2024 PRE-CONFERENCE

9:30 AM - 12:00 PM
Let's Talk in the Library!

**Nancy Adams**, Librarian for Scholarly Communication and Education, Harrell Health Sciences Library, Penn State College of Medicine

Libraries are the perfect spaces for community members to engage in dialogue, listening with curiosity to understand others' viewpoints. How is dialogue different from discussion or debate? This highly interactive workshop will inspire you to create public dialogues that help to connect people and weave our frayed social fabric.

**Nancy Adams**, MLIS, EdD is the Librarian for Scholarly Communication and Education at Harrell Health Sciences Library at Penn State College of Medicine in Hershey. She is a course director for a small group, dialogue-based, required humanities course at the medical school and has led several dialogues at her local public library. She is trained in the Living Room Conversations method of dialogue.

*Additional fee required.*

9:00 AM - 11:00 AM
Governors Advisory Council on Library Development (GAC) Meeting

**Mary Garm**, Chair, GAC
**Susan Banks**, Deputy Secretary, State Librarian, Commissioner for Libraries

GAC Members

The Governor’s Advisory Council on Library Development, established by the Library Code, offers advice and recommendations to the Governor, the Secretary of Education and the State Librarian in areas relating to general policies and operations of the State Library and the Commonwealth’s library program. Council members represent library trustees, librarians and lay advocates.

1:00 PM - 2:00 PM
Adulting 101 - Life Lessons for Teens; Everyday Secrets for Adults Too.

Track: Youth Services

**Kris DeLabio**, Youth Services Librarian, Free Library of Springfield Township

Teens need help when every swipe of an ATM card doesn’t have a consequence to them or laundry is a magical mystery they don’t comprehend. The Adulting program strives to enrich the lives of our teens before it is critical for them to have these necessary life skills. By learning how to sew a button on a stuffed toy now, they’ll be prepared if they need to fix a button when they’re ready to walk out the
door for a big meeting at work. This learning environment, combined with interesting projects, reinforces these skills and embeds the concepts and lessons into the teens’ memory so it can be recalled later when necessary. Programs that have been offered include Time Management, Basic Sewing, Car Maintenance, Etiquette, First Aid, and Basic Banking. Programs consist of projects, games, trivia, food, and guest speakers to support the content and message. This session will share successful topics, improvements that could have been made, and the topics that surprisingly were not of interest to the teens.

Kris DeLabio has worked at the Free Library since 2012 where she earned her degree from Northampton Community College. Previous to starting at the library, Kris owned her own craft business and had a 22-year career in the office furniture industry, where she worked for Steelcase, a Fortune 500 company. Kris hold's a BS from Drexel University in Interior Design and is LED certified.

Senior Scholars: Building Lifelong Learning Communities in Libraries
Track: Community Service

Lindsay Cummings, Head of Adult & YA Services, Upper Dublin Library

The American population is aging, with about 1 in 5 Americans projected to be 65+ years old by the year 2040. Learning and socializing have numerous health and cognitive benefits for older adults. Public libraries are uniquely positioned to be community learning hubs and help fulfill this need. In 2022, the Upper Dublin Library created the Adult Discovery & Learning (AD&L) series to address and support lifelong learning. Now spanning three sessions a year with hundreds of participants, the AD&L series consists of multi-week courses and lectures led by peer instructors and experts, all advertised under the series umbrella. During this lecture, you’ll learn how the UDPL program series operates, and how your library can create a similar series that older adults will be enthusiastic to attend using your resources, contacts, and partnerships.

Lindsay Cummings is the Head of Adult & YA Services at Upper Dublin Library in Fort Washington, PA (2022 PaLA Library of the Year). She has been in public libraries for 12 years and has run the Adult Discovery & Learning series since Fall 2022.

Creating Culturally Responsive Story Time for Babies and Toddlers - Celebrating Children Through Representation!
Track: Youth Services

Kimberly Garrison, Project Coordinator, Read, Baby, Read, Free Library of Philadelphia
Sunita Balija, Children’s Librarian, Free Library of Philadelphia, Donatucci Branch
Christine Caputo, Chief Youth Services, Free Library of Philadelphia

Using the Read, Baby, Read lens, this workshop demonstrates how to create robust culturally responsive story time for babies and toddlers and their caregivers. Intentionality matters at this stage and involves thoughtful selection of diverse literature, engaging activities, and inclusive practices. Learn how to begin curating a collection of books that represent a variety of cultures, abilities, languages, and traditions, ensuring they respectfully feature relatable characters and settings. Discover how to incorporate stories that celebrate diversity while also highlighting universal and shared values. Discover the secret sauce to getting caregivers to fully participate in story time as well as encourage caregivers to share their cultural experiences and stories, which will foster a sense of community and connection. Learn clever and inexpensive techniques, using props, music, and visuals that reflect diverse backgrounds and also creates a multi-sensory experience. Learn how to seamlessly integrate and use inclusive language, embracing different pronunciations and terms, while also incorporating translations when possible. Ultimately, a culturally responsive story time for babies and toddlers is about fostering inclusivity, celebrating differences, and promoting a positive early learning environment that respects and reflects the rich tapestry of our global community.

Kimberly Garrison is a fierce and devoted advocate for literacy. She is currently the Program Coordinator for the Free Library of Philadelphia’s flagship infant and toddler program, Read, Baby, Read!

Christine Caputo has been working in youth services for over 30 years. She designed the Read, Baby, Read program which has become the flagship program at the Free Library.
Sunita Balija has implemented many Read, Baby, Read programs including innovating the Multi-sensory and Baby Garden Storytime that she will cover in the presentation.

**Letting CRAAP Go: Teaching the Evaluation of Online Sources with Lateral Reading**

**Track:** Technology & Education

Heather L. Burychka, Information Literacy Coordinator, Wolfgram Memorial Library, Widener University

Traditional website evaluation checklists like the CRAAP Test have become less effective in evaluating social media and websites for bias, misinformation, and disinformation. Research shows that students lack the information literacy skills to critically evaluate the content they encounter online and it also shows that fact-checking with the lateral reading process is the most effective way to evaluate websites, social media, and other online content. In this interactive session, engage in the steps of the lateral reading process including clicking away from the original source, reading Google results with a critical eye, and making use of Wikipedia’s crowdsourced articles. Learn how to transition your information literacy instruction from the CRAAP Test to the lateral reading process and leave the session with practical strategies, activities, and resources that will help your students learn the essential information literacy skills they need to navigate today’s internet.

Heather L. Burychka, MA, MLS has more than fourteen years of experience teaching information literacy classes as an academic librarian.

**An Introduction to Autism and Opportunities to Change Someone’s World**

**Track:** Community Service

Jesse Northridge, Clinical Social Worker, ASERT

ASERT is an organization specializing in autism trainings and research. In this presentation, representatives will teach attendees some basic information about autism and its features. The presentation will then focus on the various ways libraries have to support individuals with developmental disabilities. These suggestions will primarily address sensory needs for individuals with autism as well as the social opportunities libraries can provide. This is an ideal presentation for people who have limited or no understanding about autism.

Jesse Northridge is a clinical social worker who presents on behalf of the ASERT collaborative. He has been a therapist for the past fifteen years, and has been specializing in autism for the last seven years. He has authored several research articles, and routinely presents to professional organizations across the state. He is also a proud parent for a young boy with autism.

**Governor’s Advisory Council on Library Development Open Forum**

**Track:** Contemporary Issues

Mary Garm, GAC Chair
Dale Hamby, GAC Vice Chair
Allison Mackley, GAC Executive Committee
Susan Banks, Deputy Secretary, Commissioner for Libraries, and State Librarian

The Governor’s Advisory Council (GAC) Open Forum is a chance for the twelve-member appointed group to communicate with the library field. Attendees can use this opportunity to ask questions and engage with the GAC about the work of Council and its Committees, including the work of the ad hoc committee working on a process to revise library regulations.

The GAC is comprised of 12 members appointed by the Governor.

1:00 PM - 3:15 PM (Extended Session)

**Romancing the Stone**

**Track:** Collections

- Xio Axelrod
- Lindsay Hameroff
- Timothy Janovsky
- Laura Piper Lee
- Lucy Score
- Nisha Sharma

Whether you are a romance fan or want to explore the genre, join us to hear from a panel of romance authors! This interview-style presentation will cover the authors’ backgrounds, what influences their writing, how they develop the stories and why they love to write in this genre. Your take-aways could spark a flame in a reader that isn’t familiar with romance to shift them out of their comfort zone to try something different!
Xio Axelrod [she/her] is a USA Today Bestselling author of contemporary fiction and romance. Growing up in the music industry, Xio began her recording career at a young age. Her experiences bring a lyrical quality to her writing and vibrancy to her characters. Her Lilly series explores themes of love, loss, and self-discovery. The “Lillyverse” extends beyond the books with merchandising, music, and art that her readers can enjoy. Xio is also a passionate advocate for various causes, including human rights issues and mental health awareness, and that is reflected in her stories.

Lindsay Hameroff is a writer, humorist, and former English teacher raised in Baltimore, MD and based in Harrisburg, PA. Her writing has been featured in McSweeney’s Internet Tendency, The Belladonna, Weekly Humorist, The Daily Drunk’s celebrity humor column, and other outlets. She also co-edits Frazzled, a parenting humor site. Till There Was You is her first novel.

Timothy Janovsky is a queer, multidisciplinary storyteller based in Washington, DC. He is the author of Never Been Kissed (Booklist starred review), You’re a Mean One, Matthew Prince (AudioFile Earphones Award), and New Adult. He is an inaugural author for the launch of Harlequin’s new, inclusive spicy romance line Afterglow Books with his “playful yet heartfelt romp” (Publisher’s Weekly), The Fake Dating Game.

Laura Piper Lee has wanted to be an author since she was a kid. She writes adult romantic comedies with zero incest and/or children locked in attics. She enjoys making people laugh, flirting, and not exercising, so spending an inordinate amount of time writing romantic comedies is pretty much a perfect career choice for her. Her adult debut romantic comedy, Hannah Tate, Beyond Repair was published in February 2024. She lives with her partner and their son in Philadelphia.

Lucy Score is a New York Times bestselling author who grew up in a literary family and as such, earned a degree in journalism, but didn’t embrace the “just the facts” requirement in the work. Writing about heartbreaker heroes and kick-ass heroines is more her jam. Lucy has sold millions of copies of her books worldwide and have been translated into 29 languages. At the end of 2023, it was announced that Amazon MGM Studios was developing Things We Never Got Over for TV. When not spending hours crafting romance novels, Lucy can be found on the couch, in the kitchen, or at the gym. She hopes to someday write from a sailboat, oceanfront condo, or tropical island with reliable Wi-Fi.

Nisha Sharma [she/her] is a YA and adult contemporary romance writer living in the Philly suburbs with her Alaskan husband, and a plethora of animals named after characters in literature. Her books have been included in best-of lists by The New York Times, Entertainment Weekly, Cosmopolitan, The Washington Post, Time Magazine and more. Before she left the corporate world, Nisha spearheaded DEI initiatives at billion-dollar companies. She has continued her advocacy work by fighting for marginalized authors in publishing. When she’s not writing about people of color experiencing radical joy or teaching about inclusivity, Nisha can be found hitting the books for her PhD in English and Social Justice.

2:15 PM - 3:15 PM

Epistemic Agency: Artificial Intelligence, Misinformation, and Information Literacy

Track: Contemporary Issues

Ian O’Hara, Associate Professor and Research & Instruction Librarian, University of Scranton

As our reliance on artificial intelligence to generate responses to our information seeking queries increases, AI also begins to govern the sources of information we encounter in multiple information seeking contexts with a number of epistemic concerns that arise. Apart from widespread attention to the phenomenon of fake news and misinformation, less attention has been paid to how individuals are supposed
to acquire that knowledge in contexts shaped by artificial intelligence and related digital technologies. Fake news and manipulation by means of AI analysis of big data, epistemic bubbles and the defaulting of statistical knowledge endanger the epistemic agency of individuals when they form and wish to revise their beliefs. This session aims to discuss the influence of artificial intelligence on our individual epistemic agency, and how we might begin to address these issues in the information literacy classroom context.

Ian O’Hara is an Associate Professor and Research & Instruction Librarian for Health Sciences at the University of Scranton’s Weinberg Memorial Library. He has obtained a Master of Library and Information Science from Clarion University, and a Master of Science in Software Engineering from the University of Scranton.

PA Forward®: From Library Focus to User Focus
Track: Community Service

Rob Lesher, PA Forward® Program Manager, Pennsylvania Library Association

PA Forward® has been a part of the Pennsylvania Library landscape for a decade. Although, the initiative has adhered to the idea that literacy is critical to being successful in a 21st Century society, the initiative has not been static. Come and learn about the latest development in the PA Forward® initiative to focus on the impact and outcomes of the literacy training for our communities and users. New tools will be introduced and attendees will receive examples of these new tools.

Rob Lesher is the PA Forward® Program Manager on staff at the Pennsylvania Library Association.

Programming in the Stacks: Expanding Your Collection to Develop Programs
Track: Youth Services

Mary Graham, Youth Services Coordinator, Abington Community Library

This presentation will tackle how to make smart collection purchases for the juvenile and young adult areas of the library. I will show how to browse Baker and Taylor and Brodart to find current titles for graphic novels, manga, and nonfiction. I will review resources to assist with collection development and maintenance. The presentation will then move into how to utilize titles from your collections to create programs for the two age demographics. By purchasing titles teens want to check out we can create passive and active programs that get patrons back into the building. Lastly, participants will leave with specific program ideas for youth in grades 5-8 and grades 9-12, along with coordinating books lists and how to execute them.

