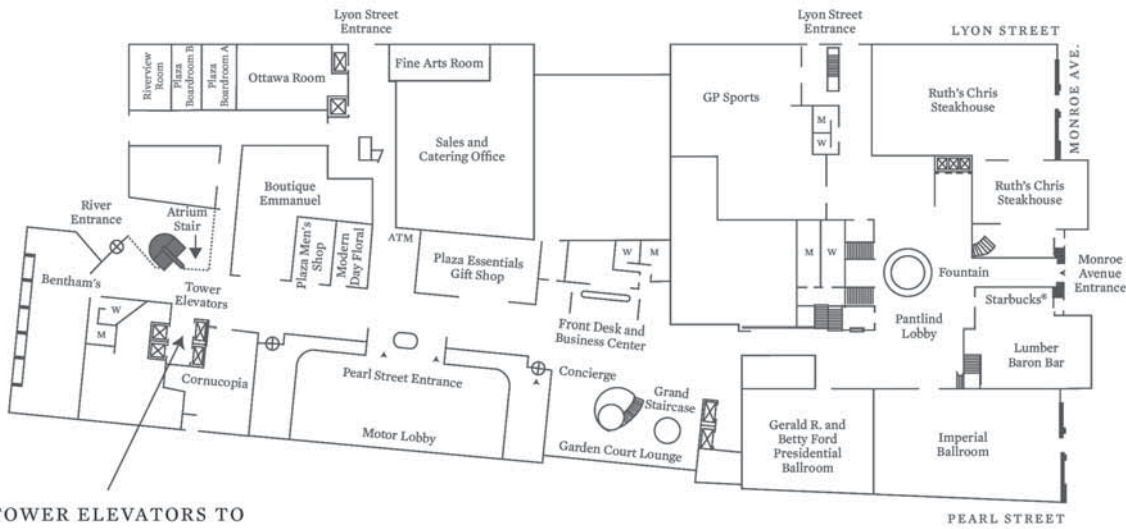
Planning for a Millage Campaign <b>Cascade</b>	Empathy and Digital Literacy <b>Vandenberg B</b>	Resources for Starting an Adult Literacy Program <b>Vandenberg A</b>	Assembling an Innovative Team! <b>Governor's Room</b>
---	---	---	--

**Fizzle (Ambassador Ballroom West) 9:45-10:45 a.m.**

**Closing Keynote – Hajj Flemings (Ambassador Ballroom West) 11:00 a.m.-12:15 p.m.**

### AMWAY GRAND PLAZA HOTEL

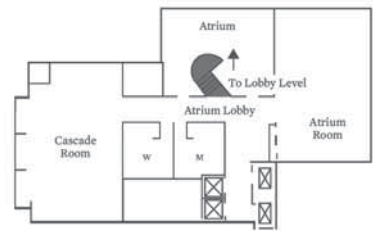
#### LOBBY LEVEL—1<sup>ST</sup> FLOOR



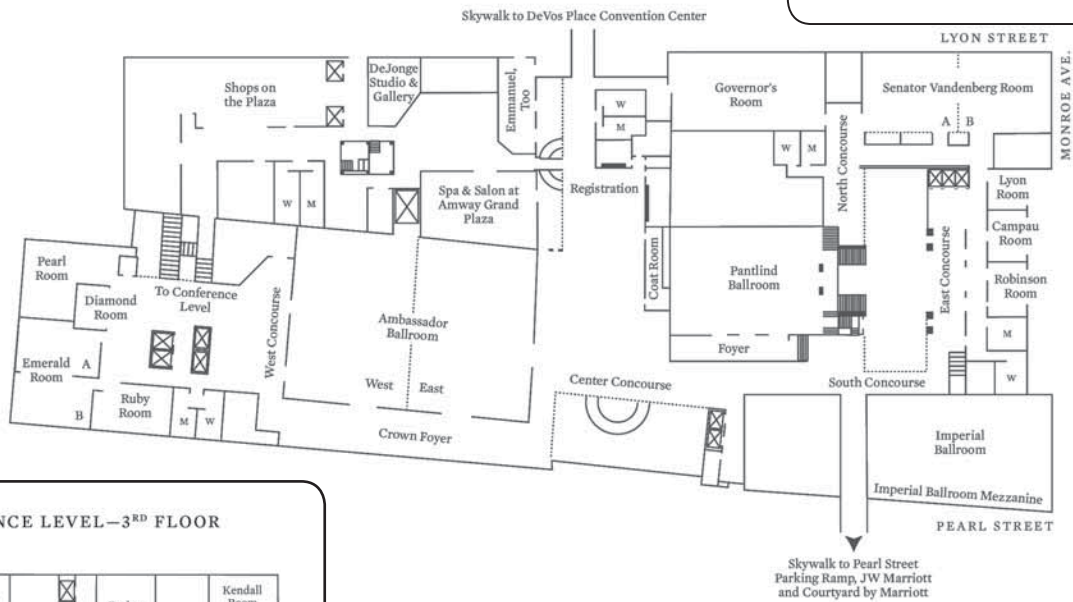
#### TOWER ELEVATORS TO

- Plaza Fitness Center, 4<sup>th</sup> Floor
- Tower Club, 25<sup>th</sup> Floor
- Cygnus 27, 27<sup>th</sup> Floor
- Sky I & II, Private Dining Rooms, 28<sup>th</sup> Floor
- Pinnacle Room, Take to 28<sup>th</sup> Floor

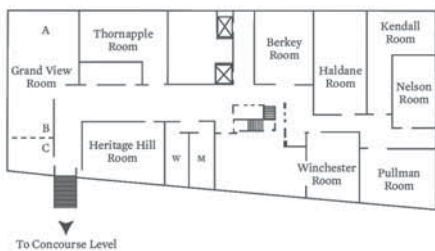
#### ATRIUM LEVEL—LOWER LEVEL



#### CONCOURSE LEVEL—2<sup>ND</sup> FLOOR



#### CONFERENCE LEVEL—3<sup>RD</sup> FLOOR



# PROGRAM DESCRIPTIONS

WEDNESDAY

**WEDNESDAY, OCTOBER 15, 2014**

**10:30am - 11:30am**

## **(re)Creating and Growing Your Library's Social Media Presence**

*Track: Connect*

**Room: Cascade**

Hear how one library created a plan for staff at different levels in multiple departments to engage with social media using defined goals and outcomes, but with enough flexibility to respond to the changing nature of social media. Discuss social media connections between libraries and individuals, as well as libraries and organizations. This is a working session with time to brainstorm and record ideas on potential social media goals, outcomes and ways to involve multiple areas of the community. The program will include nuts and bolts information for non-techies, as well as questions and concepts for social media mavericks.

*Erin Davison, Herrick District Library; Mary Cook, Herrick District Library; Sara DeVries, Herrick District Library*

## **Beyond the Numbers: What You Can Say With Instruction Evaluation Data**

*Track: Think*

**Room: Grand View AB**

While data driven decision making is a hot topic in librarianship, collecting, analyzing and interpreting data can be intimidating. Where and how to begin? Instruction librarians from Grand Valley State University will discuss how they scaled up from unshared, nonstandard evaluations to a standard form that would make participant perceptions of library instruction more widely accessible in order to make data driven decisions within the Instruction Program. In the interactive program, they will share reflections and recommendations on the challenges interpreting and communicating their findings. Attendees will gain insight on creating an evaluation form and analyzing the data.

