October 11-13, 2017
The Main, Norfolk, VA
Parking at The Main is $20 per day for self-parking, $26 per day for valet. For more information about parking in Norfolk, please visit: http://www.norfolk.gov/parking
Welcome to Norfolk for the 2017 Virginia Library Association’s annual conference! We are excited to be back in Norfolk for the first time since 2000. We are even more excited to be holding the conference at The Main, a brand new hotel with many amenities.

We offer a wide range of opportunities to experience Norfolk’s many attractions. The Local Arrangements Committee has been hard at work planning tours of several sites in and around the city; and the New Members Round Table has organized a pub crawl for Wednesday night. Thursday evening, we have several dine-arounds planned as well as a game night for our social.

This year’s theme, “Breaking Barriers, Building Bridges,” speaks to the library’s role in fostering opportunities for empowerment by providing the broadest range of information from the widest range of perspectives that we can, by educating our communities through instruction and programming, and by serving as community spaces. We also partner with other educational and civic groups in order to build up our communities. Though the perspectives of librarians and libraries as institutions have often been and continue to be limited by historical situations and by human nature, we strive to be more inclusive, and to raise our awareness of others’ perspectives.

We are delighted to feature nationally renowned Virginia author Margot Lee Shetterly as our keynote speaker. Ms. Shetterly is the author of Hidden Figures, the story of African-American women whose role as “human computers” advanced the space program of the 20th century. She will speak at the opening session on Thursday morning. We will show the film version of Hidden Figures after the Thursday evening social.

We are also pleased to have Trevor A. Dawes, Vice Provost for Libraries and Museums at the University of Delaware, join us for the Networking Luncheon on Friday.

We have made available an app to make it easier to choose and view sessions. VLACRL is again offering the “conference within a conference,” featuring peer-reviewed sessions about academic libraries, but open to everyone. We’re excited to have the Virginia Association of Law Libraries with us as well. We will also hold a dinner on Wednesday night to honor VLA award and scholarship winners. This event was popular last year, and will again include our Graphic Novel Diversity Award.

As always, we want to thank the vendors who support VLA. Please take a moment to stop by their booths in the exhibit hall, check out their products, and thank them for their support. And please support VLA scholarships by purchasing raffle tickets for the scholarship baskets that will be on display throughout the conference!

If you have any questions during your time at the conference, please see me or any Conference Committee member, or visit the Registration Booth in the Exhibit Hall. I hope you have a great time in Norfolk!

Best,
Keith Weimer
President, Virginia Library Association

Be sure to check the VLA Annual Conference Portal for up-to-date information about the #2017VLA Conference!
http://www.vla.org/vla-annual-conference

Dr. Keith Weimer
President, Virginia Library Association

PRESIDENT’S MESSAGE 2017

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WEDNESDAY

Free tours and other events in Norfolk during the day.
6:00 pm – 8:00 pm Annual Scholarship and Awards Banquet ($55, must purchase in advance)
8:00 pm – 9:00 pm Members Round Table Sips & Sweets of Norfolk. Dutch treat.

THURSDAY

7:00 am Thursday Morning Walk
9:00 am Exhibit Hall Opening
Registration and Packet Pick up.
Coffee and light refreshments.
10:00 am – 11:30 am Opening Session and Keynote Address with author Margot Lee Shetterly
11:45 am Box Lunch Pick up
($17, must purchase in advance)
12:30 pm – 1:15 pm Concurrent Sessions
1:30 pm – 2:15 pm Concurrent Sessions

FRIDAY

7:00/7:30/7:45 am: Morning Walk/Morning Yoga-Third Floor, Imagination/NMRT Networking Breakfast
8:30 am Registration and Packet Pick up. Coffee and light refreshments.
9:30 am – 10:15 am Concurrent Sessions
10:30 am – 11:15 am Concurrent Sessions
11:30 am – 1:00 pm Networking Luncheon with Trevor A. Dawes ($33, must purchase in advance)  or Lunch on Your Own
1:15 pm – 2:00 pm Concurrent Sessions
2:15 pm – 3:00 pm Concurrent Sessions
3:00 pm Exhibit Hall Closes
3:15 pm – 4:00 pm VLA Business Meeting and Scholarship Raffle Drawing

VLA is a Bring Your Own Tote conference!
Thursday, October 12, 10:00 am - 11:30 am
Third Floor, The Granby Ballroom
Margot Lee Shetterly’s Hidden Figures—a #1 NYT bestseller and inspiration for the box office hit—is the true story of the black women mathematicians at NASA who helped fuel some of America’s greatest achievements in space. In talks, Shetterly celebrates these unsung heroes, teasing out issues of race, gender, science, and innovation against the backdrop of WWII and the Civil Rights Era.

Writer, researcher, and entrepreneur Margot Lee Shetterly is the author of Hidden Figures: The American Dream and the Untold Story of the Black Women Mathematicians Who Helped Win the Space Race, which was a top book of 2016 for both TIME and Publisher’s Weekly, a USA Today bestseller, and a #1 (and instant) New York Times bestseller. The film adaptation of her book—which became the number one movie in America—stars Taraji P. Henson (Empire), Octavia Spencer, Janelle Monae, Kirsten Dunst, and Kevin Costner. It was nominated for the Academy Award for Best Picture and Best Adapted Screenplay, and Octavia Spencer was nominated for Best Supporting Actress. According to The New York Times, the film introduces viewers to “real people you might wish you had known more about earlier...that can fill you with outrage at the persistence of injustice and gratitude toward those who had the grit to stand up against it.”

Shetterly is also the founder of the Human Computer Project, a digital archive of the stories of NASA’s African-American “Human Computers” whose work tipped the balance in favor of the United States in WWII, the Cold War, and the Space Race. Shetterly’s father was among the early generation of black NASA engineers and scientists, and she had direct access to NASA executives and the women featured in the book. She grew up around the historically black Hampton College, where the women in Hidden Figures studied. Along with Aran Shetterly, Shetterly co-founded the magazine Inside Mexico. She graduated from The University of Virginia, and is a 2014 Alfred P. Sloan Foundation Fellow.

Copies of Hidden Figures will be sold by Prince Books outside the Exhibit Hall on the Fourth Floor of The Main from 9:00 am – 11:30 am on Thursday, October 12.
The Mid Atlantic Library Alliance, or MALiA, is a consortium of over 250 public, academic, school, and special libraries. Originally founded in southwestern Virginia, the organization has grown to include libraries throughout Virginia as well as member institutions in North Carolina, Tennessee, Kentucky, Maryland, Florida, Alabama, and West Virginia. MALiA is open to all libraries, regardless of location, and we welcome new members at any time.

JARED MILLS
Innovator, library leader and organizational design enthusiast. Creator of Books on Bikes, the first full service pedal-powered library, replicated across the world, as well as the nationally recognized Drag Queen Storytime and Banned! Books in Drag programs. Part-time lecturer at the University of Washington and full-time manager of the World Languages, Reader Services and Arts & Humanities departments at the Seattle Public Library.

RON WHEELER
Ron Wheeler is the Director of the Fineman & Pappas Law Libraries and Associate Professor of Law and Legal Research at the Boston University School of Law. He is a recognized leader in the area of legal research instruction, has served in various law library management roles at law schools across the country, including the University of San Francisco School of Law, Georgia State University College of Law, and the University of New Mexico School of Law. In addition to teaching legal research courses, Wheeler teaches a research and writing seminar called Queer Legal Scholarship which addresses the intersection of sexual orientation law and academic literature, and next Spring he will teach Critical Race Theory. Wheeler pens Diversity Dialogues, a regular feature in Law Library Journal which aims to engage scholarly conversation on issues of diversity and inclusion in librarianship and the legal profession. Wheeler currently is the immediate Past-President of the American Association of Law Libraries (AALL), becoming its first African-American male president.

CAT WINTERS
Cat Winters is a critically acclaimed, award-winning author of four novels for teens: *In the Shadow of Blackbirds* (Morris Award finalist, a School Library Journal Best Book of 2013), *The Cure for Dreaming* (an Amelia Bloomer Project pick), *The Steep and Thorny Way* (a Kirkus Best Teen Book of 2016, Junior Library Guild selection), and the forthcoming *Odd & True*. She has also written two novels for adults, *The Uninvited* and *Yesternight*, and contributed to the young adult horror anthology *Slasher Girls & Monster Boys*.

Winters was born and raised in Southern California, near Disneyland, which may explain her love of haunted mansions, bygone eras, and fantasies. She received degrees in Drama and English from the University of California, Irvine, and formerly worked in publishing. She lives in Portland, Oregon, with her husband and kids.
GREAT LIBRARIES DON’T HAPPEN WITHOUT GREAT FRIENDS

Many thanks to all of Virginia’s Friends.

CENTRAL RAPPAHANNOCK REGIONAL LIBRARY
INSPIRING LIFELONG LEARNING
Librarypoint.org

THINGS TO DO IN NORFOLK

Nauticus
1 Waterside Dr
http://nauticus.org/

Chrysler Museum
1 Memorial Pl
http://www.chrysler.org/

Naval History Museum/
USS Wisconsin
1 Waterside Dr
http://nauticus.org/battleship-wisconsin/

Virginia Zoo
3500 Granby St
http://virginiazoo.org/

Norfolk Botanical Garden
6700 Azalea Garden Rd
http://norbottanicalgarden.org/

Naval Station Norfolk & Admiral’s Row
9079 Hampton Blvd, Norfolk, VA 23505 (next to Gate 5)


2017 VLA SCHOLARSHIP BASKET RAFFLE

Your donations and raffle ticket purchases help to fund the VLA Scholarships and the Clara M. Stanley VLA Professional Associates Scholarship each year. You can prepay for tickets at http://www.vla.org/2017-vla-scholarship-presale. 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.

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Chrysler Museum
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Naval History Museum/
USS Wisconsin
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**Watson and Holmes, Volume 2**
by Lyndsay Faye, Brandon Easton, Hannibal Tabu, Steven Grant and Karl Bollers, Illustrated by N. Steven Harris, Dennis Calero and Eli Powell. New Paradigm Studios.

Watson and Holmes, Volume 2 is a great twist on a British classic that features a reimagining of beloved, iconic characters. With great black role models this series is relevant with the emergence of more black heroes and grittier storytelling, as seen in Netflix’s *Luke Cage*.

These complex characters solve crimes with diverse elements, including sex slavery, suicide, transgender sex workers and more. The artwork is expressive and provides its readers with a distinct cast of characters.

