Welcome to Charlotte
By Cassandra Barnett, 2009-2010 AASL President

School library media specialists, start your engines! Welcome to AASL’s 14th National Conference & Exhibition. Get ready for four full days of learning, excitement, and networking!

Navigate your way around the conference the way you would a race track. Always keep your goal in mind: to go back to your school library media program ready to “Rev up learning!”

Remember, the way you’ve prepared for the race affects your goal. I hope you’re prepared with the right shoes; tools for taking notes; a well-planned itinerary with the sessions that will have the most impact on your school library media program; and business cards to help you leverage the connections you will make over the next few days.

As you navigate the track, take time to recharge your engine. Make pit stops at the various free events for conference-goers: the Exploratorium; The Pit Stop; the Storytelling Festival; general sessions with danah boyd; and more.

Today’s Exploratorium Showcases Best Practices in School Librarianship

Attend the Exploratorium today from 1:00 p.m. to 3:00 p.m. in room Exhibit Hall C2 to get first-hand knowledge of many new practices that are transforming the library media center into the hub of the school. This two-hour educational session will showcase “best practices” from the school library media community.

Browse at your own pace, spending as much or as little time as you wish at each station, and come away with great ideas to help “Rev up learning @ your library.” Topic areas include: motivating children and adolescents to read and reflect; understanding and implementing the AASL learning standards; previews of research revolving around the AASL learning standards; improving learning strategies; and incorporating new media to help children and adolescents engage in thinking, creativity and reflection.

First-Time Attendees: Don’t Miss Celebrate Conference

Are you new to AASL national conference and wondering how to get the biggest bang for your conference buck? All first-time attendees are encouraged to attend Celebrate Conference. This fun orientation event is an informal way to get tips and tricks from veteran conference attendees to help you make the most of your conference experience.

Celebrate conference begins at 12:30 p.m. in room #217 of the convention center. Seating is limited, so be sure to arrive early.

Danah Boyd’s Keynote Address Today

Danah boyd, the “high priestess” of networked social media, will deliver the keynote address at the Opening General Session this afternoon from 3:30 to 5:30 p.m. in the Ballroom.

Danah boyd is an internationally recognized authority on online social networking sites. Her unique and controversial perspectives on how America’s youth are engaging in sites such as MySpace, Facebook, and YouTube will help school library media specialists understand how this shift in our culture is changing the way students are communicating with each other and representing themselves online.

On-demand access to the keynote address will be posted on b there – Your Virtual Truck Pass just hours after she speaks. In addition, boyd will give an exclusive interview for the b there community. The b there community will be invited to take part in a discussion on key topics addressed during the session and interview.

THURSDAY HIGHLIGHTS

Celebrate Conference – First Timer’s Orientation 12:30 p.m. – 1:30 p.m.

Exploratorium 1:00 p.m. – 3:00 p.m.

Opening General Session with danah boyd 3:30 p.m. – 5:00 p.m.

AASL Exhibits Opening Reception 5:00 p.m. – 7:30 p.m.

A Storytelling Extravaganza 8:00 p.m. – 10:00 p.m.

FRIDAY HIGHLIGHTS

One Book, One Conference 7:00 a.m. – 7:45 a.m.

Special Session: Turbocharge Your Day with James Patterson 8:00 a.m. – 9:00 a.m.

Author Pit Stops 12:45 p.m. – 2:15 p.m.

Exhibit Hall

P21 MILE Guide Release 2:15 p.m.

Author Banquet 6:30 p.m. – 9:30 p.m.

EXHIBIT HALL HOURS

Today 5:00 p.m. – 7:30 p.m.

Tomorrow 9:00 a.m. – 5:00 p.m.

Saturday 8:30 a.m. – 1:00 p.m.

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Exhibit Hall Opening Reception Tonight

We’re having a party and you’re invited! Join more than 200 exhibitors this evening at 5:00 p.m. to get a first glimpse at their products and services. Exhibits are a great way to learn about the new products and services offered for school library media specialists and their programs.