Mary Graham is a Youth Services Coordinator, responsible for middle and high school program development and young adult collection development for Abington Community Library. She serves as a Co-Chair for the YA Focus Committee in Lackawanna County Library System that focuses on services for young adults.

Public Speaking With Confidence
Track: Career & Leadership

Lynn Scramuzza, Hamlin Community Library

PSA (public speaking anxiety) or glossophobia (fear of public speaking) are just a couple of the names that identify the very real issue many people face when it comes to doing a presentation. It is not unusual to experience fear of speaking in public. If you have done presentations and wondered how it could have gone better, or if you want to give a presentation but don’t know where to begin, attend this session. Developed through 11 years of teaching public speaking at the University of Scranton, we will start with a brief overview of public speaking basics followed by guidance on how to prepare a presentation. We will continue with assistance on how to begin, identifying pitfalls and roadblocks to success, and foundations for the development of confidence. There will be time for questions, as well as some workshopping in small groups.

Lynn Scramuzza has worked in many professional environments, most recently as the director of Hamlin Community Library in Wayne County, Pennsylvania. Previously, she taught public speaking for 11 years at the University of Scranton, where she was awarded the Provost Part-time Faculty Award for Excellence in Teaching. Lynn has a master’s in counseling, and credits at the graduate level in HR and library and information science.
10 Board Habits to Kick

Track: Library Administration

Debra Thompson, President, Strategy Solutions
Chad Gump, District Consultant, Citizens Library and District Center

If you serve on a nonprofit board or work with a board of directors, you may have seen (or done yourself) some problematic behaviors. It’s natural to behave in a way that you feel is “right” and seems to align with your job as a board member. But certain board habits can wreak havoc on an organization. That’s why it’s important to recognize when you, or someone on your board, is displaying problematic behavior. It’s even more important to intervene appropriately. This session describes the “10 board habits to kick” and provides strategies to address the behaviors as well as the best practices in board recruitment and orientation to ensure appropriate board governance.

As President of Strategy Solutions, Debra Thompson provides strategic and development planning, research and project management, including fundraising planning. She is a certified trainer, consultant and peer reviewer for both the PA and National Standards for Excellence.® An Ethics and Accountability Code for the Nonprofit Sector. With a degree in marketing and an MBA, throughout her career, she has worked with over 400 nonprofit organizations supporting strategic transformation and helping clients achieve remarkable outcomes. She has presented at dozens of state and national conferences.

Chad Gump is the District Consultant of the Washington County District Libraries within Citizens Library and District Center in Washington, PA. Chad has his MLS from Clarion University and has over 10 years’ experience working within libraries at a volunteer, clerical, managerial, and administrative level. Chad has worked closely with library boards during his time as a library director, and more recently as his time as a system administrator. Chad currently consults his 20 library locations regarding board activities, board development, and execution of other library-based processes.

Grown-Up Storytime: Engaging Community Leaders

Track: Advocacy & Development

Ryan McCrory, Executive Director, Dauphin County Library System

Conversational lecture about engaging your community leaders, be they borough council, chamber of commerce members, or other organizations. We will walk through the steps of defining your story, finding your facts, and crafting the message.

Ryan McCrory has 25 years experience in the field, the last six of which has been as a director at libraries in PA. In his previous position as director of the LItitz Public Library, he oversaw municipal increases and a heightened recognition of the library.

3:30 PM - 4:45 PM

President’s Program: Unhinged Library Joy With Mychal Threets

Mychal Threets, Library Enthusiast; Social Media Sensation; Resident Librarian, PBS

Mychal Threets has loved libraries all his life, he was raised in them! He has spent years in them personally and professionally. During that time he has heard an assortment of stories from all sorts of people that have taught him something very special about all things libraries... there is unhinged library joy to be found in each of them! His library joy was found to be so infectious that he was the recipient of the American Library Association (ALA) “I love my librarian” Award and Library Journal’s 2024 Movers & Shakers Award which acknowledges the “people shaping the future of libraries.” Join us, to be inspired, and to display your own library joy!
Library budgets are tight, so how do you justify attending the PaLA Annual Conference to your board or supervisor? We have a few tips to not only sell your attendance at this important event, but also how to increase your library’s ROI:

1. Point out that the conference offers more than 80 concurrent educational sessions, nearly 30 poster sessions, as well as ample opportunities to network with your peers from across the state.

2. The conference exhibit hall contains a wealth of information on new products or services for your library, all under one roof. Shop now or “window shop” for future purchases. It’s a one-stop shop, and will make the most of your time when considering purchases for the library.

3. Create a report to describe what you’ve learned and how you will share it with others in your library.

4. Create an action plan to implement what you’ve learned into your work or programming at the library. Periodically report on the actions that have been taken, and the improvements they have made in the library.

5. Train others. Share the session handouts and ideas you’ve learned with your co-workers.

6. Compare the cost of conference registration to the cost for other conferences, educational courses or consulting fees. PaLA Conference registration includes several meal events to stretch not only your “circle” but your budget as well!

7. Report your conference attendance, and the fact that you are continuing your education to improve library services to your local newspaper, bringing your library into the public light in yet another way.

8. While discussing purchases or programming for your library with your supervisor, be sure to preface your statement with “One of the speakers at the PaLA Conference said...” Or, “I saw this new product at the PaLA exhibits, with it, we can...” Giving credit like this will reinforce the thought that the PaLA Conference is a benefit, not only to you, but to the library overall.
MONDAY, OCTOBER 7

8:00 AM - 8:45 AM

Coffee & Conversations

Start your day with a light breakfast and conversation with fellow attendees about the previous day’s sessions.

Technical Services Round Table Business Meeting

Receive updates on the round table activities, current and future.

9:00 AM - 10:00 AM

Incorporating Culturally Responsive Teaching Into Library Instruction
Track: Community Service

Emily Reed, Reference and Instruction Librarian, Penn State University Libraries

This session will introduce attendees to Geneva Gay’s (2000) five steps for culturally responsive teaching. The presenter will invite attendees to think about how these steps can be applied to various modes of library instruction. Connections to other pedagogical practices such as cultural humility and critical race theory will be made explicit. Benefits to incorporating culturally responsive teaching as well as common challenges and potential pitfalls will also be described. The audience will have the opportunity to reflect on their current instructional practices and identify how they can begin incorporating culturally responsive teaching.


Emily Reed coordinates library instruction, services, and resources for international students on her campus. As a result of this work, she has presented and published about topics related to culturally responsive teaching including cultural humility and dismantling deficit thinking during library instruction. In the last year, she has spoken twice at national conferences and had a peer reviewed article in The Journal of Library Administration published on these related topics.

You've Got a Friend: Bonding With Township Supervisors and Managers
Track: Advocacy & Development

Cathi Alloway, Consultant, Library Strategies Consulting Group

It's vital for library managers and trustees to have good relationships with local government leaders. Sharing useful communications and quality facetime with elected officials, staff and influencers builds familiarity that can lead to trust, mutual admiration, and understanding. Discover how empathy and cooperation can spark positive relationships that will help your library and community thrive. The speaker will share her experiences and strategies recommended by her network of community leaders for fostering personal partnerships. Audience sharing and questions will be incorporated into the presentation.

Cathi Alloway retired in 2021 as Director of Schlow Centre Region Library, State College, capping 30 years of public library management work in Pennsylvania. A past-president of PaLA, Alloway also worked at the Dauphin County Library System and Hershey Public Library where she engaged regularly with community leaders as a library representative. She currently works with Library Strategies Consulting Group and other partners to provide strategic planning, board development and training for public libraries and nonprofits.
Stats for Scaredy-Cats
Track: Library Administration

Dr. Kyle Kopko, Executive Director, Center for Rural Pennsylvania
Kaitlyn Goode, Data Visualization Specialist, Center for Rural Pennsylvania

Do spreadsheets make you break out in a cold sweat? Do statistical reports fill you with dread? Do you have problems sleeping because of uncertainty of how to calculate the percent change? If so, you need to attend this no-nonsense, but fun, session on how to analyze data. This session will gently walk you through the types of data that can be used to measure your library’s successes and challenges in meeting community needs. It will also highlight publicly available, government data sources that can be used for strategic planning and meeting patron requests. Finally, this session will provide you with handy dandy tools to do data calculations.

Prior to joining the Center for Rural Pennsylvania in 2020, Dr. Kyle C. Kopko served as Associate Dean of Institutional Effectiveness, Research, and Planning, and Associate Professor of Political Science at Elizabethtown College. Dr. Kopko holds a law degree from the University of New Hampshire Franklin Pierce School of Law, a Ph.D. and M.A. in political science from The Ohio State University, and a B.A. in political science from Elizabethtown College. Dr. Kopko has authored or co-authored more than 50 publications, including two university press books.

Kaitlyn Goode joined the Center in 2024, and provides data and analysis on rural policy issues, contributes to the Center’s bimonthly newsletter and other statewide publications, and maintains and expands the Center’s rural database and dashboards. Kaitlyn was born and raised in a small town in rural northwestern Pennsylvania, and she is happy to be able to provide support to communities all across rural Pennsylvania. Formerly, Kaitlyn worked as a STEM Educator for the Community Education Center of Elk and Cameron Counties, and she worked part-time as an Independent GIS Consultant. Kaitlyn holds a bachelor’s degree in Meteorology and a bachelor’s degree in Environmental Hazards/Emergency Management from Millersville University of Pennsylvania, and she has her master’s degree in Geographic Information Systems from the Pennsylvania State University.

Fine-Free is the Way to Be
Track: Community Service

Ryan McCrory, Executive Director, Dauphin County Library System

Conversational lecture about developing a cohesive roadmap to going fine-free. The presenter will outline their own experience at Lititz Public Library in Lancaster County from the first mention (in February 2020) to implementation (January 2024). We will highlight how to find the information needed to make the process as simple as possible.

Ryan McCrory has 25 years experience in libraries. He has been a director in PA for the last six years. A longtime advocate of being fine-free, he will talk about his experience in that endeavor at Lititz Public Library.

So You Think You Know Libraries - Today's Read on Homelessness
Track: Contemporary Issues

Pat LaMarche, broadcaster, journalist, author

America’s libraries have become a lifeline for individuals and families experiencing homelessness. How did this happen? Nearly every federal agency has under quantified - and consequently underfunded – the homeless problem in communities across the country. Municipalities in Pennsylvania have limited funding for support. Still others have limited commitment or scope. Drawing from decades of experience at all levels of homelessness - from mass sheltering to chronic homelessness to working with children and youth experiencing homelessness - the presenter will explain the challenges faced by library patrons experiencing homelessness. A brief introduction to policies and definitions of homelessness, including the data used when funding community development block grants (and other funding) that support local agencies providing vital services across Pennsylvania will be followed by a discussion of how acutely local libraries bear this burden.

Pat LaMarche is an award winning broadcaster, journalist and author with decades of experience working with those experiencing homelessness as well as reporting on the subject. A professional speaker - A Pennsylvania based National Advocate, LaMarche shares the realities with homelessness in engaging style with audiences of every type. She’s a myth buster who relates the realities of homelessness.
**From Creatively Challenged to Creatively Confident: Using Canva AI Tools**

*Track:* Technology & Education  
*Hands-on Session*

**Elin Woods**, Research & Instruction Librarian for Student Success, University of Scranton  
**Theresa Dykes**, Public Relations & Grants Coordinator, Delaware County Libraries  
**Jeffrey Wagner**, Collections Development & Digital Resource Management Librarian, Penn State College of Medicine

Curious about Canva but you’re “creatively challenged”? Anyone can use Canva and today it’s even easier with their AI tools. We will open the session highlighting and modeling tools that everyone can use, these tools won’t be behind a paywall, and then, it’s breakout time. Come prepared, please bring a laptop or device to the session, to create professional looking pieces in our hands-on workshop and leave feeling creatively confident!

**Elin Woods** obtained a B.A. in History from Indiana University of Pennsylvania, a Master of Library and Information Science from Clarion University, and is currently working on a Master of Human Resource Management at the University of Scranton. Her professional passions are storytelling and equitable education, and her personal passions include historical foodways and working-class history. Before becoming a librarian, she worked in marketing and event planning and has a background in graphics designing.

**Theresa Dykes** has worked for Delaware County Libraries for 18 years and manages DCL's social media and marketing, as well as the library system’s website and staff website. In addition, she produces promotional materials and provides social media support for the 26 libraries within the system.

**Jeff Wagner** is the Collections Development & Digital Resource Management Librarian for the Harrell Health Sciences Library at Penn State’s College of Medicine in Hershey, PA. He is responsible for the evaluation, assessment, and promotion of library resources for the Harrell Health Sciences Library. He seeks out unique, low cost ways of promoting these resources to his library users by means of providing resource demos and marketing materials when possible. He has been working in PA libraries for over seven years.

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**9:00 AM - 11:15 AM (Extended Session)**

**Carolyne L. Smith**  
**Best Practice Awards**  
*Track:* Youth Services

**Nina C. White**, Chair, Best Practices Committee  
**Rachel Fecho**, Vice Chair, Best Practice Committee Representative, PA Humanities

Sponsored by the Youth Services Division of the Pennsylvania Library Association, the Best Practice Awards have highlighted and recognized the roles libraries play in early learning since 2004. Over the years, the awards have expanded to highlight the amazing and impactful work libraries do in serving youth of all ages in their communities. Join us this year for a double session and be inspired from this year’s innovative library programs from across the state. Winning libraries will be invited to present their programs live at the session by sharing a poster board, or digital presentations. This session will allow time for professional networking and conversations with your colleagues. Additionally, The Robert J Excel Library Service Award and The Humanities in Action Award will be unveiled at this session. The Robert J Excel Award recognizes the year’s most creative and/or influential youth service program from the current year’s Best Practice Winners. The Humanities in Action Award honors the library program for youth ages 12-18 that effectively uses the humanities as a tool for positive youth development. This award is sponsored by the PA Humanities.

