



Virginia Library Association Annual Conference

Oct. 21-22, 2010, Portsmouth, VA

Keeping Vision and Focus
in Challenging Times



 VIRGINIA
LIBRARY
ASSOCIATION



Welcome!

Welcome to the 105th Annual Conference of the Virginia Library Association. In the past year we have lived through the tragedies of war, fiscal upheaval and ecological disaster. It is time for us to come together to refresh and renew ourselves.

The theme for this year's conference is **Libraries; Keeping Vision and Focus in Challenging Times**. In difficult times such as we are now facing, we must constantly remind ourselves of our library's vision and remain focused on providing quality service to each individual that we encounter whether in person or through our electronic connections.

Our time together begins with pre-conferences on Wednesday afternoon. On Thursday, October 21st, the General Session speaker will be Dr. Scott Reynolds Nelson, Legum Professor of History at the College of William and Mary. The topic will be John Henry. His presentation will include music and will emphasize the treasures found in Virginia libraries. Friday, October 22nd General Session attendees will hear the Association's annual report and witness the changing of Association officers. The speaker for the general session will be Wanda Urbanksa, a well known author and expert on simple living who will speak on "A Greener Library, A Greener You."

In addition to our regular program offerings during the day on Thursday and Friday for the second year VLA/CRL will be hosting a "conference within a conference" with sessions of interest to academic librarians. On Thursday evening come prepared to show your talents as we do ballroom dancing during the annual conference social.



As you enjoy the company of friends both new and old and learn from the many program offerings remember to visit the exhibits and talk to vendors in the exhibit hall. Discover what is new and exciting and express your appreciation to our vendors for coming and being a vital part of our conference experience. Without their presence our conference would not be possible.

Enjoy your stay in Portsmouth. This is a new and exciting venue for our Annual Conference. Our conference hotel is on the waterfront with walking access to historic sites, restaurants and museums. From the hotel door it is a short walk to catch the free water taxi to downtown Norfolk where history and shopping abound. Learn, refresh, relax, and enjoy!

I am delighted to welcome you to historic Portsmouth and your Association's 2010 conference.

John A. Moorman
President
Virginia Library Association



Conference Information

Exhibits

Exhibits will be open Thursday from 9:00-5:00 and on Friday from 7:30-12:00. Please plan to visit the Exhibits.

Box Lunch

If you requested the \$5.00 box lunch a ticket will be in your conference registration packet. Box lunches will be distributed in the Exhibit Hall from 11:45-1:00 and you must have your pre-paid ticket to pick them up.

Book Signings

Please visit Booth #21 in the Exhibit Hall to purchase books of the keynote speakers. Keynote speakers will sign books immediately after their sessions at Booth #21.

Conference Committee

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2	From the President	8	Jefferson Cup Luncheon	15	Conference Sessions
2	Conference Information	10	Conference Social	27	Exhibitors
	Conference Committee	10	Hollywood Librarian	38	VLAACRL Conference within a Conference
	Thank You to Sponsors	11	VLA Scholarship Winners	39	Map of Exhibit Hall
5	Preconferences	11	Spectrum Scholarship Program	40	Map of Meeting Rooms (back cover)
6	Opening General Session	11	Spectrum Presidentia Initiative		
7	Second General Session	12	VLA Award Winners		



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Keeping Vision and Focus in Challenging Times

Wednesday

Preconferences

WEDNESDAY 9:00-5:00 — CHURCHLAND BRANCH OF THE
PORTSMOUTH PUBLIC LIBRARY

Beginning Genealogy with the Use of Online Resources — Cost \$40

The pre-conference session will describe both the basic information resources needed for conducting genealogy research as well as reviews and demonstrations of high quality online databases used to conduct this research. The session will end with a tour of the Ester Murdough Wilson Local History Room at the Portsmouth Public Library System's Main Library.

Presenter(s): Gregg Grunow, Newport News Public Library, Laura Wickstead, Roanoke Public Library, Jean Cooper, University of Virginia, and Carolyn Barkley, Retired, Virginia Beach Public Library.

WEDNESDAY 9:00-12:00 — COMMODORE ROOM

Librarians as Leaders: Leadership & Management Topics They Didn't Teach You In Library School — Cost \$25

Leadership and management roles must be assumed in all sorts of organizations, and libraries are no different. However, very few library science programs prepare librarians for the inevitable roles of leadership and management that come with an advancing career. This session will address leadership and management basics that will help supervise employees, create effective teams, and resolve conflicts. Participants will be given tools to identify and enhance their own leadership styles, strengths and weaknesses.

Presenter(s): Nan Carmack, Campbell County Public Library, Elizabeth Hensley and Clara Hudson, Culpeper County Library.

WEDNESDAY 1:00-4:00 — ADMIRAL ROOM

Can We Talk? Identifying the Best Books for Youth — Cost \$25

Skillful book discussion and evaluation is the foundation for all facets of library work with youth: readers advisory, collection development and programming. Whether you're new to evaluation, wonder about its value, or would like to start a book discussion group with kids, teens or adults, join experienced evaluators from Capitol Choices to learn how it's done. Hands-on book discussion in small groups, a look at the resources available on our new web site, and a preview of 2010 titles nominated for our annual list will help you connect children, teens, parents and teachers with the best books.

Capitol Choices is a lively group of librarians, teachers, booksellers and children's literature specialists from Virginia, Maryland and the District of Columbia who meet monthly as well as online to select the hundred best books and audiobooks published annually for children and teens. Find us on Facebook and at www.capitolchoices.org.

Presenter(s): Caroline Parr and Rebecca Purdy, Central Rappahannock Regional Library and Kristi Jemtegard, Arlington County Public Library.

WEDNESDAY 3:30-5:00

Tour (No Charge)

Come tour the new Portsmouth Campus of Tidewater Community College and the Churchland Branch of the Portsmouth Public Library. Transportation provided on a first-come first-serve basis. Please meet in the hotel lobby at 3:30.

Thursday, 10:00 AM — Holley Ballroom I-VII

Opening General Session Speaker: Scott Nelson

Take This Hammer: The Death of John Henry and the Birth of Rock & Roll

Since 1909, when the ballad of John Henry first appeared, scholars have assumed that the legend of the black man who “died with a hammer in his hand” was an untraceable legend. Using a peculiar mix of archival sources—folklore, penitentiary records, court documents, and engineering notes—Professor Nelson will tell the story of a nineteen-year-old black man taken up for “housebreaking” under the infamous Black Codes of Virginia. Nelson will show how John Henry and nearly one hundred other convicts died hammering through the Lewis Tunnel on the Chesapeake & Ohio Railway. The song “John Henry” has always had multiple meanings: as a story of man versus machine, as a depiction of black strength and pride, but also as a mourning song about shameful deaths that no one would acknowledge. By looking carefully beneath the surface of a song, we find that one of America’s most enduring legends rests on a tragic story of unmarked graves.



Scott Nelson is Legum Professor of History at the College of William and Mary. Among his books are *Steel Drivin’ Man*, which explores the real life and legend of railway hero John Henry. Published by Oxford University Press in 2006, it won three national prizes: the OAH’s Merle Curti Prize, the Anisfield-Wolf prize for the best American book about race, and the National Award for Arts Writing. In 2008, National Geographic published

Nelson’s Young Adult book about historical research (co-authored with Marc Aronson), entitled *Ain’t Nothin’ But a Man*. It received a full-page review in the *New York Times*, won seven national prizes, and was named a best book of 2008 by *Publishers Weekly*, *Booklist*, and the Chicago Public Library. His current book, *Crash: An Uncommon History of America’s Financial Disasters*, will be published by Knopf in 2012.

Keeping Vision and Focus in Challenging Times

Friday, 9:00 AM — Holley Ballroom I-VII

Second General Session Speaker: Wanda Urbanska

Wanda Urbanska is a nationally known author and expert on simplicity and has helped to identify and define one of the top trends of our time—the quest for simplicity in our overbooked, environmentally challenged, high-tech era.

She is the author or co-author of six books, including *Simple Living: One Couple's Search for a Better Life* (Viking/Penguin: 1992), *Moving to a Small Town* (Simon & Schuster: 1996), *Christmas on Jane Street* (William Morrow & Co.: 1998), and *Nothing's Too Small To Make A Difference* (2004). She hosted the PBS primetime special *Escape from Affluenza: Living Better on Less* and has appeared on the *Oprah Winfrey Show*, the *Today* show, *CBS This Morning* and many more. She was heard on NPR's *All Things Considered*. Her series, **Simple Living With Wanda Urbanska**, is currently airing on PBS stations nationwide.

A graduate of Harvard University, Urbanska has published in *The Washington Post*, the *Los Angeles Times*, the *Chicago Tribune*, *USA Today*, and in such magazines as *Vogue*, *Glamour*, *Shape*, *New Woman*, *McCall's*, the *Rotarian* and others. She has been featured in *The New York Times*, *The Washington Post*, the *London Daily Telegraph*, and many others.

Wanda Urbanska is active in community life in her hometown of Mount Airy, North Carolina, where she is past chairman of the board of the Greater Mount Airy Chamber of Commerce. A member of the Mount Airy Rotary Club, a past board member of the United Fund of Greater Mount Airy, she has graduated from several



local and regional leadership training programs. In 2005, she was honored with the prestigious annual "Community Awareness Day" award for her leadership in media as host and producer of the **Simple Living With Wanda Urbanska**. In 2006, she was awarded the Amicus Poloniae (Friend of Poland) by the Polish Ambassador to the United States for her efforts to promote cooperation and friendship between the two nations.

Friday, 12:30–2:00 PM — Holley Ballroom IV

Jefferson Cup Luncheon

(Ticketed Event \$30)

The Jefferson Cup Luncheon will be held on Friday, October 22 at 12:30 in the Holley Ballroom IV. Ticket sales are limited to 150.

The 2010 Jefferson Cup Award Winner is *All the Broken Pieces*, by Ann E. Burg. Scholastic Press. Grades 6–10.

Writing in simple yet elegant free verse, Ann E. Burg brings readers into the world of Matt Pin. Airlifted out of Saigon during the Viet Nam war at age 10, Matt has spent the last two years learning the ways of his adoptive American family. Now 12, Matt has gained enough confidence to try out for his school's baseball team and has bonded with his adoptive family, which includes his mother, father, and toddler brother. However, Matt cannot escape the residual guilt he feels over leaving his younger brother by birth behind in Viet Nam, nor can he reconcile the claims that his birth mother loved him with the fact that she sent him away. Matt is convinced that he was sent away from his Vietnamese family as a punishment for a horrifying accident which maimed his little brother.