*Ashley Rosener, Grand Valley State University Steelcase Library; Barbara Harvey, Grand Valley State University; Emily Frigo, Grand Valley State University; James Gulvas, Grand Valley State University; Anne Merkle, Grand Valley State University*

## **Redefining The Role of Libraries Through the Lens of Diversity**

*Track: Lead*

**Room: Atrium**

Just as information is retrieved, evaluated and synthesized from diverse sources, it is received and

processed by diverse individuals. Those individuals have both visible and invisible characteristics which filter the information received. By examining the primary (visible) and secondary (invisible) characteristics of diversity, participants gain a fresh perspective on the skills they each offer their library community, offering greater access and relevant services to individuals of all ages and groups they serve. This can lead to increased collaboration among libraries of all types, and create a more inclusive library environment.

*De'Andrea Wiggins, D.R.E., Wayne State University School of Medicine*

## **Remaining Friends with the Friends: A legal guide to the relationship between the Library and the Friends Group**

*Track: Think*

**Room: Pearl**

In so many communities, the Friends of the Library offer assistance and support to the Library. In fact, in many communities, their role is critical. However, it is important that the Library, the Trustees and the staff understand the legal issues that may arise in dealing with the Friends. This session will focus on the relationship between the Library and the Friends, especially recognizing that the Friends Group is a separate and distinct organization from the Library. The session will also address several common problems that may arise between the Friends and the Library and how to address those issues.

*Anne Seurnyck, Foster, Swift, Collins & Smith*

## **Starting from the Ground Up: How We Created our own Digital Collections Platform**

*Track: Create*

**Room: Emerald A**

We recently released our new digital collections interface, based around our implementation of Fedora Commons, the open-source digital repository software. During this time, we have learned a great deal about interface design, workflow management, the evaluation of pre-existing tools and systems, as well as building and using APIs to our advantage. Stop by and learn from our failures and successes as we talk about what you might need to build your own digital collections platform.

*Axa Mei Liauw, Wayne State University; Cole Hudson, Wayne State University; Graham Hukill, Wayne State University*

## PROGRAM DESCRIPTIONS

**Teen and Tween Behaviors – A School and Public Library Perspective on Meeting the Needs of Community Youth****Track:** *Grow***Room:** **Emerald B**

School and public libraries both serve teen and tween aged youth. Library staff deal with overlapping information and space needs as well as similar behavioral issues. School schedules and assignments impact public library staff and space. Public library resources and hours impact how successful youth are in completing out of school assignments. Coordinated policies and communication between the public library and school library can create a successful environment for your patrons. Librarians from school and public libraries who have worked together will explain their outlook and efforts to achieve high quality services together. Join our panel of school and teen librarians to discuss how to collaborate to provide coordinated support, services and expectations for the youth of your community.

*Jen Wrzesinski, Marshall District Library; Karren Reish, Library of Michigan*

only share what Family Place is, they will also remind us how to play! So come in open, energized and ready for fun.

*Mary K. Davis, Grand Rapids Public Library; Rhonda Butler, Public Libraries of Saginaw; Sue Warner, Kalamazoo Public Library*

**Library Millage Elections/What You Need to Know – Part 1****Track:** *Think***Room:** **Cascade**

Part 1 of this presentation will review the election procedures for library millage proposals. This will include a review of the requirements for ballot proposals, timing of elections, and election deadlines.

*Richard Butler, Bloom, Sluggett, Morgan*

**The Michigan eLibrary (MeL) Has the Common Core Covered!****Track:** *Grow***Room:** **Emerald B**

Librarians working in public, academic and school libraries are well aware of the Common Core State Standards (CCSS) and how they need to support the CCSS in their communities. Subscription eResources vendors are also aware of these national standards and they have infused their products with the alignment to the CCSS that educators need. This session will discuss how these national standards are made available in eResources and how they can be utilized. In addition, the Michigan Online Resources for Educators (M.O.R.E.), the educator portal in MeL will be showcased as a place to direct teachers, pre-service teachers and home schoolers who need to access aligned resources.

*Barb Fardell, Michigan Department of Education; Deb Biggs Thomas, Library of Michigan; Kristen Remenar, Orion Township Public Library*

**The Temporary Dual Purpose Library: A Case Study Examination of a Successful Project Using the Four-Frame Model of Bolman and Deal****Track:** *Lead***Room:** **Emerald A**

During the 2013-14 academic year, the Ferris Library for Information, Technology, and Education (FLITE) was the temporary home of the Big Rapids Community Library (BRCL) while BRCL's building underwent an extensive renovation project. We will examine the challenges and opportunities presented by this unique project through the four frames of Lee Bolman and Terrence Deal as described in their book *Reframing Organizations: Artistry, Choice and Leadership*. We will explain the four frames and discuss how addressing

**1:15pm - 2:15pm****Getting Started with Digital Preservation****Track:** *Connect***Room:** **Pearl**

Have a CD-ROM that you can no longer read? How about some WordStar files? Libraries are rapidly building their digital collections but how can they ensure these materials will be searchable and usable years from now? Digital preservation is not something just the big libraries can do but something all types of libraries that create or collect digital information must do. Using the National Digital Stewardship Alliance's Levels of Preservation framework, this program will provide the participant with some initial steps that will address the most pressing activities to preserve their digital collections.

*Kevin Driedger, Library of Michigan; Max Eckard, Grand Valley State University*

**Learn to play. Play to learn.****Track:** *Play***Room:** **Atrium**

Wanna be active in your conference session? During your time with us, we'll allow you to play like you are kids again! Through the sharing of learning tools (ok, TOYS!) participants will see how two key components of a Family Place Library™ work. Presenters will not



# PROGRAM DESCRIPTIONS

WEDNESDAY

issues related to each frame was necessary to ensure the success of the project. Policies and regulations had to be created and/or modified (the structural frame); staff members from each library needed to get to know one another and learn about each other's operations (the human resource frame); city and university officials needed to be persuaded that the project was in the best interests of both entities and negotiate an agreement (the political frame); and the project had to be portrayed as the embodiment of institutional core values including collaboration, ethical community, and diversity (the symbolic frame). The session will discuss a few mistakes we made in the process and relate those missteps to the appropriate frame. Attendees will leave this session with an understanding of the four frames and how to apply the frames within their own organizations to ensure greater success of their plans and initiatives.

*Leah Monger, Ferris State University Library; Miriam Andrus, Big Rapids Community Library; Scott Garrison, Ferris State University Library; David Scott, Ferris State University Library*

3:00pm - 4:00pm

## Cultural Intelligence (CQ) Building

*Track: Grow*

**Room: Grand View AB**

Cultural Intelligence (CQ) Building focuses on improving our ability to act and react in positive ways across cultural lines. This workshop introduces the concept of CQ with its four skill areas: Knowledge, Motivation, Interpretation and Behavior. Through a carefully tailored set of interactive activities, participants become aware of their own life-long journey in building their Cultural Intelligence. Improving our CQ makes us better communicators and more gracious actors in our increasingly diverse world. Building our CQ enables us to embrace the other more fully, even as we understand what it means for the other to embrace us.

*Marla Ehlers, Grand Rapids Public Library*

## DIY Local History:

**How 15 minutes a day, crowdsourcing and a Kickstarter-style campaign made our Local History Collection 1000 times better**

*Track: Create*

**Room: Atrium**

Local history collections, especially at libraries without a specified local history librarian, can be a hodge-podge of ephemera. That hodge-podge can obscure artifacts that, with a little time and effort, can become community assets. Using Chelsea District Library's experiences working with their collections of photo negatives and newspapers as examples, this presentation will cover how libraries can make the most of their local history, even with limited resources.

