**Highlights**

**Auditorium Speaker Series**
- Nancy Pearl with Mary McDonough Murphy
  Saturday, June 26, 8:00 - 9:00 am
- Sue Monk Kidd and Ann Kidd Taylor
  Saturday, June 26, 10:30 - 11:30 am
- Sir Salman Rushdie
  Saturday, June 26, 1:30 - 2:30 pm

**Opening General Session**
- Featuring Toni Morrison
  Saturday, June 26, 5:30 - 7:00 pm
- Washington Convention Center, Hall D

**ALA/ProQuest Scholarship Bash**
- Newseum
  Saturday, June 26, 2010, 7:00 - 11:00 p.m.

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**Technology Titans Reach Out to Libraries in ALA Technology Pavilion**

By Deb Nerud Vernon

Bill Gates once said, “Never before in history has innovation offered promise of so much to so many in so short a time.” The same can be said about the Technology Pavilion in the ALA Exhibits at this year’s Annual Conference. You won’t want to cruise through the exhibits without stopping by some of these booths.

As you make your way through the area, take a moment to see what Eastman Kodak (booth 712) has to offer. Long known as the industry’s leader of innovative document capture products, software and services, Kodak has developed a photo scanning system which allows auto batch feeding. “It’s the only one on the market,” said Barry Symonds, Business Development Manager of Photo Scanning. Symonds said that the new photo scanning system is extremely relevant to libraries. “First, libraries are able to scan their own archived photos and share them with the community in a digitized format. And libraries can offer that same service to their communities. People can bring in photos or libraries can offer workshops on the process and do some fund raising.” He added that it is a way for the library to offer services to businesses and that there is no ongoing supply cost.

Another booth that is sure to get your attention is HP BookPrep (booth 905). BookPrep is a web service that makes it possible to provide readers with access to any book ever published. “BookPrep is a tool to take scanned books, clean them up, perform color correction, and get them ready for print on demand,” said Shawn Collins, Manager IPG Research Alliance.

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**Will Shortz to Keynote PLA President’s Program**

The Public Library Association (PLA) and PLA President, Sari Feldman, are pleased to welcome famed puzzle master, Will Shortz, as keynote speaker for PLA’s President’s Program and Awards Presentation at ALA Annual. The program is part of the ALA Auditorium Speaker Series and will take place from 1:00-2:30 p.m., Sunday, June 27 at the Washington Convention Center—Ballroom C.

Listeners to NPR’s “Weekend Sunday Edition” and readers of the New York Times are familiar with challenging style of Will Shortz, the world’s only academically accredited enigmatologist, a 14-letter word meaning “someone involved in the science of puzzles.”

Shortz sold his first puzzle when he was 14 and became a regular contributor to Dell puzzle publications at 16. He has since become puzzle master for NPR’s “Weekend Sunday Edition,” crossword editor for The New York Times, editor of Games magazine for 15 years and the founder and director of the American Crossword Puzzle Tournament. His puzzling skills have even taken him to Hollywood as the subject of a feature documentary film, “Wordplay,” in 2006 and as the riddle writer for “Batman Forever.”

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Will Shortz to Keynote PLA President’s Program

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Attendees are eager to enter The Stacks on Friday evening.

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**Win an iPad!**

Come try The Library Corporation’s automation products on the touchscreen computers at Booth #3213. For your chance to win one of two iPads, attend one of TLC’s five-minute product demos on the hour.

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**Win an iPad!**

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Thrilled to build, a group of Libraries Build Communities volunteers head to Habitat for Humanity of Washington, D.C., with a cheer to literally help build homes.
**Saturday, June 26, 2010**

**Ex Libris Rosetta: Goodbye Digital Preservation, Hello Permanent Access**

10:30 a.m. – 12:00 p.m.
Embassy Suites Convention Center, Capital A/B
Speaker: Mike Thuman, Ex Libris

Explore the challenge of providing access to digital content in the coming decades. Intended for institutions which understand the fragile nature of digital content and want to take steps today to authenticate and prepare all types of file formats for both long term preservation and access. A discussion and demonstration of Ex Libris Rosetta will be included to show how workflows for different sources and objects can be created and how advanced preservation planning capabilities can be employed to provide ongoing stewardship and file format migration of large collections.

**Ex Libris Primo/Primo Central: The Ultimate in Next-Gen Discovery**

1:30 – 3:00 p.m.
Embassy Suites Convention Center, Capital C
Speakers: Stu Baker, Northwestern University; Alison Hitchens, University of Waterloo; Corey Harper, New York University; Tamar Sadeh and Jorgen Madsen, Ex Libris

Learn how to take discovery and delivery of local and remote resources to the next level at your institution! This session will explore how three institutions are extending Primo to a mobile environment, integrating the system with the Blackboard course management system, using third party Open Source software to provide improved user experiences, and redesigning the user interface with the Primo custom tiles functionality to provide a more seamless and unified user experience.

