Virginia Library Association Annual Conference 2016

VLA Annual Conference
VLACRL Conference-within-a-conference

Wednesday, October 26
2:00 pm – 5:00 pm  Choose one of three exciting Preconferences this year (immerse yourself in Advocacy or Sustainability; or hone your Writing Skills.) $55 for pre-conference only; $40 with conference registration.
6:00 pm – 8:00 pm  Dinner on your own or Scholarship and Awards Banquet. Celebrate VLA’s scholarship and award winners with a delicious sit-down dinner prepared in The Homestead’s award-winning kitchen. $55; all proceeds will be donated to the Scholarship Fund.
8:30 pm – 10:30 pm  New Members Round Table Miniature Golf. (Free, with a cash bar.)

Thursday, October 27
8:30 am – 9:30 am  Ribbon-Cutting and complimentary coffee, tea and pastries in the Exhibit Hall
9:30 am – 11:00 am  Keynote Address by 2015 Newbery Medalist Kwame Alexander
11:15 am – 12:00 pm  Lunch Break (make it easy with a box lunch for $15.)
12:15 – 1:00 pm  Concurrent Sessions
1:15 – 2:00 pm  Concurrent Sessions
2:15 – 3:00 pm  Poster Sessions (Fresh ideas and a refreshment break in the Exhibit Hall)
3:15 – 4:00 pm  Concurrent Sessions
4:15 – 5:00 pm  Concurrent Sessions
5:15 – 6:00 pm  Business Meetings
6:00 pm – 8:00 pm  Dinner On Your Own
8:00 pm – 10:00 pm  All Conference Social (sweet and savory snacks provided, in addition to one complimentary glass of wine or beer.)
10:00 pm – ?  Late-night Movie (you know there will be a librarian in the movie! Free.)

Friday, October 28
8:30 am – 9:15 am  Complimentary coffee, tea and pastries in the Exhibit Hall (again!)
9:30 am – 10:15 am  Concurrent Sessions
10:30 am – 11:15 am  Concurrent Sessions
11:30 am – 1:00 pm  Networking Lunch with Post-ALA President Maureen Sullivan ($30)
1:15 pm – 2:00 pm  Concurrent Sessions
2:15 pm – 3:00 pm  Concurrent Sessions
3:00 pm  End of Conference/Scholarship Basket Raffle

Click here to register: http://tinyurl.com/2016VLA

Table of Contents

President’s Message .............................................................................. 3
Keynote Address with Kwame Alexander .............................................. 4
Conference Information and Registration Rates ................................. 5
Wednesday Preconferences ................................................................. 6
Thursday Schedule ................................................................................. 9
Jefferson Cup Award Winners ............................................................. 16
Friday Schedule .................................................................................. 18
Thursday Poster Sessions .................................................................... 26
Conference Committee ........................................................................ 28
PRESIDENT’S MESSAGE

Welcome to the gorgeous Omni Homestead Resort in beautiful Hot Springs, Virginia for the 2016 Virginia Library Association Annual Conference. We are thrilled to be in the western side of Virginia for the first time in nine years! The resort offers so much to do and the surrounding grounds are so beautiful this time of year that every attendee should relax and enjoy a great conference. We are also very happy to provide a conference app once again to make lining up your best sessions very easy to do. Networking and professional development opportunities abound during this conference, and we hope you take full advantage of all we have planned to make this The Best Conference Ever!

In honor of The Homestead’s 250th Anniversary they are serving a different cake every day of the year at 2:50 PM. Be sure to join your colleagues in the grand foyer for cake and coffee at the appointed hour. You can have your cake and eat it too!

This year our theme, Educate, Advocate, Promote, Praise, Repeat, came about in a rather serendipitous way, when I said to Lisa Varga one day that I spend a great deal of time advocating, promoting and praising, and we immediately decided it was a great conference theme! The theme ties in very nicely with much of what so many of us in libraries accomplish on a daily basis. We are pleased that so many of you joined us at this time and we hope you will leave here with new ideas and renewed energy.

We’ll kick things into high gear with a Scholarship and Awards Banquet on Wednesday evening. This year VLA has four new awards and we are very excited to be awarding our inaugural Graphic Novel Diversity Awards, which have received national attention from graphic novel publishers. Another new award near and dear to my heart is the Donna G. Cate Librarian of the Year Award, named after my predecessor who led the Central Rappahannock Regional Library for 34 years. After the awards and dinner, be sure to check out the New Members Round Table Mini Golf in The Homestead, a free event, but with a cash bar offering. What could be more fun after a great dinner and awards?

After breakfast on Thursday morning be sure to join all of your colleagues for our Keynote Address. We are sorry to announce that our Keynote Address will be announced on Friday afternoon. After some great concurrent sessions on Friday morning, plan to join ALA Past President Maureen Sullivan for a Networking Lunch. This will be an excellent opportunity to share ideas, network and learn something new from a nationally recognized library leader. Concurrent sessions continue until 3:00, when our conference comes to an earlier-than-usual close so you may enjoy a beautiful drive home enjoying the fall colors, or an afternoon stroll around the resort grounds.

Our conference theme, Educate, Advocate, Promote, Praise, Repeat, stretches far beyond the 18 books he’s written. He wrote his first poem when he was 12. The poem was for his Mom on Mother’s Day. In college, he wrote a poem for another girl ... the girl who ended up being his wife.

Kwame is the founder of two literacy organizations: Book-in-a-Day and LEAP for Ghana. Kwame is a national and international literacy ambassador, having traveled to five continents to lead writing and publishing workshops at schools and conferences. In the U.S., he visits schools and libraries to read his poems and encourage literacy.

