

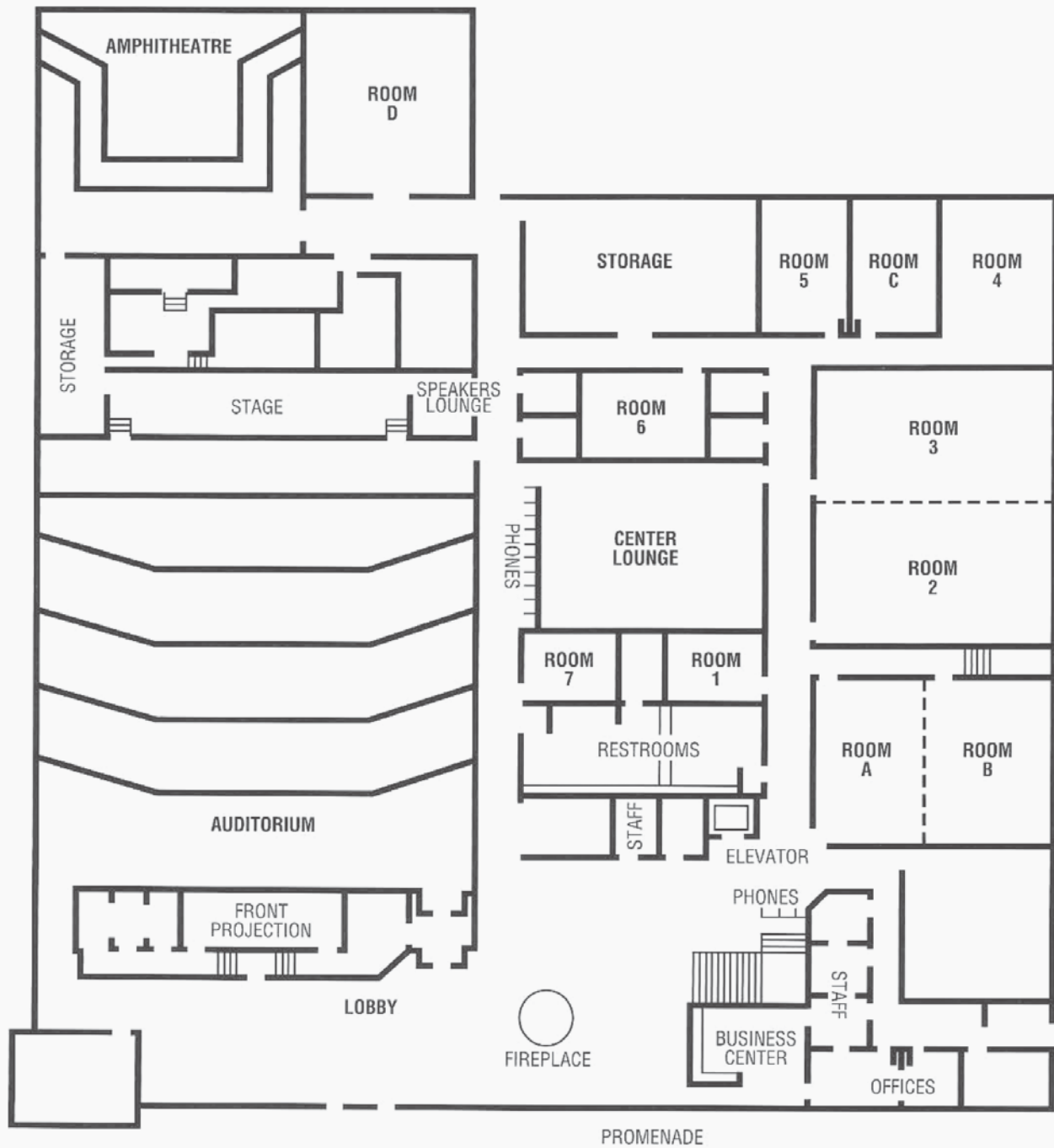


# Libraries: Adding Value to Our Communities

**Virginia Library Association  
Annual Conference  
October 24 – 26, 2012**

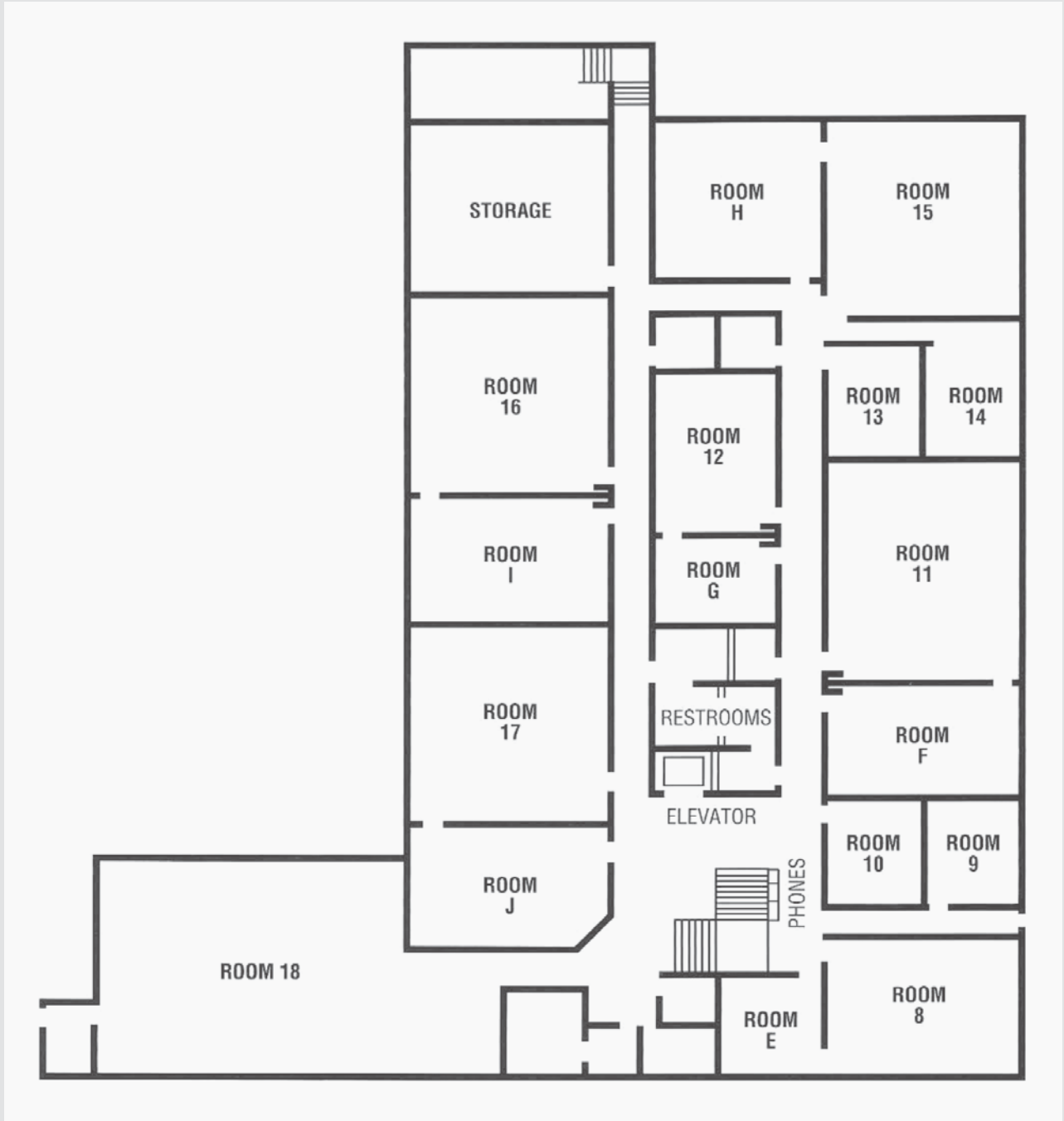
# Conference Center

## FIRST FLOOR



# Conference Center

## SECOND FLOOR



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## Conference Committee

**Connie Gilman**

*Prince William Public Library System*

**Sheila McDuff**

*Loudoun County Public Library*

**Carrie Lynn Cooper**

*The College of William and Mary*

**John Huddy**

*Loudoun County Public Library*

**Martha Hutzel**

*Central Rappahannock Regional Library*

**Karim Khan**

*Loudoun County Public Library*

**Allyson Lauer**

*Virginia Beach Public Library*

**Sasha Matthews**

*Chesapeake Public Library System*

**Rebecca K. Miller**

*University Libraries at Virginia Tech*

**Rebecca Pappert**

*The College of Wooster (OH)*

**Cristina Ramirez**

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**Jessica Scalph**

*Prince William Public Library System*

**Tracy Sumler**

*Loudoun County Public Library*

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# Welcome



elcome to the Virginia Library Association 2012 Conference, *Libraries: Adding Value to Our Communities*. This year our conference returns to the same

Williamsburg venue of past conferences, but it is sporting a new name, the Williamsburg Hotel and Conference Center. Please make plans to come early or stay longer so you can enjoy Williamsburg and all that is available (shopping, touring, dining, history) in this part of Virginia.

The theme this year was selected to highlight the diverse communities found in the Commonwealth of Virginia and how each library provides support to those communities by adding value on a daily basis to all citizens and patrons; whether they are students in public or private schools, patrons of public libraries or colleagues at hospitals, law offices, special libraries, or students at our excellent institutions of higher education. Library staff continuously enhance that value through creative and cutting edge services and programs throughout the year, remaining vital assets to our communities.

One of the keynote speakers is Nancy Dowd, who is the co-author of ALA's bestselling book, *Bite-Sized Marketing: Realistic Solutions for Overworked Librarians*. She recently joined NovelList as the product lead for LibraryAware, a new marketing tool that is expected to revolutionize the way libraries promote their programs, products and services. Several of us on the conference planning committee had the opportunity to meet Nancy during a reception at the 2012 Public Library Association Conference. We enjoyed our time with her and are positive you will enjoy her, too!

Author Hillary Jordan is the other keynote speaker. Her first novel, *Mudbound*, was published in 2008 and won several awards including the Bellwether Prize awarded biennially to an unpublished debut novel that addresses issues of social justice. Her second novel, *When She Woke*, was published in 2011. I recommend adding



both titles to your reading list since they are gratifying reads with extremely different themes.

Working with this year's conference planning committee has been a joy (and of course much work for all involved)! Again this year the College and Research Libraries are holding their Conference-within-a-Conference. Due to the committee's hard work, we are able to offer you more than 65 sessions in several different tracks, including Youth Services Track, a Friends of the Library Track, and a Technical Services and Technology Track. ACRL will also be offering more sessions than in previous years, in addition to an expanded poster session on Thursday. You are guaranteed to find some exceptional and interesting presentations during this conference!

Embrace the conference, enjoy Williamsburg, meet new colleagues, and make time to reconnect with your library friends from around Virginia. I look forward to a wonderful conference because YOU will be there!

Connie Gilman  
VLA President

## Conference Information

### PACKETS

Registration packets can be picked up outside the President's Ballroom on Wednesday, October 24 from 3:00 pm–4:00 pm or inside the President's Ballroom Thursday morning immediately after the 9:00 am Grand Opening, until 5:00 pm that day. The registration desk will be open inside the President's Ballroom at 8:00 am on Friday and will close at 2:00 pm.

### EXHIBITS

Exhibits will be open on Thursday from 9:00 am–5:00 pm and on Friday from 7:30 am–1:30 pm.

### BOX LUNCH (\$5.00)

On Thursday a turkey box lunch will be provided at 12pm at the rear of the Exhibit Hall. A ticket to pick up your lunch will be in your registration packet. We are sorry, no tickets can be sold onsite.

**TWITTER** #vla2012

### SCHOLARSHIP BASKET RAFFLE

Please support VLA's Scholarships by participating in our Annual Scholarship Basket Raffle! Join us near the Registration area in the Exhibit Hall to purchase tickets, \$2 each or 3 for \$5. All money raised at the Basket Raffle goes directly to the annual \$2,500 Scholarships VLA provides to Virginia residents pursuing their master's degrees in library science.

### VLA Podcast — Live!

Come to a live recording of the VLA podcast! Give us your impressions of the conference so far and give listeners across the state a taste of the VLA conference experience!

