Library Visionary Keynotes
ALA President’s Program

Eppo van Nispen tot Sevenaer, inspirational speaker and library advocate, will keynote the ALA President’s Program from 3:30–5:30 p.m. this afternoon, Washington Convention Center, Ballroom C. In a lecture entitled, “Libraries Wanted: Dead or Alive,” Eppo van Nispen tot Sevenaer will present his vision of the future of libraries and media. After a successful career in broadcasting, he decided to use his knowledge of media to influence the future of libraries. He began by starting the DOK Library Concept Center in Delft, a small city near Amsterdam, Netherlands. It is near one of the best technical universities in the world. DOK’s mission is to build the world’s most modern library. In 2008, DOK was designated by international experts as the worldwide number one library in innovation. In 2009, it was appointed as the best library in the Netherlands.

“Eppo van Nispen tot Sevenaer is an inspiration to the library world,” said ALA president, Camila Alire. “His expertise and views provide limitless possibilities for libraries across the globe.”

This summer, he will become the CEO of the national board for the (Dutch) book, known as the CPNB. The CPNB is funded by publishers, booksellers, government and libraries and is lauded all over the world for its clever, carefully targeted programs for young people and adults.

Kidd and Taylor: On Memoirs, Relationships
By Amy Pace
High Point University (NC)

Sue Monk Kidd, author of The Secret Life of Bees and The Mermaid Chair and her daughter, Ann Kidd Taylor, who together have recently published a new book: Traveling With Pomegranates: A Mother-Daughter Story. They spoke Saturday morning about their memoir. Family photographs — vacations, celebrations, and candid pictures — flashed on the screens before the two took the stage. The authors were introduced by Charles Kratz, a member of ALA’s executive board.

Kidd described the photographs that were shown as a visual collage of their book: “the mother-daughter relationship is one of the most emotionally intense... bonds on earth.” The period written about in the book, between 1998 and 2001, was from both mother and daughter’s point of view. Kidd described the book as a backward understanding and

Natalie Merchant to Perform Monday

ALA will host “Natalie Merchant: Leave Your Sleep—a Performance and Presentation” at 4:30 p.m. on Monday, June 28 at the Washington Convention Center Ballroom C. She will share selections from her new release “Leave Your Sleep,” adapted from the works of several authors, including anonymous nursery rhymes and lullabies.

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.
Ex Libris Seminars at the ALA 2010 Annual Conference
Washington DC

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 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!
Today's Auditorium Speaker Series Features Thomas, Isay, Shortz

The ALA Auditorium Speaker Series continues today with three distinguished speakers who double as authors, activists and national newsmakers. All Auditorium Speakers Series presentations will be held in the Washington Convention Center, Ballroom BC. Today's program includes:

**Marlo Thomas**
8:00–9:00 a.m.
Marlo Thomas will appear from 8:00–9:00 a.m. She is the author of five bestselling books, including *The Right Words at the Right Time and Free to Be...You and Me*. She is the recipient of numerous awards, including four Emmys, a Golden Globe, a Grammy, and a Peabody, and is an inductee into the Broadcasting Hall of Fame. She lives in New York with her husband, Phil Donahue. Thomas replaces Sarah Ferguson, Duchess of York, whose presentation was cancelled.

**Dave Isay**
10:30–11:30 a.m.
Dave Isay is the founder of StoryCorps, a nonprofit oral history project that honors and celebrates the lives of everyday people through listening. In spirit and in scope, StoryCorps models itself after the Works Progress Administration (WPA) of the 1930s, which recorded oral history interviews across the country. To date, more than 50,000 people have participated in StoryCorps, many of whom have come as a part of special initiatives to reach underrepresented voices. StoryCorps was honored with a rare institutional award at the 66th Annual Peabody Awards in 2007. Established in 2003 and based in Brooklyn, StoryCorps hopes to build upon that work and break new ground to create a new American oral history archive. *StoryCorps* interviews air weekly on NPR and can also be heard at the StoryCorps website. Copies of all interviews are placed in the American Folklife Center at the Library of Congress. Winner of a MacArthur “Genius” Fellowship, Isay is also the author or editor of four books that grew out of his public radio documentary work, including *Listening Is an Act of Love*, a *New York Times* bestseller. His new book, *Mom: A Celebration of Mothers from StoryCorps*, will be published by the Penguin Press in April.

**Will Shortz**
1:00–2:30 p.m.
Will Shortz, the only academically accredited puzzle master in the world. Shortz is the founder of the American Crossword Puzzle Tournament. Shortz received a law degree from the University of Virginia. He originally entered law school with the intention of practicing law for 10 years in order to make a lot of money before retiring to do what he really wanted — create puzzles. Shortz is the founder of the American Crossword Puzzle Tournament, the founder and director of the World Puzzle Championship and the co-founder of the World Puzzle Federation. Shortz was also the riddle writer for “Batman Forever.” In addition to editing the weekday and Sunday puzzles for the *New York Times*, Shortz is the author or editor of more than 200 puzzle books. Recently, Shortz was the subject of the feature documentary film “Wordplay” in 2006.
Meeting Changes

Sunday

• ALA Public Programs Office—Programs that Pack the Place, 10:30 a.m.–noon, has been moved to Renaissance Washington, Grand Ballroom North.