*Emily Meloche, Chelsea District Library*

## Your Library Story: Information vs. Transformation

*Track: Risk*

**Room: Grand View AB**

What are the transformational stories taking place in your library every day? Chances are you and your staff have some difficulty recognizing them, and telling them is a critical component of changing perceptions about the library in your community. Your team is changing lives — learn how to identify, mold and communicate the transformational stories that can help your community understand the value of the library to individuals and the community as a whole.

*Karen Austin, OCLC*

## Challenges and Opportunities with E-rate Reform

*Track: Think*

**Room: Haldane**

Recently released FCC rules regarding the federal e-rate program are creating new opportunities for libraries and technology. At the same time libraries may face challenges with the new direction the ruling sets for the long standing national program. Panelists will provide an overview of the new e-rate program and reflections on how it may affect your library and community. Join our panel for a discussion on the new program, benefits of investigating e-rate and how to join forces with other stakeholders to increase technology services for your community.

*Eric Frederick, Connect Michigan; Sonya Schryer Norris, Library of Michigan; Denise Hooks, Mideastern Michigan Library Cooperative; Sheryl Cormicle Knox, Capital Area District Library*

## Library Millage Elections/What You Need to Know – Part 2

*Track: Think*

**Room: Cascade**

Part 2 will address the application of the Michigan Campaign Finance Act to library millage campaigns. This part will compare and contrast the prohibition on using library resources for advocacy with the permissible use of library resources for disseminating factual information about millage proposals.

*Richard Butler, Bloom, Sluggett, Morgan*

# PROGRAM DESCRIPTIONS

## Ready Player One - Gaming in the Library

*Track: Play*

**Room: Pearl**

While videogames remain popular with children and teens, many library video game programs have seen a drop in attendance. Meanwhile, tabletop games, card games and role-playing games are becoming increasingly popular. These games are usually intended for group play and appeal to all ages, making them ideal for library programming. We'll discuss how to run a successful Magic the Gathering tournament, a Dungeons and Dragons program and a Tabletop Game Day. Learn about resources available as well as how to connect with the community and local businesses to get them involved.

*Gina Bucalo-Crowther, Orion Township Public Library;  
Kathleen Kozlowski, Orion Township Public Library*

## Supporting Library Patrons with Autism

*Track: Connect*

**Room: Emerald B**

Learn ways to support children with Autism in your setting. From making interactive activities for children with a variety of communication skills, learning about sensory and environmental considerations and discovering universal supports you can put in place to help patrons of all abilities, this session will help you understand the common challenges people with Autism face and how you can make your setting more accessible.

*Alisha Krcatovich, Kalamazoo Regional Educational Service Agency*

## Taking It At Space Value: Tools for Assessing the Library as an Engaging Space

*Track: Think*

**Room: Emerald A**

In early 2014, Michigan State University Libraries' User Experience Work Group set out to determine why patrons value the Main Library facilities. Seating sweeps and surveys were conducted to gather quantitative and qualitative data, which was combined with existing data such as gate counts, chat transcripts, and computer logins to learn about patrons' interaction with library spaces. Join three members of the UXWG to discuss design, implementation, and analysis of a space study in a library that supports social, academic and community activities. Attendees will be encouraged to share and reflect upon the "space value" of their library facilities.

*Christine Tobias, Michigan State University; Ebony Magnus, Michigan State University; Hui Hua Chua, Michigan State University*

**4:15pm - 5:15pm**

## Add Some Spice to Your IT Ticketing System

*Track: Create*

**Room: Cascade**

Last year the Kalamazoo Public Library ditched their expensive IT ticketing system and implemented a free program, Spiceworks ([www.spiceworks.com](http://www.spiceworks.com)). This change allowed the IT Team to repackage and reintroduce an easy to use help request system. The switch not only allowed for better management of IT tickets, but also provided options for inventory and help in managing the network. Best of all Spiceworks provides forums to help answer all types of IT questions. Learn how to utilize a robust IT management solution in all sizes of libraries. Discover how KPL installed and implemented Spiceworks. Find out how KPL added some spice to their IT!

*Kevin King, Kalamazoo Public Library; Wendy Hand, Kalamazoo Public Library; Vik Jaglan, Kalamazoo Public Library*

## Bringing Community Back to the Library: Using Local History to Connect the Past to the Present

*Track: Connect*

**Room: Emerald B**

What makes a public library a destination point in a city? How do we combat the assumption that everything can be found online? What does the modern library user look like? While technology continues to bring advances in access to information, balancing that is the return to local – farm to table food, supporting local businesses, and walkable communities are all examples of how the idea of local is infused in the collective conscience. Tied to that is sense of place, the base of which is local history. Librarians in the Local History and Special Collections Department at the Grand Rapids Public Library will discuss how they worked to make history relevant in the Grand Rapids community by adding and growing the digital collections of the Grand Rapids Public Library and by showing what "Special Collections" are through presentations, tours and programs both in the library and out in the community. As the online world continues to grow, so too must our attention to our local communities and with that the library's role in collecting the history of our cities and using it to connect with local organizations, create programs and build a new community of library users.

*Melissa Fox, Grand Rapids Public Library; Tim Gleisner, Grand Rapids Public Library*

# PROGRAM DESCRIPTIONS

WEDNESDAY

## Managing Risk and Growing Emergent Library Services: More People, Less Process

Track: Risk

Room: Grand View AB

Learn how to build a new and nimble academic library unit to meet the needs of the nascent fields of data (collection and curation) and text services (digital humanities) while simultaneously managing the risk inherent in growing new library services and collections. Michigan State University Libraries' Digital Scholarship Collaborative was built by aligning existing units and services under the umbrella of a collaborative partnership rather than engaging the bureaucratic process of a sizable reorganization. *Aaron Collie, Michigan State University; Michael Rodriguez, Michigan State University*

## Reworking the Workflow: My Problem in Technical Services and How I Solved It

Track: Lead

Room: Emerald A

Due to the current economy, many academic libraries have been faced with reduced operations budgets which often leads to fewer positions in technical services units. Frequently positions that have been vacated due to retirements or a staff member moving on are not filled. Budgets for student assistants are also being slashed in some institutions. Acquisitions, serials, electronic resources, cataloging and processing areas have all been effected by these personnel shortfalls. This work environment requires excellent problem solving skills and creative thinking to get the job done. With fewer dollars and hands to do the work, technical services librarians have had to rely on cross-training, doubling up of jobs and technology to meet the needs of their users. Unit heads have had to change the way they acquire books, prioritize cataloging functions and carry out processing. This session describes the way three libraries have reworked their tech services staff and workflow in order to continue to meet their patrons' needs with fewer people to get the work done. They have introduced programs like Demand Driven Acquisitions and consolidated existing positions, recreated student worker roles, outsourced cataloging and processing, and stopped doing some tasks altogether. Each speaker will give a presentation on how they solved workflow problems for their library then answer questions from the audience.

*Miranda Howard, Western Michigan University; Pamela Grudzien, Central Michigan University Libraries; Stacy Nowicki, Ph.D., J.D., Kalamazoo College; Regina Gong, Lansing Community College*

## The Flow of Play: Learning Cleverly Disguised as Fun

Track: Play

Room: Haldane

Read and Write Kalamazoo (RAWK) exists to promote and nurture intellectual and creative confidence. Through writing workshops, publishing, tutoring and in-school programming, we surround students with supportive adults and create a safe place for them to find and flex their voices. Founded in 2012, RAWK draws from Kalamazoo's rich artistic, educational and literary communities to establish a network of volunteers and facilitators dedicated to helping youth develop not only reading and writing skills, but emotional intelligence, creative problem solving, effective communication and so many other tools integral to happiness and success.

