Is this your patron’s idea of observational research?

SAGE Research Methods Online’s one-of-a-kind taxonomy links together over 100,000 pages of content to help them get the real picture.

Please visit us at booth 3549 to learn more about SAGE Research Methods Online (SRMO), the essential tool for researchers. www.sagepub.com/srmo

SAGE research methods online
Do you know why volcanic ash can get into a plane’s engine and what can happen if it does?

“...volcanic ash clouds are not detectable by the aircraft’s onboard radar instrumentation... adherence of melted ash to critical engine parts and openings, combine to degrade engine performance and, at worst, can cause engine flameout and power loss.

—From the AccessScience article: “Volcanology”

Have you wondered exactly how they try to “kill a well” once it starts gushing oil?

“[One]...option ...is to force a hollow tapered tube known as a stinger into the gushing oil. Heavy mud can then be pumped into the well to offset the natural pressures.”

—From the AccessScience article: “Oil and gas well drilling”

Did you know that world famous ornithologist, John James Audubon, was born in Haiti to a Creole mother and sea captain father or that the largest group of venomous vertebrates is not snakes, but fish? From Biographies to Image Galleries—with videos, animations, dictionary definitions, Q&As, and even customizable pages in between—AccessScience, the McGraw-Hill Encyclopedia of Science & Technology Online serves up richly illustrated, constantly updated, and fully searchable information. This peer-reviewed subscription reference will keep students, faculty, professionals, and general researchers up-to-date. But don’t take our word for it, visit McGraw-Hill in booth 2105 to see a live demo and get a gift to boot!

Libraries and Workforce Agencies Partner to Help Jobseekers and the Unemployed

Today, June 25, the Institute of Museum and Library Services (IMLS) and the Department of Labor’s Employment and Training Administration announced a partnership to encourage collaboration among libraries and the public workforce system to deliver employment and training services at the state and local level. Ultimately, the goal is to improve the quality and quantity of employment and training services available to job seekers and unemployed individuals.

An estimated 30 million people used library computers for a wide variety of workforce information and training needs in 2009, with about 4 million reporting that they found work with support from their public libraries, according to Opportunity for All [http://tascha.washington.edu/usimpact], a study conducted by the University of Washington and sponsored by IMLS and the Bill and Melinda Gates Foundation.

The proposed library/workforce system partnerships are poised to help Americans who are seeking work, unemployment benefits, and additional training through their public libraries. With the benefit of the workforce system’s expertise, specialized tools, and resources, library staff can better help job seekers. Libraries, with their own set of best practices, technology, and community connections, can help increase the reach and visibility of the almost 3,000 One-Stop Career Centers.
FOCUSED ON music

Carla Himmelman, from McGill University in Montreal, uses Thomson Reuters Web of Knowledge™ to zero in on the most relevant information for her studies about the emotional expressivity of music.

What are your users focused on?
Visit booth #1711 and let us know how your library is helping students and researchers achieve their goals.
One library’s story will be featured on the Thomson Reuters building in Times Square.

Take a closer look — and win a $1,000 travel voucher
Attend any of our in-booth presentations and you’ll be entered into the grand prize drawing for a $1,000 travel voucher — good for any library conference. Visit booth #1711 for your chance to win.

Friday
• “Picture This” Trivia – 6:00 PM

Saturday
• “Picture This” Trivia – 9:00 AM, 11:30 AM, 1:30 PM, and 3:30 PM
• Promoting Your Researchers and Assisting Your Faculty Outreach Programs: ResearcherID.com – 10:00 AM
• Life Sciences with Cited References: BIOSIS Citation Index™ – 12:00 PM
• Collaborative Bibliographies with EndNote™ – 3:00 PM

FOCUSED ON ___________
Let us know your focus at booth #1711.

Step into our fun photo booth to capture your memories from ALA.

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Photo courtesy of ALA/Denis Balibouse.
FRIDAY, JUNE 25th
3:30pm – 5:00pm
AAP Editors’ Book Buzz featuring Random House Senior VP and Editor in Chief SUSAN KAMIL. Among her most recent bestselling titles are: The Guernsey Literary and Potato Peel Society Society and Major Pettigrew’s Last Stand.

SATURDAY, JUNE 26th
10:30am – 12:00pm
ALTAFF Isn’t It Romantic Program featuring MARY BLAYNEY, Courtesan’s Kiss (Bantam) Convention Center room 142.
1:30pm – 2:30pm
ALA Auditorium Speaker SALMAN RUSHDIE, Luka and the Fire of Life (Random House)
5:30pm – 7:30pm
Opening General Session featuring TONI MORRISON, a mercy (Random House)

SUNDAY, JUNE 27th
8:00am – 10:30am
RUSA Literary Tastes Breakfast featuring DAN CHAON, Await Your Reply (Ballantine) & MELVIN KONNER, The Jewish Body (Scholastic)
2:30pm
ALA Cookbook Pavilion Demonstration featuring JOAN NATHAN, Quiches, Kugels, and Couscous (Knopf)

5:30pm – 7:30pm
ALTAFF The Laugh’s On Us featuring PAULA POUNDSTONE, There’s Nothing In This Book I Meant to Say (Three Rivers Press) & STEPHANIE DOLGOFF, My Formerly Hot Life (Ballantine) Grand Hyatt.