• ALSC’s Great Interactive Software for Kids Committee will be meeting today 9:00 a.m. and Monday, 6/28: 11:00 a.m. to 2:00 p.m.

• EMIERT Power of Multicultural Exhibits in Building Intercultural Relationships with a Special Tribute to Haiti, 8:00 a.m.–noon, moved to the Hyatt Regency Washington, Concord/Lexington rooms.

• IITS Standards Task Force on Mon., 6/28, 8:00–10:00 a.m. GUK-Joy, cancelled.

• SRRT Program “Is it Safe to Go Outside” cancelled.

• YALSA 2011 Excellence in Nonfiction for Young Adults session on Sun., 6/27 1:30–3:30 p.m. moved to JW-Cannon.

• The Cataloging Children’s Material Committee meeting (ALCTS:CCS) moved to Sunday 3:30 p.m. WCC 102A, after the Committee’s program, “Serving Non-English Speaking and Pre-literate Children: How Cataloging Can Help.”

New Exhibitor

WW2-Reflections....Booth 3165

First-ever Graphic Novel Panel Set for Monday Morning

Join graphic novelists David Small and Audrey Niffenegger for the first-ever Graphic Novel Panel. The program will take place from 10:30–11:30 a.m. on Monday, June 28, at the Washington Convention Center and will focus on the importance of graphic novels’ place in the library and their ability to reach out to reluctant readers.

David Small is an award-winning author and illustrator whose drawings regularly appear in The New Yorker and the New York Times. His first picture book, Euclid and the Hopping Head, was published in 1981, and to date he has illustrated more than 40 picture books. His books have been translated into several languages, made into animated films and musicals and have won many of the top awards in illustration, including the 1997 Caldecott Honor for The Gardener written by his wife, Sarah Stewart, and the 2001 Caldecott Medal for So, You Want To Be President? by Judith St. George. Most recently, Small wrote the memoir STITCHES which was nominated for a National Book Award. His appearance is sponsored by W.W. Norton & Company, Inc.

Audrey Niffenegger is the author of the international bestseller The Time Traveler’s Wife, as well as Her Fearful Symmetry. She is also the author and illustrator of two ‘novels-in-pictures’—The Three Incestuous Sisters and The Adventuress. Her new book, The Night Bookmobile, is a graphic novel coming out in September 2010. Niffenegger’s appearance is sponsored by Abrams ComicArts.

Making The Most Of Your Investment In Microforms

WORD-Search™

Automatically find and highlight specified words using your ScanPro® 2000 with WORD-Search™

Millions of valuable documents, including rare source materials and government documents are stored on microfilm. Let WORD-Search help you find what you are looking for.

- The most prestigious institutions in the world choose the ScanPro 2000.
- The only microfilm equipment that makes working with microfilm easy and fun.
- And, you can add WORD-Search™ at any time.

See how the digital ScanPro 2000 makes it possible to easily access information stored on microforms.

Ask about special pricing, booth #1016
Sir Salman Rushdie
Putting Messages in a Bottle

By Brad Martin
LAC Group

During the writing of The Satanic Verses, Sir Salman Rushdie’s son asked, “why don’t you write books I can read?” Rushdie made him a promise – his next book would involve fathers and sons, but that "beyond that, they are very different." They differ as a result of different meanings as they grow up.

In Haroun and the Sea of Stories, he explained how it was about storytelling being threatened, and that Luka and the Fire of Life was a response to a different kind of danger – the mortality of the storyteller.

For a long time, Rushdie said he has wanted to “demolish the boundary between adult literature and children’s literature,” and that movies such as Who Framed Roger Rabbit, Avatar and many others have done this. He describes this kind of book as a kind of message in a bottle – a book that can be read as a child and then re-read as an adult, with the reader discovering different meanings as they grow up.

Rushdie also gave credit to his son who challenged him to write his latest work, calling him "the best editor I ever had." He said that after his son read an early draft he said he liked the story, but “some people might find it boring.” Rushdie went back to work, and with some changes Luka and the Fire of Life was completed to the son’s satisfaction.

The question and answer period that followed prompted Rushdie to speak about a range of topics, from his depiction of historical events like the Bangladesh War in Midnight's Children, to whether

Today’s PopTop Stage: Mystery

The PopTop Stage continues in the Exhibit Hall today, with the focus on mystery! The PopTop Stage will feature readings, discussions, and presentations. Located at the back of the 1600 aisle in the Exhibits, today’s schedule includes the following presentations:

Red Herrings
10:00–11:00 a.m.
How mystery writers use the literary equivalent of the magician’s sleight of hand to keep readers guessing.

Moderator Jane Cleland (Silent Auction), Sheila Connolly (Red Delicious Death), GM Malliet (Death of the Lit Chick) and Daniel Stashower (Arthur Conan Doyle: A Life in Letters)

Amateur Sleuths
11:00 a.m.–noon
Readers love them — but how is it these nice women keep getting involved in murder?

Moderator Rosemary Harris (Dead Head), Donna Andrews (Sian for the Money), Ellen Crosby (The Rieling Retribution), JB Stanley (Path of the Wicked)

The Best American Noir of the Century
1:00–2:00 p.m.