**March: Book 3**
by John Lewis, Andrew Aydin, Illustrated by Nate Powell. Top Shelf Productions.

March, Book 3 concludes Congressman John Lewis’s memoir of the Civil Rights movement. This volume begins with a church bombing in 1963, marches through Bloody Sunday, and ends with the 1965 Voting Rights Act. Like the previous volumes, it is framed by the inauguration of President Obama. The collaboration between Lewis, co-author Andrew Aydin, and artist Nate Powell addresses race, equality, and justice in our nation’s continuing struggle to live its moral vision. *March, Book 3* shows that graphic literature is capable of handling difficult and complex issues respectfully while meeting the highest literary expectations. With the immediacy of courtroom sketches and the flow of video, Powell’s black and white drawings pull the reader into those years. He shows the cruelty and brutality that civil rights workers faced for registering people to vote. Even more than the violence, foreboding settings and faces full of emotion evoke reader empathy for the struggle to make America more inclusive. Lewis’s memory, recorded speeches, and other documents ensure historical accuracy in the characters’ conversations. They reveal the courage of people risking death to protest, the tensions among civil rights leaders with differing goals, and the political maneuvering behind historic legislation. These make Lewis’ narrative not only vivid history but also a timeless account of what it takes to make a movement succeed.

Visit the GNDA Section of the VLA Website for Honor Books and Overfloweth Tities:

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**2017 Scholarship Winners**

**VLA Professional Associates Clara M. Stanley Scholarship**
The 2017 recipient of the VLAFF Clara M. Stanley Scholarship is Whitney Nelsen from Frederick County, VA. Currently, Whitney works for the Handley Regional Library and for the Loudoun County Public Library. She says, “In the library I can feel the impact I’m making, whether I’m working with a doctoral candidate who is doing research for their dissertation or with a homeless person who needs information on community resources. My dedication to helping others and serving the community is what will help me succeed in librarianship.” Whitney has been active in VLA since 2017. She is obtaining her MLIS degree from Valdosta State University.

**VLA Scholarships**
The 2017 recipients of the two VLA Scholarships are Stephani Moore and Lauren Triola.

**Stephani Moore** has worked with the Massanutten Regional Library in Harrisonburg, VA since 2014. One of Stephani’s goals in obtaining her graduate degree is to “stay current in the latest developments related to technology and social networking in libraries… to assist patrons, less experienced in using that technology.” She has been active in VLA since 2015. Stephani is earning her MLIS degree from the University of Maryland-College Park.

**Lauren Triola** is from Fredericksburg, VA where she commutes to work for the Prince William Public Library in Dumfries. Her goal is to use cataloging to, “help make libraries and their collections continue to be accessible to everyone, especially to marginalized communities, who often are cut off from important educational resources.” Lauren is working toward her MLS from Clarion University of Pennsylvania.

VLA would like to thank the Virginia Public Library Directors Association for their financial support of the VLA Scholarship Program.
Adrienne Minock earned her MLS from Indiana University in 2005, transitioning from a career as a graphic designer into the world of public libraries. Since 2006, she’s been with Henrico County Public Library as a Teen Services Librarian. She was promoted to the role of Supervisor of the Digital Media Lab and Teen Services at Libbie Mill Library in the summer of 2015. Adrienne combined the skills from her previous career as a designer with her decade of library experience to plan the path for the new Digital Media Lab and dedicated Teen Room. Adrienne heads a team of creative and dedicated librarians and library assistants at Libbie Mill Library. Their extraordinary talents and work ethic have powered the success of the Digital Media Lab. Adrienne Minock and her team created a wide array of new programming, including introductory workshops/classes for multiple age levels in 3D Design & Printing, Coding, Podcasting, Video Shooting, Video Editing, Photoshop, and InDesign. They help patrons with many projects, everything from personal history preservation projects using scanners and the VHS transfer to prepping self-publishing projects, recording and editing podcasts, video projects, image projects, and 3D printing projects. This dynamic team also runs the Teen Room and creates Teen Programming for Libbie Mill Library.

2017 Academic Library Innovator Award
Candice Benjes-Small

Candice Benjes-Small is Head of Information Literacy and Outreach at Radford University in Radford, VA. Under her leadership, the library instruction program has been recognized as an Exemplary Information Literacy Program in numerous categories by ACRL. She was instrumental in the founding of the Virginia Library Association College and Research Library chapter, and was recognized for that work with the VLA Presidential Citation in 2013. She co-founded The Innovative Library Classroom, a very popular regional information literacy conference that won the 2016 Beta Phi Mu Conference Support Award. She has written numerous publications on information literacy and co-authored the book The New Instruction Librarian: A Workbook for Trainers and Learners, published in January of this year.
Jerry McKenna

2017 George Mason Award

Gerald McKenna, known by many as Jerry, has made significant contributions to public library service in his twenty-two years as Library Director for Henrico County Public Library. Staff development and evaluation, program and services development, long-range planning, project management, and budget management have been hallmarks of Mr. McKenna’s tenure in Henrico. During his time as Library Director, he developed and implemented a comprehensive long range plan for the library system, as well as the adoption of web-based library services, to meet community needs. Under his leadership, Henrico County Public Library rebuilt and renovated its nine public libraries and administrative offices. Mr. McKenna transitioned the county Bookmobile into Mobile Library Services by engaging the public at community events, and by providing direct outreach to seniors and low-income communities. In building and renovating Henrico library facilities, Mr. McKenna placed emphasis on creating welcoming and engaging community spaces and environmentally-friendly buildings, financed through a series of bond referendums, the last of which was popularly approved by 75% of Henrico citizens. He has continuously updated technology for public use and for reference and circulation staff, revitalized the Friends of the Library, and embraced marketing and merchandizing techniques. In a library system without a single main library, he defined relationships between larger, area libraries in each of Henrico County’s magisterial districts with smaller, branch libraries adjacent to them. He has involved citizens in giving input to assess the library’s role in the community.

Prior to his work in Henrico County, Mr. McKenna was the Director of the Pasco County, Florida, Public Library System for seven years, where he established a library system by building and opening seven public libraries throughout the County. He was the Central Library Director for Palm Beach County Library system from 1980-1986.

Throughout his career, Gerald McKenna has taken a progressive and holistic approach to public librarianship, advancing library services, technologies, and facilities together while increasing opportunities to staff training and community engagement.

2017 Trustee Library Award

Barbara Coady

Barbara Coady is a retired educator. She taught French, Math and Computer Applications for grades 6-9 and was an adjunct instructor for Mercy College and SUNY New Paltz. After obtaining an MS in Educational Computing, she worked for BOCES of New York State to design teacher workshops for using computers in the classroom. In 2011 she was appointed to the Eastern Shore Public Library Board of Trustees and has served as vice chair and chair, as well as working on several committees and volunteering at the library. She also serves on the Advisory Board for the Eastern Shore Community College.

2017 VLA Travel Grant Winner

Melanie Medina

Melanie Medina is the Collection Librarian at Northern Virginia Community College, Manassas Campus. A former NOVA student, Melanie holds a BA from Smith College and an MLIS from Catholic University. Actively engaged in the communities where she lives and works, Melanie was selected as an ALA Spectrum Scholar (2015-2016), a DCLA Ruth Fine Memorial Loan recipient (2015), and a VCCA Showcase Award winner (2017). Melanie is excited to be attending her first VLA conference, thanks to the 2017 VLA Annual Conference Travel Grant.
Honorary Life Membership
Dr. Constance Gilman
In 2016, Connie Gillman retired as Director of the Prince William County Library System. She has been an active member of VLA for over 20 years. Connie has held various VLA positions, including Secretary and 2012 President. Her commitment to libraries and librarians is very strong and she has mentored many young librarians and those who are new to the profession. As director of the Prince William Public Library system, she continuously encouraged librarians and other staff to attend professional conferences and other continuing education courses sponsored by VLA. Connie, through her VLA involvement, and through her daily life as a librarian and library administrator, has advocated for the profession to politicians, library board members, and county employees for the profession.

Honorary Life Membership
Alison D. Heartwell
Alison D. Heartwell received her MLS from the University of Maryland in 1973. She was hired by Central Rappahannock Regional Library (CRRL) that same year as a cataloger and outreach librarian. In 1981, she was appointed Assistant Director. For nearly 30 years, until her retirement as Deputy Director in 2010, she worked to grow CRRL into a library system of national recognition. She carefully managed budgets, balancing staff needs with public and local elected official wants, always with an eye on what would benefit CRRL the most. Alison oversaw the expansion of CRRL from a single main library and small branch to a thriving system of 8 locations across 4 jurisdictions. Her strong belief in libraries and what they contribute to their communities made Alison an influential advocate. A strong supporter of regionalism, she worked tirelessly to demonstrate the benefit of a shared library system. When one locality considered pulling out of the regional system in favor of a locally-run library, Alison worked closely with administrative staff to craft operating budgets, often in less-than-ideal economic climates. When the national economy plummeted in 2008, Alison was able to keep all CRRL employees on staff despite layoffs in other library systems. And in 2010, when a shrinking budget coincided with the opening of a new location, it was Alison’s creativity that made opening the new branch without hiring any additional staff possible. A member of VLA during the entirety of her professional career, she was also a member of the American Library Association and the Public Library Association. Her participation in those organizations’ annual conferences directly benefited CRRL, as she brought back ideas to share and implement. She also supported employees’ need for continuing education, advocating for them to attend conferences and workshops as well. Several years after retiring, Alison visited CRRL Headquarters each week serving as a library consultant. She officially ended her consulting in 2015 and, although her days now are spent traveling and with her grandchildren, her contributions to the library system endure.

Honorary Life Membership
Lydia Williams
Lydia Williams has served on the Virginia Library Association’s Professional Associates (formerly Paraprofessional) Forum Executive Board for a number of years. During that time, she has served four terms as Co-Chair of the Forum and several terms as the Forum’s Recording Secretary. In addition, she has served as Secretary of VLA, as a member of the VLA Conference Committee, and as a member of the Virginia Libraries Editorial Board. For many years, Lydia coordinated, contributed to, and edited an article summarizing the VLAPAF Spring Conference for Virginia Libraries. In addition, she has kept excellent records of the Forum’s history. Since the inception of the Clara Stanley Memorial Scholarship, she has procured the annual premium raffle prize, a P. Buckley Moss print from the Moss Society. This has resulted in thousands of dollars being raised for the scholarship fund. Lydia is retiring this year from Longwood University’s Greenwood Library where she has served for 44 years as an Archives and Records Specialist. In addition, she is resigning from the VLAPAF Executive Board where she has served faithfully for many years. Lydia has years of dedication to Greenwood Library, Paraprofessionals, Professional Associates, the Virginia Library Association, and thereby all of Virginia’s libraries and library staff.
Visit Norfolk on Wednesday, October 11

10:00 am
Broad Creek Anchor Branch Hardhat Tour
1425 Norchester Ave.
Meet at Broad Creek Anchor Branch to see Norfolk Public Library’s newest library under construction. Opening Spring 2018. Tour guide: Branch Manager Jessica Harvey. Tour size limited by number of hardhats available. Parking available.