In 2015, he became the first writer-in-residence at Bank Street College of Education. He is also the recipient of the 2015 Newbery Medal for his novel, The Crossover.
**Conference Information**

**LODGING**
The Omni Homestead is offering the following incredible group rates (same rate for single or double occupancy): RESERVE YOUR HOTEL ROOM: http://www.omnihotels.com/hotels/homesteadvirginia/meetings/registration

Two nights $250 + resort fee and taxes (Wednesday and Thursday) One night $155 + resort fee and taxes (Wednesday or Thursday)

Add Tuesday or Friday for $155 + resort fee and taxes (based on availability)

The address of the Omni Homestead Resort is 1766 Homestead Dr, Hot Springs, VA 24445.

**REGISTRATION DEADLINES**

Advance Registration ends October 12. All registrations received after October 12 are subject to a $25.00 fee. No meal tickets can be purchased after October 12 or onsite.

**REGISTRATION RATES**

### July 16 – October 12: Advance Registration

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<thead>
<tr>
<th>Event</th>
<th>VLA Members*</th>
<th>Non Members</th>
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<tbody>
<tr>
<td>Full Conference</td>
<td>$175.00</td>
<td>$262.50</td>
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<tr>
<td>Full Conference for Session Presenters</td>
<td>$87.50</td>
<td>$131.25</td>
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<tr>
<td>Full Conference for Student/Retiree/Trustee Members of VLA</td>
<td>$95.00</td>
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<tr>
<td>One Day (Thursday or Friday)</td>
<td>$125.00</td>
<td>$187.50</td>
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<tr>
<td>One Day (Session Presenters)</td>
<td>$60.00</td>
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<tr>
<td>One Day (Student/Retiree/Trustee Members of VLA)</td>
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<tr>
<td>One Day (Presenters who are also Student/Retiree/Trustee Members)</td>
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**Tickets**

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<tr>
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<tr>
<td>Preconference: Sustainability with Rebekkah Smith Aldrich (Wednesday, 2pm – 5pm)</td>
<td>$40.00</td>
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<td>$40.00</td>
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<td>Bundled Meal Plan (includes Tickets 1-3)</td>
<td>$90.00</td>
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<td>Ticket 1: Wednesday Evening 25th Annual Scholarship &amp; Awards Banquet</td>
<td>$55.00</td>
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<td>Ticket 2: Box Lunch Ticket</td>
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<td>Ticket 3: Friday Luncheon with ALA Past President Maureen Sullivan</td>
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**Complimentary Events:**

- **Wednesday Night NMRT Mini Golf Social (cash bar)**
  - **0.00**
- **Thursday Late Night Movie**
  - **0.00**

**Preconferences**

**Sustainable Thinking for the Future of Libraries**

**WEDNESDAY, OCTOBER 26, 2:00 pm – 5:00 pm**

**Presenter:** Rebekkah Smith Aldrich

**While change is inevitable and threats to libraries are real, what may need to change the most is how we think and talk about why libraries, of all types, are critical to the success of our civilization. Libraries must take an active, visible role in building sustainable, resilient and regenerative communities. Our future as libraries depends on it.**

“Sustainable Thinking” is a concept that aligns the core values of libraries with the “Triple Bottom Line” definition of sustainability, to result in libraries that are:

- **Sustainable:** have the capacity to endure
- **Resilient:** can bounce back in the face of disruption
- **Regenerative:** bring new and energetic life to their communities

In this session we will explore how to infuse the core value of sustainability into everything we do, taking a whole systems approach to leading our libraries into the future and building our base of support among those we serve along the way.

Those we serve - throughout the communities of Virginia - are **depending on us** to lead the way! The attitude we have about the existing situation will help us see **opportunities** to move our libraries forward, secure operating funds, and breed **intense loyalty** among those we serve.

At the end of this workshop participants will:

- **Understand** the urgency behind the need to think differently about our future
- **Be** mobilized to think sustainably about the future of their library and their community
- **Have** new tools and inspiration for helping their communities thrive
- **Advance** with confidence into the unknown

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**Rebekkah Smith Aldrich** (MLS, LEED AP, CSBA) is a passionate advocate for public libraries because she knows that libraries can change the world. Rebekkah currently serves as the Coordinator for Library Sustainability at the Mid-Hudson Library System (NY) where she daily assists 66 public libraries in the areas of leadership, funding and facilities. Rebekkah holds an advanced certificate in Public Library Administration from the Palmer School of Library and Information Science at Long Island University; is a Leadership in Energy and Environmental Design Accredited Professional (LEED AP); a certified Sustainable Building Advisor; the author of the forthcoming book Sustainable Thinking and author of the Handbook for Public Library Trustees in New York State; co-author of the “Handbook for Public Library Trustees in New York State” and of the forthcoming book Sustainable Thinking from ALA Editions. A founding member of the American Library Association’s Sustainability Roundtable, Rebekkah is proud of her work to help pass the 2015 ALA Resolution on the Importance of Sustainable Libraries. Named a Library Journal Mover & Shaker, Rebekkah is a frequent national presenter on the topic of leading libraries forward in smart, practical and effective ways.
Advocacy and Elevator Speech Boot Camp with ALA’s Jamie LaRue and Marci Merola

“Who needs libraries?” Beneath those three words is an iceberg of messaging, a fundamental challenge not only to librarians, but to our society. In this joint effort of ALA’s Office for Library Advocacy and the Office for Intellectual Freedom, we’ll explore some of the brutal facts of our environment, celebrate our assets, and offer practical tips to reclaim a moral sanction for the work we do, and support our communities deserve.

Jamie LaRue is the director of the ALA’s Office for Intellectual Freedom, and the Freedom to Read Foundation. Author of The New Inquisition: Understanding and Managing Intellectual Freedom Challenges, LaRue was a public library director for many years, as well as a weekly newspaper columnist and cable TV host. He has written, spoken, and consulted on leadership and organizational development, community engagement, and the future of libraries.

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Writing Academy with the Virginia Libraries Journal Editorial Board

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Thursday, 10/27/2016, 8:30 am – 9:30 am
Exhibit Hall Ribbon Cutting and Registration Packet Pick-Up
Ribbon Cutting outside the Grand Ballroom; pick up your registration packet at the rear of the hall. Complimentary coffee, tea and pastries will be served.