*Anne Hensley, Read and Write Kalamazoo; Emily Kastner, Read and Write Kalamazoo*

## The Paperless Librarian

Track: Risk

Room: Atrium

Between meeting notes, emails, budgets and everything else that the busy librarian needs to function, the librarian typically needs to store and manage thousands of pieces of paper. Learn how to use a tablet, a scanner and the cloud to eliminate almost all of it, with the added bonus of making all of it searchable by keywords or tags. Learn how going paperless can make your working life much more efficient and you get to save trees at the same time.

*Steven F. Smith, Dearborn Public Library*

## Turning Outward: Creating Deep Community Engagement

Track: Grow

Room: Pearl

In fall 2013, MCLS began to use tools provided by the Harwood Institute for Public Innovation to create more meaningful engagement with its members and the library community in its two state region. The Harwood Institute is a nonprofit agency that helps people and organizations address community challenges, improve their own effectiveness and do their work in a way that makes communities stronger. They have developed a model and methodology for civic engagement and libraries of all sizes have begun using the Harwood approach to create meaningful engagement with their local communities. In this session, we will discuss the tools that MCLS used and the results so far. We have used community conversations, a central component of the Harwood process, as a means to open up to the aspirations of our membership and the library communities in Indiana and Michigan. Our work in

WEDNESDAY

# PROGRAM DESCRIPTIONS

Michigan has been in partnership with several other library service agencies, including the Cooperative Directors Association, the Library of Michigan and MLA. We will present a report of our work, which remains in progress, and what we have learned so far. Attendees will gain an appreciation of the importance of open-ended conversations with their communities and will learn about the positive impact meaningful engagement can have on their organization and standing in the community. They will leave the session with an understanding of the next steps they can take to utilize conversations like this in their communities.  
*Randy Dykhuis, Midwest Collaborative for Library Services*

THURSDAY

## THURSDAY, OCTOBER 16, 2014

10:15am - 11:15am

### Better Together: How to find and work with partners to create successful programming

Track: Connect

Room: Cascade

Turn the burden of being a de-facto after-school babysitting service into meaningful programming for kids. Making connections with community partners will allow you to offer programs far beyond what you could do alone, and change lives in the process. Learn how to find and cultivate community partnerships, reduce staff resistance, win over the nay-sayers and bring some of the best of your community into the library on a daily basis. You'll hear about the Grosse Pointe Public Library's Study Tutor Enrichment Program (S.T.E.P.) for middle school students, from its beginnings four years ago to its current operation today.

*Patricia McClary, Grosse Pointe Public Library; Kate DeMeester, Grosse Pointe Public Library; Vickey Bloom, Grosse Pointe Public Library*

### BoysWork: How to Manage Pre-adolescent and Teenage Boys in the Library and Bring Them into the World of Literature and Literacy

Track: Grow

Room: Grand View AB

Boys can challenge the best of librarians. They're full of play, antics, activity and subterfuge. How do you harness all of that juice and cook up a kick butt reading program? Learn the mysteries of boys and the magic that transforms them into literacy wizards and warriors.

*Ted Braude, The BoysWork Project*

### Improv-ing As Leaders

Track: Play

Room: Atrium

For those interested in participating in the applied improv exercises, join Improv Effects for an interactive break-out session that allows participants to experience the techniques presented in their morning keynote first hand. Don't worry if you have no experience with improvisation, they're not grooming you for the big stage. The exercises are surprisingly simple but can have a real positive impact on the way you interact with people when applied.

*Brian Lam, Improv Effects; Dann Sytsma, Improv Effects*

### Open Access

Track: Think

Room: Pearl

Open Access: what is it and how does it impact your library and patrons? Not just a scholarly publication issue, all libraries share in the need for unfettered access to published data. While access to publicly funded research is at the heart of open access, if your library offers training using a statewide data base then open access is a part of your operations. Researchers, patients, students, educators, journalists, inventors and small businesses benefit from better access to peer-reviewed scientific articles reporting on research. This session is an introduction to open access and a kick off for the International Open Access Week.

*Jean Song, University of Michigan; Charles Watkinson, University of Michigan; Meredith Kahn, University of Michigan*

### Marketing Videos at CMU: Refreshing Perception of the Library for Students

Track: Create

Room: Emerald B

Many students today are not aware of the library as a source of extensive online and offline information, and often view the library as a physical study hall. "Library anxiety" leads some students to feel intimidated and turn to Google. Our marketing plan seeks to redefine the importance of the library for students and to convey the sense that the CMU Library is: Important for student success, Online and available wherever you are, Not intimidating, Able to be accessed on smart phones and tablets

*Kari Chrenka, Central Michigan University Libraries; Matthew Ismail, Central Michigan University Libraries; Janet Danek, Central Michigan University Libraries*

# PROGRAM DESCRIPTIONS

THURSDAY

## Taming the Change Monster: Surviving and Thriving Through Change

Track: Risk

Room: Haldane

How change is handled can help an organization flourish or cause its demise. Understanding, embracing and managing change is crucial. This program is filled with practical tools and strategies to go beyond surviving the change process and actually thriving through it.

*Kathleen Wheelihan, MBC Training and Development Inc.*

## What is the Fourth Sector, and Why the Sustainability of Michigan Libraries Depend Upon It

Track: Lead

Room: Emerald A

In this session learn how the concept of fourth sector is being applied to the Ferndale Public Library's development plan in the hopes of forging long-term partnerships with businesses and other organizations to elevate the library's profile in the community and improve the library's financial sustainability. Hear an honest account of the possibilities and challenges of fundraising for libraries.

*Gary Dembs, 4th Sector Consulting; Jessica Keyser, Ferndale Public Library*

1:15pm - 2:15pm

## Dropping Assumptions: 10 Years of 3D Printing at the University of Michigan Library

Track: Create

Room: Grand View AB

To remain globally competitive, and encourage action based learning, students are not only expected to understand concepts but apply them to real-world scenarios and improve upon them. Often this requires the "making" of objects for the purpose of prototyping function, improving communication of complex concepts or serving as the end product. Computer-based design technologies have made the development of complex designs easier but the skills and resources needed to realize it in physical form can be a tremendous distraction effectively limiting the number of revisions made and even whether certain concepts are considered. 3D Printing works towards reducing disconnect between design and fabrication by allowing a student to simply "print" their 3D object.

*Eric Maslowski, Digital Media Commons, University of Michigan Library; Shawn O'Grady, UM3D Lab, University of Michigan*

## Legislative Update

Track: Think

Room: Emerald B

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. Also, get an update on November's elections and what we can expect to see. Learn what you can do proactively in your community to make a difference on important issues and protect library services for your patrons.

*Gary Owen, Governmental Consultant Services, Inc.*

## Localizing the Library

Track: Play

Room: Cascade

Libraries have always been a forum for innovative community engagement and development. It only makes sense that we would also be at the forefront of the localization movement which seeks to build sustainable food systems, address energy use, strengthen social bonds, enhance a sense of place and promote community identity and well-being. But where to begin? This session will provide a design template and concrete examples, allowing for each library to plug in its own assets and character as a 'location' for sustainable community building.

*Beth Neff, Three Rivers Public Library*

## Looking forward: connectivity, communication and career development

Track: Connect

Room: Pearl

A familiar refrain for information professionals (IPs) is to emphasize and encourage lifelong learning as part of their work, but what of their own practice that encompasses career and professional development? For librarians and IPs what constitutes professional development, when should the practice begin, and who should be responsible for this undertaking? This interactive session reflects on the importance of connecting, networking, communication initiatives and strategies for professional development that flow from and between formal education and informal strategies that illustrate the importance of continuous learning and guide IPs for further development of career and professional identities.

