

Annual Conference

Conference Program



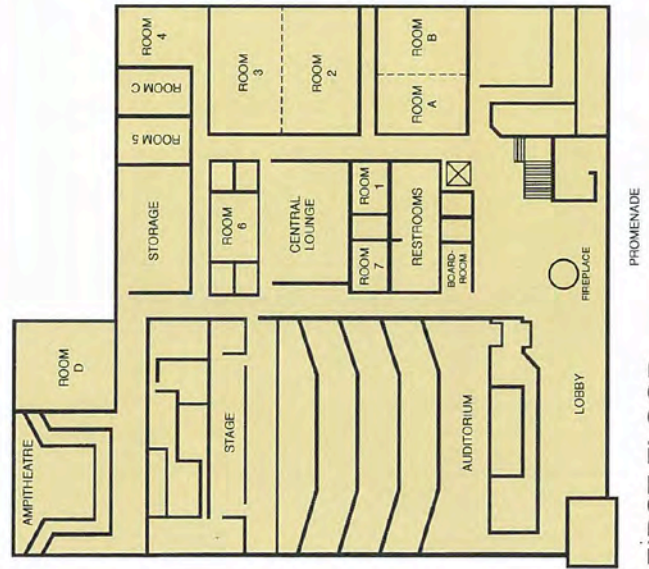
AGENTS OF CHANGE

**October 22-24,
2014**





CONFERENCE CENTER



FIRST FLOOR



SECOND FLOOR



DOUBLE TREE
BY HILTON
WILLIAMSBURG

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Reminder:

Bring your own bag for conference swag!

THANK YOU!

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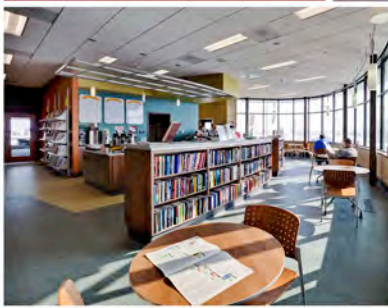
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THE MUSEUM STORES OF RICHMOND HOLIDAY SHOPPERS' FAIR

**Friday & Saturday
November 7 & 8, 2014**

HOSTED BY



LIBRARY OF VIRGINIA



SCHEDULE

Friday, November 7, 2014

9:30 AM-8:30 PM: Open to the public

5:00-8:30 PM: Birthday party reception with cake and refreshments—including Virginia wine! All booths will offer a 20% discount to party attendees.

Saturday, November 8, 2014

9:30 AM-5:00 PM: Open to the public

Limited free and secure parking is available below the Library with elevator access to the event.

Additional parking options can be found here:
www.lva.virginia.gov/about/alternateparking.pdf

LIBRARY OF VIRGINIA

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PARTICIPATING SITES Agecroft Hall • Beth Ahabah Museum & Archives • Chesterfield Historical Society • Cultural Arts Center at Glen Allen • Lewis Ginter Botanical Garden • Library of Virginia • Poe Museum • Preservation Virginia (John Marshall House & Patrick Henry's Scotchtown) • Richmond Railroad Museum • Science Museum of Virginia • The Valentine • Virginia Historical Society • Virginia Holocaust Museum • Virginia State Capitol • Virginia War Memorial

WELCOME

Welcome to the 2014 Virginia Library Association Conference Program. We are pleased to be back in the Colonial Capital. The Historic Triangle is a tourist destination so there is plenty to do and many shopping and dining options. We hope this conference will provide you with great professional development opportunities and a chance to network with colleagues.

This year's "spy" theme, Agents of Change, denotes that libraries and information professionals are in the intelligence business. As agents of change, the intelligence we gather and disseminate changes the lives of our individual patrons and students and ultimately the community, the state, and country in which we live. Much like James Bond and Maxwell Smart, we all know that the work we do will save civilization from diabolical masterminds and the chaos of ignorance. (By the way, my favorite spy is Roger Moore playing James Bond.)

This year we have two very engaging keynote speakers. Dr. Michael Stephens, writer of the monthly Library Journal column "Office Hours" and assistant professor at San Jose State University's School of Information, will speak to us at the opening session on Thursday. Our keynote speaker for Friday is Gene Ambaum, a co-creator of the "Unshelved" comic.

Under the leadership of Mark Lenker, the Conference Committee has worked hard to ensure that you have a diverse slate of sessions to choose from and a track for nearly every interest.

This year we will continue the new tradition of the UnConference where you have the opportunity to discuss the topic of your choosing in an informal setting. Any library topic is appropriate, so keep an eye out for details about how to join or lead a discussion.

We will also host the TWO winners of this year's Jefferson Cups with author talk sessions.

In addition to multiple educational opportunities, there are several networking events too. On Wednesday afternoon there are tours of William & Mary's Swem Library and that evening the New Members Round Table Forum is sponsoring a Deli Crawl. Bus transportation to and from the hotel will be provided for both events.

On Thursday there will be a Dine-Around of local restaurants hosted by the Conference Committee's Local Arrangements Team. VIVA will also host a reception on



Kevin Smith

Thursday to celebrate its 20th anniversary.

The highlight of this year's social will be casino games reminiscent of Casino Royale. Come prepared to play craps, roulette, and black jack. Your mission for this evening, should you choose to accept it, is to beat the dealer and be a high roller. (Tuxedos are optional.)

While you are at the conference, please spend some time visiting with the vendors in the Exhibit Hall. In addition to you, vendors are essential to the success of the conference. They can provide you with information about their products and services and many of them sponsor conference events and contribute to our scholarships.

If you have additional questions, look for Conference Committee members, or visit the Registration Booth in the Exhibit Hall. VLA members plan this conference for you and we hope you have a great time in Williamsburg.

Sincerely,

Kevin W. Smith, President
Virginia Library Association

Conference Contacts

Kevin Smith smithk@yorkcounty.gov
Mark Lenker lenkermn@longwood.edu
Lisa R. Varga vla.lisav@cox.net

CONFERENCE SCHEDULE

Wednesday, October 22

- 2:00 pm – 4:00 pm VLA Preconference: Behind the Lines of the Political Battle for Libraries
3:00 pm – 4:00 pm Early Registration Opens
4:30 pm – 6:30 pm Transportation from DoubleTree to Swem Library begins, runs constantly between DoubleTree Hilton & the College of William and Mary
6:45 pm – 1:00 am VLA New Members Round Table Deli Crawl (transportation provided between Colonial Williamsburg and DoubleTree Hilton)

Thursday, October 23

- 9:00 am – 10:00 am Grand Opening of Exhibits and Registration (Presidents Ballroom)
10:00 am – 11:30 am Opening General Session with Dr. Michael Stephens (Auditorium)
11:45 am – 12:30 pm Box Lunches served in the rear of the Exhibit Hall (Presidents Ballroom)
1:00 pm – 1:45 pm Concurrent Sessions
2:00 pm – 2:45 pm Concurrent Sessions
3:00 pm – 4:00 pm Visit the Exhibit Hall
4:00 pm – 4:45 pm Concurrent Sessions
4:00 pm – 6:30 pm VIVA Session and Reception
5:00 Exhibit Hall Closes
5:00 pm – 5:45pm VLA Business Meetings and Youth Services Forum Wine and Cheese Reception
6:30 pm Dine-Arounds begin
8:00 pm – 11:00 pm VLA Casino Night Social (Auditorium)

Friday, October 24

- 8:00 am – 8:30 am VLA Annual Business Meeting (Auditorium)
8:30 am – 9:00 am VLA Awards Ceremony and Scholarship Presentation (Auditorium)
9:00 am – 10:00 am Closing General Session with Gene Ambaum, Unshelved. (Auditorium) Merchandise sales and signing immediately following.
10:00 am – 10:45 am Visit the Exhibit Hall (President's Ballroom)
10:45 am – 11:30 am Concurrent Sessions
11:30 am – 1:00 pm Lunch on your own and VLACRL Meetup Sessions
1:00 pm – 1:45 pm Concurrent Sessions
1:45 pm Scholarship Raffle Basket Winners Announced (Exhibit Hall)
2:00 pm – 2:45 pm Concurrent Sessions
3:00 pm – 3:45 pm Concurrent Sessions
4:00 pm **THE END. Have a safe trip home, and thank you for sharing VLA 2014 with us!**

PRICING

VLA/ACRL/DCLA MEMBERS

	Advance (through October 8)	Late (after October 9 and onsite)
Full Conference	\$150.00	\$175.00
Full Conference (Student, Friend, Trustee, or Retired)	\$80.00	\$105.00
Thursday Only	\$120.00	\$145.00
Thursday Only (Student, Friend, Trustee, or Retired)	\$50.00	\$75.00
Friday Only	\$120.00	\$145.00
Friday Only (Student, Friend, Trustee, or Retired)	\$50.00	\$75.00
Presenter: Full Conference	\$75.00	\$100.00
Presenter: Full Conference (Student, Friend, Trustee, or Retired)	\$65.00	\$90.00
Presenter: One Day	\$65.00	\$90.00
Presenter: One Day (Student, Friend, Trustee, or Retired)	\$50.00	\$75.00

NON-MEMBERS

	Advance (through October 8)	Late (after October 9 and onsite)
Full Conference	\$220.00	\$245.00
Thursday Only	\$160.00	\$185.00
Friday Only	\$160.00	\$185.00
Presenter, Full Conference	\$110.00	\$135.00
Presenter, One Day	\$80.00	\$105.00

TICKETS

	Advance (through October 8)	Late (after October 9 and onsite)
Preconference: Wednesday, October 22, 2:00-4:00 pm	\$25/member \$30 non-member	\$25/member \$30 non-member
Jefferson Cup Author Event Thursday	\$15.00	\$15.00
Jefferson Cup Author Event Friday	\$15.00	\$15.00
Box Lunch	\$7.00	\$7.00

FREE ITEMS

Tour of Swem Library (Wednesday)		
New Members Round Table Forum Deli Crawl (Wednesday)		
Dine-Arounds (Thursday)		
All-Conference Casino Night (Thursday)		

Onsite Registration Hours

- Thursday, October 23: 9:30 am-4:30 pm
- Friday, October 24: 8:30 am-1:00 pm

Cancellation and Refunds

Written requests for conference registration refunds must be sent to VLA and must arrive by mail, fax or email no later than the advance registration deadline (October 8). A \$25 processing fee will be deducted from each refund payment.

Refunds are not typically issued after the deadline. Appeals may be made to the Executive Director for exceptional circumstances. Refund checks will be processed after the conference. There are no refunds for "no-shows."

Substitutions are permitted. Registrations can be transferred to another person if VLA is notified in writing by the original registrant by the Advance Registration deadline (October 8).

CONFERENCE INFORMATION

Packets

Registration packets can be picked up outside the Presidents Ballroom (first floor of the Conference Center) on Wednesday, October 23, from 3:00 pm-4:00 pm or at the back of the Presidents Ballroom Thursday morning immediately after the 9:00 am Grand Opening, until 5:00 pm that day. The registration desk will be open at the back of the Presidents Ballroom at 8:00 am on Friday and will close at 2:00 pm. (Helpful tip from an experienced conference attendee, posted to VLA's Facebook page: "Don't get in the registration line right away. Take a few minutes to browse the exhibits. The line will be shorter when you get there, and you'll have a chance to network.")

Exhibits

Exhibits will be open on Thursday from 9:00 am-5:00 pm and on Friday from 8:00 am-2:00 pm.

Box Lunch

On Thursday a \$7.00 turkey box lunch will be provided for those who request it and pay in advance. In order to receive the box lunch you must request it on your registration form. A ticket to pick up your lunch will be in your registration packet. Tickets can not be sold onsite. Vegetarian option available upon request.

Social Media: #2014VLA

UNCONFERENCE



The UnConference will be a participant driven way to exchange ideas and learn from each other in smaller, more intimate groups than ever before. This peer-to-peer sharing opportunity will only be effective if participants are active. Some topics will be solicited a couple of weeks prior to the VLA Conference, and other topics will be selected by attendees on the fly. In the end, the UC can be an excellent source of information and a chance to discuss issues affecting your library now. Do the UC! The UnConference will run all day Thursday and Friday outside the Exhibit Hall.

VLA Conference Attendee tip (submitted via Facebook):

“*Wear comfortable shoes! Scope out the location of the restrooms. Empty your tote bag in your room after visiting the exhibits so you don't have to carry around all that loot. Introduce yourself to someone you don't know at each session you attend.*”

VLA NMRT Deli Crawl

Jump start your conference networking and social calendar with VLA's New Members Round Table on Wednesday, October 22nd. Back by popular demand, the deli crawl will explore the stomping grounds of Williamsburg's finest: Green Leafe, Paul's Deli, Brickhouse Tavern, and the College Delly.

VLA NMRT Forum will coordinate safe transportation from the hotel to the delis and participants will be responsible for purchasing their own beverages and food.

