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VIRGINIA LIBRARY ASSOCIATION

2008 ANNUAL CONFERENCE

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Welcome to the 103rd annual Virginia Library Association. Hundreds of us are gathered here to learn from one another, to come away inspired with new ideas for our libraries from keynote speakers and vendors—and to have fun!

This year's conference theme, *Libraries: Champions of Democracy*, is particularly appropriate. In this important election year, I think it's valuable to reflect on the many ways that libraries are the true heart of our community, the core institution in a democratic society.



As the election heats up, voters turn to their school, public, or academic library to find a range of opinions and information. Where else but a library can you find access to minority or unpopular viewpoints along with the mainstream? The public library champions democracy in welcoming everyone and by providing resources and programming that build the information literacy essential in a participatory democracy in the 21st century. School and academic libraries help our young people to build the critical thinking skills essential to an informed electorate. Libraries of all types are non-partisan forums for the free exchange of ideas.

This year's program offerings focus on democracy in many ways. We hope that the range of programs at this conference will help you come away with innovative ways to provide these vital services to our communities.

We continue the VLA tradition with a great conference—over 50 concurrent sessions, the VLA scholarship basket raffle, the Jefferson Cup luncheon, and dozens of vendors. Be sure to visit the exhibit hall during the no-conflict times we've built into the schedule. Remember, their support makes it possible for us to have a successful conference.

Don't miss the fun at the **Thursday night social**. Join us for a pre-election party of presidential proportions, as George Washington and Thomas Jefferson make a guest appearance! Music, drinks, snacks, and games will liven up the evening. Don't forget to bring hats, pins, and other memorabilia from campaigns past. The person wearing the oldest campaign paraphernalia will be our guest of honor!

Williamsburg is a great gathering place with wonderful restaurants, outlets to shop, great libraries to tour, and history galore. During your stay in Williamsburg, you'll find special touring opportunities to visit these many aspects of this community where democracy came alive in the new world.

I am delighted to welcome you to historic Williamsburg and your Association's 2008 conference.

Donna Cote
President
Virginia Library Association





Libraries Champions of Democracy

Conference Information

Registration

Registration packets can be picked up outside the President's Ballroom (Exhibit area) on Wednesday afternoon, Oct. 22 from 3:00–4:00 or inside the President's Ballroom Thursday morning immediately after the 9:00 Grand Opening. Friday, the registration desk will open at 8:00.

Exhibits

Exhibits will be open on Thursday from 9:00–5:00 and on Friday from 8:00–1:00. Please plan to visit the exhibits.

Free Box Lunch

A free box lunch will be given to all those who pre-register

for the conference. In order to receive the box lunch, you must indicate it on the registration form. A ticket to pick up the lunch will be in the registration packet. Please remember the lunches have to be pre-ordered; there will be no onsite tickets available.

Conference Evaluations

Conference Evaluations will be available online at www.vla.org.

Book Signings

Check your conference packet for information on book signing times and locations. Please visit Booth #207 to purchase books of the authors presenting at the conference.

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2008 Conference Committee

Morel Fry, Conference Chair
Old Dominion University

Carolyn Barkley
Roseland, Virginia

Donna Cote, VLA President
Central Rappahannock Regional Library

Dr. Benjamin Goldberg
Williamsburg Regional Library

Ann Haley
Central Rappahannock Regional Library

Alison Heartwell
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Mary McMahan
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Wednesday Tours

Jamestown Settlement Tour

Wednesday 1:00 PM

A group tour of the Jamestown Settlement is planned for Wednesday afternoon. The cost for the tour is \$14.15 per person and will be payable on site.

Please sign up for the tour on the conference registration form.

“Life at Jamestown” explores the early struggles, economic ventures and daily life of the Jamestown colony through hands-on demonstrations, such as open-hearth cooking and 17th-century military life. This tour is two-and-a-half hours and is led by trained guides, highlighting each museum’s exhibition galleries and outdoor living-history areas. This hands-on, inquiry-oriented, curriculum-based tour encourages participants to handle reproduction objects, interact with costumed historical interpreters, and explore museum galleries and re-create outdoor settings.

The group will meet in the hotel lobby at 1:00 p.m. on Wednesday for car pooling.

Tour of Colonial Williamsburg’s John D. Rockefeller, Jr. Library

Wednesday 4:00 pm

Colonial Williamsburg’s John D. Rockefeller Jr. Library supports and encourages research on 17th- and 18th-century colonial America, the Revolutionary War era and early republic, including the colonial Chesapeake, African-American studies, the decorative and folk arts, archaeology, architectural history and historic preservation. The general collections comprise more than 75,000 books, while the rare book collection contains more than 12,000 volumes. The manuscript holdings—more than 50,000 in all—include Patrick Henry’s “Stamp Act Resolves” and correspondence of 18th-century Williamsburg residents. These collections are enhanced by full-text online 18th-century books and newspapers. The

Digital History Center (housed in the Rockefeller Library) is developing three major projects: eWilliamsburg, an interactive map-based tool for studying and analyzing the town; Virtual Williamsburg, an ongoing project that will recreate individual structures and sections of the town at the time of the Revolution in 3D computer graphics; and a new website devoted to Williamsburg and the American Revolution that will be launched in 2009.

The tour of this state-of-the-art facility will last approximately 60 minutes and is limited to 25 people. Those taking the tour will leave from the lobby of the Marriott Hotel at 3:40 p.m. to carpool to the library.

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Wednesday Preconference 9:00 AM–4:30 PM \$30 VLA Members; \$40 Non-members

The Fun and Facts of Early Literacy: Communicating with Parents through Storytimes

Room 18
Full day (includes lunch)

Enhance your storytimes by incorporating information for parents/caregivers into them. The presentation includes early literacy research, examples of the development of each of the six early literacy skills for newborn to five-year-olds, techniques for planning storytimes that reach adults and children and specific ideas for doing so. Why address parents and caregivers? How does this approach change your storytimes? How can your early literacy enhanced storytimes become a catalyst for change in your community? Information presented is based on the Every Child Ready to Read @ your library project. There will be hands-on practice developing a literacy-enhanced storytime by building on what they already do in storytimes.

Assignment: Each participant brings (1) a written plan or outline of one storytime you enjoy; (2) the items for the storytime (books, words to songs/rhymes, handout if available, etc.) It can be handwritten.

Presenter Saroj Ghoting is an Early Childhood Literacy Consultant. She is currently a consultant for the Public Library Association and the Association for Library Service to Children of the American Library Association on the Every Child Ready to Read @ your library® early literacy



initiative. She presents early literacy training and information sessions at national, regional, and state conferences, and training for library staff and their partners. She is a coauthor of *Early Literacy Storytimes @ your library: Partnering with Caregivers for Success* published by ALA Editions. This book applies the information from the Every Child Ready to Read @ your library workshops to the storytime setting.