### QR CODE SCAVENGER HUNT

Have a smartphone or other internet-enabled device? You'll want to play along with us on our QR Code Scavenger Hunt during the conference. Here's a little something for you:



## VLA Executive Committee

Connie Gilman, President

Lisa Lee Broughman, President-Elect

Mark Lenker, Second Vice-President

Diane Adkins, Secretary

Maryke Barber, Treasurer

Jessica Scalph, ALA Councilor

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Jason Green  
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## Don't Miss These

### CONFERENCE SOCIAL

Once you've had a chance to enjoy your dinner, come say "Hello to Hollywood" with your colleagues at the VLA Conference Social. Join us for an hour of live entertainment, followed by DJ Ronnie Gilder playing all of your favorite tunes. Show off your glamorous side by dressing up in your Hollywood Best! Desserts will be provided, in addition to a cash bar.

If you requested a drink ticket, it will be in your registration envelope. The Photo Booth at the Social is provided by Boardwalk Photo Booth Company. To view, print and download your photos for free, please visit the Events Gallery at [boardwalkphotoboothcompany.com](http://boardwalkphotoboothcompany.com). The password for this event is VLA2012.

### JEFFERSON CUP LUNCHEON (\$35)

The Jefferson Cup Luncheon will be held Friday, October 26 at 12:30 pm in Room 18 on the second floor of the Conference Center. Ticket sales are limited to 150 on a first-come, first-served basis.

### SNAPSHOTVA

In April of 2012, libraries across Virginia participated in SnapshotVA. Come to the Exhibit Hall (booth 400) to see the results of this effort and learn how you can customize posters and bookmarks to encourage advocacy in YOUR library!

## Welcome to Williamsburg!

Find out information about local restaurants and entertainment at <http://guides.swem.wm.edu/vla>



## Wanted: Concurrent Session Proposals

The VLA Paraprofessional Forum Conference will be held May 19–20, 2013 at the Holiday Inn Koger Conference Center in Richmond. We want YOU to submit a Concurrent Session Proposal by November 15. Visit [VLA.org](http://VLA.org) and look in our list of Upcoming Events to link to the Proposal Form.



**SOUTH COUNTY LIBRARY** Roanoke, VA  
**Winner of the 2012 "Outstanding Facility" Award**  
- Virginia Library Directors Association



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# VLA Friends of the Library Award

## FRIENDS OF THE WAYNESBORO PUBLIC LIBRARY



The Friends of the Waynesboro Public Library, since their inception in 1964, have been strong advocates for library funding and continually support programs and services. Annually the Friends of the library provide funding for library programs, staff development, equipment and technology upgrades, literacy initiatives, and public awareness efforts.

The Library's almost \$2 million renovation project was approved in a bond referendum in 2007. For the most part, it was due to the efforts and lobbying of the Friends. The Library renovation did not include funding for an estimated \$247,000 in new furnishings and shelving. Previously, some funding was raised by the WPL Foundation. After the Friends took the Foundation under their umbrella, the fund raising campaign, **Branch-Out Campaign**, took a new direction and was much better coordinated. Within a short time, they managed to raise \$160,000. The Friends of the Library committed another \$100,000 to fund the furnishings and library shelving. Furnishings have been delivered for the newly renovated Children's Department, the Jeane C. Custin Young Adult Room, the Ann Eckman Internet Café, the Local History and Genealogy Room, new Front Desk, the grand stairs connecting the two floors, and new offices for staff.

The Friends of the Waynesboro Library have been a tremendous asset in their support of the library's technological equipment. In 2011, the Friends purchased a new photocopier for the Archives and Local History Room, a new CD/DVD repair machine, and a ceiling-mounted LCD projector. Gathering funds from donations, as well as revenue from the main floor copy machine (which they had purchased for the library) and from their annual book sale, the Friends of WPL consistently meet the library's technology needs and remain an essential part of the service/learning experience that the library provides its patrons.

The Waynesboro Public Library Friends are tireless volunteers at special programs and enthusiastic

cheerleaders of new ideas pertaining to children's literacy. From book building to Easter egg hunts, the financial and man-power support from our Friends make our programs possible. They have helped us create story time crafts, grill hotdogs, put together bags of informational material for children getting library cards, organize the book collection, and made possible special programs like Oceans in Motion. Without the support of the Friends, this program, and so many others, would not be possible. As fellow youth literacy advocates, they trust and support programming and collection management ideas from library staff and work tirelessly to make our visions a reality. Thanks to the Friends this small library is able to do big things.

The Waynesboro Friends of the Library do an excellent job of supporting adult programming. They provide money for refreshments, program materials and speaker fees. Our Book-A-Trip Adult Summer Reading Program is one ongoing program that the Friends of the Library are instrumental in backing. Each year they provide funds for buying the program's chosen book that will be sold to patrons who wish to participate in the trip. In the past when the bus was not filled to capacity, the Friend's group would pay the extra money to make sure the trip was not cancelled. Book-A-Trip won the VPLDA Outstanding Adult Programs Award for 2012.

The Friends of the Library recruit and coordinate the volunteers programs which on average record over 2000 hours of volunteer work. Volunteers assist in a variety of activities from shelf reading to processing and laminating books to fund raising activities. The Friends of the Library also host a Volunteers' appreciation party and recognize one or two individuals as best volunteers of the year.

The Friends of the Library website, <http://www.friendswpl.org>, provides the best channel of communication. It presents the opportunity for promoting Friends of the library and library programs and services. The Friends' quarterly publication, *The BookMark*, is another means of communication and publicity channel that is beneficial to our public awareness efforts. Lastly, the Friends' Annual Dinner is an occasion for members to get together and enjoy an evening of fun and entertainment. Normally, there is a local author or celebrity as guest speaker.

# YOU BELONG

## @ your library

**In just one day at Virginia libraries—**

**412,969 books, ebooks, audiobooks, music, and movies were borrowed by your customers;**

**82,565 customers used your computers and Internet access for research, job searches, homework help and more;**

**3,726 new customers signed up for their library cards;**

**10,764 customers came to your libraries for 477 free programs and classes; and**

**19,239 customers got answers to their questions about business, jobs, health, government, school work, and more.**

## **YOU MADE THIS HAPPEN.**

  
**SNAPSHOTVA**   
[snapshotvirginia.org](http://snapshotvirginia.org)

Statistics, photos, & quotes collected April 2012.

## VLA Trustee Award

### MRS. LATANE LONG



rs. Long was appointed by the Waynesboro City Council to the Library Advisory Board of Trustees in September of 2008 and served as chairman of the Board for two consecutive terms from 2009–2011. She served on the Library Renovation Committee working with the architects in establishing the needs and design concepts that will meet our needs. Currently, she serves as chairman of the Foundation Committee of the Friends of the Library. She has been very active on the library board. Latane attended the Trustees workshop and most regional meetings with area boards of trustees. She regularly attends the Friends of the Library Board meetings. In 2010 we met with **Delegate Richard P. Bell** at the Staunton Public Library. Latane had a productive discussion with Delegate Bell on the issue of reductions of state aid to public libraries. She is a true library advocate; she attends meetings with city officials, the City Council, and library staff.

Once Latane came along, the **Branch-Out Capital Campaign** took a new direction. Members of the Foundation realized a sense of urgency and purpose. It was decided that a donors' tree will be purchased to recognize private and corporate contributions. Each member was assigned 10 or more potential donors to visit. An informational package about

the project, colorful blueprint of the renovation work, the Giving Tree Leaf Inscription, and follow-up cards were provided to each member. Within a short period of time over \$160,000 was raised. The Friends of the Library committed another \$100,000. The success of this project is due to a large extent to the leadership and financial contribution of Mrs. Latane Long.

Mrs. Long has a better understanding of library services and the direction libraries have taken in a changing environment. Her emphasis on early literacy and outreach efforts is commendable. As a result, the Youth Services Department of the Library started an outreach program to help with reading skills at the Waynesboro elementary schools.

In 2011, Ms. Long was very instrumental in the revision of the the Library Policy Manual, contributing ideas and suggestions for making the Policy Manual more user friendly yet inclusive. She has written columns for the local paper about the library services, prepared literature for the Branch-Out Capital Campaign, acknowledged contributions for the renovation project, and worked on the Friends of the Library publication, *The BookMark*.

Mrs. Long is a dedicated volunteer who values library services. She has invested time and effort for telling the library story and is strongly committed to public awareness.

### Please Donate!

VLA supports FISH – Williamsburg Emergency Services.  
Donations are being collected in the Exhibit Hall in Booth 609.

# VLA 2012 Scholarship Winners

## VLA PARAPROFESSIONAL CLARA STANLEY SCHOLARSHIP



The 2012 recipient of the VLAPF Clara Stanley Scholarship is Zoe Dellinger from Edinburg, Virginia. Currently, Zoe works as the Circulation Supervisor

at the Shenandoah County Library. As she stated, "Libraries in small, rural communities such as ours have few other institutions that provide afterschool programs, teen activities, arts enrichment, entertainment and lifelong learning. Our library is essential to the economic, social and cultural well-being of our community." She is proud to be contributing to that community. Zoe has been active in VLA since 2010. She is obtaining her MLIS degree and a Graduate Advanced Certificate in library management from the University of North Texas.

## VLA SCHOLARSHIP



The 2012 recipient of the VLA Scholarship is Claire Covington of Fishersville, Virginia. She has been employed as the Youth Services Coordinator at the

Augusta County Library since July 2011 and began working there in March 2009 as a Library Assistant. One of Claire's goals in obtaining a graduate degree is to "promote, educate, and entertain patrons in order to increase library usage and to instill a lifelong love of reading in the people of my community." She has been active in VLA since 2010. Claire is earning her MLIS degree from the University of South Carolina.



## The catalog that ties it all together.



search



explore



borrow



do more

The BiblioCore catalog works with Polaris, Millennium, Symphony, Horizon, & Evergreen integrated library systems, & is live at New York Public Library, Boston Public Library, Seattle Public Library & over 120 other public libraries worldwide. Stop by for a visit at VLA booth #210.





# Keynote Speakers

## NANCY DOWD

Thursday, 10:00 am  
Auditorium



Nancy Dowd is the co-author of ALA's bestselling book, *Bite-Sized Marketing: Realistic Solutions for Overworked Librarians*. She has recently joined NoveList as the product lead for the Development of a new marketing tool that is expected to revolutionize the way libraries promote their programs, products and services. She writes the 'M' Word Blog and has spoken on the topic of marketing throughout the US and in Canada and Europe. In her previous position as director of marketing for the New Jersey State Library she earned many marketing awards including the prestigious John Cotton Dana Award.



## HILLARY JORDAN

Friday, 9:00 am  
Auditorium



Hillary Jordan received her BA in English and Political Science

from Wellesley College and spent fifteen years working as an advertising copywriter before starting to write fiction. She has an MFA in Creative Writing from Columbia University.



MICHAEL EPSTEIN

NAIBA (New Atlantic Independent Booksellers Assoc.) Fiction Book of the Year and was longlisted for the 2009 IMPAC Dublin Literary Award. *Paste Magazine* named it one of the Top Ten Debut Novels of the Decade. It has been translated into French, Italian and Serbian. Swedish, Norwegian and Turkish editions are forthcoming in 2012.

Her second novel, *When She Woke*, was published in October

Her first novel, *Mudbound*, was published in 2008 by Algonquin Books of Chapel Hill, HarperCollins Canada and Random House UK. It won the 2006 Bellwether Prize, founded by Barbara Kingsolver and awarded biennially to an unpublished debut novel that addresses issues of social justice, and a 2009 Alex Award from the American Library Association. *Mudbound* was also the 2008

2011 by Algonquin and HarperCollins Canada and in April 2012 by HarperCollins UK. It is currently being translated into French, German, Spanish, Turkish and Chinese.

Hillary grew up in Dallas, Texas, and Muskogee, Oklahoma. She lives in Brooklyn.



## Basics of RDA Cataloging

Workshop presented by

**Judy Kuhagen**, *Secretary for the Joint Steering Committee for Development of RDA*  
**Kate James**, *Cooperative Cataloging Program Specialist at the Library of Congress*

Tuesday, February 5, 2013      9:00 am - 5:00 pm  
Randolph-Macon College, Ashland, VA

VLA Members: \$85 per person / Non-members: \$125 per person  
(Includes box lunch)

**Register at [VLA.org](http://VLA.org)!**

**STOP BY  
OUR BOOTH <sup>#313</sup>  
AND SEE  
WHAT'S NEW.**

*(yes, it's really that simple.)*



## Preconference

**Supported by the Youth Services Forum**  
**Wednesday, October 24**  
**9:30 am – 5:00 p.m. (\$50)**  
**Rooms A&B, First Floor**

STAR POWER: Sing Talk and Read Play On and Write for Easier Reading — Putting Every Child Ready to Read 2nd Edition Into Practice



This preconference will provide an overview of the early literacy components, the five practices (sing, talk, read, write and play) and eight modules in ECRR 2nd edition. It is designed to give participants the skills necessary to be able to present early literacy workshops for parents and caregivers. The parent and child workshops (Fun with Letters, Fun with Numbers, Fun with Science and Math, Fun with Parent and Child) will be reviewed with hands-on practice included. Lunch will be a 90-minute break on your own.