Everyone is welcome! We will meet at 6:45 pm in the lobby of the DoubleTree by Hilton Hotel, Williamsburg, in order to begin our evening of networking.

PRECONFERENCE

Behind the Lines of the Political Battle for Libraries

Wednesday, October 22, 2:00–4:00 pm


Center Lounge, 1st Floor

(\$25 for members, \$30 for non-members). At this session, John Chrastka and PC Sweeney want to share what they learned while working on the battleground of library ballot campaigns. They want to encourage a public dialog among librarians about the importance of politics in our daily routine and to encourage each other to get involved in the fight for library funding at the ballot box. They will also be sharing many of the tips and tricks that national SuperPACs use to build advocacy and coalitions and communities of supporters.

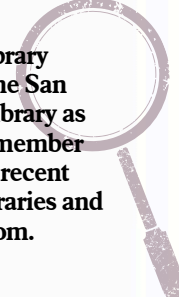


John Chrastka

PC Sweeney



Mr. Chrastka is a former partner in AssociaDirect, a Chicago-based consultancy focused on supporting associations in membership recruitment, conference, and governance activities. He is president of the Board of Trustees for the Berwyn (IL) Public Library (2006 – present) and is a former president of the Reaching Across Illinois Libraries System (RAILS) multi-type library system. Prior to his work at AssociaDirect, he was Director for Membership Development at the American Library Association (ALA). He is a member of ALA as well as the Illinois Library Association (ILA), and is a member of the American Political Sciences Association (APSA). He tweets at @mrchrastka and was named a 2014 Library Journal Mover & Shaker.



Patrick “PC” Sweeney is a founding Board Member of EveryLibrary (national), Chair of the EveryLibrary California Ballot Committee, and a tireless and innovative advocate for libraries. A 2007 graduate of the San Jose School of Library and Information Sciences, Patrick works in California for Sunnyvale Public Library as an administrative librarian. He is active in the American Library Association where he is an at-large member of their governing Council. He is an ALA Emerging Leader and Eureka Leadership Fellow. His most recent project, the Story Sailboat, works to provide library services and materials, by boat, to advocate for libraries and literacy in the San Francisco Bay area. You can find him online through his blog at www.pcsweeney.com.

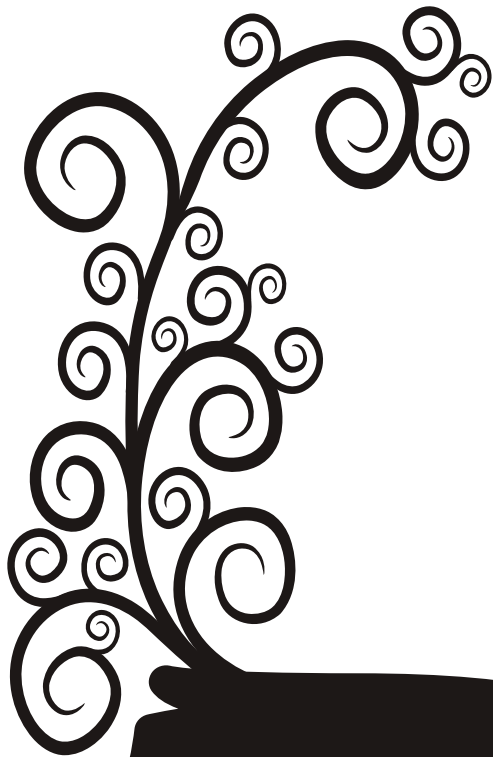
Swem Library Tour, Wednesday, 4:30 pm-6:30 pm

The Earl Gregg Swem Library at the College of William & Mary invites you to a reception on Wednesday, 10/22. Join us for refreshments and conversation, followed by a VIP behind-the-scenes view of our treasures in Special Collections. Don't miss out on this great opportunity! Transportation provided by VLA. Shuttle will begin running from the DoubleTree by Hilton Williamsburg at 4:30 pm and will run constantly until 6:30 pm.

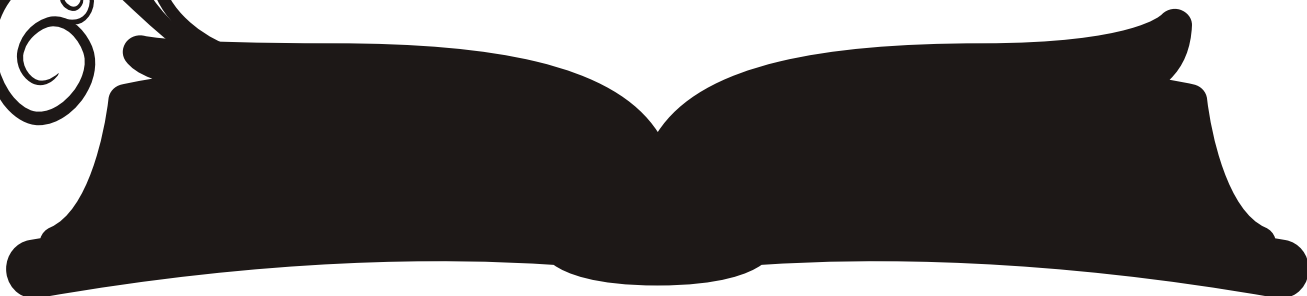
FRIENDS of the
Central Rappahannock
Regional Library



CELEBRATE



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FRIENDS
across Virginia!



KEYNOTE SPEAKERS

Thursday, October 23, 10:00-11:30 am

Auditorium, 1st Floor

Dr. Michael Stephens is Assistant Professor in the School of Information at San Jose State University. He was the 2009 CAVAL Visiting Scholar in Australia, consulted and presented for US Embassies in Germany, Switzerland, and Turkey, and presents to both national and international audiences about emerging technologies, learning, innovation, and libraries. Since 2010, Dr. Stephens has written the monthly column "Office Hours" for Library Journal exploring the issues, ideas, and emerging trends in library and information science education. To review Dr. Stephen's archive of work, visit his Tame the Web website and blog tametheweb.com.



Dr. Michael Stephens



Gene Ambaum

Friday, October 24, 9:00-10:00 am

Auditorium, 1st floor

Gene Ambaum is a librarian, though now he lurks in libraries more than he works in them. He uses a pen name because he's scared of his own shadow (or so Bill, Unshelved's co-creator, claims). He is good at making fun of strange, difficult customers because he is the strangest, most difficult customer of all. He once taught English overseas because no one there was in a position to criticize his spelling. See pictures of his cats on Twitter @ambaum.

VLA Conference Attendee tip (submitted via Facebook):

Dress in layers. Some presentations rooms are chillier than others. Talk to everyone you sit next to, or queue up with. Exchange business cards with folks who do your job in other libraries.

JEFFERSON CUP EVENTS

VLA will offer ticketed events on Thursday, October 23 and Friday, October 24. Attendees at the sessions will be entered into a raffle to win a complimentary, autographed copy of the author's winning title. Both events are sponsored by Friends of Williamsburg Regional Library.

Thursday, October 23, 1:00-1:45 pm, \$15

A. B. Westrick is the winner of the Jefferson Cup for older readers for *Brotherhood*. Richmond, Virginia lies in ruins in 1867. Fourteen year-old Shadrach is left with no father, a shattered mother and an older brother anxious to take on the role of head of the house.

A. B. Westrick grew up in Pennsylvania and spent most of her summers driving south to visit relatives and camp in state parks. She was an avid reader and liked to write stories but math seemed easier. So off to college she went to become a math major, then a psychology major, and then theology. While encouraging her four children to pursue what they loved she decided to take her own advice and signed up for a creative writing class. In 2006 Ms. Westrick became the Administrative Director of James River Writers. *Brotherhood*, Ms. Westrick's debut novel, has also won the National Council for the Social Studies 2014 Notable Trade Book Award, was an American Library Association 2014 Best Book for Young Adults, a Jane Addams Children's Book Award, and a Junior Library Guild Selection.

Book sales and signing immediately following in booth 406 (O'Brien Associates).

Friday, October 24, 2:00-2:45pm, \$15

The Jefferson Cup award for young readers goes to Matt Phelan for *Bluffton: My Summer With Buster Keaton*. It's 1908 and Henry can't get enough of the star of the troupe of vaudeville performers visiting sleepy Muskegon, Michigan. All Buster Keaton wants to do is play baseball with the boys.

Matt Phelan is an award winning author as well as an illustrator of many books for young readers, including *The Higher Power of Lucky* by Susan Patron. He lives in Ardmore, Pennsylvania with his family. *Bluffton* is his third graphic novel. Phelan won the 2010 Scott O'Dell Award for Historical Fiction for his first graphic novel, *The Storm in the Barn*. *Xander's Panda Party* by Linda Sue Park is the latest picture book he has illustrated. With a goal of one day writing and directing movies, he studied film and theater in college. However, Matt's first love has always been drawing. In many ways being an illustrator is fulfilling that goal. He is the actor, director, cinematographer and more when he creates a children's book.

Book sales and signing immediately following outside the Exhibit Hall.



A.B. Westrick



Matt Phelan

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AWARDS & SCHOLARSHIPS

VLA Friends of the Library Award

The Friends of the Village Library branch of the Massanutten Regional Library is a nonprofit, volunteer organization with approximately 30 members. The organization began in 1974 when a group of interested citizens began the work of creating a branch library to serve Northern Rockingham County. This group later became the Friends group. While the group's makeup has changed over the years, the one constant has been the dedication of its members. The original branch was located in the Broadway Municipal Building and was staffed entirely by volunteers. In 1991, the Village Library moved to its own building thanks primarily to the work of the Friends group. In February 2013, the newest Village Library opened on Central Street becoming more than twice the size of the last building. The Friends group kicked off the fundraising campaign for the expansion and move with a \$50,000 donation. In addition the group helped purchase furnishings and other extras for the building. The group had been working towards this goal for years. They pooled donations, bequests, book sales monies and other efforts in anticipation of the new location becoming a reality. The Friends group has, over the years; regardless of the location, strived to make it an inviting place. Forty years later friends' members still volunteer countless hours, hold book sales, yard sales, and work tirelessly to make the Village Branch Library a favorite community gathering place. Friends' members have not only helped in life, but have left bequests which enabled the library to move to its current location. Two of the current members are from the original group of volunteers. That is dedication! One would be hard-pressed to find a library friends group more dedicated over such a long period of time than this group of wonderful and generous people who make up the Friends of Village Library.

George Mason Award

For more than 20 years Philip F. Abraham has led the Virginia Library Association's legislative efforts. Phil works annually with the VLA Legislative Committee to develop the Association's legislative agenda. He assists the committee in designing strategies to get state legislators to support the agenda. He is VLA's eyes and ears for behind-the-scenes developments and regularly alerts and advises the committee when any legislation possibly affecting libraries arises during the General Assembly session. His many years of experience with, and in, Virginia government and his integrity have earned the respect and trust of the legislators. It is through his efforts, advice and suggestions that the library community is able to educate state legislators about the importance of state aid to public libraries and the importance of libraries to their communities. Phil's efforts, during the recent recession, helped public libraries avoid more drastic funding cuts suffered by other groups, and resulted in the first increase in funding in five years during the 2013/2014 fiscal year. His numerous contributions include advocating for major library issues including defense of library collections against censorship, to deeply impactful local issues such as the qualifications of librarians

and the organization and definition of public library systems. The community of Virginia librarians is fortunate to have the dedicated and passionate commitment of Mr. Abraham. The George Mason Award is a fitting and richly deserved recognition for all that he has helped us accomplish together.

Trustee Award

Doug Horan was appointed to the Rockbridge Regional Library Board of Trustees in 2011 to serve an unexpired term. He was elected Chairman of the Library Board in 2012. He serves on the Executive, Finance, and Policy committees. Mr. Horan was appointed by the County Board of Supervisors due to his expertise in Human Resources and organizational development. His twenty plus years of experience provided a much needed skill set to the Board of Trustees which was challenged with unique community relations, personnel and organization problems in the library system. During his short-tenure Mr. Horan has been able to re-establish trust with the two city councils and two county boards of supervisors which appropriate funds to Rockbridge Regional Library. He has spent countless hours speaking with members of the library staff, community, city and county officials while working to solve problems. One of his earliest accomplishments was settling long standing issues with neighboring property owners which results in the reopening of the library parking lot. Mr. Horan worked with the Board of Trustees to assess and solve significant personnel problems that caused the library's reputation to suffer in the community. Mr. Horan's role in the hiring of the new library director was integral. Additionally, he continues to work with the new Library Director to repair damaged community and government relations. As he has worked to restore community trust, donations, essential to a nonprofit library, have increased substantially. In July 2013, Mr. Horan was presented with a resolution honoring his service to the Board of Trustees for his outstanding leadership. The Rockbridge Regional Library System is fortunate to have the professional expertise and demeanor of Doug Horan. He has worked tirelessly to ensure the best possible outcome for the library system during some of the worst possible circumstances. Through all the challenges and subsequent changes, he remained professional, open-minded to change and flexible in his approach to working with others. In addition to his volunteer work with the Library, he worked on the Rockbridge County Sign Committee in signage issues and helped the Growth Planning Committee develop recommendations and presentation for the for the community and Board of supervisors with regard to controlling development. He spent five years mentoring and tutoring elementary school children via the library's youth literacy program and spent a year serving as a "Roving Reader" to preschool children at Enderly Heights School.

