

Renew Refresh Sustain



MLA Annual Conference Program

MassMutual Center
Springfield, MA

May 5-8, 2009



Renew Refresh Sustain

Location MassMutual Center, Springfield, MA

Registration Desk:

Tuesday, May 5, 7:30am - 12:00pm
Wednesday, May 6, 8:00am - 6:00pm
Thursday, May 7, 7:30am - 6:00pm
Friday, May 8, 7:30am - 12:00pm

Exhibit Hall Hours:

Wednesday: 12:45pm - 4:30pm
*** EXCLUSIVE**
 12:45pm - 1:45pm - Opening Vendor Dessert Reception!
 3:00pm - 4:00pm
Thursday: 8:00am - 12:00pm and 12:45pm - 4:30pm
*** EXCLUSIVE**
 10:45am - 11:30am
 3:15pm - 4:15pm
Friday: 8:00am - 11:00am and 12:00pm - 2:30pm - Special Graphic Novel Pavillion!
*** EXCLUSIVE**
 9:45am - 10:45am
 12:30pm - 2:30pm

MLA Conference Committee

Michael Colford, Conference Co-Chair, Boston Regional Library System
Gianna Gifford, Conference Co-Chair, Simmons College Library
Ellen MJ Keane, Conference Co-Chair, UMASS Lowell Libraries
William Adamczyk, PR Subcommittee, Thomas Crane Public Library, Quincy
Lee Ann Amend, PR Subcommittee, Osterville Public Library
Mary Behrle, Scholarship Subcommittee, Northeast MA Regional Library System
Nora Blake, Trivia/Auction Subcommittee, MassCat
Margaret Cardello, Central MA Regional Library System
Scot Colford, Conference Technology Officer, Boston Public Library
Paige Eaton Davis, Trivia/Auction Subcommittee, Minuteman Library Network
Linda Furey, Trivia/Auction Subcommittee, Beverly Public Library
Carol Geary, Sutton Public Library
Danielle Kovacs, Scholarship Subcommittee, W.E.B. Du Bois Library, UMASS Amherst
Kathy Lowe, School Library Liaison, Massachusetts School Library Association
Kathy Lussier, Membership Committee Liaison, Southeast MA Regional Library System
Ann Murdock, Vendor Liaison, EBSCO Subscription Services
Mary Puleo, Everett Libraries, Everett
Janet Ryan, Trivia/Auction Subcommittee, Jones Library, Amherst
Michael Spelman, Boston Public Library
Janet Stupak, Springfield City Library Liaison, Springfield City Library

MLA Representatives to the Conference Committee

Marybeth Dunhouse, Boston Public Library, Jordan Miller Liaison
Jen Forgit, Pembroke Public Library - Technical Services Section Liaison
Elizabeth Hacala, Executive Manager/Publications Manager
Theresa Parise, Boston Public Library, Intellectual Freedom Committee Liaison
Jeanne Sill, Reuben Hoar Library, Littleton - Paralibrarian Section Liaison
Sarah Sogigian, Metrowest (MA) Regional Library System - Youth Services Section Liaison
Kirsten Underwood, Nevins Memorial Library, Methuen - Personnel Committee Liaison

MLA Pre-Conference Committee Planning

Lee Fogarty, Springfield City Library
Beverly Shank, Watertown Free Library

Graphic Novel Mini-Conference Planning Committee

Nina Asgeirsson, Butler Middle School, Lowell
Robin Brenner, Chair, Brookline Public Library
Katie Baxter, Putnam Library, Noble & Greenough School
Michael Colford, Boston Public Library
Geri Fegan, West Middle School, Andover
Sandy Kelly, Carlisle School Library
Kathy Lowe, Massachusetts School Library Association
Anne Perham, Needham High School Library
John Shableski, Diamond Comics
Charlotte Sidell, Broadmeadow School, Needham

Special thanks to MLA Officers:

Richard Callaghan, President
Susan McAllister, Vice President
Kimberly Lynn, Past President
Margaret Cardello, Secretary
Nora Blake, Treasurer

Tuesday, May 5th

MLA Advocacy Institute Pre-Conference: **Making the Case for Libraries in Tough Times!**

7:30am - 12:00pm - Registration

8:30am - 9:45am

Massachusetts Swap & Shop: Sample Legislative Breakfast

Massachusetts Libraries have successfully hosted over 100 Library Legislative Breakfasts in the past several years. MLA kicks off its Advocacy Institute with a sample breakfast. If you've been part of a Legislative Breakfast, come and share ideas. If you've never participated, you'll be convinced of their value.

The breakfast features a comprehensive "State of the State" presentation by Rob Maier, Executive Director of the Mass Board of Library Commissioners and a "State of the Nation" presentation by Keith Michael Fiels, Executive Director of the American Library Association. Local Area Legislators and City/Town Officials will be on hand to offer their perspectives. Begin this exciting day of library advocacy with some solid coalition building.

The MLA Swap and Shop will provide samples of advocacy materials produced by your colleagues. See what other libraries are doing and share your experiences. If you have materials you'd like to share, please send them to: Molly Fogarty, 220 State St., Springfield, MA 01103 by April 30. (If possible, send 125 copies.)

Speakers: **Rob Maier**, Executive Director, Massachusetts Board of Library Commissioners; **Keith Michael Fiels**, Executive Director, American Library Association; **Western Massachusetts Legislators and local officials.**

10:00am - 11:45am

Colleagues From All Corners: An Issue-Oriented Panel Discussion

Panelists from all types of libraries will provide the background and information you need to understand library issues throughout the state in a variety of library settings and in the fiscal reality of today. With a firm grasp on the issues and times, you'll be able better to develop advocacy strategies in the Institute's afternoon sessions.

Speakers: **Tamson Ely**, Director, Springfield Technical Community College Library: **How to Compete for Funds for your Library in an Academic Environment.**

Barbara Garvey, Springfield Library Foundation Board, Former Chair of the Springfield Library Commission, Former City Councilor: **Library Trustees and Local Government.**

Maureen Killoran, **Government Liaison**, Massachusetts Board of Library Commissioners: **Grassroots Advocacy on a State Level.**

Judy Paradis, Chair, Massachusetts School Library Association Legislative Committee: **Status of School Library Funding in Massachusetts.**

Timothy J. Plante, Chief Financial Officer, City of Springfield: **How Local Government Makes Difficult Budget Decisions.**

Sally Reed, Director, American Library Association Trustees, Advocates, and Friends: **How To Engage Your Trustees and Friends in Grassroots Advocacy.**

12:00pm - 1:15pm

Lunch & Keynote Speaker, Cathy DeRosa



Cathy De Rosa is Vice President for the Americas and Global Vice President of Marketing at OCLC. Ms. De Rosa joined OCLC in 2001, and is responsible for marketing, library services and support, and library advocacy programs. Ms. De Rosa also leads library market

research initiatives for OCLC. She is principal contributor to the 2003 OCLC Environmental Scan – Pattern Recognition, Perceptions of Libraries and Information Resources, an international study of library use, awareness and brand recognition in the age of the Internet savvy information consumer, Sharing, Privacy and Trust in our Networked World and most recently a report on Funding for Americas Public Libraries.

1:15pm - 2:15pm

Message Development

Speaker: **Marci Merola**, Director, ALA Office for Library Advocacy.

2:30pm - 3:00pm

Coalition Building: Developing Citizens Support for Your Library

Speaker: **Sally Reed**, Director, American Library Association Trustees, Advocates, and Friends

3:00pm - 3:30pm

Lobbying On the Go

Speaker: **Keith Michael Fiels**, Executive Director, American Library Association

3:30pm - 3:45pm

About MLA Capwiz Project Alert Overview

Speakers: **Jackie Rafferty**, Co-Chair, MLA Legislative Committee; **Krista McLeod**, Co-Chair, MLA Legislative Committee

3:45pm - 4:30pm

Advocating for the Library Budget: Breakout Sessions

Speaker: **Jan Ison**, Executive Director, Lincoln Trail Libraries System, Champaign, IL

4:30pm - 5:00pm

Reporting & Wrap-Up

Wednesday, May 6th

MLA's Annual Conference: Renew, Refresh, Sustain Begins Here!

Registration begins at 8:00am

Continental breakfast will be served near the Registration Desk until 9:30am.

9:00am - 12:00pm

Becoming a Resonant Leader

Today's library leaders face many challenges, most of which involve working with a diverse set of individuals in a variety of arenas. Resonant leadership is based upon the premise that a leader's emotional intelligence can be the foundation for creating resonance in relationships with others. This program will provide an introduction and overview of the framework of emotional intelligence competencies and resonant leadership. Participants will explore ways to strengthen their emotional intelligence, renew relationships and build and sustain their effectiveness. Leaders, both formal and informal, at any stage of their careers will find this program valuable.

Speaker: Maureen Sullivan, Organizational Development Consultant

9:00am - 10:30am

Library Construction: What You Need to Know

Anyone involved in library renovation or new construction will find a valuable primer in these workshops. Listen to the experts discuss the Massachusetts Board of Library Commissioners' grant application process, library building program planning and design, cost analysis, architectural services, and information on renovating historic buildings. Rosemary Waltos and Patience Jackson will begin our discussion with a review of the MBLC grant process. Aaron Cohen and Marjorie Judd will describe library facility planning in light of rapidly changing collections and patron needs while embracing collaborative spaces and adaptive learning environments. Owner's Project Managers, Richard Marks of Daedalus and Dale Caldwell of Skanska will address three vital budgeting questions. What does it cost to build the library of tomorrow? How do you get the most out of every dollar? How do you know the budget will hold from concept to completion?

MBLC Grant Process and the Building Program

Speakers: Patience Jackson, Library Building Consultant, Massachusetts Board of Library Commissioners; **Rosemary Waltos**, Library Building Consultant, Massachusetts Board of Library Commissioners; **Aaron Cohen**, Aaron Cohen Associates Ltd; **Marjorie L. Judd**, Library Building Consultant; **Richard Marks**, President, **Daedalus Projects**; Dale Caldwell, Lead Project Manager, Skanska USA Building Inc.

Technical Services Annual Meeting with David Lee King: Mashups - Mixing it up

A mash up is a web 2.0 term for an application that takes data from more than one source and uses it to create something new. Facebook, Twitter, and Flickr all employ mash

ups to collect and distribute data in new ways. Some have argued that libraries' innovative use of programs, such as story hours or IM reference, is a real-world type of mash up. Join us as renowned speaker David Lee King returns to MLA to talk about mash ups following a brief breakfast meeting with the Technical Services Section Executive Board. Everyone is welcome to attend the program and the breakfast. MLA members will vote on officers. Presented by the MLA Technical Services Section.



