



Defining Moments



Virginia Library Association
2004 Annual Conference

October 27 - 29
Williamsburg, VA

Guest Speaker: Kristine L. Franklin

Author of this year's VLA Jefferson Cup Award Winner, *Eclipse*.



The story of a family's experience with mental illness, *Eclipse* draws from an even that happened in her own family years before she was born and continued to resonate in her own growing-up years.

Ticketed Event

Celebrate Our Defining Moments

Once a year, we in the information business across Virginia gather to share our stories. Over the next few days in Williamsburg, we again will be reminded what an exciting, dynamic time it is to be in the library world.

Our 2004 VLA Conference, “Defining Moments,” is an opportunity to experience an array of workshops, panel discussions and keynote addresses by peers and experts. As I mentioned when I took office, I am interested in defining moments. We experience them as individuals, but libraries experience such moments each day. Libraries as we know them *are* changing. Technology, scarce funding and new demographics have all altered the way we do business.

This year we’ve designed a conference that fosters conversation about what libraries are and what they want to be. Our Graphic Novels pre-conference on October 27 features Michele Gorman, who will present an overview of the graphic novel format; the ins and outs of acquiring and managing a such a collection; and the art of promoting, programming, booktalking and defending graphic novels. The regular conference opens with FUNDamentals of Humor, presented by Ron Culberson, a consultant who specializes in balancing serious issues with a light touch. It closes with Dr. Carla Hayden, past president of ALA and recently named one of 10 Ms Women of the Year honorees. Throughout each day, however, we will have additional speakers, including Nancy Tessman, Director of the Salt Lake City Library on the “Unquiet Library” and Seattle’s irrepresible Nancy Pearl, the model for the Librarian action figure as well as the force behind the One Community/One book initiative. Don’t miss our “Nancy Pearl Look-Alike Contest” at the Thursday evening wine-tasting event hosted by the Williamsburg Winery.

“VLA Conference 2004, Defining Moments” also continues a tradition of creative programs developed by VLA members to share ideas and encourage dialogue among us all. Thanks to the fine efforts of Conference Chair Fran Millhouser and her planning committee, there is definitely something for everyone whether you work in an academic, public or special library. You can choose among numerous subject tracks, ranging from Academic and Facilities to Marketing, Staff Development and Youth Services. Workshop titles include “Wireless Crazy?” and “Aged to Perfection – The Secrets of Marketing Library Services to Seniors” to “Ah Ha! Moments for Library Trustees,” “When Did You Realize Your E-Mail Was Not Private?” and more than 60 other topics.

Continued



Celebrate Our Defining Moments

We also will mark our organization's defining moments at the conference. During the past year, VLA has again made our presence felt in Richmond, thanking the governor for not recommending further cuts to state aid to public libraries in either FY2005 or FY2006 and keeping our concerns in front of legislators. We recognized that traditional funding services for public libraries are experiencing hard financial times and thanks to the efforts of former VLA Treasurer Andrew Morton, the Virginia Library Association Foundation, Inc. is well on the way to becoming a reality. The VLAF will make a difference for Virginia's libraries. In addition to its fund-raising function, it will promote libraries as vital community resources. We hope to have it up and running in 2005 when we celebrate our 100th anniversary! We have also pursued partnerships with other Virginia organizations that have a vested interest in our institutions. And, as always, we continued to offer stimulating leadership opportunities through VLA's many programs presented by VLA forums, sections and committees.

As we gather at the Williamsburg Marriott October 27 – 29, let's meet and greet old friends, enjoy ourselves, but also talk about our defining moments. Let's share the stories of how we impact our customers' lives. Let's talk about our challenges, such as the mass exodus of our Baby Boomer staff. Let's talk about balancing private funding with ethical issues. Let's explore our virtual services and how they coexist with brick and mortar. Then, let's return home and act!



Edwin S. Clay, III
President
Virginia Library Association



Directions to the Conference

Williamsburg Marriott

50 Kingsmill Road, Williamsburg, VA, 23185, USA

Phone: 1 757-220-2500

Newport News/Williamsburg - Take 143W to I-64W to Exit 242A (Rte. 199W). Take Rte. 60E. Turn right on Rt 60. At 4th stoplight, turn right onto Kingsmill Rd. Hotel is on the right.

Norfolk - Take 64W to Exit 242A (199W). Take Rte. 60E, turn right on Rte. 60. At 4th stoplight, turn right on Kingsmill Rd. Hotel is on the right.

Richmond - Take 64E to Exit 242A (199W). Take Rte. 60E, turn right onto Rte. 60. At 4th stoplight, turn right on Kingsmill Rd. Hotel is on the right.

Wednesday, October 27

Preconference

Getting Graphic at Your Library!

A Graphic Novels Workshop for Librarians

Part 1: Introduction and Overview

This introduction to the graphic novel format includes an in-depth look at the development of the graphic novel as a legitimate format and the role that they can play in the library, including literary value, and the special appeal this format has for reluctant readers, non-readers, and visual learners.

Part 2: Comic Books: Past, Present, and Future

Acquisition and Management of a Graphic Novel Collection

The second part of this workshop includes a brief overview of the history of comic books and graphic novels, in addition to information about graphic novels and collection development, including acquisition and bibliographic control.

Part 3: Promotion, Programming, & Booktalking with Graphic Novels

Dealing with Graphic Novel Challenges

The last part of the workshop will provide the information a novice will need to help get his or her new collection of graphic novels off the shelves and into the hands of young patrons, including information about marketing and merchandising graphic novels, booktalking graphic novels, and creating graphic novel-centered programs. This section will also include information about being proactive and prepared to deal with any challenges that may arise due to the presence of graphic novels in the library.

Presenter: Michele Gorman



Keynoters

Thursday, October 28

10:00 - 11:30 Opening

Ron Culberson

FUNDamentals of Humor
Auditorium

Ron spent much of his professional career in a large hospice organization as a front line staff member, middle manager and senior manager, seeing the organization from every perspective. This experience allows him to relate to every type of audience.