The Best Practices Committee is a committee of the Youth Services Division. Committee members include: **Nina White**, Chair, **Rachel Fecho**, Vice Chair, **Katie Donahoe**, **Marissa Guidara**, **Leah Johncola**, **Kelli Knapp**, and **Jennifer Woolstrum**.
SPECIAL REMINDERS

Visit the Conference Registration FAQs on page 44 for tips and answers to frequently asked questions!

Hotel Lodging:

It is important that conference attendees book rooms in PaLA’s room block, as this assists us in meeting our contracted obligation with the hotel, keeps costs for meeting space at a minimum and puts us in a better negotiation position for future events. All of this helps us keep registration fees as low as possible!

We have reserved a block of rooms at the Hilton Harrisburg from Sunday – Tuesday, and a limited number of rooms available on Saturday, at the reduced rate of $157/night plus 11% occupancy taxes. Hotel registration instructions will be included in your conference registration confirmation message.

PaLA BUCKS:

These discount codes enable member libraries to register non-member staff at the member rate. One code is available per $100 in paid dues.

BUCKS Codes may NOT be used retroactively! Be sure to alert your staff NOW if you’d like them to use your BUCKS code for discounted registration. To obtain your code, YOU, or an authorized individual, should send an email to Susan Wertz, Administrative Assistant at admin@palibraries.org to request it.

Annual Business Meeting:

The PaLA Annual Business Meeting has been tentatively scheduled to be held online on Tuesday, October 15, 2024 at 1:00 PM. Various PaLA awards will be announced at that time.

10:15 AM - 11:15 AM

Libraries and AI: An Opportunity for Exploration and Collaboration

Track: Technology & Education
*Hands-on Session

Kate Cummings, Research and Instruction Librarian, University of Scranton
Sylvia Orner, Collections and Resource Management Librarian, University of Scranton

Generative AI is everywhere, and it can be overwhelming. Maybe you’ve dabbled with it, maybe you haven’t, but in either case this session is for you! We will briefly discuss generative AI and then we will dive into what tools are available to aid in your work as librarians and library staff. Bring your laptops, as we will work with these tools and see for ourselves what they can (and can’t) really do, with the advantage of having our peers with us so we can share ideas and gain new insights.

Kate Cummings obtained a Master of Library and Information Science from the University of South Carolina and a MBA from Wilkes University. Her research interests include data literacy, AI in libraries, librarian identity, and diversity, equity, and inclusion.

Sylvia Orner earned her Master of Science in Library and Information Science from Syracuse University and her Master of Science in Business Analytics from the University of Scranton. Her research interests include artificial intelligence in libraries and ethics in artificial intelligence.

Why Am I Doing This? Remembering Our Personal Why and Self-Care

Track: Career & Leadership

Heather Weleski, Library Director, Avalon Public Library

As job descriptions and responsibilities grow and change, we need to remember that taking care of our personal beings is just as important of a job. The burnout struggle is real and happening at an alarming rate in our profession. In this session we will discuss the importance of taking a step back to look at our own why to answer "Why am I doing this?" There will be time to develop your own elevator speech to remind you why you are in the profession and
make a personal reminder to take home. We will also discuss important professional self-care techniques and take part in a short guided meditation session.

Heather Weleski has worked in the library field for just over a decade and has experienced a lot of the struggles we all face. She is currently the library director at a small, suburban library. Her days could include completing paperwork, working the circulation desk, or plunging the toilet. In her personal life, Heather also participates in meditation practices in groups and alone. She strongly believes in self-care and taking time to reflect on our current situations.

I’m Not a Lawyer!: Legal Reference Basics for Public Library Staff
Track: Community Service

Katy Jean Vance, Librarian, State Library of PA
Kevin Spangenberg, Librarian, State Library of PA

Being faced with legal questions while working the desk is common, but giving out legal advice if you’re not a lawyer or paralegal is illegal. That doesn’t mean library workers should shy away from helping their patrons with their legal reference questions! This session will introduce library staff to the basics of Pennsylvania law (How do I know if it’s a legal question?), a variety of free and subscription-based sources to use with patrons (What can I put in their hands right away?), criteria to determine when you should refer patrons to an external expert (When is this request too complex for this interaction?), and how to learn more about helping patrons with their legal inquiries without having to attend law school (Where can I learn even more about supporting my patrons’ legal needs?). Woven throughout this presentation will be how you can utilize the State Library’s law library staff and resources in your day to day. Attendees leave with actionable steps that they can take to make their organization’s planning process more effective and efficient.

Chad Barger, ACFRE, ACNP helps nonprofit professionals fundraise more efficiently and effectively. He is the founder of the firm Productive Fundraising, which focuses on bringing actionable, research-based fundraising tactics to small and mid-sized non-profits. He is a top-rated conference speaker and webinar presenter as well as a master trainer of boards that “don’t want to fundraise.” Chad is also a strategic advisor and coach to many non-profit fundraisers, executive directors and board members. He takes pride in being a qualified curator of top-notch fundraising news and research through his weekly fundraiserchad e-blasts and popular free monthly webinar series.

Stay and Play at the Library: an Equity-Centered Model
Track: Youth Services

Dana Jones, Children’s Librarian, Mt. Lebanon Public Library

Most library programs can only accommodate a small number of children and there are never enough evening and weekend programs to meet demand. After years of hearing caregiver complaints about long waitlists and program spots being harder to score than Taylor Swift tickets, Mt. Lebanon Library added a few “anytime activities” to enhance their children’s space. An I Spy fish tank, scavenger hunts, a STEM box, and board games are a few examples of all-ages activities that have resulted in more patron satisfaction and a feeling in the community that the library is a destination to stay and play. Children’s Librarian, Dana Jones, will share how she sources and sets up these
activities and the lessons learned along the way. She will also share the positive outcomes and how these activities promote more equity and inclusion at the library.

**Dana Jones** has been working as a Children’s Librarian for 10+ years at Mt. Lebanon Public Library. She won the PaLA New Librarian Honors Award in 2015 and has twice won a Best Practices Award.

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**The Policy Procedure: Creating a Comprehensive Policy Management Plan**  
**Track:** Library Administration

**Robyn E. Vittek**, Director, Mt. Lebanon Public Library

While most librarians are familiar with collection management practices, we may not think about policy management quite as often. With many of our operating policies 20+ years out of date, in 2022 Mt. Lebanon Public Library’s Director and Board created a priority list, schedule for review, and review procedure for all library policies. This approach makes policy management an annual part of the board’s duties, ensures board/admin familiarity with all policies, as well as up-to-date, essential, counsel-reviewed policies that meet modern standards and help library operations run smoothly. In this session, Library Director Robyn Vittek will share the tools created to streamline policy management and lead a discussion among peers on policy creation, review, revision, and best practices. This session should not be considered to provide legal advice.

**Robyn Vittek** has served as Director of Mt. Lebanon Public Library in the South Hills of Pittsburgh since November 2015. Her previous role was Director of St. Clairsville Public Library (OH). She is an active member of the Pennsylvania Library Association, serving on the PA Forward® Steering and Training Committees, the Membership Committee, and on the PaLA Board of Directors as 2025 2nd VP/Erie Conference Chair.

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**Exploring the Role of Academic Libraries in Closing Equity and Opportunity Gaps**  
**Track:** Community Service

**Ron McColl**, Special Collections Librarian & Assistant Professor, West Chester University of Pennsylvania  
**Amy Pajewski**, Student Success Librarian & Associate Professor, West Chester University of Pennsylvania  
**Grace Liu**, Business Librarian & Associate Professor, West Chester University of Pennsylvania  
**Mary Taale**, Graduate Student, West Chester University of Pennsylvania

Academic libraries and librarians have significant roles to play in closing equity and opportunity gaps in higher education. While unique and innovative efforts to perform this work abound in Higher Education literature, limited research has been done to determine how libraries can best integrate and support campus student success initiatives. Through a series of semi-structured interviews with 20 campus leaders, this qualitative study sought to learn more about institutional efforts to close equity and opportunity gaps at West Chester University, including the needs and challenges of university stakeholders. Interviewees shared ways the library can best complement and support their efforts across a spectrum of services, resources, programs, and practices. While campus leaders provide one perspective of campus equity efforts, their influence and priorities shape how the institution addresses equity and opportunity gaps for students. This presentation will explore unique insights from campus leaders, provide a preliminary roadmap for academic librarians to collaborate with campus and community partners, enhance the value of libraries in higher education, and make a more significant impact on student success.

**Amy Pajewski** is a Student Success Librarian and Associate Professor at West Chester University. She leads the library’s First Year Writing instruction program in collaboration with a team of teaching librarians and co-chairs the University Libraries’ Outreach Team. She collaborates with student success initiatives across campus, serves as the subject librarian for the Higher Education Policy & Student Affairs master’s program at WCU, and team-liaisons to the Doctorate of Education students within the Higher Ed track.
Her research interests include exploring pedagogy practices in general education information literacy instruction, library impact on student success, and how to close equity and opportunity gaps for our students. As a first-generation student, her perspective on student needs and well-being guides her practice, and she strives to lead with compassion and empathy.

Ron McColl is an assistant professor, Special Collections Librarian, and Curator of the William Darlington Herbarium at West Chester University. His most recent scholarship addresses issues of diversity, equity, and inclusion through the theoretical lenses of relational pedagogy and critical information literacy. He has written and spoken on the topics of power, mediation, marginalization, and silencing in archival practice.

Grace Liu is a Business Librarian & Associate Professor at West Chester University. Her research interests include information literacy, business data literacy, and student success. She has led several grant projects at WCU focused on these areas. She is the advisor of the research project on the Roles of Libraries in Closing Equity and Opportunity Gaps. She collaborated with a business faculty in establishing a peer mentoring program for the College of Business and Public Management and integrated the library resources into the program. She also directed a project on evidence synthesis for ideas on enhancing college student retention and success.

Mary Taale is a Graduate Student in the Higher Education Policy & Student Affairs program at West Chester University of Pennsylvania. She supports the research project, “Roles of Libraries in Closing Equity and Opportunity Gaps,” by transcribing participant interviews and coding the qualitative data.

Emily Mross is the Business Librarian and Library Outreach Coordinator at Penn State Harrisburg Library, a PA Forward Gold Star Library. As part of the library’s PA Forward efforts, Emily offers a variety of financial literacy programs and works with financial literacy partners at state and national levels. Emily is also the chair of the RUSA Financial Literacy Interest Group, which connects library professionals from all library types to share financial literacy ideas and resources.

Beyond Dusting the Bookshelves: Low Stress, High Reward Ideas for Teen Volunteers
Track: Youth Services

Beth Bilus, Head of Teen and Adult Services, Huntingdon Valley Library
Laila Carter, Youth and Teen Librarian, Cheltenham Township Library System
Kris DeLabio, Youth Services Librarian, Free Library of Springfield Township
Sara Huff, Young Adult and Reference Librarian, Abington Township Public Library
Kate Scannell-Daniel, Youth Services Coordinator, Conshohocken Free Library
Becky Ginther, Head of Children's Services, Upper Merion Township Library

If you work with youth then you are familiar with volunteer requirements. We want teens to volunteer, but we want them to participate in projects that will not only suffice the volunteer requirements but also benefit the library and be interesting and engaging for the teens. Nobody wants to dust shelves all day! Teens should have access to projects that are more than just busy work. This presentation will provide libraries of all shapes and sizes with an action plan needed to provide meaningful, community building volunteer projects for teens. This panel of presenters consists of six librarians from a variety of libraries across Montgomery County varying in size, socioeconomic status, population, etc. Audience members will be sure to find a library on the panel that is similar to their own. This will not just be a boring PowerPoint, but an interactive experience for participants! This presentation will be conversational, with opportunities for audience participation. We will walk through our

Financially Lit: Getting Started with Financial Literacy at Your Library
Track: Community Service

Emily Mross, Business Librarian and Library Outreach Coordinator, Penn State University Libraries

Financial concerns are top of mind for many people. Your library can help community members build their financial knowledge through informative sessions and creative programs. You do not need to be a financial expert or have significant library resources to offer a great financial literacy program. In this session, you will learn why financial literacy is a great fit for library programming, how to develop financial literacy programs and collections, and how to assess your efforts meaningfully for stakeholders.
successful programs step-by-step, such as: teen tech help, crafts for local senior centers, library decorations, book review blogs, reading buddies, and more! After the session attendees will be able to recreate these projects at their own libraries with ease!

The librarians on the panel collectively have decades of experience working with teens in public libraries. They have created and implemented countless programs and activities for teen volunteers that are unique, engaging, AND benefit the library and their communities. These librarians have extensive experience with presenting about youth librarianship and have presented at Pennsylvania Library Association in prior years. They have received recognition from PaLA for their programs at the Best Practices Awards.

Resilience in Flux: Managing Change for Library Success
Track: Career & Leadership

Cathi Alloway, Consultant, Library Strategies Consulting Group

Change is non-stop in Library Land: technology, staffing, funding, community changes and public perception are constantly shifting and threatening our familiar processes, tools, jobs, and reputations. You can understand personal and institutional impacts by learning about models and theories that map the structure and progression of change. This session will also introduce successful, proven strategies that can help you navigate transitions on a personal and institutional level. Audience sharing and questions will be incorporated into the presentation.