Speaker: David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library. David has years of experience in website creation, planning, and design. He has spoken in the U.S. and Canada about website usability and management, digital experience planning, managing techie staff, and has been published in many library-related journals. David writes the Internet Spotlight column in Public Libraries Magazine with Michael Porter and maintains a blog at <http://www.davidleeking.com>

Asperger Syndrome: A View from Within for Libraries

This workshop is designed for all library staff that work with patrons with Asperger Syndrome and related disorders. It will focus on understanding the social and behavioral needs of an individual with Asperger Syndrome within the library setting by having the participants "feel" what it is like to have AS. It will include specific interventions for students and will include the best proactive systemic and individualized strategies. This workshop is also helpful for gaining a better understanding of other special needs individuals and the interventions to help them as well.

Speaker: Jean Stern, MS, Director of Children's Services, Asperger's Association of New England

Publisher Round-Up & Book Buzz

MLA's exhibiting publishers will take this time to let you know about what's coming up for the rest of 2009 from their respective houses! Best-selling fiction and non-fiction, gory thrillers, essential how-to manuals for home repair... this group covers all the bases.

Speakers: Heidi Kanter, Director of national account and library sales Quayside Publishing; **Talia Ross Sherer**, Library Marketing Director, Macmillan; **Virginia Stanley**, Library Marketing Director, HarperCollins Publishers.

10:45am - 12:00pm

Library Construction: Notes from the Field and Designing for the Future

Carol Mahoney, Director of Greenwich (CT) Public Library and Leslie Morrissey, Library Director of Falmouth Public Library have successfully completed construction programs both large and small. They will describe the Director's role in library construction/renovation and enlighten you with tips from the field. Architects J. Stewart Roberts will speak to his experience in helping his clients solve whether they will work with renovations/additions or opt for new construc-

Wednesday, May 6th

tion. Architect Charlie Van Voorhis will speak about reusing and renovating historic buildings and what role should the old building play in the new design.

Speakers: **Carol Mahoney**, Director, Greenwich (CT) Public Library; **Leslie Morrissey**, Library Director, Fal-mouth Public Library; **J. Stewart Roberts**, President, J.Stewart Roberts Associates, Inc.; **Charlie Van Voorhis**, Principal, Durland Van Voorhis Architects.

Cultivating Creative Adult Programming

Why should kids have all the fun? Learn about energizing your adult programming from folks that are doing it. Topics to be covered include a book discussion group for 20- & 30-somethings that mixes it up with gaming, DJs and pop culture, outreach to incarcerated populations, and finding an audience through your reference services.

Speakers: **Monica Harris**, Teen Librarian, Adult and Teen Services, Oak Park Public Library; **Nate Hill**, Adult Services Librarian, Bushwick Branch Library, Brooklyn Public Library; **Mandy McGee**, Co-Manager, Adult and Teen Services, Oak Park Public Library; **Blair Parsons**, Adult Services Li-brarian, Austin Public Library

Author Panel 1: Conference Co-Chair's Favorites

MLA's Conference Co-Chairs bring their favorite authors to conference! Learn all about their writing life and how li-braries have impacted these writers' careers with the help of Barbara Hoffert, Book Review editor from Library Journal.

Speakers: **Patricia A. McKillip** lives in Oregon with her husband, the poet David Lunde. A master fantasist and author of 26 novels and dozens of short stories, McKillip won the World Fantasy Award in 1975 for *The Forgotten Beasts of Eld*, and the Locus Award in 1980 for *Harpist in the Wind*.

Laurie R. King is an award-winning novel-ist from the San Francisco Bay area. In 1993 she was the Edgar Award for Best First Novel and the Creasey dagger from England's Crime Writer's Association (both for *A Grave Talent*), and in 1995 the Nero Award (for *A Monstrous Regiment of Women*). She has also received the Nevermore and the Gail Rich awards, and has been nominated for another Edgar (*With Child*), an Anthony, an Agatha, a Macavity, and England's Orange Prize. Her novels are published in sixteen languag-es, and have reached two million in sales worldwide.

Barbara Hoffert, Editor of *Library Journal's* book reviews, assigns fiction and poetry reviews and also writes the Pre-pub Alert column. She has been chair of the Materials Selection Committee of the RUSA (Reference and User Ser-vices Assn.) division of the American Library Association, and president of the National Book Critics Circle.

Partnerships That Work: Tikatok, Drop-In Science, and Community Learning Too:

The Boston Public Library is increasingly looking to city de-partments, non-profits, and even vendors to help us pro-

vide programming that meets the educational needs of the children we serve. If it sounds a bit like school, don't worry – it's fun too! During this session, BPL staff will discuss key partnerships that can scale to any size library: Count-down to Kindergarten, Drop-in Science, Tikatok Books, and Community Learning.

Speakers: **Melisa Bailey**, Children's Librarian, Boston Public Library Egleston Square Branch; **Sherry Eskin**, Children's Librarian, Boston Public Library Honan-Allston Branch; **Koren Stembridge**, Manager of Partnerships & Programming, Boston Public Library

LUNCH: 12:00pm - 1:00pm

Café Style Box Lunch.

Prepaid ticket required.

First-Time Attendees Lunch

Join fellow first-time attendees and new and perspective MLA members for lunch to learn how you can take part in the Massachusetts Library Association. After hearing about opportunities for involvement, enjoy a guided tour through the Exhibit Hall and learn how to interact with exhibitors confidently and purposefully.

Speaker: **Kathy Lussier**, MLA Membership Chair

12:45pm - 1:45pm

Vendor Opening

Check out what's new from your favorite vendors and find out about new products from vendors who are new to MLA! Dessert will be served during this exclusive exhibit time.

1:45pm - 3:00pm

Author Panel 2: Different Ways of Storytelling

Novels tell stories, and these two authors go about the art of storytelling in very different ways, yet both draw on their own life experiences to fill their work with authenticity and emo-tion. Barbara Hoffert will moderate this panel featuring two well-known, talented authors.



Speakers: **Lynda Barry** has worked as a painter, cartoonist, writer, illustrator, play-wright, editor, commentator and teacher, and found they are very much alike. She is the inimitable creator behind the syndi-cated strip *Ernie Pook's Comeek* as well as the book's *One! Hundred! Demons!*, *The Greatest of Marlys*, *Cruddy: an Illustrated Novel*, *Naked Ladies Naked Ladies* and her first book for Drawn & Quarterly, *What It Is*. Her work has been widely praised, and her book *The Good Times Are Killing Me* – also adapted as an off-Broadway musical – won the Washington State Governor's Award.



A journalist for seventeen years, **Thrity Umrigar** has written for the *Washington Post*, the *Cleveland Plain Dealer*, and other national newspapers, and contrib-utes regularly to the *Boston Globe's* book pages. She is an associate professor of

English at Case Western Reserve University in Cleveland, where she teaches creative writing, journalism, and literature. The author of four novels, including *If Today Be Sweet*, *The Space Between Us*, and *Bombay Time*, she was a winner of the prestigious Nieman Fellowship to Harvard University and a 2006 finalist for the PEN/Beyond Margins Award.

Generation 4.0

This session provides an overview of the four generations (Traditionalists, Baby Boomers, Generation X, Generation Y) that are currently working in our libraries (and utilizing our services!). We will examine the challenges and benefits of a multi-generational workforce - who we are, what we want out of a job, and why we don't always understand each other. We'll also examine our own assumptions, learn that generations may not be based solely on dates, and explore ways to work better together. Presented by the New England Library Association.

Speaker: Margaret Lourie, Senior Consultant - Technical Services, NELINET

Massachusetts Experts Share Top Technology Trends

Join our panel of local experts in the library and information technology fields as they discuss what they believe to be the top technology trends to watch out for in Massachusetts libraries this year.

Speakers: Emily Alling, Coordinator, Learning Commons and Undergraduate Library Services, University of Massachusetts Amherst; Scot Colford, Web Services Manager, Boston Public Library; Paige Eaton Davis, Assistant User Services Librarian, Minuteman Library Network; Megan Fox, Associate Director for Technology and Special Projects, Simmons College Libraries; Scott Kehoe, Consultant, Northeast Massachusetts Regional Library System; Rick Levine, Technical Specialist, Central Massachusetts Regional Library System; Bonnie Peirce, Head of Children's Services, Dover Town Library; Amelia Peloquin, Independent Consultant; Elizabeth Thomsen, Member Services Manager, North of Boston Library Exchange; Vicki Wright, Library Teacher, Silver Lake Regional Middle School.

Jordan-Miller Storytelling Program with Bill Harley

This multi-talented performer combines story, song and humor into an unforgettable presentation. In a workshop/concert Grammy Award-winning artist Bill Harley will share his techniques for making the oral tradition a powerful tool in developing programs for children and families. Librarians seeking to revitalize their storytelling programs, those new to storytelling or anyone needing a reminder of how storytelling connects us to literature and each other should attend.

Speaker: Bill Harley, Storyteller. Bill Harley has worked with public libraries as a performer and supporter. In 2005 he wrote a song for the "@ Your Library" campaign commissioned by the American Library Association to highlight its national effort to support local libraries. Over the years he has shared his observations on NPR's



"All Things Considered" program. He has been an Artist in Residence with the Massachusetts Arts Collaborative and the Rhode Island State Council on the Arts. A playwright and children's book author, his most recent book is *Night of the Spadefoot Toads*.

Creating Sustainable Funding for Your Library

This fast-paced session introduces you to a systematic model for building sustainable funding from passionate lifelong individual donors as you tailor the Benevon Model to the unique needs of your library. Participants are encouraged to bring other staff, board, and volunteers to engage them in this practical and effective approach.

Speaker: Sarah McCrum, Benevon Coach, Benevon

3:00pm-4:00pm

EXCLUSIVE Exhibit Break!

4:00pm - 5:15pm

Designing Green Buildings

We all want a "green" library building, but how do we get one that also works well for library staff and your community? With more green alternatives than ever, how do we choose and prioritize? Anne Larsen will give some tips on integrating sustainable design into your new or renovated library project and recognizing what works, and what doesn't for your library. (First hint: start early before the architect is hired.) Then Marcia Gross and Ken Best, Library Director and Architect respectively, will talk about some on-the-ground experience with designing and building a "green" building.