\*Note: Each participant is to bring one picture book that has a story for 2–5 year olds.



**SAROJ GHOTING, Speaker**

Ghoting is an Early Childhood Literacy Consultant and national trainer on early literacy. She presents early literacy training and information sessions at national, regional, and state conferences, and training for library staff and their partners.

---

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www.dominionlibraryassociates.com



# The Future of Libraries and the Libraries of the Future

## Preconference

Wednesday, October 24, 2012

1:00 pm – 4:00 pm (\$20)

Center Lounge, First Floor



Early this year, Grimm + Parker Architects hosted an online survey for librarians regarding the future library. The survey attempted to understand how

advances in informational technology, storage and retrieval may change the library's physical form and cultural role as well as identify potential shifts in the role of media center staff. Over 370 librarians from around the world responded, providing a wealth of valuable insight!

In this workshop, we will explore the results of the survey via panel and group discussion as well as through group exercises that will have you creating your own "Library of the Future." Participants will be provided an Architectural Program for a typical "Library of Today" — a list of spatial allotments for Administrative Areas, Lobbies, Stacks, Computer Rooms, Open or Quiet Study Space, Conference and Meeting Space, etc. Floor plans will be provided to help visualize how much space is represented. Next, you will be asked to revise the spatial allotments to create a Program for the "Library of Tomorrow."

Participants will have the opportunity to share and defend their results with the rest of the group.

At the conclusion of this workshop, participants will have a heightened awareness of how the evolution of information technology, customer service, and community dynamics are all changing the layout of the optimal library. As a result, they will be able to:

- cite evidence for the continued need for physical library space ("brick and mortar") in the community despite the evolution of digital content delivery systems;
- compare and contrast the elements of successful library design relative to the "library of today" versus the "library of tomorrow";
- outline a process employing data and community input for predicting optimal space and adjacency needs for current and anticipated library uses.

*Panel members include: Edwin S. 'Sam' Clay III, Director of Fairfax County Public Library; Brian Auger, Director at Somerset County Library System (NJ); Sarah Stonesifer, Academic Librarian at Washington Theological Seminary; Carrie Lynn Cooper, Dean of University Libraries at the College of William and Mary; and Melanie Hennigan AIA, Partner and Team Leader of Grimm + Parker's Library Design Studio.*



## Jefferson Cup Luncheon

**Friday, October 26, 12:30 pm (\$35)**

**Room 18, Second Floor**

*Ticket sales are limited to 150 on a first-come first-served basis.*



The 2012 Jefferson Cup Award Young Adult Winner is *Okay for Now* by Gary Schmidt and the 2012 Jefferson Cup Award Juvenile Winner is *Balloons over*

*Broadway* by Melissa Sweet. We are honored to have Ms. Sweet as our speaker this year.

The Macy's Thanksgiving Day Parade is a huge tradition in our country, but how many people have given thought to the man who is responsible for these massive puppets parading down the streets of New York? Tony Sarg, described as "America's Puppet Master," designed the large balloon figures — what he called "giant, upside down marionettes" — that would become the staples of the annual parade. Author and illustrator Melissa Sweet does a wonderful job capturing the importance of his contribution as well as this period in time.

Using mixed media images, Sweet creates a whimsical depiction of this great puppeteer, showcasing Sarg's spirit and enthusiastic nature in a wonderful way. This work is a historical piece, but it manages to capture the reader's imagination, traveling back in time and encapsulating the sense of wonder at seeing these gigantic puppets for the first time.

This is a joyful book about the man behind the balloons and his dedication to his craft. His love for his craft comes across through Sweet's writing and illustrations. The end result is a fun history lesson that makes the reader feel light and happy, yet appreciative for the gift Sarg gave to all those who have enjoyed the parade.



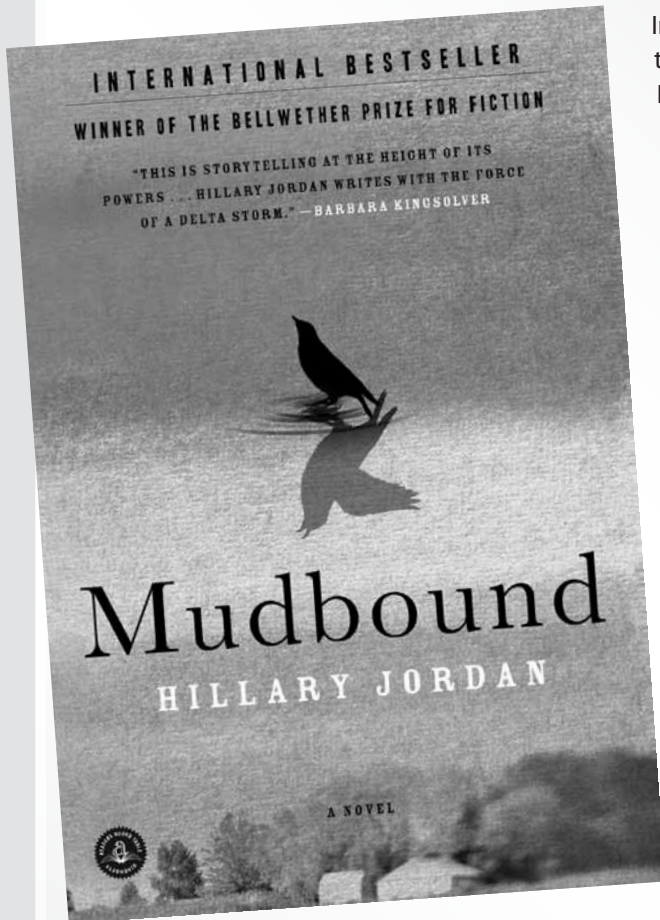
**Melissa Sweet** has illustrated many award-winning children's books, ranging from board books to nonfiction and jacket covers. Her collages and paintings have appeared in the *New York Times* and *Martha Stewart Living*. She has written and illustrated many books, including *Tupelo Rides the Rails*.

Sweet's book *Carmine: A Little More Red* is a New York Times Best Illustrated Children's Book and her illustrations for *A River of Words: The Story of William Carlos Williams* by Jen Bryant earned her a 2009 Caldecott Honor nod, as well as a New York Times Best Illustrated and other awards. Our Jefferson Cup Award Winner, *Balloons over Broadway*, has also received many accolades, including the 2012 Sibert Medal, the 2012 NCTE Orbis Pictus Award, and was named a 2012 ALA Notable Book.

When not creating, Sweet spends her time taking art classes, hiking with her dogs, or riding her bicycle. She lives with her family in Rockport, Maine.

**One Book, One Conference Selection**

## MUDBOUND by Hillary Jordan



In Jordan's prize-winning novel, prejudice takes many forms, both subtle and brutal. It is 1946, and city-bred Laura McAllan is trying to raise her children on her husband's Mississippi Delta farm — a place she finds foreign and frightening. In the midst of the family's struggles, two young men return from the war to work the land. Jamie McAllan, Laura's brother-in-law, is everything her husband is not — charming, handsome, and haunted by his memories of combat. Ronsel Jackson, eldest son of the black sharecroppers who live on the McAllan farm, has come home with the shine of a war hero. But no matter his bravery in defense of his country, he is still considered less than a man in the Jim Crow South. It is the unlikely friendship of these brothers-in-arms that drives this powerful novel to its inexorable conclusion. The men and women of each family relate their versions of events and we are drawn into their lives as they become players in a tragedy on the grandest scale.

As Barbara Kingsolver says of Hillary Jordan, "Her characters walked straight out of 1940s Mississippi and into the part of my brain where sympathy and anger and love reside, leaving my heart racing. They are with me still."

**Read *Mudbound* before the conference**

and join Hillary Jordan as she provides the Keynote Address at our General Session on Friday at 9 am.

**Love the book and want to know more?**

Join us for Book Club with Hillary Jordan Friday afternoon, 2:15–3:00, in the Center Lounge on the First Floor.

This is a ticketed event and seating is limited. (\$20)

Tickets can be purchased on-site at the Registration Desk at the rear of the Exhibit Hall.

# Thursday Sessions

*Thursday, 9:00–10:00 am*  
*President’s Ballroom – First Floor*

## Grand Opening Exhibits and Registration

*Music will be provided by the Appalachian Music Ensemble and coffee and pastries will be served in the Exhibit Hall.*

*Thursday, 10:00–11:30 am*  
*Auditorium – First Floor*

## WELCOME TO THE VLA ANNUAL CONFERENCE!

Opening remarks by John McGlennon, Chairman of the James City County Board of Supervisors. Conference greetings will be given by Connie Gilman, VLA President. The Jefferson Cup Award will be announced. The Keynote Speaker for the General Session is Nancy Dowd, co-author of the bestselling ALA book *Bite-Sized Marketing: Realistic Solutions for Overworked Librarians*. She is also the co-author of The ‘M’ Word blog. She recently joined NoveList and is the former director of marketing for the New Jersey State Library.

*Thursday, 11:45 am–1:00 pm*  
*President’s Ballroom/Exhibit Hall*  
 Box Lunch Served in the Exhibit Hall

*Thursday, 12:00 pm–12:30 pm*  
*Room 2 – First Floor*  
 VPLDA Executive Committee Meeting

*Thursday, 12:00 pm–1:00 pm*  
*Rooms A&B – First Floor* VLACRL  
 Virginia Chapter of the Association of College & Research Libraries (VLACRL) Business Meeting—Bring your boxed lunch and join the conversation.

*Thursday, 12:00 pm–1:00 pm*  
*Center Lounge – First Floor*  
 Legislative Committee Meeting

*Thursday, 12:00 pm–1:00 pm*  
*Amphitheater – First Floor*

## New Members Round Table Forum Lunch

 NMRT

New to VLA or want a refresher course on its structure and mission? Bring your boxed lunch and join the NMRT Forum for an overview of the organization and how to get involved. All students, new VLA members, potential VLA members and paraprofessionals are invited to attend!

*Thursday 1:15–2:00 pm*  
*Room 17 – Second Floor*

## Sing. Play. Dance. Early Literacy Skills through Music & Movement

 YS

How does “shaking your sillies out” help children develop early literacy skills? Find out how fun, high-energy music and movement programs and *Every Child Ready to Read – 2nd Edition* are a winning combination. Participate in a sample program and discuss ways to naturally incorporate ECRR2 practices into your programs.

*Presenter: Anna Langrill, Prince William Public Library System*

### ABBREVIATIONS FOR TRACKS

- FOL Friends of the Library
- TSTF Tech Services and Technology Forum Track
- YS Youth Services Track
- NMRT New Members Round Table Forum Track
- VLACRL Virginia Chapter of the Association of College & Research Libraries

Thursday 1:15–2:00 pm  
Room H – Second Floor

### **Literati Public: Improving Digital and Information Literacy throughout the Commonwealth**

The Library of Virginia has undertaken a unique approach to improve digital and information literacy for all residents of The Commonwealth. A strategic partnership with Literati Public was established to enhance e-resources usage throughout the state as part of the Library's initiative surrounding "Now We Go Where You Go." Several projects were launched using digital and interactive materials for promotion and education and customized assessments to measure results, such as family literacy, knowledge of Virginia history and increased use of public library services and resources. During this session there will be a live demonstration of Literati Public, and a representative from the Library of Virginia and a Credo Reference partner will discuss materials created for the library systems within the state and discuss next steps for the new resource.

*Presenters: Jackie Ricords, Credo Reference and Cindy Church, Library of Virginia*

Thursday 1:15–2:00 pm  
Auditorium – First Floor

### **The Immediacy of Poetry: A Reading by Virginia's Poet Laureate**

This poetry reading will revolve around the theme of poetry as an intimate yet movable landscape. We are all travelers with a past in need of rescue, and poetry — because of its essential portability — is an ideal rescuer. Additionally, the reading will introduce *The Nearest Poem Anthology* project, whose aim is to create a testimony to the immediacy of poetry. How will the anthology come to be? How might our libraries encourage a reader's search for a personally meaningful poem? I look forward to sharing my poetry and what I hope will be a compelling project with you.

*Presenter: Sofia M. Starnes, Poet Laureate of Virginia, Author of Fully Into Ashes, A Commerce of Moments, and other works*

Thursday 1:15–2:00 pm  
Room 16 – Second Floor

### **Speaking Tech-nically** TSTF

A panel discussion featuring 3 front-line public service staff and 3 library IT staff. Panelists will offer ways to work together in a constructive manner. They will describe common miscommunications between the front-line staff and the tech support staff and offer suggestions to overcome them.