MONDAY, JUNE 28th
10:30am – 12:00pm
ALTAFF First Author, First Book featuring MITCHELL KAPLAN, By Fire, By Water (Other Press) & ISABEL WILKERSON, The Warmth of Other Suns (Random House) Convention Center room 142.
1:30pm – 2:30pm
ALA Auditorium Speaker JOHN GRISHAM, The Confession (Doubleday)
2:00pm – 4:00pm
ALTAFF Gala Author Tea featuring CAROLYN PARKHURST, The Nobodies Album (Doubleday) Mayflower Renaissance.

The Random House, Inc. BOOK BUZZ: Sunday, June 27th
Washington Convention Center, Room 152A
Join us for a slideshow of the big Fall 2010 books you MUST have and the important mid-list books you don’t want to miss! All attending will receive a selection of FREE, hot advance reader’s copies! Refreshments will be served.
Children’s Titles: 10:00am – 11:00am | Adult Titles: 11:15am – 12:15pm

Valid for a limited time, available while supplies last.

Featured ARE Giveaways:
Promise Me by Nancy G. Brinker (Broadway)
At Home by Bill Bryson (Doubleday)
Thrive by Dan Buettner (National Geographic)
Ape House by Sara Gruen (Spiegel & Grau)

Please check the conference program for ticket info and updates | www.randomhouse.com/library
AASL President’s Program Speaker Calls School Librarians to Action

Allison Zmuda will be the keynote speaker at the American Association of School Librarian’s (AASL) President’s Program. Her presentation, “Leading the Transformation of Education for the 21st Century,” is a call to action for school librarians to position themselves at the forefront of the push to transform American education into the 21st century. The President’s Program will be held Saturday, June 26, 10:30 a.m.–noon in the Washington Convention Center’s Ballroom B.

Zmuda works as a faculty member in the Understanding by Design cadre, with Education Connection in Litchfield, Conn. as a staff consultant, and independently through her own consulting firm. She has presented at workshops and conferences across the United States as well as in Canada, Japan, and Russia. Her first book, The Competent Classroom, launched her work as a national educational consultant. Her second book, High Stakes High School: A Guide for the Perplexed Parents, welcomes parents into the conversation about standards, assessment and high-stakes testing.

Zmuda’s third book, Transforming Schools: Creating a Culture of Continuous Improvement, focuses on systems-thinking.

Zmuda’s recent work is with school librarians and leaders in the field to reestablish the significance of the library as central to the mission of 21st century schools. Her focus is to help every educator create a competent classroom in which what teachers and students are expected to know and be able to do is challenging, feasible and worthy of the attempt.

The AASL President’s Program is an annual event featuring prominent experts on issues relevant to school librarians; it is open to all registered conference attendees. This year’s President’s Program is sponsored by Thinkfinity/Verizon Foundation.

ALA Inaugural Banquet Site for Launch of “Our Authors, Our Advocates”

The ALA Inaugural Banquet, the closing event for the ALA Conference to be held U.S. 7:00 p.m. on Tuesday, June 29, at the Renaissance Washington, Grand Ballroom, will set the stage for the launch of the new national advocacy public-awareness campaign, “Our Authors, Our Advocates.”

“Our Authors are the natural allies of libraries in these challenging times,” said ALA President-Elect Roberta Stevens. They understand the key role libraries and library staff play in the economic, social and educational fabric of our nation. ‘Our Authors, Our Advocates’ will focus on using these well-known and passionate individuals to speak out on the importance of not only sustaining but increasing support for libraries.”

While the economic downturn continues to fuel a surge in library use, it has also sparked a disturbing national trend of severe funding cuts for U.S. libraries. Data from the American Library Association’s 2010 State of America’s Library Report shows 41 percent of the states experienced a decline in state funding for public libraries during the current fiscal year. This has been compounded by reductions of funding at the local level—creating a snowball effect that impacts millions of people for whom library service is vital to their lives.

Through “Our Authors, Our Advocates,” one of Stevens’ key presidential initiatives, authors will lend their support for libraries through media interviews, podcasts, public service announcements and other marketing materials. The materials will be free and made available to ALA membership for use at the local level to assist with advocacy efforts.

The 2010 ALA Inaugural Program will feature award-winning children’s author Carmen Agra Deedy (Martina the Beautiful Cockroach); multiple Coretta Scott King Book Award medalist Sharon Draper (Forged by Fire; New York Times bestselling author Brad Meltzer (Heroes for My Son); and author and Washington Post Writer at Large Michael Arndt (The Snowman’s Snowball).

Tickets for the event are $89 and can be purchased at Onsite Registration located in the West Lobby of the Washington Convention Center. Tickets are non refundable and will only be available until 4:00 p.m., Monday, June, 28, 2010.

Ethnic Affiliates Develop Innovative Family Literacy Initiatives

The Ethnic Affiliates of the American Library Association (ALA) will hold the Family Literacy Focus initiative, in a program titled “Tools to Promote Family Literacy and Advocacy.” The program will be held the Capital Robertson of the Washington Convention Center, 900 Tenth Street NW, on Saturday, June 26 from 1:30–3:30 p.m.

In January 2010, ALA and ALA President Dr. Camila Alire launched the Family Literacy Focus, an initiative to encourage families in ethnically diverse communities to read and learn together. ALA’s five Ethnic Affiliates received funding to develop innovative, culturally focused family literacy programs emphasizing oral and written traditions and exploring new literacies.