Cathi Alloway retired in 2021 as Director of Schlow Centre Region Library, State College, capping 30 years of public library management work in Pennsylvania. A past-president of PaLA, Alloway also worked at the Dauphin County Library System and Hershey Public Library where she managed projects that changed facilities, budgets, staffing and public services. She currently works with Library Strategies Consulting Group and other partners to provide strategic planning and training for public libraries and nonprofits.

Transform Your Annual Reports to Tell Your Library's Data Story
Track: Library Administration

Sherri Miller, Data Librarian, Verizon

Your library data story is worthy of being told: you've got the toolkit, but how do you put that into action? Join Verizon’s Data Librarian to examine library Annual Report statistics through a business user’s lens & transform the data into visualizations that tell your story in new ways. This program is intended to be a practical “how-to” that allows you to quickly & cheaply leverage business data analytics capabilities to tell your library’s story with data you are already collecting and have years’ worth to draw upon to make unseen connections & demonstrate the value of your library to your stakeholders.

Sherri Miller is Data Librarian at Verizon. As part of the Data & Analytics Governance team, she is currently working on a grassroots effort to catalog, map & connect Verizon’s content in ontologies & taxonomies to be visualized as knowledge graphs. Previously in her career, Sherri worked as an e-Commerce Taxonomist for private industry & as a Cataloging Librarian for Cumberland County Library System. She is excited about the possibilities of what happens when data is unsiloed and connected in meaningful ways across organizations, the internet and more.

Children and Middle Years Author Panel: Take a Look, See Yourself in a Book!
Track: Collections

Adriana Erin Rivera • Hilda Eunice Burgos • Raj Haldar • Lee Y. Miao

Exposure to diverse literature ensures children see themselves, their friends, and neighbors, reflected in the pages of the books they choose to read. Children are more likely to build empathy and respect for individual differences after experiencing, through literature, the joys and obstacles faced by the new ‘friends’ they met in a book. Join our panel of authors to hear about their experiences as both readers and authors as they discuss the importance of diversity in children’s books.
Adriana Erin Rivera is a New Jersey-raised author of Puerto Rican descent. She writes middle grade fiction and is also a singer and songwriter and has written theatrical pieces that have been performed on New York City stages. She holds a bachelor’s degree in Advertising and Marketing Communications. Her latest middle grade historical fiction book, Paloma’s Song for Puerto Rico: A Diary From 1898, a collaboration with the Smithsonian Institution’s National Museum for the American Latino, was released in 2023 by Capstone Publishing. Based in Westchester County, NY, she works as Marketing Manager for a university in New York. Adriana is currently working on her next novel.

Hilda Eunice Burgos is the author of Bodega Cats: Picture Purrfect, which is the first in a series of three illustrated middle grade books about New York City bodega cats and their human friends. She also wrote the middle grade novels Ana María Reyes Does Not Live in a Castle, which was recognized as an ALA Notable Children’s Book and Miosotis Flores Never Forgets, recipient of a 2022 Carolyn W. Field Award Honor, as well as other award-winning titles. The daughter of immigrants from the Dominican Republic, Hilda grew up in New York City, and is a graduate of the University of Pennsylvania and Harvard Law School. She lives in the Philadelphia area, where she and her husband raised their two grown children and where she works as a lawyer. hildaeuniceburgos.com

Raj Haldar is the author of the #1 New York Times Bestselling picture book, P is for Pterodactyl: The Worst Alphabet Book Ever. But, for close to a decade, the Philadelphia based rapper, producer, and multi-instrumentalist has been better known for his critically-praised music under the moniker Lushlife.

Lee Y. Miao grew up in a small Pennsylvania town with a library to die for. In middle school, she hoped to be the class clown but ended up as the class nerd. Lee studied international relations in college and then worked for Time Magazine in New York City for a few years. Afterward, she attended graduate school and moved to California for a career in international banking. Eventually, Lee became a writer and editor for grades 6–8 English language arts and social studies projects before pivoting to write middle-grade fiction.

What can you tell about your library data as a story? Learn how to bring data stories to life for library advocacy of all types, from sustaining the library to transforming its work. Participants will learn about ongoing research identifying classic library stories told to persuade decision-makers as part of the Data Storytelling Toolkit for Librarians grant (IMLS). This session is designed to launch reflections about your data storytelling process. Do you have the right data? Do you put story before storage? What's your story structure? Who are your audiences and what do you know about their knowledge, demographics, and attitudes? Join storytelling expert Kate McDowell for a lively interactive session to make data work as evidence for your compelling library data stories.

*Pre-registration is required.

Dr. Kate McDowell focuses on storytelling as information research, social justice storytelling, and how the history of library storytelling can enhance contemporary data storytelling. Her writing appears in Library Quarterly, College and Research Libraries, and JASIST, where her article Storytelling wisdom: Story, information, and DIKW theorizes storytelling as a fundamental information form. She leads the nationally-funded Data Storytelling Toolkit for Librarians project to equip libraries with narrative tools for data-informed advocacy. McDowell is an associate professor at the School of Information Sciences at the University of Illinois Urbana-Champaign, where her storytelling teaching was internationally celebrated with the ASIS&T Outstanding Information Science Teacher Award in 2022.
Carolyn W. Field Award Luncheon
Track: Youth Services

Carolyn W. Field dedicated her life to advancing children’s literature and the powerful role that libraries play in the lives of youth. Since 1983, PaLA’s Youth Services Division has recognized the best book for youngsters written or illustrated by a Pennsylvanian through the Carolyn W. Field Award. Please join us as we recognize the 2024 winner! Pennsylvania is setting the bar high for exceptional children’s literature and services for our youth - join us in celebrating these achievements!

*Pre-registration is required

12:30 PM - 5:30 PM

Library Products & Services Expo

Find out what's new in library design, furnishings, services, equipment and technology all under one roof! Gather raffle tickets from our exhibitors for the prize drawings to begin at 5:00 p.m.

12:30PM - 2:00 PM

Exhibits Grand Opening Lunch

A complimentary walk around lunch will kick off the opening of the exhibit hall and offers time to visit the exhibits while enjoying tasty lunch treats.

2:15 PM - 3:15 PM

No-Conflict Exhibit Time, Exhibitor Showcases & Poster Presentations

Take a break from formal education settings and enjoy a beverage while strolling among the exhibits to gather information on new library innovations and collect tickets for the exhibit raffle at 5 p.m.

View the posters presented by library colleagues about successful ideas or programs that could be replicated in your library. Poster presentation schedule: https://www.palibraries.org/page/2024PosterSchedule

2:25 PM - 2:45 PM

Exhibitor Showcase
Marketing Best Practices to Supercharge Your Digital Library

Todd Warhola, Account Manager, OverDrive
Michele Legate, District Consultant, Northeast Library District/Scranton Public Library

Join us for a special look at how you can engage your community with diverse content, outreach strategies and compelling stories that resonate and inspire action. You'll discover data-driven tools that can assist you in making more informed purchasing decisions. They'll also share how libraries are showcasing new formats and diverse content offerings to reach new audiences and further engage existing users. And you can take away best practices for marketing & outreach to raise awareness and usage of your digital collection.

Exhibitor Showcase
Keep in Touch: Optimizing Your ILS to Improve Patron Relationships

PaILS/SPARK staff will discuss ways that you can use your Integrated Library System to effectively & consistently communicate with your patrons. Emails, text messages, and print notices can keep the library on your patron's mind and keep them informed about your programs & events with relatively low maintenance on your end. Don’t miss these opportunities to tell them about your services! Presenters will share their experience managing notices for a large public library consortium & how they offer customized solutions for each of their clients. Come to share your experiences and learn about current trends!

2:50 PM - 3:10 PM

Exhibitor Showcase
What's Trending? Trade Skills AND Collection Development

Jake Simone, Account Manager, EBSCO

Join us to learn how BlueCareer by EBSCOlearning can empower library patrons to explore the skilled trades industry and navigate career transitions. We’ll provide a product

(continued on pg. 20)
Our 2024 Exhibitor Partners

*As of 06/19/2024

We appreciate the support and expertise offered by these library product & services experts and encourage you to do business with them!

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• Assabet Interactive
• Becker Morgan Group, Inc.
• Bibliotheca
• Bloomerang
• Book Systems, Inc.
• Britannica Education
• Brodart Co.
• Calgi Construction Company, Inc.
• Cheshire Law Group
• ConnectWell
• EBSCO Information Services
• Equinox Open Library Initiative
• First Nonprofit
• Gale
• Hosting Solutions & Library Consulting (HSLC)
• Infovision Software, Inc.
• Ingram Content Group
• Innovative, Part of Clarivate
• JanWay
• J. P. Jay Associates, Inc.
• Library of Accessible Media for Pennsylvania (LAMP)
• Library of Congress Federal Credit Union
• Library Furniture International
• Mr. Hoot's Fables
• OverDrive
• PA Treasury
• Pennsylvania Citizens for Better Libraries (PCBL)
• Pennsylvania Higher Education Assistance Agency (PHEAA)
• Pennsylvania Integrated Library System (PaILS)
• Playaway Products LLC
• PolicyMap
• POWER Library (HSLC)
• RC Kelly Law Associates, LLC
• Reader Zone
• Scannx, Inc.
• Springshare
• StackMap
• Strategy Solutions, Inc.
• T-Mobile for Education
• University of Pittsburgh, School of Computing and Information
• UPMC for Kids
• Virco, Inc.
2:50 PM - 3:10 PM - continued
demo highlighting the platform’s personality and experience assessments, labor market insights, video training, trade school explorers, job seeker profiles and more. We’ll then take a look at Core Collections, a comprehensive guide that helps you build and maintain well-rounded collections of nonfiction and fiction books.

**Exhibitor Showcase**
*Let’s Take Library Marketing to the Next Level!*

**Brendan Pearce**, Business Development Director, Springshare

Library marketing is changing, but when curating a strategy there can be a plethora of questions…. what is the best way to reach customers? How are Patrons using or not using the library? What is the best way to make them aware of services that they do not currently know about? How does the library reach/engage each customer? All are key considerations when building a robust and focused marketing plan! Join us for a short insight into the power of marketing automation. Learn how Libraries across the globe are using this technology to fully automate their new patron registration/card renewal process, automatically send patron communications, harness data from across the library ecosystem, build customer segments, drive patron engagement, and fully utilize the electronic marketing channels that are available.

3:30 PM - 4:30 PM

**We’re Humans, of Course We Tell Stories**
*Track: Career & Leadership*
*Hands-on Session*

**Elin Woods**, Research & Instruction Librarian for Student Success, University of Scranton

Are you a human? If yes, you tell stories. We all do it. It’s been said that to tell stories is to be human. We tell them through our style, our work, and the actual words we say. But, did you know there are different types of storytellers? Want to learn yours? Stop in, take a fun interactive quiz where you’ll learn your storytelling archetype and then conquer the library world! (Or the whole world, we don’t like limiting anybody’s potential and frankly, more librarians should be running more things.) This “lecture” is an interactive discussion session, make sure you bring some sort of WiFi connected device for the quiz, and will teach you the magic of storytelling beyond story hour and how to use different types of storytelling in your advocacy work, your programming, your tenure process, and beyond. Get ready to tell some stories, too. Pinky promise, it won’t be painful, rather it will be fun interacting with the power of storytelling.

**Elin Woods** obtained a B.A. in History from Indiana University of Pennsylvania, a Master of Library and Information Science from Clarion University, and is currently working on a Master of Human Resource Management at the University of Scranton. Her professional passions are storytelling and equitable education, and her personal passions include historical foodways and working-class history. She is a co-editor of the ACRL published book *Once Upon a Time in the Academic Library: Storytelling Skills for Librarians.*

**Learning and Lending a Hand: Student Engagement in Reference Learning and Indexing**
*Track: Youth Services*

**Gary Ingraham**, Information Services Coordinator, Bosler Memorial Library

Many high school classes in our area require students to work community service hours with local nonprofits. This session describes a service program at Bosler Memorial Library where high school students contribute to indexing the library’s print reference collection using a web-based database. Often, this program marks the students’ first interaction with reference materials, providing them with valuable research experience. The session will discuss the program framework, including student training and their roles in data research and entry, as well as the potential enhancement of staff’s ability to search the collection, thereby improving the library’s services. Additionally, we will present outcomes of the program, illustrating its impact on both student learning and library services. Attendees will gain insights into implementing similar initiatives in their libraries, engaging with volunteers in new ways. This session is particularly relevant to librarians across departments, especially those focused on teens and reference services, highlighting the benefits of community engagement.
Gary Ingraham is the Information Services Coordinator at the Bosler Memorial Library in Carlisle, where he has worked for the past 10 years in several roles. Prior to this, he served as Systems Librarian at the Falmouth Public Library in Massachusetts and as a Database Design Analyst for SilverPlatter/Ovid Technologies working on their implementations of bibliographic reference databases.

“Ban This Interview”
A Discussion on Intellectual Freedom, Literacy, and Why Fiction Matters More Than Ever Right Now
Track: Collections

Matthew Good, author

A.S. King, Instructional Technology Librarian, Ursinus College

Join award-winning author, A.S. King, as she talks about her writing and books, and about the banning that is going on in our country. Pennsylvania was number two in the country, as the most banned books by state. Amy knows book banning all too well. She is also the first person, to ever win two American Library Association Printz awards. Matthew Good, a former school librarian, resigned from his position at school library rather than enforce a policy that restricted access to books in the collection, will describe his experience with book banning.