In over 25 years as a children's librarian in several Maryland library systems, her broad experience ranges from doing storytimes for children ages newborn through six-years-old to training library staff in programming. She has presented workshops for parents and child care providers on ways to share books and language with young children, and has trained library staff to present similar workshops.

As the Early Childhood Services Coordinator for Montgomery County (MD) Public Libraries, Saroj developed partnerships with government agencies, businesses, early childhood organizations, and the faith communities. She also managed the Every Child Ready to Read Project @ your library® for Montgomery County, one of 14 national demonstration sites.

Presenter: Saroj Ghoting, Early Childhood Literacy Consultant



Wednesday Preconference 1:00 PM–5:00 PM \$30 VLA Members; \$40 Non-members

Strategic Persuasion: Essential Skills for Leaders

Room 16

The Strategic Persuasion Workshop is a must if you are serious about enhancing your leadership and communication skills to become a more confident advocate for your organization.

Participants will:

- Identify which persuasion styles come most naturally and provide positive steps to gain influence, credibility and confidence in your organization and/or during high level meetings.
- Learn and practice community organizing and mobilization tools, techniques and tactics.
- Learn how to target issues, supporters and opponents.
- Develop specific strategies to overcome obstacles in order to strengthen your relationships with potential and/or current partners, advocates and community groups.

Presenter: Elaina Norlin, Director of Strategic Initiatives for the Knowledge is Power Group





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Opening General Session Thursday, 10:00 AM Auditorium

Speaker: Dahlia Lithwick

Dahlia Lithwick is a senior editor and legal correspondent for *Slate.com* where she writes and edits the columns “Supreme Court Dispatches” and “Jurisprudence.” She has covered the Microsoft trial, *Bush v Gore*, the John Roberts and Sam Alito confirmations and other legal issues.

Before joining *Slate*, she worked for a family law firm in Reno, Nevada, and in 1996, clerked for Procter R. Hug, then-chief judge of the ninth Circuit Court of Appeals. Her work has appeared in the *New Republic*, *Commentary*, *The New York Times*, *The Washington Post*, and the *LA Times*, among other places. In August 2004 she was invited to fill in for *New York Times* columnist Thomas Friedman for a month of his book leave. She is a weekly legal commentator for the NPR show *Day to Day* and her column appears in *Newsweek* every other week. She co-wrote *Me v. Everybody*:

Absurd Contracts for an Absurd World (Workman Publishing, 2003), a legal humor book, and *I Will Sing Life: Voices from the Hole in the Wall Gang Camp* (Little, Brown & Co., 1992), a book about seven children from Paul Newman’s camp who have life-threatening illnesses.

Ms. Lithwick was awarded the Online News Association’s award for online Supreme Court commentary in 2001, and again in 2005 for a torture series she coauthored for *Slate*. In 2005 she was voted by the readers of *Legal Affairs* magazine as one of the 20 most influential legal thinkers in America. She received a B.A degree in English from Yale University in 1990 and a J.D degree from Stanford Law School in 1996. She lives in Charlottesville, Virginia, with her husband and two small sons.



In 2005, Dahlia Lithwick was voted one of the 20 most influential legal thinkers in America by the readers of *Legal Affairs Magazine*.



Second General Session Friday, 10:30 AM Auditorium

Speaker: Woody Holton

Woody Holton is an associate professor at the University of Richmond, where he teaches early American history. His book *Unruly Americans and the Origins of the Constitution* was a 2007 National Book Award Nonfiction Finalist and a finalist for the George Washington Book Prize, which honors work that explores the Revolutionary era. His previous book, *Forced Founders: Indians, Debtors, Slaves and the Making of the American Revolution in Virginia*, garnered much praise from the academic community. He received a residential fellowship from the Virginia Foundation for the Humanities, the Merle Curti Social History Award from the Organization of American Historians, and the Fraunces Tavern Museum Book Award from the New York Sons of the Revolution. His work has been included in the *Organization of American Historians' Best American History Essays 2006*, and his articles and reviews have appeared in *American Historical Review*, *Journal of American History*, *Reviews in American History*, *William and Mary Quarterly*, *Journal of Southern History*, among others. He has been awarded the Guggenheim Fellowship for 2008–2009 to support his work on a biography of Abigail Adams.

Holton joined the University of Richmond's history faculty in 2000. He previously taught at Bloomsburg University in Pennsylvania. Before he went into teaching, Holton directed numerous campaigns and was founding director of the



environmental advocacy group “Clean Up Congress.” He now lives in Virginia with his wife, Dr. Gretchen Schoel, and their daughter, Beverly.



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Social Thursday 8:00 PM Auditorium

Toast the Presidents

FROM THE OFFICIAL SITE OF THE WASHINGTON NATIONALS



Join us in your best red, white and blue for a party of presidential proportions, as George Washington and Thomas Jefferson of the Washington Nationals Racing Presidents make a guest appearance! DJ Ronnie Gilder will serve up the music. And what's a party in an election year without a little competition? Be sure to stop by the Gaming Station at the social! Party tip: Time to dig out those

goodies from campaigns past! The person wearing the oldest campaign paraphernalia will be our guest of honor!

Light refreshments and cash bar provided. Toast the Presidents with your free glass of wine or beer. (Ticket provided in your registration packet).

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2008 VLA Scholarship Winners

Susan Paddock

Susan Paddock is the 2008 recipient of the Clara Stanley VLA Paraprofessional Forum Scholarship. Susan currently is the Assistant Circulation Supervisor of the City of Virginia Beach Central Library. She has over 14 years of public library services in various capacities. She has been an active member of VLA since 1995, and has worked in the organization in many areas. She has served as the ALA Councilor, member of the VLA Foundation Board, and on various committees such as the conference, scholarship, and finance committees. She is also active in her area community organizations. Susan is earning her MLIS degree from the University of South Carolina.

Carol Jones

Carol Jones is a 2008 recipient of the VLA Scholarship. She works as Youth Services Librarian at the Rockbridge Regional Library in Lexington, Virginia. She is a member of VLA, and also the International Reading Association, and is working with the Boxerwood Nature Center in organizing the Survival Book Club for students in middle schools in the Lexington area. Susan is earning her MLIS degree from the University of Alabama.

Shari Henry

Shari Henry is the 2008 winner of the first Scholarship sponsored by the Virginia Library Association Foundation. Susan works as a Library Associate and Grants Project Manager of the Chesterfield County Public Library in Chesterfield, Virginia. She is a member of VLA and has served on the History, Genealogy, and Oral History Forum. She is active in several of her area's community organizations. Susan is earning her MSLS degree from Clarion University.

Look for folks wearing
New Member and
1st Time Attendee ribbons
and please welcome them
to the conference.