These unique projects include:

• The American Indian Library Association (AILA) and the Asian/Pacific Americans Library Association (APALA) combined their resources and created Talk Story: Sharing Stories, Sharing Culture.

• The Black Caucus of the American Library Association (BCALA) held an author-centered intergenerational literacy program for Grand Families @ your library.

• The Chinese-American Library Association (CALA) brought generations together through literacy and cultural activities by Bridging Generations, A Bag at a Time.

• REFORMA held Noche de Cuentos to support storytelling, oral traditions, and preserve cultures.

• Representatives from the Affiliates will discuss the impact of these remarkable and replicable projects. In addition, they will share tips, tools, and lessons learned so you can focus on family literacy in your library and your community.

To order Wizards of the Coast books, contact your local wholesaler.

DungeonsandDragons.com
Reauthorization of Elementary and Secondary Education Act Presents Opportunity to Highlight the Role of School Librarians

On Tuesday, June 29, participants in the ALA’s Library Advocacy Day will be rallying on Capitol Hill and swarming the offices of Members of Congress to discuss library issues. One of the key issues that participants will be discussing is the Elementary and Secondary Education Act (ESEA) Reauthorization. The ALA is pushing Congress to include in the reauthorization a goal to ensure every public school has a school library headed by a school librarian so that all students will have access to materials, resources and instruction on 21st century literacy skills.

Jeff Kratz, assistant director for the ALA Office of Government Relations, says ESEA legislation is currently in the early stages and nothing yet has been introduced in either the House or Senate.

Kratz said both the Senate Health, Education, Labor, and Pensions Committee and the House Education and Labor Committee have been holding fact-finding hearings and meetings to determine what ESEA reauthorization should look like.

“It is very unlikely that ESEA will be reauthorized before the end of the Congress which ends at the end of 2010,” Kratz said. “It is most likely that ESEA reauthorization will have to be done in 2011. Even though Congress is not going to get ESEA reauthorized this year and will have to start over in the next Congress, it is critically important that school libraries are included in the current talks on Capitol Hill as these talks will be the base for reauthorization legislation in the 112th Congress.”

Attend a ProgrammingLibrarian.org Demo, Enter to Win Free Books

The American Library Association (ALA) Public Programs Office will present demonstrations of ProgrammingLibrarian.org, an online resource center for all things related to creating cultural community programs for the library. Informal, interactive presentations will be held at 10:00 and 11:00 a.m. on Saturday, June 25 and Sunday, June 27 and at 1:30 p.m. on Monday, June 28 in the ALA Public Programs Office Booth (#2659) in the Exhibits Hall. An additional demonstration will be held at the ALA Membership Pavilion (#2424) at 9:30 a.m. on Monday, June 28.

All conference-goers who attend one of the ProgrammingLibrarian.org presentations will be entered in a drawing to receive copies of the latest works of some of the authors and poets to be featured on the LIVE! Stage, your library Reading Stage, presented by the ALA Public Programs Office with support for the National Endowment for the Arts. One set of books will be awarded Saturday, Sunday and Monday. Authors and poets to be featured include Laurie Halse Anderson, Roy Blount, Jr., Henri Cole, Heid E. Erdrich, Marilyn Johnson, Adriana Trigiani and more.

To view a full listing of authors and poets to appear on the LIVE! Stage, visit the ALA Public Programs Office booth #2659.

The ALA Public Programs Office promotes cultural and community programming as an essential part of library service in all types and sizes of libraries. Successful library programming initiatives have included “Let’s Talk About It” reading and discussion series, traveling exhibitions, film discussion programs, the Great Stories CLUB, Live! at your library and more. Recently, the ALA Public Programs Office developed www.ProgrammingLibrarian.org, an online resource center bringing librarians timely and valuable information to support them in the creation of high-quality cultural programs for their communities. For more information on the ALA Public Programs Office, visit www.ala.org/publicprograms.

Visit Choice at Booth #2331 to see a demo of the new features on Choice Reviews Online and enter for a chance to win an iPod Touch!

Everyone who comes to Booth #2331 will receive a free Choice banner pen with a Metro map. Hurry to the Choice booth while supplies last!
IFC/FTRF Issues Briefing Tackles Meeting Rooms, Internet Filtering, and Organized Challenges

The IFC/FTRF Issues Briefing at ALA Annual 2010 features two speakers who will spotlight cutting edge intellectual freedom issues that are raising questions and concerns for libraries today.

Theresa Chmara, general counsel for the Freedom to Read Foundation and a faculty member for ALAs acclaimed Lawyers for Libraries and Law for Librarian programs, will review two recent library-related court decisions at the IFC/FTRF Issues Briefing Session on Sunday, June 27 at 4:00 p.m. The first case, Bradburn et al. v. North Central Regional Library District, upheld one library’s restrictive filtering policy; while the second lawsuit, Faith Center Church Evangelistic Ministries v. Glover, struck down a library’s prohibition on religious worship in its meeting rooms. Chmara will explain the legal reasoning behind both decisions, answer questions about their potential impact on libraries, and offer guidance on developing library policies for meeting rooms and Internet filtering. She will also discuss the recent Alliance Defense Fund campaign targeting libraries whose meeting room policies limit or restrict religious activities in the library.