Thursday, 10/27/2016, 9:30 am – 11:00 am
Opening General Session
Join your colleagues as we officially open our 2016 conference with a Keynote Address by Kwame Alexander. Hosted by 2016 VLA President Martha Hutzel. Kwame Alexander is a Virginia resident, poet, educator, and New York Times Bestselling author of 21 books, including BOOKED and THE CROSSOVER, which received the 2015 John Newbery Medal for the Most Distinguished Contribution to American literature for Children, the Coretta Scott King Author Award Honor, The NCTE Charlotte Huck Honor, the Lee Bennett Hopkins Poetry Award, and the Paterson Poetry Prize.

Thursday, 10/27/2016, 11:15 am – 12:00 pm
Kwame Alexander Book Sales and Signing in the Grand Ballroom Exhibit Hall
Box lunch distribution begins at 11:30 in the rear of the hall, near registration. Tickets ($15) must be ordered prior to October 12. No tickets will be sold onsite. Regular, vegetarian, vegan, gluten-free, and gluten-free vegan options will be available.

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Thursday, 10/27/2016, 12:15 pm - 1:00 pm
**What Do I Read Next? Adventures in Online Reader’s Advisory**

*BEGINNER, INTERMEDIATE*

Learn how JML created an online reader’s advisory service using collaborative project management software (Google Drive), staffed it, and promoted it to patrons. We’ll also touch on how our strengthened RA skills led to other related projects.

Presenter: Erica Younghave, Jefferson-Madison Regional Library

Thursday, 10/27/2016, 12:15 pm - 1:00 pm
**From Drab to Fab: A Bookmobile Cinderella Story**

*BEGINNER*

How a community rallied around its rural library system to replace an old Bookmobile without a vehicle replacement fund and expand the reach of an outdated Outreach department. Learn about challenges and opportunities and get ideas that could work at other systems.

Presenters: Helen Presnell and Julie Goyette, Rockbridge Regional Library System

Thursday, 10/27/2016, 12:15 pm - 1:00 pm
**The Alchemy of Your Career: Spinning Straw into Gold**

*BEGINNER, LAW*

This program discusses strategies for capitalizing on positive experiences and recovering from missed opportunities from the dual perspectives of the manager/supervisor and the employee.

Presenter: Caroline Osborne, Washington & Lee University School of Law

Thursday, 10/27/2016, 12:15 pm - 1:00 pm
**Identity Theft - A First Hand Perspective**

*LAW, INTERMEDIATE*

The U.S. government is looking out for you - or so we hope. A number of agencies at both the state and national level are working to make it easier to recover from identity theft and to make it more difficult to perpetrate. This session will give an overview of the process to follow if you or your library user’s identity is stolen.

Presenter: Barbie Selby, University of Virginia

Thursday, 10/27/2016, 12:15 pm - 1:00 pm
**Poster Sessions for Public Librarians**

*BEGINNER*  

Conference posters are not just for the academics any more. In this session, participants will explore several kinds of posters that can be used for different purposes in all kinds of libraries. Perhaps you want to get feedback or other information about an idea or plan. You could be trying to advocate for continued support from your Friends. Whatever your purpose, posters are a great way to show—not just tell—your library’s story both at meetings and at home. Bring an idea for your own poster, and leave with a first sketch for what it might look like in public!

Presenter: K.T.L. Vaughan, James Madison University Libraries & Educational Technologies

Thursday, 10/27/2016, 12:15 pm - 1:00 pm
**Space Planning: Using Building Audit, Benchmarks, and Buy-In to Reconfigure Library Space**

*INTERMEDIATE*

Old Dominion University Libraries is reassessing the physical space of its main library to address future needs and better meet current needs of all users. A space plan was created through a comprehensive building audit and student/faculty/staff input to maximize efficiency and design areas to meet a variety of functions.

Presenters: Kathryn Boone and Morel Fry, Old Dominion University

Thursday, 10/27/2016, 12:15 pm - 1:00 pm
**Publishing With Peers: Join a Writing Circle**

*INTERMEDIATE*

Educate, advocate, promote, praise, and repeat through scholarly writing. When it comes to engaging in scholarship, librarians often need support, advice, and suggestions. This session will describe the presenter’s experience participating in a pilot project sponsored by ACRL’s College Libraries Section (CLS) Peer Writing Circle Service.

Presenter: Stacy Baggett, Shenandoah University

Thursday, 10/27/2016, 12:15 pm - 1:00 pm
**Finding Common Ground: Schools Censorship, and Legislative Advocacy**

Recent events in Virginia have underscored the challenges of a coordinated response from library organizations regarding issues of censorship and legislation that arise in public school and public library settings. This panel will explore how librarians can forge common ground between divergent groups of stakeholders in the library community and translate shared purpose into useful action.

Presenters: Shari Henry, VLA Intellectual Freedom Committee Chair; Carolyn Vibbert, Virginia Association of School Librarians; Tom Shepley, VLA Legislative Committee Chair; Jamie LaRue, ALA Office of Intellectual Freedom. Moderated by John Ulmschneider, VLA Legislative Committee member
Thursday, 10/27/2016, 1:15 pm - 2:00 pm
Come Together, Right Now: The Way We Collaborate to Ensure System Wide Thinking
BEGINNER, INTERMEDIATE
Collaboration is a vital part of making CCPLS run in sync. We will discuss how the Program Team and Public Services Librarians work together towards system wide thinking through monthly and weekly meetings as well as wiki sharing. Also on the table: Staff Meetings, and why it is still so important to have them.
Presenters: Donna Bomba and Jen Phillips, Campbell County Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
Calm the Conflict! De-escalate the Drama!
BEGINNER, INTERMEDIATE
We will discuss common conflict situations library staff could encounter. Participants will learn key indicators of conflict and will learn best-practice techniques for de-escalation. Our session will incorporate role-playing exercises to build rapport with library patrons. This session will include a focus on interaction with children, teens, and their parents.
Presenters: Jeffrey Wood and Mariassa Mazek, Roanoke Public Libraries