As he undertakes the daily activities of American boys, such as baseball games and homework, Matt remembers his life in Viet Nam. His experiences of bombs, war, and loss compel Matt to gather together the broken pieces of baseballs and other detritus of his American life in case he loses everything again. On a deeper level he gathers together the broken pieces of his Vietnamese

life and uses them to become whole again and to help the Viet Nam veterans he meets who have a hard time coping with their experiences in the war.

Ann E. Burg's first novel for young adults is a compelling work of historical fiction that examines the experiences of Vietnamese children brought to a new life in America, as well as the difficulties faced by Viet Nam veterans after the war. Beautifully and powerfully told, Burg's novel brings to life the experiences of children who are often overlooked in remembrances of the Viet Nam war. Burg has created an outstanding work that will stay with readers long after the last page has been read.



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Thursday, 8:00 PM — Holley Ballroom I-VII

Conference Social

Once you've had a chance to enjoy your dinner, come socialize with your colleagues at the VLA Conference Social. Ballroom dancers will provide entertainment and instruction. Be sure to sign up for the Social when you register, and you'll receive a ticket for a free beverage.



Thursday 8:00 PM — Amphitheater

Hollywood Librarian

Come to the movies and meet America's Librarians. "The Hollywood Librarian: A Look at Librarians Through Film" is the first comprehensive treatment of the subject of librarians. A vivid blend of factual documentary,

feature film, and storytelling, it reveals the history and realities of librarianship in the entertaining and appealing context of American movies.

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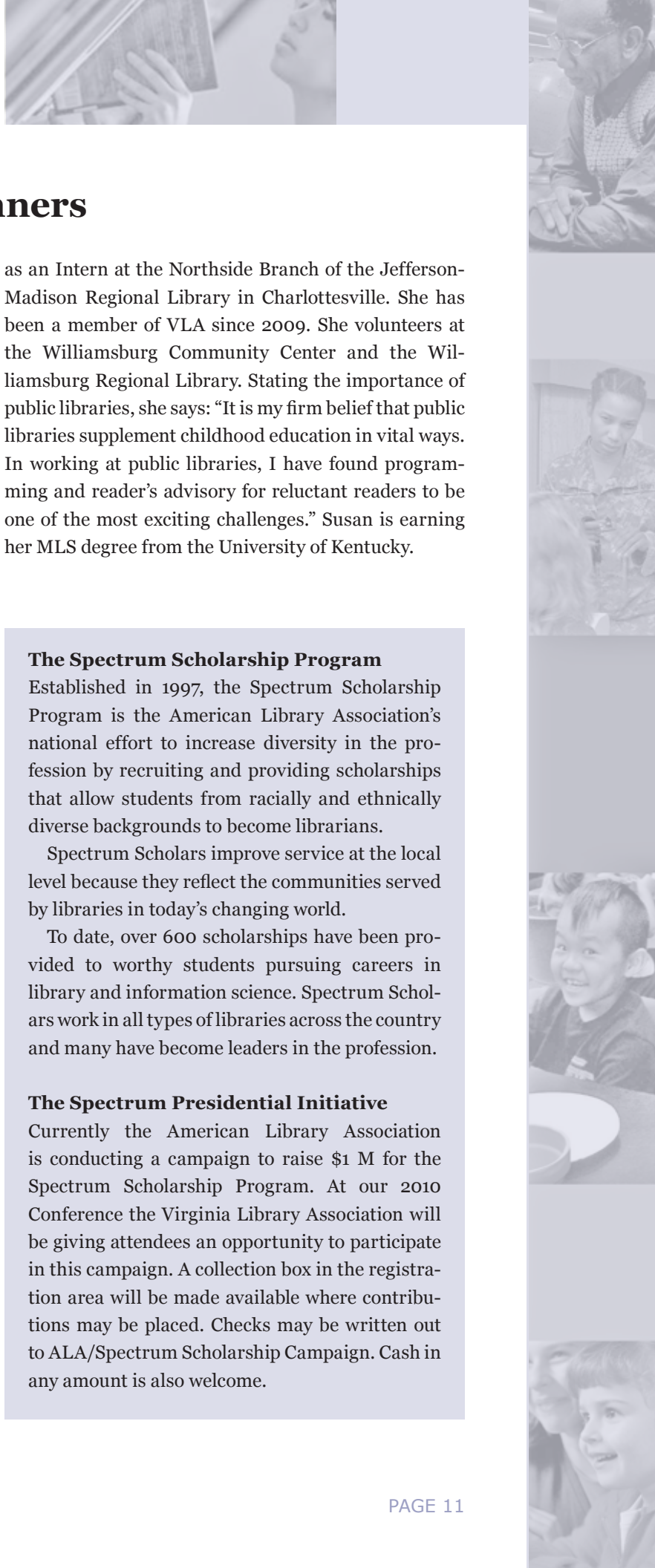
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2010 VLA Scholarship Winners

VLA Paraprofessional Clara Stanley Scholarship

The 2010 recipient of the VLAPF Clara Stanley Scholarship is **Kathryn Boone** from Norfolk, Virginia. Kathryn is currently a full-time employee of the Perry Library of Old Dominion University, and a part-time employee of the Learning Resource Center of the Tidewater Community College. She works in both reference and circulation at these libraries. She has been active in VLA since 2007, having presented a session on finding government statistics at the May 2008 Paraprofessional Conference. For her future goals, she states the importance of having a vision: “keeping the mission and values at the forefront, taking the necessary steps to achieve set goals, and inspiring others to do the same.” Kathryn is obtaining her MLIS degree from Florida State University.

VLA Scholarship

The 2010 recipient of the VLA Scholarship is **Cara Griggs**, of Richmond, Virginia. She is employed as Reference Archivist at the Library of Virginia. She has worked in the archival field since 1996. As a result of her work in this field, she says of the importance of a graduate degree: “the more resources I have at my disposal and the better understanding I have of how they work, the better archivist I will be. I am furthering my education because I am committed to continuing my career as an information professional.” She has been active in the Mid Atlantic Regional Archives Conference since 2007, and VLA since 2009, when she presented at the Paraprofessional Forum. She is earning her MSLIS degree from Drexel University.

VLA Professional Development Endowment Scholarship

The VLA Professional Development Endowment Committee is responsible for making decisions about the VLA Foundation funds. The 2010 recipient of this scholarship is **Susan Metallo**, from Earlysville, Virginia. She is Research Assistant at the College of William and Mary and works during the summer months

as an Intern at the Northside Branch of the Jefferson-Madison Regional Library in Charlottesville. She has been a member of VLA since 2009. She volunteers at the Williamsburg Community Center and the Williamsburg Regional Library. Stating the importance of public libraries, she says: “It is my firm belief that public libraries supplement childhood education in vital ways. In working at public libraries, I have found programming and reader’s advisory for reluctant readers to be one of the most exciting challenges.” Susan is earning her MLS degree from the University of Kentucky.

The Spectrum Scholarship Program

Established in 1997, the Spectrum Scholarship Program is the American Library Association’s national effort to increase diversity in the profession by recruiting and providing scholarships that allow students from racially and ethnically diverse backgrounds to become librarians.

Spectrum Scholars improve service at the local level because they reflect the communities served by libraries in today’s changing world.

To date, over 600 scholarships have been provided to worthy students pursuing careers in library and information science. Spectrum Scholars work in all types of libraries across the country and many have become leaders in the profession.

The Spectrum Presidential Initiative

Currently the American Library Association is conducting a campaign to raise \$1 M for the Spectrum Scholarship Program. At our 2010 Conference the Virginia Library Association will be giving attendees an opportunity to participate in this campaign. A collection box in the registration area will be made available where contributions may be placed. Checks may be written out to ALA/Spectrum Scholarship Campaign. Cash in any amount is also welcome.

2010 VLA Award Winners

VLA Trustee Library Award —

Dr. Joseph Zapotoczny

Dr. Joseph Zapotoczny is the recipient of the 2010 Trustee Library Award. Dr. Z, as he is affectionately called by the staff of the Augusta County Library, attended his first meeting of the Library Board in August 2000. Since that date “his mission has been to help the staff create one of the best libraries in the Commonwealth” serving the needs of the citizens of Augusta County.

During his tenure on the Library Board, he has overseen several expansion and renovation projects within the library system including the addition of the Churchville Branch (2000) to the main library in Fishersville and two small facilities in Craigville and Deerfield. In 2003, planning for a major renovation and expansion of the Main Library began. Groundbreakings for the Main Library Children’s wing and the new Main Library entrance and first floor renovation were held in 2007 and 2009, respectively. Additionally a new “library station” was added in Middlebrook and the Craigsville library was moved to the new community center.

In addition to supporting the expansion of the Augusta County Library, Dr. Z. has worked to improve services to library patrons. He supported the “formation of the Valley Libraries Connection with the Staunton and Waynesboro libraries” to facilitate cooperative borrowing, sharing an automated library system, and establishing a courier service between libraries.

He is also a strong advocate of the library’s staff. He has not only taken the time to understand each employee’s duties but also attends numerous staff functions. With his encouragement, the library staff is recognized at an annual National Library Workers Day lunch and snacks are provided during National Library Week. He has also supported staff development through webinars and conference attendance.

As a former teacher, coach, and school administrator Dr. Zapotoczny has many contacts in the community, political as well as social and athletic. His knowledge of the county and how the library fits within the community, combined with his political skills, has aided the library tremendously in its efforts to renovate and

expand the main library in Fishersville. He has also been an active participant in Library of Virginia Trustee workshops and the “Turning the Page Advocacy Workshop” sponsored by the Gates Foundation.

Friends of the Library Award —

Poquoson Public Library

The 2010 Friends of the Library Award is being presented to the Friends of the Poquoson Public Library in recognition of their continued support of the library. For the past 30 years, the Friends have provided extra funding for equipment, services, and special programming. Fund raising activities during the past year generated \$14,000 to support a variety of programs such as “Battle of the Books,” summer reading programs, and magic and puppet shows. Additionally five Windows 7 computers were purchased for the public computer lab.