Speakers: Anne Larsen, Director for Facilities Planning and Technology, Hunter College Libraries, Marcia Gross, Library Director, North Adams Public Library; Ken Best, Architect, Drummy, Rosane and Anderson

Writers Live!: Libraries Bringing Authors and Readers Together

Author events can be hugely successful programs for libraries. But how do you get the bestselling authors to your library event? How can you make a first-time novelist appearance successful? Two experienced Library Marketing Directors will give you the information you need to get those authors to your library. Of course, the more important question you might be asking yourself is WHY we should bring authors to the library. What is the role of your library as a cultural institution, or as a place to bring authors and readers together? The Programs & Publications Coordinator from the Enoch Pratt Free Library in Baltimore will share her over 20 years of experience planning, promoting, and providing author appearances at libraries.

Speakers: Judy Cooper, Programs & Publications Coordinator, Enoch Pratt Free Library, Baltimore; Talia Ross Sherer, Library Marketing Director, Macmillan; Virginia Stanley, Library Marketing Director, HarperCollins Publishers.

The Novel World of Digital Storytelling

The digital world is a literary playground. Japanese school-girls tap out stories on their cell phones and end up on the bestseller list; blog novels become the new serial fiction; fictional universes cross the boundaries of media and jump from canon to fan fiction; Machinima turns gaming into digital puppetry, and new fictional forms emerge on every social media site including Facebook, Twitter and Flickr, as the the digital and literary worlds collide.

Speaker: Elizabeth Thomsen, Member Services Manager, North of Boston Library Exchange (NOBLE)

Focusing on the Big Picture: Using Community Needs Assessments to Enhance Reference Services

A community needs assessment identifies the requirements and desires of a population through direct communication with the stakeholders. By collaborating with the library's constituencies, librarians can gain a deeper understanding of what their user population needs and what types of resources and tools for discovery will be most appreciated (and used!). Learn about theory and strategy for community needs assessments, and ways that libraries can benefit from them.

Speakers: Heather McCann, Reference Coordinator, Rotch Library of Architecture and Planning, Massachusetts Institute of Technology; **Lana Thelen**, College Librarian, Oregon College of Oriental Medicine.

Youth Services Section Annual Meeting with Sarah Beth Durst

Join MLA's Youth Services Section for dessert and a Wild speaker! Join them for a short business meeting, learn what YSS has been up to this past year, and hear about what they have in store for next year. Help them say thanks to their exiting Chair, Sue-Ellen Szymanski, and hello to incoming Chair, Maureen Ambrosino. A slate of officers will be presented for election as well. After the business portion is over, YSS is pleased to present author Sarah Beth Durst.

Speaker: Sarah Beth Durst is a writer of children's and young adult fantasy novels. Her debut novel, *Into the Wild* was a finalist for the 2007 Andre Norton Award for Young Adult Science Fiction and Fantasy. Its sequel, *Out of the Wild*, was published in June 2008. Both books are fantasy adventures set in central Massachusetts about fairy-tale characters who escaped the fairy tale and what happens when the fairy tale wants its characters back. Her next book, *Ice*, coming in October 2009, is a modern Arctic fantasy about a polar bear, true love, and one girl's impossible quest across the frozen North. You can visit Sarah online at www.sarahbethdurst.com.



Art, Books and Dining at the Quad

5:30pm - 6:30pm

Springfield Central Library "Open House" - Historical tours of the building for conference attendees will be given by library staff. Springfield Art Museums Open to all conference attendees with an ID badge

6:00pm - 6:30pm

Cocktail Reception in the entry/landing area of the D'Amour Museum of Fine Arts

6:30pm - 9:00pm

**Dinner in the D'Amour Museum of Fine Arts
Guest Speaker in the Davis Auditorium**

A Conversation with Michael Cunningham, Pulitzer Prize-Winning Author of *The Hours*, hosted by Barbara Hoffert



Michael Cunningham was born in Cincinnati, Ohio in 1952 and grew up in La Cañada, California. He received his B.A. in English Literature from Stanford University and his M.F.A. from the University of Iowa. His novel *A Home at the End of the World* was published by Farrar, Straus & Giroux in 1990 to wide acclaim. *Flesh and Blood*, another novel, followed in 1995. He received the 1999 Pulitzer Prize for Fiction and the PEN/Faulkner Award for his novel, *The Hours*. He has written one nonfiction book, *Land's End: A Walk Through Provincetown*. He is also the author of *Specimen Days*.

A film version of *The Hours* was directed by Stephen Daldry and featured Julianne Moore, Nicole Kidman and Meryl Streep. A film version of *A Home at the End of the World* was directed by Michael Mayer, and featured Colin Farrell, Robin Wright Penn, Dallas Roberts and Sissy Spacek. Cunningham and Susan Minot co-wrote the screenplay for her novel *Evening*; the film stars Vanessa Redgrave, Claire Danes, Toni Colette, Patrick Wilson, and Meryl Streep.



Barbara Hoffert, Editor of *Library Journal's* book reviews, assigns fiction and poetry reviews and also writes the Prepub Alert column. She has been chair of the Materials Selection Committee of the RUSA (Reference and User Services Assn.) division of the American Library Association and president of the National Book Critics Circle.

In 2006, she won ALA-RUSA's Louis Shores - Greenwood Publishing Group award for excellence in reviewing.

9:00pm - 10:30pm

President's Reception

Richard Callaghan, MLA's current President, invites you to the Annual Conference with a wine and beer reception that is just steps away from the YSS Gaming Night! This is a great opportunity to say hello to friends old and new. It's a fantastic networking opportunity as well! Then cross the hall and try your hand at Rock Band! All are encouraged to stop by.

9:00pm - 11:00pm

YSS Annual Gaming Night

Gaming at MLA is back! Join the Youth Services Section for another fun night of Wii Sports, Guitar Hero, Mario Kart and other favorites! The Young Adult Library Services Association, YALSA, will also be stopping by as part of their country-wide road trip! Presented by the MLA Youth Services Section and YALSA.

Thursday, May 7th

Registration begins at 7:30am.
Exhibits Hours: 8:00am-12:00pm & 12:45-4:30pm
Coffee and pastries until 11:30am in the Exhibit Hall.

8:30am-9:30am

When Collection Development Leads to Staff Development

Oak Park Public Library, in Illinois, has created the first focused transgender resource collection in a U.S. public library. An important element of this LSTA-funded collection project was a self-study that resulted in changes to collections, staff training, facilities, communications, policies, and practices. Learn more about this holistic model for collection development.

Speakers: **Bleue Benton**, Collection Development Manager, Oak Park Public Library; **Sharon Grimm**, Communications Coordinator, Oak Park Public Library

MLA Paralibrarian Section Annual Meeting

The Paralibrarian section has had another exciting year! Join us for the election of officers, hear about what has happened this past year and learn what exciting plans the Section has for next year! You will have an opportunity to network with other Paralibrarians. Learn what opportunities you have for continuing education, for involvement in the Section and meet new friends! Presented by the MLA Paralibrarian Section.

Speaker: **Gerry Deyermond**, Chair Paralibrarian Section, Assistant Head of Circulation, Memorial Hall Library, Andover

Community Content on LibraryThing

This presentation will discuss community content – from the simplest forms such as tags, to complex community-driven projects like Open Shelves Classification. Tim Spalding, the founder of LibraryThing, will discuss the phenomenon of user generated content, such as work and author combinations, tags, common knowledge and projects such as the “Dead People’s Libraries.”

Speaker: **Tim Spalding**, Founder, LibraryThing

Getting Beyond the Great Idea: Getting Buy-in and Doing Effective Training for New Technology

Introducing a great new technology or Web 2.0 service for your users is one thing; getting library staff to jump on board is another. How do you sell the idea to reluctant staff and facilitate training so that everyone gets involved in the project? Jenica P. Rogers-Urbaneck of the State University of New York in Potsdam offers tips and strategies for getting buy-in from staff, administration and patrons.

Speaker: **Jenica P. Rogers-Urbaneck**, Collection Development Coordinator and Technical Services Team Leader, College Libraries at the State University of New York in Potsdam

MassAnswers Users Group Meeting

Please join us for an update on current QuestionPoint product enhancements and a chance to share your experiences and success stories with others. Susan McGlamery, Director

of QuestionPoint Programs, will be available to answer your questions the QuestionPoint software and the 24/7 Reference Cooperative. The MassAnswers Administrative Team will also be on hand to discuss the direction of the Massachusetts service. We will also have a brainstorming session on how to market and promote your service with little to no budget.

Speakers: **Michael Colford**, Regional Administrator, Boston Regional Library System; **Julie Jersyk**, Coordinator of Reference Services, Northeastern University; **Susan McGlamery**, Director of QuestionPoint Programs, OCLC; **Eleanor Sathan**, Coordinator of Reference Services and Regional Reference Librarian, Memorial Hall Library, Andover

Academic Libraries Track

Information Literacy Showcase: Effective Practices from Public, Academic, and School Libraries

Looking for new ideas to build or enhance the information literacy program at your library? During this session, panelists will share examples of teaching and learning strategies and technologies that have been successful with key library audiences, such as young adults, college freshmen, and senior citizens. Stop by the Teaching and Learning Center afterwards to meet the panelists and learn more about their programs.

Moderator: **Kelly Jo Woodside**, Information Literacy Librarian, Simmons College

9:30am-10:45am

MassCat: Massachusetts’ Open Source ILS Initiative

Last year MassCat, a resource sharing network for school, special and small libraries from around the state, moved to the open source software system called Koha. Open source software differs from proprietary software in that it allows the users of the software more direct input into the software’s development. Come hear about the joys and challenges MassCat has faced in making this move.

Speaker: **Nora Blake**, Manager, MassCat

And the Winner Is... Paralibrarian Awards and PARA Presentations

Cheer for library staffers who have gone above and beyond to shine as library champions. Share the surprise and honor of two of your coworkers who will receive Paralibrarian section awards The MLA Outstanding Paralibrarian of the Year goes to the Paralibrarian who has met high standards of service and excellence. The MLA Paralibrarian advocate of the Year recognizes an individual who has worked to increase visibility and opportunities for non-MLS staff and demonstrated outstanding support of Paralibrarians. Congratulate the recipients of the PARA (PARalibrarian Recognition of Achievement) program for their academic and professional accomplishments and contributions. Presented by the MLA Paralibrarian Section.

Speakers: **Denise Faucher**, Awards Committee, Paralibrarian Section, Worcester Public Library; **Debbie Penino**, Career Development Committee (PARA), Northeastern University Libraries

“Next Generation” Cataloging and Metadata Creation Pilot

This presentation outlines the urgent need for increased operability between publisher supply chain and library metadata. Libraries and the publisher supply chain must collaborate upstream in the publishing process to produce metadata that works for both communities as well as our end-users. The presentation reviews the concept, participants, methodology and results of an OCLC pilot program that was designed to further interoperability of metadata through crosswalks between MARC and ONIX formats, metadata mining using FRBR principles and mapping between terminologies and classification schema used both in libraries and the publisher supply chain. Presented by the MLA Technical Services Section.