Matthew Good, a former school librarian, resigned from his position at Donegal Junior High School in 2022 rather than enforce a policy that restricted access to books in the school’s library. Good was recently awarded the 2024 John Phillip Immroth Memorial Award by the Intellectual Freedom Round Table of the American Library Association for that action and support of intellectual freedom. Good currently works as an instructional technology librarian at Ursinus College and speaks out for intellectual freedom and access to books in school libraries.

Reaching Those Who Served:
Veterans Benefits Explained
Track: Community Service

Keeter Kallam, Director, Cumberland Co. Veterans Affairs and Services
Brittnee Moore, VSO, Cumberland Co. Veterans Affairs
Brittany McCann, VSO, Cumberland Co. Veterans Affairs

The Cumberland County Office of Veterans Affairs and Services works to honor and support veterans in the county through education, outreach, and advocacy for them and their families. Learn more about the challenges and needs of our Veterans, the benefits and services available as well as how libraries might partner with Veterans Affairs Offices to improve outreach and service.

Keeter Kallam grew up in Texas but landed in Pennsylvania as the Cumberland County Director of Veterans Affairs and Services after working for the Marine Corps for 13 years as a civilian special staff officer. She lives in Mechanicsburg with her family and her rescue dog, Jack.

Brittnee Moore is an Army combat veteran who now resides in York County, PA with her son and serves the veterans of Cumberland County as a Veteran Service Officer.

Brittany McCann lives in Shippensburg, PA with her two boys, chickens, and their German Shepherd, Boomer. Brittany is an Army Reserve Veteran and loves her job as a County VSO for the rewarding feeling of giving back to a well-deserving population.

A.S. King is the author of numerous young adult books that have earned her recognition as "one of the best YA writers working today" by The New York Times Book Review. Her work is known for bridging the gap between young adult and adult readers. She also writes acclaimed middle grade novels under her full name, Amy Sarig King. Her short fiction for adults has been widely published and nominated for Best New American Voices. In 2015, King was named the “Outstanding Pennsylvania Author” for that year by the Pennsylvania School Librarians Association; all of her novels are set in Pennsylvania. In 2022, she won the American Library Association’s Margaret Edwards Award. In 2024, King was awarded the YALSA’s Michael L. Printz Award, for the anthology The Collectors: Stories — the first time an anthology has won the award and the first time an author has won the award twice.
Easy Advocacy All Year Long
Track: Advocacy & Development

Christi Buker, CAE, Executive Director, Pennsylvania Library Association
Representatives from Greenlee Partners

Promoting the great work of libraries shouldn't be hard. Yet, many shy away from engaging elected officials at the local and state levels. This session will help attendees take existing talking points for advocacy and make them specific to their library. With a little practice researching the participants before an advocacy appointment, you can provide useful information and ideas for elected officials and connect libraries with influential legislators. Library workers will connect on a common area and then expand into both the positives and challenges facing the library. Finally, by using calendars, newsletters, and celebration days throughout the year, a schedule of opportunities to engage will be developed. This will be an interactive session allowing attendees to do some quick practice from prepared worksheet material.

Christi Buker is the Executive Director of the Pennsylvania Library Association. She is a registered lobbying principal on behalf of the Association at the state level, and engages at the state and federal levels for members.

Greenlee Partners, LLC is the professional contract lobbying firm hired to represent the Pennsylvania Library Association in Harrisburg.

Growing Green Partnerships & Programs
Track: Contemporary Issues

Fawn Contreras, Head of Youth Services, Valley Community Library
Sarah Corcoran, Deputy Director, Pennsylvania Sierra Club

Learn how the Valley Community Library has partnered with the Sierra Club, a national environmental conservation organization, over the last five years. During this time, the library expanded their programs inside and outside of the library with their help. By partnering with the Sierra Club, the library has become a leader in the community with new environmental practices and education, has gained more partners, and has increased its outreach. Discover how your library can partner with the Sierra Club to cultivate environmental programs and more sustainable practices with their support and guidance. In addition, learn about other programming Sierra Club has done across Pennsylvania. This presentation will cover topics of programming and outreach, along with beneficial information for anyone interested in environmental work.

Fawn Contreras has five years of library experience and began her partnership with the Sierra Club soon after joining the library. She is a certified Outing Leader with the Sierra Club and has hosted numerous programs in partnership with them. She is an experienced public speaker and has spoken in front of many groups, including previous PaLA conferences, as well as presentations to the PA Sierra Club about working with libraries.

Sarah Corcoran, Deputy Director of the Pennsylvania Sierra Club has taken her love of nature with her as she received her BS in environmental science and used her knowledge to assume multiple environmental education, outreach and organizational roles. She works with folks across the state to educate Pennsylvanians on ways they can save their beautiful spaces. Sarah is an avid reader and library patron.

Digital Equity Act and Opportunities for Funding
Track: Technology & Education

Julia Brinjac, Digital Equity Program Manager, PA Department of Community & Economic Development
Pennsylvania Broadband Development Authority
Carrie Cleary, Executive Assistant, Office of Commonwealth Libraries
PBDA representative, TBD

This presentation will ensure that librarians learn from the Pennsylvania Broadband Development Authority about Pennsylvania’s plans to increase digital equity. Hear about the current status and opportunities to increase broadband access, including access to internet, devices, and the digital skills needed to use it. Understand key terminology and data driving the program. Make a plan to participate and engage to address your community's needs with ideas for funding. The session will be primarily lecture with opportunity for questions and answers.
Julia Brinjac has been in the public service sector for over a decade in varied roles and responsibilities and most recently she served in senior policy positions as the Director of Policy for both the Pennsylvania Department of Aging and the Pennsylvania Department of Banking and Securities during the Wolf Administration. In those roles she advanced numerous, person centered policies, legislation, and regulation on varied topics- from the regulation of medical marijuana in the financial services sector to advancing Alzheimer’s services and supports for older Pennsylvanians. Currently, she serves as the Digital Equity Program Manager at the Pennsylvania Broadband Development Authority where she oversees all program development and deployment related to both Pennsylvania’s Digital Equity Act dollars and two Capital Projects fund programs centered around community anchor institutions and devices.

Carrie Cleary has worked with libraries and technology for over 20 years. She serves the JSGC SR 47 on Broadband and recently served on the Unified Core Planning Team for the Pennsylvania Broadband Development Authority during the Digital Equity Plan writing process.

4:30 PM - 5:30 PM
Visit the Exhibits
Visit our exhibitor partners to find out what’s new on the library scene and obtain raffle tickets for a chance to win a prize! The raffle drawings* will begin at 5:00 p.m.

*You must be present to win.

5:30 PM - 6:00 PM
Public Library Division Business Meeting
Receive updates on Public Library Division (PLD) activities, current and future.

5:30 PM - 6:30 PM
PABLC Reception
Join Pennsylvania Black Librarians’ Caucus members at this meet and greet reception. Learn about our organization, meet our leadership, and consider joining if you are not already a member!

5:30 PM – 6:45 PM
College & Research Division Dine Out
Join your colleagues for a quick dinner at Bacco Pizzeria and Wine Bar located across the street from the Hilton.

6:00 PM - 8:00 PM
Explore the Newly Renovated Pennsylvania State Library
After four years of restoration and renovation, the PA State Library, located in the historic Forum Building, reopened to the public earlier this year. The State Library is viewed as the government’s library and is used by all three branches of government for research and information. Its collections range from historic newspapers, to books on political science and economics and Pennsylvania history to digital collections that support state government and research. Additionally, a STEMLab offers professional development and training for the library field in STEM programming.

Conference attendees and guests can tour the newly renovated spaces including the Main Reading Room, the Digital Collections area, the Law Library, the Rare Collections Library and the STEMLab.

The State Library is an easy 10 – 12 minute-walk from the Hilton. Street parking is also available for those who wish to drive. Cold beverages will be provided, and attendees have the option to purchase a boxed meal from Panera Bread to enjoy in the beautiful marble backdrop of the main lobby. (Look for the option to purchase a meal when you register or make plans to dine at one of the nearby restaurants.)
TUESDAY, OCTOBER 8

8:00 AM - 8:45 AM

Coffee & Conversations

Start your day with a light breakfast and conversation with fellow attendees about the previous day’s sessions.

SPARK & Friends Breakfast

Pennsylvania Integrated Library System (PaILS) will be hosting a “SPARK & Friends” breakfast for SPARK consortium members and their guests. A light breakfast will be served alongside an opportunity to learn more about being a SPARK member, to network with other SPARK members, and to hear an update on PaILS/SPARK news from Executive Director, Katie Greenleaf Martin.

9:00 AM - 10:00 AM

Evolving and Adapting an Academic Library Orientation Program

Track: Technology & Education

Marleen Cloutier, Cataloging and Metadata Librarian, Weinberg Memorial Library, The University of Scranton
Jennifer Galas, Library Systems Developer & Coordinator, Weinberg Memorial Library, The University of Scranton
Kelly Banyas, Research & Instruction Librarian for Social Services, Washington College

This session will introduce attendees to the Heritage Hunt, an interactive scavenger hunt designed as an introduction to the library and its resources for first-year students. In 2021, faculty and staff of the Weinberg Memorial Library needed to re-conceptualize their incoming student orientation program due to the pandemic. The speakers will outline the positive changes made in collaboration with multiple library departments to transform and ultimately improve the Heritage Hunt program over the following years. Attendees will learn about techniques used to implement collaborative projects and identify partnerships within the library and across campus to enhance instruction and engagement. The speakers will discuss problem-solving and automation methods used to simultaneously reduce the impacts of the existing program on library staffing schedules while providing a comprehensive overview of library spaces and services. Attendees will discover tools and strategies for creating similar orientation sessions at their institutions, including platform testing and modification, marketing of the program, and improving assessment (including analysis of feedback from student participation). The speakers will also discuss adaptations to the orientation program to expand the experience to other student and university communities.

Marleen Cloutier was chair of the Heritage Hunt Committee in 2022. She has a Master of Science in Library and Information Science from Drexel University and a Master of Science in Human Resources Management from the University of Scranton.

Jennifer Galas has a background in computer science and mathematics, and holds a Master of Science in Information Science degree from Drexel University. She was co-chair of the Heritage Hunt Committee in 2023.

Kelly Banyas is the former Research & Instruction Librarian for Student Success at The University of Scranton’s Weinberg Memorial Library and the current Research & Instruction Librarian for Social Sciences at Washington College. She is a former Chair of the Heritage Hunt Committee. She has a Master of Library and Information Science degree from the University of Maryland and a Master of Science in Health Informatics degree from the University of Scranton.
Outreach: Upward and Outward!
Track: Community Service

Suzy Ruskin, Library Director, Community Library of Allegheny Valley
Tiffany DeAntonio, Outreach Coordinator, Community Library of Allegheny Valley
Susan Wilson, Youth Services Librarian, Community Library of Allegheny Valley
Judy Errico, Children Services Librarian, Community Library of Allegheny Valley

Community Library of Allegheny Valley increased its outreach efforts in 2023 by over 85%. How did we do this? First, we hired an Outreach Coordinator and then gathered our team of the Library Director, Youth Services Librarian and Children’s Librarian to create new and exciting outreach opportunities in our community. We implemented new efforts such as Little Free Libraries, mini libraries in local senior centers, collection connections with our local elementary school, preschools and daycares. The library started outreach summer reading programs for children and seniors. New programming sprung up with an intergenerational Pen Pal program and a local history program for seniors. Come and hear how we did it and ideas that you can easily incorporate in your own library.

All four speakers work as a team at the Community Library of Allegheny Valley to find, promote, plan and actively participate in library outreach efforts.

Suzy Ruskin, Library Director, has worked in public library service for over 20 years and has held the position Library Director at CLAV for over three years.

Tiffany DeAntonio is serving year two as the Outreach Coordinator and previously worked an elementary school reading specialist.

Susan Wilson, Youth Services Librarian has worked as the library for over 20 years and has many connections with our school district.

Judy Errico, Children Services Librarian, has works at the library for over 20 years and works with the communities preschools and daycares.

Budgeting and Cash Reserves for Nonprofits
Track: Library Administration

James (Jim) Krimmel, MBA, CPA, CFE, CFF, Shareholder with Hamilton & Musser, PC

Every nonprofit leader should understand the importance of effective budgeting and cash reserves to their organization. However, understanding the importance of budgeting and cash reserves and being able to develop an effective approach in these areas of nonprofit management, are two different things. During this presentation, we will discuss effective tools for navigating the budget process and for establishing healthy cash reserves. Both of these important financial tools can greatly strengthen any nonprofit organization.

James Krimmel is a CPA and Shareholder with Hamilton & Musser, PC who works with over 150 nonprofit organizations. He is a retired Associate Professor of Accounting at Messiah University and has offered in-person and zoom presentations on many topics, both nationally and internationally for organizations such as, Hope International and World Vision, along with many Central Pennsylvania professional associations.

Adding Decodable Books to Youth Collections – Our Steps to Success
Track: Collections

April Nickel, Youth Services Manager, Youth Services District Coordinator, Chester County Library
Jenna Persick, Director, Chester County Library and Henrietta Hankin Branch
Linda Nicholson, Head of Cataloging, Chester County Library

This session will focus on how the Chester County Library added decodable books to their children’s circulating collection. April Nickel, Chester County Library Youth Services Manager, will present this session as a local case study/lecture. The session will focus on three areas: 1. Why decodable books were added to the collection and why other libraries may choose to add them. 2. How decodable books were selected using selection criteria and the plan to circulate them effectively. 3. How Chester County Library created training for their staff and coordinated materials.
and signage for library users to use the decodable books in coordination with the rest of the collection. Additional topics shared will include budgeting, cataloging and circulation considerations.