*Jen Pecoski, MLIS, Ph.D., Wayne State University*

## Nourishing Your Inner Leader: Homemade Leadership for Youth Services Librarians

Track: Lead

Room: Haldane

Peek into the professional pantries of youth services librarians and discover the necessary ingredients for natural leadership: creativity, flexibility, passion and drive. When mixed with outward thinking, authentic

# PROGRAM DESCRIPTIONS

planning methods and awareness of individual strengths and talents, we have the perfect recipe for leaders who energize, innovate and inspire. Grab an apron and together we'll cook up something good.  
*Shawn Brommer, South Central Library System*

## Special Collections – Unique Opportunities: Engage strategic partners and promote your best material asset

**Track:** *Grow*

**Room:** *Emerald A*

With large scale resource sharing, fewer holdings make your library unique. Often special and local history collections are regulated to locked closets or pushed under stairs. Seize the opportunity to engage strategic partners and promote your best material assets by telling the story of your community or institution through the remarkable photographs, manuscripts and ephemera already in your possession. This program will describe how to better define your special collection as a unique line of business, target audiences, engage strategic partners and promote your collection through storytelling.  
*David Votta, Midwest Collaborative for Library Services*

## What's To Fear?!? Owing the mistakes we make and learning from them

**Track:** *Risk*

**Room:** *Atrium*

Have you ever \*\$%#’d up? Because we have. And we're still here to talk about it. Join us while we discuss some of the many ways we have made mistakes and learn how to recover gracefully. This program will offer practical examples of our many mistakes and bad decisions over the years and how we learned to make better choices. We will look at the importance of balancing individual initiative with the need to work within a team environment. Finally, this program will offer suggestions on how to minimize mistakes and maximize opportunities to help build a better library and serve the best interest of our users. Presenters will facilitate a fun, interactive and lively session consisting of video testimonials, audience Q&A and useful tools for turning your mistakes into opportunities. Attendees will leave the session equipped with the tools to think about your mistakes, grow from what you've learned and create better outcomes.  
*Michael Priehs, Wayne State University; Damecia Donahue, Wayne State University; Mike Hawthorne, Wayne State University*

## FRIDAY, OCTOBER 17, 2014

### 8:30am - 9:30am

## Resources for Starting an Adult Literacy Program at your Library

**Track:** *Grow*

**Room:** *Vandenberg A*

Only 10% of the 30 million Americans in need of reading help are able to get the help they need from literacy programs across the country. Public libraries are perfect to help fill in this gap. Learn how to implement a volunteer-driven adult literacy program at your library, such as the programs at the Belleville Area District Library and the Westland Public Library, and find out about resources available to libraries addressing adult literacy, including [salipl.org](http://salipl.org) (Supporting Adult Literacy in Public Libraries). Hear how you can become an integral part in connecting with and serving this important population.  
*Daniel Lodge, Belleville Area District Library; Tara Scott, Westland Public Library; Kristy Cooper, salipl.org; Liz Waun, Westland Public Library*

## Roadmap to Success: Planning for a Millage Campaign

**Track:** *Think*

**Room:** *Cascade*

The Salem-South Lyon District Library received a United for Libraries / Neal-Schuman Foundation 'Citizens-Save-Libraries' training grant. The Library's voters approved a 20-year operating millage by a 3-to-1 margin. We'll "pay it forward" by sharing what we learned through expert advocacy training and tools. Developing the goal, timeline, message, slogan, talking points and strategies will be covered. Come and learn how to set the stage for an ongoing and powerful public awareness campaign by applying a daily message of why what we do matters, how our services are unique and how the community is truly enriched by our services.  
*Deborah Mroz, Salem-South Lyon District Library; Lindsay Gerhardt, Salem-South Lyon District Library; Doreen S. Hannon, Salem-South Lyon District Library*

# PROGRAM DESCRIPTIONS

FRIDAY

## Game On: Teaching Users about the Library with a Mobile Game

*Track: Play*

**Room: Atrium**

In August of last year, GVSU libraries piloted a mobile game app called Library Quest, which was designed to teach users about library services and spaces. To my knowledge, this is the only project of its kind anywhere in the United States. In March of this year, we wrapped the pilot and completed a number of assessment initiatives designed to determine whether or not the game was a success. We've learned a great deal about mobile app and game design and about the harsh realities of using gamification principles. There's a lot of potential for using games in higher education, but also a lot of pitfalls and challenges. In this program I'll talk about what we did, what we learned and offer some insights designed to help librarians gauge whether game design is something they want to take on in their own libraries.

*Kyle Felker, Grand Valley State University*

## Assembling an Innovative Team!

*Track: Risk*

**Room: Governor's Room**

Trends, fads and innovations are everywhere! How does a librarian not only monitor them, but also morph them into great services and programs? Many libraries today are assembling Innovation Teams and charging them to turn fleeting fads into fantastic fun! Learn how to enlist just the right mix of people to trend watch and mine innovation. Discover a method to take an idea from just a spark into an awesome program. Find out about some great online tools that will assist in gathering all the trends, fads and innovative ideas. Hear about two different approaches to building an InnTeam that will move and foster ideas throughout your library!

*Kevin King, Kalamazoo Public Library; Shawn Brommer, South Central Library System*

## Managing Up: Negotiating Relationships with Supervisors

*Track: Lead*

**Room: Grand View AB**

Early career professionals might regard management as a mysterious and intimidating skill foreign to their daily jobs. Experienced managers come to realize that they'd been using these skills even before entering a formal management role by leading peers and even superiors. Hear from library managers at a variety of levels about how they developed the abilities to manage staff, colleagues and their own bosses or boards.

*Megan Hartline, University of Michigan; Jacob Munford, Dowagiac District Library; Andrea Estelle, Otsego District Library; Shaunna Martz, Alpine Township Branch of KDL; Joshua Barton, Michigan State University*

## Breaking Down Barriers: Empathy and Digital Literacy

*Track: Connect*

**Room: Vandenberg B**

Teaching beginners takes not only patience, but an understanding of the emotional and physical barriers that true beginners face when they embark on the path to digital literacy. This session will address the importance of empathy in digital literacy instruction and discuss common barriers many learners face in a computer classroom. Attendees will learn to identify these barriers and will gain practical tips for the development of computer training that is accessible to all library patrons, from structured computer classes, to drop-in labs, to one-on-one instruction, to instructional materials available online

*Megan Hathaway, Canton Public Library; Katie Dover-Taylor, William P. Faust Public Library of Westland*

# SUBURBAN COLLECTION SHOWPLACE



**Welcome**  
**Michigan Library Association**  
**We look forward to having you here in 2015!**



## **Attached to** **Suburban Collection Showplace**

- 124 Guestrooms and 2 Suites
- 24 Hour Stay-Fit® Hyatt Fitness Center
- 24/7 Bakery Café
- Complimentary Wi-Fi
- Interior Pool
- Outdoor Courtyard Suitable for Ceremonies, Receptions & Relaxation
- Wireless Canopy



46100 Grand River Ave.  
Novi, MI 48374  
248-348-5600  
[www.SuburbanCollectionShowplace.com](http://www.SuburbanCollectionShowplace.com)





### *Statewide support for libraries and library professionals*

#### **ADVOCACY**

- State aid to libraries, Michigan eLibrary funding, full Renaissance Zone Reimbursements and MPSERS payments to libraries all remained constant from last fiscal year at a time when many other state programs experienced cuts in their state funding. This year's budget once again gave us our highest funding rate since 2009.
- MLA successfully included libraries in 2014 Proposal 1 to guarantee full reimbursement to libraries from losses due to the Personal Property Tax repeal.
- An assault on Library professional certification was mitigated.
- MLA was invited by Rep. Eileen Kowall to sit on a Tax Increment Financing Authority (TIFA) reform work group to assist her with drafting legislation to address inequalities. As a result legislation to allow a library opt out from DDAs and TIFAs is being considered.
- Proposed legislation to limit millage elections to November only was amended to eliminate only February millage elections.
- MLA successfully defeated legislation to require libraries to post public meeting notices
- MLA began discussions to work on Open Access Legislation with academic libraries and the SPARC coalition to determine the feasibility and need to initiate open access legislation in Michigan.
- MLA held a highly successful Public Policy Summit in conjunction with 2013 Annual Conference including a question and answer session on the personal property tax repeal with Howard Ryan, Michigan Department of Treasury.
- MLA lobbied and monitored bills impacting TIFAs, Open Carry and Penal Fines.
- MLA-driven draft amendment to District Library Establishment Act would allow the continuation of a district library if one or more of its municipalities is disincorporated, and provides for the revision of district library boundaries in certain circumstances was proposed.