Ron Culberson

1:00 - 1:50

Nancy Tessman

The Unquiet Library
Auditorium



Nancy Tessman

Director of the Salt Lake City Libraries since 1996, Nancy received the 1996 Utah Library Association Distinguished Service Award and in 2003 was named Utah Librarian of the Year. Visit her library site at <http://www.slclpl.lib.ut.us>

3:00

Craig Storti

Cross-Cultural Communication
Room 11

Craig Storti is an internationally known figure in the field of intercultural communications and cross-cultural adaptation. He has over twenty years' experience training businessmen and women, diplomats, civil servants, and foreign aid workers in understanding and working effectively with people from other cultures. He is the founding editor of Training Forum and the author of Culture Matters, a cross-cultural workbook used by the US



Craig Storti

government in over 90 countries, as well as Figuring Foreigners Out, The Art of Crossing Cultures, The Art of Coming Home and Cross-Cultural Dialogues. He has lived nearly a quarter of his life abroad - with extended stays in Moslem, Hindu and Buddhist cultures - and speaks French, Arabic and Nepali.

8:00 - 10:00 p.m.

Conference Social

Nancy Pearl

Auditorium

Former Director of Youth Services and the Washington Center for the Book at The Seattle Public Library, Nancy is now working on Book Lust II and teaching at the University of Washington.

Friday, October 29

10:00 - 11:50

Cate McNeely

Creating Excellence
Amphitheater



Cate McNeely

Cate McNeely, Deputy Chief Librarian of the Richmond Public Library in Vancouver, Canada and a Library Journal Mover & Shaker Visionary of 2002, she was the project manager of the Ironwood

Branch, a branch that ALA has dubbed the Library of the Future. Visit her library site at <http://www.yourlibrary.ca>

3:00 - 5:00 Closing

Dr. Carla Hayden

Auditorium

Executive Director of the Enoch Pratt Free Library in Baltimore since 1993, Dr. Hayden has also served in many capacities throughout her distinguished career. She was recently named as one of Maryland's Top 100 Women. Visit her library site at <http://www.epfl.net>



Dr. Carla Hayden

Concurrent Sessions in Subject Tracks

Academic

- Open Access Publishing and Memberships - Who Benefits, Who Pays?
- Electronic Delivery: Implications of E Journals for ILL
- Refocus Your Library Instruction Sessions
Information Survivor! Equipping Patrons for Research
- Plagiarism in the High Schools and the use of turnitin.com
- Murder in the Library: Getting Off to the Right Start
- Advanced Web Searching
- Catching Their Attention: Putting Action into Information Literacy Instruction
- Insert Content Here: Effective Beginnings and Ends

Boards and Trustees

- The Unquiet Library
- Ah Ha! Moments for Trustees
- Partnering with a Purpose
- Creating Excellence: It's All About the Customer
- Libraries vs. the USA Patriot Act: A Tale of Patriotism
- Ask A Parliamentarian

Diversity/Demographics

- Aged to Perfection: Marketing to Seniors
- Cross Cultural Communication
- Library Service and Computer Instruction for Seniors

Entertainment - Authors, Reader's Advisory, Book Talks

- Looking for Love in all the Right Places
- The Jamestown Adventure: Accounts of the Virginia Colony, 1605-1614
- The Magic Moment: A Storyteller's Gift
- Book Discussions in the Bag
- Brand & Deliver @ the Library

Facilities

- The Unquiet Library
- Wireless Crazy?
- Extreme Makeover
- Creating Excellence: It's All About the Customer
- Thirty Tips for Creating a Dynamic & Successful Library

Marketing/ Customer Service

- The Unquiet Library
- Marketing Library Services-Materials in Lean Times
- PR Damage Control
- Proper Care and Feeding of a Frenzied Media State of Customer Service
- When Bad Things Happen in Good Libraries

Money, Money, Money

- New Revenue Streams, The Benefits of Creating (or Restarting) Your Library Foundation
- New Revenue Stream #1: Affiliate Programs for Your Library's Website
- New Revenue Stream #2: Community Partnership Programs for Your Library
- New Revenue Stream #3: Patron Affiliate Programs for Your Library
- New Revenue Stream #4: Think Big! Charitable Giving Programs for Your Library or Foundation
- New Revenue Stream #5, 6 & 7: Think Big! Special Events and Other Creative Revenue Streams for Your Library!

Solutions - How We Did It!

- Competencies: Creating and Using Them
- Matchmaking - Books and Readers
- Intranet: See it Your Way
- Ask Us at the Kiosk



Staff Development

- ALA Update
- Info Rx
- The Future of Library Education
- Cooperative Staff Development
- Advanced Web Searching
- 5 Minutes to Team Excellence

Table Tops

- Join Our Reference Safari
- Jim Crow and the Wilson Administration
- Center for the Book at the Virginia Foundation
- Implementing PC Reservation and Pay to Print

Technical Services

- Open Access Publishing and Memberships - Who Benefits, Who Pays?
- Electronic Delivery: Implications of E Journals for ILL
- FRBR All the Rage in Europe - Coming Soon to the States
- EMetrics: Counting a Virtual Moving Target
- Technical Services Outsourcing

Technology

- Feeling Lucky? Google Advanced Searching
- Info Rx
- Wireless Crazy?
- Government Web Sites for Consumers
- How to Find Reliable Health Information for Your Library
- Historical Election Internet Resources
- Over 2 Million Served
- Get the Scoop on RFID
- Digital Camera Wizardry
- When did you Realize Your Email was not Private?