Speaker: Otto Penzler
Otto Penzler is the founder of The Mysterious Bookshop, which celebrated its 30th anniversary on April 13, 2009, and the founder of The Mysterious Press. He edited a century's worth of noir fiction with James Ellroy, The Best American Noir of the Century, which comes out in October. Sponsored by Houghton Mifflin Harcourt

Location, Location, Location
2:00–3:00 p.m.
Not just for real estate agents, how a mystery's setting impacts the story.

Moderator Hank Phillippi Ryan (Drive Time), Meredith Cole (Dead in the Water), Thomas Kaufman (Drink the Tea), Brad Parks (Faces of the Gone), Nancy Pickard (Scent of Rain and Lightning)

Mystery Book Blogs
3:00–4:00 p.m.
Why you should care and which ones you should read (or at least skim).

Moderator Jane Cleland (Silent Auction), Sheila Connolly (Red Delicious Death), Brad Parks (Faces of the Gone), Nancy Pickard (Scent of Rain and Lightning)

Mystery Book Blogs
3:00–4:00 p.m.
Why you should care and which ones you should read (or at least skim).

Moderator Hank Phillippi Ryan (Drive Time), Meredith Cole (Dead in the Water), Thomas Kaufman (Drink the Tea), Brad Parks (Faces of the Gone), Nancy Pickard (Scent of Rain and Lightning)

Mystery Book Blogs
3:00–4:00 p.m.
Why you should care and which ones you should read (or at least skim).

Moderator Hank Phillippi Ryan (Drive Time), Meredith Cole (Dead in the Water), Thomas Kaufman (Drink the Tea), Brad Parks (Faces of the Gone), Nancy Pickard (Scent of Rain and Lightning)

Mystery Book Blogs
3:00–4:00 p.m.
Why you should care and which ones you should read (or at least skim).

Moderator Hank Phillippi Ryan (Drive Time), Meredith Cole (Dead in the Water), Thomas Kaufman (Drink the Tea), Brad Parks (Faces of the Gone), Nancy Pickard (Scent of Rain and Lightning)

Mystery Book Blogs
3:00–4:00 p.m.
Why you should care and which ones you should read (or at least skim).

Moderator Hank Phillippi Ryan (Drive Time), Meredith Cole (Dead in the Water), Thomas Kaufman (Drink the Tea), Brad Parks (Faces of the Gone), Nancy Pickard (Scent of Rain and Lightning)

Mystery Book Blogs
3:00–4:00 p.m.
Why you should care and which ones you should read (or at least skim).

Moderator Hank Phillippi Ryan (Drive Time), Meredith Cole (Dead in the Water), Thomas Kaufman (Drink the Tea), Brad Parks (Faces of the Gone), Nancy Pickard (Scent of Rain and Lightning)
Librarians Just Wanna Have Fun!

by Kathryn Shields
High Point University (NC)

On Saturday morning, you could find librarians wielding plastic clappers, blowing bubbles, and eating Tootsie Rolls while listening to the Beatles and the Beach Boys. Where? At “Librarians Just Need to Have Fun: Utilizing Fun and Humor in the Workplace to Enhance Employee Performance,” a program sponsored by the College Libraries Section.

The presenters were Erin Davis (Reference Librarian, Utah State University), Teresa Doherty (Access Librarian and Head of Circulation and Information Services, Virginia Commonwealth University), Pat Van Zandt (Director of Scholarly Resources and Research Services, Southern Methodist University), and Frances Yates (Library Director, Indiana University East). Each presenter shared some of the ways that they have used fun and humor in their libraries to improve morale, relieve stress, and strengthen library relationships.

Doherty began the program by talking about the staff development committee (SDC) that USU began in 2002. The main SDC event is “Staff Day,” an annual event for all library staff to strengthen relationships in the library and provide an opportunity to have fun. Themes have included “Carnival” and “Library Olympics,” and activities are created around each theme. At the end of each Staff Day, they honor an employee from each class (Classified, Professional, Faculty) with an Employee of the Year award. Throughout the year, they do a “Spotlight of the Week” to “highlight new staff who have joined [us], accomplishments and new initiatives.” They also sponsor Table Talks for anyone who has attended a conference, training, or workshop to present a summary of their experience, Departmental Open Houses to allow the various library departments to “plot and scheme creative ways to show what they do and who they are,” and recently started a “Wall of Thanks,” where employees can post a thank you note to a fellow employee.

Hierarchical barriers often exist in libraries, and Doherty said that “being able to laugh with your bosses and colleagues at work” makes it easier for you to help your patrons, because it breaks down these barriers. For the past three years, the University Librarian at VCU has attempted to be the fastest at arranging books in the correct LC order on a book cart—and he hasn’t won yet. But by taking part in this activity, he has become more approachable. Doherty said: “If we can laugh with you, we are no longer afraid of you. You become someone we can ask for help.” The VCU library also plays photo guessing games, where staff have to match the library employee with their pet, their toddler photo, etc. They also had an “engineering contest” that challenged employees to build the tallest tower using only marshmallows and uncooked spaghetti, and a contest in which participants created sculpture out of bubblegum or Spam. Like Davis, Doherty believes that these activities have not only improved relations within the library, but improved their service to their users.