11:45 am
 Freemason Street Baptist Church
Bell Tower Tour and Noon Recital
See the inside of Freemason Street Baptist Church, designed by Thomas Ustick Walter (noted for adding the present dome of the US Capitol) and dedicated in 1850. The tower includes a 10-bell chime played twice-weekly. The Wednesday recitalist is librarian Sean Bilby. The tour includes steep steps. The music can be enjoyed from benches outside. Parking available.
The Tide stop: Monticello Station

12:00 pm – 1:00 pm
Chrysler Museum Glass Studio Demo Meet-up
Meet at 745 Duke Street at 12pm. For more information, visit http://www.chrysler.org/glass-studio/free-daily-demos-at-noon/

2:00 pm – 3:00 pm
Slover Library Tour
235 E Plume St
www.sloverlibrary.com
Tour the new 138,000 sq. ft. main library in Downtown Norfolk. Built with a $65M public-private partnership, this modern library comprises three buildings, old and new, with a three-story atrium at its center. This “library-as-place” blends programing, events, technology, and collections, providing patrons a library experience unique to the region. Winner of the 2015-16 AIA/ALA Building Award and four other awards. Tour begins in the Slover Library forum and lasts one hour. Limited to 20 participants. Please sign up when you register for the conference.

3:30 pm – 4:30 pm
Behind-the-Scenes Tour of The MacArthur Memorial (limited to 25 participants)
Tour the library and archives of The MacArthur Memorial with their curator. Meet at the Memorial in MacArthur Square, Norfolk, at 3:30pm.

Wednesday, October 11, 8:00 pm - ?
New Members Round Table: Sips & Sweets
Join us for the New Members Round Table Sips & Sweets (aka Pub Crawl). We’ll be visiting several restaurants/bars on Granby Street for desserts and beverages before finishing up at our hotel’s rooftop bar. Meet at FM Restaurant at 8:00 pm, Gershwin’s (8:45-9:30), Brick Anchor Brew House (9:40-10:30) and ending at Grain (10:45 until 7).

VLA Conferences would not be possible without the generous contributions of the following organizations:

• BCWH
• Book Systems, Inc.
• Capira Technologies
• College of William & Mary
• Friends of the Central Rappahannock Regional Library
• Friends of the Jefferson Madison Regional Library
• Jerry Falwell Library
• Jody’s Popcorn
• Longwood University Libraries
• MELOS, Inc.
• Mid-Atlantic Library Alliance, Inc.
• Prince Books
• SirsiDynix
• University of Virginia Libraries
• VCU Libraries
• Virginia Public Library Director’s Association (VPLDA)
Thursday, October 12
12:30 pm - 1:15 pm  
SESSION BLOCK 1

Third Floor, Granby Ballroom A  
Thursday, October 12, 12:30 pm - 1:15 pm  
Public Library Collection Management Discussion Forum  

This will be another in our series of discussions held throughout the Commonwealth on collection management issues in public libraries. Potential participants selected challenges of new formats/genres as the topic for this session.  
Presenters: Adrian Whicker, Roanoke County Public Library System; Ann Theis, Henrico County Public Library; Liz Steyer, Suffolk Public Library  

Third Floor, Granby Ballroom B  
Thursday, October 12, 12:30 pm - 1:15 pm  
Serving the Underserved: A Year of Diversifying Your Youth Programs and Outreaches  

What began with a sensory story time pilot program quickly turned into an initiative to broaden the programs and outreaches we provided, and to whom, ranging from the children’s hospital to women’s shelters to homeless shelters. Join us as we discuss what worked, what didn’t, and what we learned.  
Presenters: Candice Cheshire and Rebekah McAuley, Newport News Public Library  

Third Floor, Fusion  
Thursday, October 12, 12:30 pm - 1:15 pm  
Escape from the Restricted Session, a Library-Themed Escape Room  

Up to 12 participants will try and escape from a room full of puzzles, tricks, and surprises. This event was used as part of the entertainment at the Harry Potter Festival that took place in Roanoke, Virginia in May 2017.  
Presenters: Jeffrey Wood and Marissa Blankenship, Roanoke Public Libraries  

Third Floor, Granby Ballroom C  
Thursday, October 12, 12:30 pm - 1:15 pm  
Crafting Effective Descriptions for Print, Social Media, and the Web  

Librarians love words – not a bad thing, unless you are communicating with the public. When crafting content for all forms of media, writing less is always more. Learn to construct enticing descriptions that stand out among the competition.  
Presenter: Tracy McPeck, Prince William Public Library System  

Fourth Floor, Fusion  
Thursday, October 12, 12:30 pm - 1:15 pm  
Library Promotion 101  

Has your budget been cut? Are you struggling to get community support? Attend this session on how increasing the library’s visibility in the community translates to more money for your budgets. Join us for a coaching session on how to encourage your community leaders to think positively about your library. For leaders in any library that needs money.  
Presenters: Toni Cox, Roanoke County Public Library; Kevin Smith, York County Public Library  

Third Floor, Momentum 2/3  
Thursday, October 12, 12:30 pm - 1:15 pm  
Jefferson Cup Award Spotlight: Cat Winters  

Please join Jefferson Cup winner Cat Winters as she discusses the tumultuous and little-known history that inspired her to write her novel The Sleep and Thorny Way, a reimagining of Hamlet set in 1920s America. She’ll also talk about her research process and the ways in which she encourages teen readers to explore the past.  
Featured Speaker: Cat Winters, Author  

Sponsored by the Friends of the Jefferson-Madison Regional Library  

Third Floor, Energy 1  
Thursday, October 12, 12:30 pm - 1:15 pm  
Library Associates as Guests in the Classroom: Making the Most of a One-Shot  

We will discuss best practices for making the optimal use of a one-shot instruction session. Participants will have the chance to discuss their experiences and learn techniques to engage students and maximize student learning. We will also discuss strategies for collaborating with teaching partners to ensure a meaningful one-shot session.  
Presenters: Lisa Becksford, Kayla McNabb and Amanda MacDonald, Virginia Tech  

Third Floor, Energy 2  
Thursday, October 12, 12:30 pm - 1:15 pm  
Librarians as Academic Advisors  

Librarians at the College of William & Mary share how their service as pre-major academic advisors have paved the way for librarians to bring to the forefront the importance of information literacy skills at the time students are planning their educational journey.  
Presenters: Martha Higgins, EBSCO; Gail Williams and Natasha McFarland, College of William and Mary  

Third Floor, Momentum 1  
Thursday, October 12, 12:30 pm - 1:15 pm  
Successful Strategies for Seeking an Academic Library Position  

Those seeking a position in an academic library are often surprised to learn that the hiring process is different than the process in a non-academic setting. This session is for those (librarians and non-librarians) that want to gain greater understanding into the hiring process of academic libraries.  
Presenter: A. Kathy Bradshaw, Virginia Commonwealth University
This presentation will demonstrate how you can create sensory storytimes. Presenters: Gail Wellock and Renee Edwards, Fairfax County Public Library

Third Floor, Granby Ballroom A
Thursday, October 12, 1:30 pm - 2:15 p.m.

But Do You Have a Free Bus Pass? Building Bridges and Opportunities For Job Seekers Through Partnering

AR FAC OS PRO

Libraries everywhere are helping job seekers. In Charlottesville, JMRL partnered with the City’s Economic Development office to take job search assistance a step further by opening a Downtown Job Center at the Central Library. In existence now for three years, how is this partnership working? How can it be improved and what’s planned for the future? Presenters will provide practical considerations and detail daily operational challenges (including the answer to that bus pass question). Would a similar partnership work in your community? Presenters: Krista Farrell, Jefferson-Madison Regional Library; Matthew Murphy, City of Charlottesville-Economic Development Office

Third Floor, Energy 1
Thursday, October 12, 1:30 pm - 2:15 pm

Respect My Authority: Positioning Expertise, Authority, and Trustworthiness in Source Evaluation (Source Examiner)

In these days of alternative facts, fake news, and truthiness, the information literacy frame “authority is constructed and contextual” has never been so relevant. Learn how two instruction librarians are exploring this frame with students and faculty on their campuses, and share how you’re approaching it with your community.

Presenters: Carleen Benjes-Small, Radford University and Shauna Hunter, Hampden-Sydney College

Third Floor, Energy 2
Thursday, October 12, 1:30 pm - 2:15 pm

Digging Deeper into Text and Data Mining (TDM)

Text and data mining (TDM) approaches are increasingly used for research in a variety of disciplines to create, explore, and analyze large datasets. This presentation explores opportunities for library support for TDM, including expanding licensing permissions, clarifying legal aspects, identifying TDM sources and tools, developing expertise, and outreach.

Presenters: Philip Young, Virginia Pannabecker, Ed Lener and Inga Haugen, Virginia Tech

Fourth Floor, The Main Ballroom, Salon H
Thursday, October 12, 1:30 pm-2:15 pm

Public-Academic Library Directors Mixer

Have you ever wondered what you have in common with your other local libraries? Are you curious about how public and academic libraries are already collaborating across Virginia? Are you part of one of these collaborations and would like to share your story with others? Do you simply want to engage with other library directors in an informal, semi-structured, social environment? If you are a library director and answered yes to any of the previous questions, then you are invited to attend a mixer on Thursday, October 12th from 1:30 – 2:15 pm to meet and interact with fellow library directors from academic and public libraries across Virginia.

Moderator: George Fowler
We've designed an all new panel discussion based on the feedback we received from last year's attendees. Come hear librarians representing the academic, public, and school sectors as they discuss what kinds of everyday challenges they face while working to preserve intellectual freedom in the face of an evolving and increasingly polarized political climate. We’ll talk censorship, First Amendment, and trigger warnings, among other hot topics.

**Presenters:** Shari Henry, Roanoke County Public Library; Keith Weimer, University of Virginia; Lisa Lee Broughman, Randolph College; Kelly Miller, Virginia Beach Public Schools; Brian Manning, Appomattox Regional Library System

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**Third Floor, Fusion**

Thursday, October 12, 2:30 p.m. - 3:15 p.m.

**What The Tech is This? Teen Tech Tutors & Senior Tech Users**

We invite attendees to learn how to bridge the gap between Senior and Teen digital readiness. Seniors continue to lag behind younger Americans when it comes to tech adoption. And many seniors remain largely unattached to online and mobile life. (Pew Research Center, April 2014, Older Adults and Technology Use.)

**Presenters:** Tina McPherson, and Delwyn Elizabeth, Prince William County Libraries

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**Third Floor, Granby Ballroom D**

Thursday, October 12, 2:30 p.m. - 3:15 p.m.

**Funding Professional Development: Getting a Bigger Bang for Your Buck**

In this time of shrinking budgets it is hard to find money to fund professional development. But these activities, taking classes, attending conferences, are important. They keep library staff up-to-date on the best practices and inspire them to try to develop new programs and services. But how to equitably fund them? The two speakers will discuss best practices to allocate funding and ways to increase funding.

**Presenters:** Joyce Manna Janto, University of Richmond School of Law; Caroline Osborne, Washington & Lee University School of Law

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**Third Floor, Granby Ballroom C**

Thursday, October 12, 2:30 p.m. - 3:15 p.m.

**The Drop: Automated Materials Handling**

Chesapeake Public Library implemented an automated book return. What happened next? Take a look behind the curtain, no wizards here, just us library staff endeavoring to integrate new tech and traditional services, embrace opportunities, and work smarter, together.