Youth Services

- Programming on a Shoe String
- Happy Birthday America
- Café Book: Connecting Teens and Books
- Our Jefferson Cup Runneth Over
- Connect with the Community Home School Resources
- The Magic Moment: A Storyteller's Gift
- Jefferson Cup Luncheon
- Tweens! Too Old for Barney, Too Young for Britney



Thursday, October 28

Thursday 9:00

Exhibits and Registration open. Coffee and pastries served in the Exhibit Hall.

Thursday 10:00-11:30

OPENING GENERAL SESSION

Ron Culberson **FUNDamentals of Humor**,
Keynote Speaker;

We've heard that laughter is a great medicine, right? Talk about defining moments, laughter can work miracles! Did you know that humor is also a cure for many ailments in the work environment as well? It's a wonderful tool that helps us get through many stressful situations. You will laugh and you will learn from Ron as he shows how to do the Right Thing with the Light Thing.

11:45-12:45

GRAND OPENING OF EXHIBITS.

Free lunch served in the Exhibit Hall.

Thursday 1:00-1:50 Room 18

ALA Update

Track: Staff Development

The American Library Association, 60,000+ members, is our national voice for the profession. Several VLA members who serve on the governing body of ALA, the ALA Council, will discuss the top issues where association's energy, focus and resources are being directed.

Presenters: Nancy Davenport, Council of Library & Information Resources (ALA Executive Board); James Rettig, University of Richmond (ALA Executive Board); Hampton "Skip" Auld, Chesterfield County Public Library (Councilor at Large); Carolyn Caywood, Virginia Beach Public Library (Intellectual Freedom Round Table Councilor); Mary Mayer-Hennelly, Tidewater Community College Virginia Chapter Councilor); Stephen Matthews, The Foxcroft School (Councilor at Large) Neal Wyatt, Chesterfield County Public Library (Reference & User Services Assoc Councilor) Moderator, Anne Sterling, Regional Vice President for ALTA.

Thursday 1:00-1:50 Amphitheater

Competencies: Creating and Using Them

Track: Solutions

What happens when libraries without a human resource department are faced with the task of writing job competencies? Library staff from Jefferson-Madison Regional Library will share the highs and lows of their experience, give tips on writing competencies and describe how their library system is using them for training, evaluations and compensation issues.

Presenters: Carol Clark, Lindsay Ideson, and Joyce Hall, Jefferson-Madison Regional Library.

Thursday 1:00-1:50 Room 3

Feeling Lucky? Learn How to use Google's Advanced Searching Features

Track: Technology

Make your defining moment the time when you help someone use Google to its fullest potential by being a super searcher. Join this session and learn how to advance search using Google.

Presenter: Michelle L. Young, Virginia Tech.

Thursday 1:00-1:50 Room 11

The Library Corporation - TLC

Track: Vendor

Upgrade to an advanced automation system designed for your library. Learn why Library.Solution is easy to use and recommended by thousands of libraries like yours. Library.Solution includes a customizable PAC, Kid's Catalog Web for younger patrons, YouSeeMore, the online patron portal, and more. Ask about our other library solutions too!

Presenter: Cheryl Viands, The Library Corporation.

Thursday 1:00-1:50 Room 2

Looking for Love in all the Right Places

Track: Entertainment

Reader's Advisory offers the opportunity for libraries to create defining moments for their patrons, building and shaping the community of readers. Expanding on Previous RA workshops at VLA, but not limited to experienced readers' advisors, the presenters will take participants through an in-depth tour of the romance genre, looking at appeal characteristics, sub-genres, key authors and more. Participants will come away with a stronger understanding of how to connect readers with the romances that resonate for them.

Presenter: Barry Trott, Williamsburg Regional Library.

Thursday 1:00-1:50 Center Lounge

New Revenue Streams: The Benefits of Creating (or Restarting) Your Library Foundation

Track: Money, Money

The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone's work load.

The answer: New passive and active streams of revenue and a foundation for your library!

Attend one, some or all of Andrew Sanderbeck's series on Revenue Streams and begin to change your thinking about money in your library and involvement in



your community!

*Presenter: Andrew Sanderbeck, President,
People~Connect Institute*

Thursday 1:00-1:50 Room 17
**Open Access Publishing and Memberships -
who benefits, who pays?**

Track: Academic/Technical services

An overview of the current trends in the open access movement as seen from the point of view of academic librarians. This session will address the impact of open access publishing on collection development during the "serials crisis". We will also discuss open access institutional memberships and who will benefit and who will pay for this new publishing mode. Open Access fits in with the theme of "Defining Moments" because it is a significant new movement that might have considerable impact on libraries' collection development and serials acquisitions.

Presenter: Lene Palmer, George Mason University.

Thursday 1:00-1:50 Room A&B
Radical Reads with Joni Bodart

Track: Youth Services

Presenter: Joni Brodard.

Thursday 1:00-2:50 Auditorium
The Unquiet Library

Track: Boards/Trustees and Facilities

The \$65 million Salt Lake City library is strikingly modern in its design with glass elevators and windows looking out on the Wasatch Mountains on all sides of the city. Designed to be a new information center and gathering spot for the 21st century, the librarians wear "No Shh!" buttons, and a café sells coffee, sandwiches and muffins, 163 computers are available for games and Net surfing. Add the art gallery, public meeting space for concerts and author appearances and this is a library that goes beyond books into all the arts.

Presenter: Nancy Tessman, Director, Salt Lake City Public Library System.

Thursday 2:00-2:50 Room 18
**Aged to Perfection - The Secrets of Marketing
Library Services to Seniors**

Track: Diversity

Explore the challenges associated with marketing library services in the 50+ market place. As the number of senior citizens in the US continues to grow, library professional will increasingly be defined by their ability to understand the perspectives and preferences of this significant population segment. The presentation focuses on how to market library services seniors want and how to satisfy their customer service expectations.