Speakers: **Renee Register**, Global Product Manager, OCLC Cataloging and Metadata Services; **Maureen Huss**, Product Manager, OCLC Cataloging and Metadata Services.

Booktalking 10 Ways: How to Use Books to Enliven and Extend and Library Program

Learn some basics of booktalking for children, teens and adults in school and public library settings. Then multiply the power of your booktalks by 10. Use social software, booktalk blitzes, new book ticklers, magazine magnets and more to extend your booktalks beyond the traditional, and to build new bridges with your readers. This is not your grandmother’s booktalk workshop! Presented by the MLA Youth Services Section.

Speaker: **Donna Johns**, Librarian, Newton North High School

The World is Not Flat: Information Literacy in 3D

Libraries have traditionally dealt mostly with two-dimensional objects: books, maps and pictures and other objects that are inherently flat. But the world is not composed of two-dimensional objects, and computer technology now makes it easy to present information in 3D so the user can explore different angles and viewpoints. 3D systems are important now in all kinds of fields. Young people typically get their first experiences working with 3D systems in the world of gaming, but there are now powerful, simple, free programs that allow users to explore 3D information in the real world. This session will look at two of the most popular programs: Google Earth, which is a 3D mapping program, and SketchUp, which can be used to create models of buildings and much more.

Speaker: **Elizabeth Thomsen**, Members Services Librarian, North of Boston Library Exchange (NOBLE)

Academic Libraries Track

Libraries and Learning: A History of Paradigm Change

Bennett describes three paradigms in the design of library space that have been driven by the transformation of information from a scarce to a superabundant commodity. These are the reader-centered, book-centered, and learning-centered paradigms. The illustrated talk will conclude with a Q&A session.



Speaker: **Scott Bennett** is Yale University Librarian Emeritus; he has also worked at the University of Illinois at Urbana-Champaign, at Northwestern University, and at Johns Hopkins University. As a Senior Advisor for the Council of Independent Colleges, he has helped to organize a series of workshops on information literacy attended by institutional teams from more than 225 CIC members. His consulting practice on library space planning is rooted in a research, publication, and public speaking program that has included *Libraries Designed for Learning* (2003) and an ongoing series of essays. More information is available at his Web site: www.libraryspaceplanning.com.

10:45am-11:30am EXCLUSIVE Exhibit Time!

11:30am-12:45pm

Genre Blocks: Urban Fantasy

MLA brings back its popular Genre Block series where a librarian and an author pair up to discuss the ins and outs of a particular genre. The urban fantasy genre has enjoyed a surge in popularity in recent years and... what’s that you say? What is urban fantasy? Wikipedia says urban fantasy is a subset of contemporary fantasy, consisting of magical novels and stories set in contemporary, real-world, urban settings -- as opposed to traditional fantasy set in wholly imaginary landscapes. Best-selling novelist Kim Harrison and Adult Services Librarian Leanne Ellis will share their thoughts on the genre and the people who read it.

Speakers: **Leanne Ellis**, Beebe Memorial Library, Wakefield



New York Times bestselling author **Kim Harrison** was born and raised in the upper Midwest, but has since fled south. When not at work in the Hollows series, she spends her time tending orchids, cooking with some guy in leather, and training her new dog. Her current vices include good chocolate, and exquisite sushi. Her bestselling novels include *Dead Witch Walking*; *The Good, The Bad, and The Undead*; *Every Which Way But Dead*; *A Fistful of Charms*; *For a Few Demons More* and *The Outlaw Demon Wails*.

Manage Up!

Your ideas are great and worth implementing -- but who you need to convince? A Department Head, Director, Trustee? Everyone has someone who needs to say “Yes!” to an idea. How do you convince them? Join Diane Young for an interactive, solutions-oriented program geared to Librarians, Paralibrarians, and Administrators who have a great idea and need to tap into their skill set to convince the decision-makers to say YES! Presented by the MLA Paralibrarian Section

Speaker: **Diane Young**, Library Consultant

Getting Ready for RDA: What You Need to Know

RDA: Resource Description and Access will replace the AACR2 rules for cataloging, which has been in use since 1978.

This program provides an overview of RDA, the underlying conceptual models and principles, and the plans to test and implement it. ALA has the RDA Implementation Planning Task Force formed under the Cataloging and Classification Section, ALCTS, which is set to develop a plan for its implementation in the United States. Presented by the MLA Technical Services Section.



Speaker: Dr. Barbara Tillet is Chief of the Policy and Standards Division, Library of Congress and the LC representative on the Joint Steering Committee for Development of RDA. She also led the IFLA work towards a Statement of International Cataloging Principles and helped develop the FRBR conceptual model.

The National Wildlife Federation’s Green Hour

Liz Soper, Coordinator of NWF’s Eco-School program will lead a discussion on the importance of children spending time outdoors and provide examples of several of NWF’s key programs to encourage time outside including giving our children a “Green Hour” a day -- a bit of time for unstructured play and interaction with the natural world -- which helps to set them on the path toward physical, mental, and emotional well-being. Additionally, she will talk about NWF’s Schoolyard Habitat Program and their new Eco-Schools Program. Presented by the MLA Youth Services Section

Speaker: Elizabeth Soper, Field Education Manager, National Wildlife Center

Help! I’m so STRESSED!

Stress. It’s everywhere, affects everyone, and increasingly feels impossible to control. Whether situational, like being stuck in traffic or late for an appointment, or unremitting, like juggling the demands of work and home, stress has an enormous impact on our health and well-being. This program provides an overview of the impact of stress and some tools to manage it. The presenters will focus on the effects of stress, and engage in dialog about individual coping skills. From identifying stressors, to becoming aware of barriers to manage stress, to developing practical (and fun!) coping skills, this workshop will help participants regain some control over stress to enhance their overall quality of life.

Speaker: Laura Althoff, MSW, LICSW, Wellness Corporation

Academic Libraries Track

Creating Informed Library Spaces Through User-Focused Discovery and Assessment

The Georgia Tech Library has created two award-winning commons spaces and is in the final design process for a third commons. With each project, the Library has continued to refine its methods of incorporating user input in designing spaces and then assessing the effectiveness of those designs. The transparent and inclusive nature of this process has won praise and has helped create spaces that truly meet the evolving needs of end users.



Speaker: Bob Fox is the Associate Director for Public and Administrative Services at the Georgia Tech Libraries. Bob provides leadership for a robust Public Services agenda that seeks to transform the physical

and programmatic aspects of the Library by actively seeking user engagement and employing continuous assessment. He is also responsible for all administrative areas of the Library including budgeting, HR, facilities and security. He holds a master’s degree in library science from Clark Atlanta University and bachelor’s and master’s degrees in finance from the University of Georgia.

12:45pm-2:00pm

Buffet Lunch served.

Prepaid ticket required.

2:00pm – 3:15pm

19th Biennial Public Relations Awards

Join us in honoring the best public relations materials from Massachusetts libraries, as chosen by our panel of distinguished judges. You will get some valuable, creative ideas for promoting your own library as we honor and view the winning entries. Categories include Newsletters, Logos, Events, Brochures, Web Sites, Social networking sites, and Annual Reports. Presented by the MLA Public Relations Committee

Speakers: Laurie Lessner and **Greg Pronevitz**, MLA PR Committee Co-Chairs

Black Belt Librarians: Dealing with Challenging Patrons

Learn how to handle those difficult patrons, from the “normal” library user who is just in the midst of a bad day, to those with more severe or obvious mental health issues. Mr. Warren Graham, a nationally recognized trainer and consultant, with many years experience in libraries, will discuss some tried and true methods to diffuse some of these tricky situations. This program is designed to appeal to all levels of staff directly involved with user services, in order to empower them with the skills necessary to ensure the safety and security of all patrons and staff in the library environment. Presented by the MLA Personnel Issues Committee **Co-Sponsored by BiblioTemps.**

Speaker: Warren Graham, Consultant, Warren Davis Graham Training & Consultant

Genre Blocks: The Short Story

Our second genre block of the day is rather interesting because it isn’t a genre at all. The Short Story is in fact a format rather than a genre, but while it is considered a work of prose fiction, there are several conventions the short story possesses that the novel does not, and vice versa. Library consultant Diane Young, and short story author Simon von Booy will talk about the short story and how it differs from the novel.

Speaker: Diane Young, Library Consultant

Simon Van Booy was born in London and grew up in rural Wales and Oxford. After playing football in Kentucky for two years, he lived in Paris and Athens. In 2002 he was awarded an M.F.A. and won the H.R. Hays Poetry Award. His journalism has appeared in magazines and newspapers including the New York Times and the New York Post.



Simon Van Booy is the author of *The Secret Lives of People in Love*. He now lives in New York City where he teaches at the School of Visual Arts and Long Island University. He is also involved in the Bard College Access Program for at-risk young adults.

Mo Willems: The Man, The Myth, The Title of This Presentation

Early literature education today faces a myriad of challenges and difficulties, problems that can be solved only by wise, understanding minds of those who have devoted their careers to teaching children. Mo Willems does not have one of those minds, so instead he's going to crack a few jokes, read a few books and teach you how to draw.

Speaker: #1 New York Times Bestselling author and illustrator **Mo Willems** is best known for his Caldecott Honor winning picture books *Don't Let the Pigeon Drive the Bus!*, *Knuffle Bunny: A Cautionary Tale*, and *Knuffle Bunny Too: A Case of Mistaken Identity*. In addition to such picture books as *Leonardo the Terrible Monster*, *Edwina, the Dinosaur Who Didn't Know She Was*



Extinct, and *Time to Peel!*, Mo created the Theodor Seuss Geisel Medal winning *Elephant and Piggie* books, a series of early readers, and published *You Can Never Find a Rickshaw When it Monsoons*, an annotated cartoon journal sketched during a year-long voyage around the world in 1990-91. Mo began his career as a writer and animator for television, garnering six Emmy Awards for his writing on *Sesame Street*, creating Nickelodeon's *The Off-Beats*, Cartoon Network's *Sheep in the Big City* and head-writing *Codename: Kids Next Door*.