**Presenters:** Michelle Ornat, Melanie Price and Jennifer Luck, Chesapeake Public Library

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**Third Floor, Granby Ballroom B**

Thursday, October 12, 2:30 p.m. - 3:15 p.m.

**We Need Diverse Children’s Books!**

Did you know that more children’s books published in 2015 featured animals as characters than featured African-American, Latino or Asian characters? Inspired by the We Need Diverse Books movement, this session will explore ways you can ensure that your young patrons read books that represent them and expand their worldview.

**Presenter:** Marissa Blankenship, Roanoke Public Libraries

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**Third Floor, Momentum 2/3**

Thursday, October 12, 2:30 p.m. - 3:15 p.m.

**Going Rogue - Doing Away with a Library Summer Reading Log**

Chesterfield County Public Library did away with its summer reading log. How did they do it? With lots of collaboration from Chesterfield County Public Schools. CCPL focused on engagement with customers, emphasizing summer learning over summer reading, and supporting CCPS’s summer reading efforts.

**Presenters:** Jen Shepely and Rose Marie Green, Chesterfield County Public Library; Lori Donovan, Chesterfield County Public Schools

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**Third Floor, Energy 1**

Thursday, October 12, 2:30 p.m. - 3:15 p.m.

**How Do We Keep Faculty Engaged When They Aren’t Visiting the Library?**

Libraries make office deliveries for books and librarians work diligently to make the delivery and discovery of full text easy. However, building relationships with faculty is still essential to building collections and remaining firmly planted in the center of the academic community. Learn why faculty outreach is increasingly important.

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

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**Third Floor, Moment 1**

Thursday, October 12, 2:30 p.m. - 3:15 p.m.

**Outward Bound: Moving Away from the Desk Model**

Are you stuck behind the fortress desk of old? At Suffolk Public Library, we came out from behind the desk to give a more direct level of service to our community. Learn about single desk models, roving service, cross-training of staff and more!

**Presenters:** Alicia Phinney, Suffolk Public Library; Sarah Townsend, Suffolk Public Library

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**Third Floor, Outward Bound**

Thursday, October 12, 2:30 p.m. - 3:15 p.m.

**What Is Diverse Programming?**

The OUT at the Library Project Team set the foundation for SPL’s work with the LGBTQ community and other equity-focused programming. This included several programming firsts for libraries: health fair events that included HIV and hepatitis rapid results, gender variant story times, and a literary drag event at a local night club for Banned Books Week. Come learn how you can apply the lessons learned to create your own risk-taking, community curated programming. This presentation explores lessons learned, how to work with community partners to create curated programming and best practices for effective allyship.

**Featured Speaker:** Jared Mills, Seattle Public Library

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**Fourth Floor, The Main Ballroom**

Thursday, October 12, 2:30 p.m. - 3:15 p.m.

**Curated Programming to Community Curated Programming**

Newly minted African-American, Latino or Asian characters? Inspired by the We Need Diverse Books movement, the session will explore ways you can ensure that your young patrons read books that represent them and expand their worldview.

**Presenter:** Marissa Blankenship, Roanoke Public Libraries

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**Fourth Floor, Fusion**

Thursday, October 12, 2:30 p.m. - 3:15 p.m.

**Curated Programming: Moving From Library to Community**

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**Fourth Floor, Exhibit Hall**

Thursday, October 12

**3:15 pm - 4:00 pm Coffee and Snack Break in the Exhibit Hall**

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**Don’t miss out on the VLAPAF Conference, OTHER DUTIES AS ASSIGNED**

Monday, May 21, 2018

at the Newport News Marriott at City Center

This full-day symposium (meals included) brings together Professional Associates and Library Support Staff from all over Virginia for networking, continuing education, and support for the Clara M. Stanley Annual Scholarship

**WANT TO PRESENT A SESSION?**

Visit VLA.org and submit your proposal by November 15
Exploring Fandom Programming at the Library
Providing a large scale fandom program for multiple age groups can be a challenging endeavor in libraries. This presentation will explore the development of several highly successful fandom programs at the Virginia Beach Public Library and will feature the challenges and successes found along the way.

Presenters: Crystal Parker and Jordan Fowler, Virginia Beach Public Libraries

Some Libraries are Hard to Find: Where is the Hampton Roads Naval Museum? We're here!
Inside Nauticus on Norfolk’s waterfront is the free Hampton Roads Naval Museum. One of ten museums of the Naval History and Heritage Command, the museum library of 2,000 volumes covers Hampton Roads naval history and the history of the 1903 Jamestown Exposition. This non-circulating collection is open to the public.

Presenter: David Titus, Hampton Roads Naval Museum

Tolerance, Respect, Empathy and Kindness: Teaching Civility Through Storytime Kits
During this poster session, participants will learn how to develop a Thematic Storytime Kit to enhance the concept of Tolerance, Respect, Empathy and Kindness with young children for storytime. Two kits will be available to examine, “Bully Back Off!” and “A Beautiful World.” Materials and handouts will be available.

Presenters: Terri Raymond and Teresa Workizer, Norfolk Public Library

The VALLA Advantage: Growing Tomorrow’s Library Leaders
Visual presentation of the benefits of attending the next LeaderShip Academy. We will describe projects and use photographs and other illustrations to personalize the experience and recruit applicants to the 2018 cohort.

Presenters: Barbara Ferrara, Chesterfield County Public Library and Ann Moriarty, Regent University

Little Libraries: Spreading the Public Library into the Community
Little Libraries strategically placed throughout communities can provide access and raise awareness in communities like Suffolk where library services are spread out. Suffolk Public Library installed four small free library structures and found a way to promote a love of reading in those more remote areas.

Presenter: Elizabeth Trop, Suffolk Public Library

Telescopes and More: Lending STEM Equipment
Poster describes the origin, operations, and results of the STEM equipment lending program at Norfolk Public Library. It includes telescopes, digital microscopes, binoculars, GoPro Hero camcorders, and plans for additional equipment related to Science, Technology, Engineer-ing, Mathematics, and Art.

Presenter: Sean Bilby, Norfolk Public Library

A Survey of Diversity in Virginia Libraries
This poster provides a snapshot of diversity and recruitment practices across academic and public libraries in the state of Virginia. Minority groups covered include LGBT+, the disabled, and non-Caucasian racial groups. Survey analysis compared reported figures to the actual representative population in Virginia according to the latest census information.

Presenter: Marnyska Contrary-Brown, Hampden-Sydney College

Marketing with Peanuts: Using Facebook Advertising to Reach Your Patrons
During fall 2016, Virginia International University used Facebook advertising with a budget of $80. Over a nine week period, The VIU Library advertised collections, facilities, services, and technologies available to our patrons reaching numbers equivalent to our student body while increasing visits and likes to our Facebook page.

Presenter: Jeffrey Prater, Virginia International University

Adding Color to Graphic Novels: Developing and Promoting Diversity in Contemporary Collections
One initiative to make the Lyman Beecher Brooks Library more dynamic in 2017 was developing its graphic novel collection with distinguished titles and a focus on people of color, especially African Americans. Learn about the library’s outreach efforts to engage students and recommendations for collecting diverse books of sequential art.

Presenter: Marlene Brawner, Norfolk State University

Unlikely Pairings: Why Do Outreach in a Brew Pub or Winery?
These two librarians decided that partnering with non-traditional venues was an innovative way to meet non-library users where they are.

Presenters: Barbara Rice and Jerilyn Poison, Fairfax County Public Library

Reading on the Run
When patrons clamor for summer reading to run all year, you respond with a new take on the traditional yearlong reading challenge. Learn about one library’s numerical and categorical reading challenge with a touch of running/racing lingo.

Presenters: Ashley Barreneau and Lennis Sullivan, Virginia Beach Public Library; Neva White, Tidewater Community College/City Joint Use Library

Speed Dating, Outreach Style
This session is a compilation of outreach-related ideas. You will hear about programs for the young, the young at heart, and everyone in between. These are programs that travel well and may be taken to locations both ordinary and (perhaps) not so common; these destinations, too, will be discussed.

Presenter: Jackie Zatavski, Nottoway County Public Library System

So You Think You Can Judge?
How do you become a judge? Each literary award has a process and procedures may differ. Join us and discover what makes the VLA Graphic Novel Diversity Award unique. Find out what it takes to be a judge.

Presenter: Kevin Clement, Chesapeake Public Library

Your City, Your Playground
Help your community connect from everyday life and get them connected with each other through city-sized programming. Engage your community with the world around them by transforming your city into a playground. Join Suffolk Public Library as they share the ups and downs of city-wide programming.

Presenters: Shawna LoMonaco, Suffolk Public Library

Job Searches in Liaison Departments: Opportunities for Outreach and Inreach
What can liaison librarians offer when “their” departments run job searches? From personalized tours to introductions to key personnel, liaisons get to show off the library, welcome potential hires, and lay foundations for future collaboration.

Presenter: Tammy Hines, Longwood University

Who Has Time To Read? Finding a Cure for Campus Aliteracy
Getting our campus community, especially students, to read for fun can be difficult. However, we know that reading improves critical thinking, relieves stress, and stimulates intellectual activities. Join this discussion on successful methods and analysis of failed initiatives. Please participation in searches helps liaisons deepen their perspective on library offerings and strengthens library ties.

Presenter: John Glover, Virginia Commonwealth University

Discovering Hidden Digital Scholarship Skills
In order to provide support for increasing requests for digital scholarship help without hiring new staff, George Mason University Libraries created an internal digital scholarship skills inventory. This presentation will discuss how the inventory was developed and used to discover hidden talent.