Honorary Life

Dr. John Moorman served as director of the Williamsburg Regional Library (WRL) for 13 years before retiring in 2013; however, his work with libraries goes back to his childhood when at the age of 11 he volunteered to shelve books in his local library. His professional work began in 1972, but he has served as library director in libraries in North Carolina, Texas, Illinois, and Virginia since 1975. During his tenure at WRL, Dr. Moorman was responsible for the library receiving a five-star rating by Library Journal. For six successive years during Dr. Moorman's tenure, WRL received ratings of four or five stars. He was also responsible for developing new staff programs, enlarging holdings and increasing services to a wide variety of community members. He was also instrumental in mending community relations and fostering new contract relationships with the City of Williamsburg, James City County and York County, which laid the groundwork for the new Stryker Center. This space will add needed administrative and high-tech meeting rooms to existing library space. Dr. Moorman has been active with the Virginia Library Association for many years, and was VLA President in 2010, in addition to serving on the Legislative Committee. In addition, Dr. Moorman was active in the Public Library Association and served in various capacities for the American Library Association including on the Council and the Executive Board. Dr. Moorman has also taught graduate classes, thus helping to educate and lay the ground work for librarians hoping to enter the field. He is also a consultant who has worked with public libraries since 1982. Dr. Moorman's work is not limited to only libraries. He has also volunteered in the Williamsburg community for many years. His accomplishments include serving as the treasurer of the James City County Rotary Club and serving on the Board of Directors and the Executive Committee of the Greater Williamsburg Chamber and Tourism Alliance. He has also served on the Board of Directors of Literacy for Life. The Virginia Library Association is proud to award Dr. John Moorman the Honorary Life Member Award.

2014 Scholarship Award Winners

VLA Paraprofessional Clara Stanley Scholarship: The 2014 recipient of the VLAPF Clara Stanley Scholarship is Tasha Birckhead from Charlottesville, VA. Currently, Tasha works as the Circulation Support Specialist at the Jefferson-Madison Regional Library. Tasha has been active in VLA since 2013. For her future goals, Tasha wishes to create more outreach programming and partner with afterschool programs. She is obtaining her MLIS degree from the Florida State University.

VLA Scholarship: The 2014 recipient of the VLA Scholarship is Tova Johnson from Williamsburg, VA. She has been employed with the Williamsburg Regional Library since 2012 as a Circulation Services Assistant. Tova's goal in obtaining a graduate degree is to become an archivist or academic librarian. Tova is a new member of VLA, since 2014, and active with the New Members Round Table and attended VLA Paraprofessional Forum Conference in 2013. She will attend San Jose State University's online MLIS program this fall. Both Tasha and Tova received \$2500.00 towards their educations. Thank you to all who have contributed to the 2014 Scholarship Fund! Please visit the Scholarship Raffle Booth in the Exhibit Hall to show your support.

OVERALL CONFERENCE EVALUATION



We need your input! Please complete the Overall Conference Evaluation online at tinyurl.com/2014VLA

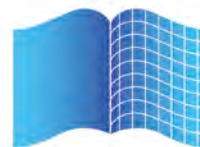


You'll also have a chance to win a complimentary 2015 Conference Registration!

THANK YOU!

This evaluation is sponsored by Suffolk Public Library.

Please visit www.suffolk.lib.va.us/AD.pdf to read more about our Assistant Director vacancy.



SUFFOLK
PUBLIC LIBRARY

THURSDAY SESSIONS

Thursday, October 23, 9:00-10:00 am, Presidents Ballroom

Grand Opening of Exhibits and Registration

Registration is located at the rear of the Exhibit Hall in the Presidents Ballroom. Please form two lines, for last names beginning A-L and M-Z. Remember to wear your name badge for all conference activities and sessions. Entertainment provided by the College of William & Mary Cleftomaniacs and complimentary coffee and pastries will be served in the Exhibit Hall.

Thursday, October 23, 10am-11:30am

Welcome and Keynote Address

Please join us for welcoming remarks from The Honorable Mary K. Jones, Chair, James City County Board of Supervisors, and the 2014 VLA Executive Committee. Dr. Michael Stephens of San Jose State University's School of Information will speak about Learning Everywhere: The Transformative Power Of Hyperlinked Libraries. Mobile and Web technologies are changing the way we live and learn. Libraries can play a key role in this future. Imagine the emerging hyperlinked library as a creation space, community space, anything space. Imagine this library available everywhere via mobile devices and tablets. How will services change? What skills will staff require? What does this future look like going forward as we encourage learning everywhere as a means for transformative change for ourselves and our users?

Thursday, October 23, 11:45 am

Box Lunch

Box lunches will be served in the rear of the Presidents Ballroom Exhibit Hall. We offer turkey with bacon, or a vegetarian option. Please choose the appropriate option on your Registration Form. A ticket for your lunch will be included in your registration packet. Lunch tickets will not be available for purchase onsite.

Thursday, October 23, 12:00-12:45 pm

Business Meetings

(bring your box lunch and join us!)

- Virginia Library Association College and Research Libraries (VLACRL) Business Meeting & Lunch, Rooms A&B, 1st Floor
- Legislative Committee Meeting, Center Lounge, 1st Floor
- NMRT Forum Lunch, Room 3, 1st Floor
- Virginia Public Library Directors Association (VPLDA) Executive Committee, 12:00-12:30, Room 2, 1st Floor

KEY TO TRACKS

-  **VLACRL** Virginia Chapter of the Association of College and Research Libraries
-  **NMRT** New Members Round Table Forum
-  **TSTF** Tech Services and Technology Forum
-  **YS** Youth Services
-  **LDF** Leadership Development Forum
-  **HIST** Local History, Genealogy, and Oral History Forum
-  **Authors available for sales and signings after this session.**

Thursday, October 23, 1:00 pm - 1:45 pm

Amphitheatre, 1st Floor

Virginia Authors in Your Backyard

How can Virginia authors help you? By providing quality books that support your curriculum! We do more than present our books; we talk about the writing process from creative idea to research to presentation to the all-important step of revision, with helpful (and fun!) tips for students. Books by these authors are available for purchase in booth #406 (O'Brien Associates). Immediately following the session, the authors will be in the Exhibit Hall for signing. Please visit booth 406 for more information.

Presenter(s): Children's authors Jennifer Elvgren, Kathryn Erskine, Hannah Barnaby and Anne Marie Pace

Thursday, October 23, 1:00 pm - 1:45 pm

Conference Center Atrium, 1st Floor

UnConference

Personalize your VLA conference by discussing what you want to. Participate in the UC. Find a suitable topic or make your own.

Thursday, October 23, 1:00 pm - 1:45 pm

Auditorium, 1st Floor

Jefferson Cup: A.B. Westrick

Ticketed Event (should be purchased in advance, a limited number of tickets will be available onsite)

Hosted by the Jefferson Cup Committee. Please join Jefferson Cup Award Winner A.B. Westrick as she discusses her novel, *Brotherhood*. Please see page 8 for more information. Sponsored by Friends of Williamsburg Regional Library.

THURSDAY SESSIONS CONTINUED

Thursday, October 23, 1:00 pm - 1:45 pm
Room 8, 2nd Floor

Another Survey? : Designing and Implementing a Survey You Can Use

Recently, Blue Ridge Community College's Library designed a survey focused on student learning environments and the use of library space. After getting over 700 responses, we have a better understanding of how our patrons want the library to be used. Come learn about how we designed our survey and how we are implementing our results going forward.

Presenter(s): Kyle McCarrell, Blue Ridge Community College; Anaya Jones, Mary Baldwin College

Thursday, October 23, 1:00 pm - 1:45 pm
Room 16, 2nd Floor

Apps for Learning: Utilizing Apps in Youth Programs YS

How can iPads enhance your youth programming? What do you need to get started? This training will help increase your comfort level implementing new tools in youth programming. We will guide you through the steps to search, review, evaluate and utilize apps in programs for grades preschool to 8th grade.

Presenter(s): Heather Simpson and Megan Mulvey, Virginia Beach Public Library

Thursday, October 23, 1:00 pm - 1:45 pm
Center Lounge, 1st Floor

How to Win Supporters and Influence Politicians

Libraries must learn to advocate on their behalf to politicians and government administrators. Oftentimes, a library's funding is controlled by these politicians and without their support the loss of funding is inevitable. So, how do you talk to your politicians, local government officials and administrators? John Chrastka and PC Sweeney will explore some of the best techniques for engaging these individuals and ways to turn them into your best library advocates.

Presenter(s): John Chrastka and PC Sweeney, EveryLibrary; Tom Shepley and John Ulmschneider, VLA Legislative Committee

Thursday, October 23, 1:00 pm - 1:45 pm
Room 15, 2nd Floor

Author Events from A to Z YS

Looking to form lifelong partnerships with local authors? Learn how Richmond Public Library formed successful partnerships with local Young Adult authors that have resulted in multiple, annual community events for young adults and families. Supported by the Youth Services Forum.

Presenter(s): Amanda Giannini and Natasha Payne-Brunson, Richmond Public Library

Thursday, October 23, 1:00 pm - 1:45 pm
Room D, 1st Floor

Bookhaulers: Mini but Mighty

Thinking of a new bookmobile? Consider a bookhauler, a new style vehicle that lets you deliver library services inside facilities in your community.

Presenter(s): Barbara Jones and Janet Crowther, Williamsburg Regional Library

Thursday, October 23, 1:00 pm - 1:45 pm
Room 18, 2nd Floor

Landing the Librarian Position: Navigating the Job Search with Positivity, Persistence, and Openness

Let's face it, getting a foot in the door of the library field is not easy. Learn skills and tools to assist you while applying, interviewing, and looking for positions, as well as how to develop a mindset that will keep you going on the journey to your dream job.

Presenter: Margaret Howard, Chesterfield Public Library

Thursday, October 23, 1:00 pm - 1:45 pm
Room 2, 1st Floor

Open Educational Resources: Exploring OER Initiatives at Virginia Tech and Beyond

Open Educational Resources present opportunities for teaching faculty to save students thousands of dollars in textbook costs. This session provides an overview of several successful OER initiatives and Virginia Tech Libraries' strategic approach to evaluate and pilot OER initiatives at Virginia Tech.

Presenter: Anita Walz, Virginia Tech

Thursday, October 23, 1:00 pm - 1:45 pm
Room 11, 2nd Floor

Part-Time but Full Value: Using Horizontal Leadership in Libraries

Part-time library staff can suffer from sequential employee disorder, feeling excluded from decisions and goal-setting in the library. Using the horizontal leadership principles of communication, vision and trust, and free and low-cost tools, part-time staff can become a necessary and valued part of the library team, resulting in a productive camaraderie that patrons notice.

Presenter: Melissa Davis, Southern Virginia University

TRANSFORMATIONAL LIBRARY DESIGN

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THURSDAY SESSIONS CONTINUED

Thursday, October 23, 1:00 pm - 1:45 pm

Rooms A&B, 1st Floor

VLACRL Poster Session VLACRL

- **The Prezi Asset: Using Prezi in Online Instruction Videos.** Jennifer Resor Whicker and Katelyn Tucker, Radford University.
- **Learning Through Play: The Old School Way.** Lucinda Rush, Old Dominion University.
- **Director's Cut: Best Practices for Creating Videos for Information Literacy Programming.** Rachel Lux and Lucinda Rush, Old Dominion University.

Thursday, October 23, 1:00 pm - 1:45 pm

Room 3, 1st Floor

Tag You're It: How to Become Involved with Social Digital Humanities HIST

Calling all special agents! Help is needed to decode (transcribe) and obtain (preserve) our history. Your mission: to use technology to rescue history before it is lost forever.

Presenter(s): Cammy Koch, Chesterfield County Public Library

2:00 pm - 2:45 pm

Thursday, October 23, 2:00 pm - 2:45 pm

Conference Center Atrium, 1st Floor

UnConference

Personalize your VLA conference by discussing what you want to. Participate in the UC. Find a suitable topic or make your own.

Thursday, October 23, 2:00 pm - 2:45 pm

Auditorium, 1st Floor

Trends & Technologies for Hyperlinked Libraries

Join Dr. Michael Stephens for a further exploration and lively discussion of the trends and technologies impacting evolving library services. What challenges will we face? What great potential awaits us?