How the Way We Talk Can Change the Way We Work

Come learn how to develop a better understanding of the importance of language in the workplace and how it can help us make transformational changes in both our personal lives and our organizations. Join us as we explore ways to rethink our processes and to change our communication patterns to impact change – both in ourselves and with those with whom we work. Inspired by Robert Kegan and Lisa Lahey's *How the Way We Talk Can Change the Way We Work: Seven languages for Transformation* learn why organizational change is dependant on personal change, and why personal responsibility is key to changing organizations. Finally, we'll ask you to examine assumptions that hold you back from making real change.

Speakers: **Maggie Farrell**, Dean, University of Wyoming Libraries; **Beth McNeil**, Associate Dean for Information Resources & Scholarly Communications, Purdue University; **Barbara Preece**, Executive Director, Boston Library Consortium

Academic Libraries Track

Avoiding Déjà Vu All Over Again: Sustainable Approaches for Managing Academic Library Websites

Academic libraries have designed and maintained websites for over a decade, but many are still trapped in the old cycle of performing massive site-wide redesigns every few years when content becomes stale. This program will present approaches for developing policies, procedures, tools, and the organizational culture necessary to foster ongoing, sustainable website management.

Speakers: **Kelcy Shepherd**, Digital Interfaces Librarian, University of Massachusetts Amherst Libraries; **Gary Atwood**, Reference Librarian, Springfield College

3:15pm-4:15pm EXCLUSIVE Exhibit Time

4:15pm-5:45pm

Massachusetts Book Cart Drill Team State Championships!

Back for a second year -- the 2nd Annual Massachusetts Book Cart Drill Team State Championships! Come join in all the fun, and cheer for your favorite team. There will be a precision drill, toe-tapping music, dancing book carts, fun costumes, twists, turns, and much, much more! All this and a very special Guest Host, best-selling children's author **Mo Willems!**

Speaker: **Allison Sloan daSilva**, Senior Library Associate, Reading Public Library

Dinner, Trivia, and Auction in the Marriot Ballroom

6:30pm-10:30pm

Prepaid Ticket for Dinner Required
Prepaid Ticket for the Trivia Game Required

After a lovely dinner, MLA will be hosting a Trivia Night Fund-raising Contest combined with a small silent auction. Some special items will also be auctioned off live between rounds of trivia by our favorite auctioneer and American Library Association's Executive Director, **Keith Fiels**.

Trivia Night is coming back and it will be better than ever this year! We've assembled a crack team of fact finders to help put together this year's questions. There should be no mistakes and there will be no library-related questions this time! Yay! This event is your opportunity to show off your boundless knowledge of trivia. You can try answering questions on your own, or form a team of trivia-loving friends and combine your areas of knowledge into one unstoppable trivia-answering machine! Challenge other libraries or library-related organizations to bring a team and match wits against yours. Costumes are encouraged. This event is the primary way that MLA raises funds for the Continuing Education Fund, so register early for this event and challenge your friends to come and play!



Who Really Needs Another Conference Bag?

In order to live up to this year's conference theme, "**Renew, Refresh, Sustain**," MLA will not be giving out bags to registered attendees. We know that most of you have multiple bags from past MLA conferences, so instead, we will be awarding 2 points toward the Thursday night trivia to anyone who brings to the conference a bag from a past MLA Conference! A special prize will be given out to the person who brings the oldest, recognizable MLA Conference bag!

Program Tracks

	Room	Day	Time
Books & Reading			
Author Panel 1	MR 4	W	10:45am - 12pm
Author Panel 2	MR 4	W	1:45pm - 3pm
Beyond the Book: The Voice of Audiobooks	MR 5	F	8:30am - 9:45pm
Genre Block: Urban Fantasy	MR 5	Th	11:30am - 12:45pm
Genre Block: Short Stories	MR 5	Th	2pm - 3:15pm
Mo Willems	BR B	Th	2pm - 3:15pm
Publisher Round-Up & Book Buzz	MR 4	W	9am - 10:30am
When Collection Development Leads to Staff Development	MR 5	Th	8:30am - 9:30am
Writer's Live!	MR 4	W	4pm - 5:15pm
Graphic Novels Mini-Conference			
Creator Panel	BR C	F	3:30pm - 4:45pm
Graphic Novels 101	BR B	F	8:30am - 9:45am
State of the Comics Industry 2009	BR B	F	10:45am - 12pm
Understanding Manga	BR B	F	2pm - 3:15pm
Community & Outreach			
19th Biennial Public Relations Awards	BR A	Th	2pm - 3:15pm
21 Examples of 21st Century Libraries	MR 3	F	8:30am - 9:45am
Creating Sustainable Funding for Your Library	BR B	W	1:45pm - 3pm
Cultivating Creative Adult Programming	MR 3	W	10:45am - 12pm
Focusing on the Big Picture	MR 3	W	4pm - 5:15pm
Generation 4.0	MR 2	W	1:45pm - 3pm
How Can I Afford Retirement?	MR 4	F	3:30pm - 4:45pm
MassAnswers: Building a Cooperative, State-wide Virtual Reference Service	MR 5	F	2pm - 3:15pm
Novel World of Digital Storytelling	MR 2	W	4pm - 5:15pm
Stone Readers: Digital Librarians in the Cemeteries	MR 5	W	10:45am - 12pm
Tikatok, Drop-In Science, and Authors Talk Too	MR 2	F	2pm - 3:15pm
Writers Live!	MR 4	W	4pm - 5:15pm
Library Spaces			
21 Examples of 21st Century Libraries	MR 3	F	8:30am - 9:45am
Designing Green Buildings	BR B	W	4pm - 5:15pm
Getting Rid of the Desk	MR 5	F	10:45am - 12pm
Library Construction: Notes from the Field and Designing for the Future	BR B	W	10:45am - 12pm
MBLC Grant Process and the Building Program	BR B	W	9am - 10:30am
Teen Third Spaces	MR 3	F	10:45am - 12pm
Academic Track			
Avoiding Déjà vu All Over Again	MR 3	Th	2pm - 3:15pm
Creating Informed Library Spaces	MR 3	Th	11:30am - 12:45pm
Libraries and Learning: A History of Paradigm Change	MR 3	Th	9:30am - 10:45am
Paralibrarian			
And the Winner Is... Paralibrarian Awards	MR 2	Th	9:30am - 10:45am
Manage Up!	MR 2	Th	11:30am - 12:45pm
Massachusetts Book Cart Drill Team State Championships – special event!	BR B&C	Th	4:15pm - 5:45pm
Paralibrarian Annual Meeting	MR 2	Th	8:30am - 9:30am
Reference & Research Services			
Focusing on the Big Picture	MR 3	W	4pm - 5:15pm
Getting Rid of the Desk	MR 5	F	10:45am - 12pm
MassAnswers: Building a Cooperative, State-wide Virtual Reference Service	MR 5	F	2pm - 3:15pm
MassAnswers Users Group	Vestibule	Th	8:30am - 9:30am

W Wednesday Th Thursday F Friday

Program Tracks

	Room	Day	Time
Self-Improvement			
Becoming a Resonant Leader	MR 2	W	9am - 12pm
Black Belt Librarians: Dealing with Challenging Patrons	MR 2	Th	2pm - 3:15pm
Help! I'm so STRESSED!	MR 4	Th	11:30am - 12:45pm
How the Way We Talk Can Change the Way We Work	MR 4	Th	2pm - 3:15pm
Speak Up! Speak Out!	MR 4	F	2pm - 3:15pm
When Collection Development Leads to Staff Development	MR 5	Th	8:30am - 9:30am
Work/Life: Finding the Balance	MR 4	F	10:45am - 12pm
Teaching and Learning			
Teaching and Learning Center	MR 1	W-F	
The World is not Flat	MR 4	Th	9:30am - 10:45am
Academic Libraries Track			
Information Literacy Showcase	MR 3	Th	8:30am - 9:30am
Graphic Novels Mini-Conference			
How Maryland Schools Integrated Comics into the State Curriculum	BR A	F	8:30am - 9:45am
Drawing Words and Writing Pictures	BR A	F	10:45am - 12pm
Best Practices for Graphic Novels in Education	BR A	F	2pm - 3:15pm
Technical Services			
Build Open Shelves Classification with Tim Spalding	BR A	Th	8:30am - 9:30am
Getting Ready for RDA: What You Need to Know	BR A	Th	11:30am - 12:45pm
Mashups: Mixing It Up	MR 3	W	9am - 10:30am
"Next Generation" Cataloging and Metadata Creation Pilot	BR a	Th	9:30am - 10:45am
Technology			
21 Examples of 21st Century Libraries	MR 3	F	8:30am - 9:45am
Do-It-Yourself Series #1	MR 2	F	8:30am - 9:45am
Do-It-Yourself Series #2	MR 2	F	10:45am - 12pm
Getting Beyond the Great Idea	MR 4	Th	8:30am - 9:30am
Mashups: Mixing It Up	MR 3	W	1:45pm – 3pm
Massachusetts Experts Share Top Technology Trends	MR 3	W	2pm - 3:15pm
MassCat: Massachusetts' Open Source ILS Initiative	MR 5	Th	9:30am - 10:45am
Novel World of Digital Storytelling	MR 2	W	4pm - 5:15pm
Public Workstation Sanity	MR 4	F	8:30am - 9:45am
Stone Readers: Digital Librarians in the Cemeteries	MR 2	F	2pm - 3:15pm
The World is not Flat	MR 4	Th	9:30am - 10:45am
Youth Services			
Annual Meeting w/ Sarah Beth Durst	MR 5	W	4pm - 5:15pm
Asperger Syndrome: A View From Within for Libraries	MR 5	W	9am - 10:30am
Booktalking 10 Ways	BR B	Th	9:30am - 10:45am
Green Hour with the National Wildlife Federation	BR B	Th	1:45pm – 3pm
Jordan Miller Storytelling with Bill Harley	MR 5	W	2pm - 3:15pm
Mo Willems: The Man, The Myth, The Title of this Presentation	BR B	Th	2pm - 3:15pm
Partnerships That Work:Tikatok, Drop-In-Science, and Community Learning Tool	MR 5	W	10:45am - 12pm
Teen Third Spaces	MR 3	F	10:45am - 12pm
Out Of Track			
Are Your Prepared? New Initiatives in Disaster Preparedness	MR 3	F	3:30pm - 4:45pm
Massachusetts Board of Library Commissioners Board Meeting	BR C	Th	9:30am - 12:30pm
New Memberr Lunch	Vestibule	W-F	12pm - 1pm
Poster Sessions in the Exhibit Hall	Ex Hall	W-F	
Social Software & Intellectual Freedom	MR 3	F	2pm - 3:15pm

Friday, May 8th

Registration begins at 7:30am.