Presenters: Wendy Mann and Debby Kermer, George Mason University

Three Years Later: A Review of the Single Service Desk Model at Longwood.
Three years ago, we merged three service points into one to provide better service to our patrons. Has this model been successful? What does the data show us? What were some of the hidden challenges of this model? Presenters: Tammy Hines, Longwood University
bring a question or an idea to the table.
Presenter: Dora Rowe, Union Presbyterian Seminary

Don’t Forget the Middle Child: What Graduate Students Need from the University Libraries
This poster will describe how librarians at a mid-sized university library identified graduate student needs for research support and improved engagement. The presenter will also share how they analyzed existing, unused data, developed and administered questionnaires to students and program directors, and, most importantly, what was learned about graduate student needs, and the current action plan.
Presenter: Lucinda Rush, Old Dominion University

Evaluating the Outcomes of Social Media Marketing Alongside Traditional Promotional Techniques in Library Outreach
James Madison University MALA graduate assistants worked with Special Collections and the library’s Outreach department to help market and support JMU’s First Annual Pulp Studies Symposium in Fall 2016. This poster will present the process and the completed buildings. It will be illustrated with case study examples of the process and the completed buildings.
Presenter: Kristen Shuyler, Elizabeth Price, Michael Trocchia and Ryan Winfree, James Madison University Libraries & Educational Technologies

I Heart Communication: Exploring Communication Satisfaction in the Library
This poster presents findings about organizational communication within a mid-sized academic library. Discover if demographic differences, the number of connections, attendance at events, or use of technology helped or hindered communication. Learn about ways to do a communication audit at your own library.
Presenter: Jennifer Keach, James Madison University

Unwind the Mind - Simple Physical Activities at the Library to Give Brains a Chance to Recharge
See how the University of Virginia, Bridgewater College and Duke University have used KEVA planks in their libraries as a way for students to recharge themselves after long periods of study time or screen time.
Presenter: Ken Scheel, KEVA Planks

Promoting Civic Engagement through Academic Library Outreach Programs
How are Virginia’s academic libraries promoting civic engagement? This poster presents results of a statewide civic engagement survey and shares one academic library’s civic engagement outreach activities. Civic literacy competencies, such as the ability to contact representatives, are related to information literacy skills, and libraries should continue to promote them.
Presenters: Kristen Shuyler, Liz Cheyney and Ryan Winfree, James Madison University Libraries & Educational Technologies

You Are Welcome Here: The Genesis and Evaluation of a New Employee Orientation Program within the Library
Your library may hire new employees throughout the year, but do you prepare them to succeed in your environment? Learn how James Madison University Libraries developed a new employee program designed to meet the needs of new employees, their supervisors, and the entire organization.
Presenters: Rebecca French, Jennifer Keach, Elizabeth Price, Michael Trocchia and Susan Thomas, James Madison University

Thursday, October 12
4:00 pm - 4:45 pm
SESSION BLOCK 4

Third Floor, Granby Ballroom D
Thursday, October 12, 4:00 pm - 4:45 pm
“You Don’t Look Like a Librarian”: Decoding Microaggressions In the Library Environment
Have you ever felt like a colleague or a library patron had good intentions but you felt offended or were off-put by their remarks? You may have experienced a microaggression. In this session, participants will learn about microaggressions, how to recognize them, and how to avoid them in library settings.
Presenter: Rachel McCaskill, VCU Libraries

Fourth Floor, Fraim Center for Excellence
Thursday, October 12, 4:00 pm - 4:45 pm
Teen Murder Mystery by TACO (Teen Advisory Creative Organization)
Thursday, October 12, 4:00 pm - 4:45 pm
Teen Murder Mystery by TACO (Teen Advisory Creative Organization)

Fourth Floor, The Main Ballroom, Salon H
Thursday, October 12, 4:00 pm - 4:45 pm
Trials and Tribulations of Running a Video Game Lab
Slower Library features a video game lab containing the latest games. It turns out that the newest gaming consoles aren’t exactly designed for library-like environments right out of the box. Learn about the challenges we faced with configuration, controller circulation, collection development, and the patron experience of this unique space.
Presenter: Timothy Werner, Norfolk Public Library

Third Floor, Granby Ballroom E
Thursday, October 12, 4:00 pm - 4:45 pm
Building a Public 3-D Printing Service
One Layer at a Time
Designing for and using 3-D printers are considered critical 21st Century skills. This presentation will discuss the background research, programs, training, policies and procedures Virginia Beach Public Library developed to provide its community with direct access to 3-D printers. Join us to discover ways your library could offer 3-D printing too!
Presenters: Jordan Fowler, Cleo Robertson and Nicole McGee, Virginia Beach Public Library

Third Floor, Momentum 2/3
Thursday, October 12, 4:00 pm - 4:45 pm
Building Bridges to the Community by Better Libraries

Having an outreach process that generates excitement and support for a library improvement or construction project is important for public and academic libraries. Effectively using that outreach to create avenues for meaningful contributions from the participants is often a challenge. We will review recent techniques developed through decades of experience with public and academic libraries and discuss a basic organizational structure for interacting with communities via activities and tools that are both digital and tangible, as well as graphical and narrative. The structure will be illustrated with case study examples of the process and the completed buildings.
Presenters: Jeff Hooper, Tappe; Charles Wray and Shannon Wray, BCWH

Third Floor, Fusion
Thursday, October 12, 4:00 pm - 4:45 pm
Challenge Proof Your Collection Policy
Ensuring Intellectual Freedom for library patrons starts with a robust collection policy. Join members of the VLA Intellectual Freedom Committee to learn the essential elements of a collection policy designed to hold up against even the most persistent materials challenge. Hear from collection management professionals from across the library field about their experience creating robust policies that also satisfy the needs of all stakeholders.
Moderated by: Michael Mabe, Chesterfield County Public Library, Panelists: Meredith Dickens, Jefferson-Madison Regional Library; Patti Sobczak, Virginia Commonwealth University and Adrian Whicker, Roanoke County Public Library System
Breaking Out of the Library Box
Thursday, October 12, 4:00 pm - 4:45 pm
Third Floor, Granby Ballroom A
York County Public Library
Presenter: Susan La Paro,
hand and improve your work and personal lives.

Mindfulness is the gentle effort to be continuously
aware and describe ways that libraries can be pre-
pared to effectively react when it is their turn.
Presenters: Mike Mabe, Chesterfield County
Public Library; Emily Ashley, Cheserfield County

Making Do: Innovating Amidst Budget Cuts
Third Floor, Granby Ballroom B
Thursday, October 12, 4:00 pm - 4:45 pm
Virtual Library of Virginia (VIVA) More than
Updating your VIVA resources!; and door prizes will be awarded.
Presenters: Anne Osterman, VIVA and Luke

It's Not You, It's How You Interview
Thursday, October 12, 4:00 pm - 4:45 pm
Third Floor, Energy 2
Presenters: Tracy Kallassy, Arlington Public Library and Jessica Coffin, Prince William Public Library

The Prepared Mind: Enhancing Creativity
in Academic Librarianship
Third Floor, Energy 1
Thursday, October 12, 4:00 pm - 4:45 pm
The Prepared Mind: Enhancing Creativity
in Academic Librarianship
Third Floor, Energy 1
Thursday, October 12, 4:00 pm - 4:45 pm
Dutch treat.

Youth Services Forum Networking Get Together,
Friday, October 13, 8:30 am - 9:30am
Friday, October 13, 8:00 am-8:00 am
Morning Yoga
Join Angela Worriss of Virginia Commonwealth
University as she leads participants through a
beginner yoga class. BYOM (Bring Your Own Mat.)
Friday, October 13, 7:45 am - 8:45 am
MMRT Networking Breakfast and Business Meeting
If you’re up bright and early, come out for a network-
ing breakfast at Java Surf Cafe. This will also be
the concluding meet-up for our 2017 Mentorship
program participants, but all conference attendees
are welcome, Dutch treat.
Fourth Floor, The Main Ballroom
Friday, October 13, 8:30 am - 9:30am
Registration Packet Pick up,
Coffee and light refreshments.

DINE AROUNDS

Our dine-arounds are a great way to network with colleagues. Sign up online https://peel.git/LLCOKUp to join us at Saint Germain, Grace O’Malley’s, Brick Anchor Brew-House, The Barrel Room, Granby Street Pizza, Gershwins’, or FM Restau-
rant. Space is limited. Sign-up moves on-site on Wednesday, October 11.

ALL CONFERENCE SOCIAL

Sponsored by University of Virginia Libraries
Thursday, October 12, 6:00 pm - 6:00 pm
Third Floor, Granby Ballroom
It’s all FUN and GAMES at the ALL-CONFERENCE SOCIAL
Ryan “The Balloon Guy” Lavelle is back and better than ever – and boy does he love a challenge! Test his crafting abilities and see what he can create for YOU!

The Virginia Gaming Association is a volun-
teer-run organization based out of Norfolk, VA! We bring board gaming and table-top gaming to the community’s libraries, con-
ventions, and other events, all in the spirit of family-friendly fun! Our events are all-ages friendly, and our game library contains 50+ games from beginner to advanced level! For the VLA conference, we will be bringing selections from our game library such as Love Letter, Fluxx, Peasant Buffet, Timeline, Coup, Sushi Go, 5 Minute Dungeon, and other games designed to be quick, fun, and engaging!

Your drink ticket is good for one glass of wine or beer (or two soft drinks). VLA will provide sweet and savory snacks!

THURSDAY, OCTOBER 12
5:00 pm - 6:00 pm
BUSINESS MEETINGS
• Website Content Committee
• Third Floor, Granby Ballroom A
• Collections and Technical Services Forum
• Third Floor, Granby Ballroom B
• VLPA Professional Associates Forum
• Third Floor, Granby Ballroom C
• Diversity & Inclusion Forum
• Third Floor, Fusion
• New Members Round Table
• Third Floor, Momentum 2/3
• ODU Student & Alumni Gathering
• Third Floor, Energy 1

THURSDAY, OCTOBER 12
8:00 pm - 10:00 pm
ALL CONFERENCE SOCIAL

Sponsored by University of Virginia Libraries
Thursday, October 12, 6:00 pm - 6:00 pm
Third Floor, Granby Ballroom
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Third Floor, Granby Ballroom A
Friday, October 13, 9:30 am - 10:15 am
Building Barriers and Breaking Bridges - Hands on Challenges and Activities with KEVA Planks
A 100% hands on Workshop - Using highlights from top ranked workshops for science centers and teachers, learn how informal learning methods can inspire your visitors to discover their creative potential and keep them coming back to the library for more. Drawing from years of consulting to museums, learn how to use KEVA planks to instantly add interactivity to your library and bolster hands on learning programs. Make literacy, STEM, design and problem solving come alive as you learn easy games and activities you can implement immediately. For all skill levels.
Presenter: Ken Scheel, KEVA Planks Education

Third Floor, Granby Ballroom B
Friday, October 13, 9:30 am - 10:15 am
Escape the Library: To Pull Students in Sometimes You Need to Lock ‘Em Up
A philosophy professor and a librarian are in the second year of running a dedicated escape room in the basement of their library. This session will discuss the experience of designing and running an escape room with focus on academic applications, collaborative opportunities, and its significance as an outreach tool.
Presenters: Maryska Connolly-Brown and Marc Hight, Hampden-Sydney College

Third Floor, Granby Ballroom C
Friday, October 13, 9:30 am - 10:15 am
Leaving Slides Behind - Saving the World From Boredom One Presentation at a Time
Stop boring yourself and others with the same old slides. Learn how to make your presentations more effective and engaging without using PowerPoint. The session will include examples of presentations given with Adobe Spark and Prezi. Attendees will be invited to share their favorite presentation tools and strategies.
Presenter: Sandy Whitesides, Shenandoah County Library System

Third Floor, Granby Ballroom E
Friday, October 13, 9:30 am - 10:15 am
Cataloging a Very Large Hidden Collection: The Hampton Roads Port of Embarkation
What is it like to catalog more than 16,400 images at the item level? This panel will take a case study approach in describing the difficulties and rewards of working with a CLIR Hidden Collections grant to describe a very large photography collection about Hampton Roads during World War II.
Presenters: Matthew Thompson, Catherine Schaaf-Poms, Alison Skaggs, Sarah Puckitt, and Jay Moore, The Mariners’ Museum

Third Floor, Fusion
Friday, October 13, 9:30 am - 10:15 am
Crossing City Lines: Battle of the Books, a Regional Partnership
Explore how Suffolk Public Library and Chesapeake Public Library partnered to plan and implement a regional Battle of the Books competition for fifth grade students. Discuss the success and challenges of delivering with public schools and outside cities to provide a high impact program and reintroduce a joy of reading.
Presenters: Jennifer Brown, Suffolk Public Libraries and Heather Simpson, Chesapeake Public Library

Third Floor, Granby Ballroom A
Friday, October 13, 9:30 am - 10:15 am
Our Jefferson Cup Overfloweth
140 titles received this year, as well as this year’s prize drawing!