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NEW LS2 Kids
NEW LS2 Circ
LS2 Pac

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LS2 Beautiful software
NEW LS2 Kids
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LS2 Pac

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If you read John Palfrey and Urs Gasser’s book “Born Digital: Understanding the First Generation of Digital Natives,” be sure to participate in the One Book, One Conference discussion held Friday morning from 7:00 a.m. to 7:45 a.m. in room #213A. All conference attendees are invited to take part in the discussion.

Discussion prompts for One Book, One Conference participants:
1. How do we explore the nuances of the participation gap, taking into account the impact of social inequality and parental fluency?
2. Who is our digital native? Do we accept the premise that digital natives process information in a different way than immigrants? How do we empirically explore the digital generation gap?
3. Does the technology develop first, or the social norms about how the tools are used? Are the technological limitations of these tools transforming the way natives socialize and understand themselves?
4. How do youth in different countries use online socialization tools differently, and what is the significance of these differences? How do on-line social activities affect off-line identity development?

Before you start your engines, be sure to take advantage of your Virtual Track Pass – the national conference offered in a virtual setting. Access all that your Virtual Track Pass has to offer and become an active member of this virtual community. To make the most of your conference experience, visit www.learning-times.net/aasl.

What’s on the Track
Your Track Pass will feature many of the elements of the national conference to “Rev up learning @ your library,” including:
• Eight live webinars
• Speaker updates, materials and chats
• Interview with keynote speaker danah boyd
• Discussion threads on closing speaker Marco Torres
• Interviews with authors, including James Patterson
• Real-time research symposium
• Session podcasts recorded by onsite volunteers
• Resources for “do-it-yourself” professional development activities
Full access to b there is included with conference registration.

Join your friends and colleagues as spellbinding performers from the National Storytelling Network celebrate the everyday and the fantastic in a casual evening of traditional and original tales. Steven Henegar, Kuniko Yamamo, and Madea Lloyd Wilson will share delightful ways to bring stories into your school library media center. A Storytelling Extravaganza will be held tonight at 8:00 p.m. at the Hilton Charlotte City Center. The event is sponsored by Scholastic.” After the performances, meet the storytellers for a Q&A session to inspire you and your students to become more involved in storytelling.

Program change:
“Collaborating to Fuel Student Achievement”
Presenter: Joyce Needham
Listed for Saturday, November 7, 8:00 a.m. - 9:15 a.m., Room 219 in program book
The correct date and time: Friday, November 6, 4:00 p.m. - 5:15 p.m., Room 219

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VISIT US AT AASL
BOOTH #521
L4U – Library 4 Universal™ Releases New Centralized Software Solution

“Library Automation Made Easy!” certainly describes L4U Enterprise 1.0,” says Braden Messenger, VP of the SRB L4U – Division. L4U Enterprise, developed on 4DV11 SQL, will manage all locations data from one server installation while at the same time providing autonomy for each school. Before L4U Enterprise, centralization resulted in schools losing their independence when making decisions about managing their libraries.

Access privileges can be determined individually and globally. Active Directory integration is easy along with automatic patron imports from your student information system. Saved import templates and our automatic import scheduler save you time.

“L4U Enterprise is currently being implemented into 288 schools across five school districts,” says Mr. Messenger. Performance tests have shown L4U Enterprise to be on average 580% faster for day to day functions then L4U Platinum 2.3. Visit us at booth #773 for your free presentation today!

Library 4 Universal is recognized as a world leader in library management software; this state of the art product has continually led the industry with capabilities to operate both on the Macintosh and Windows platforms. The L4U product is not only being used extensively in Canada and the United States, but throughout the world, in areas such as China, Africa, Romania, Bermuda, United Arab Emirates, Japan, Guam and the British West Indies. For more information on L4U please visit www.L4U.com.

An important part of the program is our iKids Approved Lists. A knowledgeable team of MLS-degreed collection development librarians and curriculum experts create these lists, reviewing materials ‘book-in-hand’ to assure age-appropriate recommendations. We also offer hundreds of publisher created classroom sets in addition to our own Ingram-created sets.