Coffee and pastries until 10:45am in the Exhibit Hall.

Exhibits w/ Special Graphic Novel Pavillion

Open: 8:00am-11:00am and 12:00pm - 2:30pm

8:30am-9:45am

Beyond the Book: The Voice of Audiobooks

Why should you have audiobooks in your collection despite shrinking budgets? How do you respond to those who say, "Why should we buy them? It's not reading; it's cheating!" Find the answers to these questions and hear some examples of quality audiobooks in a session featuring Mary Burkey, former Chair of both the ALSC Notable Children's Recording Committee and ALA Odyssey Award, and Johnny Heller, 2005 Audie Award Recipient and Recorded Books Narrator. Burkey will provide information about how to support audiobooks in your collection and tips on evaluating and selecting these materials. Heller will talk about his career as an audiobook narrator and perform readings from selected audiobooks.

Speakers: **Mary Burkey**, Teacher-Librarian, Olentangy Liberty School District, Columbus, Ohio; **Johnny Heller**, Narrator, Recorded Books

21 Examples of 21st Century Libraries

This practical, how-to presentation focuses on worldwide best practices for 21st century public libraries. Twenty-one examples and ideas from both public libraries and other organizations will be shown and discussed. Examples provided will include such topics as Library 2.0, Web 2.0, facilities, marketing and branding, self-service, collections, community collaborations, and customer service. Presenters will encourage group discussion of the examples shown.

Speakers: **Kimberly Bolan**, Library Consultant; **Rob Cullin**, Founder, Evanced Solutions. Bolan and Cullin are the authors of *Technology Made Simple*.

Do-It-Yourself Series: Session I

Do you want to learn more about innovative and useful ways to use free online tools and technologies in your library or on your library website? Then this program is for you! In this "Do-it-yourself" session you will watch our presenters demonstrate step-by-step how to use tools such as Flickr and Delicious to add dynamic content to your websites and how to create online tutorials, podcasts and slideshows to inform and engage your users.

Speakers: **Brian Herzog**, Head of Reference, Chelmsford Public Library, **Scott Kehoe**, Consultant/Trainer, Northeast Massachusetts Regional Library System

Public Workstation Sanity: A Presentation and Panel Discussion on Approaches to Managing Time and Patrons at Public Workstations

This presentation and panel discussion will look at the variety of methods that are currently in use at Massachusetts libraries, examine pros and cons, and share experiences

and advice. Topics will include open source and proprietary solutions, privacy issues, and patron management, among others. Based on practicality in approach, the techniques are designed to expose participants to the range of available options and to help them make better informed choices on policy and implementation suitable for their particular library's size and needs.

Speaker: **Jim Keenan**, Reference and Systems Librarian, Billerica Public Library

Graphic Novels Mini Conference

Graphic novels and comic books have come a long way since the days when we were kids. More and more school systems are working comics into the curriculum, and research has been done to show that comics and other illustrated works are important tools for learning in many children. MLA presents a special Graphic Novels Mini Conference with two tracks. The first is focused on School Librarians and Educators, and will highlight the role of the comic in education. The second is a more general overview of the graphic novel format and how it can be integrated into your library, school, public or academic.

School Librarians & Educators Track How Maryland Schools Integrated Comics into the State Educational Curriculum

For the past five years, the Maryland State Department of Education has been engaged in a graphic novels project called, *Comics in the Classroom*. With corporate partners, RAW Junior books were introduced to 1st and 2nd grade teachers and a Disney Comics Toolkit for 3rd and 4th grades was developed and used in over 100 Maryland classrooms. An evaluation of enhanced motivation and reading skills yielded positive results leading the Dept. of Education to



move forward with a middle school initiative. Learn about Maryland's strategic approach and results thus far.

Speaker: **Darla Strouse**, Executive Director, Office of Partnership Development, Maryland State Department of Education;

Caitlin Plovnick, Educational Marketing Associate, Diamond Comic Distributors

Graphic Novels Collections Track Graphic Novels 101

Still trying to figure out just what graphic novels are? Wondering who comics are aimed at, why we bother with them and how to select them? Wonder no more! This presentation is for everyone who's new to the world of graphic novels and needs definitions, explanations, and advice on where to begin. Come learn the basics in building and selling a graphic novel collection to your patrons, colleagues, and administration.

Speakers: **Robin Brenner**, Reference and Teen Librarian, Brookline Public Library; **John Shableski**, Diamond Book Distributors

9:45am-10:45am EXCLUSIVE Exhibit Time

10:45am-12:00pm

Work/Life: Finding the Balance

Balancing a job and a personal life can be tough for anyone. Both women and men -- whether they are married or unmarried, parents or not, or caring for aging parents -- can struggle with the often competing demands of work and home life. Dr. Marsha Pruett will discuss issues of work and family stress -- how co-parenting is important, and special dilemmas women face.

Speaker: Marsha Kline Pruett, PhD, MSL, Macionda Brown O'Connor Professor, Smith College & School for Social Work

Kimberly Bolan Presents Teen Third Spaces

Explore a new world of libraries! Find out why and how public and school libraries are becoming a "third space" for teenagers. This program will discuss how to use information about third space to create welcoming teen environments, no matter the size of your budget or facility. Presented by the MLA Youth Services Section

Speaker: Kimberly Bolan, Library Consultant and Author of *Teen Spaces: The Step-by-Step Library Makeover*, 2nd ed. and *Technology Made Simple*.

Do-It-Yourself Series: Session II

Have you heard of Library 2.0, blogging, RSS, and social networking but you just aren't sure where to start? In this "Do-it yourself" technology session you will learn not just what the new library 2.0 technologies are all about, but you will learn exactly how to use them in your own library! Watch as our presenters demonstrate and walk you through the steps to: set up your own blog, create a Facebook page for your library, and use a newsreader to help you keep up-to-date with information. No experience necessary!

Speakers: Karen Mellor, Library Program Manager Rhode Island Office of Library and Information Services, **Jennifer Varney**, Librarian at Hurley K-8 School, Boston Public Schools

Getting Rid of the Reference Desk

With mobile devices, wireless technology and a virtual reference presence, it is quite easy to provide reference service at the point of need instead of requiring patrons to approach a reference desk. Is it time to move reference out on to the floor and get rid of the Reference Desk? Owens Library at Northwest Missouri State University eliminated its reference desk in 2001, providing service with a one-stop general services desk and on-call reference librarians. The new library in Darien, CT is missing the traditional reference desk. Instead, the library incorporates a collaborative learning area with roaming librarians and readers' advisors who assist patrons at the point of need.

Speakers: Kate Sheehan, Head of Knowledge and In-

novation Services, Darien Library; **Gretchen Hams**, Head of Children's Services Darien Library; **Frank Baudino**, Head of Information Services, Northwest Missouri State University; **Lori Mardis**, Information Librarian, Owens Library, Northwest Missouri State University

Graphic Novels Mini Conference**School Librarians and Educators Track
Drawing Words and Writing Pictures: Comics,
Graphic Novels, and Literacy**

Trying to figure out how comics promote literacy? Need a way to link comics and graphic novels to reading and areas of study? Join comics expert Peter Gutierrez, comics consultant for the National Council of Teachers of English (NCTE), to understand how graphic novels and comics promote literacy, reading for education and pleasure, and can connect to your curriculum.

Speakers: Peter Gutierrez, Skyline Publishing Solutions.

**Graphic Novels Collections Track
State of the Comics Industry 2009**

What can publishers, distributors, and inside industry info do for librarians and educators? What do they need from us? What are the hot trends just over the horizon in the graphic novel publishing industry? How do publishers and distributors connect with the libraries? On this panel you'll hear from a diverse set of experts in the comics and graphic novel industry including innovative publishers, national distributors and expert bloggers. Learn about the current state of the graphic novel and comics industry, how the industry interacts with libraries, and how we can all work together to advocate for comics and graphic novels. Our panel of experts includes representatives from independent and mainstream comics publishers as well as nationally known bloggers and distributors. Take advantage of their expertise!

Speakers: Ali T. Kokmen, Marketing Manager, Random House Publishing Group/Del Rey Manga; **Mark Siegel**, Editorial Director, First Second; **Brigid Alverson**, Freelance journalist, blogger for MangaBlog, editor-in-chief of Good Comics For Kids (School Library Journal) and Digital Strips; **John Shableski**, Diamond Book Distributors; **Dave Roman**, Associate Editor, Nickelodeon Magazine

12:00pm-1:15pm

Lunch, Business Meeting, Innovation Awards

Prepaid Ticket required

Enjoy a delicious luncheon in the Ballroom -- where you will hear what's going on with MLA at a brief business meeting. After lunch, we'll be honoring a series of award winners, including the MLA Hall of Fame inductees, awards from the Intellectual Freedom Committee and Paralibrarian Sections, and winners of MLA's new Innovation Award.

1:15pm-2:00pm - Exclusive Exhibitor Time

It's your last chance to check out the vendors in the Exhibit Hall, including our special Graphic Novels Pavillion and a final round of Poster Sessions!

2:00pm-3:15pm

**Speak Up! Speak Out!
Public Speaking for Librarians**

Whether presenting a budget to the Finance Committee, accepting an award from a local service club, or presenting at a staff meeting or conference program, getting up in front of an audience can be a terrifying experience. Yet good public speaking skills help promote a professional image for the librarian and the library. Library Directors, Department Heads, and any library staff members who need to make effective presentations can overcome their dread of public speaking. Begin by learning tips, techniques and exercises from librarian and toastmaster Dodie Gaudet.

Speakers: **Dodie Gaudet**, Bibliographic and Technical Services Consultant, Central Massachusetts Regional Library System

Social Software and Intellectual Freedom

The explosion in the use of social software tools has created new challenges for librarians concerned with patron privacy. How do we maintain the privacy of our users while we encourage them to share information online? Jessamyn West, Community Technology Librarian at Randolph (VT) Technical Career Center will explore and explain the social and technological implications that libraries will have to consider as they begin using interactive technologies. Presented by the MLA Intellectual Freedom Committee.

Speaker: **Jessamyn West**, Community Technology Librarian, Randolph (VT) Technical Career Center

Stone Readers: Digital Librarians in the Cemeteries

This workshop will present the full history of the Billerica, MA, Digital Cemetery Exhibition, from conception to completion. The presenters will go over all the key points and steps that were taken to develop partnerships with local organizations and carry out the work. Both field work and digital development work will be detailed with an eye to providing others with specific advice and techniques to accomplish digital preservation and exhibition projects in their own cities and towns. An aim of the program is to pass on adaptable techniques that will be transferable to many other types of digital projects.