**Sunday, June 27, 2010**

**Cut it Out: Reducing Costs and Improving Efficiency with Next-Generation Library Services**

10:30 a.m. – 12:00 p.m.
Embassy Suites Convention Center, Capital A
Speaker: Susan Stearns, Ex Libris

“EFFICIENCY CUTS ARE NO LONGER ENOUGH AND SOME SERIOUS THINKING ABOUT THE FUTURE SHAPE OF SERVICES AND PROVISION IS NEEDED.” As libraries look to the future, they face the challenge of reducing costs at the same time as they improve — and add new — services. This presentation will discuss how the Ex Libris next generation of library services addresses these critical requirements. Susan Stearns, Vice President of Strategic Partnerships, will review ways in which the URM (Unified Resource Management) framework addresses reducing the total cost of ownership of back-office library systems and services, citing examples from work with Ex Libris customers around the world. We will review the ways in which URM streamlines back-office operations, with a focus on minimizing staff resources and leveraging collaborative opportunities.

**Recommended for Libraries Like You: Scholarly Evaluation, Social Networking Metrics, and a New World for Usage Data**

1:30 – 3:00 p.m.
Embassy Suites Convention Center, Capital A
Speakers: Johan Bollen, School of Informatics and Computing, Center for Complex Networks and System Research, Indiana University; Nettie Lagace, Ex Libris

Libraries have now moved into an almost completely online world. The exciting study of usage metrics — as they apply to the evaluation of scholarly communications — offers many opportunities for exploitation of this new environment, including new services to users and collection development activities. This session will introduce you to the possibilities and energize you with new potential applications as well as already-realized applications, such as the bX recommender service from Ex Libris.

Visit [www.exlibrisgroup.com/category/ALA2010Annual](http://www.exlibrisgroup.com/category/ALA2010Annual) to register for these seminars as space is limited. Refreshments will be served.

Visit us at [Booth #1315](#) to learn how Ex Libris can be your bridge to the future!
Auditorium Speaker Series Kicks Off Today with Five Speakers

The ALA Auditorium Speaker Series kicks off three days of presentations, with 12 distinguished speakers who double as authors, activists and national news-makers. All Speaker Series presentations will take place in the Washington Convention Center, Ballroom B/C.

Today's agenda includes:

**Convention Center, Ballroom B./C.**

Conversations will take place in the Washington Convention Center. All Speaker Series presentations will take place in Ballroom B/C.

**8:00 – 9:00 a.m. Saturday, June 26**

**MURPHY ANN KIDD TAYLOR**

Saturday, June 26
8:00 – 9:00 a.m.

In celebration of the 50th anniversary of To Kill a Mockingbird (July 11, 2010), an American classic, Nancy Pearl will interview Mary McDonagh Murphy, Emmy award-winning filmmaker and author of the upcoming book, Scout, Atticus and Boo: A Celebration of Fifty Years of To Kill a Mockingbird. Pearl talks about the pleasures of reading to library and community groups throughout the world and comments on books regularly on NPR's Morning Edition. Pearl is the author of Book Crush: For Kids and Teens: Recommended Reading for Every Mood, Moment, and Interest; Book Lust: Recommended Reading for Every Mood, Moment, and Reason; and More Book Lust: 1,000 New Reading Recommendations for Every Mood, Moment, and Reason, all published by Sasquatch Books. 

Sponsored by HarperCollins

**SIR SALMAN RUSHDIE**

Saturday, June 26
1:30 – 2:30 p.m.

Sir Salman Rushdie is the author of ten previous novels — Grimus, Midnight's Children (for which he won the Booker Prize and, recently, the Booker of Bookers), Shame, The Satanic Verses, Haroun and the Sea of Stories, The Moor's Last Sigh, The Ground Beneath Her Feet, Fury, Shalimar the Clown, and The Enchantress of Florence — and one collection of short stories, East, West. He has also published five works of nonfiction:

- The Jaguar Smile, Imaginary Homelands, The Wizard of Oz, Mirrorwork, and Step Across This Line. He is the former president of American PEN. His newest work of fiction, Laka and the Fire of Life will be published by Random House in November 2010.

Sponsored by Penguin Group USA

**SUE MONK KIDD AND ANN KIDD TAYLOR**

Saturday, June 26
10:30 – 11:30 a.m.

Sue Monk Kidd grew up in the tiny town of Sylvester, Georgia, a place that deeply influenced the writing of her first novel The Secret Life of Bees. Her novel, The Mermaid Chair, explores themes of midlife marriage and self-awakening, and was a #1 New York Times bestseller and winner of the 2005 Quill Award for General Fiction. Her newest book, Traveling with Pomegranates: A Mother-Daughter Story, co-authored with her daughter Ann Kidd Taylor, is a dual memoir set against the backdrops of Greece and France, chronicling Sue and Anni's travels together, as they undertake a journey to redefine themselves and rediscover each other.

Ann Kidd Taylor is a graduate of Columbia College in South Carolina. She has published articles and essays in Shout! magazine in Charleston, SC, where she worked for two years after college as an editorial assistant.

Sponsored by HarperCollins

**FREDDIE J. AUGUSTYN, JR.**

Editor

The Library of Congress

Meetings

**SATURDAY**

YALSA 2011 Excellence in Nonfiction for Young Adults session 1:30–5:30 p.m. moved to JW-Commerce.