Third Floor, Granby Ballroom E
Friday, October 13, 9:30 am - 10:15 am
Libraries are now at the forefront of striving to create more inclusive public spaces. This session shares tips, tools, resources, shared knowledge and pitfalls of how libraries can work with communities and municipalities to establish equity and social justice as guiding principles in library programs, policies, collections and services. Participants will leave with a better understanding of how libraries can work as allies at dismantling institutional and structural barriers to equity and how they can lead other agencies in engaging communities to fight for race and social justice.
Featured Speaker: Jared Mills, Seattle Public Library

Third Floor, Momentum 2/3
Friday, October 13, 9:30 am - 10:15 am
Motivating Advocacy: Bringing Together a Board of Trustees, Foundation and Friends
Join us to hear about how Norfolk Public Library brought together its Board of Trustees, Foundation and Friends to unite as a single voice to further our mission and gain support from city leaders.
Presenters: Roy Martin IV, Thomas Jones III, Edward Lazaron and Kelly Straub, Norfolk Public Library

Third Floor, Fusion
Friday, October 13, 9:30 am - 10:15 am
Preservation in Reel Time: Documenting the Women’s March Participant Experiences
Learn how McConnell Library Archives and Special Collections collected materials related to the march and solicited participants’ interviews, and about the problems and opportunities presented in documenting movements as they happen.
Presenter: Aaron Spelbring, Radford University

Third Floor, Granby Ballroom E
Friday, October 13, 9:30 am - 10:15 am
Incorporating Metacognitive Exercises Into a Freshman Library Instruction Program: Examples that Work!
Can library instruction that incorporates metacognitive approaches change the way freshman students define and think about research? Using online videos, metacognitive research exercises, and concept mapping of research strategies; we conclude it is possible to demonstrate positive, measurable change in how students interact with information through freshman library instruction.
Presenter: Brandi Porter, Ferrum College

Fourth Floor, The Main Ballroom Salon H
Friday, October 13, 9:30 am - 10:15 am
Lightning Talks Round 2
Four talks. Seven minutes each. The topics are as varied as our profession. See page 59 for titles and descriptions. These Lightning Talks are different from Round 1 on Thursday!

Third Floor, Fusion
Friday, October 13, 10:30 am - 11:15 am
Developing New Audiences and Roles for Public Libraries into the 21st Century
Public Libraries take on many roles in the 21st century. Learn how Norfolk’s Slover Library has become a visitor attraction, event space, museum, art gallery, music venue, and set for movie and TV productions. Understand the challenges and opportunities when integrating these new roles into traditional library services.
Presenters: David Sullivan, Norfolk Public Library (Ret); Jessica Montfort, Norfolk Public Library

Third Floor, Granby Ballroom A
Friday, October 13, 10:30 am - 11:15 am
Our Jefferson Cup Overfoweth
The 2017 Jefferson Cup Committee members will present personal favorites from some of the over 140 books reviewed this year, as well as this year’s Award and Honor books. There will be a door prize drawing!
Presenters: Susan Catlett, Churchland High School; Laurian Newell, Churchland Middle School

Third Floor, Fusion
Friday, October 13, 10:30 am - 11:15 am
River of Life and Death: Helping Library Users Navigate the Bereavement Process
We will discuss the collaboration our library has had with the hospice agencies in presenting various programs at senior facilities as well as library branches. We will also include a brief example program incorporating elements of storytelling, reminiscing, and guided meditation in a casual format.
Presenters: Phil Ford, Henrico County Public Library; Alane Miles, James River Home Health and Hospice
Third Floor, Granby Ballroom B
Friday, October 13, 10:30 am - 11:15 am

Breaking Barriers Behind Bars: Learning Plans for Teens in Juvenile Detention

Is there a juvenile detention home in your library’s community? Odds are good that there IS one and that there are teens who need you to ask them “What would you like to learn about today?” Find out how we started offering Learning Plans to teens at our local juvenile detention home.

Presenters: Erica Tucker and Ann de Witt, Chesterfield County Public Library

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Third Floor, Granby Ballroom C
Friday, October 13, 10:30 am - 11:15 am

Mind the Gap: Finding and Filling School Needs with Library Programming

Explore how Suffolk Public Library identified an educational gap in the public schools and developed a course curriculum to support students’ technological education. Interact and play with some of our coding resources and tools to see how easy it is to align and support K-12 students’ complex thinking skills.

Presenters: Madelyn Kresinske, Norfolk Academy; Jennifer Brown, Suffolk Public Library

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Third Floor, Fusion
Friday, October 13, 1:15 pm - 2:00 pm

How Do Students Get Help With Homework Outside Of The Classroom?

This session will discuss the challenges and solutions in filling the gaps for students after the bell has rung. Hear success-stories from librarians on the positive impact an effective home-work helping tool can have on students.

Presenters: Virginia Pannabecker, Virginia Tech; Gregg Grunow, Portsmouth Public Library; Paige Flanagan, Hampden-Sydney College; and Susan LaParo, York County Public Library
Third Floor, Granby Ballroom C
Friday, October 13, 1:15 pm - 2:00 pm
Increasing Access and Removing Barriers through Teen Library Cards

Learn about VBPL’s Teen Library Card, which teens can acquire on their own without parental involvement. We’ll cover the card’s policy and procedure, how support was garnered for the card, how it revolutionized school card libraries, and the impact the card has had on increasing library access to teens.

Presenter: James Giangregorio, Virginia Beach Public Library

Third Floor, Granby Ballroom B
Friday, October 13, 1:15 pm - 2:00 pm
Strategic Planning on a Shoestring Budget

Need a new strategic plan but have limited time and budget? Hear how one new director took on the challenge and learned to navigate through the process without a consultant, building a focused strategic plan that included both staff and community input.

Presenter: Jessica Hartley, Poquoson Public Library

Third Floor, Granby Ballroom A
Friday, October 13, 1:15 pm - 2:00 pm
Taken For Granted

Ever wanted to apply for a grant but weren’t sure where to start? Follow my journey as I applied for, received, and created an entire exhibit on The National Endowment of the Arts (NEA) found that nearly half of Americans ages 18-24 do not read for pleasure. The library staff at Eastern Shore Community College is combating these statics by launching a campus-wide reading challenge. Learn how we successfully developed, marketed, launched, and run ESCO Reads! with almost no budget.

Presenter: Elizabeth Walraven, Eastern Shore Community College

Third Floor, Granby Ballroom D
Friday, October 13, 1:15 pm - 2:00 pm
Ending Big Projects: Advice from Closing a Library-Run Minecraft Server

Join us for a retrospective look at a library-run Minecraft server from its opening in January 2014 to its closing in January 2016. We will share strategies for evaluating and ending unsustainable programs based on our experiences.

Presenters: Deborah Fry and Miyisha Fuller, Loudoun County Public Library

Third Floor, Granby Ballroom A
Friday, October 13, 1:15 pm – 2:00 pm
Let’s Get Digital! DIY Digitization Programming on a Budget

Learn how JMRPL created a system-wide digitization initiative that allows patrons both at the library and outreach events to scan their documents, photos, slides, film negatives, and more for under $500.

Presenters: Erica Younglove and Abby Cox, Jefferson-Madison Regional Library

Third Floor, Granby Ballroom B
Friday, October 13, 1:15 pm - 2:00 pm
Preschool Play the Senior Living Way

We are never too old to play! Linking our youth and senior population together through intergenerational programming has proven to be mutually beneficial for both parties. How can your library foster this type of program? Find out how Suffolk Public Library brought these two groups together through play.

Presenters: Shawna LoMonaco, Suffolk Public Library

Third Floor, Granby Ballroom C
Friday, October 13, 2:15 pm - 3:00 pm
Programming for Adults with Special Needs

JLHPL is in its third year of providing storytimes for adults with special needs. This is our most successful program, based on attendance, participant comments, and participant advances.

Presenter: William E. Magee, Regent University School of Law

Friday, October 13
2:15 pm - 3:00 pm
SESSION BLOCK 4

Third Floor, Granby Ballroom D
Friday, October 13, 2:15 pm - 3:00 pm
Ending Big Projects: Advice from Closing a Library-Run Minecraft Server

Join us for a retrospective look at a library-run Minecraft server from its opening in January 2014 to its closing in January 2016. We will share strategies for evaluating and ending unsustainable programs based on our experiences.

Presenters: Deborah Fry and Miyisha Fuller, Loudoun County Public Library

Third Floor, Momentum 1
Friday, October 13, 2:15 pm - 3:00 pm
Building a Volunteer Program That Welcomes People of Many Ages and Skills

From retired teachers to students with disabilities and court ordered service hours, everyone has gifts that can support library goals. We will share how volunteers have enriched our library and some of the things we have learned about managing a volunteer program with a small staff and smaller budget.

Presenters: Sherry Bright and Kelly Smith, Buchanan County Public Library

Third Floor, Granby Ballroom E
Friday, October 13, 2:15 pm - 3:00 pm
Graphic Design on a Dime

Learn how to use online services like Canva and Pixlr to create stunning graphics for your library without breaking the bank. Bring your laptop to follow along with the tutorial.

Presenter: Emily Correa, Campbell County Libraries

Friday, October 13, 1:15 pm – 2:00 pm
Finding Legislation and Regulations: When Your Users Want to Engage Past the Headlines

This program will teach librarians how to find and track both Federal and Virginia legislation as well as Federal and Virginia regulations. The program’s objective is to explain how to locate legislative and regulatory resources that librarians can use to enhance the civic experience of their users. The audience will learn where to find current legislation, pending bills, and regulations, as well as other documents useful to understanding current and proposed laws and regulations, and how to navigate and search within Federal and Virginia legislative and regulatory resources effectively. The audience will also learn where to find Federal executive orders.

Presenter: William E. Magee, Regent University School of Law
Fourth Floor, Fraim Center for Excellence

Friday, October 13, 2:15 pm – 3:00 pm
Sphero Code Club: How To Get Rolling
On Coding With Teens

From January to June, VBPL hosted the Sphero Code Club as an after school outreach at a local High School. Learn about the successes and challenges of the club, pick up some best practices for starting your own coding club with teens and get a chance to play with robots!