Presenter: Dr. Michael Stephens, San Jose State University's School of Information

Thursday, October 23, 2:00 pm - 2:45 pm

Amphitheatre, 1st Floor

Meet the Recorded Books Narrator: Johnny Heller

Johnny Heller is praised for his adult, noir/mystery, personal development, history, comedy and children's book narrations. He has narrated some 500 books and garnered many awards and accolades. Mr. Heller will discuss the audiobook narration process. He will include how he became a narrator, an overview of the narration process, and readings from some of his popular works. The Library Journal says Heller has "the voice of a master storyteller." AudioFile Magazine calls him

"the best narrator for children's books around". His narration skills led the School Library Journal to say, "Listening to Heller is so much fun it's difficult to imagine simply reading the book." And AudioFile says "Heller makes nonfiction as thrilling as any action-adventure."

Presenter(s): Johnny Heller, Narrator; Bethany Leach, Recorded Books

Thursday, October 23, 2:00 pm - 2:45 pm TSTF

Room 17, 2nd Floor

The vendor who loved me: Getting the most out of your vendor relationships

Vendors provide us with many of the tools that allow us to do our jobs. Is your vendor focused on the same priorities as you are? This session will focus on some best practices for turning your vendor into an ally to help you meet the needs of your users.

Presenter(s): Lisa Lee Broughman, Randolph College; Drew McNaughton, SirsiDynix

Thursday, October 23, 2:00 pm - 2:45 pm

Room 18, 2nd Floor

"One Person Wonder" or "Tag Team": Which Social Media Strategy is Right for Your Library?

Staff from Norfolk Public Library and Virginia Beach Public Library will share their respective approaches for managing social media and content marketing. They'll discuss their strategies, successes and challenges, and provide actionable tips and resources for creating and curating content across a variety of media channels.

Presenter(s): Christine Brantley and Lennis Sullivan, Virginia Beach Public Library; Brittany McBride and Lori Sharp, Norfolk Public Library

Thursday, October 23, 2:00 pm - 2:45 pm

Room 2, 1st Floor

But What Will They DO?: Effective Year-Round Teen Volunteer Programs YS

Capitalize on teens' demand for volunteer hours by providing opportunities that engage them with library services and the community. The presenters will share time-saving strategies for managing teen volunteers in various roles as well as their experiences with innovative programs such as teen tXperts and Camp-In with Books.

Presenter(s): Vivy Niotis and Myisha Fuller, Loudoun County Public Library; Kathleen Britto, Loudoun County Public Schools

THURSDAY SESSIONS CONTINUED

Thursday, October 23, 2:00 pm - 2:45 pm
Room 3, 1st Floor

Community Literacy: Outreach and Networking with Your Community

Working with area businesses and organizations can help to support your library, increase public awareness of library resources, and can help people to learn more about what their community has to offer. We want to share what is working for us and find out more about what works for you.

Presenter(s): Claire Covington and Denise Monroe, Massanutten Regional Library

Thursday, October 23, 2:00 pm - 2:45 pm
Room D, 1st Floor

Diverse Assets: Snapshot Views from Virginia Libraries

What is it like to work as agents-of-influence in Virginia's libraries? In this session, a panel of employees from academic, public, school, and special libraries will provide snapshots of their job descriptions and duties to highlight the diverse professional opportunities available in our field.

Moderator: Katelyn Tucker, Radford University

Thursday, October 23, 2:00 pm - 2:45 pm
Room 16, 2nd Floor

Quantum Leaping Library Programming YS

Join Henrico County Librarians as they share (and perform!) elements of their successful Time Travel Programs. These events are interactive, family programs that use multimedia and storytelling to take audiences back in time to explore history. Learn how to stage an inspiring program that is tailor made for your community.

Presenter(s): Christopher Holliman, Matthew Phillips and Peter Belton, Henrico County Public Library

Thursday, October 23, 2:00 pm - 2:45 pm
Center Lounge, 1st Floor

Cookbook Collection at the Library of Virginia

Tom Ray will talk about the philosophy behind the cookbook collection at the Library of Virginia. The LVA cookbooks are unique sources of local history and genealogy. He will present an overview from the very first cookbook published in the Colonies to contemporary family, church, library and club cookbooks. He will close with scrap book items that fall out of cookbooks donated to the Library.

Presenter: Tom Ray, Library of Virginia

Thursday, October 23, 2:00 pm - 2:45 pm
Rooms A&B, 1st Floor

Making Wikipedia Work: Authentic Assessment and Research Skills in the Classroom VLCRL

Authentic Assessment aims to provide students with an opportunity to demonstrate mastery of skills and ideas through real-world projects. This session will describe a faculty-librarian partnership to develop a semester-long Authentic Assessment project using Wikipedia to increase accessible information about women composers of the 20th and 21st centuries.

Presenter(s): Kathleen DeLaurenti and Christopher DeLaurenti, College of William and Mary

Thursday, October 23, 2:00 pm - 2:45 pm
Room 11, 2nd Floor

MAVEN Mission to Mars YS

Engage young patrons ages 8-13 in space and Mars exploration and STEM. NASA's Space Science Training program provided an educational opportunity for 40 librarians and camp professionals who work with youth to travel to Cape Canaveral and the Kennedy Space Center to learn about the MAVEN (Mars Atmosphere and Volatile Evolution) mission. Librarians returned home with fun activities and resources to share with young patrons.

Presenter: Alice Cooper, Northumberland Public Library

Thursday, October 23, 3:00-3:45 pm

Visit the Exhibit Hall

4:00 pm - 4:45 pm

Thursday, October 23, 4:00 pm - 4:45 pm

UnConference

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Thursday, October 23, 4:00 pm - 4:45 pm
Center Lounge, 1st Floor

Social Media: You Need a Team for That!

How do you move from a haphazard approach to social media to a data-driven strategy that creates real engagement? Get a behind-the-scenes look at the first year of the Central Rappahannock Regional Library's Social Media Team. We'll share how we did it, what we've learned, and where we're going next.

Presenter(s): Samantha Thomason, Mary Buck and Gabby Gilliam, Central Rappahannock Regional Library

THURSDAY SESSIONS CONTINUED

Thursday, October 23, 4:00 pm - 4:45 pm
Rooms A&B, 1st Floor

Discover Your Past...Genealogy Today HIST

The secret is out -- genealogy is fun, especially if you like to solve puzzles, investigate clues, or engage in "time travel." Today's genealogists come to the library individually or in groups, representing various skill levels, ages, and ethnicities. However, they share one common trait -- the desire to unravel the mystery of their past. Learn how genealogical research is changing, the role libraries play, and how we can best help these patrons.

Presenter(s): Ginny Dunn, Library of Virginia; Kara Rockwell and Pamela Smith, Central Rappahannock Regional Library

Thursday, October 23, 4:00 pm - 4:45 pm
Room 16, 2nd Floor

Librarian Speed Networking

Based on the popular speed dating format, you are invited to participate in this fun, simple way to connect with other librarians. Presenters will guide participants through an interactive exercise that will allow you to talk to other librarians and share ideas. Everyone is welcome and bring your business cards.

Presenter(s): Christian Pascasio, T.H.E. Library, Federal Reserve Bank of Richmond; Bettina Peacemaker, Cabell

Library, Virginia Commonwealth University; Terry Long, Virginia State Law Library, Supreme Court of Virginia; Tiffany Harris

Thursday, October 23, 4:00 pm - 4:45 pm
Room 3, 1st Floor

Library Insiders

Library Insiders is a program originally from Contra Costa County Library that reaches out to adults with intellectual and developmental disabilities by encouraging and facilitating access to library resources and services. Planned activities can be original or modified existing programs. Partnerships can be developed between other county agencies, such as Mental Health Services and Residential Living Group Homes or national groups such as ARC.

Presenter(s): Lorna Howard and Jessica Moore, Loudoun County Public Library



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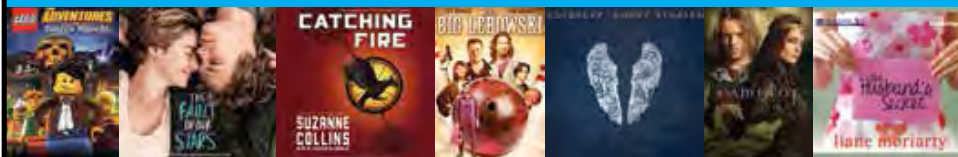
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THURSDAY SESSIONS CONTINUED

Thursday, October 23, 4:00 pm - 4:45 pm
Auditorium, 1st Floor

Those Rotten Kids: Engaging Your Reluctant Readers With Three Contemporary YA Novels



Three Virginia Young Adult authors talk fiction, reluctant readers, and the characters that reach them. Books by these authors are available for purchase in booth #406 (O'Brien Associates). Immediately following the session, the authors will be in the Exhibit Hall for signing. Please visit booth 406 for more information.

Presenter(s): Kat Spears (Sway, St. Martin's Press), Kristen Paige Madonia (Fingerprints of You, Simon & Schuster), and Meg Medina, winner 2014 ALA Pura Belpré, (Yaqui Delgado Wants to Kick Your Ass, Candlewick Press)

Thursday, October 23, 4:00 pm - 4:45 pm
Room 2, 1st Floor

Pack Your Bags: Become a Passport Acceptance Facility

Offer your community a new service and bring extra revenue into your library! Learn how to become a Passport Acceptance Facility and the necessary training from a State Department representative. Hear first-hand from experienced library staff about the benefits for the library and the community.

Presenter(s): Billie Borders and Amy Blow, Poquoson Public Library; Velma Bush, Washington Passport Agency

Thursday, October 23, 4:00 pm - 4:45 pm
Room 8, 2nd Floor

Take your Friends Group to the Next Level!

A great nuts and bolts interactive presentation of how to go from bake sales to high dollar fundraising while cultivating a strong volunteer base. Yes, you can have fun with fundraising! Yes, you can create a great website! Yes, you can create awesome online and offline newsletters!

Presenter(s): Kahil Dotay, President, Friends of the Chesterfield County Public Library; Mike Mabe, Director, Chesterfield County Public Library

Thursday, October 23, 4:00 pm - 4:45 pm
Room 18, 2nd Floor

Top Five of the Top Five

It can be a challenge to keep up with genre fiction trends. Here, you will get the scoop on trends, up and coming authors, classic works, and hot titles in five fiction genres--crime, romance, historical, fantasy, and women's fiction from readers' advisors from Williamsburg Regional Library.

Presenter(s): Barry Trott, Andrew Smith, Neil Hollands, Penelope Hamblin and Jan Marry, Williamsburg Regional Library

Thursday, October 23, 4:00 pm - 4:45 pm
Room 15, 2nd Floor

Visual Merchandising: A Guide to Better Library Displays

Let your collection be your "silent salesperson" as you learn to effectively merchandise your displays to attract attention and increase their appeal. You'll learn of the types of displays and signage that tell your library's story. You'll also learn about developing merchandising guidelines and creating a plan to accomplish this.

Presenter(s): Kati Bergman and Tracy McPeck, Prince William Public Library System

Thursday, October 23, 4:00 pm - 4:45 pm
Room 11, 2nd Floor

Green Libraries: Cost Saving Sustainable Design Ideas

Sustainable and budget friendly design strategies are often hard to implement. However recycling is often a successful tactic. While reusing existing buildings and spaces can be technically difficult, reusing existing equipment and furniture is much more attainable. This seminar reviews successful building, furniture, and equipment reuse strategies for library interiors.

Presenter(s): Michael Winner, David Smith and Becky Cook, HBA Architecture and Interior Design

Thursday, October 23, 4:00 pm - 6:30 pm
Amphitheatre, 1st Floor

VIVA Users' Group Meeting: The Future of Library Consortia VLACRL

VIVA is celebrating its 20th anniversary as a consortium with a special speaker and reception. John F. Helmer, Executive Director of the Orbis Cascade Alliance, will discuss the past roles and future possibilities for library consortia. VIVA will also update attendees on VIVA activities and provide product updates from vendors. A reception will follow the program.

5:00-5:45 pm

Thursday, October 23, 5:00-5:45 pm

Business Meetings

- Technical Services and Technology Forum, Co-chairs: Adrian Whicker and Jeanine Osther, Room 3, 1st Floor
- VLA Professional Associates Forum, Co-Chairs: Marion Eaton, Therese Walters and Kathy Clevenger, Room 11, 2nd Floor
- Local History, Genealogy & Oral History Forum, Chair: Samantha Thomason, Room 16, 2nd Floor
- VPLDA Business Meeting, President: Iza Cieszynski, Room 2, 1st Floor

THURSDAY SESSIONS CONTINUED

Thursday, October 23, 5:00-5:45 pm

Terrace Room, 1st Floor, behind Pitchers Restaurant

Youth Services Forum Wine and Cheese

Do you provide service to children and/or teens? Please join the Youth Services Forum for wine and cheese.

Thursday, October 23, 6:30 Dine-Arounds

Sign up by 4:00 pm. Meet at designated restaurant at 6:30 pm.