Speakers: **Jim Keenan**, Reference and Systems Librarian, Billerica Public Library; **Kathy Meagher**, Local History and Community Information Librarian, Billerica Public Library

MassAnswers: Building a Cooperative, State-Wide, Virtual Reference Service to Serve Customers 24/7

Users have choices on where they get information and the library is uniquely positioned to provide high quality resources to the community. In tough times it is even more important for libraries to provide the services needed

by the community, but in the most efficient way possible. QuestionPoint's reference management software and 24/7 live chat cooperative allows you to help your users 24/7, whenever they need help, as well as manage all those queries from whatever source (chat, email, widget) with our integrated reports and management tools. Find out how QuestionPoint can take the library to the user, open more doors to the library and provide service even when your physical doors are closed, with best in class management tools - all backed up by our global cooperative of reference librarians.

If you aren't a member of MassAnswers yet, come find out about our special offer for libraries that join before June 30, 2009!

Speakers: **Julie Jersyk**, Coordinator of Reference Services, Northeastern University; **Susan McGlamery**, Director of QuestionPoint Programs, OCLC; **Eleanor Sathan**, Coordinator of Reference Services and Regional Reference Librarian, Memorial Hall Library, Andover

Graphic Novels Mini Conference

**School Librarians and Educators Track
Best Practices for Graphic Novels in Education
Speakers: to be announced**

**Graphic Novels Collections Track
Isn't Otaku a Kind of Sushi?
Demystifying Japanese Manga**

Japanese manga is still the hottest comic on the block for many teens, but it remains a puzzle to many librarians. Join manga and anime enthusiast Robin Brenner, author of Understanding Manga and Anime, to understand this genre, from its history to its current booming popularity. Learn how manga tells its stories, why it's so appealing, and how to collect it wisely for your collections. On top of that, hear directly from local teens as to why they love manga and anime so much!

Speaker: **Robin Brenner**, Reference and Teen Librarian, Brookline Public Library

3:15pm-3:30pm Break

3:30pm-4:45pm

How Can I Afford Retirement? Boomers, Libraries and Investor Education

While public libraries have always been a resource for investor education, a new grant funded program at the Boston Public Library shines a spotlight on this in new ways by providing people ages 50 – 70 with access to non-commercial information on which to base sound retirement investment decisions. "How Can I Afford Retirement? Investor Education at the Boston Public Library" is a multi-year project funded by the Investor Protection Trust that has developed a model public education program for baby boomers to answer the key question they face, i.e. How Can I Afford Retirement?

Speakers: **Carol Greenfield**, Project Director, Boston Public Library; **Laura Pattison**, Economic Development Librarian, Boston Public Library, Kirstein Business Branch; **Cynthia Sullivan**, Project Coordinator, Boston Public Library

Are You Prepared?: New Initiatives in Disaster Preparedness for Cultural Heritage Institutions

There has been a continuing and strong emphasis on institutional disaster preparedness in Massachusetts for the past decade or so. Recently, new initiatives at the state and national levels promise to bring new ways to protect cultural heritage collections and to assist communities. This session will discuss previous and new efforts to protect collections from disasters or to assist in recovery.

Speaker: **Gregor Trinkaus-Randall**, M.A.L.S., C.A., Preservation Specialist, Massachusetts Board of Library Commissioners

Graphic Novels Mini Conference Creator Panel

This year's MLA Graphic Novels Mini Conference ends with a bang as we bring in some big names in the comic book world to talk about their experiences writing and drawing comics, and their take on where the industry is headed. You may even get a few trade secrets tossed around if you're



really, really lucky.

Speakers: **Dave Roman** is an associate editor at *Nickelodeon Magazine*, where he's worked since 1998 on various comic projects including special issues dedicated to *SpongeBob*, *Avatar: The Last Airbender*, *A Series of Unfortunate Events*, and more. He draws the webcomic series *Astronaut Elementary* and written several graphic novels including *Agnes Quill: An Anthology of Mystery* (Slave Labor Graphics), *Jax Epoch & the Quicken For-*

bidden (AiT/PlanetLar), and *The Adventures of Tym: Alien Circus* (Platinum Comics). He's had stories appear in *Flight volumes 3, 4, & 5* (Villard), *Bizarro World* (DC Comics); and is one of the co-founders of the all-ages comic site *Lunchboxfunnies.com* and the videogame art site *Lifemetercomics.com*. Dave is currently collaborating with his wife Raina Telgemeier on a series of manga-inspired X-Men graphic novels called *X-men: Misfits* for Del Rey. His website is *yay-time.com*.



Gail Simone is a former hairstylist who has become the first female "on-going writer" of DC's *Wonder Woman comic* book series. Prior to her work on the most-popular female superhero around, Simone became a fan favorite for her work on *Birds of Prey*, *Welcome to Tranquility*, *Rose and Thorn*, *Legion of Superheroes*, *Teen Titans*, *Gen-16* and DC's flagship title, *Action Comics* featuring Superman, among others. In addition she has written for animation; for the critically-acclaimed series "Justice League Unlimited," and is currently working on many other projects in film, television and the realm of video games.



Raina Telgemeier grew up in San Francisco, and earned an illustration degree at New York City's School of Visual Arts. She is the adaptor and illustrator of the *Baby-sitters Club* graphic novels, which were selected by YALSA for their Great Graphic Novels for Teens list in 2006, as well as ALA's Top 10 Graphic Novels for Youth list. Her webcomic, SMILE, will be published by Scholastic/Graphix in 2010. She is also scripting a shoujo manga X-Men series with her husband, Dave Roman, due out in April 2009. Her comics have been nominated for the Ignatz, Cybil, and Eisner Awards. Visit her online at *goRaina.com*.

The MLA Teaching and Learning Center (TLC)

New!!

The TLC will be a showcase for your successful projects related to bibliographic instruction efforts, workshop or training design, or experiments with information literacy at your library. Drop by the TLC and discuss instructional design techniques and translate information literacy into practical reality with Kelly Jo Woodside, Information Literacy Librarian at Simmons College, and Nicole E. Brown, Coordinator of Instruction & Reference Librarian at Emerson College.

The TLC will host an "open mic" hour during the morning break on Friday (9:45am-10:45am) for anyone who wants to present their ideas or projects.

Look for more information about TLC hours at the Conference Registration Desk

CALL FOR POSTER SESSIONS!

Be a part of the fun by presenting a poster session to be held during the 2009 MLA Annual Conference at the Mass Mutual Center, Springfield, May 6-8, 2009. Poster session presentations should promote success, innovation and idea sharing. Poster Presentation topics could include, but are not limited to, any of the following:

- Research Projects
- Grant Projects
- Cooperative Programming
- Publicity
- Recruiting
- Professional Development
- Literacy

Poster Session format guidelines include:

- A graphic bulletin board-type display to fit on a table top in a space of approximately 4 ft. by 8 ft. A 3ft. x 8ft. table will be supplied for each poster presentation.
- Presenters should come prepared to put up and take down displays.
- Presenters must preside at displays setup in the conference exhibit area during poster session time slots at conference.
- Displays may include photographs, illustrations, graphs, text explanations, etc.
- Handouts are encouraged and appreciated by attendees. Electricity will be available, but must be requested at the time of the application.
- (The MLA Conference Committee will not be liable for any equipment used for display.)
- Displays need to be picked up by noon on Friday, May 8. If a display is not picked up by this time, it will be disposed of.

Deadline for receipt of Poster Applications is March 27, 2009
Selected presenters will be notified by April 10, 2009

Applications should include the following information, formatted as described:

Title: Applications should clearly state the title of the display.

Authors: The names of author(s) of the project along with the Institution the author(s) is associated with should be listed clearly. Indicate which author(s) will also be presenters during the poster session.

Presentation Abstract: A concise description (150 words or less) of the program/project being presented should be supplied. Please proof-read your description, as the description supplied to us will be used in all promotional material published for the event!

Poster Session Applications should be sent to:

Deborah Lang Froggatt, Director
 Boston Arts Academy/Fenway High School
 Boston Symphony Orchestra Education Resource Center
 174 Ipswich Street, Boston, MA 02215

Phone: 617-635-6470, ext. 236
 Email: dfroggatt@boston.k12.ma.us



MLA Offers TWO Opportunities for Scholarships to attend the 2009 MLA Conference!

MLS Candidates and First Time MLA Conference Attendees are eligible to apply for the Kay Bader Scholarship to attend the 2009 MLA Conference!

MLA is offering eight scholarships to help defray the costs of attending the Conference. The scholarships are available to current and future library staff wishing to attend the conference at the Massachusetts Mutual Center in Springfield, MA, May 6-8, 2009. One applicant will be selected from each region, plus two MLS students will be selected.

Who is eligible?

Applicants must be first time MLA Annual Conference attendees. Applicants must be able to attend at least one day of the conference. Applicants must be students in an MLS program OR currently employed in a Massachusetts library.

How do I apply?

Applicants must fill out the application form and write a 300-500 word statement answering one of the following questions:

- How do libraries sustain communities?
- How do you expect attending the MLA Conference will renew or refresh you?
- MLA was founded 119 years ago in 1890. Imagine and describe a library in 119 years - 2128.

Completed applications must be received by 3/20/09. Winners will be notified by telephone by 4/3/09.

What does the scholarship cover?

The scholarships cover the cost of registration on the days of attendance. MLA will also cover half the cost of accommodations (single or double room) for scholarship winners. This scholarship does not include the one day Preconference on Tuesday, May 5, 2009. The scholarship does not cover transportation. Scholarship winners will also receive a complimentary one-year membership to the Massachusetts Library Association.

If I win a scholarship, what are my obligations?

Scholarship winners need only to attend one day of the conference and are free to choose whatever sessions most interest them. Scholarship winners may be asked to write a brief account of their MLA conference experience for the MLA newsletter, *Bay State Libraries*.

Interested in Library Advocacy? In today's world, you have to be!

Apply for a Scholarship to attend the Massachusetts Library Association Pre-Conference, Making the Case for Libraries in Tough Times

The MLA is offering 3 scholarships to attend this exciting, one day Pre-Conference on library advocacy. The scholarships are open to anyone who wishes to attend the pre-conference at the Massachusetts Mutual Center in Springfield, MA, May 5, 2009.

Who is eligible?

- All members of the Massachusetts Library Association
- Anyone working in a Massachusetts Library
- Library Science students living in Massachusetts
- Friends and Trustees of a Massachusetts Library

How do I apply?