#### **PROFESSIONAL DEVELOPMENT**

MLA education benefited 1,009 library professionals at MLA conferences and workshops.

#### **MEMBERSHIP**

MLA's organizational memberships total 306 with 1,017 individual members from public, academic, cooperative, special and K-12 libraries.

#### **MEMBER ENGAGEMENT, COLLABORATION and NETWORKING**

MLA members continue to serve their profession with more than 110 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. ALA Councilor Trish Burns reports regularly on ALA issues.

#### **WEBSITE and COMMUNICATIONS**

A newly revamped website provides easier navigation, additional resources and responsive design. Highlights include a robust career development portal. Four newsletters now serve MLA members with advocacy, membership, professional development and networking news.

**MLA**  
Michigan Library Association

*Helping libraries and library professionals succeed.*

# POSTER SESSIONS

*Posters will be available for viewing during conference hours  
Wednesday and Thursday and hosted by the presenters on  
Wednesday 2:15 – 3:00 p.m.  
Ambassador Ballroom East*

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 enjoy this showcase. Walk around and enjoy the displays with your colleagues.

## **Teaching MLA Citation Format Using an Open Source Web Based Drag and Drop Activity**

*Presented by Eric Kowalik, Marquette University*

## **VITALITY Kits**

*Presented by Karrie Yukon and Brooke Hoskins, Bloomfield Township Public Library*

## **Wheels of Wonder: Sharing Resources to Connect with Community**

*Presented by Kristen Talaga and Brice Bush, Traverse Area District Library*

## **Human Library**

*Presented by Allison Mc Fadden-Keesling, Oakland Community College*

## **The Ancients and the Moderns**

*Presented by Wesleyann Johnson, Wayne State University*

## **Current State of Curriculum Materials Centers and Collections in Michigan**

*Presented by Rita Kohrman, Grand Valley State University*

## **Using Makerspaces for Young Adult Advocacy in Libraries**

*Presented by Mollie Hall and Krista Major, University of Michigan School of Information*

## **The History and Assessment of a large, historical Labor and Union Collection: What it means to an academic library and how its history will shape its future**

*Presented by Analise Johnson and Mike Hawthorne, Wayne State University*

## **“I Once More Take My Pen In Hand”: Creating online access to a Collection of Civil War Era Letters.**

*Presented by Abigail Sadler and Amelia Mowry, Wayne State University*

## **Moving Beyond Digital Preservation Week: Digital Preservation Workshops in Public Libraries**

*Presented by Megan Morrissey, University of Michigan*

## **Using Leisure Reading Collections to Inspire Upcoming Librarians**

*Presented by Emily Hamstra and Megan Hartline, University of Michigan*

## **Getting Something Achieved through your GSAs! (or other student workers)**

*Presented by Katrina Rouan and Mike Hawthorne, Wayne State University*

## **StaffShare: Fostering Cross-Departmental Connection in the Library**

*Presented by Denise Foley, University of Michigan Library*

## **Working Together to Promote Health Literacy**

*Presented by Jennifer Herron, Bronson Health Sciences Library*

# Ignite

## IGNITE

Thursday, October 16 • 3:00 – 4:00 p.m.  
Ambassador Ballroom West

Get ready for a rapid fire session of ideas that will inspire, challenge and motivate you. Ignite 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.

### Third Party Handcuffs

Sheryl Knox, Capital Area District Libraries

### Patrons Be Crazy, Right?

Matt Smith, Kalamazoo Public Library

### The Agony and Ecstasy of Supervising Students at a Reference Desk: A Love Story

Samantha Minnis, Central Michigan University Park Library

### Tell It Like It Is: How to give a (mostly) jargonless information literacy talk

Todd Wiebe, Hope College

### Brighton ... Naturally

Jennifer Osborne, Brighton District Library

## FIZZLE

Friday, October 17 • 9:45 – 10:45 a.m.  
Ambassador Ballroom West

Success can teach you many things, but failure is often a more effective educator. Presented in the same high-energy vein as Ignite, speakers will share the agony of their defeats and how it helped them build better, stronger programs. To round out the session, bonus content on failure and how to make the most of your mistakes will be presented.