Is It Safe to Go Outside? Health Effects of Climate Change and Global Warming 1:30 – 3:30 p.m. is cancelled.

**EXHIBITOR BOOTH CHANGES**

India for Everyone is now in Booth 1633.

Open the Door to Inspiration.

Project MUSE is adding back issues and more!

A core discovery and research tool for scholars in the humanities and social sciences, Project MUSE now offers even more rich archival content electronically. Back issues from over 80 of our respected, peer-reviewed journals are being added, with many available from the first issue. And, MUSE is incorporating further top quality and innovative new titles into the collections this year and for 2011.

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(Above) The ALA Store, open from 8:30 a.m.-5:30 p.m. today in the lobby of the convention center, draws a big crowd as attendees arrive Friday afternoon.

(Right) Charles Ogletree, who taught both Barack and Michelle Obama at Harvard, signs copies of his latest book The Presumption of Guilt after speaking at the Library Advocates, Library Champions, and Legacy Society event Thursday evening.

(Top right) Emerging Leaders Lynda Kellam, (left) Dennis Nangle, Elizabeth White, Cody Hanson, and Mana Tominaga get ready for the big unveiling of their poster entitled, “Project P: LITA Web Tools.”

(Below) Cheryl Engel, Akron-Summit County Public Library, Akron, Ohio, examines “The Armstrong Triptych with Bugle Boys,” from the Hampton Project by Carrie Mae Weems.
“Bookmobile Sunday” Featuring Parade of Bookmobiles Rolls into D.C.

The American Library Association’s (ALA) Office for Literacy and Outreach Services (OLOS) will hold its fourth annual “Bookmobile Sunday” from 10:30 a.m. – 4:00 p.m. Sunday in Room 207AB at the Washington Convention Center. Following the event will be a “Parade” of bookmobiles, which will be open to all Conference attendees.

Bookmobiles, like libraries, continue to meet the needs of their communities by offering free access to the latest technology and materials to users of all ages. Patrons can search the Web, fill out a job application, take a computer class, participate in story hours and check out books, DVDs or video games.

“Bookmobiles are a fuel-efficient, cost-saving way to bring the library to patrons everywhere,” said Michael Swendrowski, chair of the ALA Subcommittee on Bookmobiles. “Like libraries, bookmobiles bring opportunity to all and provide a vital service for those trying to save on expenses during hard economic times.”

Bookmobile Sunday is a ticketed event starting at 10:30 a.m. featuring a keynote by W. Ralph Eubanks, author and director of publishing at the Library of Congress; an author luncheon with Andrew Smith (Ghost Medicine and In the Path of Falling Objects); and moderated discussions on advocacy, eco-friendly vehicles and fuels, mobile service options, Bookmobiles 101 and marketing. An author book signing and Parade of Bookmobiles, where attendees can board and explore a comprehensive range of bookmobiles, will conclude the event.

The parade of bookmobiles will consist of five bookmobiles and innovative new vehicles from the day’s sponsors. Tours will be available to conference-goers and the media from 2:00–4:00 p.m. at the convention center’s Hall D docks, second level. Bookmobile staff will be on hand to answer questions and discuss the importance of mobile outreach services.

The parade of bookmobiles will include: two vehicles from Baltimore County Public Library; two vehicles from Enoch Pratt Free Library, Baltimore; Frederick County (Md.) Public Library; Jefferson-Madison Regional Library, Charlottesville, Va.; and Wood County Library Association, Bowling Green, Ohio.

Sponsors of “Bookmobile Sunday” include All-American Specialty Vehicles, Matthews Specialty Vehicles, Meridian Specialty Vehicles, OBS, In. and Farber. Bookmobile Sunday is organized by the American Library Association’s (ALA) Office for Literacy and Outreach Services (OLOS), the OLOS Subcommittee on Bookmobiles and the Association of Bookmobile and Outreach Services (ABOS).

6th Annual Library Book Cart Drill Championships held Sunday

The sixth annual Library Book Cart Drill Team Championship, showcasing library workers performing themed dance routines with costumes and creatively decorated book carts, will be held from 4:00–5:30 p.m., Sunday, June 27.

Book cart drill teams increase the visibility of the library in their community. Teams can be found at community events such as parades and festivals, traveling to grade schools to promote literacy and community events such as parades and festivals, traveling to grade schools to promote literacy and encourage teamwork.

“Library drill teams are a great way to show communities that librarians, like libraries can be fun,” said Deidre Ross, director of conference services at ALA. “This year we are expecting a standing-room only crowd of more than 2,000 to cheer on their favorite team.”

This year’s competing teams include: The Delaware Diamonds, representing the Delaware Libraries; Get Down with your Funky Shelf, representing the Messelman Library, Gettysburg (Pa.) College; Night of the Living Librarians, representing the University of Pittsburgh School of Information Science; Texas ArRangers, representing Midlothian (Texas) Independent School District; and ALA Student 2 Staff Kids, representing the ALA Student to Staff Program, Roselle, N.J.