Presenters: Nancy Davis and Pam Fitzgerald, The Ivy Group

Thursday 2:00-2:50 Room 17
**Electronic Delivery: Implications of E-journals
for Interlibrary Lending**

Track: Academic

There is a growing number of articles in the library literature on the issue of electronic journals and their effects on the traditional ILL function of borrowing, but little on lending. This presentation will deal with the effects that e-journals have had on the lending side of the ILL equation. Issues include licensing restrictions and methods of lending, as well as a practical report on a pilot project in lending from electronic sources at the University of Virginia Library.

Presenter: Jean L. Cooper, University of Virginia.

Thursday 2:00-2:50 Room 3
Info Rx

Track: Technology

Selected members of the American College of Physicians (ACP) in Virginia have teamed with the National Library of Medicine in a project to "prescribe" health care information to their patients. The Virginia project is an outgrowth of 2003 a pilot project in Iowa and Georgia that enabled physicians to provide their patients with health information from MedlinePlus.

Presenter: Jean Shipman, Virginia Commonwealth University.

Thursday 2:00-2:50 Room 2
**Marketing Library Services - Materials in Lean
Budget Times**

Track: Marketing/Customer Service

We will address practical strategies for outreach and marketing focusing on low-cost or free methods in a moment when budget defines what we do and how we do it. As well as providing strategic pointers (don't worry about numbers) we will present concrete, practical examples such as using Email in outreach, building electronic relationships, exploiting the library web-page, transforming newsletters, participating in local publications, advertising with power-point, and integrated display ideas.

Presenters: Matthew Todd, Northern Virginia Community College and Mary Evangeliste, American University.

Thursday 2:00-2:50 Amphitheater
Match Making - Books and Readers

Track: Solutions

WRL patrons complete an online or paper survey and receive personalized reading suggestions in return. Learn about the evolution and benefits of this popular service. Survey design, suggestion list preparation, advertisement, and patron interaction will be discussed. Your library too can make personalized



service a defining moment for readers.
Presenters: Neil Hollands, Charlotte Burcher, Andrew Smith and Barry Trott, Williamsburg Regional Library.

Thursday 2:00-2:50 Center Lounge
New Revenue Stream #1: Affiliate Programs for Your Library's Website

Track: Money, Money, Money

The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone's work load. The answer: New passive and active streams of revenue and a foundation for your library! Attend one, some or all of Andrew Sanderbeck's series on Revenue Streams and begin to change your thinking about money in your library and involvement in your community!

Presenter: Andrew Sanderbeck, President, People~Connect Institute

Thursday 2:00-2:50 Room A&B
Programming on a Shoestring

Track: Youth Services

Programming, key to drawing in new patrons, often costs a lot of money. Still, there are many inexpensive and/or free programs available to the creative librarian. The presenter will discuss all ages and bring in examples of programs previously run in public, private and school settings.

Presenter: Dora Byrd Rowe, James L. Hamner Public Library.

Thursday 3:00-3:50 Exhibit Hall

Tabletop

Reference Safari – Shoestring Staff Training for Regional Libraries

Limited resources and staff turnover creates challenges for staff training. Concurrent with new onsite workshops, BRL has also initiated short e-mail training exercises. Incentives were offered to encourage participation, but our defining moment was discovering that ongoing participation was being motivated by the sense of achievement the exercises inspired.

Presenter: Rene Brown, Blackwater Regional Library.

Thursday 2:00-2:50 Room 11

3M Presentation

Track: Vendor

Presenter:

Thursday 3:00-3:50 Amphitheater
Ah Ha! Moments for Library Trustees

Track: Boards/Trustees

Defining moments for public libraries frequently happen in Library Board of Trustee meetings. Library

Boards define not only the services to be offered by the Library, but the nature in which they will be offered. Learn about what is expected of Library Trustees and discuss how their decisions impact library services. Create AhHa! Moments for your library.

Presenters: Margarete Culley and Fran Feimarck, Pamunkey Regional Library

Thursday 3:00-4:50 Room 11
Cross Cultural Communication

Track: Demographics/Diversity

Have you had one of those defining moments when communicating with someone from another culture when you realized that you had not actually communicated? Or been mystified by the behavior of the Middle Eastern customer who insists on talking to the man back in the work room rather than the woman at the desk? Find out why "yes" sometimes means "I hear you" rather than agreement, and why your own behavior may be puzzling to your staff and customers from other cultures.

Presenter: Craig Storti, Author of Culture Matters.

Thursday 3:00-3:50 Room A&B
Happy Birthday, America!

Track: Youth services

Celebrate the 400th anniversary of the establishment of Jamestown, the first permanent English colony in America - with new stories about old treasures uncovered by archaeologists in APVA's Jamestown Rediscovery project. An introduction of "Jamestown's Uncovered Treasures" stories for young readers bringing archaeology to life, describing people and events from earliest VA., assisting teachers with instructional ideas and activities, inspiring and informing our young patriots.

Presenters: Judy Brown and Ellen Kelso, The Dietz Press.

Thursday 3:00-3:50 Room 2

Intranet: See it Your Way

Track: Solutions

Too much good stuff on your intranet? Fairfax County Public Library offered a one-size-fits-all organization until it became overwhelming. Staff needed quicker routes to information important on a daily basis for specific jobs. Our defining moment? Creation of RefCentral, CircCentral, and PageCentral. We've streamlined business processes and improved workflow.

Presenters: Lydia Patrick and Ed Kukulka, Fairfax County Public Library.



Thursday 3:00-3:50 Room 18

The Jamestown Adventure

Track: Entertainment

Presenter: Ed Southern, Author.

Thursday 3:00-3:50 Center Lounge

New Revenue Stream #2: Community Partnership Programs for Your Library

Track: Money, Money

The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone's work load. The answer: New passive and active streams of revenue and a foundation for your library! Attend one, some or all of Andrew Sanderbeck's series on Revenue Streams and begin to change your thinking about money in your library and involvement in your community!