2008 VLA Awards

Friends of the Library Award: Friends of the Virginia Beach Public Library

The Friends of the Virginia Beach Public Library is comprised of volunteers whose purpose is to promote the mission and services of the Virginia Beach Public Library through advocacy, financial, and programming support. The organization's volunteers run the Friends Book Shop, which sells weeded and donated materials as a fundraiser for

library programs such as the Summer Reading Program and National Library Week events. The friends group also helps to fund Virginia Beach Ready to Learn, which is a community resource that promotes positive early childhood experiences and increases awareness about the importance of early learning through various programming events. In addition to sponsor-

ing events for the Virginia Beach community, the Friends group also supports the library with staff development opportunities and the creation of the Irwin Berger Scholarship for Virginia Beach Public Library employees who are pursuing additional education in the field of Library Science.

George Mason Award: Fran Freimarck

In her more than thirty-year career as a Virginia librarian, Fran Freimarck proved herself to be a strong advocate for library support, on both a local and statewide level. Ms. Freimarck is highly respected for her ability to provide the best resources and customer services possible during times of stretched budgets, while building strong alliances with county officials and State legislatures in order to promote an understanding about the importance of the

library's role in the community. As a result, four new libraries and a county have been added to the Pamunkey Regional Library's service area, library technology has remained consistently current, and professional reference librarians have been added to train the staff on customer service models and reference resources. In addition to this, Ms. Freimarck has ensured the library's professional development budget will generously allow staff to take part

in professional organizations, conferences, and workshops. In her tenure, Ms. Freimarck has shown to the community, to the county governments, and to the state legislature not only what a library system can be and how it can serve its citizens, but with equal importance she has also demonstrated how valuable a Library Director can be in her inspiration, dedication, and service to her Board, her staff, and her patrons.



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Jefferson Cup Luncheon Friday 12:00–1:30 PM Room 18 Ticketed Event (\$30)

Carole Boston Weatherford, Jefferson Cup Winner

2008 Jefferson Cup Winner, *Birmingham, 1963* author Carole Boston Weatherford will speak. *Birmingham, 1963* is a prose poem responding to the church bombing that killed four young girls. Black and white photographs illuminate the words that personalize this event. The author's note documents the facts that the fictional narrator experiences. Spare, stark, evocative. Every library should have this book; no one can read it and remain unmoved. *Birmingham, 1963* can spark dialogue about race, about our shared American history, about faith, about humanity.

Books by New York Times best-selling author Carole Boston Weatherford have been honored with the Caldecott Honor, Coretta Scott King Award, the NAACP Image Award, the Lee Bennett Hopkins Poetry Award, the Jefferson Cup, and the Carter G. Woodson Award from National Council for the Social Studies. Her more than two dozen children's books include *Moses: When Harriet Tubman Led Her People to Freedom*; *Remember the Bridge: Poems of a People*; *Birmingham, 1963*; *Before John Was a Jazz Giant: A Song of John Coltrane*; and *Becoming Billie Holiday*. She teaches at Fayetteville State University in North Carolina.



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Conference Sessions

Thursday

THURSDAY 9:00-10:00

President's Ballroom

Grand Opening of Exhibits and Registration

Coffee and pastries served in the Exhibit Hall.

THURSDAY 10:00-11:30

Auditorium

Opening General Session

Jefferson Cup Award announcement.

Keynote Speaker: Dahlia Lithwick, Senior Editor, Slate.com

THURSDAY 11:45-1:00

President's Ballroom

Box Lunch Served in the Exhibit Hall.

THURSDAY 12:00-12:30

Room 18

VLPDA Executive Committee Meeting

THURSDAY 12:00-1:00

Room 3

VLACRL Business Meeting

THURSDAY 12:00-1:00

Room 3

SWING Business Meeting

THURSDAY 12:00-1:00

Room A/B

Virginia Libraries 2.0

Virginia Libraries 2.0 will provide VLA members a chance to participate in selecting issue themes for our professional journal for the next few years. After the brainstorming session, we will explain the process of submitting and publishing articles. This will be an excellent opportunity for the coeditors to speak face-to-face with readers and authors.

Presenters: Cy Dillon and Lyn C.A. Gardner, Coeditors, Virginia Libraries

THURSDAY 1:15-2:00

Amphitheater

The Changing Face of the College Campus (Sponsored by VLACRL)

From perusing the 2008 WICHE report (http://www.wiche.edu/policy/knocking/1992-2022/knocking_complete_book.pdf) on projected demographic trends in college enrollments, it's clear that Latino populations will make up a growing percentage of college attendees in the coming years. In Virginia, the percentage of public high school graduates who are Hispanic is projected to jump from 5.7% to 13.8% over the next ten years, while the percentage of White non-Hispanics is projected to fall from 63.5% to 54.3%. While these changes may not be as

drastic in Virginia as in many other states, they will certainly have an impact on campuses. Mario Ascencio, immediate past president of REFORMA (The National Association to Promote Library and Information Services to Latinos and the Spanish Speaking) and the Visual Arts Liaison Librarian for University Libraries at George Mason, will talk about how university and college libraries can better serve this fast-growing population in our communities.

Presenters: Mario Ascencio, George Mason University and Cristina D. Ramirez, Virginia Commonwealth University Library

THURSDAY 1:15-2:00

Auditorium

2009 Legislative Session—Cutback or Collaboration

Leaders in the General Assembly will discuss the status of public libraries in Virginia, focusing on funding issues and legislative support. Their discussion will include what they perceive have been barriers to the success of recent library legislative initiatives and present their candid recommendations for strategies that can be employed by the library community to increase support of legislators for funding and sustaining libraries that serve Virginia citizens.

Presenter: Bette Dillehay, Chair, VLA Legislative Committee





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THURSDAY 1:15-2:00

Room 17

Capturing the Voices of Randolph-Macon College: Oral Histories (Sponsored by the Local History Forum)

Randolph-Macon College is involved in four concurrent oral history projects capturing the memories of college faculty, staff, students, alumni, and Ashland community members. The oral history interviews are facilitated by college faculty, staff, and students. Presenters will describe the evolution of the projects; provide technical details including equipment specifications, interview techniques, archival and cataloging requirements, public access options; and play sound clips from interviews.

Presenters: Lynda W. Wright, Laurie Preston and Jennifer Shotwell, Randolph-Macon College

THURSDAY 1:15-2:00

Room 18

Welcome to the Virginia Library Association

Explore the opportunities that abound with your active participation in the Virginia Library Association. VLA is more than just a great Annual Conference: it's a platform for networking, professional and paraprofessional achievement, and improving libraries throughout Virginia. From Legislative Day to Continuing Education, see where you can make a difference!

Presenters: Karim Khan, Loudoun County Public Library; Jessica Schwab, Prince William Public Library; and Caroline Labbe, Fairfax County Public Library

THURSDAY 1:15-2:00

Room 2

VLA Youth Services Forum Presents: Boys and Books: Establishing "Guys Read" Programs in the Public Library

The mission of "Guys Read" is to call attention to issues of boys' literacy, challenge men to become role models for reading, and get boys reading by recommending titles boys would want to read. We'll discuss the format, resources, and activities several libraries have adopted in establishing "Guys Read" programs.