*Presenters: Stella Pool, Jefferson-Madison Regional Library; Melissa Davis, Southern Virginia University; Nicole Sheppard and Jenny Novalis, Bedford Public Library System; Kurt Plowman, City of Staunton; Chris Glover, Central Rappahannock Regional Library*

Thursday 1:15–2:00 pm  
Room D – First Floor

### **Supernatural, Dystopian Are They New? If Not Are They Different?**

Vampires, Werewolves, Goths, Ghosts and all sorts of Supernatural creatures populate teen literature as well as juvenile fiction. But is this really something new? Let's look back at some of the earlier works and compare. The differences are subtle and interesting. Let's also look at some of the alternatives that portray the world in a real way. It's important to provide choices, and some of the better choices may be overlooked. Bring your favorites to include them in the discussion. We'll also look at how heroes and heroines have changed and/or remained the same.

*Presenter: Noreen Bernstein, Williamsburg Regional Library*



## Thursday Sessions CONTINUED

Thursday 1:15–2:00 pm  
Room 11 – Second Floor

### Can You Hear Me Now? Offering Webinars to the Public

Are your in-person classes in high demand? Do you want to reach more people in your community? Come hear how two library systems collaborated to offer online classes to the public. Selecting a product, learning to organize and present online events, and managing attendees all have their own learning curves!

*Presenters: Cynthia Hart and Nicole McGee, Virginia Beach Public Library; Ryan Claringbole, Chesapeake Public Library*

Thursday 1:15–2:00 pm  
Amphitheater – First Floor

### Got Leadership? NMRT

A three-person panel will discuss successes and challenges of being a leader and/or manager when you are a relatively new librarian. Topics may include work-life balance, managing different generations, and influence when you don't have power or authority. The discussion will be followed by a Q&A session.

*Presenters: Megan Hodge and Carolyn Sears, Chesterfield County Public Library; Laura Gariepy, Virginia Commonwealth University; and Brack Stovall, Radford Public Library*

Thursday 1:15–2:00 pm  
Center Lounge – First Floor

### Cracking the Code: Using QR Codes to Engage Teens at Your Library YS

Plan, design, implement and evaluate a QR code scavenger hunt that will connect you with that elusive teen customer. We'll discuss the technology behind the hunt, publicity, staff buy-in and inspiration for future applications. Attendees get to try a mini-hunt with their smartphones! Supported by the Youth Services Forum.

*Presenters: Jessica Cerny and JoLynn Holcomb, Chesterfield County Public Library*

Thursday 1:15–2:00 pm  
Room 3 – First Floor

### The Value of Volunteers: Your Key to Success in Tough Economic Times

Learn how to build and maintain a loyal and satisfied volunteer base of all ages. With the help of volunteers, Augusta County Library has managed to expand their services in spite of budget constraints. Included are tips and real life examples that will empower you to utilize this overlooked resource.

*Presenters: Daza Craig and Tammy Coulter, Augusta County Library*

Thursday 1:15–2:00 pm  
Room 2 – First Floor

### Anime for the Rest of Us YS

Chesapeake Public Library Anime Festival Co-Chairs Jessica Fessler and Katie Walton have a secret- neither one knows very much about anime. However, by embracing the subculture, utilizing the space, and harnessing local talent they developed an award winning program. (2012 Outstanding Young Adult Program of the Year awarded by Virginia Public Library Director's Association)

*Presenters: Jessica Fessler and Katie Walton, Chesapeake Public Library*

Thursday 1:15–2:00 pm  
Rooms A&B – First Floor

### VLACRL Poster Session VLACRL

Interact with presenters and colleagues at the 3rd Annual VLACRL Poster Session. See page 41 for Poster titles.

Thursday 2:15–3:00 pm  
Room 17 – Second Floor

### Marketing: A Four Step Model

Marketing is a process you do over and over again — a tried and true systematic approach for matching services and products (offers) to a customer’s wants, needs, and desires. Customer satisfaction is the goal, increasing the acquisition of goods or services is typically the objective. Marketing is one of the primary forces of any successful business. And it is the key ingredient in the success of any library or information agency — physical or virtual. Successful marketing is the systematic process (four steps) of identifying a customer group(s) and what they want, efficiently delivering that offer, effectively communicating the offer, and evaluating success, based upon measurable objectives.

*Presenter: Dr. Christie Koontz, Florida State University – School of Library & Information Studies*

Thursday 2:15–3:00 pm  
Amphitheater – First Floor

### Writing Effective Cover Letters for Library Positions NMRT

Want to serve library patrons? First, you have to get a job! This presentation will cover the basics of cover letters, including format, goals, and composition. We will also look at mistakes and gaffes from actual cover letters. (Identifying information has been removed to protect the innocent!)

*Presenter: Susan Vandale, Hollins University*

Thursday 2:15–3:00 pm  
Center Lounge – First Floor

### Library Advocacy in Virginia: Are We Doing All We Should?

Sponsored by the VLA Legislative Committee, this program will provide an update of legislative activities, and overview of library advocacy work in Virginia.

*Presenter: John Ulmschneider, Virginia Commonwealth University*

Thursday 2:15–3:00 pm  
Room D – First Floor

### Management, Planning and Fundraising Strategies for Library Needs: Capital, Collections, Technology, Program and Endowment FOL

Library boards and staff face significant challenges when faced with increasing needs (capital, collections, technology, programs and more). More daunting is the question of how to fund individual needs or a comprehensive package. Expert panelists will steer you through sound management strategies and proactive master planning. Moreover, attendees will explore a range of financing and fundraising strategies — both public and private, small scope or major campaign. BCWH Architects and Stumpf & Associates, Inc. will provide a lively, engaging and informative session.

*Presenters: Mary Ellen Stumpf, Stumpf & Associates, Inc.; BCWH Architects*

Thursday 2:15–3:00 pm  
Room 18 – Second Floor

### Open Door Special Needs Storytime YS

Learn about a family sensory storytime designed for preschool children who are on the autism spectrum and children with other developmental disabilities. This presentation includes demonstrations of adapted books and sensory activities; sample storytime plans; suggested resources; and ideas for incorporating sensory elements into regular storytimes. Supported by the Youth Services Forum.

*Presenters: Heather Ketron and Christine Leary, Loudoun County Public Library*

## Thursday Sessions CONTINUED

*Thursday 2:15–3:00 pm  
Room 11 – Second Floor*

### **Building your Digital Community**

Across the United States, there are digital inclusion activities happening today. More are planned. Learn more about the seven principles of the “Building Digital Communities” framework developed by IMLS and ICMA, PRL’s efforts to start using the framework to engage the King William County community, and how you might use it in your community.

*Presenters: Tom Shepley, Pamunkey Regional Library; Trenton Funkhouser, King William County, VA*

*Thursday 2:15–3:00 pm  
Room 16 – Second Floor*

### **FOSS4Lib — Propelling Open Source to the Mainstream** TSTF

Is open source software right for my institution? Do we have the skills/support to run open source? What packages fit my requirements? With financial support from the Mellon Foundation, FOSS4LIB.org helps libraries answer these questions with self-guided readiness assessments along with a registry of software with information about service providers and events.

*Presenter: Peter Murray, LYRASIS*

*Thursday 2:15–3:00 pm  
Room 3 – First Floor*

### **Tales from the Field**

What is really happening “out there” where you work? The Intellectual Freedom Committee will review three or four cases submitted by VLA members and present a panel discussion on the implications of each and how they might be handled.

*Presenters: James Sanderson, Newport News Public Library System; Ted Hostetler, Randolph College*

*Thursday 2:15–3:00 pm  
Auditorium – First Floor*

### **The Future Role of the Paraprofessional**

The role of the paraprofessional has evolved over time and will continue to change as libraries rely on technology. A significant number of staff currently hold MLS degrees as well as advanced degrees. This panel will examine how this role has changed and what changes we can expect on the future.

*Presenters: Deloris Thomas and Natasha McFarland, College of William and Mary; Kathy Clevenger, Culpeper County Library; Christine Gomola Mullin, Virginia Commonwealth University*

*Thursday 2:15–3:00 pm  
Room 2 – First Floor*

### **Lafayette: Idealist General**

Journalist, historian and author Marc Leepson returns to VLA to give a talk on his latest book, a concise biography of the Marquis de Lafayette.

*Presenter: Marc Leepson, Journalist*

*Thursday 2:15–3:00 pm  
Room 15 – Second Floor*

### **Scholars’ Cafes in the Academic Library: Catalysts for Community Learning** VLA-CRL

Academic libraries are perfectly situated to merge social knowledge and expert learning in communities. JMUSE Café, a collaboration of JMU Libraries and the College Of Science and Math, joins diverse participants in lively topical discussions of import to the extended community. The success of this library-driven model supports democratic learning beyond the classroom.

*Presenters: Sara Williams, Michael Trocchia, Yasmeen Shorish and Patricia Hardesty, James Madison University*



Thursday 2:15–3:00 pm  
Rooms A&B – First Floor

### Teaching Them to Teach: Creating a Formal Training Program for New Instruction Librarians VLCRL

According to Westbrook and Fabian's 2010 study, librarians primarily acquire teaching skills outside of library school. In this session, you will see Radford University's instruction training program through the eyes of a new librarian and an experienced coordinator as well as learn how to implement a program at your institution.

Presenters: Katelyn Tucker and Candice Benjes-Small, Radford University

Thursday 4:00–4:45 pm  
Room D – First Floor

### Sustaining your Friends FOL

Book sale revenues help to augment your libraries' expenses, but with the popularity of e-books, will donations and revenue decrease in coming years? Come to our panel discussion and plan for the future of your organization. Learn about growing and sustaining your friends, including ways to expand your fundraising and membership drives.

Presenter: Dan Stackhouse, Library of Virginia

Thursday 4:00–4:45 pm  
Room 2 – First Floor

### Innovative Outreach: Serving Infants, Children and Seniors

How can the libraries reach the public when the public is unable to reach the library? The Central Rappahannock Regional Library has innovative outreach approaches. The LEEP Program provides storytimes and books to childcare centers and preschools. The "Lobby Stop" brings books to senior centers and other locations.

Presenters: Jo-Ann Lawson and Jennifer McGee, Central Rappahannock Regional Library

Thursday 4:00–4:45 pm  
Room 3 – First Floor

### 50 Free Tools — Chosen by You!

50 Free Tools has been a popular program at VLA conferences for years. This year it's created by you! We've been working hard for months collecting Virginia librarians' picks for their favorite free tools and we're ready to share the best picks with you!

Presenter: Nathan Flinchum, Roanoke Public Libraries

Thursday 4:00–4:45 pm  
Room 18 – Second Floor

### Managing "Gadget Mania": A Coordinated Approach

Nooks, Kindles, iPads, oh my! Is your library prepared for the post-holiday surge in customers with e-readers? Virginia Beach Public Library staff share their integrated approach to meeting customer needs during the heights of "gadget mania" and capitalizing on the buzz to position the library as current, relevant and vital.

Presenters: Christine Brantley, Nicole McGee and Kevin Carobine, Virginia Beach Public Library

Thursday 4:00–4:45 pm  
Rooms A&B – First Floor

### Tween Readers' Advisory YS

Recommending books for children and teens age 10–14 can be a challenge. As part of our mission, Capitol Choices' members read widely and choose selectively. Join us to hear booktalks and recommendations from our 2012 list and nominations for our 2013. Sponsored by the Youth Services Forum.

Presenter: Rebecca Purdy and Bridget Harvey, Central Rappahannock Regional Library

## Thursday Sessions CONTINUED

*Thursday 4:00–4:45 pm  
Room 17 – Second Floor*

### **Putting on a Play: Creating Plays for Children @ Your Library** YS

No professional actors required! You can create, cast, and present a successful play at your library. These programs are a great way to engage community partners, encourage creativity (both the kids' and your own), bring families to the library, and more. Let's talk about all the fun of putting on a play, as well as the logistical sides such as sets and copyrights. Supported by the Youth Services Forum.

*Presenters: Amanda Liss and Kathleen Britto, Loudoun County Public Library*

*Thursday 4:00–4:45 pm  
Room 16 – Second Floor*

### **Your Mobile Library**

In five years, primary access to your library's website will be from a smartphone. Libraries that are preparing for this eventuality today will set the standards for patron expectations. Using Wordpress CMS, with templates designed for tablet and smartphone layouts, access to content and information is seamless for the patron.