In a letter from the Library Advisory Board, Christopher Claud, Board chairman, stated: “Through their unselfish sacrifice of time and talents, our Friends have worked tirelessly to promote, improve, and support the library in a variety of innovative and creative ways.” He highlighted a few examples of the group’s activities: used book sales during National Library Week and the local Seafood Festival as well as their year-round sale of used books and audio/visual materials called “Books-A-La-Carte.” An essay contest for K-12 students encourages young writers. Winners receive a monetary prize and read their essays during the awards ceremony. “Meet the Author” and book signing events sponsored by the Friends “promote reading and add to the city’s cultural life by offering interesting and enjoyable experiences which are open to citizens of all ages free of charge.” The Friends also sponsor the Elizabeth Tai Scholarship, an annual award presented to a “well-deserving high school senior who has volunteered at any public library or with any Friends group.” The scholarship in the amount of \$1,000 is in honor of the library director, Elizabeth Tai.

During the current budget shortfalls, the Friends have been advocates for libraries, writing letters to members of the General Assembly in support of state

Keeping Vision and Focus in Challenging Times

aid to libraries and supporting the legislative efforts of the Virginia Library Association. They have also advocated for libraries on the local level by speaking at city council meetings, educating “local leaders on the value of libraries, and the incredible return on investment” that tax dollars spent in support of libraries brings to the community and its citizens.

Nomination for Donna Cote — Honorary Life Membership

Donna Cote is a strong advocate for libraries in the Commonwealth. As a member of the Legislative Committee for almost two decades, she has actively supported the Virginia Library Association’s (VLA) legislative advocacy agenda. Currently she is overseeing the design and distribution of materials to members of the General Assembly supporting continued state support of libraries. These materials succinctly summarize the value added services of libraries to the citizens of the Commonwealth.

Donna has also served as a member of the VLA

Executive Committee. As Second Vice-President (2004–2005), she completed a comprehensive review and revision of the *VLA Manual* and by-laws. As VLA President (2008), Donna recognized the value of the Association’s web page as a cost effective way to communicate with VLA members. She worked closely with the VLA web-master and committee chairs to update the web-site and established the Ad-hoc Tech Committee to implement interactive features such as on-line balloting, electronic payments, and writeable PDF forms for VLA activities.

As director of the Central Rappahannock Regional Library, Donna is an “enthusiastic supporter of her staff.” She encourages them to join and to be active members in VLA not only as committee members but also as committee chairs.

For her past and continuing service to the libraries of the Commonwealth and to the Virginia Library Association, Donna Cote has been nominated for Honorary Life Membership.



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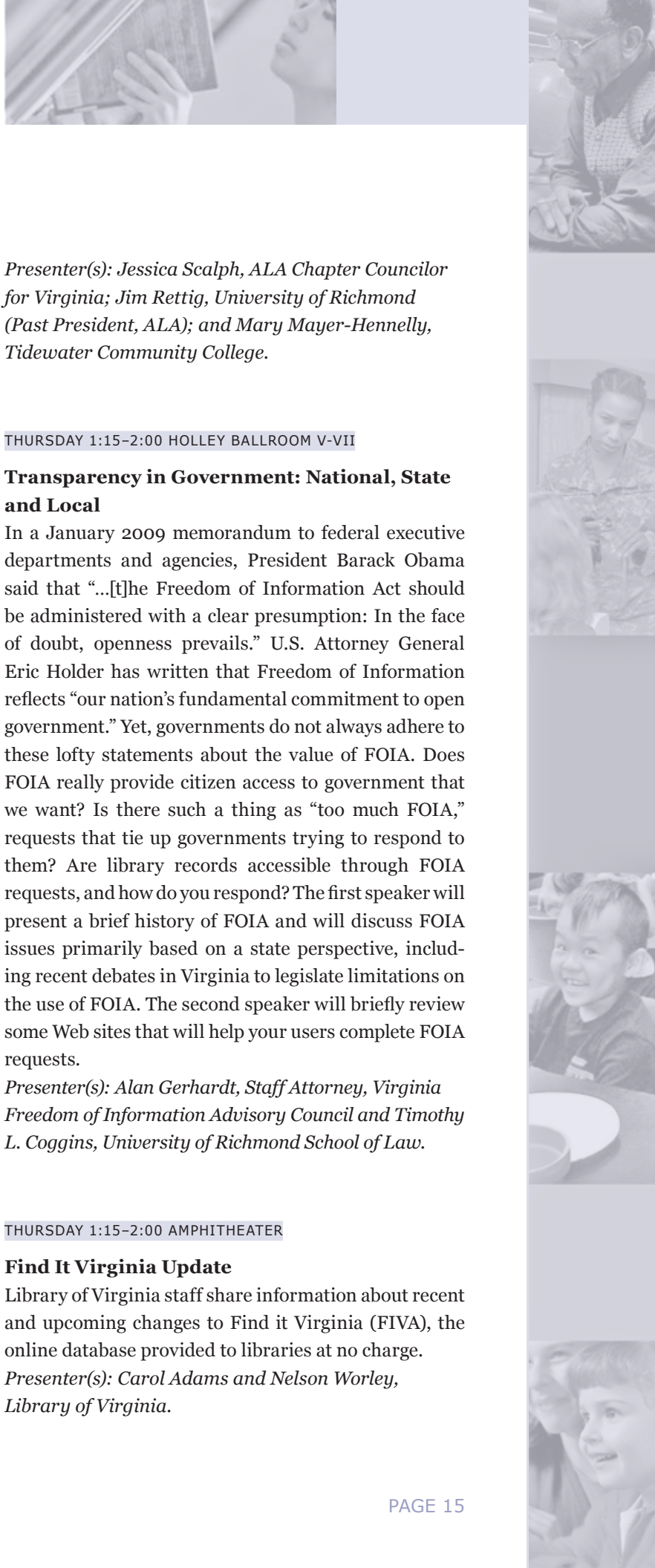
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Conference Sessions

THURSDAY

THURSDAY 9:00–10:00 PORTSMOUTH BALLROOM/EXHIBIT HALL

Grand Opening Exhibits and Registration

Music provided by the Port Towne Magic Jazz band.
Coffee and pastries served in the Exhibit Hall.

THURSDAY 10:00–11:30 HOLLEY BALLROOM I-VII

Opening General Session

Jefferson Cup Award announced. Keynote Speaker: Scott Nelson. Prof. Nelson is the Merle Curti award-winning author of *Steel Drivin' Man: John Henry, the Untold Story of an American Legend* and Legum Professor of History at the College of William and Mary.

THURSDAY 11:45–1:00 PORTSMOUTH BALLROOM/EXHIBIT HALL

Box Lunch Served in the Exhibit Hall

THURSDAY 11:45–1:00 AMPHITHEATER

VPLDA Executive Committee Meeting

THURSDAY 11:45–1:00 JEFFERSON

Legislative Committee Meeting

THURSDAY 12:00–1:00 MADISON

Lunch with VLACRL

Grab your box lunch and join VLACRL's Executive Committee for a "brown bag" session. We'll elect officers and share the latest on what's happening in Virginia's Chapter of ACRL.

THURSDAY 1:15–2:00 HOLLEY BALLROOM I-III

"ALA — Ripe for a Revolution?"

ALA members who have served in elected leadership roles will discuss the opportunities that ALA's new five-year strategic plan offers all members (and even those who are not members) to participate in, contribute to, and benefit from engagement in the association.

Presenter(s): Jessica Scalph, ALA Chapter Councilor for Virginia; Jim Rettig, University of Richmond (Past President, ALA); and Mary Mayer-Hennelly, Tidewater Community College.

THURSDAY 1:15–2:00 HOLLEY BALLROOM V-VII

Transparency in Government: National, State and Local

In a January 2009 memorandum to federal executive departments and agencies, President Barack Obama said that "...[t]he Freedom of Information Act should be administered with a clear presumption: In the face of doubt, openness prevails." U.S. Attorney General Eric Holder has written that Freedom of Information reflects "our nation's fundamental commitment to open government." Yet, governments do not always adhere to these lofty statements about the value of FOIA. Does FOIA really provide citizen access to government that we want? Is there such a thing as "too much FOIA," requests that tie up governments trying to respond to them? Are library records accessible through FOIA requests, and how do you respond? The first speaker will present a brief history of FOIA and will discuss FOIA issues primarily based on a state perspective, including recent debates in Virginia to legislate limitations on the use of FOIA. The second speaker will briefly review some Web sites that will help your users complete FOIA requests.

Presenter(s): Alan Gerhardt, Staff Attorney, Virginia Freedom of Information Advisory Council and Timothy L. Coggins, University of Richmond School of Law.

THURSDAY 1:15–2:00 AMPHITHEATER

Find It Virginia Update

Library of Virginia staff share information about recent and upcoming changes to Find it Virginia (FIVA), the online database provided to libraries at no charge.

Presenter(s): Carol Adams and Nelson Worley, Library of Virginia.

Conference Sessions CONTINUED

THURSDAY 1:15–2:00 JEFFERSON

World Class Service: A Vision for Virginia Libraries for the 21st Century

A shared vision for Virginia citizens of all ages in the 21st century is access to world-class libraries, which are at the leading edge in terms of services and collections. In pursuit of this vision, VLA's Legislative Committee has invited the director of a recognized "world-class library" to share the story of her library's journey to excellence. Anne Hughes is the director of Glen Carbon Centennial Library, selected by *Library Journal* and the Bill & Melinda Gates Foundation as the "2010 Best Small Library in America." With a motto of "More than you expect," the small library, located in Southern Illinois, has grown in leaps and bounds over the years. As noted by one of the judges, "Glen Carbon seems to be doing everything right."

Presenter(s): Anne Hughes, Glen Carbon Centennial Library.

THURSDAY 1:15–2:00 MADISON

VLACRL Poster Sessions (Sponsored by VLACRL):

1. **Literature, Community & Cooperation: The Big Read at Regent University**—This poster session presents the experience of the Regent University Library in planning and implementing a festival of Tolstoy and Russian culture as part of the National Endowment for the Arts' Big Read initiative. The session will lead attendees through the grant application process, forming community partnerships, and planning and marketing large events.

Presenter(s): Leanne Hillery and Harold Henkel, Regent University

2. **The Art of Discovery: Federated Search Engines in the Science and Technology**—Want to sharpen your research skills? Looking for more search tricks beyond Google? Let's grab the wheel called "federated search engine" and drive to new

unexplored information horizons of knowledge! Expand search opportunities on the web and learn about available alternatives in Science and Technology!