VLA's Agents of Change Top Secret Dine-Around Mission

Enhance your conference experience by joining the inaugural VLA Conference Dine-Around on Thursday, October 23. If you are looking for adventure and dinner on Thursday night before the Social, accept a mission to eat with fellow agents at one of five restaurants. Mission briefings about each restaurant (menus, driving directions, and a sign up sheet) will be available at the registration desk in the Exhibit Hall beginning Thursday morning. As a VLA agent you can meet and eat at a selected restaurant, while gathering and sharing intelligence about peers, missions, and food. Space is limited. For more information contact Benjamin Goldberg (bgoldber@vrl.org / 757-259-4042).

Thursday, October 23, 8:00-11:00pm

Auditorium, 1st Floor

VLA Social: All-Conference Casino Night

At the end of a long day of gathering intel, are you looking for a little R & R? Rendezvous with your fellow operatives at VLA's CLANDESTINE CASINO NIGHT! Feast furtively at our DISCREET DESSERT BUFFET! Sip surreptitiously at our COVERT CASH BAR! (Remember to check the box for one free drink ticket on your Registration Form.) Try your luck at craps, roulette, and blackjack -- YOU COULD WIN FAKE MONEY! Ryan the Balloon Guy will make a custom balloon sculpture for you (even spies like balloon animals). Hope you can join us!

Author Sales and Signings

The following authors are available for sales and signings following their sessions. If you plan on purchasing a book, we suggest visiting Booth #406 (O'Brien Associates) in advance of the session to reduce your wait time.

A.B. Westrick

(session time 1:00 pm – 1:45 pm Thursday)

Jennifer Elvgren, Kathryn Erskine, Hannah Barnaby and Anne Marie Pace

(session time 1:00 pm – 1:45 pm Thursday)

Kat Spears, Meg Medina, Kristen Paige Madonia

(session time 4:00 pm – 4:45 pm Thursday)

Nancy Silcox

(session time 1:00 pm – 1:45 pm Friday)

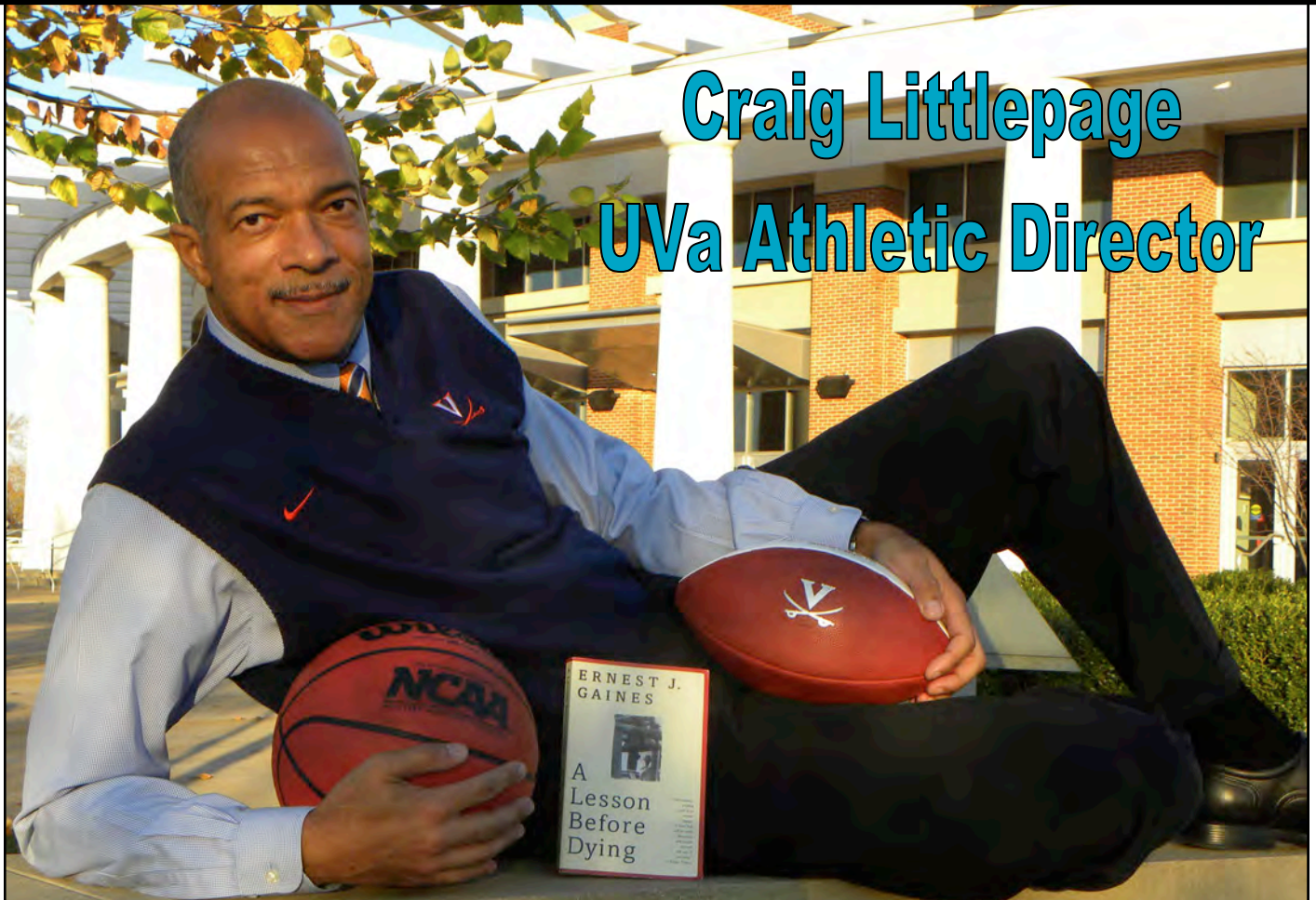
Matt Phelan

(session time 2:00 pm – 2:45 pm Friday)



VLA Conference Attendee tip (submitted via Facebook):

“ Don't hang out with people you work with— mingle with new people! ”



Craig Littlepage
UVa Athletic Director

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WHAT TO DO IN WILLIAMSBURG

	Phone (area code 757)	Website	Address
Museums			
Colonial Williamsburg (Living History Museum)	229-1000	www.colonialwilliamsburg.com	101 Visitor Center Drive (Visitor Center) (4 miles)
DeWitt Wallace Decorative Arts/Abby Aldrich Rockefeller Folk Art	220-7554	www.colonialwilliamsburg.com/do/artmuseums/wallace-museum	326 West Francis Street (3.5 miles)
Historic Jamestowne (visit Jamestown Island)	229-4997	www.historicjamestowne.org	1368 Colonial Parkway (11 miles)
Jamestown Settlement (museum and rebuilt fort, ships, etc.)	253-4838	www.historyisfun.org/Jamestown-Settlement.htm	2110 Jamestown Road (9 miles)
Ripley's Believe It or Not	220-9220	www.ripleys.com/williamsburg	1735 Richmond Road (6 miles)

	Phone	Website	Address
Local Libraries			
Earl Gregg Swem Library (W&M)	221-4636	www.swem.wm.edu	400 Landrum Drive (4.6 miles)
John D. Rockefeller Jr. Library (Colonial Williamsburg)	565-8520	research.history.org/jdrlibrary.cfm	313 First Street (3.5 miles)
Williamsburg Regional Library (public)	259-4040	www.wrl.org	515 Scotland Street (4.3 miles) 7770 Croaker Road (16 miles)

	Phone	Website	Address
Shopping			
New Town (Nautical Dog, Jo-Ann's Fabric, more)	N/A	newtownwilliamsburg.com	4801 Courthouse St. (7.5 miles)
Williamsburg Antique Mall (100s of sellers)	565-3422	www.antiqueswilliamsburg.com	500 Lightfoot Road (12 miles)
Williamsburg Premium Outlets (135 Outlet Stores)	565-0702	www.premiumoutlets.com/outlets/outlet.asp?id=89	5715-62A Richmond Road (10 miles)
Yankee Candle: Village Stores (candles, etc.)	877-616-6510	www.yankeecandle.com/about-yankee-candle/visitour-flagship-store/williamsburg-events/t	2200 Richmond Road (6.5 miles)

	Phone (area code 757)	Website	Address
Dining			
Italian			
Doraldo Ristorante \$\$	220-0795	www.doraldosrestaurant.com	1915 Pocahontas Trail (.5 miles)
Maurizio's \$\$	229-0337	www.mauriziositalianrestaurant.com	264 McLaws's Circle #E (.5 miles)

Dining**Phone**
(area code 757)**Website****Address**

Asian			
Emerald Thai Cuisine \$\$	645-2511	www.emeraldthai.net	264 McLaws Circle # G (.5 miles)
Nawab (Indian) \$\$	565-3200	www.nawabonline.com	204 Monticello Avenue (5 miles)
Peking (buffet) \$	229-2288	www.peking-va.com/Home.asp	120 J Waller Mill (5.2 miles)
Peter Chang (Chinese) \$\$	345-5829	www.peterchangrestaurant.com	1203 Richmond Road (5 miles)

American/Seafood			
Berret's Seafood (known for crab cakes) \$\$\$	253-1847	www.berrets.com	199 South Boundary Street (4 miles)
Dog Street Pub \$\$	293-6478	www.facebook.com/DoGStreetPub	401 West Duke of Gloucester Street (4 miles)
Fat Canary \$\$\$	229-3333	www.fatcanarywilliamsburg.com	410 W Duke of Gloucester Street (4 miles)
Food for Thought \$\$	645-4665	www.foodforthoughtrestaurant.com	1647 Richmond Road (6 miles)
Second Street Bistro \$\$	220-2286	www.secondst.com	140 Second Street (3 miles)
Yorkshire Steak & Seafood \$\$	229-9790	www.theyorkshirerestaurant.com	700 York Street (2.5 miles)

French			
Blue Talon (Country French) \$\$\$	476-2583	www.bluetalonbistro.com	420 Prince George Street (4 miles)
Le Yaca (haute French) \$\$\$	220-3616	www.leyacawilliamsburg.com	1430 high Street, Ste. 801 (5.5 miles)

Mexican			
La Michoacana Restaurant & Ice Cream \$	585-2690	www.lamichoacanarestaurantandicecream.com	264 McLaws Circle (.5 miles)
South of the Border \$	565-4848	www.sotb.us	322 2nd Street (3.5 miles)

Breakfast/Lunch			
Capitol Pancake House \$	229-7626	www.pancakehouses.com	802 Capitol Landing Road (3.6 miles)
Shorty's Diner \$\$	603-6674	www.shortysdinerva.com	627 Merrimac Trail (3 miles)
The Smokey Griddle \$	229-1718	www.thesmokeygriddle.com	2227 Richmond Road (6 miles)

Dessert/Specialty			
Mad about Chocolate (chocolate desserts) \$\$	645-2995	www.madaboutchocolate.us	204 Armistead Avenue (4.5 miles)
Williamsburg Winery	258-0899	www.williamsburgwinery.com	5800 Wessex Hundred (6 miles)

FRIDAY SESSIONS

Friday, October 24, 8:00 am–8:30 am
Auditorium, 1st Floor

VLA Annual Business Meeting

Friday, October 24, 8:30 am–9:00 am
Auditorium, 1st Floor

VLA Awards Ceremony and Scholarship Presentation

Friday, October 24, 9:00 am–10:00 am
Auditorium, 1st Floor

Keynote Address with Gene Ambaum of Unshelved: “A Funny Thing Happened on the Way to the Library”

If you work in libraries you know that sometimes you have to laugh or else you’ll cry. We deliver the laughs as we take you on a tour of the world’s only library comic strip. The staff and patrons of the Mallville Public Library are instantly recognizable, and give your audience a unique opportunity to gently laugh at themselves and the people they work with on both sides of the desk. We deconstruct some of our greatest hits and tell some of the true-life stories that inspired them, as well as a few we had to leave out.

Friday October 24, 10:00 am–10:45 am

Unshelved merchandise sales and signing; visit the Exhibit Hall

10:45 am - 11:30 am

Friday October 24, 10:45 am–11:30 am
Conference Center Atrium, 1st Floor

UnConference

Personalize your VLA conference by discussing what you want to. Participate in the UC. Find a suitable topic or make your own.

Friday, October 24, 10:45 am - 11:30 am
Room 18, 2nd Floor

Extroverts, Introverts, and Everyone In Between: Understanding Different Communication Styles

Libraries have the reputation of attracting introverted employees and with a room full of bibliophiles, it’s no surprise that communication can be a challenge. With limited budgets and developing technologies, introverts are increasingly being pushed from their traditional roles in the stacks toward tasks typically only enjoyed by extroverts, such as outreach and networking. Please join us to learn how to communicate with extroverts, introverts, and everyone in between, no matter what your personal communication style may be.