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
At-Risk Readers and Survival in Young Adult Literature
INTERMEDIATE
Explore strategies for engaging at-risk and underserved youth through programming and literature recommendations. The panel features three Virginia authors of contemporary realistic YA literature, moderated by a Virginia librarian who works with incarcerated young adults.
Presenters: Katrina Spears, St. Martin’s Press; Kristen Paige Madonia, Simon & Schuster Publishing; Wini Ashooh, Central Rappahannock Regional Library System; Hannah Barnaby, Knopf Publishing Group

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
If You Plan It, They Will Come: A How-To Guide for Planning and Promoting Live Author Events at Your Library
INTERMEDIATE
Are you curious about 3D printing, but unsure of the benefits of having a printer at your library? Come and learn some of the ways that CCPL has been using 3D printing in classes, programs, outreach, and community engagement, and how your library can unlock the potential of 3D printing.
Presenter: Ben Strohm, Chesterfield County Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
Ukuleles and Baboon Skulls: Integrating 3D Printing into Library Programs and Services
BEGINNER, INTERMEDIATE
Are you curious about 3D printing, but unsure of the benefits of having a printer at your library? Come and learn some of the ways that CCPL has been using 3D printing in classes, programs, outreach, and community engagement, and how your library can unlock the potential of 3D printing.
Presenter: Ben Strohm, Chesterfield County Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
How to Teach Oral History in a Public Library
BEGINNER
Do you want to help others document their personal history or the history of their community? Come to this session to learn how to put together an oral history class. I will give helpful advice about how to name the class, create a safe place to share ideas, determine class length, and share useful oral history resources.
Presenters: Alan Hale, Roanoke County Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
Building a Digital Humanities Community - A Collaboration Between Library and IT
BEGINNER
Through a grant from the Virginia Foundation of Independent Colleges, representatives from both Bridgewater College’s IT Center and Library were able to create a Digital Humanities Working Group for faculty. We will outline our successes in building a learning community, along with the challenges that we faced along the way.
Presenters: Cori Strickler and Emily Goodwin, Bridgewater College

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
Celebrating Children’s Day/Book Day/Día! Programs in your Virginia Library
BEGINNER
Join us to learn how you can bring culturally enriching, fun and educational programs that celebrate Día, a national initiative emphasizing the importance of literacy for children of all backgrounds, to your library. Come for a fiesta of ideas!
Presenters: Jeri Morton and Lisa Brady, Chesapeake Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
The Way Between Library and IT
INTERMEDIATE
Collaboration is a vital part of making CCPLS run in sync. We will discuss how the Program Team and Public Services Librarians work together towards system wide thinking through monthly and weekly meetings as well as wiki sharing. Also on the table: Staff Meetings, and why it is still so important to have them.
Presenters: Donna Bomba and Jen Phillips, Campbell County Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
Center for the Book
BEGINNER
Join us to learn how you can bring culturally enriching, fun and educational programs that celebrate Día, a national initiative emphasizing the importance of literacy for children of all backgrounds, to your library. Come for a fiesta of ideas!
Presenters: Jeri Morton and Lisa Brady, Chesapeake Public Library

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Presenters: Alan Hale, Roanoke County Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
Library Lushes: Tips and Tricks to Coordinating Library Socializing Events
BEGINNER
Socializing is one of the best ways to network within the library profession. The Virginia Library Socializers has been successful in organizing social events throughout various regions of Virginia since 2011. This session will cover tips for arranging and promoting social events, as well as topics to cover while socializing.
Presenters: Cammy Koch, Henrico County Public Library; Jenny Stolt, Virginia Commonwealth University

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
Jefferson Cup Winners Spotlight
BEGINNER
Please join Jefferson Cup Winners Melanie Crowder, author of Audacity, and Caroline Starr Rose, author of Blue Birds, as they discuss the inspiration for their novels, the research process, and writing in verse.
Presenters: Melanie Crowder and Caroline Starr Rose

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
Back to the Whiteboard: Large Whiteboards and Group Activities in Library Instruction
BEGINNER
Learn how Mary Baldwin University librarians improved student engagement in library instruction by updating learning spaces with whiteboard paint. This session will cover how to plan a similar renovation, ideas for active learning in a whiteboard painted space, and how we measured increased engagement.
Presenters: Paula Kiser and Anaya Jones, Mary Baldwin University

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
Public Library Collection Management Discussion Forum
BEGINNER
This will be our second meeting, the first since our discussion session at the 2015 VLA Conference. This will provide an opportunity to follow-up, to share information, network and discuss aspects of Collection Management: Acquisitions, Selection, Collection Maintenance, Collection Analysis and emerging issues.
Presenters: Ann Thies, Henrico County Public Library; Adrian Whicker, Roanoke County Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
Between Library and IT
BEGINNER
Independent Colleges, representatives from both Bridgewater College’s IT Center and Library were able to create a Digital Humanities Working Group for faculty. We will outline our successes in building a learning community, along with the challenges that we faced along the way.
Presenters: Cori Strickler and Emily Goodwin, Bridgewater College

Thursday, 10/27/2016, 1:15 pm - 2:00 pm
If You Plan It, They Will Come: A How-To Guide for Planning and Promoting Live Author Events at Your Library
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Presenter: Ben Strohm, Chesterfield County Public Library

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Jefferson Cup Winners Spotlight
BEGINNER
Please join Jefferson Cup winners Melanie Crowder, author of Audacity, and Caroline Starr Rose, author of Blue Birds, as they discuss the inspiration for their novels, the research process, and writing in verse.
Presenters: Melanie Crowder and Caroline Starr Rose
**THURSDAY CONCURRENT SESSION THIRD BLOCK, 3:15 PM – 4:00 PM**

**GenreCon: Where Pop Culture and Literature Collide**

**Presenters:** Jody Lewandowski and Josie Wold, Central Virginia Library System.

Learn about the GenreCon series of programs targeted to the difficult-to-reach 13-30 age group. GenreCon melds pop culture and fiction to create a multi-generational space for fans to share their love of a particular character or literature genre. Discover how to adapt this flexible educational and entertaining programming concept to fit your library and community regardless of your space or budget restrictions.