Presenter(s): Nedelina Tehangalova, University of Maryland – College Park.

3. **Planning Serendipitous Liaison Outreach**—Liaison outreach may begin with making posters, planning library events, sending newsletters, and e-mailing patron groups, but where can it go from there? With the right attitude, we can reach out in coffee shops, during reference transactions, or even on the street—and we can do it without being pushy.

Presenter(s): John Glover and Bettina Peacemaker, Virginia Commonwealth University.

4. **Getting Personal: Reaching Out to Adult Learners Through a Course Management System (CMS)**—Marywood University Library has an influx of adult learners in its Master of Social Work program. A "personal librarian" service using CMS (Course Management System) was initiated to reach out to this unique user group. Findings from a survey helped determine if library-help via CMS was favored among adult learners.

Presenter(s): Lizah Ismail, Marywood University.

THURSDAY 1:15–2:00 COMMODORE

Instrument Petting Zoo: How to Get Started

Hear the sweet sounds of a successful program in your library. The Instrument Petting Zoo is a hands-on activity that introduces kids to the world of musical instruments. Allow kids to touch and play a variety of instruments and learn how music is made, without hearing the jingle of money leaving your budget.

Presenter(s): Maureen Smith, Amanda Liss and Sheri Nelson, Loudoun County Libraries.

Keeping Vision and Focus in Challenging Times

THURSDAY 1:15-2:00 ADMIRAL

Building Better Buzz

Even the best library programs may not be popular without good marketing. Learn how one library system has used both traditional marketing and social media so effectively that the local news now comes to them (and how you can do it too)!

Presenter(s): Nathan Flinchum and River Laker, Roanoke Public Libraries.

THURSDAY 1:15-2:00 LEE

Collaboration that Works to Build Library Impact

Changing community need and shrinking public funding mean new roles for libraries that will depend on innovative collaboration. Two directors and a nonprofit collections librarian will share how the steering of a complex group of community programs into a successful library alliance now delivers transformative community impact every day. You'll get lots of real-life examples of how a program of our library has served as a catalyst for evaluating the lives of people in our community by working with area nonprofits.

Presenter(s): Scott Firestine, Shari Henry and Wendy Austin, Appomattox Regional Library System.

THURSDAY 2:15-3:00 HOLLEY BALLROOM V-VII

Librarians at the Podium: How to Set Up a Speakers Bureau

Learn how to deliver programming, information, and the library's brand to the community by setting up a library speakers bureau. Tap staff to step up to the podium and reach out to key audiences. By setting up a library speakers bureau, you create both a strategic outreach tool as well as another way for staff to develop their public speaking skills.

Presenter(s): Janet Crowther and Barbara Jones, Williamsburg Regional Library.

THURSDAY 2:15-3:00 AMPHITHEATER

The "Reluctant" Librarian Serving Genealogists

Limited resources, little knowledge and lots of researchers? Know just 15% more than the genealogists to get them started and keep them going. Master a few basic concepts and, with a good handout and your professional skills, transform "reluctant" to...well, you get the idea.

Presenter(s): Laura Wickstead, Roanoke Public Libraries and Gregg Grunow, Newport News Public Library System.

THURSDAY 2:15-3:00 LEE

Program Like the Beatles

Explore public library adult programming from a team perspective: how to use internal competition and imagination to provide low or no cost programs that forge greater bonds with each other and the community.

Presenter(s): Chris Wiegard, Shari Henry and Julie Turner, Appomattox Regional Library System.

THURSDAY 2:15-3:00 MADISON

Implementing E-Readers in an Academic Library: Collection Development, Access Services, and Technical Services Perspectives (Sponsored by VLACRL)

Would your users like a personalized collection of books for their reading pleasure on a light-weight reading device? Find out how a team of representatives from different areas of the library created and implemented an e-reader pilot program for their academic community.

Presenter(s): Tatiana Pashkova-Balkenhol, Virginia Kinman and Pat Howe, Longwood University.

Conference Sessions CONTINUED

THURSDAY 2:15-3:00 JEFFERSON

Understanding the Graduate Student Research Process: From Concept to Product (Sponsored by VLACRL)

What strategies and methodologies are used by graduate students throughout the information-seeking research process? How do these behaviors change during students' scholarly maturation? Through guided interviews with graduate students from arts and sciences, architecture, education and engineering programs, this study explores graduate student behavior of pursuing, managing and using information.

Presenter(s): Rebecca Pappert, Beth Blanton-Kent, Tina Smith and Keith Weimer, University of Virginia.

THURSDAY 2:15-3:00 COMMODORE

Taking the Show on the Road

Come and learn how to reach out to your community by offering innovative outreach programs and services for children of all ages. Explore the endless possibilities to expand relationships with community partners. Discover how creative outreach can improve your library image as well as increase your statistics.

Presenter(s): Amber Yopp and Charlsie Patrick, Roanoke Public Libraries.

THURSDAY 2:15-3:00 ADMIRAL

The History of Portsmouth, Virginia

Dean Burgess, the author of *History of Portsmouth, Virginia*, past Director of Portsmouth Public Library, past President of VLA and a life member of the association will present his slide show history of this charming historic port from Capt. John Smith in 1608 to 2010. This will include its central place in the Revolution as colonial capital under Governor Dunmore, British Army headquarters in Virginia, site of the Battle of Craney Island in the War of 1812, home of the Norfolk Naval Shipyard which has had a central roll in all of America's wars and now the largest collection of historic houses surviving

between Alexandria and Charleston, South Carolina, on the Atlantic Coast. The Olde Towne walking tour starts across the street from the conference hotel and this talk will let you know what you are seeing.

Presenter(s): Dean Burgess, Author.

THURSDAY 3:00-3:45

Visit the Exhibits

Refreshments served.

THURSDAY 4:00-4:45 HOLLEY BALLROOM I-III

Virginia's Healthy Heroes: Information Resources for Service Men, Women and Their Families

Virginia is home to more than 807,000 veterans and 123,000 active-duty military men and women. These Virginians need quality health information on topics from suicide prevention to post-traumatic stress disorder. Attendees will learn how to locate consumer health information and develop programs aimed at the military population and their families.

Presenter(s): Ruth Smith, Edward E. Brickell Medical Sciences Library, Eastern Virginia Medical School.

THURSDAY 4:00-4:45 AMPHITHEATER

Privacy And Your Patrons

How can you help your patrons protect their privacy while online? Social networking and other electronic activities raise many new challenges and issues for our patrons. What role can we play in educating them on the dangers and the solutions?

Presenter(s): Zeke Crater, University of Virginia.

Keeping Vision and Focus in Challenging Times

THURSDAY 4:00–4:45 LEE

Reinventing Reference

As part of a five-year plan study and staff survey, the Jefferson-Madison Regional Library's Central Reference Department was charged with re-evaluating, re-imagining and re-designing reference services. In this presentation, J-MRL reference staff will describe how it felt to be under this pressure, explaining the changes that have come about, successes, failures and ongoing challenges. Attendees will be encouraged to share their experiences as well.

Presenter(s): Krista Farrell, Zanne Macdonald and Joyce Macdonald, Jefferson-Madison Regional Library.

THURSDAY 4:00–6:00 MADISON

VIVA User Group Meeting

VIVA (The Virtual Library of Virginia) convenes its 14th annual Users Group Meeting. Agenda items include a brief update on VIVA's products and activities over the past year. During the second half of the meeting, there will be a panel discussion titled "Social Media and Virginia Libraries."

THURSDAY 4:00–4:45 JEFFERSON

Staffing Solutions in Troubled Times

Come learn how one library system got 18 additional staff for only \$5,000! Information will be provided about the grant application process, the current state of the project, and how other libraries can do the same.

Presenter(s): Wendy Allen, River Laker and Nathan Flinchum, Roanoke Public Libraries.

THURSDAY 4:00–4:45 COMMODORE

Want to do More for Preschoolers? Come and Discover Some Ways to Accomplish This

Everyone is busy. We've developed some ways to work with early childhood educators and preschool children that keep the workload reasonable while providing

enjoyable and good emergent literacy experiences. Our preschool plan has also connected the library to professionals, children and their families. We've developed some models that could work for you. Plus, let's look at some books for special moments in a young child's life.

Presenter(s): Noreen Bernstein and Janet Crowther, Williamsburg Regional Library.

THURSDAY 4:00–4:45 ADMIRAL

Virginia Library Leadership Academy: The Participants Speak

The Virginia Library Association launched the Virginia Library Leadership Academy this past April, the first leadership development training program of its kind for library staff in the Commonwealth. So how did it go? Come to this session and find out from the participants themselves. VALLA participants are invited to stay for a reunion after this session from 4:45–5:45.

Presenter(s): Elizabeth Hensley, Culpeper County Library.

THURSDAY 4:45–5:45 ADMIRAL

Virginia Library Leadership Academy Reunion

THURSDAY 5:00–6:00

Business Meetings:

Amphitheater — VLPDA Business Meeting

Lee Room — Local History Forum

Washington Board Room — Paraprofessional Forum

Commodore Room — Youth Services Forum
Please join the Youth Services Forum for wine and cheese.

Jefferson Room — Multicultural Forum

Conference Sessions CONTINUED

THURSDAY 6:00–7:30 JEFFERSON

University of Tennessee School of Information Sciences Reception

Please join us for a reception. Refreshments will be served.

THURSDAY 6:00–7:30 LEE ROOM

University of North Texas Reception

Please join us for a reception. Refreshments will be served.

THURSDAY 8:00–10:00 HOLLEY BALLROOM I-VII

Conference Social

Once you've had a chance to enjoy your dinner, come socialize with your colleagues at the VLA Conference Social. Ballroom dancers will provide entertainment and instruction. Be sure to sign up for the Social when you register, and you'll receive a ticket for a free beverage. Cash bar is available. Dessert and coffee will be served.

THURSDAY 8:00–9:30 AMPHITHEATER

The Hollywood Librarian: A Look at Librarians Through Film

They have more cardholders than VISA, more customers than Amazon, and more outlets than McDonald's. Meet America's librarians. "The Hollywood Librarian: A Look at Librarians Through Film" is the first comprehensive treatment of the subject of librarians. A vivid blend of factual documentary, feature film, and storytelling, it reveals the history and realities of librarianship in the entertaining and appealing context of American movies.