Presenter: Andrew Sanderbeck, President, People~Connect Institute

Thursday 3:00-3:50 Room 17

Refocus Your Library Instruction Sessions

Track: Academic

Do you want to explore new ways to refocus and define your library instruction sessions? Three community college librarians will demonstrate how they defined a specific need in the following classes: Preparing for college writing, ESL, and Nutrition. Learn how their different approaches promoted student interest and success as well as information literacy and faculty-librarian collaboration. Discussion period will follow.

Presenters: Marian Delmore, Christine Dixon and Beth DeAngelo, Northern Virginia Community College.

Thursday 3:00-3:50 Room 3

Wireless Crazy?

Track: Facilities/Technology

The presenter will discuss the pros and cons of deploying a wireless network (WIFI) in the library setting. We will get a broad perspective on wireless networks as well as insights into providing wireless connections in your library. Issues of security, timing/patron demand, costs, standards/speeds, options, case studies, site survey techniques, coverage ranges, access-point deployment, wired and wireless access points, and interference will be covered.

Presenter: Steve Helm, Radford University.

Thursday 4:00-4:50 Amphitheater

Ask Us at the Kiosk

Track: Solutions

How do librarians expand their services to a university community, given budget cuts and reductions in staff? Our librarians faced a defining moment - "How to expand in-house reference service without increasing

the budget". The answer was an interactive, self-service kiosk, created on a shoestring. The result? Attend this session and find out.

Presenters: Steven Kenneally and Leanne Strum, Regent University.

Thursday 4:00-4:50 Room A&B

Café Book: Connecting Teens and Books

Track: Youth Services

How do you get middle school students excited about books while developing their critical evaluation skills and love of reading? Café Book, a partnership between public schools and the public library, is a successful program that reaches both avid and reluctant readers! Interested students eat lunch in the school library while discussing a selected list of recent young adult literature. The program culminates with participants voting on their favorites, creating a "Top Teen Picks" list shared with teens throughout the service area.

Presenters: Rebecca Purdy, Central Rappahannock Regional Library; and Martha Baden, Edward E. Drew, Jr. Middle School.

Thursday 4:00-4:50 Room 18

The Future of Library Education

Track: Staff Development

Join a panel headed by Dean Martha Hale in an interactive discussion of changing expectations of library education, changing demographic trends of students, and changing needs of libraries from the perspectives of student, professor/library director and dean.

Presenter: Martha Hale, Dean The Catholic University of America School of Library and Information Science Panelists Sam Clay, Faculty Associate, Catholic University and Director, Fairfax County Public; Matthew Todd and Pat Szarek, Northern Virginia Community College

Thursday 4:00-4:50 Center Lounge

Government Web Sites for Consumers

Track: Technology

You've heard about government programs, benefits, grants and loans available to Americans. Now find out how to access this information! This presentation will provide an overview of web resources for government benefits, jobs and loans (including those for homeowners and prospective homeowners), student aid, health information and legislative information.

Presenters: Keith Weimer and Maryke Huyding, University of Richmond.

Thursday 4:00-4:50 Room 3

How to Find Reliable Health Information for Your Library

Track: Technology

This presentation will include an overview of the issues surrounding the provision of health information to



consumers by librarians. Resources developed by the National Library of Medicine (MedlinePlus and PubMed) will be used to demonstrate how to answer some common health related questions.

Presenter: Kelly Near, University of Virginia.

Thursday 4:00-4:50 Room 17
Information Survivor! Equipping Patrons for Research

Track: Academic

Our library's defining moment occurred as we watched our door count decrease and our library's electronic resource use increase. We wondered if our campus community really knew the extent of our library's offerings - resources, services and instruction. So we proactively reached out to them - in fun, focused and creative ways.

Presenter: Karen Robinson, Regent University.

Thursday 4:00-4:50 Exhibit Hall

Tabletop

**Jim Crow and the Wilson Administration:
Protesting Federal Segregation in the Early
Twentieth Century.**

Jim Crow and the Wilson Administration is a groundbreaking study that deals with an amazing early collective protest movement, which at its height included tons of thousands of people nationwide, from laborers to professionals, who challenged the expansion of racism in the federal government during Woodrow Wilson's first two years in office.

Presenter: Nicholas Patler, Author/Historian.

Thursday 4:00-5:50 Room 2
**Virginia Public Library Director's Association
Business Meeting**

Track: Business Meeting

Thursday 5:00-5:50
VIVA Users Group

Track: Business Meetings

VIVA (The Virtual Library of Virginia) convenes its 8th annual Users' Group meeting for all VIVA members. As in past years, there will be a brief update on recent VIVA events and accomplishments, vendors will be introduced, and there will be time for Q and A.

Presenters: Ralph Alberico and Gene Damon, VIVA.

Thursday 5:00-5:50
Public Documents Forum Business Meeting

Track: Business Meetings

Thursday 5:00-5:50
TSAT Forum Business Meeting

Track: Business Meetings

Thursday 5:00-5:50
Paraprofessional Forum Business Meeting
Track: Business Meetings

Conference Social 8:00-10:00
Auditorium

**Nancy Pearl, Book Lust:
Recommended Reading for
Every Mood, Moment and
Reason**

Hear Nancy Pearl describe her defining moment for deciding whether to keep reading or to put the book aside (here's a hint – it's either page 50 or 100 minus your age).

Williamsburg Winery
Wine Tasting

**Taste Williamsburg Winery
Wine**

Compete in the Nancy Pearl Action Figure Doll Look Alike Contest. Or just watch. (You won't believe who the judges are!)

Taste some more Williamsburg Winery Wine.

Win prizes at the drawings.

Buy some Williamsburg Winery Wine.



Friday, October 29

Friday 8:00-9:00

Breakfast in the Exhibit Hall. Coffee, muffins and pastries served in the Exhibit Hall.