Presenters: Tony Carmack, Loudoun County Public Library; Sasha R. Matthews, Chesapeake Public Library; and Maureen E. Smith, Loudoun County Public Library

THURSDAY 1:15-2:00

Room 3

A Balanced Perspective: Identifying Hot Buttons and Interpreting Opinions

As library managers and supervisors, one of our responsibilities is to enhance our team members' abilities to handle difficult situations effectively. Using a PowerPoint presentation to illustrate key points, the presenters will engage attendees as they walk through a difficult circumstance from its initial occurrence to the resulting counseling. Identifying hot buttons and interpreting opinions that mistakenly are construed as facts are two of the planned exercises designed to engage the audience. The session will provide a balanced perspective to promote the professional and personal growth of participants.

Presenters: Heather Groves Hannan, Ian Reynolds and Janna Mattson, George Mason University

THURSDAY 1:15-2:00

Room A/B

The Sustainable Library

The construction and maintenance of libraries have a major impact on the environment. How does your facility impact the environment? We will look at sustainable building practices that may apply to existing facilities and new construction you may be planning. Learn about the fundamentals of sustainable building practices. Case studies of current projects will be presented.

Presenters: Marlene Walli Shade AIA and Wendy Conty IIDA, PSA Dewberry

THURSDAY 1:15-2:00

Room 11

Enhancing Library Customer Service with Mobile Communication

Vocera provides a mobile communications system to libraries that assists library staffs transitioning from central reference models to mobile workforce environments in which librarians and other staff are deployed throughout facilities assisting customers. This system may be integrated to checkout terminals to send alerts to staff when customers need help.

Presenter: Jeff Crisci, Vocera Communications



THURSDAY 1:15-3:00

Center Lounge

Bridging the Divide: Libraries Transform Communities (Sponsored by Region 3)

Libraries build communities, foster civic engagement, and transform communities. Libraries can promote thoughtful civil discourse and provide neutral meeting space for citizens addressing sometimes divisive civic issues and choices. This session will introduce ways that libraries can help citizens discover new and innovative solutions to problems and build community through public deliberation. Learn how to develop citizen forums, inform citizens about complex issues and how to use public library resources. Become familiar with the deliberative dialogue method for conducting discussions and understand how this form of public library involvement benefits the citizen, the community and the library.

Presenter: Betsy McBride, City of Virginia Beach and Stephanie Klinkenberger, Kevin Fairley and Nicole McGee, Virginia Beach Public Library

THURSDAY 2:15-3:00

Amphitheater

Changing Models of Access to Scholarship: A Journey Without Maps (Sponsored by VLACRL)

Kevin L. Smith, the Scholarly Communications Officer at Duke University and a member of the faculty for the Association of Research Libraries Scholarly Communications Institute, will discuss both national trends and local developments in open access, alternative models of publishing and copyright in academia. He will address the role of libraries in the rapidly changing landscape of scholarly communications and how universities can engage faculty, staff and students in charting a course through that terrain.

Presenter: Kevin L. Smith, Duke University

THURSDAY 2:15-3:00

Room 2

In Our Visitors' Footsteps: Using a "Visitor Experience" Study to Assess Services and Facilities at the Library of Virginia

In the fall of 2007, the Library of Virginia embarked on a user-based study to assess its services and facilities. By early 2008, a Visitor Experience Committee was established to review, prioritize, and where possible, implement recommendations. The process for conducting user-based assessment and our progress to date will be discussed.

Presenter: Suzy Szasz Palmer, The Library of Virginia

THURSDAY 2:15-3:00

Room 17

Starting a Student Multimedia Center

Students do not just produce text documents for their class projects. At NVCC-Annandale, there were no facilities for students to produce multimedia presentations. We decided to pilot a multimedia room in the library. Come learn how we started small and are now growing the center.

Presenters: Irene Osterman and Reynea (Patty) Hude, Northern Virginia Community College

THURSDAY 2:15-3:00

Room 18

A National Certification Program for Library Support Staff: Is the Profession Ready?

ALA-APA is developing a national, voluntary Library Support Staff Certification Program (LSSCP). We have developed competencies for library support staff, assessment methodologies to determine if library support staff have met the competencies and policies and procedures to implement the program. We want to know the response of the library profession to this ambitious program. Come and hear the details and share your thoughts with us.

Presenter: Nancy Bolt, ALA



Libraries

Champions of Democracy

THURSDAY 2:15-3:00

Auditorium

From Mr. and Mrs. Bobo Jones to Unwind. Where is YA literature going?

Young Adult literature is filled with milestone books that changed its complexion over the years. Judy Blume, M.E. Kerr, Barbara Wersba, and Susan Beth Pfeffer, to name a few, have opened the doors to subjects previously banned. But, what is happening now? We have *Wake*, *Gem X*, *The Rainbow Party*, *Fearless*, *Unwind*, *Life as We Knew It*, *The Gossip Girls*, *The Luxe*, and *The Boy in the Striped Pajamas*. Let's look at these books, the changes we are seeing and how they affect what our teens read. Bring your favorite new YA title to discuss, if you wish. We need to know and understand the new directions of this genre.

Presenter: Noreen Bernstein, Williamsburg Regional Library

THURSDAY 2:15-3:00

Room 3

Web Sites Should be Seen AND Heard

People are living longer. Many are outliving their eyesight and often have difficulty getting around. A good way to serve them is via your web site. So how well can a visually impaired person understand your content? Learn what needs to be done to make your site accessible to everyone.

Presenter: Bob Bowie, Fairfax County Public Library

THURSDAY 2:15-3:00

Room A/B

Enhancing Team Dynamics for Excellent Front Line Service: A Practical Approach

ODU's Perry Library, in collaboration with Human Resources, established a year-long customer service development program for front line staff. The program included foundational work around departmental mission/objectives and Myers Briggs typing, as well as a wide array of techniques for team building, customer services, and problem solving.

Presenters: Cheryl L. Foreman and Ann Pettingill, Old Dominion University

THURSDAY 2:15-3:00

Room 11

Visualization: A New Frontier for Library Design

Information technology is shifting the way we gather, use and produce knowledge—numbers and text are losing ground while visual images gain importance. What does this mean for libraries, and for learning itself?

Discover why libraries are the natural home for powerful new tools of visual information.