April Nickel has an extensive background in early childhood education and holds a Bachelor’s degree in Early Childhood Education and History and a Master’s Degree in Library and Information Science.

Jenna Persick is the Director of the Chester County Library and Henrietta Hankin Branch. She has worked for the Chester County Library for 23 years, including the last 16 as the Technical Services Manager. She has an MLS from Syracuse University.

Linda Nicholson holds a degree in Elementary Education/Library science and a Master of Science in Library Science. Before she discovered the joy of cataloging, she enjoyed being a Kindergarten teacher, and an elementary school librarian.

**Successful FUNdraising Strategies for Libraries**
**Track:** Advocacy & Development

**Christine McIntosh**, Executive Director, Bethel Park Public Library

**Andy Amrhein**, Board Member, Bethel Park Public Library

Fundraising is more than the annual donation appeal. In this session, we will delve into successful fundraising techniques for all, whether you’re a seasoned library director, a development officer, or a passionate advocate. We’ll cover crafting compelling FUNdraiser events, building relationships with sponsors, collaborating and partnership development, and leveraging technology to expand your fundraising reach. By the end of this session, participants will be able to: Develop targeted FUNdraising events that align with their library’s mission; Implement practical strategies to engage sponsors and build lasting relationships; Explore collaborative opportunities for sustainable funding; Utilize technology effectively to enhance fundraising efforts.

**Christine McIntosh** has 24 years experience as a public library administrator and 16 years of experience in successful fundraising.

**Andy Amrhein** is a small business owner and active community advocate in Bethel Park, serving on the Library, Education Foundation and Community Foundation Boards. Better known as “the godfather of Bethel Park,” he has been an active fundraiser and community partnership builder for decades.

**Aging Pennsylvania - Serving an Older & More Diverse Community of Readers**
**Track:** Community Service

**Aimee Thrasher-Hanson**, Library Supervisor II, Library of Accessible Media for Pennsylvanians

**Tracy Carey**, User Experience Specialist, Power Library - Pennsylvania’s Electronic Library

Pennsylvania is home to a diverse population, including a significant portion of seniors who have contributed to the state’s rich tapestry of culture, history, and progress. As our population ages, it becomes increasingly important to ensure that older adults have access to resources and support systems that enable them to age gracefully and maintain a high quality of life. Leveraging the resources provided by the Library of Accessible Media for Pennsylvanians (LAMP), library staff throughout the Commonwealth can better serve its aging population, catering to their diverse needs and promoting inclusivity and dignity for all seniors. Our session will discuss the many accessible formats that LAMP can provide to older Pennsylvanians, as well as share our successes in partnering with other community resources such as senior centers, Area Agencies on Aging, retirement communities, veterans’ homes, and POWER Library. These partnerships help us meet the multifaceted needs of older adults. They require support that goes beyond just physical health; it encompasses emotional well-being, social connections, mental stimulation, and spiritual fulfillment. By adopting this holistic approach, we can ensure that Pennsylvania older adults receive comprehensive support that nurtures their overall quality of life and promotes healthy aging.

**Aimee Thrasher-Hanson** has worked in public libraries for over 18 years and is passionate about library services to older adults and people with disabilities. She handles outreach for LAMP Philadelphia.

**Tracy Carey** understands the unique challenges libraries face when creating multi-generational services and programs.
Do You Have a Resume or a Resumaybe?

**Track:** Career & Leadership

*Sara Kern*, Engineering Librarian, Pennsylvania State University

*Monica Gingerich*, Coordinator for Student Experience and Engagement, Pennsylvania State University

*Tina Hertel*, Director, Trexler Library, Muhlenberg College; Career & Transition Coach

*Elin Woods*, Research and Instruction Librarian for Student Success, University of Scranton

Does your resume feel like a resumaybe? Library workers do amazing work, yet many struggle to articulate their skills or the impact of their work. This can be especially challenging for those seeking to move or recently moved into other realms of librarianship. In this two-part session, a panel of your colleagues will share their experiences and recommendations for developing and maintaining resumes, curricula vitae (CV), cover letters, or personal statements. In the second half, attendees will participate in a structured workshop where the presenters will guide them through a peer evaluation of other participant’s materials. Participants will learn about best practices for showcasing their skills and accomplishments for grants, job applications, other service, tenure packets, personal record-keeping, and more. Join us to enhance your resume/CV and network with colleagues from across the Commonwealth.

*Sara Kern* earned a B.A. in History from Susquehanna University, an M.A. in History from Penn State, and an M.S. in Library and Information Science from Syracuse University. Her research interests include inclusive library outreach and instruction.

*Monica Gingerich* obtained a B.A. in Psychology and English from the University of San Diego and a Master of Library and Information Science from the University of Pittsburgh. She is passionate about providing equitable library services in reference, information literacy instruction and spaces.

*Tina Hertel* earned her B.S. in Aerospace Engineering from Penn State University, rank of Captain in the United States Air Force, and a Master of Information Science from Indiana University. She recently certified as a Gallup Clifton Strengths Coach and a CTA Career & Transition Coach. She has vast experience in both the job search and hiring processes.

*Elin Woods* obtained a B.A. in History from Indiana University of Pennsylvania, a Master of Library and Information Science from Clarion University, and is currently working on a Master of Human Resource Management at the University of Scranton. Her professional passions are storytelling and equitable education, and her personal passions include historical foodways and working-class history.

**9:30 AM - 2:30 PM**

**Library Products & Services Expo**

Find out what’s new in library design, furnishings, services, equipment and technology all under one roof! Gather raffle tickets from our exhibitors for the prize drawings beginning at 2:00 p.m.

**10:00 AM - 11:00 AM**

**No-Conflict Exhibit Time, Exhibitor Showcases & Poster Presentations**

Take a break from formal education settings and enjoy a hot beverage while strolling among the exhibits to gather information on new library innovations and collect tickets for the exhibit raffle.

View the posters presented by library colleagues about successful ideas or programs that could be replicated in your library. [View the poster presentation schedule](https://www.palibraries.org/page/2024PosterSchedule)

**10:10 AM - 10:55 AM**

**Exhibitor Showcase**

*Do We Need Small Games of Chance Permits for That?*

*Brandt A. Ensor*, Assistant Executive Director, Adams County Library; Treasurer, PA Citizens for Better Libraries

*Denise Sticha*, Executive Director, Centre County Library & Historical Museum; President, PA Citizens for Better Libraries

We’ll shed light on one of the most confused topics for non-profit libraries and friends of the library group. Attendees will learn about the Small Games of Chance Law and what is required to hold games of chance in PA. Reporting requirements and types of gaming will be explored.
11:15 AM - 12:15 PM

**Patents and Trademarks 101: Helping Entrepreneurs in Your Community**

**Track:** Community Service

**Denise A. Wetzel**, Patent & Trademark Resource Center Representative, Penn State University Libraries

Intellectual Property (IP) in the United States consists of patents and trademarks. IP can be valuable to local entrepreneurs in a variety of ways to help develop and refine a product, provide protection for ideas, and develop branding and marketing materials. These IP topics are a valuable, complicated, and often underutilized public resource. It can be intimidating when a community member asks their library for help understanding patents or trademarks and/or how to search. This interactive session is intended to introduce the world of IP to library employees. By taking a complex topic and gamifying it throughout the session, participants can better understand the intricacies of IP topics. What seems overwhelming is really straightforward through the United State Patent & Trademark Office’s website and available open access databases. This session is intended to be accessible to all attendees, whatever their library size or audience. Participants will learn about resources available to them and their communities in the world of patents and trademarks. By sharing information to help first-time researchers understand what patents and trademarks are and how to read them, participants will leave the session feeling confident in their own IP prowess.

**Denise A. Wetzel** (she/her) is the Patent and Trademark Resource Center Representative for the University Park PTRC. She holds a Masters in Library and Information Studies from the University of Alabama and a Masters in Aquatic Environmental Science from Florida State University. Before joining PSU, Denise worked for Florida State University Libraries, Mississippi State University Libraries, and as a teacher.

Do you feel like teens are “unicorns” that are seemingly impossible to draw into the library? Do you worry that your collection or community spaces are not catching their interest? This panel presentation will move beyond program ideas to explore how to welcome and serve teenagers in public libraries by cultivating collections and spaces designed for them, with their input. Join our presenters, who are experienced in working with teens, as they share details about their own library spaces and how they secured funding from both internal and external constituents to adapt their different buildings to serve teen patrons. No money? There are ways to re-envision what you already have to cultivate a welcoming environment for teens. This session will also explore the most popular library collections for teens and how to incorporate teen input to start and expand on popular collections including graphic novels, manga, and light novels. Thoughts and responses from real teens from each of the presenters’ libraries will also be featured to share teen perspectives on the topic.

**Briana Cimino** has served as a Young Adult Coordinator, conducting teen programming and young adult collection development, and now oversees all teen services for the Albright Memorial Library.

**Mary Graham** is responsible for middle and high school program development and young adult collection development for Abington Community Library. Together, they co-chair the Lackawanna County Library System's YAFocus Committee, dedicated to young adult services.

**2024 PA Forward® Adult Literacy Awards Presentation**

**Track:** Community Service

**Rob Lesher**, PA Forward® Program Manager, Pennsylvania Library Association

Join the five PA Forward® Adult Literacy Programming winners to hear how they developed the program, how they carried out the program and how they evaluated what impact their program had on their local community. The Programs will be honored, and one of the five individual winners will be selected as the Best PA Forward® Literacy Program of 2024.

**Rob Lesher** has been the PA Forward® Program Manager since 2019. He has nearly 30 years of professional librarian experience having served as an Executive Director, IT Director, and Head of Information Services.
**Why Do Books Need Resumes?**

**Track:** Contemporary Issues

**Melinda A. McKenzie**, Branch Library Manager, Portsmouth (VA) Public Library  
**Easter DiGangi**, Branch Library Manager, Newport News (VA) Public Library

This will be a discussion of the history and current state of book banning in the US. We will describe the situations that inspired us to begin this project and talk about how the project went national. Discussion of the role that librarians play in the defense of their communities' First Amendment rights will be included. We will also talk about how BIPOC and LGBTQ+ communities are particularly targeted by these bans.

**Melinda McKenzie** and began working on the Virginia Library Associations Book Resume project in 2022. Both are recipient of the VLA Advocacy Award for 2023, and are members of the Intellectual Freedom Committee.

**Empowering Young Readers With Multicultural Literature**

**Track:** Youth Services

**Richard E. Ashby, Jr.**, Director, Sharon Hill Public Library; President, Pennsylvania Black Librarians Caucus

In today’s interconnected world, exposing children to diverse cultures, perspectives, and experiences through literature is vital. This presentation will combine a traditional lecture with interactive discussion to explore how multicultural literature promotes empathy, understanding, and inclusivity among young readers. Successful initiatives incorporating multicultural literature in classrooms, libraries and homes will be shared, as well as the challenges and opportunities in promoting multicultural literature in education settings. The criteria for selecting high-quality multicultural materials and how to engage young readers with diverse literature and encourage critical thinking will also be covered. Attendees will receive a list of recommended multicultural books.

**Richard E. Ashby, Jr.** is the co-founder and President of Literacy Nation Inc. an Affiliate of ALA. Literacy Nation is an organization dedicated to promoting diversity and inclusion in books and digital resources within libraries and communities. He is also the co-founder and president of the Pennsylvania Black Librarians Caucus. He received the 2014 PaLA Librarian of the Year award and a 2016 Library Journal Movers and Shakers Award. His passion for librarianship stems from a desire to make a difference in the lives of everyone he encounters.

**Working Together to Advocate for Increased Tax Funding to Support the Library**

**Track:** Advocacy & Development

**Philip Whitehurst**, Treasurer, Clymer Library Association  
**Suzanne Penavic**, President, Clymer Library Association

The session is a local case study outlining Clymer Library’s successful seven-year effort petitioning our Township Supervisors to vote for an increase in Clymer’s Library Millage Tax. Section 9315 of the Pennsylvania Public Library Code expressly authorizes municipal officers to increase an existing library tax without submitting the question to the voters. Clymer’s Trustees mounted a successful campaign to inform our Supervisors of the Library’s financial needs and the inadequacy of the tax set 20 years ago. We also informed them of their legal rights under Section 9315 to provide a much-needed increase in the annual tax to improve Clymer’s finances. The campaign had its share of drama. In 2022, the Supervisors unanimously voted to increase the millage. Two weeks later the township Solicitor determined that their action was illegal. A Declaratory Judgment request was filed with Monroe County and a trial before a Judge was held. The result was a ruling in support of the library’s interpretation of Section 9315. This is significant because now there is case law binding in Monroe County that can be referenced throughout Pennsylvania. The study will outline the elements of the campaign that were necessary for a successful conclusion.

As Treasurer of Clymer Library, **Phillip Whitehurst** was responsible for leading the effort to uphold Section 9315. He worked with other Trustees to convince the Supervisors to take action. This was an effort that evolved over seven years but was finally successful in 2023.
Let's Talk Safety: Establishing Building Safety and Crisis Communication Needs  
Track: Library Administration

Zachary Zimmerman, Facilities Manager, York County Libraries

This session will review creating and implementing an effective emergency response plan. This plan will identify key safety concerns, how to respond to those concerns or incidents, and how to effectively communicate a crisis to library stakeholders. Attendees will learn how to establish a response manual that includes external and internal threats such as weather, disorderly patrons and potentially violent situations. We will discuss staff reactions to those incidents and how to handle them. The final piece of the plan will communicating the crisis and its results to stakeholders such as staff, board members, and the community.