*Presenter: Brack Stovall, Radford Public Library*

*Thursday 4:00–4:45 pm  
Amphitheater – First Floor*

### **You Had Me at Hello: Developing Meaningful Professional Connections** NMRT

What is successful networking and how can you accomplish it? Join VLA and NMRT Forum leaders for this interactive session exploring ways to create and maintain valuable professional relationships. Participants will identify key areas of personal growth and will leave the session with a plan for expanding professional networks.

*Presenters: Rebecca K. Miller and Tracy M. Hall, Virginia Tech; Megan Hodge, Chesterfield County Public Library*

*Thursday 4:00–4:45 pm  
Room 11 – Second Floor*

### **Leadership Lessons: My Experience at the Harvard Kennedy School of Government Senior Executives in Local and State Government Program, June 2010**

In 2010, Chang Liu, then Associate Director, District of Columbia Public Library, was selected by PLA to attend the Harvard Kennedy School of Government Senior Executives in Local and State Government program. This three-week program focused on the big issues in leadership, such as ethics, courage, change, political awareness, and self evaluation. Chang Liu will share her learning from the Harvard program in this presentation.

*Presenter: Chang Liu, Loudoun County Public Library*

*Thursday 4:00–4:45 pm  
Room H – Second Floor*

### **Scanversations: Introduce Yourself to Your Community**

You can do a lot with QR Codes to engage with your community! With Scanversations, the Chesapeake Public Library introduced an emerging technology, while also creating an opportunity for engagement with the community! See what other "surprise" data was created during the aftermath of the program....

*Presenters: Ryan Claringbole and Melissa Christakos, Chesapeake Public Library*

*Thursday 4:00–6:00 pm  
Center Lounge – First Floor*

### **Annual VIVA Users Group Meeting**

VIVA (Virtual Library of Virginia) convenes its 16th Users Group Meeting. The program will examine the rapid growth of digital video, audio, and e-book materials, and the eventual fate of physical materials in library collections. VIVA also will update attendees on VIVA activities and provide product updates from vendors.

Thursday 5:00–6:00 pm

### Business Meetings

- Technical Services and Technology Forum  
*Room 2 – First Floor*
- Paraprofessional Forum  
*Room 11 – Second Floor*
- Local History, Genealogy & Oral History Forum  
*Room 16 – Second Floor*
- VPLDA Business Meeting  
*Room 18 – Second Floor*

Thursday 5:00–6:00 pm

*Rooms A&B – First Floor*

### Friends of the Library/Trustees Sharing Session FOL

Whine and “Sheesh” Happy Hour — Trustees, Advisors, and Friends Gone Wild! Library Board Trustees, Advisory Board Members, and FOL Officers and Volunteers, this first time event suggested and organized by a Trustee has been designed specifically for you. Bring your ID and your IDEAS. Check your INHIBITIONS at the door. This is your chance to gather and gab. Come share your comments and concerns, questions and conundrums, suggestions and solutions with your library-loving peers.

Thursday 5:00–6:00 pm

*Room 17 – Second Floor*

### Youth Services Forum Wine & Cheese YS

Please join the Youth Services Forum for wine and cheese.

Thursday 5:00–6:00 pm

*Terrace Room – First Floor*

### University of Tennessee School of Information Science Reception

In the Terrace Room, First Floor.

### VLACRL Cocktails and Conversation VLACRL

Join us at The Whaling Company, 494 McLaws Circle, at 6 pm (following the VIVA meeting).

Thursday 8:00–11:00 pm

*Auditorium – First Floor*

### Conference Social

Once you’ve had a chance to enjoy your dinner, come socialize with your colleagues at the VLA Conference Social. Join us for an hour of live entertainment, followed by DJ Ronnie Gilder playing all of your favorites tunes. Be sure to check the box on the Registration Form for Conference Social (under SPECIAL EVENTS) to receive your ticket (good for 1 free glass of wine or beer.) Desserts will be provided, in addition to a cash bar.

## Overall Conference Evaluation

We need your input. Please complete the Overall Conference Evaluation at [tinyurl.com/VLA2012Conference](http://tinyurl.com/VLA2012Conference). THANK YOU!



## Friday Sessions

*Friday 8:00–8:45 am  
Room D – First Floor*

### **Creating a Culture of Recognition: Employee Motivation**

A leadership track workshop, Creating a Culture of Recognition will offer theoretical information as well as practical suggestions for supporting the morale and motivation of our employees in a non-monetary fashion. The presentation will include opportunities for sharing and brainstorming, so come with your successes in mind!

*Presenter: Nan Carmack, Campbell County Public Library System*

*Friday 8:00–8:45 am  
Room 18 – Second Floor*

### **My Year in Prison: Providing Library Services to the Incarcerated Teen** YS

Reaching incarcerated teen residents presents unique challenges. Learn about programs like storytelling and writing book reviews that create a positive library experience for both the librarian and the teen.

*Presenter: Wini Ashooh, Central Rappahannock Regional Library System*

*Friday 8:00–8:45 am  
Room 3 – First Floor*

### **Teen Spaces @ your Library!** YS

Want to make your library a popular, safe place for teens to be themselves? Help teens engage positively with their library while they create and have fun. This sampling of ideas has been implemented across a variety of library sizes and budgets, offering suggestions for everyone. Supported by the Youth Services Forum.

*Presenters: Craig Graziano, Central Rappahannock Regional Library; Michelle Chrzanowski, Newport News Public Library*

*Friday 8:00–8:45 am  
Amphitheater – First Floor*

### **Helping Job Seekers: Library Success Stories for Workforce Recovery and Beyond**

Join three library systems as they discuss their success stories for initiating and augmenting library services to the unemployed.

*Presenters: Cindy Church, Library of Virginia; Bonnie Roblin, Blackwater Regional Library; Amanda Briggs, Petersburg Public Library; Denise Munro, Massanutten Regional Library*

*Friday 8:00–8:45 am  
Room 17 – Second Floor*

### **We’re Gonna PUMP YOU UP — Staff Morale Boosters**

Is your library full of stressed out “Debbie Downers”?? Boosting and maintaining staff morale in the midst of staffing reductions, budget cuts and increased demands from the public can be quite a challenge. The Norfolk Public Library Staff Association has sponsored new projects to make staff feel more appreciated and satisfied at work. Some of our projects include: Employee of the Year Awards, National Library Workers Day treats, monthly raffles, and social outings. Come hear about our projects and share some of your own.

*Presenters: Melanie Greene and Cathy Thomann, Norfolk Public Library*

*Friday 8:00–8:45 am  
Center Lounge – First Floor*

### **Virginia Retirement System: Prepare for Your Future**

This presentation is tailored to appeal to both new hires and those getting ready to retire from the state of Virginia. Information shared at this session applies to VRS members only.

*Presenters: Virginia Retirement System Representatives*

*Friday 8:00–8:45 am  
Room H – Second Floor*

### **Citizen Science**

In “citizen science” projects, people of all ages contribute to scientific research while enjoying favorite hobbies like birdwatching, gardening, and star-gazing. Learn about different kinds of citizen science projects and how you can incorporate them into your library’s programming. Citizen science is fun and rewarding for everyone!

*Presenter: Allison Scripa, Virginia Tech*

*Friday 8:00–8:45 am  
Room 2 – First Floor*

### **Patron Access and Find It Virginia: Let’s Spread the Word!**

In this session we’ll share tactics, tips, and tools to assist in the development of effective strategies to engage your community in using the library’s eResources. You’ll learn a variety of tools and functionality available in the Gale resources available through Find It Virginia. We’ll discuss ways to build these resources into library programming and outreach. Hear about practical tips to integrate the content into the routine of patrons through smart phones, RSS alerts, social media, and the library’s Web presence. Leverage the library’s digital assets to showcase the value of your virtual library.

*Presenters: Stacey Knibloe and Jackie Sullivan,  
Gale Cengage Learning; Rose Schoof,  
The Library of Virginia*

*Friday 8:00–8:45 am  
Room 16 – Second Floor*

### **Rejuvenate Your Space Interior Refreshing or Renovation Under \$60,000**

You’re charged with refreshing or renovating the interior of your building. The budget doesn’t allow for professional designers or architects. It’s up to YOU and possibly a team of fellow employees. Now what!?!? This session will give you ideas on how to plan, purchase, stay on task and remain in the black from start to finish. We will also discuss the impact on the overall library system. How and why it’s important to your patrons, staff and the city/county in general.

*Presenters: MaryLou Purit and Laura Wickstead,  
Roanoke Public Library*

*Friday 8:00–8:45 am  
Room 11 – Second Floor*

### **Elegant Digital Collections Made Easy**

From local histories to archives and rare books, online digital collections can be easy and elegant. Hear from Arlington Public Library representatives how Content Pro from Innovative Interfaces helped them expose their special collections. Learn how the software works and have your questions answered.

*Presenters: David Hemingway-Turner, Innovative  
Interfaces Inc; Stacia Aho, Arlington Public Library*

*Friday 8:00–8:45 am  
Room A – First Floor*

### **Netflix at the Academy: Classifying Films by Genre in Academic Libraries** VLACRL

Neither LC nor Dewey classification provides a good way to organize films by genre — does that mean we can’t do it? Learn how one academic library designed a system to give patrons what they want: more Netflix, less chaos, while maintaining traditional principles such as unique identification and immediate access.

*Presenter: Maryke Barber, Hollins University*

## Friday Sessions CONTINUED

*Friday 8:00–8:45 am  
Room B – First Floor*

### **Transforming Strategic Planning: Implementation of Balanced Scorecard in JMU Libraries and Educational Technologies** VLACRL

Creating a culture of assessment and planning is a strategic goal for JMU Libraries and Educational Technologies (L&ET). Strategic planning and decision making is increasingly important as budgets shrink, wages remain frozen, and information demands increase. In 2011, L&ET was accepted into the second cohort of the ACRL Balanced Scorecard (BSC) Initiative. The session will introduce Balanced Scorecard, show how we implemented BSC in L&ET, and will provide hands-on opportunities for writing objectives and initiatives using the BSC model.

*Presenters: Elizabeth Haworth and Andrea Adams, James Madison University*

*Friday 8:00–8:45 am  
Room 15 – Second Floor*

### **How Will the Federal Depository Library Program Serve Our Communities in the Future?** VLACRL

Libraries housing federal depository library collections made valuable contributions to local communities over the past 100+ years. Now technology and the Internet have transformed library services and government information delivery. Learn how federal officials and depository librarians plan to deliver government information and FDLP services to library patrons of tomorrow.

*Presenters: Mary Alice Baish, Superintendent of Documents, US Government Printing Office; Mary Clark, Library of Virginia; Alan Zoellner, College of William and Mary*

*Friday, 9:00–10:30 am  
Auditorium – First Floor*

### **CLOSING GENERAL SESSION**

Annual Business Meeting. VLA Scholarship Presentation, Awards and Recognition Presentation and the passing of the gavel. The Keynote Address will be given by Hillary Jordan, author of *Mudbound* and *When She Woke*.

*Friday 10:45–11:15  
President's Ballroom/Exhibit Hall*

### **Visit the Exhibits/Scholarship Raffle**

Drawing will begin at 11.

*Friday 11:30–12:15 pm  
Room 2 – First Floor*

### **Edible Crafts for Children and Tweens!** YS

Come for the food, stay for the fun! Learn how to make easy and affordable edible crafts that your children and tweens will love.

*Presenters: Amber Yopp and Hilary Kennard, Roanoke Public Libraries*

*Friday 11:30–12:15 pm  
Room D – First Floor*

### **Surviving the Switch: Changing Your ILS from Two Perspectives**

Viewed from the perspectives of a library director and a staff member, how the intricacies of changing from an out-dated ILS to a new one can impact your library, patrons and staff. Using successful strategies from pre-planning to post installation training, find out how one library managed to segue into their new ILS with minimal complications and major benefits.

*Presenters: Michelle Dotson and Nancy Webster, Northumberland Public Library*



Friday 11:30–12:15 pm  
Amphitheater – First Floor

### **Don't Pollute the Water-Cooler: Team Morale Starts with You!**

Are you and your coworkers depressed about the latest budget cuts? Is your team stuck in a rut? Then this session is for you. Learn creative and humorous tips on how you can improve team morale to build a positive and prosperous library, even in tough economic times.

*Presenters: Caitlin Flanagan and Rita Scrivener,  
Hampton Public Library*

Friday 11:30–12:15 pm  
Room H – Second Floor

### **Searching the 1940 Federal Census — Where were Grandma and Grandpa in 1940?**

A practical presentation covering what is in the Census, how it was collected, how to search it to find the elusive relatives and how does it differ from the previous Census returns. Tips, tricks and answering the question — “I have them in 1930 so where are they in 1940?”