While at AASL, be sure to visit booth #155 and join us for a short demo on our iKids programs to receive your free iKids tote bag. (See for yourself why so many schools choose Ingram as their vendor.) While in our booth to register for your chance to win a selection of books from Perfection Learning, and be sure to meet the funny and talented Gene Ambaum and Bill Barnes of Unshelved! Check our ad for times.

Contact Ingram at (800) 937-5300, ingramlibrary.com/schools or through12@ingrambook.com.

Baker & Taylor Proudly Offers Paw Prints

Baker & Taylor, Inc., the world’s largest distributor of physical and digital books and entertainment products, is proud to offer libraries Paw Prints. With Baker & Taylor’s unique prebind program and its lifetime guarantee, libraries never have to pay to replace popular high-circulating titles.

Baker & Taylor’s Children’s and Teen Services (CATS) has built a Paw Prints database of 26,000 unique ISBNs.

“In libraries, popular titles get a lot of wear and tear and eventually require maintenance, tape and glue to hold them together – or, worse, they have to be replaced. Not with Paw Prints,” said George Coe, President of Library and Education. “Paw Prints titles save libraries money and ensure that patron after patron can enjoy their most-loved books.”

With Paw Prints, Baker & Taylor rebuilds books so that they hold up under heavy library use. The original jacket cover is removed, and a new spine – one that meets Library Binding Institute standards – is constructed. The books are covered with...
Exhibit Hall Opens Tonight at 5:00 p.m.

While children in today’s libraries may be new readers, they are nonetheless inquisitive and confident technology users, sometimes even more so than their parents or other adults. That’s why The Library Corporation (TLC) developed LS2 Kids – exciting software designed for the next generation of library users.

LS2 Kids is the children’s version of TLC's successful LS2 PAC – the same technology with new features oriented to younger library users. It’s powerful software with an intuitive, easy-to-use interface that helps children find exactly what they’re looking for within a library’s collection.

LS2 Kids was developed with input from a special focus group of library users as well as children ages 5 to 11, because young people possess a great deal of technical knowledge and unique ways of looking for materials. For instance, the home screen of the LS2 Kids software is a scrollable list of popular book series like “Harry Potter,” “Dr. Seuss,” “Junie B. Jones,” and “The Magic School Bus.” A single click calls up every title in a selected series, beginning with the most recent publication.

Scout, the curious young pup who greets users of LS2 Kids, guides children as they search for items of interest in their school or public library. Kids can click on an icon in the category wheel that encircles Scout and select topics of interest. Kids are encouraged to choose from dozens of subject areas – math and reading, of course, but also fun topics like space, baseball, gymnastics, cats, hippos, dinosaurs, scary stories, and many more. They can also type a book title directly into the search form, or even type in keywords.

Exhibitor News

EXHIBITOR NEWS

LS2 Kids – TLC Debuts Library Software for the Next Generation

Thursday, November 5
5:00 p.m. – 7:30 p.m.
Friday, November 6
9:00 a.m. – 5:00 p.m.
Saturday, November 7
8:30 a.m. – 1:00 p.m.

Syracuse University School of Information Studies...

TeachingBooks.net...

Tresco Industries...

The Library Corporation – TLC...

Thinkmap Visual Thesaurus...

Trellax Communications...

University of North Texas School of Library & Information Sciences...

Upstart / UpstartBooks...

Usborne Books / Kane Miller...

WebClarity Software, Inc...

Weigel Publishers...

Wood Designs...

Workman Publishing Co...

World Almanac Education...

World Book, Inc...

WT Cox Subscriptions...

Yolink...

Exhibitor List, as of 10/20/09...