This event, open to all teams throughout the U.S., is sponsored by DEMCO, who will provide book carts for the event as well as prizes. First, second and third place winners will receive a plaque, a gold, silver or bronze, full-sized book cart. Award-winning children’s book author/illustrator Mo Willems (The Elephant and Piggie books) and Jon Scieszka (The Stinky Cheese Man and other Fairly Stupid Fairy Tales) will serve as hosts for the event.
From Audio Books to Graphic Novels: Connecting Children and Books

Connect children and books more effectively after attending programs from the Association for Library Service to Children (ALSC) during this year’s Annual Conference. Program topics range from audio books to comic books, and beginning readers to advanced readers. Check out the Annual Conference Program Book for more information, and consider putting the following programs on your “must see” list!

Learn how to utilize your library’s audio books by attending Listen Up! Using Audio Books to Motivate Boys to Become Readers today from 8:00–10:00 a.m. in WCC 144 A-C. Current research indicates that boys are not reaching their potential as readers in today’s school environment. Learn how to use audio books to meet boys’ literacy needs by maximizing auditory learning modalities and providing an appealing, affordable alternative for experiencing quality literature.

Prepare to change your perceptions of what makes a great book for early readers by attending Move over Dick and Jane: Reconsidering Books for Readers by attending Good Comics for Kids: Building a collection of Graphic Novels for Young Readers on Sunday, June 27, from 4:00–5:30 p.m. in WCC 152A. With so many new titles for young readers, building a collection can be a daunting task! Join comic experts from School Library Journal’s Good Comics for Kids blog as they discuss what comics and graphic novels are, why they are important, where to find them, and how to evaluate them.

ALSC is the world’s largest organization dedicated to the support and enhancement of library service to children. With a network of more than 4,200 children’s and youth librarians, literacy experts, publishers and educational faculty, ALSC is committed to creating a better future for children through libraries. To learn more about ALSC, visit ALSC’s Web site at www.ala.org/alsc.

PopTop Stage Focuses on Popular Librarian Favorites

The PopTop Stage in the Exhibit Hall will focus on popular librarian favorites including Mystery, Romance and Graphic Novels. The PopTop Stage will feature readings, discussions, and presentations. Located at the back of the 1600 aisle in the Exhibits, today’s schedule showcases the “Romance, Adventure, DIY and ILS” category and includes the following presentations:

Mobile ILS Showdown
Saturday, June 26, 10:00 – 11:00 a.m.

As expectation for mobile access to library catalogs rises, ILS vendors rise to the occasion to serve patrons with small screens in a big way. The landscape includes mobile apps, mobile browser-friendly OPACs, location-aware mash-ups, and delivery services that have the potential to rival that of Netflix. In this American Libraries-sponsored panel discussion, several major ILS vendors come together to show off their current offerings for mobile-based discovery and delivery and talk up their strategies for the future of this ever-changing marketplace.

Hosted by: AL Associate Editor Sean Fitzpatrick, Panelists TBA
Sponsored by: American Libraries

Author Solutions Keith Ogorek Senior Vice President of Marketing Author Solutions, Inc.
Saturday, June 26, 11:00 a.m.–12:00 p.m.

Ogorek leads the corporate marketing efforts for Author Solutions, Inc. (ASI) — the world’s leading self-publishing company. Author of two self-published books, Ogorek annually speaks at the AARP’s national convention, the London Book Fair and the San Francisco Writers Conference. He released his first children’s book, Eli’s Stable Boy, in December 2009. Eli is adapted from a story he frequently told his daughters when they were growing up. He also writes an industry thought-leader blog called Indie Book Writer. Sponsored by Author Solutions.

SNATCH: The Adventures of David and Me in Old New York by Charles Fuller
Saturday, June 26, 1:00–2:00 p.m.

Snatch is an adventure story about two brothers, David and Charles, ‘free’ black kids, living in the ‘Five Points’ neighborhood of antebellum New York City in 1838. While fishing in the Hudson River on a day in September, they meet a fugitive slave named Freddie Johnson who they manage to help elude a gang of slave catchers led by a mysterious man, called ‘Snatch’.

Charles Fuller is the author of A Soldier’s Play and the 1982 recipient of the Pulitzer Prize for Drama, Best American Play, New York Critics Circle Award, Edgar Allen Poe Award for Mystery Writing and the 1985 Academy Award Nominee for Best Screenplay for the motion picture “A Soldier’s Story”.

Snatch is Fuller’s first children’s book.
Sponsored by: David & Me Publishing

Help Support the Christopher J. Hoy/ERT Scholarship

Participate in the Silent Auction, located at the Bottom/Left of the Hall A Escalators. You can win a quilt made and graciously donated by the ALA BiblioQuilters. The announcement of the winners will be made on Monday, June 28th at 1:00 p.m.
SATURDAY JUNE 26

SUE MONK KIDD & ANN KIDD TAYLOR
Author of TRAVELING WITH POMEGRANATES
A Mother-Daughter Story
10:30–11:30 am ALA Speaker Series
Ballroom C, Convention Center, signing to follow

MADELINE HUNTER
Author of RAVISHING IN RED
10:30 am–Noon ALTAFF panel: Isn’t It Romantic
1:00–2:00 pm Penguin booth #2506