Chmara will be joined by Dee Venuto, Media Center Coordinator at Ranccos Valley Regional High School in Mt. Holly, NJ, who will discuss a local Glenn Beck 912 chapter’s ongoing campaign to remove several gay-themed books from her high school and other local high schools and public libraries in New Jersey. She will review her experience managing the challenge and the decision by her school board to remove Revolutionary Voices, one of the challenged books. Venuto will also offer her perspectives on organized book banning campaigns.

The IFC/FTRF Issues Briefing will take place Sunday, June 27, from 4:00–5:30 p.m. in the Washington Convention Center, Room 204 B/C.

Washington Update Offers Inside Look on National Broadband Policy

The Washington Update, “All Politics Is Local: Positioning Libraries for Success in the Capital” will feature discussion on the role of libraries as anchor institutions in national broadband build-out from some of the leading players in our nation’s capital.

Speakers will include Federal Communications Commission Commissioner Mignon Clyburn and other representatives from the FCC, who will discuss the role of libraries as anchor institutions in national broadband build-out.

The session, hosted by the ALA Washington Office, will be held from 8:00–10:00 a.m. Saturday in Convention Center, Room 140 A/B.

Boopsie, ALA Team Up with ALA Mobile

BoopsieTM has partnered with ALA to bring you ALA Mobile...the fastest, easiest way to access important and useful information about the Annual Meeting in Washington, DC, directly from your cell phone.

ALA Mobile requires access to the data network on your phone (make sure you monitor your data use if you do not have an unlimited data plan). To get ALA Mobile on your cell phone, go to http://ala.boopsie.com from your mobile phone’s browser; or, simply text the word “ALA2010” to 41411. You will receive a text message back with a link to download and install the small application to your phone.

Just follow the simple steps. It only takes a few seconds. Then click on the ALA Logo and select “Exhibitors”, “Sessions”, etc. There is help available from the menu of the application. To find an exhibitor, select the “Exhibitors” channel and start typing an exhibitor name. ALA Mobile is powered by Boopsie’s SmartPrefix search tool—you only have to type the first few letters of each word of the company name. To view a list of the sessions at the show, select the “Sessions” channel. If you want to see all sessions on Friday, just type ‘Fri’ and the list of all sessions on Friday will appear. Clicking on a session will show you more details. Be sure to check out the “add to plan” feature that allows you to keep a personal schedule the show. You can also find local restaurants, hotels and even taxi services through the ALA Mobile—just click on the channel. It’s easy and fun! Enjoy! Boopsie also provides a world-class mobile library application with complete integration with your existing ILS—be sure to stop by their booth, #1509.
Advanced Registration Open for AASL’s Fall Forum

Registration is now open for the American Association of School Librarians (AASL) Fall Forum. “In Focus: The Essentials for 21st-Century Learning” will be held Nov. 5–6, 2010 in Portland, Ore. More information on registering and programming can be found at www.ala.org/aasl/fallforum. “In Focus” is designed to aid school librarians in focusing learning on the essentials, as students distill and isolate information, think and re-think the world inside and outside the classroom. Using AASL’s learning standards and program guidelines, attendees will connect school library programs to current educational concepts at the core of curriculum, and leave with new insight to encourage, elevate and evaluate curriculum, and leave with new insight.

Only through your own deep thinking and understanding will you be able to guide your 21st Century students through meaningful learning experiences. Joining in this forum will enable you to use the best teaching practices, meshed with the national standards, to prepare this generation of students for 21st Century study and work,” said National Institute Chair Hilda Weisburg.

The three breakout sessions will be led by Gail Dickinson, Leslie Maniotes and Ross Todd. As experts in the school library field and these essential skills, they will help attendees delve deeper into essential questions, enduring understanding and evidence-based practice. Throughout the day, attendees will have the opportunity to discuss the theories and put them into practice.

Gail Dickinson, associate professor of library science at Old Dominion University in Norfolk, Va., will lead the first breakout session focused on essential questions. She will help attendees define an essential question and learn how to formulate and use essential questions to incorporate the “Standards for the 21st-Century Learner” into instruction.

The next session will focus on enduring understanding and will be led by Leslie Maniotes, staff developer for the Denver Public Schools. This session is designed to help attendees form methods for prioritizing content while integrating collaborative learning exercises based on what they want students to remember years later. Maniotes is coauthor of the book Guided Inquiry: Learning in the 21st Century.

Ross Todd, associate professor in the School of Communication, Information and Library Studies at Rutgers, the State University of New Jersey, will lead the final session focused on evidence-based practice. An expert in this theory, Todd will help school librarians demonstrate how their school library program contributes to the school as a thinking and learning community. Attendees will learn to link research, experience, insights and systematic measures in their everyday practice.

The keynote speaker will be Paige Johnson, global manager of K-12 education for Intel’s Corporate Affairs Group and past-chair of the Partnership for 21st Century Skills (P21). Johnson will discuss the challenges of 21st century reform from the perspective of the workforce and students. She will help attendees understand why corporations are interested in 21st century education. She will also encourage school librarians to make learning more personalized to include students that may become overwhelmed by the more rigorous standards.

The Fall Forum occurs in the year that ALA does not host a National Conference. For more information about the 2010 Fall Forum and to register, visit the AASL Web site at www.ala.org/aasl/fallforum. Attendees will receive a price break for registering before October 5. Rates on or before October 5 are: AASL members, $289; ALA members, $339; Non-members, $404.