E X H I B I T O R  N E W S
Exhibitor Addendum

BayScan Technologies, LLC – Booth 368
12782 Prospect Road - 1st Floor
Strongsville, OH 44149
Phone: 440-846-2510
Toll-free: 877-229-7226
Fax: 440-846-2515
E-mail: contact@bayscan.com
Website: www.bayscan.com

Boyds Mills Press – Booth 868
815 Church Street
Honesdale, PA 18431
Phone: 570-251-1164
Toll-free: 877-512-8366
Fax: 800-874-8817
E-mail: admin@boydsmillspress.com
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Fax: 800-874-8817
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Website: www.boydsmillspress.com

Colibri Systems, LLC – Booth 1021
925 Vista Park Drive
Pittsburgh, PA 15205
Phone: 412-787-5038
Toll-free: 888-827-3080
Fax: 440-846-2515
E-mail: contact@bayscan.com
Website: www.bayscan.com
Fax: 440-846-2515
Phone: 440-846-2510
Strongsville, OH 44149
12782 Prospect Road - 1st Floor

Don’t leave Charlotte without your iKids tote bag!

Stop by Booth #155 to learn more about iKids, our comprehensive school library materials and curriculum sets resource. When you do, you’ll get a free iKids tote bag!

Meet the funny and talented Gene Ambaum and Bill Barnes of Unshelved!
Thursday: 5:15pm, 6:00pm, 6:45pm - Drawing the Unshelved characters!
Friday: 3:00 – 4:30pm - Book Signing
Saturday: 9:30 – 11:00am - Book Signing

*Drawings will be given away.

Grolier Online/Book Flix/Expert Space – Booth 253
557 Broadway
New York, NY 10012
Phone: 212-965-7387
Website: www.scholastic.com

The Horn Book, Inc. – Booth 369
7858 Industrial Parkway
Plain City, OH 43064
Toll-free: 800-325-9558
Fax: 800-827-3080
E-mail: amartin@juniorliibraryguild.com
Website: www.hbook.com

Kris Kringle Book – Booth 867
One Old Farm Lane
Hartsdale, NY 10530
Phone: 914-715-3103
Fax: 866-254-8302
E-mail: mciampi@ciampilaw.com
Website: www.kriskringlebook.com

Library Video Company/SAFARI Montage – Booth 149
7 E Wynnewood Road
Wynnewood, PA 19096
Phone: 610-645-4000
Website: www.libraryvideo.com
Library Video Company and SAFARI Montage provide a total solution for educational media, both DVD and digital, to schools and libraries that can meet all visual instruction needs.

Maps101 – Booth 808
120 Cremona Drive - Suite H
Santa Barbara, CA 93117
Toll-free: 877-627-7199
Fax: 805-685-3330
E-mail: maps101@maps.com
Website: www.maps101.com

NBC News/NBC Learn
Booth 1015
30 Rockefeller Plaza
New York, NY 10112
Phone: 347-708-0401
Fax: 614-338-1135
Website: www.nbclearn.com

New Dimension Media/CRC Video on Demand – Booth 156
307 N Michigan Avenue - Suite 500
Chicago, IL 60601
Phone: 312-642-9400
Toll-free: 800-288-4456
Fax: 312-642-9805
E-mail: info@ndmquestar.com
Website: www.ndmquestar.com

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PO Box 505
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Phone: 866-305-2380
Fax: 816-326-9176
Website: www.revvedaboutreading.com

Map101™ is a unique and comprehensive online resource that makes social studies interactive and engaging in the K-12 classroom and costs only pennies per student.

Rising Sun Education – Booth 600
5251 W 73rd - Suite C
Edina, MN 55439
Phone: 425-842-1458
Fax: 888-900-4090
E-mail: jack@risingstareducation.com
Website: www.risingstareducation.com

Revved About Reading provides incentives to promote reading by students.

Rutgers University – Booth 1049
4 Huntington Street
New Brunswick, NJ 08901
Phone: 732-932-7169
Fax: 732-932-8314
E-mail: pds@comminfo.rutgers.edu
Website: comminfo.rutgers.edu/pds

›› see page 7
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AudioBook Classroom’s collection of 1,001 audiobook titles includes essential classics like “The Great Gatsby,” “Paradise Lost,” “Little Women,” and “Beowulf.” Titles for both assigned and recreational reading come in a variety of subjects including American history, popular fiction, poetry, juvenile literature, biography, and many more. Digital audiobooks in the AudioBook Classroom collection benefit both your students and your school. It’s perfect for students of any reading level: motivate reluctant readers, develop language skills, introduce titles above reading level, or give busy students a convenient way to access and transport the books they need and want. Your school won’t ever need to replace damaged CDs or dedicated audio-book players or worry about shelf space because AudioBook Classroom is installed on the network.