Presenters: Dick Murphy, Prince William County Public Library and Randy Hudson, AIA, LEED AP, Hayes Large Architects

THURSDAY 3:00-3:45

President's Ballroom

VISIT THE EXHIBITS

THURSDAY 4:00-4:45

Room 17

Mission Possible: Leadership Training Throughout the Commonwealth

The panel presentation will provide an update of the VLA Leadership Development Forum, whose mission is "to promote and enhance the delivery of library services in the Commonwealth through the development, support, and encouragement of library leaders on all levels and in all types of libraries in Virginia." Specifically, the panel will present the findings of the February Survey and how the results influenced the leadership training plan that will be offered throughout the Commonwealth. Members will have an opportunity to ask questions and to offer suggestions for making the training accessible and affordable to all potential leaders.

Presenters: Connie Gilman, Prince William Public Library System; Elizabeth Hensley, Culpeper County Public Library and Cindy Church, The Library of Virginia





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Libraries

Champions of Democracy

THURSDAY 4:00-4:45

Auditorium

Gamer Librarian: More than Just Mario

Learn strategies to become a “gamer librarian” and convince gaming foes that an investment in the latest generation of gaming belongs in your library—for entertainment and educational value that builds community. Come to the social to try out the latest games for Wii and XBOX 360, plus mini gaming tournaments.

Presenters: Heather Blicher and Laura Dowler, Chesapeake Public Library and Chuck Gray, Central Rappahannock Regional Library

THURSDAY 4:00-6:00

Center Lounge

VIVA Annual User’s Group Meeting

VIVA (The Virtual Library of Virginia) convenes its 12th annual Users Group Meeting. Agenda items include a brief update on VIVA’s activities over the past year, including the RFP for a new general database vendor, product updates from vendors, and a program on handheld devices. All are welcome.

Presenter: John Ulmschneider, Virginia Commonwealth University

THURSDAY 4:00-4:45

Amphitheater

Shop & Stop: The New Generation in Branch Services

Discover the award-winning service that has other libraries talking—The Valley View Mall e-Branch, a self-service library with mall convenience. The e-Branch features wireless hotspot, puppet theatre, library lockers, Internet kiosk, and a book return. View photos at: <http://www.flickr.com/photos/roanokepubliclibraries/sets/72157602388682087>.

Presenters: Sheila Umberger, Amber Yopp and Wendy Allen, Roanoke Public Libraries

THURSDAY 4:00-4:45

Room 18

Building Green—New Market Area Library

The New Market Area Library is in the process of completing LEED certification for its new building that opens in October of 2008. Hear their story and learn the advantages and disadvantages of taking on the challenge of building green. The architects and contractor will show and explain the local materials they found to use and earn points toward certification. The treasurer will give you the financial and fundraising picture. If this library, part of the Shenandoah County Library System and run by volunteers, can accomplish LEED certification, you can too!

Presenters: Jon and Pennie Garber, Lineage Architects; Ken Patterson, D.K. Paterson Construction, Inc.; Peggy Harkness, New Market Area Library Treasurer; and Rob Pasco, Shenandoah County System Director

THURSDAY 4:00-4:45

Room 2

Take the Mystery Out of Patron Satisfaction With Your Customer Service

Learn how two libraries have experimented with mystery or secret shopping their service desks to measure customer service. Join us in a discussion to consider criteria, get buy-in, implement the study, and assess results in the mystery shopping experience to learn what you’re doing well ... and what you’re not.

Presenters: Elizabeth Kocovar-Weidinger, Longwood University and Candice Benjes-Small, Radford University

THURSDAY 4:00-4:45

Room 3

Name That Tune: Music Reference for the Non-Specialist

Music questions got you singin’ the blues? Learn search strategies for classical music, how to locate popular and international songs, and the different formats of printed music and sound recordings. We’ll look at free internet sites, paid databases and print resources that can help in answering basic music questions.

Presenters: Nobue Matsuoka-Motley, American University and Catherine Dixon, Library of Congress



THURSDAY 4:00-4:45

Room A/B

Library Renovation 101: 90 days to move EVERYTHING and Maintain Library Operations

In February 2008, library staff were told that building renovations would begin following graduation—less than 90 days to remove everything from the library, identify a temporary library location and plan for a semester without the books. Librarians Patty Clark and Meagan Storey share some lessons learned and unexpected advantages.

Presenters: Patty Clark and Meagan Storey, Virginia Wesleyan College

THURSDAY 4:00-4:45

Room 11

Library Automation—The Next Generation

TLC can't change the world, but we can change your perception of library automation. We will demonstrate the Indigo Project—TLC's new software built using open source tools. Elements of the Indigo Project include an interactive map of library holdings, patron initiated tags & reviews, live news feeds, predictive result searching, collapsible results, personal lists, collection browsing by book jacket, and more.

Presenter: Brad Cole, TLC

THURSDAY 4:00-4:45

Room A/B

University of Tennessee School of Information Sciences Reception

The UT School of Information Sciences invites students, alumni, and friends to attend a special reception from 4:45–6:15 pm in Room A/B. Incoming professor Dr. Cindy Welch and Communications Specialist Joel Southern will attend the reception. Come and enjoy some h'ordourves, cash bar, and good company.

THURSDAY 5:00-6:00

Room 17

Local History Forum Business Meeting

THURSDAY 5:00-6:00

Room 3

Virginia Library Association Paraprofessional Forum Meeting

Come meet other members of the VLA Paraprofessional Board. Find out how you can become a member and help to advocate for library support staff. Learn the many ways the VLAPF takes an active role in the Virginia Library Association.

Presenter: The VLAPF Board

THURSDAY 5:00-6:00

Room 18

VPLDA Meeting

THURSDAY 5:00-6:00

Room 11

Library.Solutions User Group Meeting

THURSDAY 5:00-6:00

Room 2

Youth Services Forum

Please join the Youth Services Forum for wine and cheese.

THURSDAY 8:00-???

Conference Social

Join us in your best red, white and blue for a party of presidential proportions, as George Washington and Thomas Jefferson of the Washington Nationals Racing Presidents make a guest appearance! DJ Ronnie Gilder will serve up the music. And what's a party in an election year without a little competition? Be sure to stop by the Gaming Station at the social! Party tip: Time to dig out those goodies from campaigns past! The person wearing the oldest campaign paraphernalia will be our guest of honor! Light refreshments and cash bar provided. Toast the Presidents with your free glass of wine or beer (ticket provided in registration packet).



Libraries

Champions of Democracy

Friday

FRIDAY 8:00

President's Ballroom

Registration in Exhibit Hall

FRIDAY 8:00-8:45

Amphitheater

Making the River Flow Uphill: Getting Frontline Knowledge Where It Needs to Be

Your front line staff interacts with hundreds of library users each day. What does your staff learn about your customers, their needs, and your community? How can we put this knowledge to use? Learn about methods for ensuring that valuable information is where it needs to be when strategic decisions are made.

Presenter: John Huddy, Loudoun County Public Library and Karim Khan, Loudoun County Public Library

FRIDAY 8:00-8:45

Center Lounge

Cultivating a Master's Staff
PLA's "Grow Your Own" grant provided the perfect jumpstart for CCPL's support of staff members pursuing graduate library science education. Come hear how library administration and partnership with our Friends built staff enthusiasm about graduate education and professional librarianship, and tripled the number of graduate students in just one year.