### The Quietest Book Group

Megan Hartline and Emily Hamstra, University of Michigan

### It Seemed Like Such a Good Idea: A Tribal Library in Crisis

Gail Hollinger, Mzenegen Tribal Library

### Epic Fail of an IL Assessment

Todd Wiebe, Hope College

### First Day Fail

Kevin King, Kalamazoo Public Library

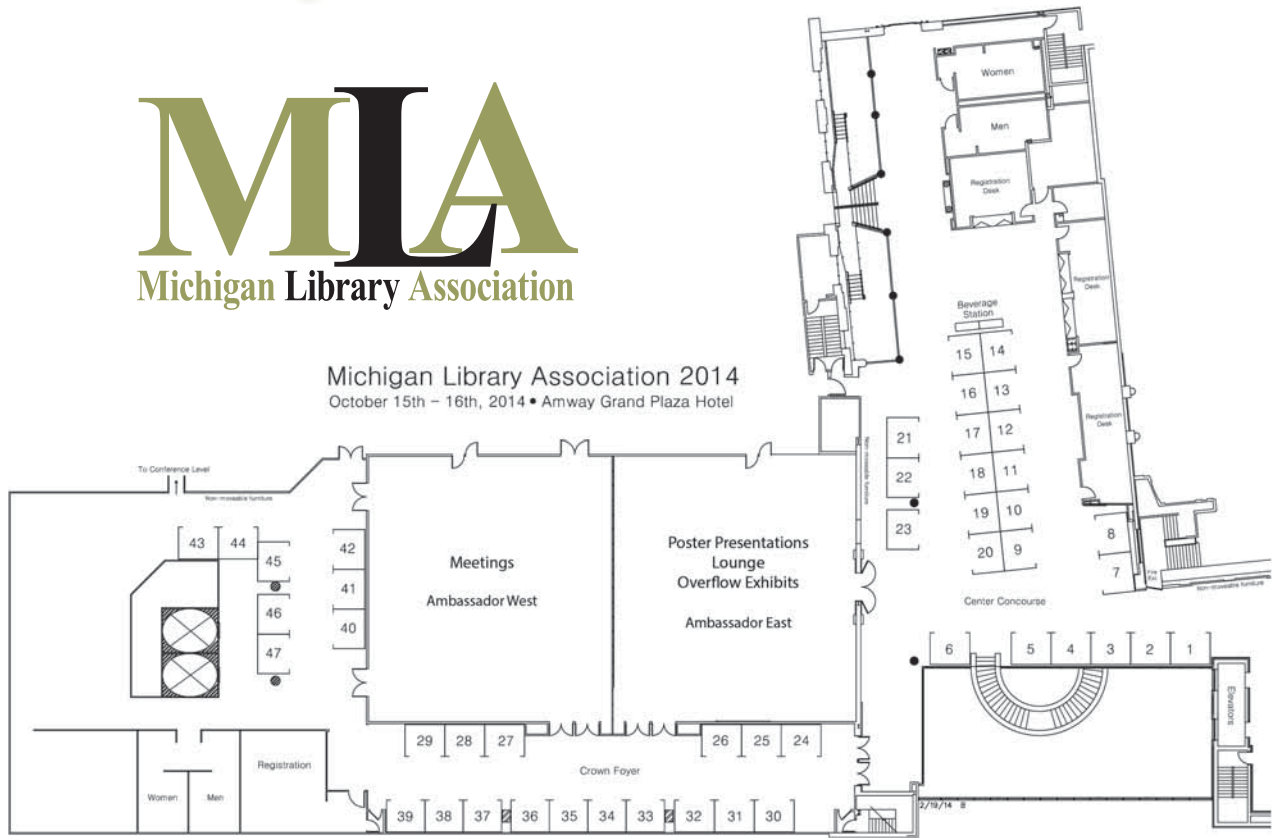
### Failure is Funny

Kim Rangel, Experience Grand Rapids

# Exhibitors

## MILA Michigan Library Association

Michigan Library Association 2014  
October 15th - 16th, 2014 • Amway Grand Plaza Hotel



**19 3M Library Systems**  
Jeff Wagner  
9510 Curberry Drive  
Mentor, OH 44060  
jswagner@mmm.com  
(440) 478-0367  
www.3m.com/us/library



**31 Baker & Taylor, Inc.**  
DeLauren Everett  
2550 West Tyvola Rd.,  
Ste. 300  
Charlotte, NC 28217  
del Lauren.everett@baker-taylor.com  
(704) 998-3231  
www.btol.com



**30 Books Galore, Inc.**  
Lori Puvalowski  
6040 Mack Rd  
Howell, MI 48855  
puvalowski@sbcglobal.net  
(517) 548-4552



**27 Abraham & Gaffney, PC**  
Tara Bozung  
108 N. Spring St.  
St. Johns, MI 48879  
tbozung@agccpa.com  
(989) 224-6836  
www.abrahamandgaffney.com



**14 Biblionix**  
Clark Charbonnet  
401 Congress Ave.,  
Suite 1540  
Austin, TX 78701  
clark@biblionix.com  
(877) 800-5625 x251



**18 Bound to Stay Bound Books**  
Ken Kashuba  
1880 West Morton  
Jacksonville, IL 62650  
SALES@BTSB.COM  
(800) 637-6586  
www.btsb.com



**38 Auto-Graphics, Inc.**  
Jacquie Vander Wende  
430 N. Vineyard Ave,  
Suite 100  
Ontario, CA 91764  
jdv@auto-graphics.com  
(800) 776-6939  
www4.auto-graphics.com



**33 Book Systems, Inc.**  
Marian Hinson  
4901 University Asq.,  
Ste. 3  
Huntsville, AL 35816  
marian@booksys.com  
(256) 319-6720  
www.booksys.com



**16 Britannica Digital Learning**  
Wendy Pickering  
331 N. LaSalle St.  
Chicago, IL 60654  
wpickering@eb.com  
(800) 621-3900  
info.eb.com



# Exhibitors

## EXHIBITORS

### 29 Brodart Company

John Dougherty  
500 Arch St.  
Williamsport, PA 17701  
john.dougherty@brodart.com  
(570) 326-2461  
www.brodart.com



### 17 Central Michigan University

Kim Hagerty  
407 Park Library  
Mt. Pleasant, MI 48859  
hager1km@cmich.edu  
(989) 774-3500  
http://www.lib.cmich.edu



### 2 Cisco Systems

Christine Spiel  
801 N. 2nd Street,  
Suite 302  
St. Louis, MO 63102  
cspiel@macmeetings.com  
(245) 946-1880  
www.cisco.com



### 28 Comprise Technologies

Kirsten Boehm  
PO Box 425  
Navesink, NJ 7752  
KBoehm@CompriseTechnologies.com  
800-854-6822  
www.CompriseTechnologies.com



### 10 EBSCO Information Services

Elise Gold  
P.O. Box 2543  
Birmingham, AL 35202  
EGold@ebSCO.com  
(205) 981-4678  
www.ebsco.com



### 46 Emerald Group Publishing Inc.

Annie Scharff  
Brick Yard Office Park  
84 Sherman St.  
Cambridge, MA 02140  
ascharff@emeraldinsight.com  
(617) 945-9130  
www.emeraldinsight.com



### 13 Emery-Pratt Company

Byron Shattuck  
1966 West M-21  
Owosso, MI 48867  
byron.shattuck@emery-pratt.com  
(989) 723-5291  
www.emery-pratt.com



### 26 Fishbeck, Thompson, Carr & Huber, Inc.

Daniel E. Durkee  
1515 Arboretum Dr., SE  
Grand Rapids, MI 49546  
info@ftch.com  
(616) 464-3755  
www.ftch.com



### 36 Folco Communications

Maroney  
32401 W. Eight Mile Rd.  
Livonia, MI 48375  
maroney@folcocom.com  
(248) 476-2440  
www.folcocom.com



### 23 Gale/Cengage Learning

Shannon Ostrowski  
27500 Drake Rd.  
Farmington Hills, MI 48331  
shannon.ostrowski@cengage.com  
(248) 699-8988  
www.cengage.com/gale



### 9 Innovative Interfaces, Inc.

Derek Hugo  
5850 Shellmound Way  
Emeryville, CA 94608  
dhugo@iii.com  
(510) 655-6200  
www.iii.com



### 35 Innovative Processing, LLC

Craig Parker  
996 E. Mandoline Ave.  
Madison Heights, MI 48071  
cparker@innovative  
processingllc.com  
(248) 616-0720  
www.innovativeprocessingllc.com



### 24 LearningExpress, LLC

Amanda Robbins  
80 Broad St., 4th FL  
New York, NY 10004  
arobbins@learningexpressllc.com  
(646) 274-6427  
www.learningexpressllc.com



### 20 Library Design Associates, Inc.

Chris deBear  
1149 S. Main St.  
Plymouth, MI 48170  
chris@librarydesign.com  
(734) 459-5000  
www.librarydesign.com



### 21 Library of Michigan

Shannon White  
702 W. Kalamazoo  
Lansing, MI 48909  
whites29@michigan.gov  
(517) 373-5511  
www.michigan.gov/libraryofmichigan



### 32 Mango Languages

Kenia Ruiz  
30445 Northwestern Hwy.,  
Ste. 300  
Farmington Hills, MI 48334  
kenia.ruiz@mangolanguage.com  
(248) 254-7450  
www.mangolanguages.com



### 34 McCarthy & Smith, Inc.

Deb McCarthy  
24317 Indoplex Circle  
Farmington Hills, MI 48335  
dmccarthy@mccarthysmith.com  
(248) 427-8400  
www.mccarthysmith.com



### 11 Metcom, Inc.

Annie Warnez  
21643 E. 9 Mile Rd.  
Saint Clair Shores, MI 48080  
awarnez@metcom-inc.com  
(586) 772-8860  
www.metcom-inc.com



### 40 Michigan Library Association

3410 Belle Chase Way,  
Suite 100  
Lansing, MI 48911  
(517) 394-2774  
www.milibraries.org



### 22 Midwest Collaborative for Library Services

David Votta  
1407 Rensen St., Ste. 1  
Lansing, MI 48910  
vottad@mcls.org  
(517) 394-2420  
www.mlcs.org