Friday 9:00-9:50 Amphitheater

Extreme Makeover

Track: Facilities

Review, renew, refresh: new ideas for old libraries provides practical suggestions or renewing and refreshing existing libraries. Presentation will cover ideas on finishes, lighting, merchandising, as well as ideas for Teen and Children's area.

Presenter: Denelle Wrightson, AIA, Phillips Swager Associates.

Friday 9:00-9:50 Room 2

Historical Election Internet Resources

Track: Technology

This session will focus on two internet resources that relate to defining moments in national and Virginia elections: The Virginia Elections and State Elected Officials Database Project, 1776-2004; and the US Presidential Election Maps. Both were created by the Geospatial and Statistical Data Center at the University of Virginia.

Presenter: Donna Tolson, University of Virginia.

Friday 9:00-9:50 Room 17

New Revenue Stream #3: Patron Affiliate Programs for Your Library

Track: Money, Money

The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone's work load. The answer: New passive and active streams of revenue and a foundation for your library! Attend one, some or all of Andrew Sanderbeck's series on Revenue Streams and begin to change your thinking about money in your library and involvement in your community!

Presenter: Andrew Sanderbeck, President, People~Connect Institute

Friday 9:00-9:50 Center Lounge

Our Jefferson Cup Overfloweth

Track: Youth Services

The Jefferson cup Award is given each year to a work of outstanding history writing for young people (history, biography, or historical fiction). In 2003, the Award Committee received over 250 books to review, and we could only pick one winner! Come and hear the committee talk about their personal favorites from last year.

Presenters: Martha Baden, Edward E. Drew, Jr. Middle School and Donna Hughes, Handley Regional Library.

Friday 9:00-9:50 Room 3

Partnering with a Purpose

Track: Boards/Trustees

Successful partnerships flow from a library's strategic plan (its defining moment), connecting the library to its community. Williamsburg Regional Library has forged seventeen long-term strategic partnerships with area businesses, nonprofits, and government entities. This panel discussion explores the structure and impact of one of these cooperative ventures, the "marriage" between WRL and the Williamsburg-James City County Schools which reaches out to 9,000+ students and their students and their families, and 1000+ faculty and staff. *Presenters: Janet Crowther, Barry Trott, Noreen Bernstein, and Patrick Golden, Williamsburg Regional Library and Lee Welch, Williamsburg-James City County Public Schools.*

Friday 9:00-9:50 Room 11

Plagiarism in the High Schools

Track: Academic

Rather than write their own work, some students find it easier to get their papers off the web. Hear how Fairfax County Public Schools are using turnitin.com software to detect plagiarism in the classroom. Covered by NBC Nightline.

Presenter: Monica T. Adams, Media Coordinator, Robinson Secondary School, Fairfax County

Friday 9:00-9:50 Room 18

PR Damage Control

Track: Marketing/Customer Service

Fact: Bad things happen to quality organizations. Librarians frequently have to manage public relations crises that are "defining moments" in their institutions. Learn why libraries are targets of negative press coverage, the importance of a crisis management plan, how library personnel should perform in high profile situations, and strategies for forging positive relationships with the media. Hone your skills by developing plans responses to "real" crises that have occurred in libraries

Presenters: Nancy Davis and Pam Fitzgerald, The Ivy Group



Friday 10:00-10:50 Center Lounge
Connect with the Community: Homeschool Resource Programs

Track: Youth Services

Our Homeschool Resource Program provides both "Intellectual Freedom" and "Community and Collaboration" as pertains to your "Defining Moments" theme. Learn how to connect with your local homeschool community groups and how to provide programs that enrich their intellectual freedom and that encourage extensive use of your library resources.

Presenters: Cheryl L. Metz and Lois Jones, Massanutten Regional Library

Friday 10:00-10:50 Room 11
Cooperative Staff Development

Track: Staff Development

Learn how to plan and implement a staff development day for your library, system, or an area-wide group of librarians with little money and a little more time. The defining moment was watching staff sharing and becoming empowered by the relationships and their new found knowledge.

Presenters: Kelly R. McBride, Russell County Public Library and Amy Bond, Lonesome Pine Regional Library.

Friday 10:00-11:50 Auditorium
Creating Excellence: It's all About the Customer

Track: Boards/Trustees; Facilities

Rather than employ the standard planning documents when project manager for planning a new library, McNeely and her team brainstormed on how to create a library in 1998 that would remain relevant in 2010 and would be so loved that customers would support it. Find out how to plan and create customer centric libraries without letting seeming limits on money or staff block your progress.

Presenter: Cate McNeely, Deputy Chief Librarian, Richmond Public Library, Vancouver, Canada Followed by reactor panel of Virginia Library Directors discussion and Q&A

Friday 10:00-10:50 Room 18
FRBR: All the Rage in Europe

Track: Technical Services

Could FRBR (Functional Requirements for Bibliographic Records) create a whole new way of looking at the OPAC? The presenters will introduce the FRBR conceptual model and its implications for bibliographic control, cataloging practices and the OPAC. There will be an open discussion of current studies and thoughts for the future

Presenters: Patricia Howe, Longwood University and Patricia Powell, Roanoke College.

Friday 11:00-11:50
The Magic Moment: A Storyteller's Gift

Track: Entertainment/Youth Services

Help your staff become better storytellers, able to capture children's attention with "the magic moment" of any story. Nationally known storyteller, Barbara O'Neil demonstrates how to retell stories and use public speaking skills to engage young audiences. Turn your staff into the kind of storytellers that encourage reading and learning.

Presenter: Tom Crockett, Young Audiences of Virginia.

Friday 10:00-10:50 Room A&B
Murder in the Library: Getting Off to the Right Start

Track: Academic

In a cooperative venture with the Office of Student Life, Library staff helped define the moment for a freshman orientation group visiting the library for the first time, giving them the opportunity to explore, experience, and examine the Library's physical collections.

Presenters: Amy W. Boykin and Alicia Willson-Metzger, Christopher Newport University.