Van Zandt shared what she did at her previous institution, the College of William and Mary. Van Zandt said: “A great staff training and development program can help ease frustration. It can also prove that the organization cares about its staff, even if it can’t give a raise in hard economic times... it can create a sense of community that persists in good times and bad.” They put on two programs a month, one work-related and one non-work-related. These included workshops and talks where co-workers shared a hobby or a passion, such as homemaking or crosswords, and visiting places and people around campus, such as the magneto lab and the campus pastry chef (who showed everyone how to make apple strudel). They also had workshops on personal finance and estate planning and CPR. Even these more serious workshops often ended up being fun for participants. They also held a “Loss Stress” Day, which featured a group exercise session, 10-minute massages, and an introduction to floral arrangement.

Yates began with volunteers from the audience reading in parts from the book, Peanut Butter Rhino. Yates, a former children’s librarian, said she has used this activity to open staff meetings where they need to identify a problem. Her activities are focused on sustaining creativity, and she has borrowed ideas from such creativity “experts” as Roger von Oech, David Perkins, and Howard Gardner. To improve staff creativity, she recommends right-brain exercises, such as anagrams and word games. She believes that creativity in the workplace is important because it not only creates an element of fun, but it also creates a safe environment in which staff are encouraged to take risks and be flexible.

Information from this presentation will be available on the CLS website: www.ala.org/acrl.libl.
Meet author

JESS MccANN!

11:30am - 1:00pm

Learn how to apply the tricks of a saleswoman's trade to sell your most important product...you!

As featured in:
The Washington Post
Capitol File
The Washington Times
The Morning Show with Mike and Juliet
Good Morning America
The Mancow Show
Glamor.com

WIN FREE BOOKS AT BOOTH 1237!
ENTER OUR DAILY DRAWINGS AND WIN AN AUTOGRAPHED SET OF THE ALL NEW TRUE VOWS SERIES!

Welcome to Reality Based Romance™... sexy, entertaining, inspiring, and based on true stories. Bring something new to your library!
Networking, Honors and Chocolate Abound at ASCLA/COSLA Reception

The Association of Specialized and Cooperative Library Agencies (ASCLA) and the Chief Officers of State Library Agencies (COSLA) invite you to a sweet ending to your Sunday evening at the ASCLA/COSLA dessert reception, which will be held today from 8:00–10:00 p.m. in the Bridge Rooms at the Grand Hyatt Washington, 1000 H Street NW. Reception guests can take advantage of desserts, coffee and a cash bar, and also have an opportunity to network with important leaders, movers and shakers in the library world. All conference participants are invited to the reception. The awards presentation will take place at 8:30 p.m., and honor this year’s recipients:

**Exceptional Service Award:**
Barbara T. Mates, a longtime, active member of ASCLA and ALA. This award recognizes exceptional service to patients in a medical facility, to persons who are homebound, to inmates, to older adults and to adults with a physical or mental disability who live in group homes or residences, as well as to recognize professional leadership, effective interpretation of programs, pioneering activity and significant research.

**Cathleen Bourdon Service Award:**
Jerry Krois, Director of the Eaton (Colo.) Public Library and recently retired from his post as the Deputy State Librarian at the Wyoming State Library. This honor is presented to an ASCLA personal member for exceptional service and sustained leadership to the division.

**ASCLA/KLAS/SOND Award:**
The Resource Library of the Wyoming Institute for Disabilities (WIND) for its project “Disability Etiquette Infusion Units: Changing Attitudinal Barriers at University of Wyoming.” Winners are honored for innovative and well organized projects that have successfully developed or expanded library services for people with disabilities.

**Francis Joseph Campbell Award:**
Daniel W. Boyd, who from 1981 to 2008 served as the director of the South Dakota Braille and Talking Book Library. Winners of this award are selected for their outstanding contributions to the advancement of library service for the blind and physically handicapped.

**ASCLA Century Scholarship:**
Deborah Herbstman. Library and information science students with access needs—including veterans—are encouraged to apply for the scholarship, a one-time $2,500 award funding necessary, including or accommodations to enable the winner to complete a Master’s or Doctoral program in the field.

ASCLA, a division of the American Library Association (ALA), is a diverse organization of librarians and support staff who work in academic and public libraries, state agencies, specialized libraries and multi-type cooperatives, as well as those who are self-employed. Learn more at www.ala.org/ascla or join at www.ala.org/membership.

---

Crystal Apple Given to Ohio Governor Ted Strickland

American Association of School Librarians (AASL) President Cassandra Barnett has selected Gov. Ted Strickland of Ohio as the recipient of the 2010 Crystal Apple. The honor is given at the discretion of the AASL president to an individual or group that has had a significant impact on school library programs and students.

“Gov. Strickland has recognized that certified school librarians who excite students to read and teach a variety of 21st century skills, are an investment in the success of our children,” said AASL President Cassandra Barnett. “It is my sincere hope that governors in other states will follow his example.”

In her recommendation, Barnett specifically mentions Gov. Strickland’s Evidence-based Education Reform and Funding Plan which includes a provision for phasing in funding for school librarians, along with his dedication and support of the school library profession.

The 2010 Crystal Apple Award will be presented during the AASL Awards Luncheon from noon–2:00 p.m., on Monday, June 29 during Annual Conference in Room 207B of Washington Convention Center.

---

PLA’s Public Libraries is Now Online!