**Change is Inevitable. It’s how you adapt.**

**Beginner**

Managers seek out employees who adapt to changing circumstances. From personal career decisions, to organizational level change, hear from a panel of librarians with first-hand experience navigating change in libraries today. Participants will hear our strategies for riding both sides of the change wave: personal and organizational, and begin to develop their own plans for adaptability.

**Presenters:** Shanaa Hunter and Brian Burns, Hampden-Sydney College; Tammy Mines, Longwood University.

**Finding the Time to be Active in the Library Classroom**

**Beginner**

Finding time for active learning in library instruction is challenging when there is a lot to cover in one session. Providing short, active learning opportunities during one-shots can positively impact student learning. Participants in this session will engage in activities that can be used to increase student success in library one-shots.

**Presenters:** Sarah Townsend, Clint Rudy, Alicia Phinney and Liz Steyer, Suffolk Public Library.
Melanie Crowder and Caroline Starr Rose will co-present a session on Thursday, October 27, from 1:15 pm - 2:00 pm. Copies of their winning titles will be available for purchase in the Exhibit Hall and both authors will sign their books beginning at 2:15 pm on Thursday, also in the Exhibit Hall.

The 2016 Jefferson Cup Award Winners will be honored at the 25th Anniversary Scholarship and Awards Banquet on Wednesday, October 26, from 6:00 pm - 8:00 pm at the Omni Homestead Resort.

Individual tickets $55.00 (must be ordered by October 12)

Melanie Crowder, 2016 Jefferson Cup Award winner for Young Adult Readers for Audacity.

Caroline Starr Rose, 2016 Jefferson Cup Award winner for Young Readers for Blue Birds.

2016 VLA Scholarship BASKET RAFFLE

Your donations and raffle ticket purchases help to fund the VLA Scholarship and the Clara M. Stanley VLA Professional Associates Scholarship. Please contact Lucinda Rush lrush@odu.edu regarding basket donations. Winners will be selected on Friday afternoon; you do not need to be present to win. Your basket may be picked up by a colleague but must be claimed by 4:00 pm. Cost for tickets: $2 each or 3 for $5.

Thursday, October 27, 2016, 4:15 pm - 5:00 pm

Improving the Health, Safety and Well-being of LGBT Populations

Presenters: Tony Nguyen, National Network of Libraries of Medicine, SE/A

Thursday, October 27, 2016, 4:15 pm - 5:00 pm

A Fair to Remember: 3 Quick Steps to Festival Planning

Presenters: Amanda Brown, Amber Lowery and Jason Lane, Roanoke Public Libraries
Thursday, 10/27/2016, 4:15 pm - 5:00 pm
Creating a Culture of Leadership in Your Library

Presenter: Andrew Sanderbeck, People Connect

Creating a culture of leadership is a key component in your organization's ability to grow year over year. It is not something that can be implemented; rather a culture of leadership evolves organically by taking the necessary steps to investing the time and resources that are required to create leaders throughout your organization.

Presenter: Andrew Sanderbeck, People Connect Institute

Thursday, 10/27/2016, 4:15 pm - 5:00 pm
Managing with Purpose:
Integrating Assessment, Planning, and Budgeting

Presenter: Candace Schmidt and Rhonda Belyea, Chesterfield County Public Library

This session will equip participants (not just directors!) to manage library services strategically in response to evolving customer needs and environmental conditions. Come learn about concepts and tools such as the logic model, the business model canvas, opportunity cost, six dimensions of assessment, and the principal-agent problem.

Presenter: Greg Smith, Liberty University

Thursday, 10/27/2016, 4:15 pm - 5:00 pm
50 Shades of Gray? Well, Maybe Just 3 or 4!

Presenter: Lisa Tyson and Erica Hall, Tazewell County Public Library

In spite of codes of ethics, Bill of Rights, and policy manuals galore, still there are tricky situations. Join us for an open and facilitated discussion about some recurring issues that just aren't black and white! We'll work through them using the law of diminishing returns, and critically acclaimed authors and illustrate, including many titles considered classics of children's literature.

Presenters: Summer Ogata, Macmillan Children’s Publishing Group

Thursday, 10/27/2016, 4:15 pm - 5:00 pm
Keeping the Desk: Adventures in Student Staffing, Librarian Freedoms and Winning Collaborations

Presenter: Lauren Goode, The College of William and Mary

In a changing landscape where many academic libraries choose to consolidate service points, William and Mary’s Swem Library took an alternative approach. Swem saved its research desk, staffing it with graduate students. The benefits are numerous, with statistics showing steady interactions at the research desk and exponential growth in alternative outreach opportunities.

Presenter: Lauren Goode, The College of William and Mary

Thursday, 10/27/2016, 5:15 pm - 6:15 pm
Business Meetings:

- Virginia Public Library Directors Association
- Technical Services and Technology Forum
- Youth Services
- Virginia Libraries Journal
- Professional Associates Forum
- For-Profit Colleges Meet and Greet
- Ad Hoc Website Content Committee

Friday, 10/28/2016, 9:30 am - 10:15 am
Gold is the New Pink: GoldieBlox and STEAM Programming for Girls from Idea to Reality

Presenter: Brian Sullivan and Malia Willey, James Madison University

This workshop will cover the basics of how to engage girls in STEAM fields. We will incorporate from the start. This presentation will cover concepts, applications, and limitations related to universal design in the library instruction classroom.