PETER BOGNANNI
Author of THE HOUSE OF TOMORROW
10:30–11:30 am Penguin booth #2506

MAGGIE SEFTON
Author of SKEIN OF THE CRIME
11:30–12:30 pm Penguin booth #2506

VICKI MYRON
Author of DEWEY’S NINE LIVES
The Legacy of the Small-Town Library Cat Who Inspired Millions
1:00–2:00 pm LIVE! @ your library Reading Stage**
2:00–3:00 pm Penguin booth #2506

SARAH BLAKE
Author of THE POSTMISTRESS
2:30–3:00 pm LIVE! @ your library Reading Stage**
3:00–4:00 pm Penguin booth #2506

SUNDAY JUNE 27

R. DWAYNE BETTS
Author of A QUESTION OF FREEDOM
A Memoir of Learning, Survival, and Coming of Age in Prison
10:00–11:00 am Penguin booth #2506
1:30–3:30 pm ALTAFF panel: Authors Come in All Colors*

RANJA JARRAR
Author of A MAP OF HOME
1:30–3:30 pm ALTAFF booth #2506

SUE MONK KIDD
Author of TRAVELING WITH POMEGRANATES
A Mother-Daughter Story
10:30–11:30 am ALA Speaker Series
Ballroom C, Convention Center, signing to follow

DAVE ISAY
Author of MOM
A Celebration of Mothers from StoryCorps
10:30–11:30 am ALA Speaker Series
Ballroom C, Convention Center, signing to follow

LANEY SALISBURY
Author of PROVENANCE: How a Con Man and a Forger Rewrote the History of Modern Art
8:00–10:00 am Literary Tastes Breakfast***
11:00 am–Noon Penguin booth #2506

JIM BREUER
Author of I'M NOT HIGH
3:00–3:30 pm LIVE! @ your library Reading Stage**
3:30–4:30 pm Penguin booth #2506
ALTAFF Humor Panel: The Laugh’s on Us*

JULIE KLAUSNER
Author of I DON'T CARE ABOUT YOUR BAND
3:30–4:30 pm Penguin booth #2506
5:30–7:30 pm ALTAFF Humor Panel: The Laugh’s on Us*

JEAN KWOK
Author of GIRL IN TRANSLATION
10:30 am–Noon ALTAFF panel: First Author, First Book
1:00–1:30 pm LIVE! @ your library Reading Stage**
1:30–2:30 pm Penguin booth #2506

SOPHIE HANNAH
Author of THE DEAD LIE DOWN
Noon–1:00 pm Penguin booth #2506
2:00–4:00 pm ALTAFF Author Tea*

ANN B. ROSS
Author of MISS JULIA RENEWS HER VOWS
10:30–11:00 am ALTAFF booth #2506
11:00 am-Noon Penguin booth #2506

JUNOT DIAZ
Author of THE BRIEF WONDROUS LIFE OF OSCAR WAO
3:00–4:00 pm ALA Speaker Series
Ballroom C, Convention Center, signing to follow

* For location and information on tickets for this event please visit the Penguin or ALTAFF booths, or see the ALA program
**LIVE! @ your library Reading Stage can be found in aisle 2600 in the exhibit hall
*** For tickets visit http://rusa.ala.org/blog/2010/05/06/littastes2010-authors/
ALA Membership Meetings: Forming Strong Alliances, Non-library Partnerships

We urge every ALA member to attend and to participate in this year’s ALA Membership Meetings being held today, June 28, 11:30 a.m.–1:00 p.m. at the Washington Convention Center in Ballroom A. Membership Meetings are an important way for you to have an impact on what ALA does; to make a difference; and let your voice be heard!

Membership Resolutions

In the second half of each membership meeting we will discuss member resolutions. Any member can introduce a resolution at a membership meeting. If you send your resolution to alaresolutions@ala.org at least 24 hours before the meeting, the ALA Resolutions Committee will review and make copies of the resolution for distribution to members at the meeting. Resolutions passed by the membership forward to the Council. If Council approves the resolution, it will be acted upon by the Association.

For more information about membership meetings, how they run, and how to participate, visit the ALA wiki: http://annual.ala.org/2010/index.php?title=Membership_Meetings

Stephen Abram to Speak at ALA PR Forum—Next Practice in Communication @ your library®

During the American Library Association’s (ALA) PR Forum in 2007, Stephen Abram asked if new media and Library 2.0 technologies were the “sizzle or the steak.” Three years later, Abram returns to the PR Forum to discuss where Library 2.0 will take public relations next.

This year’s PR Forum will feature a discussion of Abram’s ideas on the role of social networking in library marketing and communications and on new skills and competencies that library PR folks need. Librarians attending the ALA Annual Conference in Washington, D.C. are encouraged to attend the PR Forum from 6:00-10:00 a.m., Sunday, June 27, at the Washington Convention Center, Room 146B.

The program will also include recognition of the Poudre River Public Library System of Fort Collins, Colo., winner of the 2010 Scholastic Library Publishing National Library Week Grant.

Abram is a leading library conference keynote speaker and vice president of strategic partnerships and markets for Gale Cengage. Abram previously presented at the PR Forum before a group of 550 people at the 2007 ALA Annual Conference in Washington, D.C.