PLA’s nationally recognized bi-monthly journal, Public Libraries, has hit the Internet. A complement to the printed journal, publiclibrariansonline.org offers three full articles from each issue of the printed edition as well as expanded content exclusive to the web, including Advocacy and “Going Green @ Your Library” sections. Be sure to bookmark this one! www.publiclibrariansonline.org

---

Cognotes

**Cognotes**

**ISBN:** 0738-4319

**Volume 2010 Issue 10**

**Editor**
Frederick J. Augustyn, Jr.
The Library of Congress

**Reporters**
Karen Brown
University of Hawai’i

Brad Martin
LAC Group

Amy Pace
High Point University (NC)

Kathryn Shields
High Point University (NC)

Stacy Voeller
Minnesota State University Moorhead

Students to ALA
Megan Hodge
University of North Texas

Jeanna Vahling
University of Kentucky

**Publisher**
Deidre Irwin Ross, ALA

**Assistant Publisher**
Karee Williams, ALA

**Managing Editor**
Deb Nerud Vernon

**Photography**
Curtis Compton

**Production**
Tim Mercer/Jenn Hess
CustomNews, Inc.

---

For girls with style and substance

Award-winning magazine

and creativity journal

for girls ages 8 and older

Girls read, write, design, draw, plan, and create—all on the pages of Kiki!

KIKI

Booth 2956, ALA Annual!
Pick up a free sampler!
Drop off a business card for a chance at a FREE one-year subscription!

Get the new monthly magazine for girls at www.KIKIMAG.com
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*

RANDA JARRAR
Author of
A MAP OF HOME
10:00–11:00 am  Penguin booth #2506
1:30–3:30 pm  ALTAFF panel:
Authors Come in All Colors*

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
5:30–7:30 pm  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*

MONDAY JUNE 28

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

ANN B. ROSS
Author of
MISS JULIA RENEWS HER VOWS
10:30–11:00 am  LIVE!® your library
Reading Stage**
11:00 am–Noon  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*

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

Please visit us on the web, where you can:

• Sign up for our Advanced Publication Newsletter
• View our featured links
• Peruse our recommendations

www.penguin.com/library

Email us at: librariansden@us.penguingroup.com

And follow us on twitter!
http://twitter.com/penguinlibrary

* 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/
Libraries and the Ethics of Social Networking

If you use Facebook or other social networking services to connect with library users, you may find yourself running into a variety of ethical quandaries. Should you have separate personal and professional profiles? How can you protect your privacy while engaging in library outreach? Can you moderate comments while encouraging interaction and promoting free speech? And does your library have a policy in place for navigating these murky waters of social networking?

For guidance on these and other dilemmas of the Web 2.0 world, join us for “Ethics in a Digital World: Using Policies to Guide Professional and Personal Presence in Social Networking Spaces,” where attendees will learn about best practices and social software guidelines to protect library staff without hampering service. Peter Fernandez, Research Services Librarian for Agriculture at the University of Tennessee, Knoxville, will discuss privacy considerations of which librarians should be aware when using social networking sites. His presentation will be based on his articles “Balancing Outreach and Privacy in Facebook: Five Guiding Decisions Points” and “Online Social Networking Sites and Privacy: Revisiting Ethical Considerations for a New Generation of Technology.”

Ruth Sara Connell, Electronic Services Librarian at Valparaiso University, will address the issue of librarian self-disclosure. Specifically, she will talk about the advantages and disadvantages of using personal profile pages vs. fan pages when providing outreach via social networking sites. Her comments will be based on her article, “Academic Libraries, Facebook and MySpace, and Student Outreach: A Survey of Student Opinion.”

Robert S. Peck will discuss First Amendment issues that arise when using social networking sites for library outreach and specifically issues of protected speech, fighting words, libel, and copyright. Peck is the author of the ALA Editions book Libraries, the First Amendment and Cyberspace: What You Need to Know and is a past president of the Freedom to Read Foundation.

Finally, Brian Kooy of Georgia State University Library will provide tips and advice for librarians on how to write a social software policy that addresses the concerns discussed by the other panelists—namely privacy, self-disclosure and First Amendment issues. His talk will be based on the article co-written with Sarah Steiner, “Protection, not Barriers: Using Social Software Policies to Guide and Safeguard Students and Employees.”

This program from the Committee on Professional Ethics will take place today, from 1:30–3:30 p.m. at the Renaissance Washington Auditorium.

ALA Mobile in D.C.

Install ALA Mobile on your phone to access conference information at your fingertips. ALA has partnered with Boopsie™ to offer this service. ALA Mobile requires access to the data network on your phone (be sure to monitor your data use if you do not have an unlimited data plan). Go to http://ala.boopsie.com on 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 application. Click on the ALA logo to begin. Navigate the program by channel—exhibitors, sessions, local restaurants and much more. You can also keep a personal schedule with the “add to plan” feature. Boopsie also provides a world-class mobile library application with complete integration with your existing ILS—visit them in booth #1509.

Knowing Who’s Who: Going Back to the Playground to Help People Work Together Better

ALTAFF president Rose Mosley welcomes Katharine Giacalone for a program of common sense and real world advice to increase communication. Known as The Corporate Nan-ny™, Giacalone will share her fresh, inspirational and humorous take on day management & life challenges!

In 5 East Steps and President of KG-Works, a management consulting firm in Washington, D.C.

The program, opening to all conference attendees, will be held today from 4:00–5:00 p.m. at the Grand Hyatt Washington in Constitution C/D.