Presenters: Brian Sullivan and Malia Willey, James Madison University
Friday, 10/28/2016, 9:30 am - 10:15 am

**Our Jefferson Cup Overflows! VS BEGINNER**

The 2016 Jefferson Cup Committee Members will present information on many of the books received for consideration of the 2016 Jefferson Cup Awards, including the current Award winners for Younger Readers and YA Readers. We will have bookmarks and posters for attendees, as well as a door prize drawing!

Presenters: Laurain Newell, Churchland Middle School; Susan Catlett, Churchland High School

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Friday, 10/28/2016, 9:30 am - 10:15 am

**Maximizing Mystery Fiction Connections OR What Mystery Authors Can Do for You**

Need to attract new library patrons, improve reader advisory skills, evaluate mystery holdings, and provide compelling programming? Attendees will learn what Mystery fiction reader/writer organizations can offer. Presenters cover the why, what, and how of exploring these resources, and suggest trial programs.

Presenters: Rosemary Shomaker and Teresa Inge, Sisters in Crime - Central Virginia

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Friday, 10/28/2016, 9:30 am - 10:15 am

**Noxious Weeding: Using Data Visualization to Revitalize Your Collection VIRGIN COLL LSJ PRO BEGINNER, INTERMEDIATE, ADVANCED**

How do you begin to analyze and weed a monograph collection when it has not been done in living memory? This session will take an in-depth look at a small academic library’s approach to this problem and demonstrate a data visualization tool developed in-house to meet their needs.

Presenters: Rachel Maderik and Accacia Mullen, Virginia Military Institute

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Friday, 10/28/2016, 9:30 am - 10:15 am

**Manager or Leader: Should I be Either or Both? LEAD INTERMEDIATE**

People frequently confuse the terms “manager” and “leader.” Managers in libraries make sure the doors open on time and books are reshelved. As a librarian, what can you do to improve your leadership skills? A list of the presenter’s favorite leadership books will be shared!

Presenter: Lynne Richardson, University of Mary Washington

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Friday, 10/28/2016, 9:30 am - 10:15 am

**Building on a growing body of research on learning spaces in academic libraries, this session will present information on the impact of two newly-designed library classrooms in a middle and high school setting.**

**Design Matters: Designing and Assessing Flexible Learning Spaces in an Academic Library VLACRL BEGINNER, INTERMEDIATE**

Learning spaces matter. But how learning spaces affect student and faculty experiences remains unclear. Building on a growing body of research on learning spaces and student satisfaction, Swem Library and the Herman Miller Corporation collaborated to study the impact of two newly-designed library classrooms on student learning and instructor pedagogy.

Presenters: Paul Showalter and Lisa Nickel, College of William & Mary
Don’t Be “That Librarian”: Engaging Patrons Appropriately at the Desk and Throughout the Library

Friday, 10/28/2016, 10:30 am - 11:15 am

As librarians, it’s imperative that we practice excellent customer service to ensure patrons are comfortable approaching and talking with us. This session will share insights into students’ perceptions of libraries and librarians, tips on how you and your staff can improve customer service skills, and recommendations to avoid patron interaction pitfalls.

Presenters: Garrison Libby, Tidewater Community College; Maria Fesz, Northern Virginia Community College

After the Usability Study: Making Website Changes Based upon Results

Friday, 10/28/2016, 10:30 am - 11:15 am

The UNCG Libraries conducted a comprehensive usability study that examined the design, content, and functionality of the primary website. This presentation will provide an overview of the tests conducted and then show how the test results directly informed our decisions on how to modify specific portions of our homepage.

Presenter: Terry Brandsma, UNC Greensboro

Data Visualization for Insights and Better Decision Making

Friday, 10/28/2016, 10:30 am - 11:15 am

Libraries, often awash in data about the people, businesses, and communities we serve, frequently struggle at leveraging that information for decision making. We will illustrate data analysis through visualization methods, including web-based GIS services, to demonstrate how to develop insights from data visualization and make informed decisions on serving users.

Presenters: Ingrid Hsieh-Yee, Catholic University of America; Jim Gillispe, Johns Hopkins University

The Library of Congress Cataloging in Publication (CIP) Program: How It Works, What’s New, and How to Get Involved

Friday, 10/28/2016, 1:15 pm - 2:00 pm

The Library of Congress Cataloging in Publication (CIP) Program provides cataloging in advance of publication for titles most likely to be acquired by the nation’s libraries. How does the CIP Program accomplish its mission? What are the new areas of development in the CIP Program? How can institutions get involved?

Presenters: Caroline Saccucci and Camilla Williams, Library of Congress

Techsploration: Expanding Tech for Kids

Friday, 10/28/2016, 1:15 pm - 2:00 pm

Wondering what’s new in the world of tech for kids and what other libraries are doing? Discover how technology continues to be an integral part of library services and programming, and why youth librarians are called to be Media Mentors for children and families. Learn about Darien (CT) Library’s TEA Technology, Engineering and the Arts Room activities, Montgomery County (MD) Public Libraries’ new interactive Summer Reading experiences with tech built right in, and Frederick County (MD) Public Libraries traveling STEM Lab that lets library staff take STEM to small branches within the community.

Presenters: Claire Moore, Darien Library, CT; Janet Vogel, Frederick County Public Libraries, MD; Mary Ellen Icaza, Montgomery County Public Libraries, MD

Tag Team: Teen Services Collaboration Between School and Public Libraries

Friday, 10/28/2016, 1:15 pm - 2:00 pm

Public and School librarians have the same goal—to provide access to resources and interactive experiences with their shared patrons, teens. Hear what a high school and public librarian have started, their struggles, and their successes during their first year of collaborating on teen services.