Zach Zimmerman has been in Facilities Management since 2009, starting with York County Libraries in 2011. He is responsible for the day-to-day facilities needs in eight YCL branch libraries including the 70,000 s.f. Martin Library in downtown York, PA. Zach oversees not only facility maintenance but also safety and security, district-wide delivery, and space usage throughout the system. He has leadership roles as a member of the YCL Strategic Planning team and chairperson of the safety committee.

12:30 PM - 2:00 PM

Exhibit Hall Strolling Lunch

Stroll through the exhibit hall while enjoying tasty, portable treats and take advantage of this last opportunity to collect raffle tickets from exhibitors for the 2:00 p.m. prize drawings!

*You must be present to win!

Public Library Division Luncheon: Cultivating Library Advocacy by Empowering Communities of Care  
Track: Advocacy & Development

Sam Helmick, Library Worker, Advocate, Community Builder, Consultant, Facilitator, Marketer, Writer, & Speaker

Let's explore the needful art of library advocacy together! We will discuss methods to nurture and mobilize affinity groups to help us champion for robust library funding, support, and goodwill. We will share structures for building a caring community that amplifies pro-library narratives, leverages trust, and practices year-round engagement. We will consider the impact of telling our stories and inviting legislators into their local libraries and forging partnerships across manifest barriers to create lasting change.

*Pre-registration is required.

Sam Helmick is a current member of the ALA Executive Board and president of the Iowa Library Association. They previously served as chair-elect on the Freedom to Read Foundation and chair of the Iowa Governor’s Commission of Libraries. They have served on committees for the Network of the National Library of Medicine, the Stonewall Book Awards, the ALA Policy Monitoring Committee, Young Adult Library Services Association (YALSA) Michael L. Printz Committee, on the Reference and User Services Association (RUSA) Sophie Brody Award Committee and on the YALSA Fundraising Task Force. Helmick is a 2017 Emerging Leader as well as an author, consultant, and instructor for social media marketing and graphic design. Helmick holds a Bachelor of Science in Human Services from Iowa Wesleyan University and a Master of Science in Library and Information Science from the University of Illinois.

1:00 PM - 2:00 PM

Poster Presentations

View posters presented by library colleagues about successful ideas or programs that could be replicated in your library. View the poster presentation schedule: https://www.palibraries.org/page/2024PosterSchedule
2:30 PM - 3:30 PM

**Empowering Intellectual Freedom: A Tabletop Exercise**

**Track:** Contemporary Issues

**Sarah Hartman-Caverly, Reference and Instruction Librarian, Penn State University Libraries, Penn State Berks**

Is your library prepared to weather an intellectual freedom challenge? Challenges to intellectual freedom in libraries come in all shapes and sizes and from all directions. Challenges might target books and other media, displays, programming, use of meeting rooms, or other library resources or services, and may come from patrons, board members, library staff, or even organized actors from outside your service area. In this session, participants will have the opportunity to participate in a tabletop exercise to strategize responses to common intellectual freedom challenges. The tabletop exercise will feature common pitfalls in policies and practices around intellectual freedom, and review best practices for challenge preparedness from the ALA’s Office of Intellectual Freedom. In addition, the debriefing session will include takeaways for participants to develop and facilitate their own tabletop exercises to empower library workers to promote and defend intellectual freedom in their home libraries and communities. The session will be guided by Sigal Ben-Porath’s framework for inclusive freedom to help library workers fulfill our ethical obligations to both freedom of expression and inclusion in library services, resources, and spaces. Join us for an engaging and interactive session to collaborate with other library workers on developing intellectual freedom challenge preparedness!

**Sarah Hartman-Caverly** co-moderates the Heterodox Libraries community of Heterodox Academy, and contributes to its blog, Heterodoxy in the Stacks. She is a former ALA Intellectual Freedom Round Table committee chair and former ALA Office of Intellectual Freedom blog contributor. Her scholarship examines the compatibility of human and machine autonomy from the perspective of intellectual freedom, including privacy, AI literacy, virtue epistemology, and epistemic agency. She is also experienced in game-based learning design and andragogy/adult learning theory.

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**Re-energize Your Outreach Game**

**Track:** Community Service

**Mimi Satterthwaite, Assistant Director, Head of Reference, Abington Township Public Library**

**Laura McGough, Library Assistant, Abington Township Public Library**

Given a directive to experiment in Abington Township Public Library’s Year One of our Strategic Plan, staff jumped into outreach with open minds and new perspectives. We pivoted from reactive outreach, waiting for that invitation to a senior fair or school event, to proactive engagement with purpose and objectives. In one year, we went from 22 outreach events that reached 850 people to 98 outreach events that connected with more than 3,500 people. Hear about how we took a new look at library card holder numbers by area within our Township and targeted low cardholder areas and then the schools, parks, community events, and prospective partners within those areas. All staff are invited to participate, giving an opportunity for people to expand their roles and collaborate across departments. This intentional approach can be used by a wide range of communities and can be tailored depending on the audience. By creating a community asset map, tracking potential new partners, and inviting ourselves to join events, the library saw an increase in positive engagement in our community and an increase in our network of partners. The relationships we built provided a solid foundation that led to exponential growth in partnership and collaboration.

**Mimi Satterthwaite** manages collection development, the reference department, oversees adult programming, and more recently, also outreach. She has worked at ATPL for over twenty years.

**Laura McGough** is a Library Assistant at Abington Township Public Library.

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**“Gotta Digitize ‘Em All!” The State Library of Pennsylvania’s Digitization Evolution**

**Track:** Collections

**Alison Oskam, Supervisor for Digital Collections and Technical Services, State Library of Pennsylvania**

Modern American culture assumes and/or demands 24/7 access for everything, including library resources. The push
to digitize everything and make it digitally available is hard to ignore as libraries can feel peer pressure to emulate the highly publicized digitization success stories from larger research institutions. The State Library of Pennsylvania joined the digitization bandwagon early on. With about two million holdings, many of them unique or rare in the state or country, we felt obligated to digitize as much as possible, and as quickly as possible. Now, our priorities have shifted. The Digital Collections Section at the State Library is working on a thoughtful, measured plan to bring digital resources to patrons. This session will discuss the changes in digitization, digital collections, and digital collecting that have occurred over the past 15 years in the State Library. We present this as a case study so that other libraries can learn from our mistakes and successes.

Alison Oskam’s career spans positions as a cataloguer, an academic reference and instruction librarian, and a solo librarian in a special library. She rebuilt the Digital Collections Section at the State Library of Pennsylvania and spearheaded the search for appropriate platforms to bring digitized resources to the public. She holds an M.A. in archaeology from Binghamton University, a Master’s in Library Science from Clarion University, and a Graduate Certificate in Archival Studies from Louisiana State University.

Statewide Launch of Dolly Parton Imagination Library and Cradle to Prison Pipeline

Track: Youth Services

Jan Michener, Founder and Executive Director, Arts Holding Hands and Hearts
Lori Cushman, Executive Director, Justamere Foundation
Christopher Manna, Director, Kennett Library and Resource Center

Arts Holding Hands and Hearts (AHHAH) mission is transforming youth, families, and communities through arts, literacy, and mindfulness for social and racial equity and justice. We serve youth who are incarcerated at Chester County Youth Center and youth in under-resourced communities in Chester County. Over 85% of children incarcerated are literate deficient. AHHAH partnered with Justamere Foundation and the Kennett Library and Resource Center to launch the Chester County Imagination Library (CCIL) December 2022. In 14 months we have over 7800 children enrolled. We are working with state legislators in launching statewide expansion of Dolly Parton Imagination Library.

Arts Holding Hands and Hearts, Inc., a 501c3 founded in April 2013, has been guided by our vision that every child in Chester County will have the tools and opportunities they need to achieve their highest capacity. AHHAH received the National Award from Juvenile Detention Centers and Alternative Programs for the expressive arts, literacy, and mindfulness programs AHHAH facilitates at Chester County Youth Center which houses the detention center for youth 10-18 years old in Chester County. AHHAH powers the Chester County Imagination Library (affiliated with Dolly Parton Imagination Library). Every child from birth to age five is eligible to receive a free book every month in the mail. In one year we enrolled over 25% (over 7500 children) eligible. We have partnered with Senator Comitta and Senator Kane who initiated a proposal in PA Senate to initiate a statewide launch of the Dolly Parton Imagination Library and Rep. Dan Williams and Liz Hanbridge in the House.


Track: Career & Leadership

Kate Cummings, Research and Instruction Librarian, University of Scranton

When examining discussion (both popular and academic) about libraries and librarianship over the last decade (or more) common keywords emerge - obsolete, relevance, transformation, change, survival, etc. The relative ease of access to information has precipitated the belief and/or fear that libraries are not as needed. But how do librarians feel? This 2023 study investigates individuals’ thoughts and feelings about their profession as a library worker. It investigates how having a career in a field that is insecure or is perceived to be insecure may affect individual’s profession-based self-esteem (i.e. their sense of identity tied to the profession), sense of community, and ultimately their professional commitment. The same professional commitment which is essential to the well-being of the individual and the profession. Attention will also be given to the sense of insecurity felt among different groups of librarians (academic, public, and administration). The results of this study are relevant to any library worker who cares about the state of the profession, our longevity, and our sense of purpose, however for administration it sheds light on what you may be able to do to help support and keep committed employees.
Kate Cummings obtained a Master of Library and Information Science from the University of South Carolina and an MBA from Wilkes University. Her research interests include data literacy, AI in libraries, diversity, equity, and inclusion, and librarian identity.

LAMP: Accessibility, Apps, Alt-text and AI
Track: Technology & Education

Mark Lee, Administrator, Library of Accessible Media for Pennsylvanians (LAMP)
Jeff Wright, Manager of Technology & Materials Fulfillment, Library of Accessible Media for Pennsylvanians (LAMP)
Andrea Soforic, Reader Advisor, Library of Accessible Media for Pennsylvanians (LAMP)
Brendan Ford, Service Integration Lead, Library of Accessible Media for Pennsylvanians (LAMP)

Did you know that LAMP isn’t only committed to helping print-disabled Pennsylvanians to read for life? We are also committed to learning about, teaching, and sharing accessibility tools and knowledge with and from our community. Join us to learn about ways you can improve accessibility in your community. Learn about new Apps and Accessibility features available on your phone & PC and some tips you can borrow to make programming more accessible. We’ll show you best practices for incorporating ALT-Text into your Social Media. Join us for this fast-paced session and come away with some tools to share with your patrons.

Since 2015, Mark Lee has led LAMP/Library of Accessible Media for Pennsylvanians at Carnegie Library of Pittsburgh. He works with a team of 21 dedicated staff who consistently innovate, advocate, and seek to expand access to Pennsylvanians with print disabilities, helping them to Read for Life.

Jeff Wright oversees accessible technology training for library patrons and staff and supervises Pittsburgh’s circulation to the print-disabled patrons of Pennsylvania. Jeff is passionate about making libraries accessible for all.

Andrea Soforic has been a Reader Advisor at LAMP/Library of Accessible Media for Pennsylvanians since 2021. In addition to reader advisory, Andrea assists patrons and coworkers with navigating and learning about accessible technology as a member of the Technology Accessibility Group. She also helps to maintain the Large Print collection at LAMP to help keep books accessible for all.

Brendan Ford has served as a Service Integration Lead at LAMP/Library of Accessible Media for Pennsylvanians in Pittsburgh for seven years. In his role, Brendan oversees the daily distribution of thousands of audiobooks to print-disabled Pennsylvanians, runs accessible programs, and serves on LAMP’s Technology Accessibility Group teaching Pennsylvania library employees about accessible technology.

Blueprint for Excellence: Crafting an Effective Operations and Procedures Manual
Track: Library Administration

Robbin Degeratu, Assistant Director, James V. Brown Library
Courtney Schonewolf, Public Service Coordinator, James V. Brown Library

In this session, we will delve into the essential steps for developing a robust operations and procedures manual tailored specifically for your library. Using our experience at the James V. Brown Library as an example, we will walk attendees through collecting essential information and procedures, identifying key elements to include, building buy-in from your team, rolling out the manual to staff, and ensuring it stays updated. In addition to giving attendees practical insights and clear, actionable strategies for creating a manual, we’ll make a case for how an operations and procedures manual is a blueprint for excellence in library service.

Robbin Degeratu is the Assistant Director at the James V. Brown Library. A public librarian with eight years of experience leading frontline library workers, Robbin has developed and continually refined operations and procedures manuals for two libraries.

Courtney Schonewolf is the Public Service Coordinator at the James V. Brown Library (JVBL). She has worked at JVBL since 2022, and was a team lead on the development of the library’s operations and procedures manual.
3:45 PM - 4:45 PM

Accessible Library Spaces: The ADA and Beyond
Track: Contemporary Issues

Katie Quirin Manwiller, Education Librarian, West Chester University Libraries

Old buildings, limited budgets, and a lack of professional resources mean many libraries struggle to create inclusive spaces and cultures for people with disabilities. To do so, we as a field need to expand our knowledge of the legal requirements for accessibility and the ways those requirements fall short of full inclusion. This session will begin by discussing how the Americans with Disabilities Act (ADA) applies to library spaces and suggest strategies to ensure your building is ADA-compliant. It also will stress that the ADA is only the bare minimum required by law, and even fully ADA-compliant libraries can still have barriers to disabled patrons and staff. To address these gaps in inclusion, the session will provide ways libraries can incorporate Universal Design techniques that go beyond that bare minimum. Participants will gain a better understanding of disability inclusion in libraries and a practical set of resources to be applied to their own buildings.