Applicants must fill out the application form and write a 300-500 word statement answering one of the following questions:

- Why is library advocacy important?
- Describe a time you or someone you admire successfully advocated for a library.

When is the deadline and when are winners announced?

Completed applications must be received by 3/20/09. Winners will be notified by telephone by 4/3/09

What does the scholarship cover?

The scholarships cover the cost of registration including lunch on the day of the pre-conference.

If you have questions about either of these scholarships, please contact one of the Scholarship Committee members:

Mary Behrle (978) 762-4433; email: mary@nmrls.org
 Ellen MJ Keane (978) 934-4594; email: Ellen_Keane@uml.edu
 Danielle Kovacs (413) 545-2784; email: dkovacs@library.umass.edu
 Kirsten Underwood (978) 686-4080; email: kunderwood@mvlc.org
 Application forms are available online at <http://www.masslib.org/>

MLA CONFERENCE REGISTRATION FORM

Please print clearly or type information for badge. *****Must be Postmarked Before April 18 or Register at the Conference*****

Name _____

Affiliation _____ Position/Title _____

Mailing Address _____

City/State/Zip _____

Daytime phone _____ Evening Phone _____

E-mail Address _____
(Required for Receipt)

This is my first MLA Conference

REGISTRATION AND DINING FEES

Preconference Tuesday (lunch included)

Member		Non-Member		Total
Advanced: postmarked before 4/18/09	Walk-in Registration	Advanced: postmarked before 4/18/09	Walk-in Registration	-----
\$80	\$100	\$135	\$150	

Renew, Refresh, Sustain Annual Conference

Days Attending (Please Circle): Wednesday-Thursday-Friday

	Member		Non-Member		TOTAL
	Advanced: postmarked before 4/18/09	Walk-in	Advanced: postmarked before 4/18/09	Walk-in	
Wednesday Only	\$65	\$80	\$100	\$125	
Thursday Only	\$65	\$80	\$100	\$125	
Friday Only	\$65	\$80	\$100	\$125	
Two Days (Not including Preconference)	\$100	\$125	\$175	\$200	
Three Days (Not including Preconference)	\$150	\$175	\$250	\$275	
Special 4 Day Package	\$200	\$225	\$325	\$350	
Guest Pass		\$50		\$60	
				TOTAL	

Guest Passes may be purchased by Conference Attendees for their guests. Passes allow access to Exhibit Hall and programs marked in brochure. Guests may also purchase meal tickets.

I am a Library School Student paying half the registration fee as a member or non-member. I am enrolled at: _____

I am a member of Cooperative Libraries Association or MSLA and paying the member conference rate.

Group Rate Special – Register 3 people from your library and get the 4th lowest price registration free. **All registrations must be received at the same time.** Meals not included.

MEALS: ✓ Choices

Lunch	Tue, May 5	<input type="checkbox"/> Deli Buffet		<input type="checkbox"/> Vegan	FREE w/ Preconference
Lunch	Wed, May 6	<input type="checkbox"/> Box		<input type="checkbox"/> Vegan	\$20.00
Dinner	Wed, May 6	<input type="checkbox"/> Pork Loin	<input type="checkbox"/> Salmon	<input type="checkbox"/> Wild Mushroom Risotto	\$30.00
Lunch	Thu, May 7	<input type="checkbox"/> Italian Buffet		<input type="checkbox"/> Vegan	\$25.00
Dinner	Thu, May 7	<input type="checkbox"/> Herbes de Provence Chicken	<input type="checkbox"/> Swordfish Parmesan	<input type="checkbox"/> Strudel w/ Puffed Pastry	\$35.00
Lunch	Fri., May 9	<input type="checkbox"/> Baked Stuffed Sole	<input type="checkbox"/> Grilled Chicken w/ Ham	<input type="checkbox"/> Vegan	\$25.00

MEMBERSHIP DUES Join MLA today and take advantage of membership rates for Conference!
 Your membership will run from the date of registration for 1 year

PAYMENT INSTRUCTION

Register at Member Rates and Support MLA!
 _____ I'd like to join MLA to register at member rates for this conference.

Calculate Payment: Please include dues (if applicable), meals, and registration in one check.

Please check one:

- \$20 Personnel earning under \$19,999
- \$40 Personnel earning under \$29,999
- \$65 Personnel earning under \$39,999
- \$80 Personnel earning under \$49,999
- \$90 Personnel earning under \$59,999
- \$110 Personnel earning over \$60,000
- \$20 Refirees, students, unemployed
- \$35 Library Friends and Trustees

- \$ _____ Pre-Conference Registration
- \$ _____ Conference Registration
- \$ _____ Wednesday Lunch
- \$ _____ Wednesday Dinner
- \$ _____ Thursday Lunch
- \$ _____ Thursday Dinner
- \$ _____ Friday Lunch
- \$ _____ Dues
- \$ _____ **Total**

For more information, call 781-275-7729 or e-mail mloffice@masslib.org
 Badges and tickets will be distributed at the Conference. The conference facilities are handicapped accessible. If you require assistive technology or a special accommodation at the conference, please indicate on this form.

CONFERENCE FEES ARE NOT REFUNDABLE. Conference registration may be transferred to another person by the person who originally registered.

Mail Registrations to: MLA Annual Conference
 c/o Elizabeth Hacala
 Massachusetts Library Association
 PO Box 535
 Bedford, MA 01730-0535

PAYMENT OPTIONS

*****Please make a copy for your records*****

MLA accepts both checks and credit cards
 You can ALSO register online at http://www.masslib.org/conference/2009_Conference/Register.htm

For Check send to: **MLA Annual Conference**
c/o Elizabeth Hacala
PO Box 535
Bedford, MA 01730-0535

My **check** is enclosed for \$ _____

For Credit Card Payment: Massachusetts Library Association (MLA)
PO Box 535
Bedford, MA 01730

Charge \$ _____ to my (please circle one) VISA MASTERCARD AMERICAN EXPRESS

Credit Card # _____ Card Security Code (three digit) _____

Expiration Date _____ Name on Card _____

Signature _____ Email _____

Your membership will run from the date of registration for 1 year.

Registration for 2009 MLA Trivia Night Fundraiser Contest

Registration form for 2009 MLA Trivia Night Fundraiser Contest

Player Name: _____

Team Name (if part of a team, indicate Team Name here): _____

Mailing Address: _____

City/State/Zip: _____

Daytime phone: _____ **Evening Phone:** _____

E-mail Address: _____

If registering an entire team, list team member names below (teams are limited to 10 participants)

Team Name: _____

Player #1: _____ **Player #6:** _____

Player #2: _____ **Player #7:** _____

Player #3: _____ **Player #8:** _____

Player #4: _____ **Player #9:** _____

Player #5: _____ **Player #10:** _____

Admission is \$25 per player. Please indicate number of players you are paying for below:

_____ player(s) x \$25.00 = _____ **amount due**

Please make check out to the Massachusetts Library Association and include this form with your check.
Please feel free to contact Nora Blake with any questions: 413-665-5511 or nblake@masscat.org

Massachusetts Book Cart Drill Team state championship registration

NAME OF TEAM and LIBRARY REPRESENTING _____

CONTACT NAME _____

ADDRESS _____

PHONE/FAX _____ EMAIL _____

NUMBER OF PARTICIPANTS _____ NUMBER OF BOOK CARTS NEEDED _____

DEMCO WILL SUPPLY UP TO 10 CARTS FOR YOUR TEAM'S USE; Teams are not allowed to bring in their own carts.

Please provide a brief description of music selection, team theme, and performance. This information will be used by the emcee.

MUSIC (circle one) YES NO **IF PROVIDING MUSIC** (circle one) RECORDED LIVE **IF RECORDED, a CD is required. Music must be submitted by April 15, 2009.**

Cost Per Team To Enter: \$25 DEADLINE FOR ENTRY: April 18, 2009. Payment must accompany application.

Please send completed application, fee & music to: Gerry Deyermond, Memorial Hall Library, 2 Elm Square, Andover, MA 01810

Limit of 8 teams will be accepted

Conference fees are non refundable registration may be transferd.

Mail Registrations to:
MLA Annual Conference
c/o Elizabeth Hacala
PO Box 535
Bedford, MA 01730-0535

Tel: 781-275-7729 - Fax: 781-998-0393 mlaoffice@masslib.org

Lodging and Travel Directions

MLA Hotel Registration**



Springfield Marriott
 2 Boland Way
 Springfield, Massachusetts 01115

Phone reservations will be taken at the Group Reservation Office, 1.800.228.9290 or 413.781.7111

In order to receive the group rate, telephone requests must identify affiliation with Massachusetts Library Association

To guarantee Conference rate, please contact the Springfield Marriott directly no later than Tuesday, April 14, 2009.

Single or Double Occupancy

\$129.00 per night plus tax includes overnight accommodations and use of all Springfield Marriott facilities.

Please note check in time is 4:00 p.m. and check out time is by 12:00 p.m.

Parking

For those arriving by car, the Springfield Marriot Hotel is located directly off Interstate 91, in downtown Springfield. The Tower Square Garage offers 1,200 well-lighted, covered and secured indoor parking spaces within the facility for a discounted overnight rate, which is presently \$13.00 (subject to change).

TECHNOLOGY PETTING ZOO

Technology Petting Zoo

This year at MLA, we are pleased to see the return of the Technology Petting Zoo, featuring a variety of gadgets of interest to you and your patrons. If you've never seen an iPhone; are considering video game consoles for your library; or are thinking about jumping on the podcasting bandwagon; come to the Zoo. If you're wondering about the devices your patrons may bring into your library to plug into your library computers, come to the Zoo. Come check out these and more in a comfortable, non-threatening atmosphere. Get demos of Web 2.0 applications like del.icio.us, flickr, Blogger, PBWiki, Second Life, and more! Nothing bites or induces allergies - we promise! It's all happening at the Zoo! The Technology Petting Zoo will be open during Exhibit Hall Hours.

TECHNOLOGY PETTING ZOO

MLA
MASSACHUSETTS
LIBRARY
ASSOCIATION
P.O. Box 535
Bedford
MA 01730



Jobseekers, be sure to visit the MLA Conference Career Center, featuring:

Individual, personalized resume reviews ◦ Mock interview sessions ◦ Mini library of print and online career resources

Cheryl Kohen, Career Resources Librarian at Simmons College, and experienced volunteers will be on hand to answer your questions about job hunting, networking, salary negotiation, and other career-related topics. Staff from BiblioTemps, a Massachusetts temporary library staffing service, will be available to answer questions about temping opportunities and the ways libraries are using temporary staff.

Look for additional information at the Conference Registration Desk.



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