Spencer G. Shaw (1916 - 2010)

“When you speak of storytelling, many people relate it to the nursery. I use storytelling as an important means of sharing cultures of the world. I use storytelling for all age groups, regardless of how young or how old they may be.”

The University of Washington Information School and community mourns the loss of national and internationally known librarian, storyteller, and educator Professor Emeritus Spencer G. Shaw. Spencer passed away on June 15 at the age of 93.

We invite you to a celebration of Spencer’s life at this year’s Spencer G. Shaw Lecture featuring Jane Yolen, on October 14 at the University of Washington.

Mango teaches more than just vocabulary—each lesson integrates grammar, pronunciation AND culture, as well as proven strategies for increasing comprehension and retention, making Mango the most effective way to learn to speak a foreign language.

Stop by Booth #1637 or visit us online for more information.

Where will you Mango?

mangolanguages.com

ACRL 2011 Registration Now Open!

Registration for the ACRL2011 National Conference, “A Declaration of Interdependence,” to be held March 30–April 2, 2011, in Philadelphia is now open. Register by the early-bird deadline of February 4, 2011, and save more than 20 percent on conference registration. Special group registration prices, reduced airfares, hotel discounts, and scholarships are also available.

The ACRL 2011 National Conference will feature more than 300 peer-reviewed sessions specific to the needs of academic and research librarians and staff. Our celebrated keynote speakers—Tiffany Shalin, Raj Patel and Clinton Kelly—will inform and challenge. Take advantage of this unique opportunity to explore new ideas and consider the interdependency that exists in our academic and research library community. Join us in Philadelphia to make ACRL 2011 a truly revolutionary conference!
Boost Teen Reading at Your Library with YALSA’s Teens’ Top Ten, Teen Read Week, and the WrestleMania Reading Challenge

The Young Adult Library Services Association (YALSA) offers librarians three unique tools to encourage teen reading this summer and into next fall: the Teens’ Top Ten, a list of popular books determined entirely by teens; the WrestleMania Reading Challenge, a partnership with World Wrestling Entertainment to encourage reluctant readers to read for fun and become regular library users; and Teen Read Week, a week-long turnkey program to connect teen literature and reading also determining the nominations each year for the Teens’ Top Ten.

For more information about YALSA or for lists of recommended reading, viewing and listening, go to www.ala.org/yalsa/booklists, or contact the YALSA office by phone, 800-545-2433, ext. 4390, or e-mail, yalsa@ala.org.

Discover a Great New Source of Revenue!

The National Public Library Direct Marketing Consortium, managed by Carl Bloom Associates can dramatically increase funding for your library by tapping into the charitable potential of your community.

For example, one library’s mailing to individual donors received a 12% response rate and raised over $75,000!

To learn what CBA’s National Public Library Direct Marketing Consortium can do for your library, visit us at booth #3957.

Or contact Luke Vander Linden
Call or text: (917) 364-7547
Email: luke@carlbloom.com

Visit us at booth #3957 for a chance to win an Apple iPad!

Washington Office Presents a Look at Life after Google Book Settlement

As the outcome of the proposed Google Book Search (GBS) Settlement hangs in the balance, the library world continues to ponder what the outcome will mean for the future of libraries and digitization efforts. The ALA Washington Office is hosting a panel discussion titled “Panel Discussion on Life after the Google Book Search Settlement (GBS)” which will explore the possible court rulings – approval, denial or permutation there in – and how libraries would be impacted.

The session will be held on Saturday, June 26 from 10:30 a.m.–noon in Convention Center, Room 151B.

Jonathan Band, intellectual property attorney and counsel for the ALA, will lead the discussion and pose questions to an expert group of panelists. Invited panelists include a representative from Google, a professor from the New York University Law School, a representative from the U.S. Copyright Office and a librarian from a GBS participating library.

Enjoy free sandwiches and sweets, and learn how to build a direct mail fundraising program to yield a steady stream of significant revenue for your library.

We look forward to meeting you.

Carl Bloom Associates cordially invites you to

Afternoon “High Tea”

Morrison Clark Inn
Garden Room
1015 L Street, NW
Washington, DC 20001

Monday, June 28
2:00 - 3:30pm

Enjoy free sandwiches and sweets, and learn how to build a direct mail fundraising program to yield a steady stream of significant revenue for your library.

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Exhibits

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and graphic novels; and the ALA Membership Pavilion where representatives of each ALA division, round table and office are ready to assist.

Pavilions

If you’re the type of librarian that likes to arrange by subject matter, then you will love the exhibit floor pavilions.

The “What’s Cooking @ ALA” Cookbook Pavilion has fantastic displays of the latest cookbooks with chefs on hand everyday to prepare the hottest recipes on the demonstration stage.

The DVD/Video Pavilion is a great place to browse for recorded materials.

The Technology Pavilion features the latest products and services designed to increase the efficiency, effectiveness, and creativity of today’s librarians.

The Green Pavilion provides products and services to help libraries “Go Green” in areas of signage, furniture, lighting, architecture or computer recycling.

The International Pavilion is the perfect place to find multicultural materials and foreign language books as suppliers from around the world will be in attendance.

The Small Press Product Area is where the new and independent presses will often launch their newest products.

The University Press Pavilion allows you to browse for a diverse number of university and research presses from a variety of genres.