### 7 Midwest Tape

Courtney Wolfe  
PO Box 820  
Holland, OH 43528  
cwolfe@midwesttapes.com  
(800) 875-2785  
www.midwesttapes.com



# Exhibitors

## 3 National Network of Libraries of Medicine

Irene Williams  
University of Illinois at Chicago,  
Library of the Health Sciences, 1750  
W. Polk, m/c 763  
Chicago, IL 60612  
irenwill@uic.edu  
(312) 996-8996



## 39 Overdrive, Inc.

Michael Evans  
One Overdrive Way  
Cleveland, OH 44125  
mevans@overdrive.com  
(216) 573-6886  
www.overdrive.com



## 15 Penschansky Whisler Architects

Seth Penschansky  
603 E. William St.  
Ann Arbor, MI 48104  
spenschansky@p-wa.com  
(734) 302-1010  
www.p-wa.com



## 12 Quinn Evans Architects

Alyce Riemenschneider  
219 1/2 N. Main  
Ann Arbor, MI 48104  
ariemenschneider@quinnevans.com  
(734) 663-5888  
www.quinnevans.com



## 6 Recorded Books

David Lysinger  
270 Skipjack Rd.  
Prince Frederick, MD 20678  
dlysinger@recordedbooks.com  
(800) 638-1304 x1403  
www.recordedbooks.com



## 1 Sebco Books

Rachel  
2001 SW 31st Ave.  
Pembroke Park, FL 33009  
Rachel@SebcoBooks.com  
(954) 985-9400



## 45 Scholastic Library Publishing/ Capstone Publishing

Laureen Bowman  
35460 Heritage Ln.  
Farmington, MI 48335  
(248) 474-6527  
laureen@archieassociates.com  
www.scholastic.com/librarypublishing  
www.capstonepub.com



## 41 School Zone Publishing

Michele Pierson  
1819 Industrial Dr.  
Grand Haven, MI 49417  
michelep@schoolzone.com  
(800) 253-0564 ext. 228  
www.schoolzone.com



## 47 SirsiDynix

Kevin Rodriguez  
2008 Sunnyside Ave.  
Lansing, MI 48910  
kevin.rodriguez@sirsidyndix.com  
(517) 336-0152  
www.sirsidyndix.com



## 5 Tech Logic Corporation

Jessica Evans  
1818 Buerkle Rd.  
White Bear Lake, MN 55110  
jevans@tech-logic.com  
(651) 389-4915  
www.tech-logic.com



## 37 TEI Landmark Audio

Tory Worland  
5160 E. 6th Street, Ste. 115  
Indianapolis, IN 46220  
tory@teilandmarkaudio.com  
(317) 849-1700  
www.tapeditions.com



## 4 The Book House, Inc.

Krista Miller  
208 W. Chicago St.  
Jonesville, MI 49250  
kristam@thebookhouse.com  
(517) 849-2117  
www.thebookhouse.com



## 8 TLC - The Library Corporation

Brad Cole  
Research Park  
Inwood, WV 25428  
bcole@tlcdelivers.com  
(304) 229-0100  
www.tlcdelivers.com



## 25 World Book, Inc.

Carol Capps  
47530 Liberty  
Shelby Township, MI 48315  
carol.capps@worldbook.com  
(800) 975-3250  
www.worldbook.com



See You Next Year!

NOW | **MLA 2015**  
October 27-29



# 2015 MLA PROFESSIONAL DEVELOPMENT EVENTS

## **Business, Marketing and Management Success— April 24, 2015**

Is facilities management, human resources, logistics or marketing part of your job description? Library professionals from the smallest to largest libraries will learn best practices for efficient library operation. Managing staff, time management and supervisory challenges will be covered. Also in this workshop, the latest marketing trends and ideas will be incorporated.

## **Executive Summit – May 15, 2015**

Executive Summit (formerly Directors' Summit) is a valuable one-day event designed to engage library professionals at the top or on their way to the top. Public, academic and specialty librarians all have a chance to learn about the hot issues and the future of libraries. Anyone looking to broaden their perspective should attend.

## **Changing Your Library Culture – April 17, 2015**

Changing an organization's culture is one of the most difficult leadership challenges. Are you looking to embrace innovation, customer service or a new or evolving culture at your library but don't know how to affect change? Learn how to facilitate the discussion and what action to take to get the leadership and management tools needed to help guide new attitudes, change assumptions, and initiate new goals and processes. In part two of this one-day program, the focus will be on forecasting the future and predicting and influencing change to lead your library into that future.

## **Technologies and Trends – June 5, 2015**

Explore the cutting edge trends impacting today's evolving libraries. Learn how to use these new technologies to enhance your patrons' experience.

## **The Library as Platform and Programming – May 8, 2015**

Libraries are the catalysts for building strong communities. Whether you call it a place, platform or programming, this workshop will help libraries rethink public spaces while collaborating with local partners. Learn how to do an analysis of community resources, how to find the best contacts and how to propose partnerships that strengthen patron relationships and attract new users.

## **Project Management – March 20, 2015**

As libraries become more complex, librarians often face the difficult challenges involved in coordinating people, tasks, time and money to see a project meets its goals. Whether you succeed or fail often depends on your leadership and decision making abilities as well as a host of other skills. Discover what tools are needed to ensure the success of your next project. Learn how to oversee all aspects of any size project.

## **Annual Conference, Oct 27 - 29, 2015**

Annual Conference is a three-day conference scheduled for October 27 - 29, 2015 in Novi. Join your colleagues for trending topics and recognized keynotes.

## **Spring Institute, March 26-27, 2015**

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

## **Academic Libraries Conference, May 28-29, 2015**

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.



# analytics

ON DEMAND

**Affordable, easy-to-use,  
outcome-driven**



Quickly transform your existing data, like ILS, into powerful insights

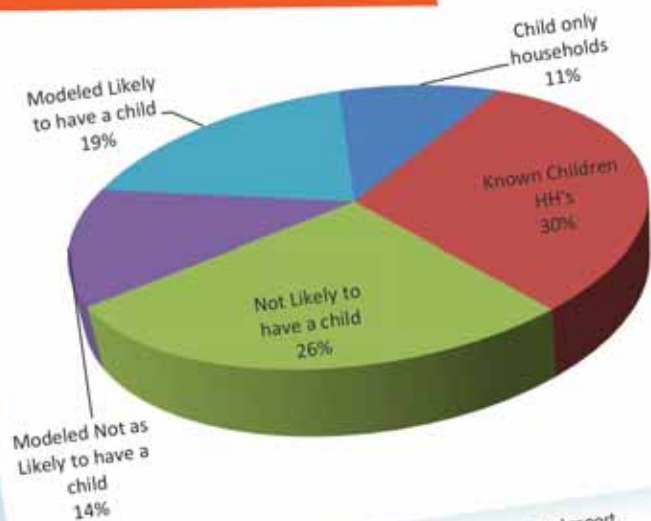


Detailed and customizable reports help you better understand your community



Refresh data often to evaluate how you're doing today and what you can do next

## VALUABLE PATRON INSIGHTS



Presence of Children in Household taken from actual report.

**IMPROVE** your day-to-day decision making and strategic planning.



UNLOCK  
INSIGHTS

[www.gale.com/insights](http://www.gale.com/insights)

Contact your Gale Representative at 1-800-877-4253.

An education-focused library  
deserves an education-focused partner.

15M-RF0384

 **GALE**  
CENGAGE Learning®