More information about the PR Forum is available on the ALA Public Information Office website at www.ala.org, and Facebook.

The annual PR Forum, one of the most anticipated programs for library public relations and marketing professionals at the ALA Annual Conference, is coordinated by the PR Assembly, Sonia A. Alcantara-Antoine, chair. The PR Assembly is a subcommittee of the ALA Public Awareness Committee.

The Campaign for America’s Libraries is ALA’s public awareness campaign that promotes the value of libraries and librarians. Thousands of libraries of all types—across the country and around the globe—use the Campaign’s @ your library® brand. The Campaign is made possible in part by ALA’s Library Champions, corporations and foundations.
WHEN FANTASY MEETS REALITY
ANYTHING CAN HAPPEN. BELIEVE IT. IT’S TRUE

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SATURDAY BOOKSIGNING EVENTS

Meet Chef
Jennifer Schaertl
12:00pm - 2:00pm
“A terrific compilation of doable dishes that should resonate with cooks, whether they’ve got space issues or just want to streamline their process.”
—Publishers Weekly, *Starred Review*

Meet teen author and fellow librarian
Chelsey Shannon
3:00pm - 5:00pm
“This isn’t a sad tale but one of recovery on beating the odds. I recommend [this book] for those who want to read real issues by teens.”
—Young Adult Books Central

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Meet Chef Jennifer Schaertl

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Meet teen author and fellow librarian Chelsey Shannon

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Most people attending ALA have probably come face to face with someone espousing a stereotypical, and perhaps dated, idea of what our profession entails and what our roles as librarians are. While we can acknowledge the disparity between these stereotypes and our professional selves with grace and humor, we can also be just as guilty of a related offense: forgetting our library degrees and professional experiences can be put to use outside the library.

It’s easy to assume a “library degree” will be used in a library, perhaps allowing for its use in a related setting such as a museum or archive. Forgetting about opportunities to work for library vendors, for corporations, as consultants, or establishing our own businesses as information brokers only hurts us in the end, keeping us from opportunities for growth and development simply because we didn’t think of them while job searching.

Broadening the scope of potential purpose for an MLIS is particularly important in economic times such as these, when public and academic libraries are facing budget cuts and hiring freezes unlike any in recent memory. This is particularly true for recent graduates.

What can you do, here and now, to broaden your scope of potential employers? New Members Roundtable (NMRT) and Courtney Young, President of NMRT, present an in-depth look at Innovative Career Choices at their President’s Program today from 1:30–3:30 p.m.

Panelists Julie Blixrud, Kristen Mastel, and Amanda Roberts will discuss their non-traditional career paths, including examples from experiences at institutions such as ARL, CLIR, CAPCON and MINITEX and positions such as corporate taxonomist and trainer, amongst others. These panelists will share resources they have used for job hunting, skills required to obtain similar positions, resources for staying abreast of changes in the library world & community and much more.

Come join us for a lively discussion!

ALSA SRRT Martin Luther King, Jr. Holiday Task Force Multi-Cultural Idea Exchange Features “A Tribute to Martin Luther King, Jr.” in Song, Dance and Drama

The ALA Social Responsibilities Round Table Martin Luther King, Jr. Holiday Task Force will offer its 11th annual Martin Luther King, Jr. Holiday Multi-Cultural Idea Exchange with the traditional panel, audience, and material presentations of acclaimed library activities during the 2010 King Holiday observance. This year’s feature will be “A Tribute to Martin Luther King, Jr.” by Founder/Director Jason Cook and students of the Colours in Arts Education Program based at Northwestern High School in Hyattsville, MD.

Colours is a community performing arts program for Prince George’s County students in grades 5-11 that has received high praise for its appearances in schools, the University of Maryland, businesses, government agencies and community events. The Prince George’s Arts Council sponsors the program and the performance is designed to engage the audience as it enlightens and entertains with vocal, instrumental, and dramatic exhibition.

The program is scheduled today from 1:30–3:30 p.m. in the Washington Convention Center, Room 203 A/B.

Summer e-Learning from ACRL

Looking to continue your professional development after Annual? ACRL is offering several online learning opportunities in summer 2010 to meet the demands of your schedule and budget.

Upcoming online courses include Introduction to Website Usability (July 12–30, 2010) and Know Your Users: Employing Ethnographic Methods in User Needs Research and Library Assessment (August 2–20, 2010). ACRL e-Learning Webcasts last from an hour and a half to two hours and address hot topics in academic librarianship. Upcoming Webcasts include The Blended Librarian’s Approach to Rethinking Instruction and Redesigning the Information Literacy Initiative (July 8, 2010), Marketing Ideas That Work in Academic Libraries (July 13, 2010) and Check In with Location Based Mobile Services: Foursquare and Libraries (July 20, 2010) Group discounts are available.