Reading Stage

Listen to your favorite author in the LIVE!® Your Library Reading Stage at the end of aisle 2600. Sit back and relax while Heidi, W. Durrow, Roy Blount, Jr., Matt Dembicki, and many others engage and entertain with readings from their works. The readings take place Saturday, Sunday, and Monday; check your program book for more information (p. 213). Most readings will followed by an autograph session.

Closing Reception

The new Monday Closing Reception will be held throughout the Exhibit Hall. There will be special sales and giveaways, including a chance to win a free Conference Package to the 2011 Annual Conference. Fill out the entry form found in your ALA Action Ad Booklet or the Monday edition of Cognotes and drop it in the raffle boxes located at the end of the 700 and 3500 aisles. You must be present to win.

SHUTTLE BUS SCHEDULE

ALA 2010 ANNUAL CONVENTION
WALTER E. WASHINGTON CONVENTION CENTER SHUTTLE SERVICES

DATE    INTERVALS    HOURS OF OPERATION
FRIDAY, JUNE 25TH
All Day       20 minutes        7:00 AM - 8:30 PM
PM Peak       5 - 10 minutes    4:00pm - 8:30pm
EXHIBITS OPEN AT WCC AT 5:30PM
SATURDAY, JUNE 26TH
All Day       20 minutes        7:00 AM - 8:00 PM
AM Peak       5 - 10 minutes    7:00am - 10:00am
PM Peak       5 - 10 minutes    4:30pm - 6:00pm
Scholarship Bash Event 6:30pm - 11:30pm
*Service from WCC to Newseum will begin immediately following the opening general session
FROM WCC TO NEWSEUM 6:30PM - 8:30PM
FROM NEWSEUM TO HOTELS 8:30PM - 11:30PM

SUNDAY, JUNE 27TH
All Day       20 minutes        7:00 AM - 7:00 PM
AM Peak       5 - 10 minutes    7:00am - 10:00am
PM Peak       5 - 10 minutes    4:30pm - 6:00pm
Newberry Caldecott Banquet 6:30pm - 12:00am
*Event is at Hilton Washington; Limited service from all hotels beginning at 6:30pm
** Return Service from Hilton to all Hotels- 8:00pm to 12:00am

MONDAY, JUNE 28TH
All Day       20 minutes        7:00 AM - 6:00 PM
AM Peak       5 - 10 minutes    7:00am - 10:00am
PM Peak       5 - 10 minutes    4:00pm - 6:00pm

TUESDAY, JUNE 29TH
AM Peak       5 - 10 minutes    7:00am - 9:00am
Capitol Hill Rally* 10:00am - 1:00pm
Inaugural Banquet & Awards 6:30pm - 11:30pm
* Shuttle service from Route Hotels to Inaugural 6:30pm - 7:00pm
* Limited Shuttle service from Inaugural to hotels 7:00pm - 11:30pm

Help Support the Christopher J. Hoy/ERT Scholarship

Participate in the Silent Auction, located at the Bottom/Loft of the Hall A Escalators. You can win a quilt made and graciously donated by the ALA BiblioQuilts. The announcement of the winners will be made on Monday, June 28th at 1:00 p.m.

Shuttle Bus Service sponsored by: Gale, A Cengage Learning Company See us in booth #3703.

Burning Man

is volunteered by those who also have a passion for the Public Thing – Res Publica, as the Romans once called it.

I attended ALA annual in San Francisco after having been to Burning Man. I was already involved with the Intellectual Freedom Round Table, and I remember leaving the convention center determined to find Burning Man headquarters. I did and walked into a meeting with Crimson Rose, Managing Art Director, having an AltTalk meeting where they were discussing placement of the large scale art installations on the playa. I thought as I was coming home wouldn’t it be fantastic to combine Burning Man cultural ethos with intellectual freedom values. I imagined that this would be something that I could contribute to both of my communities.

The Intellectual Freedom Round Table and Burning Man come together in a program titled “Burning Man, Libraries, and the 21st Century: The Intersection of the Individual and Society” on Saturday, June 26, at 1:30 p.m. in Washington Convention Center, Room 143 B/C. Come and listen to sounds of Black Rock City, home to Burning Man and its citizens, view stunning images of this extraordinary place, and share in a fascinating conversation.

IFRT is delighted that Larry Harvey, Executive Director of the Burning Man Project will join Lauren Christos, Chair of the Intellectual Freedom Round table in a conversation on how intellectual freedom informs the Burning Man experience and our 21st century society. IFRT envisions that our program will challenge and expand the boundaries of currently held intellectual freedom beliefs. Through the social phenomena that is Burning Man, the audience may come away with new and creative ideas to explore intellectual freedom in their personal and professional lives.
ALSC Focus on Building Community and Partnerships

Cohesive, informed communities and strong, inventive partnerships positively impact successful library service to young people. The Association for Library Service to Children (ALSC) is offering several programs here in D.C. that will provide librarians and educators with tools, resources, and ideas for reaching out to the community and potential partners to form positive, collaborative, and productive relationships.

On Saturday, June 26, 8:00–10:00 a.m. in the Washington Convention Center, Room 201, learn practical ways to forge rewarding library/community alliances with limited resources of time and money at Taking Libraries into the Community: Beyond Brick Borders. A range of real-world examples, discussions of suggested tools, and program take-aways will illustrate simple measures librarians can take to economically and effectively collaborate with other agencies to better serve the entire community.