Presenters: Michael Mabe and Shari Henry, Chesterfield County Public Library

FRIDAY 8:00-8:45

Room 11

Get Hip: Libraries and Gangsta Lit.

Across America, one genre has exploded and continues to grow. This hot literary phenomena—Urban Fiction—is one trend that isn't going away. Don't let your library get left behind. Learn the benefits and pitfalls of this upcoming genre that could put you in contact with a whole new demographic.

Presenters: Randi Wines and Shiloh Campbell, Roanoke City Public Libraries

FRIDAY 8:00-8:45

Room 17

Guiding Your Users to Find it Virginia

Learn how libraries are promoting Find it Virginia and making it easier for users to find and use.

Presenters: Carol Adams, The Library of Virginia; Cynthia S. Hart, Virginia Beach Public Library, Wendy Allen, Roanoke Public Library and Bess Haile, Essex Public Library

FRIDAY 8:00-8:45

Room 16

The Real "Costs" of Donated Books

Is a gift collection considered "free" in your library? Regent University Library recently received a large gift of 50,000 books. The presenter will examine the resources (time, staff resources, and budget) involved in packing, shipping, receiving, storing, searching, selecting, cataloging, processing, and incorporating these "gifts" into the library.

Presenter: Dr. Leanne Strum, Regent University

FRIDAY 8:00-8:45

Room 18

Add Puppetry to Your Programming

Everyone can learn how to enhance programming by adding puppetry with either single or multiple puppeteer shows. In this session you will learn how to write scripts, use a variety of puppets, and puppet techniques. Join the fun, discover unique ways to incorporate puppetry into your repertoire.

Presenters: Tammy Coulter, Mary Binda and Clare Reilly, Augusta County Library



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FRIDAY 8:00-8:45

Room 2

Running Out of Room???
“Extend” Your Options
TIGHT SPACE, TIGHT BUDGETS. A variety of onsite and offsite storage solutions that will help libraries adapt to increasingly diverse user needs and manage effectively the continued growth in collections will be discussed. Topics include storage solutions for the future, designed for books, documents, and artifacts in controlled, secure environments.

Presenter: Jim Marshall, Spacesaver Corporation

FRIDAY 8:00-8:45

Room 3

Bienvenidos, Willkommen, Bienvenue, Welcome to Your Library’s Web Site

Let’s face it, many people for whom English is not their first language would prefer dealing with a web site than struggling with the language in front of a stranger. Learn about the help one library provides for its growing and important foreign born population of all ages.

Presenter: Bob Bowie, Fairfax County Public Library

FRIDAY 8:00-8:45

Room A/B

The Challenge of Library Instruction: Balancing the Forest and the Trees
 Marymount University’s Reinsch Library employs a systematic process of assessment for a variety of elements in its library instruction program. Assessment focuses on the individual librarian’s performance, overall program quality, and evaluation of student work for selected information literacy objectives. This session will focus on the challenge of balancing the assessment of individual librarian’s performance, overall program quality, and information literacy objectives to achieve excellence.

Presenters: Ellen Smith and Gail Flatness, Marymount University

FRIDAY 8:45-9:30

President’s Ballroom

VISIT THE EXHIBITS
Coffee and pastries served.
Scholarship raffle drawing.

FRIDAY 9:30-10:15

Amphitheater

Providing Freedom for Information Access—Ranganathan’s Five Laws in the 21st Century

S.R. Ranganathan’s Five Laws of Library Science have shaped our profession for decades. Now, in the 21st century, they are more important than ever, as libraries and librarians enter more digital environments. Come learn how Ranganathan’s ideas can be applied in our Web 2.0 world to provide services to our patrons.

Presenter: Jamie Price, Jefferson College of Health Sciences

FRIDAY 9:30-10:15

Center Lounge

Open Access: Developments Support Teaching and Learning

New developments in the Open Access movement support teaching and learning by making the knowledge produced by faculty research freely available, and by enhancing the peer review process. Building on a presentation at the NITLE-sponsored conference “Scholarly Collaboration and Small Colleges in the Digital Age,” this session will address changes in the way articles are written, reviewed, and revised, as well as the potential uses of open access articles in the classroom.

Presenter: Cy Dillon, Ferrum College



FRIDAY 9:30-10:15

Room 11

Sharing, Privacy and Trust in Our Networked World

The practice of using a social network to establish and enhance relationships based on some common ground—shared interests, related skills, or a common geographic location—is as old as human societies. Social networking has flourished due to the ease of connecting on the Web. OCLC's latest membership report explores this web of social participation and cooperation on the internet and how it may impact the library's role in the public sphere, including: an overview of social networking and social media Web sites; evaluation of the behaviors, values and expectations of participants and review of related privacy and trust issues. This session will present the findings of the report to assist librarians in understanding the values and social networking habits of the people they serve.

Presenter: Cal Shepard, SOLINET

FRIDAY 9:30-10:15

Room 17

Local Interest-Worldwide Access: The Thomas Jefferson Portal and Wiki

Research resources at Monticello's Jefferson Library are given enhanced cataloging in our TJ-Portal online catalog—"Jazzed-up MARC." The enhancements allow internet users to discover obscure and unusual items not typically found in library catalogs. The Library also has hybrid information in the form of recorded human knowledge made available in the TJ Wiki online encyclopedia. Many links between the Portal and the Wiki facilitate users' ability to explore, interpret, and learn. This session will demonstrate exceptional information delivery with MARC enhancements and an open source wiki tool.

Presenter: Jack Robertson, Thomas Jefferson Foundation

FRIDAY 9:30-10:15

Room 16

Contemporary Black Fiction in Today's Library: Using Emerging Popular Black Fiction to Enhance Services for African American Patron Populations

This enlightening and entertaining session demonstrates how to enhance services for African Americans by using readers' advisory, collection development, and outreach tools. Discussing the development of modern African American readership, and the emergence of specific Black Fiction subgenres, libraries can celebrate both a diverse collection and patron population.

Presenter: LeoNard T. Thompson, Norfolk Public Library

FRIDAY 9:30-10:15

Room 2

Yes, Libraries Make a Difference!

Explore from the library's perspective key issues vital to healthy communities. Panelists will discuss one library's involvement in implementing a community dialogue on facing racism, and another facing the challenge of providing service to new immigrants, and a library system's efforts to engage at-risk youth.

Presenters: Lynn Dodge, Lynchburg Public Library; Dick Murphy, Prince William County Public Library; and Caroline Parr, Central Rappahannock Regional Library

FRIDAY 9:30-10:15

Room 3

Our Jefferson Cup Overfloweth

Members of the 2008 Jefferson Cup Committee will present their favorite titles from 2007, along with the winners. The Jefferson Cup Award is given each year to the best book published for young people in the field of American History, Historical Fiction, or American Biography.