FRIDAY

FRIDAY 8:00–8:45 HOLLEY BALLROOM I-III

Envisioning Cooperative Cataloging

This session will include a discussion of current cooperative cataloging practices in Virginia, and an overview of OCLC's efforts to encourage and support cooperative cataloging, including current developments with RDA. We'll chart future trends for cataloging, and discuss how we can further increase cooperation and efficiencies for all libraries.

Presenter(s): Carole Myles, OCLC.

FRIDAY 8:00–8:45 AMPHITHEATER

Smart Art for the Green Tween

Go Green with new art programs at your library. Cater to your green tweens with fun and inexpensive crafts using recycled materials. Introduce your library tweens to the new three R's—Reduce, Reuse and Recycle!

Presenter(s): Amber Yopp and Charlsie Patrick, Roanoke Public Libraries.

FRIDAY 8:00–8:45 LEE

ESOL in the Library: Lessons from two Public Libraries and their Implementation of a Tutoring Program

Learn about two different approaches to ESOL tutoring in the library. What worked and what didn't. How to plan, start, and run a volunteer-based one-on-one tutoring program for English Language Learners. Pitfalls to avoid, successes to emulate. Yes, it can be done!

Presenter(s): Jessica West, Loudoun County Public Library and Margaret Kositch, Fairfax County Public Library.

Keeping Vision and Focus in Challenging Times

FRIDAY 8:00–8:45 MADISON

Emerging Technologies and Teaching: The Library as Bridgebuilder (Sponsored by VLACRL)

This talk will present the context for and current implementation of “emerging” technology and multimedia creation training within Union PSCE’s Morton Library in order to meet student, staff and faculty needs. Campus decisions impacting Library activity, creation of the project lab, and creation of the training series are covered.

Presenter(s): Leland Deeds and Ann Knox, Union PSCE.

FRIDAY 8:00–8:45 JEFFERSON

A Big Bang for a Small College (Sponsored by VLACRL)

University libraries, museums, and commercial repositories have made great efforts to select, convert, and make available some of their collections through digital initiatives. How does such an initiative translate to smaller institutions, including colleges? What collection will give the library the biggest digitization bang for its buck? Currently, libraries are asked what their role will be in such a fast-paced technological world. Here is an opportunity for the library to demonstrate its worth during the transition from print.

Presenter(s): David Dudek, Washington College.

FRIDAY 8:00–8:45 COMMODORE

The Virginia Health Information Project— www.vahealth.info

Many libraries link to worthwhile sites, and we ask you to consider the Virginia Health Information Project (www.vahealth.info). Funded and supported by two Virginia Attorneys General, the VHIP offers a broad range of reliable, non-commercial state and national health resources for all ages and backgrounds in an easy-to-navigate form. Come take a tour, ask questions, and give us your ideas.

Presenter(s): Jeana Beker, The SoHo Center.

FRIDAY 8:00–8:45 ADMIRAL

Health Concierge: Chesterfield County Public Library’s Consumer Health Initiative

This presentation examines CCPL’s experience offering a Consumer Health initiative. CCPL developed programs and services for individuals to enable them to navigate the health information maze. Come and engage in a lively discussion of how our profession can meet the Health Literacy needs that exist among the people we serve.

Presenter(s): Anna Wilson-Stillwell, Tina Metzger and Carolyn Sears, Chesterfield County Public Library.

FRIDAY 9:00–10:30 HOLLEY BALLROOM I-VII

Second General Session

Annual Business Meeting, VLA Scholarship Presentation, Awards and Recognition Presentation and passing of the Gavel. Keynote Speaker: Wanda Urbanska. Ms. Urbanska is the host/producer of the PBS syndicated program “**Simple Living with Wanda Urbanska**” and author or co-author of several books, including the recently released anthology *Less is More: Embracing Simplicity for a Healthy Planet*.

FRIDAY 10:45–11:15

Visit the Exhibits/Scholarship Raffle Drawing

Conference Sessions CONTINUED

FRIDAY 11:30–12:15 HOLLEY BALLROOM I-III

Change With Your Users: Practical Ways to Provide Library Services in Multicultural Settings (Sponsored by the Multicultural Forum)

Heads Up! There is a continuous shift in demographics in Virginia and this impacts and challenges how we provide library services to new and emerging users. Providing library services that accommodates changing demographics impacts budgets, services, and these “new” users’ perspectives of the library. Come with your ideas!

Presenter(s): Christie Hoerneman, Central Rappahannock Regional Library; Cristina Dominguez Ramirez, Virginia Commonwealth University and Abiodun Solanke, University of Richmond.

FRIDAY 11:30–12:15 HOLLEY BALLROOM V-VII

Using Technology to Ease Staff Workloads — One Library’s Story

Has usage at your library increased dramatically despite staffing levels that have remained static? Learn how the Bedford Public Library System has dealt with this situation through the automation of tasks such as patron notifications and self checkout of materials and computers. Can implementing some of these procedures save you time and money?

Presenter(s): Jenny Novalis and Kate Forsyth, Bedford Public Library System.

FRIDAY 11:30–12:15 AMPHITHEATER

A Day in the Life of a Library Director

Always wanted to know what a Library Director does with his/her time? How do they deal with issues, with routine and the unexpected? This program will provide answers and who knows what else?

Presenter(s): John A. Moorman, Moderator, Williamsburg Regional Library. Panelists: Izabela M. Cieszynski, Newport News Public Library System; Cy Dillon, Hampden-Sydney College and Jane McQuade, Northumberland Public Library.

FRIDAY 11:30–12:15 LEE

Beyond Books With Babies

Come experience some simple ideas to help maintain an infant’s interest during story time. Learn the do’s and don’ts of reading with infants, and what to do when no one seems to be listening. Presentation will highlight some simple crafts that can be added to enhance story time that are easy to make and inexpensive.

Presenter(s): Adria Bader, Rainbow Station Child Development Center.

FRIDAY 11:30–12:15 MADISON

Analyzing Students’ Bibliographies: Do Students Practice What We Preach? (Sponsored by VLACRL)

Radford University’s new CORE curriculum includes Information Literacy Learning Outcomes. We did a qualitative analysis of student bibliographies from four CORE sections to determine if they met the IL outcomes. Come see how we did it, what we found, and how you can do the same at your institution or library.

Presenter(s): Eric Ackerman, Radford University.

FRIDAY 11:30–12:15 JEFFERSON

If You Build It Will They Come: Designing and Implementing a Digital Media Lab (Sponsored by VLACRL)

Digital media including video and graphic design is becoming an increasing part of higher education curricula. In order to support this growing trend, the Loyola/Notre Dame Library created a digital media lab. Presented is information about the design and implementation of the lab including services, equipment, and software provided as well as staffing, implementation, and promotion issues.

Presenter(s): Danielle Whren Johnson, College of Notre Dame and Loyola University Maryland.

Keeping Vision and Focus in Challenging Times

FRIDAY 11:30-12:15 COMMODORE

Dungeons and Dragons — Adventures in the Library

Using Dungeons and Dragons the Fantasy Role-Playing Game as a program for Teens to build creativity, imagination, literacy skills, teamwork and a lifelong love for and relationship with libraries.

Presenter(s): Shalon Hulbert and Chuck Frith, Roanoke Public Libraries.

FRIDAY 11:30-12:15 ADMIRAL

A Little Poetry Goes a Long Way — Celebrate Poem in Your Pocket Day!

For the past two years, the Jefferson-Madison Regional Library has brought Poem In Your Pocket Day to Charlottesville and its surrounding counties with great success. Come and hear about this national event, and how JMRL has harnessed the power of poetry to build community, foster goodwill and promote our organization. Practical information will be provided on how to turn a poem into one of your most effective, economical (and fun!) public relations and marketing tools.

Presenter(s): Wendy Saz, Jefferson-Madison Regional Library.

FRIDAY 12:30-2:00 HOLLEY BALLROOM IV

Jefferson Cup Luncheon

FRIDAY 2:15-3:00 HOLLEY BALLROOM I-III

Disaster Awaits! Will your Library be Ready?

According to the Federal Emergency Management Administration, Virginia has been affected by seven natural disasters in the past five years. Will your library be prepared to serve the community and maybe multiple communities in the event of a disaster? Come and hear about the emergency preparedness and disaster planning resources of the National Library of Medicine.

Presenter(s): PJ Grier, National Network of Libraries of Medicine/Southeastern Atlantic Region.

FRIDAY 2:15-3:00 HOLLEY BALLROOM V-VII

LoudounPedia.org and “Web 2.0”: Three Years Later

After nearly three years of implementation of Web 2.0 concepts where are we today? Lessons learned from a collaborative wiki implementation in a public library setting. What worked, what didn't, a wiki's journey.

Presenter: Brett Mason, Loudoun County Public Libraries.

FRIDAY 2:15-3:00 AMPHITHEATER

Saving the Planet One Library at a Time

From recycling to roaming, energy efficiency to staffing efficiency, Gutenberg to Google, sustainable practices will be reviewed and discussed in relation to facilities design, operations, programming and services. LEED Certification and other green rating systems will be summarized. Group discussion will include sharing your sustainable experiences as well as ours.

Presenter(s): Edward Lazonon and Richard Fitts, The Design Collaborative.

FRIDAY 2:15-3:00 MADISON

Mapping the Culture: A Systemic Approach to Information Literacy Program Assessment (Sponsored by VLACRL)

This presentation will introduce an approach to information literacy program assessment that builds upon the values of the Information Literacy IQ Test. This approach is more systemic in design, employing a student-centered process of cultural mapping in focus groups and an interpretive framework based on Urie Bronfenbrenner's Ecology of Human Development.

Presenter(s): Christopher Richardson, Southern Virginia University.

Conference Sessions CONTINUED

FRIDAY 2:15–3:00 JEFFERSON

Distance-Based Reference Services: An Essential Toolkit for Serving Remote Users (Sponsored by VLACRL)

This presentation will describe the scope and strategies of an off-campus Distance Learning Library Service implemented by Jefferson College of Health Sciences in January 2009. Tools discussed include smart phones, screen-capture software, screencasting software, screencast hosting, instant messaging, and large document sharing.

Presenter(s): Brad S. MacDonald, Jefferson College of Health Sciences.