Presenter(s): Caitlin Flanagan and Rita Scrivener, Hampton Public Library

Friday, October 24, 10:45 am - 11:30 am
Room 2, 1st Floor

1,000 Books Before Kindergarten? Are You Kidding? YS

Learn how this early literacy initiative that began in the Midwest can work in Virginia! Sound daunting? We’re not kidding; you can do it! 1,000 Books B 4 K has huge benefits for the child, family, school, and library. We’ll share our story, and then we’d love to hear one of your early literacy success stories!

Presenter(s): Marty Staton and Kelly Purdie, Poquoson Public Library

Friday, October 24, 10:45 am - 11:30 am
Room 11, 2nd Floor

Book Group Boot Camp

For many library users, group discussion adds pleasure to their reading. But they also want to make the most of those discussions. Based on Williamsburg Regional Library’s one-day Book Group Basic Training, you’ll learn how to help readers find tools for leading effective, rewarding discussions.

Presenter: Andrew Smith, Williamsburg Regional Library

Friday, October 24, 10:45 am - 11:30 am
Room 8, 2nd Floor

For Your Eyes Only: Sharing and Preserving the Past

Have you ever found the perfect primary source for a patron, only to be told that it is not available for sharing? The University of Richmond is engaged in several projects to increase the accessibility of its primary sources. ILL and DTP (Discovery, Technology and Publishing) working together!

Presenter(s): Christine Gomola Mullin and Angie White, University of Richmond

Friday, October 24, 10:45 am - 11:30 am
Center Lounge, 1st Floor

The Human Library

Staff from Loudoun County Public Library will share their experiences developing, creating and presenting The Human Library, an event where 15 “books” explored their life experiences through one-on-one conversations with the community. Learn how the team successfully recruited the “books,” planned and marketed this unique event. The Human Library enables groups to break stereotypes by challenging the most common prejudices in a positive and humorous manner. It is a concrete, easily transferable and affordable way of promoting tolerance and understanding. www.human-library.org.

Presenter(s): Carolyn Reagle and Linda Holtslander, Loudoun County Public Library

FRIDAY SESSIONS CONTINUED

Friday, October 24, 10:45 am - 11:30 am

Room 16, 2nd Floor

From Gutters to Panels: The History of Graphic Novels and Their Impact in the Library

To promote an understanding of the rapidly growing field of comics, this presentation will explore the impact of separating the comic collection in the library, how to provide community awareness of the collection, and the history and importance of comics and graphic novels as a medium for escapism, exploration, and self-discovery.

Presenter(s): Caslin Applewhite and Ginger Armstrong, Chesterfield County Public Library

Friday, October 24, 10:45 am - 11:30 am

Amphitheatre, 1st Floor

The Public Library as Agent of Change in African American Male Literacy

See how the Richmond Public Library is forming partnerships and uniting community organizations, teachers and mentors to improve young African American male literacy through research-based mediation of empowering texts and engagement in empowering activities both in the library and in the community using BMER (Black Male Emergent Readers) book clubs.

Presenter(s): Meldon Jenkins-Jones, Natasha Payne-Brunson, Beverly Mitchell and Patricia Parks, Richmond Public Library

Friday, October 24, 10:45 am - 11:30 am

Room 15, 2nd Floor

Library of Virginia's Local History Scanning Project HIST

The session will provide a background and overview of the Scanning Project along with a methodology for conducting the project on a local public library site. Experiences from both the Library of Virginia staff and the Portsmouth Public Library staff will be provided.

Presenter(s): Cindy S. Church, Library of Virginia; Gregg Grunow, Portsmouth Public Library

Friday, October 24, 10:45 am - 11:30 am

Room 17, 2nd Floor

Shelve It, Pin It: Making Social Media Work for Reader's Advisory

With ever increasing demands on staff time, providing precise reader's advisory has become a thing of the past. Get a unique perspective on how one library is using Goodreads and Pinterest as a quick tool and reference guide for staff and self-guided reader's advisory for patrons.

Presenter(s): Randi Wines and Megan Mizak, Roanoke Public Libraries

Friday, October 24, 10:45 am - 11:30 am

Room D, 1st Floor

There's an Appointment for That: Satisfying Patrons Through Appointment-Based "Your Personal Librarian" Service

Chesterfield County Public Library balances a busy system and patrons interested in eReaders, computer skills, job searching, and more, using scheduled one-on-one assistance. Learn how this simple and efficient approach leads to happy patrons and a skilled, rewarded staff.

Presenter(s): Margaret Howard and Tina Metzger, Chesterfield County Public Library

Friday, October 24, 10:45 am - 11:30 am

Room 3, 1st Floor

For Your Eyes Only: Self-Assessment in Information Literacy Instruction VLACRL

Self-assessment can be a powerful tool for information literacy instructors. With careful planning, a program of structured and intentional reflection on your teaching can lead to a new understanding of effectiveness in the classroom. Join a presentation/ discussion on an under-appreciated tool that is both useful, and easy to use.

Presenter: Maryke Barber, Hollins University

Friday, October 24, 10:45 am - 11:30 am

Room A, 1st Floor

We Are Not Hiding, So Why Can't You Find Us? Attracting Users to Special Collections & Archives VLACRL

Special Collections & Archives have become the focal point for many research libraries due to the unique materials. However, there are still many faculty and students who are unaware of the potential research value of these collections. This session explores strategies to improve awareness and use.

Presenter(s): Margaret Turman Kidd and Elizabeth McDaniel, Virginia Commonwealth University

Friday, October 24, 10:45 am - 11:30 am

Room B, 1st Floor

Wrangling Your Web Presence VLACRL

Does your library's website need a little (or a lot) of sprucing up? Not sure where to get started or where you may end up? In this session, I will share how to wrangle an out-of-control web presence and design for the future, as well as tips and tools that you can use to take charge of your website. No knowledge of HTML or scripting languages required, but you might learn some!

Presenter: Carole Porter, Roanoke College

FRIDAY SESSIONS CONTINUED

11:30 am

Friday, October 24, 11:30-1:00 pm

LUNCH ON YOUR OWN

Friday, October 24, 11:30am-1:00 pm

VLACRL Meetup Sessions VLACRL

Bring ideas, questions, and interest to a facilitated group discussion with academic library colleagues at one of four topics at lunch on Friday:

- **Open Access and the Humanities.** Kathleen DeLaurenti, College of William and Mary. *Room 2*
- **Out with the old, in with the new?** Exploring ACRL's proposed Framework for Information Literacy for Higher Education PM. Candice Benjes-Small, Radford University and Rebecca Kate Miller, Virginia Tech. *Room 3*
- **Rise of the Machines: IM's Impact on Reference Services.** Jennifer Resor Whicker, Radford University. *Room A*
- **Secondary Sources: How Peer-Review Can Improve Student Learning.** Patty Clark and Stephen Leist, Virginia Wesleyan College Hofheimer Library. *Room B*

1:00 pm - 1:45 pm

Friday, October 24, 1:00 pm - 1:45 pm

Conference Center Atrium, 1st Floor

UnConference

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Friday, October 24, 1:00 pm - 1:45 pm

Room 17, 2nd Floor

Best of Both Worlds: Learning from Programming/Outreach at the Joint Use Library

Joint use libraries have unique challenges and opportunities. Representatives from the TCC/City of Virginia Beach Joint Use Library discuss the pros and cons of their collaboration with regards to programming/outreach. Regardless of the type of library you're from, teamwork and playing to everyone's strengths are essential to success.

Presenter(s): Alexandra Birk, Tidewater Community College; Matt Lighthart, Virginia Beach Public Library

Friday, October 24, 1:00 pm - 1:45 pm

Room 15, 2nd Floor

High Attendance, Low Budget

Want to raise your yearly program attendance, but don't have a lot to spend? Large-scale festival-style events could be your ticket to big numbers! Learn how we bootstrapped a Comic-Con event for almost no budget and raised our program attendance by 2,000 people in one day.

Presenter(s): Kate Denwiddie, Kareemah Hamdan and James Hudson, Chesterfield County Public Library

Friday, October 24, 1:00 pm - 1:45 pm

Room 8, 2nd Floor

Get Your Geek On: Program Tips for Everyone

YS

Not sure what a TARDIS is or why that teen is wearing cat ears in the library? Don't panic! Learn more about geek culture and how to use it to create awesome programs that kids of all ages will want to come to. Sponsored by the Youth Services Forum.

Presenter(s): Michelle Chrzanowski; Susan Hampe and Jessica Kasper, Virginia Beach Public Library

Friday, October 24, 1:00 pm - 1:45 pm

Amphitheatre, 1st Floor

Excellent Customer Service and RFID Implementation TSTF

How do you continue to provide excellent customer service while converting from barcode checkout to implementing RFID technology at your library? Come to this session to find out what we learned from our experience. We'll discuss successes, challenges, and lessons learned. Many libraries will face these challenges in the coming years. We'll discuss what needs to go into planning for this project to make it successful, and tips on how to continue providing excellent customer service even while drops are closed/under construction. We'll also discuss pitfalls to watch out for and lessons we learned through our experience.

Presenter(s): Sheila McDuff, Loudoun County Public Library; Tracy Sumler, DCPL

Friday, October 24, 1:00 pm - 1:45 pm

Room 16, 2nd Floor

Conducting a Needs Assessment TSTF

Staff members from different library departments will discuss the steps required to plan and execute a Needs Assessment.

Presenter(s): Renee DiPilato and Kevin Osborne, Alexandria Library

Friday, October 24, 1:00 pm - 1:45 pm

Room 11, 1st Floor

STEAM Programs for Preschool through High School YS

During this presentation participants will learn how to do STEAM (science, technology, engineering, art, and math) programming for preschool, elementary, middle, and high school students. In this session presenters will demonstrate how to incorporate all five elements of STEAM into a single program.

Presenter(s): Jessica Chatham and Vanessa Aguilar, Chesapeake Public Library System

FRIDAY SESSIONS CONTINUED

Friday, October 24, 1:00 pm - 1:45 pm
Room 18, 2nd Floor

Great Expectations: Combining Services, Improving Experiences

Combining reference and circulation services is a continuing trend in academic libraries. Through a series of conversations and opportunities, George Mason University Libraries are currently implementing this streamlined service approach in a distributed university environment. The George Mason Libraries system consists of two large libraries located on Mason's Fairfax campus and two modest-sized libraries located on Mason's Arlington and Prince William campuses. To achieve the "one-stop" service point goal for each site, the libraries are in the initial stages of redrafting policies, procedures and workflow; revising staff training materials and resources; recasting physical spaces; and refining patron traffic at each combined service desk. Presenters will discuss how they are turning theoretical concepts into front-line customer service realities and will also highlight anticipated outcomes as well as possible assessment measures.

Presenter(s): Heather Groves Hannan, Mercer Library, Prince William Campus (George Mason University); Beth Roszkowski, Arlington Campus Library, Arlington Campus (George Mason University); Patricia J. West, Gateway Services, Johnson Center Library (George Mason University)

Friday, October 24, 1:00 pm - 1:45 pm
Room 2, 1st Floor

Strategic Planning--Keep it Simple

This presentation intends to strip the strategic planning process down to its basic components with tips that have proved workable in the real world. Vision--Mission--Objectives--Strategies--Action Plans will be discussed with the emphasis on setting objectives.

Presenter: Alan Sonner, Norfolk Public Library

Friday, October 24, 1:00 pm - 1:45 pm
Room B, 1st Floor

Proving the Impact of Library Instruction on Critical Thinking Skills

The University of Virginia Library conducted a year-long study to examine the effectiveness of library instruction on critical thinking, that is, the application of reasoning to the challenge of understanding and analyzing content of first-year students. In this session, we will share the story of the project. Elements covered will include the genesis of the idea; the administrative logistics; implementation in the classroom; training of the instructors and the course TAs; the assessment process; the results; and adjustments to study and lessons learned.

Presenter(s): Kathryn Soule and Meridith Wolnick, University of Virginia

Friday, October 24, 1:00 pm - 1:45 pm
Room A, 1st Floor

Partner-Enhanced Assessment: Working Together to Measure Services, Satisfaction and Success

The Learning Commons @ Perry Library was established as a partnership between the University Libraries, Information Technology Services and Academic Enhancement. Partner relationships have been developed and expanded to identify and gather a variety of quantitative and qualitative data that can demonstrate the value of the space.

Presenter: Kathryn Boone, Old Dominion University

Friday, October 24, 1:00 pm - 1:45 pm
Room 3, 1st Floor

Prior Knowledge and the Pyramid Method of Library Instruction

An effective method of learning encourages students to compare prior knowledge (Google searching) to new knowledge (library databases) creating new knowledge pathways and deeper learning. An emphasis on activating prior knowledge, scaffolding the instruction session, and defining the research path enables students to become more effective and efficient searchers.