Presenters: Audrey Mitchell, Hamilton-Holmes Middle School and Constance J. Moore, Battlefield Middle School



Libraries

Champions of Democracy

FRIDAY 9:30-10:15

Room A/B

Online Continuing Education in Public Libraries: Research Based Best Practices

Online training for public library staff is growing in popularity, but little is known about the best way to implement this type of training. This program will present a variety of proven methods to engage library staff and supervisors in order to maximize the effectiveness of the training.

Presenter: Dr. Philip Turner, The University of North Texas

FRIDAY 10:30-12:00

Auditorium

Second General Session Annual Business Meeting, VLA Scholarship Presentation, Awards and Recognition Presentation and passing of the gavel

Keynote Speaker: Woody Holton, associate professor, University of Richmond

FRIDAY 12:00-1:30

Room 18

Jefferson Cup Luncheon Ticketed event

FRIDAY 1:45-2:30

Amphitheater

HarperCollins Publishers Presents "Book Buzz"

HarperCollins Publishers presents "Book Buzz." Join representatives from one of the nation's top publishing houses as they present new and forthcoming titles for the season.

Presenters: Virginia Stanley and Bobby Brinson, HarperCollins Publishers

FRIDAY 1:45-2:30

Center Lounge

Learn and Grow with Web 2.0

Do you want to empower your staff in the latest Web 2.0 applications? Learn how PRL adapted PLCMC's 23 Things using both self-directed and team approaches. You'll learn what worked best and things we'd have done differently during our successful six month learning project.

Presenters: Sherida D. Bradby, Steven D. Hartung and Carolyn G. Garner, Pamunkey Regional Library

FRIDAY 1:45-2:30

Room 11

Staff Training the Wiki Wacky Way!

Offering staff training throughout a library system can be challenging. Find out how the Roanoke Public Libraries overcame this challenge by using a free and easy wiki service in conjunction with face-to-face classes resulting in greater staff interaction and more effective training (from basic word processing to Web 2.0)!

Presenters: Wendy Allen and Nathan Flinchum, Roanoke City Public Libraries

FRIDAY 1:45-2:30

Room 17

Texting at the Reference Desk! Implementing an SMS-to-email Service for Mobile Patrons

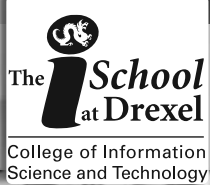
Increasingly, our potential users are communicating and finding information via mobile devices. How can libraries best serve these individuals wherever they are? The University of Virginia Library explores one model for mobile reference service. By partnering with Upside Wireless, we enable users to send text messages to a phone number that is linked to our reference email, and then receive replies as text messages from our reference email. In this way our Short Message Service (SMS) follows our users' normal mode of texting and is also integrated into existing reference workflow.

Presenter: Keith Weimer, University of Virginia





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Libraries

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FRIDAY 1:45-2:30

Auditorium

The Library of Virginia and the League of Women Voters of Virginia: The Evolution of a New Program to Empower the Commonwealth's Citizens on General Assembly Information

This presentation will discuss how—prompted by the League of Women Voters of Virginia—the Library of Virginia is developing a new program to offer librarians across the state training on the rich resources available from the General Assembly web site and the online Legislative Information System (LIS). A “companion” session—Uncovering the General Assembly Web Site to Better Engage Your Library Patrons—gives an abbreviated version of the training program that resulted from this partnership. Taken together, the two sessions will illustrate how a library-community partnership resulted in a training program to benefit public librarians across the commonwealth.

Presenters: Suzy Szasz Palmer, The Library of Virginia and Olga Hernandez, League of Women Voters of Virginia

FRIDAY 1:45-2:30

Room 2

Great Customer Service! Using the Bookstore Model to Create Service Minded Environments

Use your space efficiently to promote effective customer service. Current service models from across the country will be explored. Case studies and real examples will be used to show how the use of space, the design of service desks and the effective use of book store type merchandising can promote great customer service.

Presenter: Denelle Wrightson, PSA-Dewberry

FRIDAY 1:45-2:30

Room 3

More Cowbells Baby: What we learned from Saturday Night Live About How to Provide Library Service to a Transient Military Population

Three libraries (school, public and military) work together to provide literacy support to transient military students and their families. This workshop will examine the process of implementing a successful grant-funded partnership program. We discuss the grant process, problems/solutions working with three large government agencies, and types of programs provided to the community.

Presenters: Lory Monaco-Stevenson, Ursula Reilly and Nancy Rowland, Fort Belvoir Elementary School

FRIDAY 1:45-2:30

Room A/B

Picture Books in Middle and High School? You Bet! Come and see what's new and appropriate for these kids.

As public librarians we support teachers and media specialists in their search for new ways to teach and spark the interest of children in their classrooms. There is a spate of new picture books that will make learning more fun. Teaching science, math, history, and language arts can be much more fun using these books. Join me to look at them—the good, the okay, and the questionable—plus a preview of what's new for fall 2008 and spring 2009.

Presenter: Noreen Bernstein, Williamsburg Regional Library

FRIDAY 1:45-3:30

Room 16

AACR2, RDA, & FRBR: It's a Brave New Cataloging World!

The Anglo-American Cataloging Rules, 2nd edition (AACR2) is in the process of being replaced by a new standard called RDA, or Resource Description and Access. When complete, RDA will provide a new set of guidelines and instructions that will cover description and access for resources in traditional and digital formats. RDA is based on the FRBR (Functional Requirements for Bibliographic Records) model, so it's important to understand FRBR as well. This workshop will provide an overview of FRBR, an update on RDA, and a discussion of how libraries and library catalogs will be affected.

Presenter: Dr. Robert Ellett, Joint Forces Staff College



FRIDAY 2:45-3:30

Amphitheater

Teaching Library Instruction to the Millennial Generation

The presentation will discuss the characteristics of the Millennial Generation, and how it compares to the Generation X and Baby Boomer generations. It will investigate the special needs and wants of this group with regard to library instruction. How do we as instructors reach this technology savvy age group that craves more group interaction in learning and is current on technological trends like instant messaging, social networking sites, and downloading presentations to their iPods? We will discuss active learning techniques and new technological innovations from Library 2.0 that appeal to this generation.
Presenters: Katherine Absher and Mary Rose Amidjaya, Marymount University

FRIDAY 2:45-3:30

Center Lounge

Libraries Can be the “Anchor Stores” in Town Centers—Three Case Studies

The new award winning Rockville, Prince Frederick, and Hopewell Libraries are operating as “Anchor Stores” and destinations in their respective Town Centers. These new focal points engage library visitors, draw people to the Town Center, and inspire surrounding development. Learn how the Library can be a catalyst in your community.
Presenters: John Hill, AIA and Melanie Hennigan, AIA LEED, Grimm + Parker Architects