Presenters: Rosanne North-Jack, Bull Run Regional Library; Rhetta Lawlor, Osbourn Park High School

Digging in the Crates: Hip Hop & the Library

Friday, 10/28/2016, 1:15 pm - 2:00 pm

Hip hop is one of the few areas of popular culture that regularly addresses issues of race, class, gender, sexuality, authority, and authenticity. The genre’s practices are not vastly different than traditional research processes. Incorporating hip hop into library programming presents numerous unique opportunities and challenges. Let’s explore them.

Presenters: Craig Arthur and Alyssa Archer, Radford University

Desperately Seeking Dumbledore: The Value Of Mentorships Throughout Your Career

Friday, 10/28/2016, 1:15 pm - 2:00 pm

Finding a mentor can be daunting, but an outside perspective might be just the thing to get your career rolling (or back on track!). In this session, we’ll share best practices from a successful mentoring partnership and encourage participants to reflect on their ideal mentoring match.

Presenters: Julia Feerrar, Virginia Tech; Katelyn Burton, Virginia Western

The Value Of Mentorships Throughout Your Career

Friday, 10/28/2016, 1:15 pm - 2:00 pm

Virginia Library Association Annual Conference 2016
Virginia Library Association Annual Conference 2016

Friday, 10/28/2016, 1:15 pm - 2:00 pm
Breaking Down the Walls: Re-Imagining How We Connect With Our Patrons

No reference desk? No problem! When we remove barriers between patrons and librarians, what happens? We will share Chesterfield County Public Library’s experience doing this and how it enhanced service and created stronger relationships with our community.

Presenters: Margaret Howard and Meg King-Sloan, Chesterfield County Public Library

Friday, 10/28/2016, 1:15 pm - 2:00 pm
Libraries and Civic Engagement: Creating Future Leaders through Spring Break Teen Leadership Institutes

For two consecutive years Chesterfield County Public Library has hosted a Teen Spring Break Leadership Institute, an alternative spring break experience for at-risk teens, which focuses on developing leadership skills through teamwork, communication, and critical thinking exercises. Learn how to plan a Teen Leadership Institute of your own.

Presenters: Jess Harshbarger and Helen Houchins, Chesterfield County Public Library

Friday, 10/28/2016, 1:15 pm - 2:00 pm
The Seedy Side of Programming: Washington County’s Seed Savers Program

What is a Seed Saving Library? Why should libraries be involved in seed saving? What are the benefits / risks involved? Washington County PL has offered a seed saving program since 2013. In that time, the seed saving program has brought hundreds of new users into the library and created partnerships within the community.

Presenter: Charlotte Parsons, Washington County Public Library

FRIDAY CONCURRENT SESSION
FOURTH BLOCK 2:15 PM – 3:00 PM

Friday, 10/28/2016, 2:15 pm - 3:00 pm
A New Library, Now What? Implementing Responsive, Life-Cycle Space Assessment for Evolving User Needs

Library building projects require extensive needs-assessment during the design process. In an ever-evolving academic world, how do new buildings respond to elements such as use patterns and technology, which may obsolete quickly? How do academic libraries implement life-cycle assessment of spaces? Two new library projects in Virginia will explore strategies.

Presenters: Sarah Falls and Jeanne Hammer, Virginia Commonwealth University

Friday, 10/28/2016, 2:15 pm - 3:00 pm
Using Patron Interviewing As A Method For Investigating Reference Consultations: How Can Qualitative Research Inform Reference Services In An Academic Library?

Qualitative research based upon patron interviewing has the potential to yield rich data. Two academic librarians discuss their experiences using this methodology to investigate reference consultations undertaken in the Library of a comprehensive, state university in the southeastern United States. What are the key advantages (and drawbacks) to this approach?

Presenters: Howard Carrier, James Madison University; Emily Rogers, Valdosta State University

Friday, 10/28/2016, 2:15 pm - 3:00 pm
Guerrilla Storytime

Ramp up your storyline expertise with this peer-to-peer skill sharing session, including hands-on challenges and demonstrations. Whether you want to show off a favorite song, crowdsource solutions to real-life issues, or just want to learn what the storyline fuss is all about, all are welcome.

Presenter: Rachel Pacchetti, Central Rappahannock Regional Library

Friday, 10/28/2016, 2:15 pm - 3:00 pm
Quick and Dirty Readers Advisory: Erotica, New Adult Literature, and the Changing World of Romance Novels

The popularity of Fifty Shades of Gray has resulted in a sharp increase in patron demand for erotica and new adult literature. This session will give information about the newest trends in romance and erotica as well as skills needed to conduct a successful Readers Advisory interview with a patron seeking these materials.

Presenters: Alicia Aklbers and Alex Hamby, Henrico County Public Library

Friday, 10/28/2016, 2:15 pm - 3:00 pm
In Through the Out Door: How Libraries Are Using Their Outdoor Spaces to Engage Communities

Join us for a survey of the innovative and the tried-and-true ways that Mid-Atlantic libraries are using their outdoor spaces to delight their customers and expand their possibilities. As this 360 tour and the stories behind these spaces will demonstrate, now is the time to think out of the box, and out of the building, too!

Presenters: John Huddy, Handley Regional Library; Karin Khan, Loudoun County Public Library

Friday, 10/28/2016, 2:15 pm - 3:00 pm
Libraries Are Using Their Outdoor Spaces

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Presenters: John Huddy, Handley Regional Library; Karin Khan, Loudoun County Public Library

Friday, 10/28/2016, 2:15 pm - 3:00 pm
Starting from Zero: Getting Digital Repositories Off the Ground

Presenters: Stephanie Adams, Tennessee Technological University

Friday, 10/28/2016, 2:15 pm - 3:00 pm
Community Partnerships for Professional Development: Using a Technology Petting Zoo to Strengthen Academic and Public Library Relationships

Presenters: Michael Mungin and Mark Lane, James Madison University; Susan Versen, Massanutten Regional Library

Friday, 10/28/2016, 2:15 pm - 3:00 pm
Electronic Resources: Behind the Scenes

Most librarians use electronic resources from the front end, but what goes on behind the scenes in acquiring these resources? The presenter will cover some of the parts of the process that are often overlooked as well as the details librarians should be addressing beyond standard licensing and pricing issues.