*Presenters: Patricia Little Taylor, Portsmouth  
Public Library; Cynthia Clark, Appomattox  
Regional Governor's School*

Friday 11:30–12:15 pm  
Room 16 – Second Floor

### **Respect Authority! Strategies for In- House Authority Control** TSTF

Think you don't have the time or resources to maintain your authority file? Learn quick and relatively painless strategies for managing authority records and updating headings, and see how authority control improves search results for patrons using next-generation library catalogs.

*Presenters: Ngoc-My (“Mee”) Guidarelli and Elizabeth  
McDaniel, Virginia Commonwealth University*

Friday 11:30–12:15 pm  
Room 17 – Second Floor

### **Sistahs with Sass — Urban Fiction Book Club Success!**

Do your public library patrons love to read urban fiction? Do you have a hard time keeping copies of Noire, Zane, Kimberly Lawson Roby, and Eric Jerome Dickey on your shelves? Interested in starting an urban fiction book club? Come and learn about our branch urban fiction book club, Sistahs with Sass, and others hosted at Norfolk Public Library branches.

*Presenter: Melanie Greene, Norfolk Public Library*

Friday 11:30–12:15 pm  
Room 11 – Second Floor

### **Pinterest: Sharing Your Library with the Community**

You may have seen Pinterest online or even have an account. Explore this site and learn about pins, boards and collaborative spaces. Discover how you can use this as a resource for program planning and how libraries across the country are using Pinterest to engage their communities.

*Presenter: Michelle Chrzanowski,  
Newport News Public Library System*

Friday 11:30–12:15 pm  
Room 3 – First Floor

### **Lobbying for Libraries**

Introduction to advocating & lobbying for or against library related legislation at the local, state, and federal government levels.

*Presenter: Kevin Smith, York County Public Library*

## Friday Sessions CONTINUED

*Friday 11:30–12:15 pm*  
*Room A – First Floor*

### **Assessing, Analyzing, and Adapting: Improving Graduate Student Instruction through Needs Assessment** VLCRL

How can we tailor instruction to meet the needs of graduate students? Learn about a project at George Mason University focusing on the research needs of Social Sciences graduate students, including analysis of the steps taken in designing and implementing a needs assessment, survey findings, and resulting instruction program changes.

*Presenters: Beth Roszkowski and Gretchen Reynolds, George Mason University*

*Friday 11:30–12:15 pm*  
*Room B – First Floor*

### **Service Literacy: The Promises and Pitfalls of Integrating Information Literacy and Service-Learning** VLCRL

Many colleges are looking for ways to integrate community service into the common curriculum — this move towards service-learning can and should include library instruction. In this presentation we will discuss our role as librarians in a course that integrates service-learning and information literacy for distance education students.

*Presenters: Ilka Datig and Claire Ruswick, Mary Baldwin College*

*Friday 11:30–12:15 pm*  
*Room 15 – Second Floor*

### **From Soloist to Choir Member: Creating an Orientation Plan for a Newly-Hired, Experienced Librarian** VLCRL

More academic libraries may find themselves with librarians who began their careers as solo librarians and more librarians may find they start their careers in solo settings. Learn ways to improve/create an orientation program for new hires that can be tailored to reflect the needs of each new employee.

*Presenters: Gail Flatness and Erika Davis, Marymount University*

*Friday 11:30–12:15 pm*  
*Center Lounge – First Floor*

### **Our Jefferson Cup Overfloweth** YS

The Jefferson Cup Award is given each year to both a young adult and a juvenile work of outstanding history writing (history, biography, historical fiction). It is not an easy task to choose the winners from so many strong contenders, but is an extremely fun process! Come and hear committee members talk about their personal favorites and honor books from the 2012 selection!

*Friday 12:30–2:00 pm*  
*Room 18 – Second Floor*

### **Jefferson Cup Luncheon (\$35)**

(Ticket required, seating is limited)



Friday 1:15–2:00 pm  
Room A – First Floor

**Adapting to the Moving Image Preservation Community’s Dynamic Standards While Honoring Your Commitments (or when you win an NEH grant and then everything changes)** VLACRL

Digital reformatting standards for moving images evolve rapidly. U.Va. Library’s Preservation Services learned to handle the shifting diversity of film digitization practices in the middle of an NEH-funded project. The experience yielded insights — especially about format specifications and dealing with vendors — that are valuable to anyone concerned with audiovisual preservation.

Presenter: Leigh Rockey, University of Virginia

Friday 1:15–2:00 pm  
Room 15 – Second Floor

**Measuring the Impact of Electronic Library Materials on the University’s Research Mission** VLACRL

Academic librarians know that electronic library materials allow researchers to be more productive, but by how much? This presentation details a study comparing journal article output at each US doctoral institution to each institution’s electronic library material expenditures to measure empirically how these resources can impact a university’s research mission.

Presenter: Michael Rawls, Virginia Commonwealth University

Friday 1:15–2:00 pm  
Room B – First Floor

**Open Access E-Books in Academic Libraries** VLACRL

How are open access e-book collections identified and described? This presentation addresses the types of freely accessible electronic books, sources for them, and metadata workflows for adding them to the catalog. Additionally, we address larger questions such as the role of academic libraries in an increasingly open environment.

Presenters: Philip Young and Connie Stovall, Virginia Tech

Friday 2:15–3:00 pm  
Center Lounge – First Floor

**Book Club with Hillary Jordan (\$20)**

This is your chance to have a Q&A with the author of our One Book, One Conference selection, *Mudbound*. Seating is limited at this ticketed event. Come prepared with questions!

Friday 2:15–3:00 pm  
Room 16 – Second Floor

**Redefining Audio: Making it a Priority**

How have audiobooks changed and how are they changing today? What affect does digital have on circulation? We will discuss the future of audiobooks and how you make them a budget priority. Hear from a Virginia librarian about statistics from a changing industry and tips on working in this rapidly changing world.

Presenters: Michele Cobb, AudioGO;  
Elizabeth Hensley, Culpeper County Library

## Friday Sessions CONTINUED

*Friday 2:15–3:00 pm  
Amphitheater – First Floor*

### **Make It a Contest! Get Teens Involved in Your Library by Creating Challenges They Can't Resist** YS

Get details for hosting a Manga Drawing Contest, a Film Competition and a Short Story Contest for teens. We'll provide you with a timeline, ideas for structuring, judging and promoting your contest; sample registration forms, and suggestions for electronic resources to use. Get ideas for budgets big or small!

*Presenters: Vivy Niotis and Deby Fry,  
Loudoun County Public Library*

*Friday 2:15–3:00 pm  
Room 2 – First Floor*

### **Hot, Hotter, and Hottest: Erotica and Your Library**

*Fifty Shades of Grey* has brought erotica into the mainstream — are you and your library ready for this exciting genre? Not all erotica are created equal; discover the different levels of explicitness that exist within the genre, trends within the field, and titles to keep your patrons coming back for more.

*Presenter: Randi Wines, Roanoke Public Libraries*

*Friday 2:15–3:00 pm  
Room 3 – First Floor*

### **Encyclopedia Virginia: A Virginia Reference Work for the Digital Age**

Encyclopedia Virginia is an open access online publication of the Virginia Foundation for the Humanities that connects anyone anywhere with authoritative and dynamic content about the Commonwealth. This presentation will look at how EV has been created with a particular focus on challenges of financial and technical sustainability.

*Presenters: Matthew Gibson, Peter Hedlund and Brendan Wolfe, Virginia Foundation for the Humanities*

*Friday 2:15–3:00 pm  
Room 11 – Second Floor*

### **Intellectual Freedom and Kids** YS

What is the role of the Librarian in protecting the rights of children while respecting the rights of their parents/guardians? What role do “community standards” play? Youth Services staff everyday face issues regarding internet access, collection development, program choices, and more.

*Presenters: Lisa Crisman and Amanda Giannini, Richmond Public Library*

*Friday 2:15–3:00 pm  
Room 17 – Second Floor*

### **Anime Clubs @ your library** YS

Have an anime club or need to start one and feel overwhelmed? Learn the basics of establishing or expanding an anime club and discover great resources to make it awesome. Get updates on the latest trends and titles in graphic novels, manga, and anime. Supported by the Youth Services Forum.

*Presenters: Michelle Chrzanowski,  
Newport News Public Library System;  
Susan Hampe, Virginia Beach Public Library*

*Friday 2:15–3:00 pm  
Room H – Second Floor*

### **Library Value: Going Beyond Mere Numbers**

Libraries have, historically, collected a variety of operationally-oriented data, which have failed to sufficiently illustrate the true value of libraries to the community. Consequently, Virginia Beach Libraries staff shall share their experience of moving beyond mere “data reporting” to the utilization of data as a viable narrative of user impact.

*Presenters: DeeDee Taylor and Angella Butler, Virginia Beach Public Library;  
Steven Wright, City of Virginia Beach*

Friday 2:15–3:00 pm  
Room D – First Floor

### Are You Ready?

Thinking about making the move into management? This session will be a discussion of things you might not have thought about managing people or a building. There will be a panel of new managers and supervisors talking about things they wish they knew before becoming a supervisor or manager.

*Presenters: Sasha Matthews, Chesapeake Public Library; Michelle Dotson, Northumberland Public Library; and Sandy Whitesides, Shenandoah County Library System*

Friday 2:15–3:00 pm  
Room B – First Floor

### Research Profiles @ Mason as a Transformative Service VLACRL

George Mason University Libraries' new service — Research Profiles @ Mason (RPM) — highlights faculty scholarship via the Web and increases deposits in Mason's digital repository. RPM provides a framework for electronic access to aggregated faculty scholarship. The profiles illustrate collaborative research across the university and promote open access to research. In essence, RPM is transforming aspects of librarianship at Mason.

*Presenters: Claudia Holland and Joanna Lee, George Mason University*

Friday 2:15–3:00 pm  
Room 15 – Second Floor

### Hosting an ALA Program: Opportunities and Resources VLACRL

TNCC recently hosted "Lincoln: The Constitution and the Civil War," a national traveling exhibit that was based on a grant and sponsored by the National Endowment for the Humanities (NEH), the Constitution Center in Philadelphia, and ALA. This presentation will cover a brief summary of the experiences involved in hosting an ALA program and some of the resources and opportunities available to all libraries through this unique service.

*Presenter: Craig Amos, Thomas Nelson Community College*

Friday 2:15–3:00 pm  
Room A – First Floor

### Teaching with Tablets: Strategies, Apps, and Other Resources for Engaging Students VLACRL

This interactive workshop will explore relevant apps, resources, and strategies for using tablets in library instruction and will include an exciting brainstorming session. Participants are encouraged to bring their own devices; session facilitators will bring extra iPads to ensure that all attendees are able to gain hands-on experience.

*Presenters: Rebecca K. Miller and Carolyn Meier, Virginia Tech*

## Friday Sessions CONTINUED

*Friday 3:15–4:00 pm*  
*Room 17 – Second Floor*

### **The Sphere: Teen World Building and Role-Playing Club** YS

In the Sphere program, teens collaborate to build a custom fantasy game world. They use art, writing, acting, and web design to bring their ideas to life. The Sphere teaches vital peer-review and technology skills, and gives credible meaning to the teens' works. Starter kits will be provided to attendees.

*Presenters: Jeffrey Wood and Shalon Hurlbert, Roanoke City Public Library*

*Friday 3:15–4:00 pm*  
*Center Lounge – First Floor*

### **Fun with Local History: The History of the Old Dominion Land Company and the City of Newport News, Virginia**

The session will consist of a demonstration on how the records of a local business can be used to describe the history and development of both the company and the city in which it is based. Sponsored by the Local History, Genealogy and Oral History Forum.

*Presenter: Gregg Grunow, Newport News Public Library System*

*Friday 3:15–4:00 pm*  
*Room D – First Floor*

### **Developing Effective and Concise New Employee Orientation Materials**

We created something Loudoun County Public Library needed: New Employee Orientation materials. These include a PowerPoint presentation, and a binder including policies/procedures, schedules, forms, and glossary of library terms. We will discuss the development process and the contents of the much needed presentation and binder.

*Presenters: April Pavis and Leah Bromser-Kloeden, Loudoun County Public Library*

*Friday 3:15–4:00 pm*  
*Room 2 – First Floor*

### **Summer Reading Online Tracking System** YS

Get the first look at Virginia Statewide Summer Reading Tracking System. This system will be implemented for the 2013 summer reading program. Support by the Youth Services Forum.