AudioBook Classroom is powered by OverDrive, the leading distributor of audiobooks to libraries, schools, and retailers. Visit booth #911 to find out more about AudioBook Classroom, as well as the online service School Download Library (www.schooldownloadlibrary.com).

Recorded Books Teams with ePrep to Launch Program for Schools

Recorded Books LLC, in partnership with ePrep, Inc., is pleased to announce the launch of ePrep, a revolutionary suite of online, video-based study programs. This partnership will allow schools to offer students the opportunity to improve SAT, ACT, and PSAT scores without paying the excessive fees associated with private tutoring or classroom courses.

ePrep successfully uses expert instructors to deliver a differentiated learning experience that students can access during school hours or at home. Using a video delivery platform that replicates the private tutor experience, ePrep makes test preparation easy. “We’re excited to deliver a product to schools that will aid students in preparing for one of the most important tests they’ll ever take,” said Jim Schmidt, Vice President of Product Development at Recorded Books.

Details on ePrep’s video test preparation service can be found at http://school.eprep.com. For special school pricing, please call Recorded Books at 800-638-1304.

Founded by Princeton University graduates Karl Schellscheidt and Eric Barnes in 2005, ePrep has its roots in more than 20 years of teaching and professional tutoring experience. ePrep’s goal is to help students of all ability levels reach their educational potential by offering expert instruction that is engaging and convenient. Centered on the proven methodology of a test-grade-review cycle, ePrep’s instructional video platform delivers personal, highly-effective, and expert instruction.

Recorded Books, LLC produces and distributes unabridged audiobooks and other audio products to public and university libraries and schools on CD, cassette, Playaway digital player, and in downloadable formats. Over 8,500 titles are available for adults, children, and young adults in English and Spanish languages narrated by professional, award-winning actors. Recorded Books also distributes language courses, educational lectures, independent films, and nonfiction films on DVD. For more information, visit booth #941 in Charlotte or www.recordedbooks.com.

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Exhibitor Addendum

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Phone: 910-822-6156
Fax: 910-822-6156
E-mail: info@yolink.com
Website: www.yolink.com

Visit YoLink – Booth 1011
25A Technology Drive
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E-mail: info@yolink.com
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Welcome

boyd, James Patterson, and Marco Torres; more than 100 concurrent sessions; and the Closing Celebration at ImaginOn.

Log on to b there – Your Virtual Track Pass, will house all session materials and speaker resources on its Web site at www.ala.org/aasl/bthere. All registrants will have free access to these resources and other great interactive resources for an entire year.

AASL Reduces Conference Footprint by Going Green

AASL promises to make Charlotte the greenest conference yet. With many new initiatives, AASL hopes to lay the groundwork for more sustainable conferences in the future.

To reduce paper waste during conference, AASL’s virtual component to its national conference, b there – Your Virtual Track Pass, will house all session materials and speaker resources on its Web site at www.ala.org/aasl/bthere. All registrants will have free access to these resources and other great interactive resources for an entire year.

Continuing the green effort, conference signage will be made of recyclable materials and printed with eco-friendly inks. Attendees will receive eco-friendly conference bags, which they may donate to a local charity at the end of conference. In addition, surplus promotional items and books from exhibitors will be donated to local charities.

AASL is asking its exhibitors and vendors to join them in making this conference greener. The Charlotte Convention Center and its caterers have also joined the efforts to make the conference greener. In addition to placing recycling stations in convenient places, the convention center has enabled many energy saving measures and employees are encouraged to do their part in minimizing energy consumption by powering down unused convention areas and machinery. To do their part, catering buys locally grown and organic food options and uses recyclable papers and plastics. The caterers will also donate surplus food to local food banks.

For a complete list of conference green initiatives, visit www.ala.org/aasl/charlottegogreen.

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