Presenter: Stephanie Adams, Tennessee Technological University

Friday, 10/28/2016, 2:15 pm - 3:00 pm
In An Academic Library?

INTERMEDIATE, ADVANCED

Friday, 10/28/2016, 2:15 pm - 3:00 pm
Implementing Responsive, Life-Cycle Space Assessment for Evolving User Needs

INTERMEDIATE, ADVANCED

Friday, 10/28/2016, 2:15 pm - 3:00 pm
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INTERMEDIATE, ADVANCED

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INTERMEDIATE, ADVANCED

Friday, 10/28/2016, 2:15 pm - 3:00 pm
Electronic Resources: Behind the Scenes

INTERMEDIATE, ADVANCED
**Empowering Students as Creators - Promoting Intellectual Property Awareness**

In response to a request from the college’s administration to help promote the intellectual property policy to students, the library developed a new activity for student orientation that effectively engaged students in understanding their intellectual property rights and responsibilities and empowered them to think of themselves as creators.

Presenters: Sue Erickson and Patty Clark, Virginia Wesleyan College

**Play Your Cards Right: Creating a Library Orientation Game**

A poster presentation covering how a team of academic librarians and staff collaborated on an information literacy themed “Apples to Apples”-style card game to use as a library orientation activity for transfer students.

Presenters: Kelly Giles, Kristyn Shuyler, Andrew Evans and Jonathan Reed, James Madison University

**Variations on an Information Literacy Theme: Student Research Consultations and Multiple Oral Communication Sections**

Bridgewater College librarians and professors realized that the one-shot model was not working for the Oral Communication classes. Instead, an individual research consultation model was developed to find and evaluate resources for their informative speeches. Varying approaches to the consultations allowed the opportunity to compare the success of each strategy.

Presenters: Cori Strickler and Vickie Einselen, Bridgewater College

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**Strategic Partnership and Space Sharing: How Academic Libraries Should be Making Decisions**

Libraries are many things to many people, but “strategic partner” is not usually one of them. On a college campus, space is limited and space has value. Smart administrators leverage library space to align themselves with those that advance the goals of the institution and the library. Learn from our successes and mistakes.

Presenters: Carrie Cooper and Lisa Nickel, College of William & Mary

**Creating Staff Awareness and Programming for Human Trafficking Awareness Month**

Human trafficking is a growing problem in the United States. Libraries are uniquely positioned to spread awareness both to their staff and patrons. The assistant director of the Suffolk Public Library System and a human trafficking advocate will share how they implemented a staff training program and library programming for Human Trafficking Awareness Month.

Presenters: Sarah Townsend, Suffolk Public Library System; Shannon Langford, Shared Hope International

**Boba Fett at the Circ Desk: Library Leadership Lessons from the Empire Strikes Back**

Leadership insights and inspiration can be found many places—from Jim Collins and Stephen Covey to The Art of War and Winnie the Pooh. This engaging and entertaining talk uses The Empire Strikes Back to glean insights on everything from communication and teamwork to embracing failure and having fun at work.

Presenter: Susan Brown, Chapel Hill Public Library

**Promoting Instant Message to Increase Virtual Reference Traffic**

Between 2012 and 2015, McConnell Library expanded IM coverage by adding IM widgets to databases and to every page of the library’s website. Due to exponential increases, staffing priorities were reevaluated. This poster will explore how the IM widget exposure boosted IM traffic, and how the data collected influenced staffing.

Presenter: Jennifer Resor-Whicker, Radford University
We’re listening: Assessment for Data-Driven Decision Making
Reynolds Community College Library chose LibQual+, an assessment tool from ARL, to inform our strategic planning. LibQual+ measures user expectation and perception, allows benchmarking, and gives data proving library value. Discover what Reynolds learned, how results were used, and what other libraries can do to assess and improve services. Presenters: Suzanne Sherry and Hong Wu, Reynolds Community College Library

Better Citations Please! Aiding Students in Creating Correct Citations
Virginia International University faces many challenges in teaching a global student population how to cite correctly. Language comprehension along with cultural citation ethics and attitudes create much anxiety in learning these skills. VIU adopted RefMe as a conduit for successful citation creation to accompany traditional citation classroom instruction. Presenter: Jeffrey Prater, Virginia International University

Conference Committee
Martha Hutzel, VLA President
Central Rappahannock Regional Library

Sasha Matthews, 2016 Conference Chair
Virginia Beach Public Library

Michael Barnes
Clifton Forge Public Library

Dana Bomba
Campbell County Public Library

Kathy Clevenger
Culpeper County Library

Zoe Dellinger
Shenandoah County Library System

Ona Turner Dowdy
Lynchburg Public Library

Julia Feerrar
Virginia Tech

Barbara Ferrara
Chesterfield County Public Library

Kareemah Hamdan
Henrico County Public Library

Christie Hoerneman
Central Rappahannock Regional Library

John N. Huddy
Handley Regional Library

Kimberly B. Knight
DC Public Library

Joy McIntire
Central Rappahannock Regional Library

Jennifer Resor-Whicker
Radford University

Cori Strickler
Bridgewater College Library

K.T.L. Vaughan
James Madison University Libraries & Educational Technologies

Lisa R. Varga
Virginia Library Association

The VLA Stipend Raffle is Back!
Take a chance on Professional Development! Odds are, you’ll have fun! The VLA Fundraising/Development Committee will be drawing the name of 15 participants to receive a no-questions-asked $100 stipend to attend the 2016 VLA Annual Conference. Entries will be accepted through September 8 and recipients will be notified by September 14. The stipend may be used for registration fee, lodging; food; travel expenses; or any other expenses at VLA.
Please visit http://tinyurl.com/2016VLAStipend
One entry per person.

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