How do librarians achieve harmony between their commitment to strongly advocate for a young person’s intellectual freedom rights and their duty to address parental concerns over what a young person reads, views, or checks out? How does this attempt at balance influence a librarian’s role in the community? Finding the Balance: Kids’ Rights, Parental Demands, and the Librarian’s Role, scheduled for Saturday, June 26, 1:30–3:30 p.m. in the Washington Convention Center, Room 208A/B, will feature a panel discussion by individuals who have grappled with these very same questions and have struggled to make different forces in their communities understand the librarian’s role in these issues. Take advantage of this opportunity to garner insight on sensitive intellectual freedom issues by hearing the experiences of others who have been there.

Learn the secrets behind successful school and public library partnerships at Growing Learners Together: Successful School and Public Library Partnerships on Sunday, June 27, 4:00–5:30 p.m. in the Washington Convention Center, Room 102A. Ideas that can be implemented in individual libraries as well as system-wide will be described, including resource sharing, reading promotion, and much more. Links to successful partnerships will be shared. Be inspired by this showcase of programs adaptable for any library.

As Hurricane and Tornado Seasons Approach, AASL Reminds School Libraries of the Beyond Words Grant

The Beyond Words grant, sponsored by national discount retailer Dollar General, targets public school libraries nationwide that have suffered materials losses because of a major disaster. Funds are for purchasing books, media, and/or library equipment that support learning in a school library environment.

To date, Beyond Words has issued grants to more than 100 school library programs. One recipient noted in a thank you letter to Dollar General, “Our students are excited about the new titles purchased with the grant money. They have actually waited at the door before school in order to check out a book. I have never had that happen in all of my 18 years at this school. What a wonderful thing to see students reading just because! Thank you, Dollar General.”

Many of the recipients of these grants were victims of the devastat-
Exactly ten years ago, they introduced Serials Solutions in the Tables at ALA Annual.

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Products Galore at the ALA Store

With its museums, archives, and galleries, Washington D.C. boasts many learning opportunities. As you take advantage of the city, you’ll also want to make time to browse the wealth of edifying and diverse products awaiting you at the ALA Store! Located just outside of Registration on the Grand Lobby Level, you can stop in to browse the great selection today from 10:30 a.m.–7:00 p.m., on Saturday and Sunday from 8:30 a.m.–5:30 p.m., and on Monday from 8:30 a.m.–4:00 p.m.

ALA Graphics has a diverse line-up of Celebrity READ Posters available, including Taraji P. Henson, Queen Rania, Hugh Laurie, Jonas Brothers, Rachel Maddow, and the Twilight series. Also available are posters and bookmarks for young readers and teens, featuring the delightful characters from Bone, Where the Wild Things Are, and Percy Jackson and the Lightning Thief. If seeking a gift for someone back home, the eco-friendly Read Renew Return line, as well as the Born to Read and READ products will ensure you find something special.

Several ALA Editions titles will be making their Conference debuts, including Designing Space for Children and Teens in Libraries and Public Places, offering creative and practical ideas for this important area; The Librarian’s Book of Lists, a new collection of arcane librarians and amusing trivia; and Children’s Services, edited by popular expert Betsy Diamant-Cohen. Also available are two new books published in association with YALSA: Risky Business, by Linda W. Braun, Hillias J. Martin, and Connie Uroghart; and Multicultural Programs for Tweens and Teens, by Linda B. Alexander and Nahyun Kwon. The eighth edition of the Intellectual Freedom Manual will also be in stock. Dozens of other popular and recently published titles will provide something desirable for every collection.

As always, come by early to pick up your conference souvenirs, including the official D.C. 2010 T-shirt and matching magnets. Limited quantities will sell out fast!

ALA Store Hours

Today ........ 10:30 a.m.–7:00 p.m.
Saturday ...... 8:30 a.m.–5:30 p.m.
Sunday ........ 8:30 a.m.–5:30 p.m.
Monday ........ 8:30 a.m.–4:00 p.m.

Take OXFORD for a Spin at BOOTH 3805

Sign up for a free trial of one of our new online resources* to spin the Oxford Prize Wheel! Prizes range from Kindles to coffee tumblers.

FREE GIFT FOR ATTENDING!

Today’s Oxford Online Theatre Schedule

FRIDAY

June 25th, 2010

5:30 Oxford Scholarship Online
6:00 Oxford Bibliographies Online
6:30 Oxford Dictionaries Online

*Oxford Bibliographies Online, Oxford Dictionaries Online, Berg Fashion Library, BBC College of Journalism, Social Explorer
EDUCATIONAL RESOURCES FROM “ALBERT EINSTEIN” TO “ZEUS.” ALL FOR FREE.

Whenever teachers, parents and students ask you for help with schoolwork, answer their requests with Thinkfinity.org. It’s your “go to” site for thousands of premium lesson plans, interactive activities, remarkable resources and more…all from leading educational organizations.

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These listings are paid advertisements. To place an Exhibitor News item in Cognates in future issues at this meeting, contact the Cognates office inside the ALA Office, first floor, Washington Convention Center, Salon D, no later than 1:00 p.m. the day before desired publication.

Baker & Taylor (Booth 3741): Baker & Taylor and PBS present filmmaker Ken Burns from 11:00 a.m. – 1:00 p.m. Saturday. Meet Burns at Booth 3741 and learn about his newest documentary, “Baseball: The Tenth Inning.” First 100 visitors get baseball signed by Burns.