FRIDAY 2:15–3:00 COMMODORE

Story Time With Infants

Babies love to “read”! Come learn some techniques that work best to keep infants engaged while reading to them. Come explore how voice, movements, and energy affect an infant’s attention to the story.

Presenter(s): Adria Bader, Rainbow Station Child Development Center.

FRIDAY 2:15–3:00 ADMIRAL

Carry on a Conversation: Book Group Kits in a Bag

Learn how to encourage reading clubs by using your resources and tapping into other libraries’ materials. Patty Franz (Pamunkey Regional Library) and Andrew Smith (Williamsburg Regional Library) will discuss creating book group kits to offer more titles and leader guides. They’ll also talk about using their collections for your patrons.

Presenter(s): Andrew Smith, Williamsburg Regional Library and Patty Franz, Pamunkey Regional Library.

FRIDAY 2:15–4:00 LEE

Our Jefferson Cup Overfloweth

The Jefferson Cup Award is given each year to a work of outstanding history writing for young people (history, biography, historical fiction). Can you imagine selecting only one winner from more than 250 reviewed books? Difficult but extremely fun! Come and hear committee members talk about their personal favorites and honor books, and the 2010 winner.

Presenter(s): The 2010 Jefferson Cup Committee.

FRIDAY 3:15–4:00 HOLLEY BALLROOM I-III

Professional Development in Challenging Times: Tools and Techniques for Keeping Current with Limited Resources

“Challenging times” often means that professional development and continuing education budgets are slashed. However, in today’s information-driven society, staying up to date has never been more important. This presentation focuses on freely available tools and techniques that enable all types of library staff members to control their own professional development.

Presenter(s): Rebecca Miller, Virginia Tech.

FRIDAY 3:15–4:00 HOLLEY BALLROOM V-VII

50 Free Tools

This session will cover 50 free (or almost free) online tools that can boost your productivity, effectiveness, and maybe even your sanity!

Presenter(s): Wendy Allen and Nathan Flinchum, Roanoke Public Libraries.

FRIDAY 3:15–4:00 AMPHITHEATER

Successful Library and School Collaboration

How can children’s and youth librarians increase their effectiveness within a community? What kinds of programs can they offer to communities and to area schools? What means can be used to gauge successes?

Keeping Vision and Focus in Challenging Times

Find out how libraries and schools can work effectively together to increase family participation in literacy programs, and see the tremendous opportunities that can be reaped when collaborative efforts are employed. You will learn new ways of reaching out to your community and to work with your schools in a close partnership from the perspectives of a children's and youth librarian and an elementary school reading specialist who have developed several highly successful collaborative programs. Based on an article published in the Winter 2009 issue of *Children & Libraries* by ALSC.

Presenter(s): Nancy Webster, Northumberland Public Library and Jan Bates, Northumberland Elementary School.

FRIDAY 3:15-4:00 MADISON

Employee Perspectives on the Big Picture of Library/IT Collaboration (Sponsored by VLACRL)

Collaboration among library and information technology employees is stressed as a best practice for achievement of library goals and enhanced student learning. This presentation, based on interviews with 25 library and IT employees, reports what they REALLY think about their counterparts and how that contributes to the big picture of libraries.

Presenter(s): Sara Baron, Regent University.

FRIDAY 3:15-4:00 JEFFERSON

Click Now: Integrating Clickers into Library Instruction (Sponsored by VLACRL)

Looking for ways to engage students, increase active learning in your sessions or get some rapid feedback on what your college students are learning? Using an audience response system, otherwise known as clickers, might be the answer.

Presenter(s): Gail Flatness, Barbara Siller, Marymount University and Mary Hanlin, Tidewater Community College.

FRIDAY 3:15-4:00 COMMODORE

Brother, Can You Spare a Panel?: Graphic Novels on a Budget

Graphic novel collections are sprouting in libraries across Virginia, but how can libraries in a budget drought help their graphic novel collections grow? Discover where to find deals on essential books and learn how to spend wisely on items for all ages.

Presenter(s): Laura Carruba and Sarah Vaughan, Roanoke County Public Library.

FRIDAY 3:15-4:00 ADMIRAL

What's Hot: Urban Fiction for Teens and Adults

A discussion of the urban fiction genre with a focus on new titles that are appropriate for high school students as well as titles geared to adult readers. We will also discuss promotional ideas and sources for book reviews.

Presenter: Julia Cooley, Hampton High School.

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Keeping Vision and Focus in Challenging Times

Exhibitors 2010

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Booth Representatives: Neil Lader, Sales Manger and Peter Gaviorno, Sr. Director Sales, Marketing & Leases & Licensing.

American Psychological Association is the premier source for information in psychology. APA delivers this information through its expansive collection of books, journals, newsletters, electronic products and its website, www.apa.org.

BOOTH: 68 & 67

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BOOTH: 61

Atlas Systems, Inc.

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Booth Representative: John Brunswick, Training and Library Solutions Consultant.

Atlas Systems, Inc. is a software development company headquartered in Virginia Beach, Virginia dedicated to serving libraries. Founded in July 1995 with the mission of "promoting library excellence through efficiency," Atlas is best known for creating the ILLiad interlibrary loan management system now exclusively distributed by OCLC and used by more than 1,000 libraries worldwide. Focused on bringing the benefits of automation to library processes that have not been addressed by other software services, Atlas has introduced Ares, an electronic reserves solution, and Aeon, an online request and workflow management systems specifically designed for special collections libraries and archives.

BOOTH: 16

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Exhibitors 2010 CONTINUED

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BOOTH: 24

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BOOTH: 1

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(800) 888-4478

Booth Representative: Glenn Kasofsky, Regional Account Manager.

BWI offers books, music, DVD's and related services that are in tune with the needs of public libraries. BWI has an easy-to-use website (titletales.com), a professional Collection Development, Cataloging, and Processing staff, dedicated exclusively to servicing public libraries.

Keeping Vision and Focus in Challenging Times

BOOTH: 58

Capstone Publishers – Heinemann Raintree

PO Box 1545
Bowling Green, VA 22427
(804) 633-6785

Booth representative: Rick Beale.

Capstone Publishers, the parent company of Heinemann Raintree, has content-rich literacy resources in digital and print formats. We specialize in content and provide it in hardcover library bound and digital web-based formats! Key areas specialized in are high interest fiction & nonfiction books and databases for children and young adults. Our Virginia Representative, Rick Beale, has been advising public libraries for over 21 years; we partner with librarians to support literacy needs for the 21st Century!

BOOTH: 38

CodeBlue Technology

5000 Monument Ave.
Richmond, VA 23230
(804) 521-7677

Booth Representatives: Chester Sienko, Business Development and Will Wright, Business Development/ Inside Sales.

In services – computers – servers – networking – infrastructure faronics anti-virus – deep Freeze – Breakfix. We understand the needs of libraries and have some we support now.

BOOTH: 27

Davidson Titles, Inc.

2345 Doctor F. E. Wright Dr.
Jackson, TN 38303
(800) 433-3903

Booth Representative: David Brumfield, Sales Consultant.

Davidson Titles provides books for all ages, cataloging, processing, weeding and collection development. Visit our website, www.davidsontitles.com, for a free 30 day trial for i-books.

BOOTH: 41

eBrary

318 Cambridge Ave.
Palo Alto, CA 94306
(650) 475-8700

Booth Representatives: Nomi Russi, Regional Account Manager, East and David Putz, Vice President Academic Sales.

eBrary works with libraries, corporations, government, publishers and societies, aggregators and distributors, individuals and others to address their digital content needs.

BOOTH: 57

EBSCO

PO Box 2543
Birmingham, AL 35202
(205) 991-1461

Booth Representatives: Lilliana Moivtero, Merrill Smith and Ann Murdock.

EBSCO Information Services provides e-journal, e-book, & e-journal package & print subscriptions, e-resource management tools; full-text & secondary databases, & related services for all types of libraries, research organizations & corporations.

BOOTH: 29

Eleventh Day Entertainment

17003 Ventura Blvd., Suite 200
Enico, CA 91316
(818) 784-6403

Booth Representative: Frank Martin.

Information and DVD sales in support of PBS documentary film "For Love of Liberty: The Story of America's Black Patriots."

Exhibitors 2010 CONTINUED

BOOTH: 19

Encyclopedia Britannica, Inc.

331 N. LaSalle St.
Chicago, IL, 60654
(800) 621-3900

Booth Representative: Nancy Kopka, Regional Manager. *Today, Britannica Digital Learning serves teachers, educators, librarians, and all ages of students better than ever before. Online learning for pre-school students, curriculum correlated science materials for middle schools, the definitive Encyclopedia Britannica for all learners! Stop by the Britannica booth today and enter to WIN a free 1-year subscription!*

BOOTH: 59

Fanning/Howey Associates, Inc.

28001 Cabot Drive
Suite 110
Novi, MI 48377
(248) 848-0123

Booth Representatives: Jim Mumby, Library Designer/Principal; Dwayne Henderson, Library Technology Designer and Marisa Thomas, Library Marketing Manager.

Fanning Howey is a full-service architectural and engineering firm that takes a "listen first" approach to every project. Our partnerships with public, municipal and academic libraries have yielded exceptional results—from Library Journal's "Best Small Library in American" to a system-wide master plan for Richmond, Virginia's "City of the Future" program.

BOOTH: 52

Florida State University/SLIS

142 Collegiate Loop
Tallahassee, FL 32309
(850) 644-5775

Booth Representatives: Christie Koontz and Chris O'Brion.

Master's in Library and Information Studies and graduate education completely online.

BOOTH: 25

Gale

27500 Drake Road
Farmington Hills, MI 48331
(248) 699-8988

Booth Representative: Monica Wilson.

Gale, part of Cengage Learning, is a world leader in e-research and educational publishing for libraries, schools and businesses. Gale creates and maintains over 600 databases published online, in print and as eBooks. As a publisher, library advocate and technology partner, Gale's objective is simply stated— "Power to the User, Value to the Library."

BOOTH: 51

HB+M | Architects

7227 Chagrin Road
Chagrin Falls, Ohio 44023
(440) 247-9800

Booth Representative: Peter Bolek, Principal.

HB+M provides distinguished library planning and design services through a collaborative process that responds to the unique character and specific needs of each community. Over our 34 year history we have worked with more than 150 libraries.

BOOTH: 65

Imagex, Inc.