*Presenters: Enid Costley, Library of Virginia; Cindy Hart, Virginia Beach Public Library*

*Friday 3:15–4:00 pm*  
*Room 11 – Second Floor*

### **Judge Not by the Cover but by the Audio: Providing Books to the Visually Impaired**

The National Library Service for the Blind and Physically Handicapped (NLS) is a component of the Library of Congress. The NLS administers a free library program that provides circulating Braille and audio materials to all eligible borrowers by postage free mail. In this session, we will explain how the procedure works, who is eligible, what services are covered, and where the borrowing libraries are located in your region. We need all library staff aware of this valuable service so that they can reach out to the visually impaired, dyslexic, or patrons who are too physically handicapped to hold a book. Your library can make it possible for them to have access to books, magazines and other reading material. Be ready to be amazed by the wide selection that is offered and how seamless the whole process is.

*Presenters: Mutahara Mobashar and Elizabeth Solka, Central Rappahannock Regional Library*

Friday 3:15–4:00 pm  
Room 3 – First Floor

### Engaging the Community — Hosting Public Policy Conversations

Our communities want a safe space for discussion, a trusted neutral host, people to people conversation, and a focus on public policy issues. We will show you how to get started and where to turn for resources. Make your library the go-to place for civic engagement.

*Presenters: Carolyn Caywood, ALA Center for Civic Life Advisory Board; Stephanie Klinkenberger, Virginia Beach Public Library*

Friday 3:15–4:00 pm  
Amphitheater – First Floor

### Resume Review NMRT

Want your resume reviewed by those who make hiring decisions in Virginia's libraries? Stop by with your resume and receive one-on-one constructive feedback!

Friday 3:15–4:00 pm  
Room 16 – Second Floor

### What's Next for Virginia Libraries? New Models of Service in the eEnvironment

The library profession is rapidly changing. How can information professionals in public and special libraries continue to remain relevant and provide valued service during a time of decreasing budgets and increasing eResources? Bring your own ideas for what promises to be a lively discussion! Debra Shumate has managed both public and special libraries, and is owner of InfoConnections, Inc., providing research, information and project management services.

*Presenter: Debra Shumate, Cleveland Park Library, DCPL*

Friday 3:15–4:00 pm  
Room 15 – Second Floor

### Extra Funds Not Necessary: Reinvigorating Faculty and Student Interest in Your Library's Book Collection VLACRL

Your book budget may be stagnant or decreasing, but that doesn't mean you should stash away your print resources. See how one small college library has watched satisfaction with the collection increase significantly because of personalization, marketing, and instruction tactics that put the right books in front of the right readers.

*Presenter: Luke Vilelle, Hollins University*

Friday 3:15–4:00 pm  
Room A – First Floor

### Social Media Management: Using HootSuite for Efficiency VLACRL

Using social media has become almost a given for libraries, but the more active your participation, the more time consuming those activities become. Virginia Tech Libraries have leveraged HootSuite to streamline posting to multiple platforms, and so can you.

*Presenter: Jennifer Nardine, Virginia Tech*

## Friday Sessions CONTINUED

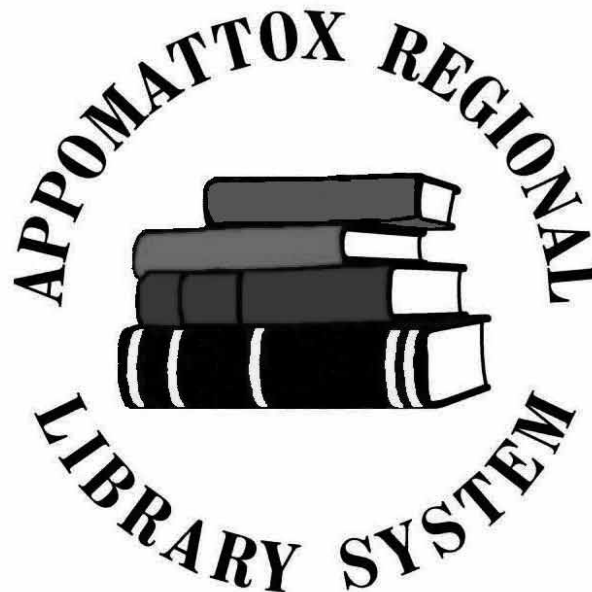
*Friday 3:15–4:00 pm*  
*Room B – First Floor*

### **Copyright Law and Fair Use Rights** VLACRL

More information is available to library users today, right? Not necessarily. Join two well-known copyright law professors/librarians to learn more about copyright law and how fair use rights are being challenged in the digital world. The speakers will discuss the Google book settlement, the Georgia State case, licensing

restrictions, claims of copyright in previously considered public domain information, and more. They also will review recent international actions, which likely will influence the actions of Congress and U.S. courts. This program is sponsored by the Virginia Library Association's Intellectual Freedom Committee.

*Presenters: James Heller, College of William and Mary; Sally Wiant, Washington & Lee University*



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## VLACRL Conference Within a Conference

|                           | Room A   | Room B  | Room 15  |
|---------------------------|--|---|--|
| Thursday,<br>1:15–2:00 pm | POSTER SESSIONS  | POSTER SESSIONS   |  |
| Thursday,<br>2:15–3:00 pm | Teaching Them to Teach: Creating a Formal Training Program for New Instruction Librarians  |   | Scholars' Cafes in the Academic Library: Catalysts for Community Learning                                |
| Friday,<br>8:00–8:45 am   | Netflix at the Academy: Classifying Films by Genre in Academic Libraries   | Transforming Strategic Planning: Implementation of Balanced Scorecard in JMU Libraries and Educational Technologies | How Will the Federal Depository Library Program Serve Our Communities in the Future?                     |
| Friday,<br>11:30–12:15 pm | Assessing, Analyzing, and Adapting: Improving Graduation Student Instruction through Needs Assessment  | Service Literacy: The Promises and Pitfalls of Integrating Information Literacy and Service-Learning                | From Soloist to Choir Member: Creating an Orientation Plan for a Newly-Hired, Experienced Librarian      |
| Friday,<br>1:15–2:00 pm   | Adapting to the Moving Image Preservation Community's Dynamic Standards while Honoring Your Commitments (or when you win an NEH grant and then everything changes) | Open Access E-Books in Academic Libraries   | Measuring the Impact of Electronic Library Materials on the University's Research Mission                |
| Friday,<br>2:15–3:00 pm   | Teaching with Tablets: Strategies, Apps, and Other Resources for Engaging Students   | Research Profiles @ Mason as a Transformative Service   | Hosting an ALA Program: Opportunities and Resources  |
| Friday,<br>3:15–4:00 pm   | Social Media Management: Using HootSuite for Efficiency  | Copyright Law and Fair Use Rights   | Extra Funds Not Necessary: Reinvigorating Faculty and Student Interest in Your Library's Book Collection |

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# VLACRL Poster Sessions

**Thursday, October 25, 1:15–2:00**  
**Rooms A&B, First Floor**

**Pin It! <insert cool picture here>:  
Pinformation Literacy for Libraries**  
*Crystal Boyce, Kathleen DeLaurenti and  
Jennie Davy, College of William and Mary*

**Expectation, Preparation, and Publication:  
The Role of Academic Libraries in  
Doctoral Student Publication**  
*Michael Perini and Theresa Calcagno,  
George Mason University*

**Information Literacy Assessment  
in an Academic Library**  
*Joleen Westerdale, Old Dominion University*

**Experimenting in an iPad Sandbox**  
*Liz Thompson, Georgia College & State University,  
and Cindi Sandridge, Jennifer Keach, Mark Lane,  
and Jonathan Paulo, James Madison University*

**Mystery at the Library: An Orientation  
Game for JMU Engineering Students**  
*Kelly Giles and Andrew Evans, James Madison University*


**Finding a “Nook” for Collaboration  
and Outreach**  
*Cori Strickler, Bridgewater College*

**“Like” Us! Practical Tips to Engage  
Your Community on Facebook**  
*Emily Cox and Tatiana Pashkova-  
Balkenhol, Longwood University*

**Collaboration Spaces in the Learning  
Commons @ Perry Library**  
*Kathryn Boone and Marissa Jimenez,  
Old Dominion University*

**Situating a Credit-Bearing Research  
Skills Class in the English Curriculum**  
*Rebecca K. Miller, Connie Stovall and  
Purdom Lindblad, Virginia Tech*

**Not Your Everyday Student:  
Identifying, Adapting, and Advocating  
Academic Library Services to Meet  
the Needs of Graduate Students**  
*Jamie Price and Emily Moore, Jefferson  
College of Health Sciences*



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[slisweb.sjsu.edu](http://slisweb.sjsu.edu)



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## Exhibitors

#207

### **3M Company**

[www.3m.com](http://www.3m.com)

3M Library Systems is committed to helping libraries thrive by providing cutting edge technologies including RFID, automated materials handling (AMH), self-check and security solutions, as well as our latest innovation, 3M Cloud Library, the fastest growing eBook Lending Service.

#413

### **American Psychological Association**

[www.apa.org](http://www.apa.org)

American Psychological Association is the premier source for information in psychology. APA delivers this information through its expansive collection of books, journals, newsletters, electronic products and its website, [www.apa.org](http://www.apa.org).

#603

### **Association Book Exhibit**

[www.bookexhibit.com/](http://www.bookexhibit.com/)

A combined display of scholarly/professional titles from leading publishers. Free catalog available.

#305

### **AudioGO**

[www.audiogo.com](http://www.audiogo.com)

AudioGO is a leading publisher of unabridged audio books and radio dramatizations for adults and children. We offer flexible standing order plans and superior service. Ask about our 3,000+ titles under \$50.

#211

### **AWE**

[www.awelearning.com/](http://www.awelearning.com/)

AWE is a provider of digital learning solutions to schools, libraries, child care centers and other educational entities. Our intuitive products are designed to foster self-directed learning.

#208

### **Baker & Taylor**

[www.baker-taylor.com](http://www.baker-taylor.com)

Baker & Taylor, Inc. is a global information and entertainment services company offering print and digital books and entertainment products along with value-added services to libraries, educational institutions and retailers.

#500

### **BCWH + Architects + Tappé Associates**

[www.bcwh.com](http://www.bcwh.com)

BCWH Architects are a full service architectural, planning and interior design firm that brings national library expertise to Virginia through a strategic partnership with Tappé Associates. BCWH's approach to integrated interior design along with local project delivery capabilities are complimented by Tappé's nationally recognized library environments designed for tomorrow.

#204

### **Better World Books**

[betterworldbooks.com](http://betterworldbooks.com)

Better World Books is a social venture organization that collects new and used books and resells them online in order to fund organizations and support non-profit literacy groups. Our Library Discards & Donations Program offers a no-cost solution for your library's unwanted books and we are working with over 3000 libraries across the US, Canada and the UK. Free shipping and materials are only a couple of the benefits of this free program. Please stop by to hear more!

#210

### **BiblioCommons**

[www.bibliocommons.com/](http://www.bibliocommons.com/)

BiblioCommons partners with public libraries to develop exceptional online patron experiences. Services include an online catalog that integrates with existing ILS; a mobile app package; a CMS to manage websites; and microsites for enhanced summer reading and adult reading programs.

#617

### **Bound to Stay Bound Books**

[www.btsb.com](http://www.btsb.com)

Prebound juvenile library books with full processing and automation support available.

#312

### **Brodart Company**

[www.shopbrodart.com](http://www.shopbrodart.com)

Brodart delivers shelf-ready books, serving libraries exclusively since 1939. Professional selection and customized cataloging and processing are available for English- and Spanish-language titles.

#508

### **Capstone**

[www.capstonepub.com/](http://www.capstonepub.com/)

Capstone provides content-rich literary resources in digital and print formats. We specialize in nonfiction and fiction for your patrons in grades PreK-8. All print books are hardcover library bound and over 2,000 titles are also available as interactive e-books. Capstone's award-winning PebbleGO databases are wonderful for young researchers. Our Virginia representative, Rick Beale, has been advising public libraries for over 23 years and can assist with Capstone's value services that include fast delivery at 99–100% fulfillment rates with special pricing.

#404

### **Clear-Vu**

[www.clear-vu.com/](http://www.clear-vu.com/)

Clear-Vu is committed to providing libraries cost-effective media packaging solutions for easy circulation, safe storage and loss prevention with the most recognized brand names in the business: One-Time, Securecase, Zenith Pac, Benefit Denial, Alphapak, THINpak and Amaray II. It is a family-owned, U.S. manufacturing company with a fifty-five year history in product design and development.

#601

### **CQ Press**

[www.cqpress.com](http://www.cqpress.com)

CQ Press is a leading publisher of books, directories, research publications, and web products on U.S. government, world affairs, and communication. Its College Publishing Group produces an authoritative list of textbooks on political science and mass communications. The Reference Information Group provides reference and business information to libraries and professional markets, with a growing focus on digital content and delivery. CQ Press's content is known for its objectivity, breadth and depth of coverage, and high standards of editorial excellence.