Innovative Interfaces (Booth 3305): Encore Synergy is an integrated discovery application that provides users with a single search for scholarly and popular articles, books, digital collections, institutional repositories, and more. Its Deep Article Integration provides superior article searching and real-time, full-text results! JanWay Company (Booth 2211): Best Prices On Flash Drives! JanWay Company has the best prices on flash drives for your library. Quality 1 GB tier 1 flash drives are as low as $6.50! For details go to www.janway.com. See us at ALA booth 2211.

Library Automation Technologies (Booth 1036): 100% DVD security & 0% librarian drudgery! See the NEW allCIRC-X DVD circulation solution automatically dispensing discs safely and securely! Learn how you can eliminate problems associated with a burgeoning, rapidly circulating disc collection with NEW allCIRC-X!

ALANOTES

ALABASH

THE ALA/PROQUEST SCHOLARSHIP BASH WILL MAKE HEADLINES IN WASHINGTON D.C. AT THE NEW NEWSEUM, SATURDAY, JUNE 26, 7:00 – 11:00 P.M.

The Newseum will offer attendees an experience that blends five centuries of news history with up-to-the-second technology and hands-on exhibits.

TICKETS
Pre-ordered tickets were mailed with badges and expo cards. Ticket purchases onsite may be made at the Bash Booth in the main registration area at the Washington Convention Center for $45.

TRANSPORTATION TO AND FROM THE NEWSEUM COURTESY OF ALA
SHUTTLE SERVICE SCHEDULE
From WCC to the Newseum – 6:30 p.m.* - 8:30 p.m.
From the Newseum to all hotels – 8:30 p.m. – 11:30 p.m.
*Shuttle service from WCC will start immediately following the Opening General Session

BASH BOOTH WILL BE LOCATED IN MAIN REGISTRATION

THE BASH BOOTH WILL BE OPEN FROM
7:30 a.m. – 6:00 p.m. on Thursday, June 24 and Friday, June 25
7:30 a.m. – 7:30 p.m. on Saturday, June 26

Remember proceeds go toward MLS Scholarships.

GET YOUR BASH CASH

Bash Cash can be used at any of the store outlets operated by The Newseum during our event, and can also be used at the cash bars located throughout the venue. Bash Cash can be utilized at The Newseum that night only.

H.W. WILSON BOOTH 1900
GALE BOOTH 3703

Artist’s Obama Peace Mural to be Displayed This Afternoon

A 300-foot-long collection of more than 700 paintings collectively known as the Obama Peace Mural by Huong will be displayed for the first time in Washington, D.C. at the Walter E. Washington Convention Center today.

“The Obama Peace Mural is designed to be a participatory experience for those who see it, and one that evokes public discourse and civic education. It’s far more than art exhibit. It is both inspirational and provocative, deeply educational, spiritual and politically charged as it resonates the hope and vision for peace within all society.”

A Vietnam War refugee-turned-peace activist, Huong has had a remarkably successful career as a painter. In 2000, 25 years after the end of the Vietnam War, Huong presented one of the most significant projects of her career, the series: Fragments of War, a personal protest against the Iraq War. Working on this series helped her confront the tragedies in her life - the loss of her family, the trials of adapting to a new land, among others.

Between 2003 and 2009 Huong created The Peace Mural, an assemblage of 2,000 works that represent her personal protest against the Iraq War. Another project, USALive dedicated to President Barack Obama, is traveling to 50 cities in the United States. The process of creating USALive began with the inauguration of the President, and ended when he traveled to Oslo to accept the Nobel Peace Prize.

At this show Huong will unveil the Gulf’s Oil Spill New Mural plus the Haiti Earthquake Response Mural.

Sponsors include the American Library Association, Peace Mural Foundation and Art War and Peace Museum.
"Incredibly easy to use, fast results ... makes research far more enjoyable and less frustrating. It’s convinced me to apply to transfer to UniSA for my studies."
-Response to survey on the Summon service conducted by University of South Australia Library

Fast, simple, easy: that’s the common response from users of the Summon web-scale discovery service, now in academic libraries in 14 countries (most recently Bibliotheca Alexandrina in Egypt). The ground-breaking technology behind the massive Summon unified index enables discovery of a world of library content... with the speed that net-gen users expect, and the results from sources that your collection experts have selected especially for your students and faculty. Set-up is speedy, too—about six weeks, with minimal staff effort.

The Summon service can change your library’s “game” or just make research remarkably easier. As Dr. Sohair F. Wastawy, Chief Librarian at Bibliotheca Alexandrina, describes...

“Summon is a life saver for our users. Searching the many resources we offer in addition to the Bibliotheca Alexandrina OPAC with a simple search, exemplifies one of the most important principles in libraries: ease of use. We are just glad there is a great solution that put an end to the confusion of using multiple resources.”

When the name of the game is Impact, choose the Summon service and watch researchers return to your library.

Help Serials Solutions celebrate our 10th Anniversary at Booth #3505. See our range of discovery and e-resource management solutions in action, and enter our raffle to win an Apple iPad™ plus 10 apps of your choice!
Encore Synergy Does Articles

Encore Synergy is the only discovery platform with Deep Article Integration that offers timely results, advanced relevancy handling, and balanced findability resulting in a superior search experience.

> See Encore Synergy at Innovative Interfaces booth #3305.