Visit http://www.ala.org/ala/mgrps/divs/acrl/proftools/elearning.cfm for complete details and to register.
Visit the Cooking Pavilion: Presentations Begin Today

The “What’s Cooking @ ALA” Cooking Pavilion will showcase a variety of chefs and authors today through Monday. Chefs will be heating up the exhibit floor with fantastic displays of the latest cookbooks, and will prepare the hottest recipes on the Demonstration Stage and autograph their latest books. The Cooking Pavilion is located in the Exhibit Hall at the back of aisle 1300. Today's presentations include:

**The Get Healthy, Go Vegan Cookbook** by Dr. Neal Barnard

Saturday June 26, 10:30 – 11:30 a.m.

Research studies have shown that plant-based diets can reverse heart disease, reduce cancer risk, tackle diabetes, trim away extra weight, and dramatically improve cholesterol and blood pressure. In this session, Neal D. Barnard, MD, will discuss how to put foods to work to better your health, along with simple steps for making a diet change easy.

Robyn Webb will put theory into practice by whipping up a refreshing summer salad.

*Sponsored by DaCapo Press*

**Tea Cuisine by Matthew Locricchio**

Saturday June 26, 11:30 – 12:30 p.m.

Matthew Locricchio’s latest book *Tea Cuisine* features gourmet American recipes for teens, young, enthusiastic chefs. He is the author of the best-selling *The International Cookbook for Kids and The 2nd International Cookbook for Kids*. He received the Gourmand World Cookbook Award for Best Cookbook for Children and Family in USA and won the Disney Adventures Book Award in the “Hands-On” category.

Raisied in a family in the catering and restaurant business, he began preparing and enjoying home-cooked meals at an early age.

*Sponsored by Marshall Cavendish* & Algonquin Authors!

**Skinny Bitch: Ultimate Everyday Cookbook by Kim Barnouin**

Saturday June 26, 1:30 – 2:30 p.m.

Kim Barnouin is the co-author of the *New York Times* bestselling books *Skinny Bitch* and *Skinny Bitch in the Kitch*. Kim also co-authored *Skinny Bitch: Bun in the Oven*, a healthy guide for pregnant women, *Skinny Bitchin’*, a motivational journal for women, and *Skinny Bastard*, the *Skinny Bitch* version for men.


*Sponsored by Running Press*

**Veggie Burgers Every Which Way: Fresh, Flavorful and Healthy Vegan and Vegetarian Burgers — Plus Toppings, Sides, Buns and More by Lukas Volger**

Saturday June 26, 2:30 – 3:30 p.m.

Lukas Volger—a Brooklyn cook who has worked for many years in restaurants and catering, and a longtime enthusiast of veggie burgers—will demonstrate how to make perfect veggie burgers. He'll share tips on the best ingredients, techniques, variations, and serving suggestions, as well as how to adapt for vegan and gluten-free burgers.

*Sponsored by The Experiment Publishing*

**United Cakes of America by Warren Brown**

Saturday June 26, 3:30 – 4:00 p.m.

Warren Brown is the founder and owner of CakeLove and Love Café. Mr. Brown left a career practicing law to start his bakery in 2002. He has been recognized for his entrepreneurial spirit by a number of local and national media outlets.

From 2005 to 2007 Mr. Brown was the host of TV show “Sugar Rush” on the Food Network. He is the author of two cookbooks, CakeLove—How to Bake Cakes from Scratch and United Cakes of America celebrating recipes from every state. He is a member of the board of Kid Power—D.C., a local non-profit organization that conducts after school arts programs and he speaks to young students and rising entrepreneurs about business development and finding one’s passion.

*Sponsored by Abrams/ Stewert, Tabori & Chang*
Plan to Spend Sunday Afternoon with LITA!

Join LITA for a Sunday afternoon of great programming, networking, and camaraderie starting at 1:30 p.m. with Top Technology Trends (Washington Convention Center, Ballroom B), LITA’s ongoing roundtable discussion about trends and advances in library technology.

A panel of LITA technology experts will describe changes and advances in technology that they see having an impact on the library world, and suggest what libraries might do to take advantage of these trends. Panelists will include:

- John Blyberg, Assistant Director for Innovation and User Experience, Darzen Library
- Lorcan Dempsey, Vice President, OCLC Research and Chief Strategist, OCLC
- Jason Griffey, Head of Library Information Technology, University of Tennessee at Chattanooga
- Monique Sendze, Associate Director of IT & Virtual Services, Douglas County (CO) Libraries
- Cindi Trainer, Coordinator for Library Technology and Data Services, Eastern Kentucky University Libraries
- Joan Frye Williams, Information Technology Consultant

Join us in person or online at http://litablog.org for live chat with trendsetters and streaming video of the whole program!

After Top Tech Trends, be sure to attend the LITA Awards Reception at 3:00 p.m. (Washington Convention Center, 209-C) recognizing the following award and scholarship winners:

- Dr. John Willinsky, winner Frederick G. Kilgour Award for Research in Library and Information Technology
- Andromeda Yelton, winner LITA/Ex Libris Student Writing Award
- Marshall Breeding, winner LITA/Library Hi Tech Award for Outstanding Communication for Continuing Education in Library and Information Science
- Katy Rebeca Mahraj, winner Christian Larew Memorial Scholarship in Library and Information Technology
- Sophia Becerra-Licha, winner LITA/OCLC Minority Scholarship in Library and Information Technology
- Julianna Barrera-Gomez, winner LITA/LSIS Minority Scholarship in Library and Information Technology

Immediately following the Awards Reception, stick around for the LITA President’s Program (Washington Convention Center, Ballroom B), “Four or More: The New Demographic” with speaker Mary Madden, Senior Research Specialist, Pew Internet & American Life Project. Trends in social media and cloud computing are often examined through the lens of younger users and broadband users, who have consistently been more actively engaged online when compared with other groups. This presentation highlights a new leading edge group that deserves the same attention: those who own four or more internet-connected devices, Those interested in how a future of “internet everywhere” might look should get to know this exceptionally connected early adopter group.