#303

### **Credo Reference**

[www.credoreference.com](http://www.credoreference.com)

#308

### **Davidson Titles, Inc.**

[www.davidsontitles.com](http://www.davidsontitles.com)

Davidson Titles, Inc. is a distributor of print materials, eBooks, iBooks, audiovisual materials, bilingual materials, reference materials with full processing and analysis available.

#600

### **Department of Library Science, Clarion University**

[www.clarion.edu](http://www.clarion.edu)

## Exhibitors CONTINUED

#503

### **Drexel University, The iSchool**

[www.drexel.edu](http://www.drexel.edu)

The iSchool at Drexel, College of Information Science and Technology in Philadelphia, offers innovative master's programs that educate students to connect people with information through technology. Designed for ultimate flexibility, classes are offered on campus and online. The MS in Library and Information Science is ranked 9th nationally and features six optional concentrations so you can customize the program to meet your career goals. The College also features master's programs in Information Systems, Software Engineering, and Health Informatics.

#300

### **EBSCO Information Services**

[www.ebsco.com](http://www.ebsco.com)

EBSCO provides e-journal, e-book and e-journal package and print subscriptions, e-resource management tools, full-text and secondary databases, and related services for all types of libraries, research organizations and corporations.

#302

### **Findaway World**

[www.findawayworld.com](http://www.findawayworld.com)

Findaway World is the creator of digital content delivered your way. Playaway and Playaway View give you best-selling audiobooks and highly-acclaimed video programs — preloaded.

#511

### **Florida State University/SLIS**

[www.fslis.fsu.edu](http://www.fslis.fsu.edu)

Master's of Library and Information Studies Graduate degree, 36-hour, completely online.

#213

### **Gale, Cengage Learning**

[www.gale.cengage.com](http://www.gale.cengage.com)

Gale, part of Cengage Learning, serves the world's information and education needs through its dynamic content pools, which are used in libraries, schools and online. Best known for the accuracy and convenience of its data, Gale addresses information needs in a variety of formats.

#310

### **HB+M Architects**

[www.hbmarchitects.com](http://www.hbmarchitects.com)

HB+M Architects provides distinguished library planning and design services through a collaborative process that responds to the unique character and specific needs of each campus and community. Over our 36-year history we have worked with more than 200 libraries. Our combination of past experience, current knowledge, future vision and attention to detail allows us to consistently provide creative and sustainable design solutions that become lasting centers of their communities.

#306

### **Ingram Library Services, Inc.**

[www.ingramlibrary.com](http://www.ingramlibrary.com)

Ingram Content Group Inc. is the world's largest and most trusted distributor of physical and digital content. Thousands of publishers, retailers, and libraries worldwide use our best-of-class digital, audio, print, print-on-demand, inventory management, wholesale and full-service distribution programs to realize the full business potential of books.

#512

### **Innovative Interfaces, Inc.**

[www.iii.com](http://www.iii.com)

Innovative Interfaces ([www.iii.com](http://www.iii.com)) creates cutting-edge technologies for libraries, including the Sierra Services platform, the Millennium ILS, the Encore Synergy Discovery Application, the Innovative ERM, and INN-Reach Resource sharing.

#402

### **Kapco**

[www.kapcoinc.com](http://www.kapcoinc.com)

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#405

### **Liberty Systems, Inc.**

[www.liberty-sys.com](http://www.liberty-sys.com)

Liberty Systems, Inc. specializes in library shelving, furniture and compact shelving. We are available to assist with budget pricing, space planning, floor layouts and CAD drawings at no cost or obligation.

#200

### **Library Interiors, Inc. – MD**

[www.libraryinteriorsinc.com](http://www.libraryinteriorsinc.com)

Library Interiors offers a wide variety of project services to libraries, architects and designers — detail assistance with design, layout & furnishings of all types applicable to an aesthetically pleasing and highly functional library. Each of my projects is designed to meet the unique requirements of your library. I offer an exceptional selection of styles, manufacturers & price ranges. I am not satisfied until you are satisfied. Please visit Paula at Booth 200 and sit on my stack of Oreos!

#206

### **LUCY – ODU and IMLS**

[education.odu.edu/eci/lucy/](http://education.odu.edu/eci/lucy/)

The Old Dominion Darden College of Education received an IMLS grant. The Library Services Department used this grant to provide a free bibliography, free website, and workshops for librarians.

#501

### **LYRASIS**

[www.lyrasis.org](http://www.lyrasis.org)

LYRASIS partners with member libraries to create, access and manage information, while building and sustaining collaboration, enhancing library and technology operations, and increasing buying power.

#505

### **MEDI**

[www.medimicro.com](http://www.medimicro.com)

The ultra-compact ScanPro 2000 is a universal scanner featuring high-resolution optics and fast, high-resolution scanning at all magnifications. A small desktop footprint can easily fit into almost any location. Cutting edge software, including advanced OCR technology, lets you automatically locate selected words in your microfilm and link to secondary sources of information when doing research. With a single click you can create word searchable PDFs. The REMOTE-Access feature, standard on all units, makes that information accessible to anyone, anywhere in the world, using a PC with an internet connection.

#307

### **MELOS, Inc.**

[www.melosinc.com](http://www.melosinc.com)

#212

### **Mergent, Inc.**

[www.mergent.com](http://www.mergent.com)

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#313

### **Midwest Tape**

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## Exhibitors CONTINUED

#408, 409, and 410

### **O'Brien Associates**

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#605

### **OpinionArchives**

[www.opinionarchives.com](http://www.opinionarchives.com)

OpinionArchives offers the complete electronic archives of the oldest and leading journals of politics, history, arts and culture, has created a more affordable option for the bundle that includes: *The New Republic*, *National Review*, *Commentary*, *Harper's Magazine*, *NACLA*, *Commonweal*, *American Spectator*, *Dissent*, and *The New Yorker*, *The New Leader*, *Moment*, *Washington Monthly*, *The Weekly Standard*, *Orion*, and *The Progressive*, *The Nation* and *New York Review of Books*. It is full text searchable, available on trial or contact us for a custom quote.

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[www.oup.com](http://www.oup.com)

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#614

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#301

### **S&P Capital IQ**

[www.capitaliq.com](http://www.capitaliq.com)  
S&P Capital IQ's NetAdvantage is a sophisticated on-line reference tool for business and investment information, offering S&P's widely-respected independent research, data and commentary on stocks, bonds, funds and industries. In addition, NetAdvantage provides Financial Literacy tools and tutorials to better understand personal financial issues facing individuals and families.

#412

### **San Jose State University/School of Library and Information Science**

[www.slisweb.sjsu.edu](http://www.slisweb.sjsu.edu)  
Connect with a global e-learning community at San Jose State University School of Library and Information Sciences. Programs include: Master of Library and Information Science, Master of Archive and Records Administration, Post-Master's Certificate in Library and Information Science, and the San Jose Gateway Ph.D. Program. Let the learning begin: <http://slisweb.sjsu.edu>.

#515

### **School of Library & Information Science, University of SC**

[www.libsci.sc.edu/](http://www.libsci.sc.edu/)  
The School of Library and Information Science at the University of SC offers the Bachelor's, Master's and PhD and a Specialist degree and certificate of advanced study. Courses are offered both on campus and online. The PhD is a residential PhD.

#506

### **SirsiDynix**

[www.sirsidynix.com](http://www.sirsidynix.com)  
SirsiDynix develops technology with the philosophy that the tools you use today should not hinder you from achieving your goals tomorrow. Our industry-leading tools are created to support more libraries in the world than any other vendor.

#400

### **SnapshotVA**

[www.snapshotvirginia.org](http://www.snapshotvirginia.org)  
In April of 2012, libraries across Virginia participated in SnapshotVA. Come to the Exhibit Hall to see the results of this effort and learn how you can customize posters and bookmarks to encourage advocacy in YOUR library!

#502

### **Spacesaver Storage Solutions**

[www.spacesaverva.com](http://www.spacesaverva.com)  
At Spacesaver we recognize that to preserve and protect the variety of media our libraries now house and to ensure safe, convenient user access to the media collections, a specialized storage strategy must be developed. The flexibility to accommodate virtually any type of shelving system, cabinet or rack, and the development of numerous product innovations designed to provide user safety and enhance collection preservation have made Spacesaver the leader in library shelving and library display systems. Modern libraries have evolved from their traditional roles, and face the challenge of transitioning from simple book collections to multifunctional learning centers and community gathering places. Let us help with your space planning to meet your specific challenges!

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#608

### Stumpf & Associates Inc.

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#612

### Tech-Logic

[www.tech-logic.com](http://www.tech-logic.com)  
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#602

### Tesco Learning Environments

[www.tesco.ie/schoolsandclubs/basic-skills.html](http://www.tesco.ie/schoolsandclubs/basic-skills.html)  
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#510

### The Design Collaborative

[www.designcollaborative.cc](http://www.designcollaborative.cc)  
Providing programming, planning and building design services for 21st Century libraries across Virginia.

#608

### The Grants Connection, Inc.

[www.grantsconnection.com](http://www.grantsconnection.com)  
The Grants Connection, Inc. is the publisher of The Directory of Virginia Foundations, the primary and only current resource for information and guidelines on nearly 2000 private, corporate and community foundations incorporated in the Commonwealth of Virginia.

#201 and 203

### The Virginia Shop at the Library of Virginia

[www.lva.virginia.gov/shop/](http://www.lva.virginia.gov/shop/)  
Gifts and goodies for the literati. All proceeds support the Library of Virginia.

#406

### TLC – The Library Corporation

[www.tlcdelivers.com](http://www.tlcdelivers.com)  
Automation, cataloging, on-line selection and acquisitions, authority control — The Library Corporation's quality products and customer service can satisfy the needs of any public, school, academic or speciality library.

#619

### **University of Kentucky**

[www.uky.edu](http://www.uky.edu)

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#407

### **University of Tennessee School of Information Sciences**

[www.sis.utk.edu](http://www.sis.utk.edu)

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#209

### **Virginia Association of Museums**

[www.vamuseums.com](http://www.vamuseums.com)

The Virginia Association of Museums (VAM) offers resources and information on its Virginia Collections Initiative (VCI) — a statewide collaboration created to help ensure the ongoing safety and stewardship of collections held by Virginia's libraries, archives, and museums. Thanks to a generous grant from the Institute of Museum and Library Services (IMLS), the VCI's diverse package of programs furthers the recommendations of the Heritage Health Index Report, including increasing awareness and support of collections, improving safety of collections, and preparing for emergencies.

#504

### **Virginia Foundation for the Humanities: Encyclopedia Virginia**

[www.encyclopediavirginia.org](http://www.encyclopediavirginia.org)

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#311

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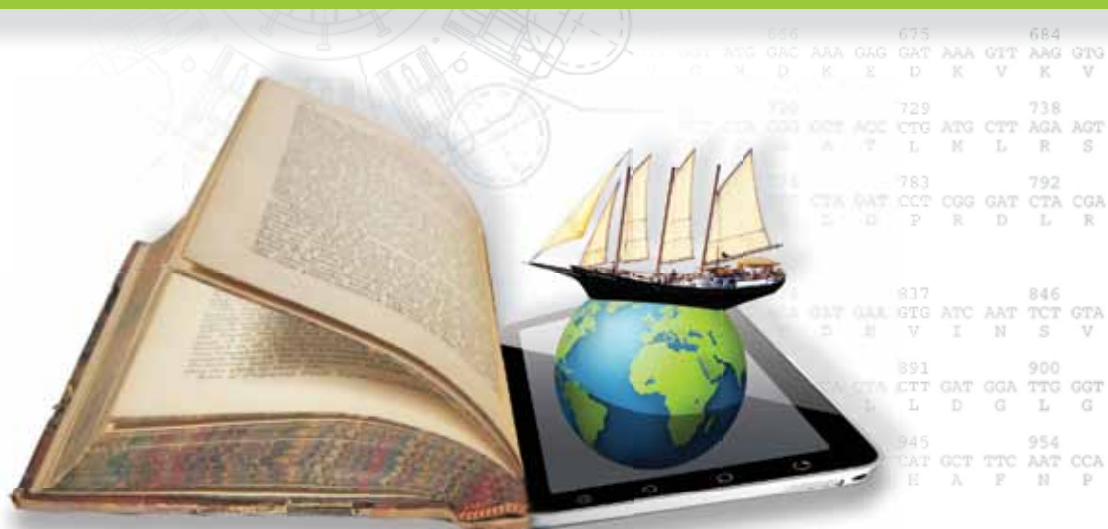
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