1985 Isaac Newton Sq.
Reston, VA 20190
(703) 467-1575

Booth Representative: Robert Harris, Regional Manager.

Document conversion, microfilm readers and scanners, book scanners, canons #1 imaging filming dealer for 2009.

Keeping Vision and Focus in Challenging Times

BOOTH: 10

Ingram Library Services

One Ingram Blvd.
La Vergne, TN 37086
(800) 937-5300

Booth Representatives: Tim Turner, Account Manger and Karen Horner, Trade Show & Events.

Ingram Library Services is a global supplier of physical books, digital content, and A/V materials for academic, public and school libraries. ILS offers the largest inventory, fast delivery and a full suite of intuitive services and programs to benefit you, your library and your patrons.

BOOTH: 17

Innovative Interfaces, Inc.

5850 Shellmound Way
Emeryville, CA 94608
(510) 655-6200

Booth Representative: David Hemingway, Customer Sales Consultant.

Innovative Interfaces provides trusted library technology and service to thousands of libraries of all types in over 40 countries. The company is headquartered in Emeryville, California.

BOOTH: 14

Integrated Technology Group (ITG)

5000 Miller Court East
Norcorss, GA 30071
(877) 207-3127

Booth Representatives: Don Chadwick, Northeast Account Manger and Ken Evans, VP Sales.

Integrated Technology Group (ITG) develops, manufactures, sells, and supports interoperable library automation technologies that empower librarians to improve efficiencies and better serve their patrons. With 35 years' experience in the library business, "Experienced, Innovative plays well with others" is more than a slogan; it's the underlying philosophy of the company.

BOOTH: 13

Library Interiors, Inc. – MD

45949 Clarks Rd.
California, MD 20619
(301) 294-1133

Booth Representatives: Paula Altman, Design Consultant and Ray Kline, Associate.

Library Interiors, Inc. provides a wide variety of project services for libraries, including, but not limited to, design, layout and furnishings of all types applicable to an aesthetically pleasing and highly functional library. Each project we develop is custom designed to meet the unique requirements of your library. We offer an exceptional selection of styles, manufacturers, and price ranges. We are not satisfied until you are satisfied. Please visit Paula @Booth 13.

BOOTH: 6

LUCY – ODU and IMLS

145 Darden College of Education
Norfolk, VA 23529
(757) 683-3284

Booth Representatives: Roxanne Mills, Lucy Manger and Carol Doll, LUCY Principle Investigator
Funded by an IMLS grant, Librarianship Upgrades for Children and Youth (LUCY) will establish a multi-cultural continuing education program for public and school librarians and paraprofessionals who work with youth. Come meet us and learn more.

BOOTH: 50

LYRASIS

1438 West Peachtree St. NW
Atlanta, GA 30309
(800) 999-8558

Booth Representative: Elaine Roegge, Member Representative.

LYRASIS is a membership-based, non-profit organization providing collaboration, creative solutions and leadership for libraries through consulting, digital and preservation services, professional development, increased buying power for library and eResources, and more.

Exhibitors 2010 CONTINUED

BOOTH: 40

Magazine Subscription Service Agency

5248 State Road 54
New Port Richey, Florida 34652
(800) 368-7922

Booth Representatives: Richard O. Emmons, Owner and Jason Mutz, Sales Representative.

We are a small, independent subscription service agency. We handle over 250,000 publications. Our target markets are public and school libraries. When available, we will provide "free replacement" issues for our customers.

BOOTH: 43

Mango Languages

31420 Northwestern Hwy, Suite 100
Farmington Hills, MI 48334
(248) 254-7450

Booth Representative: Marco Cracchiolo, Language Learning Specialist.

Mango is an online language learning system teaching practical conversation skills for a variety of languages. Our web-based system is extremely effective, easy to use, and specifically designed to support libraries.

BOOTH: 49

MEDI

8227 Cloverleaf Drive, Suite 304
Millersville, MD 21108
(804) 355-2900 x 111

Booth Representatives: Larry Markle, Account Manger, Mike Barone, Account Manager and Jeff Middleton, e-imagedata.

VA State contract #E194-764-10 (Lot 1 and 3) Canon and E-Image data sales and service.

BOOTH: 56

MELOS, Inc

PO Box 9030
Hampton, VA 23661
(757) 224-9441

Booth Representatives: Jason Green, President and Peg Bradshaw, Account Manger.

Full service library, office and school furnishings supplier.

BOOTH: 8

Mergent, Inc.

580 Kinglsey Park Drive
Fort Mill, SC 29715
(800) 342-5647

Booth Representatives: John Carino and Sam Ellner.

Mergent, Inc. is a leading provider of business and financial data on global publicity listed companies. Founded in 1900, Mergent operates one of the longest continuously collected databases of: descriptive and fundamental information on domestic and international companies; pricing and terms and conditions data on fixed income and equity securities; and corporate action data.

BOOTH: 36

Midwest Tape

6950 Hall Street
Holland, Ohio 43528
(800) 875-2785

Booth Representative: Eric Timm, Sales Representative.

BOOTH: 5

National Network of Libraries of Medicine/ Southeastern Atlantic Region

601 West Lombard Street
Baltimore, MD 21201
(410) 706-2855

Booth Representative: PJ Grier, Network Access Coordinator.

The National Library of Medicine (NLM), the world's largest medical library, produces PubMed®, a premier bibliographic database freely accessible via the Internet. NLM oversees the National Network of Libraries of Medicine (NN/LM), a community of medical libraries throughout the United States. NN/LM helps equalize the knowledge base for healthcare professionals and consumers by facilitating resource sharing.

Keeping Vision and Focus in Challenging Times

BOOTHS: 21, 22, 23

O'Brien Associates

2512 Grenoble Road
Richmond, VA 23294
(800) 340-7323

Booth Representative: Mark O'Brien, Sales Representative.

Sales Representative for publishers of reference books, e-Books and electronic databases.

Book sales and signing of keynote speakers at Booth 21.

BOOTH: 3

OCLC

6565 Kilgour Place
Dublin, OH 43017
(800) 848-5878

Booth Representatives: Paul Cappuzzello, Regional Marketing Manager and Craig Flansburg, Library Services Consultant.

BOOTH: 30

Oxford University Press

2001 Evans Rd.
Cary, NC 27513
(919) 677-0977

Booth Representative: Jenifer Maloney, Consortia Representative.

Oxford University Press offers a wide range of books, online products, and journals. Visit our booth for information on our journals collection and archive product.

BOOTH: 45

Perma-Bound

10257 Radford Mill Ter.
Mechanicsville, VA 23116
(804) 873-3482

Booth Representative: Dan Burke, Sales Representative.

BOOTH: 18

Polaris Library Systems

PO Box 4903
Syracuse, NY 13221
(315) 634-4556

Booth Representative: Kathie Graham, Director, Library Partnerships.

BOOTH: 47

ProQuest

789 E. Eisenhower Parkway
Ann Arbor, MI 48106
(734) 761-4700

Booth Representatives: Pam Shaloy, Sr. Account Executive and Randy Boecker, Sr. Account Executive.
ProQuest creates specialized information resources and technologies that provide the most successful ways for people to search, find, use and share information.

BOOTH: 64

PSA-Dewberry, Inc.

8401 Arlington Blvd
Fairfax, VA 22301
(703) 206-0850

Booth Representative: Marlene W. Shade, AIA, LEED AP.

BOOTH: 11

Quality Books, Inc.

1003 W. Pines Rd.
Oregon, IL 61061
(800) 323-4241

Booth Representative: Karen Pollok, Sales Representative.

Quality Books Inc. specializes in distributing small press print and non-print materials to libraries. We offer approval annotation, standing order plans and shelf-ready library processing.

Exhibitors 2010 CONTINUED

BOOTH: 54

Recorded Books

270 Skipjack Road
Prince Frederick, MD 20678
(800) 638-1304

Booth representatives: Bethany Roy and David Wiley,
Sales Representatives.

Recorded Books offers unabridged audiobooks, language-learning programs, independent films and other audio products for public & university libraries. Thousands of titles are available for all audiences.

BOOTH: 20

School of Library & Information Sciences, University of SC

1501 Greene St.
Columbia, SC 29208
(803) 777-3858

Booth Representatives: Tilda Reeder, Graduate Admissions Coordinator and Virginia Wallace, Assistant Professor.

The School of Library & Information Science at the University of South Carolina offers the Bachelors, Masters & PH.D. Degrees through both online and on-campus classes. It also offers the post-masters specialist degree and certificate.

BOOTH: 44

Shared Knowledge Literacy Foundation

6 Stuttaford Drive
Sandston, Virginia 23150
(804) 937-2873

Booth Representatives: Fred Grundeman, Marketing Manager and Cameron Roberts, Owner.

We are a nonprofit organization specializing in library development through fundraising. Via partnerships with libraries, friends groups, and other charities we have donated over \$90,000 so far in 2010, and look forward to doubling that in the months to come. Our program is designed to utilize technology to maximize the profits generated from gifted media. Please stop by our booth and let us discuss how we can help you.

BOOTH: 63

Spacesaver Storage Solutions

10040 Whitesel Road, Ste. 107
Ashland, VA 23005
(804) 798-3701

Booth Representative: Lura Bishton, Representative.
Spacesaver Storage Solutions provides furniture and storage planning, design and installation services.

BOOTH: 7

Standard & Poor's

55 Water Street
New York City, NY
(303) 721-4595

Booth Representative: John Quealy, Director.

Standard & Poor's NetAdvantage is a sophisticated on-line reference tool for business and investment information, offering S&P's widely-respected independent research, data and commentary on stocks, bonds, funds and industries.

BOOTH: 53

Tech Logic Corporation

1818 Buerkle Road
White Bear Lake, MN 55110
(651) 747-0492

Booth Representative: Tom Loy.

Tech Logic is the leading provider of innovative Automated Sorting Technologies (AST).

BOOTH: 2

The Durand Press

25 Lamphire Hill
Lyme, NH 03768
(603) 795-4350

Booth Representatives: John Mudge, President and Jim Sweeney, Editor.

The Durand Press, publisher of The Family Letters—letters from three centuries, many written by prominent citizens of Virginia. www.thefamilyletters.com

Keeping Vision and Focus in Challenging Times

BOOTH: 12

The Design Collaborative, Architects

230 N. Lynnhaven Rd.
Virginia Beach, Va. 23452
(757) 340-4272

Booth Representatives: Richard Fitts, AIA, LEED AP Architect and Edward Lazaron, AIA, LEED AP, Architect.