Presenter: Marcia Dursi, Marymount University

Friday, October 24, 1:00 pm - 1:45 pm
Center Lounge, 1st Floor

Wythepedia: Using a Wiki to Open New Doors to Special Collections in Virginia

George Wythe, America's first law professor, taught Thomas Jefferson, and John Marshall. William & Mary's Law Library recreated Wythe's library and used MediaWiki to provide online access to the collection. Speakers will review George Wythe's career, discuss using MediaWiki, and tour "Wythepedia," the online encyclopedia devoted to Wythe and his books.

Presenter(s): Linda Tesar, James S. Heller and Stephen Blai-klock, Wolf Law Library, College of William & Mary

Friday, October 24, 1:00 pm - 1:45 pm
Auditorium, 1st Floor

Desegregation in Virginia: Samuel Wilbert Tucker, the Story of a Civil Rights Trailblazer and the 1939 Alexandria Library Sit-In

Civil rights lawyer Tucker organized a sit-in in 1939 to protest Alexandria Library's "whites-only" policy. Challenging public school segregation one case at a time, the ruling in his 1968 US Supreme Court case declared that public schools must desegregate immediately. Busing for integration began. Primary sources provided information for this first biography. Book club discussion questions will be shared.

Presenter: Nancy Silcox, author

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FRIDAY SESSIONS CONTINUED

Friday, October 24, 1:00 pm - 1:45 pm

Room D, 1st Floor

Shaken Not Stirred: Assessing Library Trends and Fads.

An interactive session in which attendees will be encouraged to bring their favorite or most woeful library trend or fad. Are you a trend-victim clutching the appletini of library services or a biblio-hipster who would only drink a public-services version of the “Vesper” according to Ian Fleming’s recipe in *Casino Royale*? As our heads turn from wikis and blogs, to Tweeting to no one, and on to the fairer grounds of Maker Spaces, iPad playgrounds and 3-D Printers, can we evaluate our trend-following as valuable to keeping libraries relevant, or as a distraction from our core mission? Join the discussion, have your say, bring your success stories (and also those trends you wish you’d let others follow). Martinis not provided.

Presenter: Matt Todd, Northern Virginia Community College

Friday, October 24, 1:45 pm

Scholarship Basket Raffle

Winners announced in Exhibit Hall

2:00 pm - 2:45 pm

Friday, October 24, 2:00 pm - 2:45 pm

Conference Center Atrium, 1st Floor

UnConference

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Friday, October 24, 2:00 pm - 2:45 pm

Room D, 1st Floor

Tech Trends and Tools 2014

Want to know what’s new and what’s next in the world of technology? Want to know how to incorporate these into your library? This is the session for you! We’ll focus on inexpensive, open technologies that can educate, excite, and entertain!

Presenter: Nathan Flinchum, Roanoke Public Libraries

Friday, October 24, 2:00 pm - 2:45 pm

Auditorium, 1st Floor

Jefferson Cup: Matt Phelan

Ticketed Event (should be purchased in advance, a limited number of tickets will be available onsite)

Hosted by the Jefferson Cup Committee. Please join Jefferson Cup Award Winner Matt Phelan as he discusses his book, *Bluffton: My Summer With Buster Keaton*. Please see page 8 for more information. Sponsored by Friends of the Williamsburg Regional Library.

Friday, October 24, 2:00 pm - 2:45 pm

Room 16, 2nd Floor

The Rebalancing Act: How to Weed and Rebalance with a Floating Collection

Does your library have floating collections? Do you struggle to allocate copies and rebalance them among multiple branches due to varied collection sizes? Come hear how you can take the guesswork out of weeding and rebalancing -- and perhaps change the “keep it all” culture that can sometimes prevent floating from succeeding.

Presenter(s): Jane Blue and Sallie Tiso, Prince William Public Library System

Friday, October 24, 2:00 pm - 2:45 pm

Amphitheatre, 1st Floor

Invasion of the LibraryBots

A public library is perfectly positioned to provide sponsorship and direction for community technology teams competing in the four levels of the VAFIRST program. From Junior Lego League to First Robotics Challenges, learn how the library can play a role in promoting STEM opportunities to home-schoolers and others not affiliated with school teams.

Presenter(s): Barbara Ferrara and JoLynn Holcomb, Chesterfield County Public Library; Bruce “Doc” Davies, Chesterfield County Public Library VAFIRST

Friday, October 24, 2:00 pm - 2:45 pm

Room 11, 2nd Floor

Small Unit Leadership for Librarians: Military Leadership for the Decidedly Unmilitary.

Primarily aimed at middle managers, Small Unit Leadership will introduce librarians to leadership techniques and principles used by the United States Army. An interesting, entertaining look at the lessons found in FM22-100, the Army’s Leadership manual. Are you tough enough?

Presenter(s): Michael Hatchett and Barbara Weedman, County of Henrico Public Library

Friday, October 24, 2:00 pm - 2:45 pm

Room 17, 2nd Floor

George Washington, Makers, & More: Creating Dynamic Programming & Community Engagement Through Local Partnerships

Local partnerships are essential to creating engaging programs with community-wide appeal and relevance, and to forming lasting relationships within your community. The Central Rappahannock Regional Library shares how this regional system develops local partnerships to create innovative programs that showcase local history and so much more.

Presenter(s): Martha Hutzler and Samantha Thomason, Central Rappahannock Regional Library

FRIDAY SESSIONS CONTINUED

Friday, October 24, 2:00 pm - 2:45 pm
Room 15, 2nd Floor

To “Cultivate Composure:” Practical Advice for Information Professionals from the 19th Century Home

Using household management publications from Special Collections at Virginia Tech, this session repurposes advice originally intended for housewives, waiters, and servants, and brings it into the modern age. Professionals from all library environments will find value in these tips for leadership, budgeting, time management, networking, and collaboration.

Presenter(s): Kira A. Dietz and Rebecca K. Miller, Virginia Tech

Friday, October 24, 2:00 pm - 2:45 pm
Room 18, 2nd Floor

Top Reading in Nonfiction Genres

Almost half the circulation in the library comes from nonfiction titles. Join five Williamsburg Regional Library readers’ advisors to get up to speed on trends, hot titles, need-to-know writers, and up and coming books in five nonfiction areas—Science and Nature, Pop Culture, History, Memoir, and Self Help.

Presenter(s): Barry Trott, Neil Hollands, Jan Marry, Penelope Hamblin and Andrew Smith, Williamsburg Regional Library

Friday, October 24, 2:00 pm - 2:45 pm
Room 2, 1st Floor

Web Usability Studies on a Bootstring TSTF

Do you think your website usability testing involves expensive consultants and extreme technology? Think not! Crafting small scale, cost-effective usability tests will provide evidence-based data that you can use to effect change. This session will show you how to “test in order to address” your library website.

Presenter: Mary Hanlin, J. Sargeant Reynolds Community College

Friday, October 24, 2:00 pm - 2:45 pm
Room 3, 1st Floor

Ask Your Peers: Developing a Peer Reference Service VLACRL

JMU Libraries report on a Peer Reference pilot program envisioned as a complementary service designed to enhance the dynamic suite of JMU Library services and provide familiar, quality service from a unique peer-to-peer model. Peer Reference Specialists have the ability to provide personal, uninterrupted reference and research help to their peers during evening hours.

Presenter(s): Stefanie Warlick, Jonathan Paulo, Kelly Miller-Martin and Greer Hamilton, James Madison University

Friday, October 24, 2:00 pm - 2:45 pm
Room A, 1st Floor

Journals Aren’t Forever: Collaboratively Managing Journal Cancellation Projects VLACRL

This session will explore a journal cancellation project from start to finish at a small academic library from the perspectives of the collection development and technical services librarians. Areas of emphasis include data gathering, liaison collaboration with faculty, and the importance of communication among stakeholders for a successful outcome.

Presenter(s): Maryke Barber and Susan Vandale, Hollins University

Friday, October 24, 2:00 pm - 2:45 pm
Room B, 1st Floor

Untangling our Digital Knots VLACRL

The rapid evolution of technology and concepts related to digital collections make it increasingly difficult to navigate the ever-shifting nuances and complexities of digital representation. We will explore digital collections, archives, and repositories as we untangle the intermeshed ideas, terminology, and systems that define them.

Presenter(s): Lauren Seney, William & Mary Law Library; Daniel Weddington, Earl Gregg Swem Library at William & Mary

Friday, October 24, 2:00 pm - 2:45 pm
Center Lounge, 1st Floor

Leading Change: From Fear to Fruition LDF

Change—whether it strikes fear in your heart or fuels your creative fire, leading and managing change well can make the difference between a successful project and a failed one. Change management theory and practical tips for shaping team dynamics and change processes will be presented.

Presenter: Nan Carmack, Campbell County Public Library

3:00 pm - 3:45 pm

Friday, October 24, 3:00 pm - 3:45 pm
Conference Center Atrium, 1st Floor

UnConference

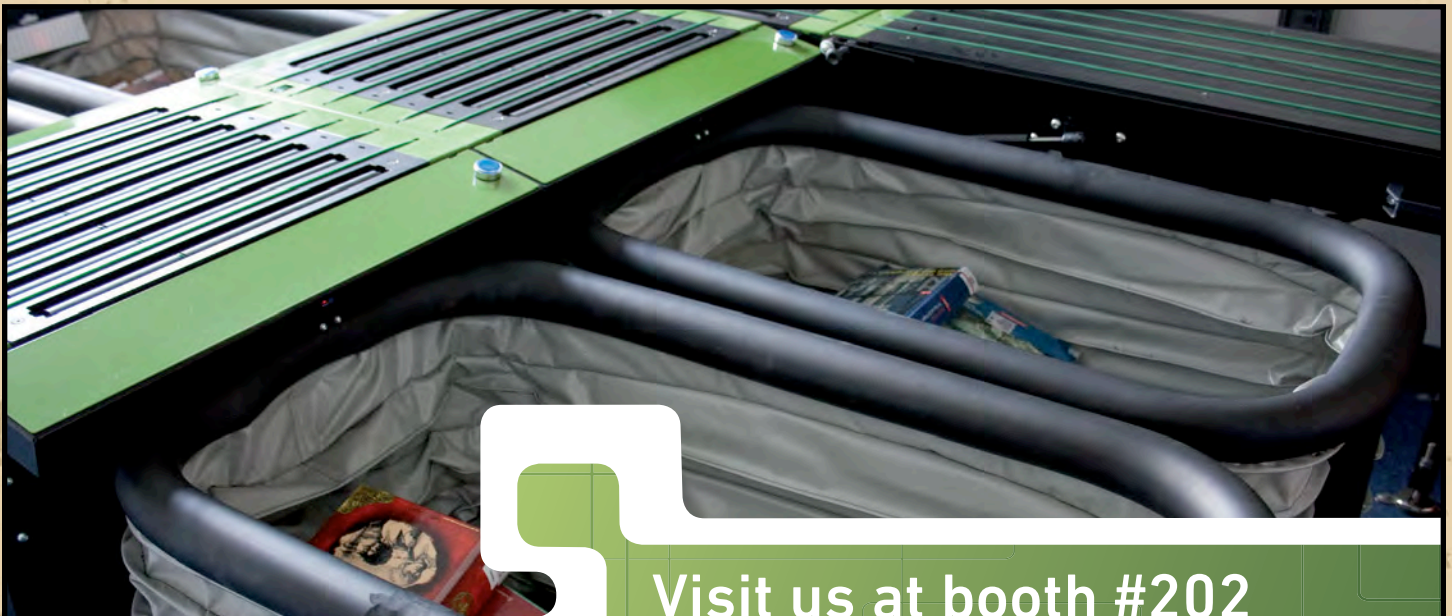
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Friday, October 24, 3:00 pm - 3:45 pm
Room 18, 2nd Floor

Our Jefferson Cup Overfloweth YS

The 2014 Jefferson Cup Committee members will present an overview of some of the titles that were submitted for consideration for the award.

Presenter(s): Members of the 2014 Jefferson Cup Committee



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FRIDAY SESSIONS CONTINUED

Friday, October 24, 3:00 pm - 3:45 pm
Room 15, 2nd Floor

Teens Can LARP Without Swords--How to Run Three Cool Programs! YS

I will go over the basics of how to run a Hobbit-themed, Lightning Thief-themed, and Space-themed events for teens at your Library. These after-hours programs were extremely popular, and the Teen Advisors who ran them had as much fun as the participants. It's a whole new approach to gaming in your library!

Presenter(s): Laini Bostian, Culpeper County Library, and Aaron Bostain

Friday, October 24, 3:00 pm - 3:45 pm
Amphitheatre, 1st Floor

Create the Future by Inventing It TSTF

Come learn from two innovative projects that are creating the future. The Georgia Public Library Service supported the creation of Evergreen open source software, now used in over 1,000 libraries worldwide. The Digital Strategy initiative at Charlotte Mecklenburg Library includes 70+ staff who are creating a digital future that is customer-centered and accessible to everyone.