FRIDAY 2:45-3:30

Room 11

Sharing Links: A Librarian’s Guide to Social Bookmarking

Looking for new ways to share recommended websites on popular topics or academic subject areas? Social bookmarking tools such as Del.icio.us, Furl, and CiteULike offer dynamic alternatives to categorize and publicize your recommended websites without knowing HTML or reprinting handouts. Learn how to get started!
Presenter: Jon Ritterbush, Regent University Library

FRIDAY 2:45-3:30

Room 17

Discovering the General Assembly Web Site to Better Engage Your Library Patrons

This presentation will increase awareness of the variety and types of information provided by the General Assembly’s Web site to the citizens of Virginia. We will take a brief tour that will include the Visitors Guide, Citizens Guide, Capitol Classroom and Who’s My Legislator. In addition, we will show how to encourage citizen participation by demonstrating the tools provided by the General Assembly Web site and the online Legislative Information System (LIS). Come learn how to empower your community of library patrons to actively participate in Virginia’s legislative process.
Presenters: Mary Clark and Mary Dessypris, Library of Virginia

FRIDAY 2:45-3:30

Auditorium

The Many Faces of Fantasy Fiction

Fantasy fiction is a diverse genre with books to satisfy (or aggravate) many different kinds of readers. Come for a crash course in sixteen different kinds of fantasy, presented by the author of “Read On...Fantasy Fiction.” You’ll learn which books to recommend to which readers and discover the newest authors, titles, and trends in the genre.
Presenter: Neil Hollands, Williamsburg Regional Library

FRIDAY 2:45-3:30

Room 2

Being a Google Library Partner: The Experience So Far

The University of Virginia Library has been a Google Library Partner since 2006. Find out why this project is important to the library, the preliminary work necessary to get this project underway, impact of the project on the library and university community, and the benefits of the project.
Presenter: Esther E. Omega, University of Virginia



Libraries

Champions of Democracy

FRIDAY 2:45-3:30

Room 3

Connecting Young Adults to Library Resources: Using MySpace, Virtual Scavenger Hunts, Online Book Clubs and more...

Learn new and innovative ways to engage your young adults in using library resources. This workshop will demonstrate how MySpace, virtual scavenger hunts, and online book clubs can connect young adults to library databases, and online resources and databases.

Presenter: Olivia Osei-Sarfo, Chesapeake Public Library and Jessica Fessler and Patricia Kendalls, Chesapeake Public Library

FRIDAY 2:45-3:30

Room A/B

Developing a Preservation Program for UVA Library

The University of Virginia Library is realizing its goal to build a world-class preservation program with support from the Mellon Foundation, federal grants, and private gifts. This session will highlight current services, recent grants, and plans for future growth, including the development of a collaborative conservation lab. A top ten list of preservation tips for libraries of any size or type will inspire attendees to action.

Presenter: Leigh Rockey, University of Virginia

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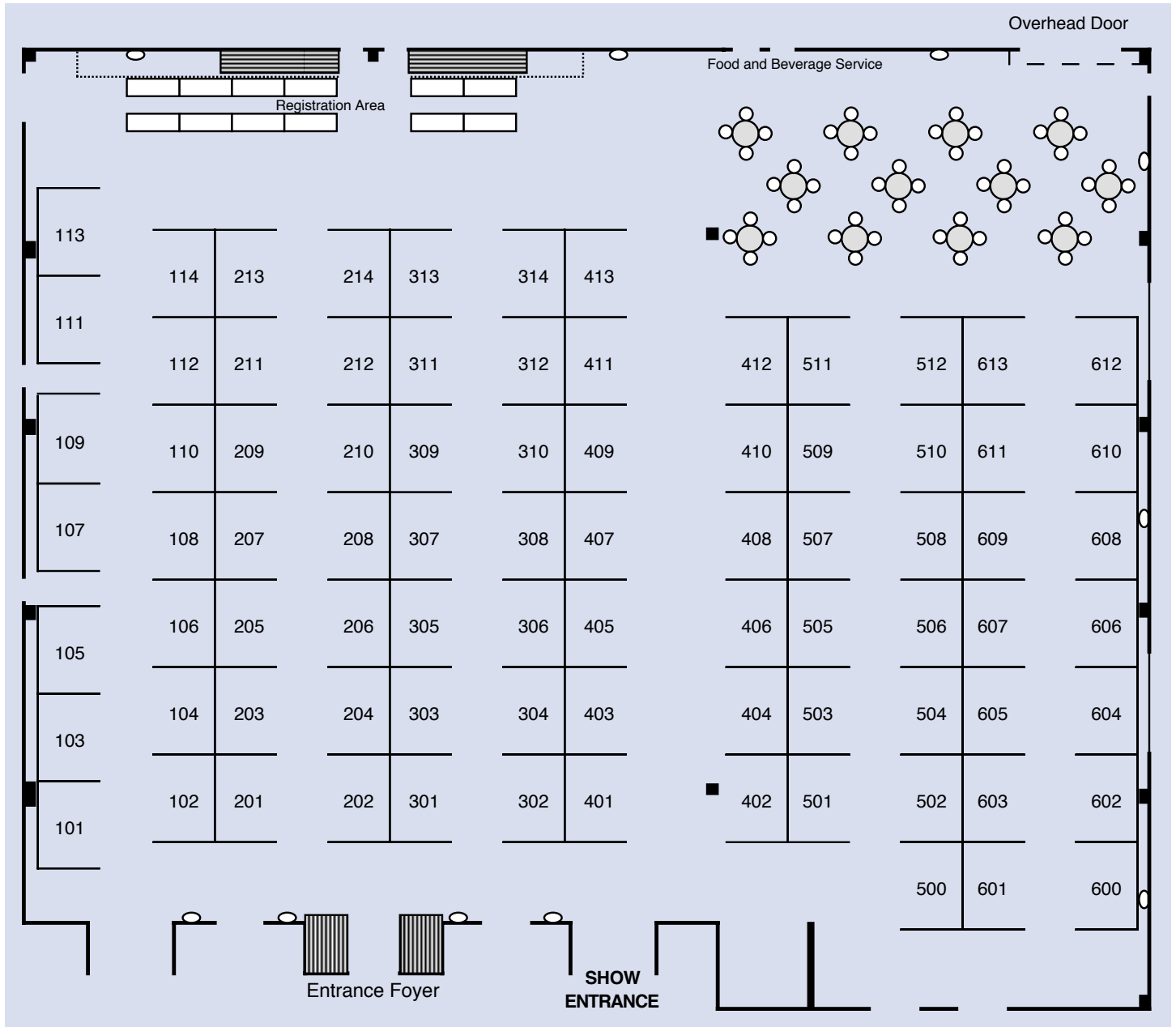
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