She brings people back to the playground where it all began and gives us a peak at her Playground Personalities® to help handle everyday management & life challenges! This means knowing what their personalities are today, where they are coming from, what they’re thinking—and just as importantly, what they’re feeling. Katharine Giacalone is the author of Oops! I’m The Manager! Getting Past “What Do I Do Now??” In 5 East Steps and President of KG-Works, a management consulting firm in Washington, D.C.


ALTAFF president Rose Mosley welcomes Katharine Giacalone for a program of common sense and real world advice to increase communication. Known as The Corporate Nanny™, Giacalone will share her fresh, inspirational and humorous take on day management & life challenges!

In 5 East Steps and President of KG-Works, a management consulting firm in Washington, D.C.

The program, opening to all conference attendees, will be held today from 4:00–5:00 p.m. at the Grand Hyatt Washington in Constitution C/D.

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!
McCook to Present 2010 Dr. Jean E. Coleman Library Outreach Lecture

Kathleen de la Peña McCook, distinguished university professor at the University of South Florida, School of Library and Information Science in Tampa, will present the 2010 Dr. Jean E. Coleman Library (official name of event) Outreach Lecture on Monday June 28th from 8:00–10:00 a.m. in the Washington Convention Center Room 209 A/B.

The lecture honors Dr. Jean E. Coleman, the first director of the ALA Office for Literacy and Outreach Services, for her work to ensure that all citizens, particularly Native Americans and adult learners, have access to quality library services. The lecture series continues to teach library professionals more about their roles in providing equity of access.

This year’s lecture, “Librarians and Human Rights,” will present a historical and cultural analysis of the librarian’s role in human rights, as defined by the 1948 Universal Declaration of Human Rights. McCook will highlight the convergence of the goals of library workers and the human rights movement and how librarians can work to achieve a more equitable society in the United States as a compassionate nation among others.

“A human rights sensibility will characterize librarianship in the twenty-first century,” said McCook. “In the largest sense, librarians will contribute to the end of social exclusion and the achievement of the U.N. Millennium Development Goals by commitment to the ideals of universal literacy and equal access to information.”

McCook is a distinguished university professor at the University of South Florida, School of Library and Information Science in Tampa. She is the author of A Place at the Table: Libraries and Community Building; editor of the blog Union Librarian; and serves as a member of the Coordinating Council of the Progressive Librarians Guild. In 2002, she was selected by REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking, as the recipient of the Arnulfo D. Trejo Librarian of the Year Award. She has received the ALA Equality Award and the Beta Phi Mu Teaching Award and was the inaugural honoree of the ALA Office of Diversity’s Achievement in Library Diversity Research. She served as chair of the ALA Office for Literacy and Outreach Services Advisory Committee from 1994-1997.

The event is coordinated by the Subcommittee on the Dr. Jean E. Coleman Lecture, a subcommittee of the OLOS Advisory Committee. Thanks to the members of the Subcommittee, Fantasia Thorne and Ann Sparanese, for their work in selecting Kathleen de la Peña McCook. For more information, visit www.ala.org/olos.

The American Dream Starts @ your library Session to Showcase Recipient Libraries

On Monday, June 28, 10:30 a.m.—noon, representatives from the Bentonville (AR) Public Library; Hooper (NE) Public Library; and Wood County (OH) Library District will describe how the American Dream Starts @ your library initiative helps their libraries provide literacy services for adult English language learners. The session will be held in the auditorium of the Renaissance Washington. Rebecca Carson, Chief of the Office of Citizenship, U.S. Department of Homeland Security, will open the program and Vivian Wynn, Wynn Library Consulting, will provide an overview of the American Dream Starts @ your library initiative. Hadi Dudley, Bentonville (AR) Public Library; Karla Shafer, Hooper (NE) Public Library; and Maria Simon, Wood County (OH) District Public Library will share their unique experiences and insights and describe how and why the American Dream Starts at their library.

Since the initiative was launched in 2008, 104 public libraries in 24 states have been awarded the grants. American Dream libraries serve urban, suburban, and rural cities and towns ranging in size from 850 to over 1 million. This project is managed by the ALA Office for Literacy and Outreach Services and supported by a grant from the Dollar General Literacy Foundation.

The program is open to all conference attendees. For more information about the program, visit www.ala.org/olos.

RUSA Celebrates 2010 Best Work, Achievements at Awards Ceremony

The Reference and User Services Association (RUSA) will celebrate the 2010 recipients of its large variety of professional achievement and literary awards from 4:00–6:00 p.m. on Monday, June 28 in Room 207A/B of the Washington Convention Center.

All conference participants are invited to this event, which will also include a cash bar and hors d’oeuvres. The awards presented will include the Virginia Boucher/ OCLC Distinguished ILL Librarian Award; the Reference Services Press Award for the most outstanding article in Reference and User Services Quarterly (RUSQ); BRASS Emerald Research Awards to provide grant monies for research in business reference; the Louis Shores/ABC-CLIO Award for excellence in reviewing; the BRASS Gale Cengage Learning Student Travel Award; the Gale Cengage Award for Excellence in Business Librarianship; the Gale Cengage Award for Excellence in Reference and Adult Services; the Isadore Gilbert Mudge Award for leadership and service in library reference; the John Sessions Memorial Award recognizing library service to the labor community; the STARS/Atlas Systems Mentoring Award; the MARS My Favorite Martian Award; the Zora Neale Hurston Award sponsored by HarperCollins; the Dartmouth Medal for an outstanding and significant reference work; and the Sophie Brody Medal for achievement in Jewish literature.