Presenter(s): David Singleton, Charlotte Mecklenburg Library; Julie Walker, Georgia Public Library Service

Friday, October 24, 3:00 pm - 3:45 pm
Auditorium, 1st Floor

How To Ban a Book

We imagine that you have invited us to teach your group how to do a better job banning books from libraries. We give a thorough, detailed, and helpful training. We'll tell you why to ban books, which books to challenge, who at the library to work with, what kind of approach you should take, and how to anticipate (and work around) a library's standard response. We'll also teach you the different types of secret censorship and how to use the library's collection development policy to your advantage. We are longtime opponents of censorship, and in this talk you will gain a deeper understanding of who you're up against in the fight for intellectual freedom.

Presenter: Gene Ambaum, Unshelved

Friday, October 24, 3:00 pm - 3:45 pm
Room 16, 2nd Floor

StatBase: Library Statistics Made Easy

The Newport News Public Library System has developed an Open Source alternative to expensive statistical aggregation tools: StatBase. The program, a Joomla framework with contributed modules, is a statistical gathering and display tool for public library use that offers a secure, simultaneous access system for data aggregation and visualization.

Presenter(s): Alexandria Payne and James Messimer, Newport News Public Library System

Friday, October 24, 3:00 pm - 3:45 pm
Room 11, 2nd Floor

Do More With Less: How to Create Dynamic Library Environments Utilizing Current Resources and Strategic Space Plans.

The evolving nature of the modern library is changing faster than our facilities. How do we utilize and maximize our current resources to provide a dynamic library environment for our patrons with small budgets and short timelines? Join Shannon Wray, interior designer with BCWH, Stan Umberger, Library Director at Roanoke College, and Jeff Hoover, library design expert with Tappe, to learn how strategic planning and phased design solutions can help you take advantage of your current facility's resources and plan for the future.

Presenter(s): Emily Hogan, AIA; Jeff Hoover, Tappé Architects, library design expert

Friday, October 24, 3:00 pm - 3:45 pm
Room 2, 1st Floor

Impulse Shopping at the Library: Keep Your Patrons Engaged With Each Visit

How do you grab patrons' attention when they come through your doors? Learn about increasing the value of each visit through internal marketing: book displays, program promotions, and material placement. Then we'll open it up to the audience for a brainstorming session and a chance to share your best practices.

Presenter(s): Sarah Skrobis, Tammy Coulter and Elzena Anderson, Augusta County Library

Friday, October 24, 3:00 pm - 3:45 pm
Room 17, 2nd Floor

Putting Sensory Play to Work For You YS

Oh my! The wiggles are invading my toddler and preschool programs! Looking for new ways to combat the wiggles too? Learn simple and easy ways to incorporate sensory play into programming to engage little ones and help to focus their untamed energy.

Presenter: Randi Wines, Roanoke Public Libraries

Friday, October 24, 3:00 pm - 3:45 pm
Room D, 1st Floor

The Library Job Interview: A Hiring Manager's Perspective NMRT

Are you applying for library positions and wondering just what is going on in your interviewers' minds? This panel presentation featuring interviewers from various library types gives insights into the time-lines, constraints, and reasons behind hiring decisions so you can put your best foot forward!

Moderator: Margaret Howard, Chesterfield County Public Library

FRIDAY SESSIONS CONTINUED

Friday, October 24, 3:00 pm - 3:45 pm

Room 8, 2nd Floor

Show Me the Numbers: Using Census Bureau's Time Series Data To Tell The Library Story

This workshop will introduce you to new time series data created under the federal-state Local Employment Dynamics (LED) Partnership. LED provides unprecedented details about America's jobs, workers, and local economies and communities. It is an essential tool for strategic planning, establishing facility hours, building/program allocation, and budget defense. Learn to use the data to ascertain where your workforce lives, what sectors dominate your community, what industry sectors and sub-sectors are most popular, and learn how to map this data for great visual effect when influencing stakeholders for library support.

Presenter: Ally Bursleson-Gibson, U.S. Census Bureau

Friday, October 24, 3:00 pm - 3:45 pm

Center Lounge, 1st Floor

What Will You Read Next? A Random House Library Marketing Book Buzz

Collection development and readers' advisory librarians, book club leaders, and anyone interested in being the first to hear about the hottest upcoming Random House LLC Inc. and Penguin USA titles won't want to miss this presentation. Find out which titles you and your patrons will want to read next!

Presenter: Lara Oliver, Penguin Random House

Friday, October 24, 3:00 pm - 3:45 pm

Room 3, 1st Floor

Code Name Citation: Are Seniors Better At Source Use Than Freshmen? VLAACRL

Do students improve in citing sources and source quality selection throughout their college careers? We collected freshmen and senior papers, analyzed the accuracy of citing as well as source type, then compared results. By focusing on source integration, we can determine whether value-added information literacy is occurring.

Presenter(s): Candice Benjes-Small and Eric Ackermann, Radford University

Friday, October 24, 3:00 pm - 3:45 pm

Room A, 1st Floor

Decluttering your Catalog: Using Micro-Inventory to Address Major Problems VLAACRL

Academic libraries often stray away from conducting catalog record inventories based upon a lack of staff and budget. The absence of conducting inventories can lead to major catalog and patron access issues. This presentation discusses practical ways to conduct record inventories based upon our experiences at Hampton University's Harvey Library.

Presenter(s): Tina Rollins, Leticia Canaday and Stephanie Santiful, Hampton University

Friday, October 24, 3:00 pm - 3:45 pm

Room B, 1st Floor

Recruiting Double Agents: Entertaining and Utilizing Student Feedback VLAACRL

Imagine having a direct window into the minds and thoughts of your users. Come to this session to learn about the impact that a single student employee and the creation of a student advisory board can have on a library's understanding of how to best support their users.

Presenter(s): Lauren Pressley and Kylie Gilbert, Virginia Tech University Libraries

VLA Conference Attendee tip
(submitted via Facebook):

Attend as many sessions
as possible and network,
network, network!

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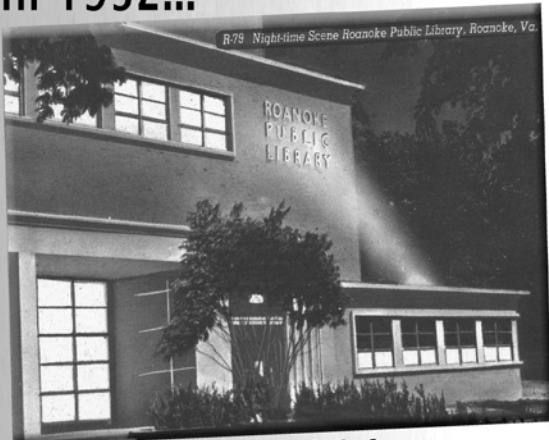
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VENDORS

EXHIBIT HALL

Hours: 9:00 am – 5:00 pm Thursday, October 23

9:00 am – 2:00 pm Friday, October 24

Booth #305

3M Company

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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. Finding the technology solution that is right for each unique library, 3M's promise is to deliver a long term partnership that is built to exceed expectations. Follow us on Twitter @3MLibrary or visit www.3M.com/us/library.

Booth #510

American Psychological Association

www.apa.org

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

Booth #601

Association Book Exhibit

Booth #511

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AWE is a provider of digital learning solutions to schools, libraries, child care centers, and other educational entities. We offer both stand-alone computer workstation and web-based products.

Booth #513

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Booth #500

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Booth #307

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Booth #600

FSU School of Information

<http://ischool.cci.fsu.edu/>

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Booth #614

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HBA Architecture & Interior Design, Inc.

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HBA specializes in new design as well as renovation, repair, and rehabilitation of existing structures. Project types include: Commercial (financial, industrial, corporate, interiors, retail, and mixed-use); Community (learning, civic, multi-family residential, municipal, religious, healthcare, recreation and entertainment); and Government (federal/ Department of Defense).

Booth #201

HBM Architects

www.HBMArchitects.com

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www.kaplanco.com

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Booth #300

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Liberty Systems represents some of the finest library shelving and furniture manufacturers. We are able to assist with space planning, floor layouts and budget pricing at no cost or obligation.

Booth #200

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Booth #204 & 206

Library of Virginia Foundation

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Booth #202

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Booth #408

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www.lyrasis.org

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VENDORS CONTINUED

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Booth #312

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Booth #405, 406, & 407

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Booth #309

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Booth #413

School of Library and Information Science

www.libsci.sc.edu

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Booth #619

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www.tlcdelivers.com

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Booth #205

UNCG Dept. of Library and Information Studies

lis.uncg.edu

Booth #400

University of Kentucky

ci.uky.edu/lis/

We offer a fully online ALA accredited master's degree in library and information science.

Booth #505

University of North Texas Library & Information Sciences

<http://lis.unt.edu/>

In the spring of 2015, the Department of Library and Information Sciences will offer the Master's of Science in Library Science (LS) or Information Science (IS) to a fourth cohort of students in Virginia.

The University of North Texas Department of Library and Information Sciences has a long history of providing high-quality programs at sites that are often many miles from the home campus in Denton. In receiving its current accreditation renewal by the American Library Association, the Committee on Accreditation commended the School for its outreach efforts.

Booth #313

University of Pittsburgh School of Information Sciences

www.ischool.pitt.edu/

Library & Information Science at the University of Pittsburgh is home to an ALA-accredited degree program with a 100+ year history of producing leaders and innovators in libraries and archives. Both MLIS and PhD students have opportunities to gain professional experience prior to graduation. Our MLIS is ranked 10th by US News & World Report. Students enroll in traditional on-campus courses or in innovative PittOnline courses and earn their degree without leaving their careers, homes or families.

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- Develop strong advocates for the public library
- Build partnerships in the community

For more detailed information on how to start a library foundation, visit www.CPLFonline.org



foun-da-tion | foun'dā sh ən |

noun

- the action of establishing an institution or organization on a permanent basis, esp. with an endowment.
- an institution established to assist with proper funding, for example a body devoted to financing greater research and knowledge for outstanding libraries in a wonderful Virginia community.

derivatives

ORIGIN late Middle English : from Old French fondation, from Latin fundatio(n-), from fundare 'to lay a base for' (see CPLFonline.org).



The Loop—CPL's new quarterly training brochure.



Touch screen computers designed specifically for children ages 2-8.



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New Wallace Memorial History Room at the Central Library.

VENDORS CONTINUED

Booth #302

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www.sis.utk.edu

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Booth #605

Virginia Library Association Leadership Development Forum

<http://www.vla.org/vla-units/forums/leadership-development-forum/>

The Leadership Development Forum's purpose is to encourage and support the development of current and future library leaders, whether professional or paraprofessional, in all types of libraries in Virginia. Activities include a webinar series, the bi-annual Virginia Library Leadership Academy (VALLA), as well as leadership book discussion and reviews. We will be selling Libraries: Where Shhh Happens t-shirts to benefit the 2016 VALLA.

Booth #613

Virginia Library Association Professional Associates Forum

<http://www.vla.org/vla-units/forums/paraprofessional-forum/>

The Virginia Library Association Professional Associates Forum was formed to provide a formal network for library professionals throughout Virginia and to provide members with information pertinent to library professionals. The Executive Board members plan, sponsor, and present the Virginia Library Association Professional Association Forum conference each year. Please stop by booth 613 and find out more about our upcoming conference in May 2015.

Booth #308

World Book, Inc.

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Online and print products for preschool through college. We are more than just reference! Common Core and curriculum-correlated products for your library or classroom. Integrated search with thousands of e-books and millions of pages of primary source documents. Come see our new digital e-books and integrated Timelines, and our Science Power and Social Studies Power. Popular Student and Advanced now optimized for iPad! New print titles, including graphic novel-style Building Blocks series, and the authoritative World Book 2014.

Seeking Concurrent Session Proposals!

The Virginia Library Association Professional Associates Forum is seeking Concurrent Session Proposals for their conference, "Who Moved My Library?" in Richmond, VA May 17 – 19, 2015. Come to learn and share your experiences in the way libraries are challenged to adapt in an ever growing digital world. Please visit tinyurl.com/2015VLAPASessionProposal before the January 1 deadline!

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SAVE THE DATES



Deadline to submit program proposals for 2015 VLA Professional Associates Forum (VLAPAF) Conference: December 1

Deadline to apply for 2015 VLA Scholarships: March 1, 2015 (applications will be posted by December 1, 2014)

Deadline to submit proposals for 2015 VLA Conference: April 1, 2015 (proposal form will be posted in January 2015)

2015 National Library Legislative Day: May 4 & 5 Liaison Hotel, Washington, DC

2015 The Innovative Library Classroom, hosted by the VLA College and Research Libraries Forum (VLACRL): May 12

2015 VLA Awards Nomination Deadline: May 15

VLA Professional Associates Forum (VLAPAF) Conference: May 17-19 DoubleTree Richmond

2015 VLA Annual Conference: October 21-23 Richmond Marriott & Convention Center

More information about each of these events will be sent to the VLA member listserv