Providing programming, planning and building design services for 21st century libraries across Virginia.

BOOTH: 33

The Gale Group

44564 Blueridge Meadows Dr.
Ashburn, VA 20147
(703) 858-7364

Booth Representative: Lori Spallone.

Book display and online databases, e-books.

BOOTH: 34

The Lerner Publishing Group

44564 Blueridge Meadows Dr.
Ashburn, VA 20147
(703) 858-7364

Booth Representative: Dolores Curtis.

Book Display and online databases, e-books.

BOOTH: 39

The Library Store, Ltd.

10528 St. Paul Street
Kensington, MD 20895

Booth Representatives: Betty Doudnikoff, President and Bill Doudnikoff, Vice President.

“One Step Shop” – we sell and install library furniture (metal and wood). We sell, install and maintain library equipment (i.e. microfilm/microfiche scanners, etc.). We provide library supplies. Just call us (800) 858-8117.

BOOTH: 55

TLC – The Library Corporation

Research Park
Inwood, WV, 25428
(304) 229-0100

Booth Representative: Brad Cole, Automation Consultant.

Automation cataloging, online selection and acquisitions, authority control – The Library Corporation’s quality products and customer service can satisfy the needs of any public, school, academic or specialty library.

BOOTH: 60

3M Library

230 Everett Road
Monkton, MD 21111
(43) 286-2323

Booth Representative: Tom Wetzelsberger.

RFID products and services; SelfService systems including check-in and check-out; automated materials handling systems.

BOOTH: 9

University of North Texas College of Information

115 Union Circle #311068
Denton, TX 76203
(877) 275-7547

Booth Representative: Philip Turner, Professor, Director, LIS Virginia Cohort.

The University of North Texas Department of Library and Information Sciences offers ALA accredited Master’s degree programs in Library and Information Sciences. Classes are available online on site and in blended format with partnership at James Madison University in Virginia.

Exhibitors 2010 CONTINUED

BOOTH: 28

University of Tennessee School of Information Sciences

1345 Circle Park Drive
Suite 451
Knoxville, TN 37996
(865) 974-2148

Booth Representatives: Tanya Arnold, Coordinator of Student Services and Peiling Wang, Professor.
Join us at the University of Tennessee School of Information Sciences (SIS) exhibit booth for fun, conversation and the chance to win cool prizes! Faculty and staff will be on hand to answer your questions about SIS and our highly regarded distance education program, which proudly recognizes our many successful Virginia graduates. We also invoice you to the UT SIS Reception on Thursday, October 21, from 6:00-7:30 p.m. in the Jefferson Room. We will treat you to delicious refreshments.

BOOTH: 31

Usborne Books & More

203 N. Mason St.
Smithfield, VA 23430
(757) 377-6695

Booth Representatives: Sarah Tucker and Rachel Chit-tick, Educational Supervisors.
Usborne Books & More is an educational children's book company providing over 1,500 titles that can be purchased directly through representatives, as well as offering programs such as Book Fairs, Read-a-Thons and grant-matching programs. We are a sole source provider of many books including the majority of Kane/Miller publishing titles.

BOOTH: 48

World Book, Inc.

233 N. Michigan Ave. Ste 2000
Chicago, IL 60601
(800) 975-3250

Booth Representatives: Elaine Weingarten, Mike Novis, and Judy Kirby.

World Book Online and Print for all ages. Integrated search capabilities with 275,000 primary sources and over 5000 e-books. Text to speech in English and translates into 30 different languages.

BOOTH: 15

W. T. Cox Subscriptions

201 Village Rd.
Shallotte, NC 28470
(800) 571-9554

Booth Representative: Dana Reeves, Regional Sales Director.

W. T. Cox Subscriptions has been providing superior subscription services to all types and sizes of libraries for over 35 years, offering print and online subscriptions as well as e-journal management.

Dominion Library Associates, LLC

Building and Facilities Planning, Management, Needs Assessment,
Policy Development, Strategic Planning

John A. Moorman, Owner and Principal

Charles Koutnik, Associate

8216 Old Mill Lane

Williamsburg, Virginia 23188

757-566-4511

dominionlibraryassoc@cox.net

www.dominionlibraryassociates.com



VLACRL CONFERENCE WITHIN A CONFERENCE SCHEDULE

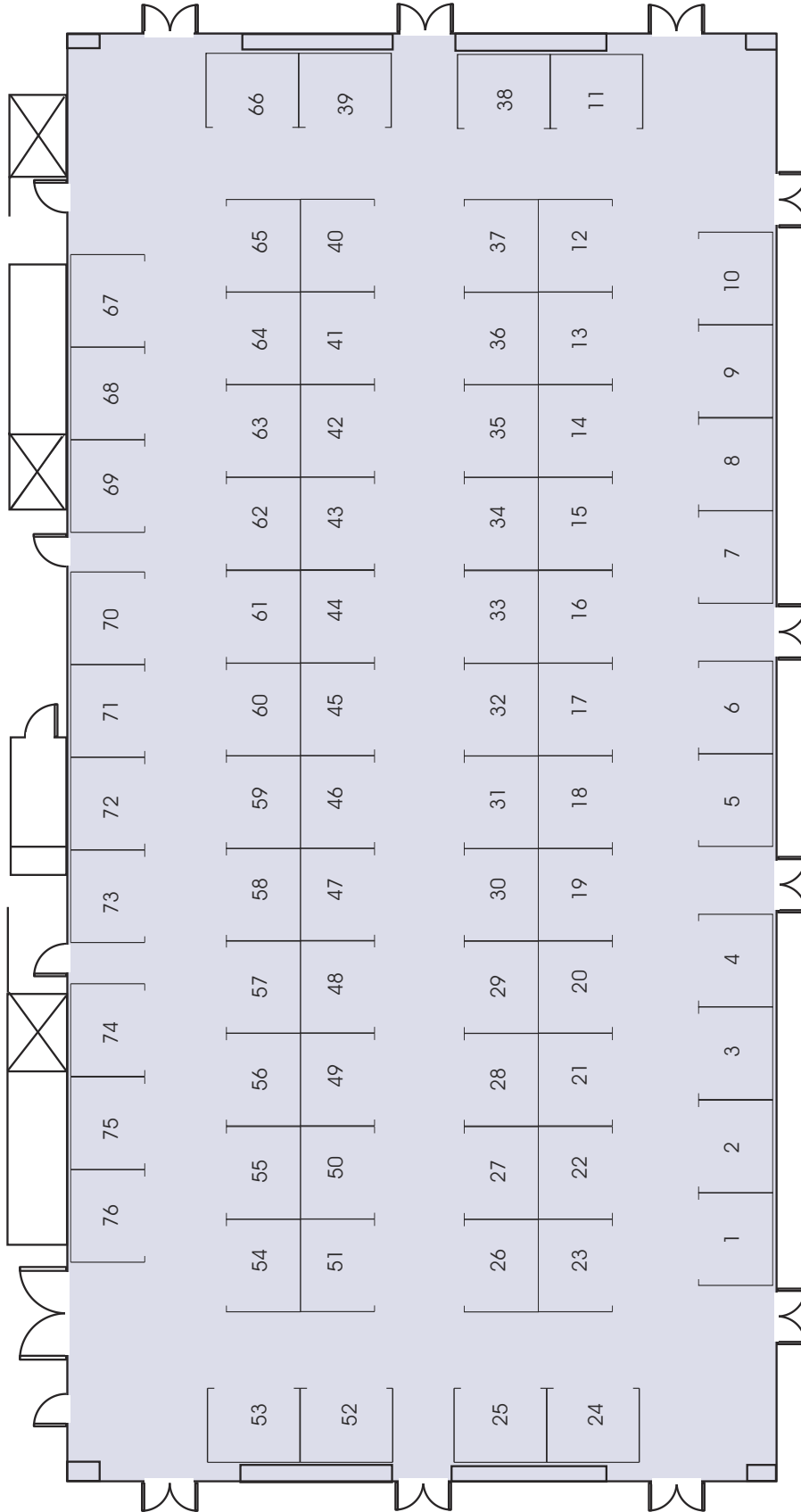
Full session descriptions are available in the concurrent session listings in this program.

Time	Madison Room (cap. 75)	Jefferson Room (cap. 50)
Thurs., noon to one	Lunch with VLACRL	
Thurs., 1:15 to 2	Poster session	
Thurs., 2:15 to 3	Implementing E-readers in an Academic Library: Collection Development, Access Services, and Technical Services Perspectives – Tatiana Pashkova-Balkenhol, Virginia Kinman, Pat Howe (Longwood University)	Understanding the Graduate Student Research Process: From Concept to Product – Rebecca Pappert, Beth Blanton-Kent, Tina Smith and Keith Weimer (UVA)
Thurs., 3 to 3:45	Visit Exhibits	Visit Exhibits
Thurs., 4 to 4:45	VIVA Meeting – no programming	VIVA Meeting – no programming
Thurs., 5 to 6	VIVA Meeting – no programming	VIVA Meeting – no programming
Fri., 8 to 8:45	Emerging Technologies and Teaching: The Library as Bridgebuilder – Leland Deeds and Ann Knox (Union PSCE)	A Big Bang for a Small College – David Dudek (Washington College)
Fri., 10:45 to 11:15	Visit Exhibits	Visit Exhibits
Fri., 11:30 to 12:15	Analyzing students' bibliographies: Do students practice what we preach? – Eric Ackerman (Radford University)	If You Build It Will They Come: Designing and Implementing a Digital Media Lab – Danielle Whren Johnson (Loyola/Notre Dame)
Fri., 2:15 to 3:00	Mapping the Culture: A Systemic Approach to Information Literacy Program Assessment – Christopher Richardson (Southern Virginia University)	Distance-Based Reference Services: an Essential Toolkit for Serving Remote Users – Brad S. MacDonald (Jefferson College of Health Sciences)
Fri., 3:15 to 4:00	Employee Perspectives on the Big Picture of Library/IT Collaboration – Sara Baron (Regent University)	Click Now: Integrating Clickers into Library Instruction – Gail Flatness, Barbara Siller (Marymount University) Mary Hanlin (Tidewater Community College)



Exhibit Hall

Renaissance Portsmouth Hotel Portsmouth Ballroom



Meeting Rooms