Friday 10:00-10:50 Room 17
New Revenue Stream #4: Think Big! Charitable Giving Programs for Your Library or Foundation

Track: Money, Money

The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone's work load. The answer: New passive and active streams of revenue and a foundation for your library! Attend one, some or all of Andrew Sanderbeck's series on Revenue Streams and begin to change your thinking about money in your library and involvement in your community!

Presenter: Andrew Sanderbeck, President, People~Connect Institute

10:00 to 10:50 – New Revenue Streams #5, 6 and 7

Friday 10:00-10:50 Room 2
Over 2 Million Served

Track: Technology

How does a library succeed in being ever-present? A defining moment for the Fairfax County Public Library occurred last year when over two million people conducted business with us virtually, while five million came into our buildings. Enriched content and features, attention to local information, and partnerships are key.

Presenters: Lydia Patrick and Bob Bowie, Fairfax County Public Library.



Friday 10:00-10:50 Room 3

Proper Care and Feeding of a Frenzied Media

Track: Marketing/Customer Service

Don't let a bad media encounter become the "defining moment" for you library. The presenters, both public information pros, will help you be prepared when a reporter comes knocking at your door and asks that question that can make or break your image.

Presenters: Lucinda Munger, York County Public Library and Greg Davy, York County.

Friday 10:00-10:50 Exhibit Hall

Tabletop

Center for the Book at the Virginia Foundation.

Since its relocation to the Virginia Foundation, what is the Center for the Book and what does it have to offer to libraries? Find out how through collaboration, shared programming, and grants, the Center for the Book promotes books, reading, literacy, and the literary heritage of the Commonwealth.

Presenter: Susan Coleman, Virginia Foundation; Marcy Sims, Director and President, Center for the Book Advisory Board and Nancy Damon, Program Director, Va. Festival of the Book.

Friday 11:00-11:50 Room 11

Advanced Web Searching for Librarians

Track: Academic/Staff Development

According to the New York Times, "(I)n 2004 the Web moved from the periphery of a good researcher's awareness to the very center of it." Learn Web research skills using the advanced features of Google, Yahoo, Thumbshots, and Touchgraph and other search engines to find animated images and sound files.

Presenter: Paul Barron, University of Mary Washington

Friday 11:00-11:50 Room 18

E-Metrics: Counting a Virtual Moving Target

Track: Technical Services

Have you ever tried to interpret vendor-generated statistics to justify online resources subscriptions? This session will address issues related to tracking and evaluating online usage statistics, with a focus on the COUNTER (Counting Online Usage of Networked Electronic Resources) standards for databases and journals.

Presenter: Virginia Kinman, Longwood University Library.

Friday 11:00-11:50 Room 2

Get the Scoop on RFID

Track: Technology

Radio-frequency based Identification (RFID) promises libraries more efficient circulation and inventory processes. The presenter will give a road overview of RFID technology applications, patron privacy implications, RFID deployment costs and ROI, advantages

and disadvantages of using RFID over barcodes and older security systems.

Presenter: Steve Helm, Radford University.

Friday 11:00-11:50 Exhibit Hall

Tabletop

Implementing a PC Reservation and Pay-to-Print

This session will present Arlington County Public Library's experience in selecting, testing and implementing a PC reservation and pay to print system.

Presenter: Chang Liu, Arlington County Public Library.

Friday 11:00-11:50 Room A&B

Library Service and Computer Instruction for Seniors

Track: Diversity/Demographics

The Search and Research project is redefining library services for senior citizens. It is an example of a successful collaboration between a public library system and library school students and faculty. The project interviewed senior citizens in congregate residences to determine their information, library and computer needs. Results of the interviews and basic computer instruction modules based on the interviews will be presented. The modules will be available to attendees.

Presenters: Judy Bateman, Catholic University of America and Jeanette A. Studley, Fairfax County Public Library.

Friday 11:00-11:50 Room 17

New Revenue Stream #5, 6 & 7: Special Events and Other Creative Revenue Streams for Your Library!

Track: Money, Money

The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone's work load. The answer: New passive and active streams of revenue and a foundation for your library! Attend one, some or all of Andrew Sanderbeck's series on Revenue Streams and begin to change your thinking about money in your library and involvement in your community!

Presenter: Andrew Sanderbeck, President, People~Connect Institute

Friday 11:00-11:50 Room 3

The State of Customer Service: Three Viewpoints

Track: Marketing/Customer Service

How do you define quality customer service? In today's climate of declining budgets, and policy related controversies, libraries, must provide positive customer service. This session will prepare attendees to effectively impact their interaction with the public. Speakers will be from the library community, a major Virginia-based retailer, and Dell, Inc.

Presenter: Andrew C. Morton, University of Richmond.



Friday 12:00-1:30 Auditorium

Jefferson Cup Luncheon.

Friday 1:00-2:50 Amphitheater

**When Bad Things Happen in Good Libraries:
Defining, Coping With and Preventing Problem
Behavior**

Track: Marketing/Customer Service

Staff from Fairfax County Public Library will share tips and strategies for helping library staff members recognize true problem behavior, develop reasonable and enforceable policies, and contribute at all levels to the prevention of problems and the creation and maintenance of a safe and welcoming library environment.

Presenters: Reed Coats, Elizabeth Waller, David Bennett, Carolyn Heyer, Nadia Taran and Bonnie Worcester, Fairfax County Public Library.

Friday 1:00-1:50 Center Lounge

Book Discussions in the Bag

Track: Entertainment

Is your pile of once-used books from book discussions growing? Come as we review how Loudoun County Public Library created Book Discussion in a Bag, a ready-to-serve, circulating book discussions - multiple copies of a book and a notebook of related material. Learn how cooperation and leveraging prior investment in book discussions can share the joy of talking about books to a wider, more diverse audience.