Presenters: James Giangregorio and Cleo Robertson, Virginia Beach Public Library

Fourth Floor, The Main Ballroom, Salons F & G
Friday, October 13
3:15 pm - 4:00 pm
VLA BUSINESS MEETING AND SCHOLARSHIP BASKET RAFFLE

Prince Books

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Virginia Library Association conference attendees receive a 15% discount at Prince Books during the conference.

Fourth Floor, The Main Ballroom, Salons F & G
Friday, October 13
3:15 pm - 4:00 pm
VLA BUSINESS MEETING AND SCHOLARSHIP BASKET RAFFLE

Keith Weimer
VLA President, University of Virginia

Jennifer Resor-Whicker
Conference Chair, Radford University

Lisa R. Varga
VLA Executive Director

Candice Benjes-Small
Radford University

Sean C. Bilby
Norfolk Public Library

Melinda Brown
Portsmouth Public Library

Katelyn Burton
Virginia Western Community College

Nan Carmack
Campbell County Public Library

Kathy Cleveenger
Culpeper County Library

Bill Edwards-Bodmer
Suffolk Public Library

Sue Erickson
Virginia Wesleyan University

Kareemah Hamdan
Henrico County Public Library

Jessica Hartley
Poquoson Public Library

Joy McIntire
Central Rappahannock Regional Library

Susan Paddock
Virginia Beach Public Library

Patty Petroccone
Walter T. McCarthy Law Library

Lucinda Rush
Old Dominion University

Bonnie Shaw
Norfolk Public Library

Victoria Strickland-Cordial
Chesapeake Public Library

Cori Strickler
Bridgewater College

K.T. Vaughan
James Madison University

Adrian Whicker
Roanoke County Public Library

Andrew Winston
Library of Congress

Elizabeth Woodward
Norfolk Public Library

Third Floor, Energy 1

Friday, October 13, 2:15 pm - 3:00 pm
Building Bridges: Leading Underrepresented Students to Undergraduate Research

College of William and Mary Librarian and Psychology Faculty share how the library partnered with teaching faculty to create a unique program that encourages underrepresented students to complete their undergraduate studies while pursuing undergraduate research.

Presenters: Natasha McFarland and Cheryl Dickler, College of William & Mary

Fourth Floor, The Main Ballroom, Salon H
Friday, October 13, 2:15 pm – 3:00 pm
#CharlottesvilleStrong: Responsive Planning and Programming

The summer of 2017 was a challenging and historic time for the city of Charlottesville. The August 12 Unite The Right Rally took place on the Central Library’s doorstep. JMRL staff will share how they prepared for the rally and detail how the Library responded in the aftermath including responsive programming to help the Charlottesville community heal. The presenters will include plans and policies libraries should consider or have in place to prepare for such situations.

Presenters: Krista Farrell, John Halliday, Angela Critics and Sarah Hamfeldt, Jefferson-Madison Regional Library

Third Floor, Energy 2
Friday, October 13, 2:15 pm - 3:00 pm
Playing an Active Role in Affordable Course Content: A Step by Step Guide

Libraries and campus stakeholders across the nation are spending time and resources on Open Educational Resources, but what do our students think? Presenters will share how they collaborated with stakeholders on campus to examine student perceptions of textbook costs and their academic success, to share these perceptions with faculty, and to further awareness of affordable course content and open educational resources to faculty at a mid-sized public institution.

Presenters: Lucinda Rush and Leo Lo, Old Dominion University
 Booth Number 208, 210 & 212
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3D Herndon is a unique provider of 3D printing solutions, services, training and expertise. We support libraries, educational institutions and commercial firms throughout the Virginia, Maryland and Washington, DC area. We are the leading representatives of the top 3D printer manufacturers including MakerBot, Ultimaker, Cubicon and Formlabs. We also operate our own unique 3D printing, scanning and design studio for testing, teaching and prototype printing. Our specialists are all passionate about 3D printing and extremely knowledgeable in nearly every aspect of the technology and its applications. Contact us today for all of your 3D printing needs.

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AIS offers a line of low-vision and blindness products from Irie-AT. Included in this line we will offer Rehan desktop magnifiers (with and without speech), handheld magnifiers (3”, 4”, 5”, 7” and 10”), Index embossers, braille notetakers, Duxbury, Read-it Air and Scholar HD, Dolphin Products including SuperNova Software, Guide Reader Pod and Guide ReaderTablet, and much more.

 Booth Number 610
American Psychological Association
www.apa.org
American Psychological Association is the premier source for information in psychology. APA delivers this information through its expansive collection of books, journals, newsletters, electronic products and its website, www.apa.org.

 Booth Number 413
Amtek Company
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 Booth Number 214
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Atlas Systems provides software and services focused on the Visible Library — from visibility through fulfillment. Our Ares reserves management software streamlines course reserves, simplifies copyright management, and seamlessly integrates with e-learning environments. For Special Collections and Archives, our Web Visibility Services transform archival descriptions into Linked Data, making collections discoverable on the Web. As an ArchivesSpace Registered Service Provider, we provide hosting, migration, training and support services. And our Aeon software provides an online request and workflow management system for special collections libraries and archives.

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ACRL DIVERSITY ALLIANCE RESIDENCY AT THE UNIVERSITY OF VIRGINIA LIBRARY

The University of Virginia Library invites applications from early career librarians for our three-year Resident Librarians program. The program is part of the Association of College and Research Libraries (ACRL) Diversity Alliance. The purpose is to enrich the profession by introducing new perspectives and encouraging dialogue among librarians from diverse backgrounds. Residents will join a cohort of Residents/Fellows from 30 other ACRL Diversity Alliance member institutions.

Qualifications: Candidates must have received the M.L.S. or M.L.I.S. degree no earlier than January 2016 and not later than May 2018. Candidates shall have a demonstrated commitment to inclusive conduct and multicultural skills, contributing to an inclusive workplace in which individuals from a broad range of cultures, backgrounds, experiences, and perspectives can fully participate and work productively and creatively together. General knowledge of print and digital resources through coursework, pre-professional or professional experience is expected. Public service experience is preferred.

Residency: Residents will have professional opportunities in areas throughout the Library as well as with affiliated organizations. Each resident is expected to shape the residency to his or her interest, and design and deliver a capstone project as part of this three-year appointment.

Salary and benefits: Residents will receive competitive salaries commensurate with their education and experience, as well as full-time staff benefits and funding for travel and professional development.

Deadlines: The application period opens on August 15, 2017 and closes on December 15, 2018, with a July 1, 2018 start date.

For more information: Visit www.library.virginia.edu/resident-librarian/ or contact Phylissa Mitchell at phylissa.mitchell@virginia.edu. Ask Phylissa about the Open House on October 20, 2017!
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Founded in 1974 on the principles of integrity and excellence, HBA remains committed to providing solutions that enhance our clients’ business, our community, and the environment. Services offered include architecture and interior design, facilities consulting, interior architecture, and planning. HBA provides effective designs for new construction as well as renovation, repair, and rehabilitation of existing structures. Project types include: Community (libraries, schools, civic, multi-family residential, municipal, religious, healthcare, recreation and entertainment); Commercial (banks, industrial, corporate, retail, and mixed-use); and Government (state, federal, Department of Defense).

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Booth Number 505
National Science Teachers Association
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Booth Number 505
National Science Teachers Association
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Booth Number 204
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NMS IMAGING
www.nmsimaging.com
NMS Imaging is proud to demonstrate two new microfilm scanners at this year’s VLA, the microfilm production scanner FlexView and the new reader/printer replacement, the ST ViewScan 4. The FlexView is a hybrid between the powerful production units from nextScan and the convenient, easy to use ST Imaging scanners. It is capable of scanning up to 300 frames per minute with amazing accuracy. The fourth generation of award winning ViewScan microfilm scanners introduces updated hardware with all new PerfectView software. Using microfilm has never been easier. Learn more at VLA – Visit us at Booth 601.

Booth Number 304 & 306
O’Brien Associates
www.obrienassociates.com
O’Brien Associates has served schools and libraries in Virginia since 1953. We currently represent The Child’s World, Crabtree Publishing, Cherry Lake Publishing, Infobase Learning, and the Rosen family of publishers, including print, streaming video, eBooks, digital online databases and other digital products. Our goal is to be the best source for high-quality, high-interest library materials to meet the needs of today’s librarians, media specialists and patrons, providing solutions through supplemental resources.

VCU Libraries Salutes the Winners of the 2017 VLA Graphic Novel Diversity Award

CELEBRATING DIVERSITY IN GRAPHIC NOVELS THAT RAISE QUESTIONS ABOUT JUSTICE, FAIRNESS, EMPOWERMENT, ACTION AND OUR FORWARD MOVEMENT AS A SOCIETY.

ADULT CATEGORY WINNERS:
WATSON AND HOLMES, VOLUME 2
LYNDSAF FAYE
BRANDON EASTON
HANNIBAL TABU
STEVEN GRANT
KARL BOLLERS
N. STEVEN HARRIS
DENNIS CALERO
ELI POWELL

YOUTH CATEGORY WINNERS:
MARCH: BOOK 3
JOHN LEWIS
ANDREW AYDIN
NATE POWELL

VCU LIBRARIES, WITH A SIGNIFICANT COMIC ARTS COLLECTION INCLUDING MANY GRAPHIC NOVELS, PROUDLY SPONSORS THIS AWARD. LIBRARY.VCU.EDU

Image: March: Book 3. Artist: Nate Powell. Text: Written by John Lewis. Published by IDW Publishing. All rights reserved.

VCU Libraries

Booth Number 513
Midwest Tape
www.midwesttapes.com

Booth Number 505
National Science Teachers Association
www.nsta.org
The NSTA publishes 4 monthly journals and 25 books per year to support science and literacy, including children’s titles and interactive enhanced e-books. The NSTA also provides blended professional development opportunities to support the development of STEM education through our online Learning Center and at national and local workshops.

Booth Number 609
The New York Times
www.NYTimes.com
The 21st Century public library is not just a place, but a concept; it actively provides the community with boundless information and houses open environments for meaningful discussion. Libraries encourage us to think independently, together. The Varina Area Library uprooted the ideals of the past and gave future generations the opportunity to learn in an open, welcoming, and collaborative environment. The 21st Century public library is a space for all people to come together and learn from each other.

Breaking barriers, Building bridges.
then help us turn non-users into library users. SirsiDynix provides you with the tools to accomplish that goal.

Booth Number 205
Tech Logic
www.tech-logic.com

Booth Number 310
TEI Landmark Audio
www.teilandmarkaudio.com

Booth Number 501
TLC - The Library Corporation
www.TLCdelivers.com
The Library Corporation (TLC) is a family-owned company that was founded in 1974 to serve libraries. That same family continues its mission today servicing more than 4,500 libraries worldwide with TLC’s innovative, Web-based, touch-screen-optimized library automation and cataloging products—all backed by an unparalleled level of customer support and assistance.