The reception immediately follows the RUSA President’s Program: For the Love of Reference, which is scheduled for 1:30–3:30 p.m. on Monday in Room 202A of the Washington Convention Center. Learn more about RUSA at www.alan.org/rusa.
Multicultural Programming at Annual Conference

Two multicultural programs are being presented by the Association for Library Service to Children (ALSC) and REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking during Annual Conference 2010.

First, join in on the Pura Belpré Celebration. The Celebración is a free, joyful event featuring the 2010 Pura Belpré Medal winners and honorées; and musical performances by the Los Quetzales Mexican Dance Ensemble. The Celebración takes place today, from 1:30–3:30 p.m. at the Mayflower Renaissance Hotel, in the East/State Ballrooms. Meet the award winning authors and illustrators: Julia Alvarez, Carmen Bernier-Grand, Georgina Lázaro, Rafael López, Yuyi Morales, John Parra and David Díaz. To conclude the program, there will be a book signing by the winning authors and illustrators.

Next, ALSC and REFORMA are pleased to present an education program that will explore a world of resources to engage many ethnic groups in one celebration of family literacy. “Día is Diversity in Action” will be take place on Monday, June 28, from 1:30–3:30 p.m. at the Mayflower Renaissance Hotel, in the East/State Ballrooms. Meet the award winning authors and illustrators: Lázaro, Rafael López, Yuyi Morales, Parra and David Díaz. To conclude the program, there will be a book signing by the winning authors and illustrators.

Día is a celebration every day of children, and linking them to books. It culminates in celebrations each year on April 30 and emphasizes the importance of advocating literacy for children of all linguistic and cultural backgrounds. Its goals are to honor children, languages and cultures; to encourage reading and literacy; and to promote library collections and programs that reflect our plurality.

PLEASE NOTE: The original speakers are unable to present their program. They were Irania Patterson and Meryl Leonard from Charlotte Mecklenburg Library in Charlotte, North Carolina. Presenting their material will be Dr. Jermaine Campbell, Naidoo, Assistant & Pauline Foster.

ALA and Scholastic Library Publishing Announce 2011 National Library Week Grant

Create your own story @ your library® named official theme

Libraries across the United States are invited to apply for the $3,000 Scholastic Library Publishing National Library Week Grant, which will be awarded to a single U.S. library for the best public awareness campaign incorporating the 2011 National Library Week theme, Create your own story @ your library.

The grant is sponsored by Scholastic Library Publishing, a division of Scholastic, the global children’s publishing, education and media company, and is administered by the Public Awareness Committee of the American Library Association (ALA). This year’s application deadline is October 1, 2010. National Library Week is April 10–16, 2011.

All proposals must use the Create your own story @ your library theme, which incorporates The Campaign for America's Libraries® @ your library brand, on any and all promotional and publicity material supporting National Library Week activities. Guidelines for using the brand are available on the campaign Web site at under the “download logos” section. A grant application form and guidelines are available on the Scholastic Library Publishing National Library Week Grant Web site. Information also is available from the ALA Public Information Office. Telephone: 800-545-2433, ext. 2148. E-mail: mcfarlane@ala.org.

The winner will be notified and announced following the 2011 ALA Midwinter Meeting in San Diego. Last year’s winning selection from Poudre River (Colo.) Public Library District is on the grant Web site.

Members of the 2010 National Library Week Subcommittee are: Lisa R. Rice (chair), Bowling Green (Ky) Public Library; Eliza L. Applebaum, Lexington (Ky) Public Library; Gordon Baker, Clayton State University, Morrow, Ga.; Renee DiPilato, Alexandria (Va.) Public Library – Duncan Library; Susan Kowalski, Pine Grove Junior High School, East Syracuse, N.Y.; Bev Obert, Rolling Prairie Library System, Decatur, Ill.; Tony Talbot, Boulder (Colo.) Public Library, and Lisa Powell-Williams, Moline (Ill.) Public Library.

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.

Scholastic Library Publishing, a division of Scholastic, creates a multitude of products, both in print and online, for the school and public library market under the imprints of Grolier®, Children’s Press®, Franklin Watts®, and Grolier Online.® Scholastic Corporation (NASDAQ: SCHL) is the world’s largest publisher and distributor of children’s books and a leader in educational technology. Scholastic creates quality educational and entertaining materials and products for use in school and at home, including children’s books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. The company distributes its products and services through a variety of channels, including proprietary school-based book clubs, school-based book fairs, and school-based and direct-to-home continuity programs; retail stores, schools, libraries and television networks; and the company’s Internet site, www.scholastic.com.
Does your student need help choosing an inquiry method for their next project?

SAGE Research Methods Online lets them delve into specific case studies to decide which method is best for them.

Please visit us at booth 3549 to learn more about SAGE Research Methods Online (SRMO), the essential tool for researchers. www.sagepub.com/srmo
ALA President Camila A. Alire and Exhibits secretary John Isom cut the ribbon to open The Stacks on Friday evening as the ALA Executive Board watches.