Presenters: Karim Khan, Holly Peterson, Susan Schwietzer, Loudoun County Public Library

Friday 1:00-1:50 Room A&B

**Catching Their Attention: Putting Action into
Information Literacy Instruction**

Track: Academic

Ideas, I need ideas!!! The major challenge faced by every instruction librarian is how to actively and creatively engage student minds. During this session, librarians from Radford University and Va. Tech will present their most successful instruction activities, followed by an invitation to other librarians to share their best practices.

Presenters: Lisa Vassady and Candice Benies-Small, Radford University.

Friday 1:00-2:50 Room 17

Creating a Climate of Giving

Track: Money, Money

How does a library build relationships with donors? A defining moment for many libraries is the decision to make the kind of investment necessary to have a viable fundraising program. A significant step is to create a climate of giving. The purpose of this session is to assist library leaders in their understanding of relational

fundraising, the need to have all board and staff supporting the fundraising efforts, and the importance of establishing relationships with donors. Participants will explore ways in which these principals are applied to capital campaigns and annual fund programs.

Presenters: Chuck Koutnik, Appomattox Regional Library and William Mott.

Friday 1:00-1:50 Room 11

Digital Camera Wizardry

Track: Technology

Use your digital camera to capture your library's programs and interactions with the community. Explore how we create program scrapbooks on KidsPoint.org and art exhibits on ArtsPoint.org. Learn how to select a camera, train staff, organize digital photos on your network, and handle permissions.

Presenters: Adriana Puckett and Samantha Thomason, Central Rappahannock Regional Library.

Friday 1:00-1:50 Room 3

Libraries vs. the Patriot Act: A Tale of Patriotism

Track: Boards/Trustees

Hear a brief summary of how Congress passed the USA Patriot Act and how it endangers the privacy of library users. Then learn how librarians have taken action to change the law, what's happening now in Capitol Hill and what your library can do to protect your patrons.

Presenter: Trinia Magi, University of Vermont.

Friday 1:00-1:50 Room 18

Technical Services Outsourcing

Track: Technical Services

In technical services, staff levels are shrinking, there are less qualified applicants to fill vacancies; we have to provide more services and satisfy Amazon-like expectations. We can turn this period of crisis into a defining moment by taking advantage of technology, outsourcing base line services and restructuring workflows. We will examine the process of identifying services to outsource, migrating tasks to vendors, and workflow changes. Approval plans, shelf ready services, ILS systems involvement, cost benefit analysis and the unique experiences of 2 libraries will be presented.

Presenters: Rachel Frick, University of Richmond and V. Tessa Perry, Virginia State University.



Friday 1:00-1:50 Room 2
Thirty Tips for Creating a Dynamic & Successful Library

Track: Facilities

Thirty tips for creating a dynamic & successful library provides new ideas for planning, designing or updating a dynamic library based on lessons learned. Ideas for functional and aesthetic design for all areas of the library will be presented.

Presenter: Denelle Wrightson, AIA, Phillips Swager Associates.

Friday 2:00-2:50 Room 18

Ask a Parliamentarian

Track: Boards/Trustees

Get an overview of how you can become a Professional Registered Parliamentarian. Parliamentary knowledge is key to many organizations that conduct business meetings and have bylaws. A little knowledge can go a long way with Robert's Rules of Order Newly Revised!

Presenter: Lynda Baer, Central Rappahannock Regional Library

Friday 2:00-2:50 Center Lounge
Brand and Deliver @ the Library

Track: Entertainment

Corporations spend millions creating message and images that resonate with customers. "Brand and Deliver" demystifies branding and demonstrates how basic principles of brand management apply to libraries. Successful libraries have developed brands and strategic positions that have enhanced their libraries' profiles with customers and community decision makers. Forging a powerful brand will be "a defining moment" for your organization! Learn how to do it!

Presenters: Nancy Davis and Pam Fitzgerald, The Ivy Group

Friday 2:00-2:50 Room 3
Five Minutes to Team Excellence

Track: Staff Development

Keep the feeling of "team" alive and well in your organization without spending tightly budgeted dollars! Join library professional development expert Andrew Sanderbeck for this fun and interactive Web seminar and learn techniques you can immediately put into practice.

Presenter: Andrew Sanderbeck, President, People~Connect Institute

Friday 2:00-2:50 Room A&B
Insert Content Here: Effective Beginnings and Endings

Track: Academic

The most important "Defining Moments" in any presentation are the beginning and the end. This session will

address various strategies for effective opening and closure including educational theories such as transfer of learning and reflective learning. Use of technology will also be considered, with a demonstration of the VCU Libraries online pretest and evaluation system.

Presenter: Jimmy Ghaphery, Virginia Commonwealth University.

Friday 2:00-2:50 Room 11
Tweens! Too Old for Barney Too Young for Britney!

Track: Youth Services

They're too old for Storytime, not yet teens, but we want them and they need us. Learn how to organize and maintain Junior Book Clubs, lock-ins, and Adopt-A-Shelf programs. They're fun, simple, inexpensive, and successful!

Presenters: Val Thomson, and Diantha McCauley, Augusta County Library

Friday 2:00-2:50 Room 2
When Did You First Realize Your E-mail was Not Private?

Track: Technology

Many of us have become so used to using e-mail in our daily work that we don't give it a second thought. We converse, argue and offer opinions with these near and dear to us and to total strangers. But what exactly is the shelf life of that witty caustic reply you just sent to your discussion list? Who has access to the archives? What rights might your employer have to monitor your use of "your computer" on "your desk"? Program will have 2 parts: privacy concerns on "the net" and employment law and workplace surveillance.

Presenter: Joyce Manna Janto, University of Richmond Law School.

Closing General Session

Friday 3:00-5:00
Auditorium

Dr. Carla Hayden







Defining Moments

Virginia Library Association
2004 Annual Conference

October 27 - 29
Williamsburg, VA