Keep Up-to-date with ACRL Tech Programs

ACRL is presenting a variety of programs covering technology trends at this year’s ALA Annual Conference. “Beyond Library Guides: Using LibGuides as a Platform for Student Research Projects” will be held today from 10:30 a.m.–noon in the Renaissance Washington Congressional Hall A/B.

Also, from 10:30 a.m.–noon today, the ACRL International Relations Committee will explore “Technology and Academic Libraries in Developing Nations” in the Capital Hilton Congressional Room.

Tomorrow, learn how to reach distance students in real time at “Library Instruction Live!,” taking place from 10:30 a.m.–noon in Room 208A/B of the Washington Convention Center.

Or discover how emerging technologies can be used as a platform for academic collaboration at “Virtually Embedded in Second Life,” held from 10:30 a.m.–noon in Room 208 A/B of the Washington Convention Center. Details are available in the conference program.

Visit ACRL TechConnect online at http://www.ala.org/alac/mgrps/divs/acrl/proftools/techconnect/ for complete information on all ACRL technology initiatives.
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.

Thinkfinity.org. It’s quick, relevant, engaging and best of all FREE.

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Congratulations to this year’s EBSCO/ALA Annual Meeting scholarship winners. Each has earned $1,000 to enable them to attend the meeting.

The winners each contributed an essay on how conference attendance would promote their professional development, which was judged by an ALA-designated jury of professional peers. We applaud these librarians as well as the many other excellent applicants in this year’s candidate pool.

Please stop by the EBSCO booth (#1725) this weekend to learn about new tools for managing your collection.

1. Enter to Win $150 worth of Bernan Press titles.
2. Sign up for our FREE e-newsletter for a 20% Off Savings Certificate to use toward your next purchase.

JCLC 2012—Going to Kansas City, Kansas City Here We Come!

Librarians concerned in promoting diversity within the profession are invited to meet in Kansas City, Missouri, September 19–23, 2012 for the 2nd National Joint Conference of Librarians of Color (JCLC). Planning the conference are the five associations of ethnic librarians affiliated with the American Library Association (ALA)—the American Indian Library Association (AIALA), the Asian/Pacific American Librarians Association (APALA), the Black Caucus of the American Library Association (BCALA), the Chinese American Librarians Association (CALA) and the National Association to Promote Library & Information Services to Latinos and the Spanish Speaking (REFORMA)—who have been hard at work to insure that this will be another exciting milestone event.

Building on the success of the first national JCLC held in 2006, which was attended by over 1100 library staff, administrators and other information professionals, JCLC 2012 is being planned to bring together organizations and individuals to discuss challenges, best practices and solutions beneficial for our profession. The theme: Gathering at the Waters: Celebrating Stories, Embracing Communities is intended to encourage broad attendance and participation.

This conference is not just for the members of the ethnic associations. We need for all to come together to share and learn from each other if we are to make progress in effectively serving our diverse communities. Volunteers are also being recruited to join the working committees needed to make JCLC 2012 a success.

To learn more and volunteer please visit the JCLC website at: www.ala.org/jclc

For more direct information you can visit the JCLC 2012 table and poster session at the Diversity and Outreach Fair, today from 3:00–5:00 p.m. in the Washington Convention Center, Special Events Area Hall C, Aisle 700. Representatives will be on hand to answer your questions and sign up volunteers. You can also support JCLC 2012 fundraising efforts and at the same time help publicize JCLC by donating $5 for your own attractive JCLC lapel pin. This is sure to become a collector’s item since this is one of a limited series of pins planned to bring awareness and attention to JCLC 2012. The ALA Scholarship Bash Committee is happy to partner with JCLC’s fundraising at the ALA Annual Conference. JCLC steering committee members will be selling pins at the 2010 ALA ProQuest Scholarship Bash, today from 7:00-11:00 p.m. at the Newseum. Proceeds from pin sales will help provide travel awards for library school students to attend the 2012 JCLC Conference in Kansas City, MO.

For more information about JCLC, please contact Marcellus Turner, JCLC Steering Committee Secretary at Marcellus.Turner@JeffcoLibrary.org.

Connect with Colleagues at ACRL Discussion and Interest Groups

ACRL discussion and interest groups provide a great way to meet and discuss hot topics with your academic and research library colleagues. Topics include streaming video in e-reserves, library event planning, assessment, fair, use, Web 2.0 and social networking, succession planning and mobile technologies. Discussion group meetings are open to all conference attendees. Check the conference program for location and time details.