The Stacks draw a crowd during the Opening Reception as ALA attendees take in hundreds of exhibits.

Illustrator Andy Runton, Top Shelf Productions, Portland, Ore., draws Einstein during a illustration competition in the Graphic Novel Pavilion.

An ALA attendee walks under a mixed media piece made from guitars by Chicago-born artist Donald Lipski hanging from the ceiling of the Walter E. Washington Convention Center.

Nancy Pearl, left, interviews Mary McDonagh Murphy, right, on the 50th anniversary of To Kill a Mockingbird.

(left photo) Fran Manushkin autographs copies of her book Katie Woo Moving Day for three first-time attendees from China—Zhuo Li, Tianjin Library, left; Qiong Zhong, Guilin Library; and Yue Wu, Library Society of China, at the Capstone booth.
WHERE PUBLIC K-12 school & ACADEMIC libraries ARE GOING

BOOTH #1942
Looking for something new in the exhibits? Come see what two of the guys who started Serials Solutions have up their sleeves.

Table 4247.

This ad is not endorsed, paid for, sponsored, or approved by Serials Solutions, which you’ll find at Booth 3505, or ProQuest, which is at Booth 3405. Please visit them; they’re good people. Also, this new product doesn’t compete with either Serials Solutions or ProQuest. But come to Table 4247, just to be sure.

Five Reasons Why Every Library Should Have Promotional Tote Bags

1) They Don’t Cost You Anything!
   Tote bags pay for themselves when you sell them at cost or for a profit. JanWay offers 30 day payment terms to libraries and Friends groups.

2) They Make Money for your Library or Friends Group
   When you sell tote bags for a profit you can easily recoup your initial tote bag investment and make extra money to use to promote your library. JanWay offers 30 day payment terms to libraries and Friends groups. By the time you receive your invoice, you will likely have collected enough money to cover the payment.

3) They Promote Your Library in Your Community
   Tote bags are walking billboards that promote your library wherever they go.

4) They Protect Library Materials
   Tote bags protect materials from weather and damage caused by dropping.

5) They Increase Circulation
   People tend to check out more materials when they have a bag in which to carry their media during the selection process. Without a bag they stop selecting when their hands are full.

---

Making the Most of Your First Annual Conference

By Amy Pace, High Point University (NC)

The room was packed with those new to ALA Annual Conference eager for tips on how to get the most out of this multi-faceted experience on Friday evening at the New Members Round Table (NMRT) program “Conference 101.”

Courtney Young, President of NMRT and a reference librarian at Penn State, spoke about the makeup of the NMRT which is open to librarians who have been in ALA for less than 10 years. The NMRT is made up of all kinds of librarians, and has many benefits: it can help jump-start your career; it gives you leadership experience and committee experience; and provides access to networking events.

Tori Switzer, dean of the Kraemer Family Library at the University of Colorado at Colorado Springs, and long-time attendee of this conference, spoke about navigating the myriad of meetings sessions and other events. Switzer congratulated attendees on taking this “first best step” in furthering your career and describing the meeting as “so much to do and so little time.” Switzer also described ALA’s annual conference as being about four things: having fun; meeting people; learning new things; and participating in program planning to become involved in bettering our profession.

The ALA website and the Division and Round Table websites provide a lot of information about different events going on. Another great way to stay connected is to follow the “buzz” on twitter by searching for hashtag #ala10. She also recommended checking out the May issue of American Libraries and picking up a copy of Cognotes each morning of the conference through which, you can learn lots of information about sessions you may not have been able to attend as well as last minute schedule changes.

Switzer went on to say that perhaps the most difficult piece of planning the conference experience is narrowing down your options. She suggested maintaining a calendar and updating it constantly, with multiple options for time slots. Switzer recommended utilizing the large program book received at registration as it is a great source of information as you begin to prioritize between all the many options available to you. “Don’t hesitate to rip out the pages you find most useful, as the program book is really large.”

As for getting around, be sure to take advantage of the shuttle busses, which are free. “Your hotel should provide you with a schedule of the routes and times for everyday travel as well as times and pickups for some of the major events such as the ALA Proquest Scholarship Bash and the Newbery/Caldecott Banquet.

Joseph Frueh, vice-president of sales for Agati Furniture and Vice-Chair for the Exhibits Round Table spoke next about maneuvering the exhibit floor and provided a helpful article entitled: “Exhibit Strolling: a ‘Must Do,’” which was published in the June/July 2009 issue of American Libraries. Exhibitors underwrite fees for conference so that our price of attendance is lower. Benefits of attending the exhibits include giving feedback to the sales representatives about your experience with their products, as well as gathering information about new products that are available. Frueh said one of the most efficient ways to get the most of the many exhibits would be to make a list of booths you would definitely like to visit. Additionally in the Exhibits, you can encounter author signings, free books and gifts, and special deals with vendors.

On the subject of ALA’s structure with its many divisions, round tables, and committees, John Chrastka, the Director of Membership Development, asked attendees to consider how decisions are made—by those who show up. He encouraged new members to attend meetings of groups you are interested in, by using your time to connect with others about new ideas and the issues you care about. Chrastka recommended the application for volunteering as a great way to get involved and not to “be shy” about volunteering. The application is open for three months each year and is available on the ALA’s website.