Booth Number 313
T-Mobile
www.t-mobile.com
T-Mobile offers wireless services to libraries throughout the county. Our biggest projects include outfitting mobile hotspot checkout programs for library patrons, and supporting connectivity in bookmobiles.

Booth Number 101
UK School of Information Science
The UK School of Information Science, a member of the iSchools, currently offers two master’s degrees: a top-20 ALA-accredited program in Library Science (MLS) and a program in Information Communication Technology (ICT). The MLS program can be completed entirely online, and online students pay in-state tuition. Concentrations include health information, public librarianship, youth services, information systems, and school librarianship. The ICT program is an on-campus program and includes tracks in policy and regulation, technology and analytics, and health. MLS students can begin in the fall, spring, or summer, and ICT students can begin in fall and spring.

Booth Number 102
UNCG LIS
lis.unmc.edu
The UNCG Master of Library and Information Studies program prepares its graduates for an exciting and rewarding career in a field that is broad and deep in its vocational variety and committed to freedom of speech, equitable access to information and lifelong learning. The program is accredited by the American Library Association and graduates find positions in academic, public, school and special libraries, as well as in a wide array of other information work.

Booth Number 103
UNT Department of Information Science
informatics.unt.edu
The Department of Information Science at the University of North Texas prepares information professionals to meet the needs of the global information society. The department offers nationally recognized programs at the bachelors, masters and doctoral levels, as well as graduate academic and school library certifications. The department offers flexible course schedules with some programs delivered nearly 100% online, while others incorporate “blended learning.” The ALA-accredited Master’s program is offered in cohorts in various locations across the country including Virginia, with onsite institutes that provide onsite sessions for students and faculty to meet face to face.
Spectrum: Success Through Community

The American Library Association (ALA) is committed to ensuring that Master’s degrees in library and information science become more accessible and affordable for talented individuals. Spectrum affirms ALA’s commitment to equity and inclusion by supporting the broadest participation of new generations of racially and ethnically diverse librarians in leadership roles.

The Spectrum Scholarship Program:
• Provides funding to combat the rising cost of a graduate education.
• Fosters peer mentoring to help individuals at every step of their career find pathways for contributing their unique talents and skills.
• Grants participants unprecedented access to ALA networking, professional development and continuing education.
• Builds a critical mass of student, early career, and faculty perspectives to inform library and information science education.
• Reinforces social justice as a core value in the development of library services and library spaces.

99% of Scholars have graduated, or are actively pursuing a master’s degree in library and information science.
72% of Scholars were the first in their families to obtain a master’s degree.
80% of our graduates are currently employed in a library and information science setting.

“Through Spectrum, I was introduced into a wonderful network of diverse, engaged library and information science professionals. I developed a passion to encourage students, particularly from underserved groups, to pursue careers in this field. I stay involved to pay forward all that I have received.”
— Holly A. Smith, College Archivist

American Library Association
spectrum@ala.org | 800-545-2433 ext. 5048

Visit us at Booth # 312

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Booth Number 106
US Citizenship and Immigration Service
www.uscis.gov

Booth Number 612
VICOM
www.vicom-corp.com
A Technology company that provides hardware, integration, services and support for the following technologies: Audio Visual, Telephony, Networking, Security, Video Conferencing and Audio Conferencing.

Booth Number 512
Vigil Networks, Inc.
www.vigilnetworks.com
Vigil Networks is an IT company that specializes in IT services & support for libraries. This year we’re showcasing a service that...1) enables WiFi branding, 2) requires patron acceptance of the library’s AUP before accessing its WiFi and 3) documents the number of users who connect to the library’s WiFi.

Booth Number 608
Virginia Association of Law Libraries
vall.pbworks.com
The Virginia Association of Law Libraries (VALL) supports and serves its members’ professional pursuits by fostering a spirit of leadership and cooperation, providing educational and leadership opportunities, and promoting and enhancing the value of law libraries. VALL also advocates for easy and equitable access to legal information and education of library users. VALL is a chapter of the American Association of Law Libraries.

Booth Number 309
Virginia Center for the Book
www.VaReads.org
The Virginia Center for the Book works across the Commonwealth to unite communities of readers, writers, and booklovers through year-round programs and partnership initiatives. Through these, the Center shares the power of storytelling and literature as a means to support engaged citizens and foster empathy and understanding.

As an affiliate of the Center for the Book in the Library of Congress, the Virginia Center for the Book works within a network of more than 50 affiliates to promote books, reading, literacy, and the literary life of Virginia.

Booth Number 604
Washington Passport Agency
The Washington Passport Agency provides services to U.S. citizens intending international travel by processing and issuing U.S. Passports, providing pertinent information on how to apply for passports and information on the Smart Traveler’s Enrollment Program (STEP).

Booth Number 203
Wolters Kluwer
www.wolterskluwer.com

Booth Number 603
World Book
www.worldbook.com
For 100 years, World Book has been a trusted source for accurate, reliable, authoritative information in a straightforward and easy-to-understand manner. We continue our journey into the 21st century constantly innovating with new technology to deliver current and informative content.
World Book — a tradition of value.

Booth Number 510
WT Cox Information Services
www.wtcox.com
WT Cox proudly offers the best service standards in the industry. Our customers enjoy personalized electronic and print serial management along with a host of integrated services. Added offerings include eStats, providing your library the ability to collect, manage and analyze e-resource statistics; Journal Finder — our exclusive A-Z, Link Resolver and ERM solution and more. WT Cox is committed to providing cost-effective services tailored to your library.

Booth Number 203
Virginia Center for the Book
FOOD EVENTS

Purchasing a ticketed meal or the VLA Meal Plan? Be sure to note your dietary preference on the order form.

Wednesday Night Scholarship & Award Dinner
(Tickets are $55, must be purchased by October 1.) The cost of your ticket includes the cost of your meal and support for the VLA Scholarship and Awards Program.
6:00 pm – 8:00 pm

Thursday Morning Coffee and Light Breakfast
sponsored by Longwood University, included with conference registration.
Exhibit Hall, Fourth Floor, 9:00 am – 10:00 am

Thursday Box Lunch
(Tickets $17, must be purchased by October 1.)
Pick up in the rear of the Exhibit Hall, Fourth Floor, beginning at 11:30 am.

Thursday Afternoon Coffee and Snack Break
included with conference registration.
Exhibit Hall, Fourth Floor, 3:15 pm – 4:00 pm

Thursday All-Conference Social, open to all attendees.
Sweet and savory offerings. Those who signed up in advance will receive a ticket for a complimentary glass of wine or beer in their registration packet. Tear the ticket in two for two soft drinks at the Social.
Third Floor, Granby Ballroom, 8:00 pm – 10:00 pm

Friday Morning Coffee and Light Breakfast
Fourth Floor, Exhibit Hall, 8:30 am – 9:30 am

Friday Networking Luncheon with Trevor A. Dawes
(Tickets are $33, must be purchased by October 1.)
Fourth Floor, The Main Ballroom Salons F&G, 11:30 am – 1:00 pm

FOR EVALUATIONS
Complete the Overall Conference Evaluation: tinyurl.com/2017vla
Complete an Evaluation for Thursday Sessions: tinyurl.com/th2017vila
Complete an Evaluation for Friday Sessions: tinyurl.com/fri2017vila

LIGHTNING TALKS
THURSDAY, OCTOBER 12
12:30 pm – 1:15 pm
Fourth Floor, The Main Ballroom, Salon H

Charlottesville and Beyond: Developmentally Appropriate Ways to use Social Justice in the Elementary Library
Public libraries are often a bastion of freedom of speech and defenders against censorship. However, all too often, elementary school libraries tend to divorce themselves from current events, politics, and civil rights. We believe that there are developmentally appropriate ways to discuss social justice issues in the elementary library, tie in relevant literature, and allow for a space of healing after unrest and violence.
Presenter: J-Lynn Van Pelt, Friendship Public Charter School

Diversity in Libraries: Launching a Diversity Internship Program
This summer William & Mary Libraries began a new diversity initiative designed to provide the support and opportunities needed to encourage, develop and grow future librarians, archivists and library professionals. The W&M Mosaic Program provides valuable, paid library work experience to students from diverse backgrounds looking to pursue library careers. Learn about the opportunities we discovered and the challenges we faced launching this program.
Presenter: Tami Back, William & Mary Libraries

Bursting the Filter Bubble
As librarians, we are aware of the power of filters to help us locate information, materials, and broaden or narrow our search results. But have you ever given thought to how the filters you use in daily life may change how you experience the world. A colleague and I recently began thinking about how online filters can change the ways we receive and encounter information. We created a lesson plan that can be used with multiple audiences to help people become familiar with how the internet can put us in a filter bubble. Which may cause us to miss out on new experiences, unfamiliar and opposing ideas, information we need to know about our world, and even the people we care about. This talk will leave you with another perspective on the power of filters and a ready made lesson plan to use with many different library audiences.
Presenter: Lisa Dinkle, Radford University

STEAMing Up and Camping In Your Library
In Summer 2017, Virginia Beach Public Library and Tidewater Community College collaborated to host a week-long STEAM + Maker camp for elementary school students. For librarians, the experience was deeply collaborative and leveraged the programs in a public system with academic resources on a college campus. For the kids, it was a heck of a lot of fun.
Presenter: Sarah Falla, Tidewater Community College

#2017VLA

LIGHTNING TALKS
FRIDAY, OCTOBER 13
9:30 am – 10:15 am
Fourth Floor, The Main Ballroom, Salon H

Ten Foot Pole Conversations: Charlottesville and the Aftermath in Our Library World
A “Ten Foot Pole Conversation” is one of those compelling issues which loom just under the surface, but often out of fear or discomfort, important discussions and actions are left unspoken and undone because no one wants to breach the issue, not even with a ten foot pole.
Presenter: Joslyn Jones, Prince William Public Library System

Creating and Expanding Entrepreneurship Support in the Public Library
Entrepreneurs and small business owners are an underserved population in many public libraries. Learn how the Roanoke Public Libraries has been working to support and programming for entrepreneurs and small business in their area.
Presenter: Whitney Kramer, Roanoke Public Libraries

Building Your Community of Practice with a Book Club
Entering into a new library role is an exciting and exhilarating time. It can also be a terrific time for professional growth and learning. Many times we jump in with an “learn as I go” attitude, but what if we didn’t, what if we intentionally acknowledged ourselves as learners in our new role, and then sought out other people outside of your library, who are in or have been in similar situations. This talk will layout the basics for how to begin growing your community of practice with a book club.
Presenter: Lisa Dinkle, Radford University

Mindfulness in the Library
How do we remain calm when the world around us seems in constant chaos? Can we quiet our minds when questions and problems are swirling through? The practice of mindfulness is a helpful tool we can use even during our most stressful moments on the desk or while dealing with workplace struggles.
Presenter: Margaret Howard, Chesterfield County Public Library

#2017VLA
Parking at The Main is $20 per day for self-parking, $26 per day for valet. For more information about parking in Norfolk, please visit: http://www.norfolk.gov/parking
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