Katie Quirin Manwiller is the Education Librarian and Assistant Professor at West Chester University. She is chronically ill and dynamically disabled. Katie’s scholarship focuses on improving disability inclusion in libraries through incorporating disability into DEI work, addressing disability misconceptions, and creating accessible work environments. She is currently pursuing a second master’s degree focused on strategic disability inclusion in higher education.

Empowering Privacy Literacy Work in Libraries: Essentials for Teaching and Programming
Track: Contemporary Issues

Sarah Hartman-Caverly, Reference and Instruction Librarian, Penn State University Libraries - Penn State Berks
Priya Kumar, Assistant Professor, College of Information Sciences and Technology, Pennsylvania State University

Privacy is a topic of growing societal concern, and privacy harms often disproportionately impact members of marginalized communities. The ALA Library Bill of Rights calls on library workers to “advocate for, educate about, and protect people’s privacy.” This session, brought to you by the Pennsylvania Library Association’s Intellectual Freedom Committee, focuses on privacy literacy in libraries. Privacy is an integral part of intellectual freedom and a core value of librarianship. In a landscape of networked technologies that present increasing challenges to privacy, librarians are well-positioned to support their patrons in understanding and managing the role of personal information in the information ecosystem. Through privacy literacy practices, librarians can offer tools, information, and strategies to better navigate these technologies. This session features classroom-tested, evidence-based strategies for teaching privacy literacy to learners across the K-20 educational spectrum, including children and families, teens and YA, and college students. We also include research from public, school, and academic libraries to demonstrate how librarians can help young people learn to engage with technology, from schoolwork to online gaming, in socially appropriate and privacy-affirming ways.

Sarah Hartman-Caverly co-moderates the Heterodox Libraries community of Heterodox Academy, and contributes to its blog, Heterodoxy in the Stacks. She is a former ALA Intellectual Freedom Round Table committee chair, and former ALA Office of Intellectual Freedom blog contributor. Her scholarship examines the compatibility of human and machine autonomy from the perspective of intellectual freedom, including privacy, AI literacy, virtue epistemology, and epistemic agency. She is also experienced in game-based learning design and andragogy/adult learning theory.

Priya Kumar is an assistant professor at Pennsylvania State University’s College of Information Sciences and Technology, where she studies how digital technologies affect children’s privacy. She holds a PhD from the University of Maryland’s College of Information Studies and an M.S. from the University of Michigan School of Information. For more information, visit https://priyakumar.org/
Libraries offer a wide range of services for individuals with special needs. Some of these services that may be available include programs for children and adults with learning or intellectual disabilities, who are blind or deaf, as well as gifted and talented children. There is no “one size fits all” program for patrons with disabilities. Instead, program planning is a spectrum.

There’s more to serving patrons with disabilities than just program development. Offering an Accommodation Request Form assesses the various needs of those attending library programs. Home delivery services provide access to patrons who cannot visit your library in person. Visual supports at service desks, such as library-themed social stories or visual choice boards, support patrons with disabilities needing assistance with communication. Launching an Accessibility Services webpage allows patrons to preview accessible services before visiting your facility.

Assistive technologies are excellent investments for libraries looking to expand the accessibility of media. Accessible operating systems and web browsers, screen readers, magnifying machines, and touch-screen devices can be excellent tools to support library use. All of these things can be wonderful resources and tools for our communities.

What is the state of your library? What can you share from your experience or learn from others in your library network, to better improve this population/need? The leaders of this discussion bring their own library community experiences and will help to lead a thoughtful exercise and discussion about the current state of progress with these initiatives and where libraries can grow to better serve these communities.

Joyce Homan is the District Consultant at the Cambria County Library in Johnstown. This library system has begun to do work in the Autism Spectrum. They are continually working on their services to kids and teens on the spectrum, yet still in their developing stages of their programs.

Diana Fishlock manages outreach services for the PA ABLE program. The Pennsylvania Treasury offers materials to disability and mental health organizations to help them share information about PA ABLE accounts with their staff, members or the individuals they serve.

Jennifer Long is the Director of the Easton Public Library, where one of their branches has a program for children on the spectrum.

Beyond Crafts: Empowering Patrons to Create Art

Alison Babusci, Education & Engagement Coordinator, Sharpsburg Community Library

In libraries, everyone calls it “crafts.” Sometimes it is a craft, but sometimes it’s art making! Are we afraid to call it art? Are you not feeling confident about facilitating art? Anyone can facilitate art making with fine art techniques and supplies. All ages of patrons can make art. Young children do not have to be relegated to crafts - they are artists! Just like we facilitate young learners learning to read we can also facilitate them identifying as artists. In this program we will discuss the differences between art and crafts and what the developmental stages of art making look like. We will share ideas for introducing a diverse group of artists and techniques to patrons of all ages. Making art together can build a unique, creative community in your library. We will learn which art materials will get us the biggest bang for our buck. We will create art together and become empowered to move beyond crafts!

Alison K. Babusci is an artist, teacher, professional storyteller, and arts education consultant. As a storyteller, she has performed for children and adults in museums, independent bookstores, schools, libraries, theatres, and festivals from Pittsburgh to New York City, often accompanied by her original puppets. Alison has over thirty two years of teaching experience in public, private and charter school settings, as well as museums and libraries. She currently teaches in the school of education at Chatham University and at the Sharpsburg Community Library. She holds PA teaching certifications in Early Childhood Education and Art K-12.
Public Library Fundraising Made Easy!
Track: Advocacy & Development

**Dana Brigandi**, Development, Marketing and PR Director, James V. Brown Library

This session will be beneficial for those who have already dipped their toes into fundraising and need an "intermediate-level" knowledge base. The program will focus on creating a Gift Acceptance Policy, Giving Societies, Development/Fundraising Plan, Planned Giving, Donor Stewardship, and how to leverage other funding sources such as Small Games of Chance, Community Foundations, and Grants.

**Dana Brigandi** is the Development, Marketing and Public Relations Director at the James V. Brown Library, where she has been employed for the past decade. Prior to that she was in higher education marketing and worked as a local newspaper journalist. She has master’s degrees in library science and liberal arts and a professional fundraising certificate. She is an accomplished grant writer, marketer, librarian, educator, and annual giving director with extensive experience in fundraising, research, database management, and direct marketing segmentation and execution. Her Working Geniuses are Tenacity and Galvanizing.

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The Organized Librarian:
Time-Management Strategies for Efficiency
Track: Career & Leadership
*Hands-on Session

**Carrie Sturgill**, Head of Youth Services, Radnor Memorial Library

This session outlines a variety of time-management and organization strategies that have been gathered and curated from a wide range of sources. The tips have been condensed into an easily-digestible package and applied to common library tasks. Attendees will hear about how other library colleagues are utilizing time-management tools and developing habits to use their time as efficiently as possible. We will cover three main topics: Organizing our time and space, Organizing our tasks, and Balancing personal and professional obligations. Ideas we will explore include planners, digital versus print calendars, turning vision into action, messy desks, planning for emergencies, and helping our brains function at their best! Attendees will hopefully pick up a few tips that might streamline their daily library responsibilities and help them meet the challenges of their unique library roles with confidence and excitement. The session will include opportunities for engagement as attendees are encouraged to practice some of the activities during the session.

**Carrie Sturgill** has been the Head of Youth Services at the Radnor Memorial Library for 12 years and is an avid student of all things related to organizing. Working full-time and being a parent of young children, she found staying organized especially challenging and started seeking out resources for developing better time-management skills. Discovering a plethora of great ideas from podcasts, books, webinars, and fellow librarians, Carrie was inspired to start compiling these tips into a collective resource for library time-management and organization to share professionally.

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Basic HR for New Managers and Directors
Track: Library Administration


Alarmed, Baffled, Concerned about your Human Resources practices? Come learn the ABC of Human Resources Federal and State Employment Laws and Regulations and build your knowledge base in this important area of employee management. There will be time allotted for discussion and to “ask your friend’s question.

**Grace Bradley Kelly** has concentrated her practice on proactive employee management and regulatory compliance. With more than three decades of operational management experience along with formal MBA training, postgraduate certification in human resources, leadership and workplace investigations, Grace has the insights and business acumen to help clients with day-to-day HR Risk Management decisions. She is an experienced speaker, presenting on HR Risk Management topics at both the state and national level. Grace holds a Master’s in Business Administration from DeSales University and has taken post graduate classes at Villanova University and Cornell University. Grace obtained her Certificate as a Senior Professional in Human Resources (SPHR) from the Human Resources Certification Institute, and holds a certificate from The Institute for Workplace Investigators.
**5:00 PM - 6:00 PM**

**Ex Libris Reception**

A "thank you" reception for Ex Libris Society members. Not a member? Donate now at [https://www.palibraries.org/donations/donate.asp?id=7130](https://www.palibraries.org/donations/donate.asp?id=7130)

**Ex Libris**

The Past Presidents of the Pennsylvania Library Association invite you to become a Member of the Ex Libris Society - an annual giving society that builds on the success of the past “100 for 100” campaigns.

Membership is open to all who wish to support PaLA over and above membership dues, and to enable the organization to continue its work to advance Pennsylvania libraries and librarianship.

**5:00 PM - 7:00 PM**

**Tour the LGBT Center's New Digs**

The mission of the LGBT Center is to foster inclusive communities and holistic well-being for LGBTQ+ people through social, educational, and cultural engagement. The Center recently moved to a new location in Midtown Harrisburg and serves over 2,000 people each year across Dauphin, Cumberland, York, and Lancaster counties. LGBT Center staff will be conducting tours of the new facility and answering questions about their outreach and services. The LGBT Center welcomes collaboration with libraries, so don’t miss the opportunity to develop this relationship!

The LGBT Center is located one mile north of the Hilton on Front Street. Parking is available and carpooling is encouraged. The tour fee will include a cold buffet and a donation to the LGBT Center.

*Additional fee required.

**7:00 PM - 8:00 PM**

**Special Event:**

**Impact of Olympic Proportions: A Conversation With Johnny Weir**

**Track:** Contemporary Issues

**Johnny Weir**, Olympian, U.S National Champion, Skating Coach and Figure Skating Commentator

When a local township cut funding to the library because of their refusal to remove LGBTQ+ books from their collection, a big name stepped up to raise awareness and take action. Johnny Weir, two-time Olympian, and three-time U.S National Champion in figure skating decided to take action for library in the community where he spent his early years. Johnny didn’t just speak out about the censorship attempt at Quarryville Library, he put his own money to work, stating that he wanted to “help save a community that raised me and to make sure that the library represents everyone, not just the few.” Weir also called on his followers to support the library, and they did, generously. In an interview-style presentation, Weir will be asked to describe his experience growing up, his reaction to being targeted for his identity, and why he thinks that representation for all groups in library collections is important. Through his choice to speak up on the matter, he proves that an individual can make a difference and that grassroots advocacy can have impact of Olympic proportions!

A portion of the registration fees for this event will be donated to Unite Against Book Bans as they encourage more public conversation against book bans and support the ALA Office of Intellectual Freedom. The Office of Intellectual Freedom has provided numerous hours of support to multiple PA libraries that have been under attack. Johnny Weir is inspiring in his work, and this is a chance to show our gratitude to our supporters in a collaborative way!

*Additional fee required.
WEDNESDAY, OCTOBER 9

8:00 AM – 9:15 AM

Legislative Breakfast
Track: Advocacy & Development

Kick off a special legislatively-focused day with insights from leaders within the Pennsylvania General Assembly. With the general election just weeks away, don’t miss this opportunity to learn what key issues may influence the elections and upcoming legislative sessions.
*Pre-registration required.

9:30 AM - 10:30 AM

AI Literacy 101
Track: Technology & Education

Katie Stewart, Reference & Instruction Librarian, Harrisburg Area Community College
Erica Getts, Librarian & Instructor, Penn Foster Group

This introductory level session will provide library staff with basic information and skills needed in order to be artificial intelligence (AI) literate and to successfully assist their patrons who are looking to learn more about and responsibly use AI tools in school, work, and beyond. We will cover a brief history of AI, explore recent developments in generative AI, provide a definition of AI literacy, and cover strategies for teaching AI-related skills to a wide range of library users. In addition to gaining a solid understanding of AI and its implications, attendees will be able to identify specific tasks that AI can be leveraged for in order to increase productivity at work and in everyday life such as brainstorming ideas, summarizing information, enhancing presentations and visuals, and more. Participants will also learn how to evaluate various AI tools using methods such as the ROBOT test and the CLEAR Framework. We will round out the session by highlighting numerous challenges, risks, and limitations associated with AI including privacy concerns, copyright issues, emotional dependence, and potential bias.

Katie Stewart has over 10 years of experience teaching information literacy and research skills to diverse populations in a variety of formats. She participated in HACC’s Artificial Intelligence (AI) Faculty Learning Community and worked with colleagues to create a new AI LibGuide for faculty. She also belongs to the library’s Generative AI in Instruction working group and is especially interested in the impact of AI on misinformation and using AI to assist with research skills.

Erica Getts is the librarian for the Penn Foster Group where she manages multiple school brand libraries, which are entirely virtual. During the past year, Erica has been working with her Academic Director to provide Artificial Intelligence (AI) support to their instructional team and the remote student population and was a panel member for the Distance & Online Learning Section’s Discussion Group panel on Artificial Intelligence’s impact on online learning.

How to Communicate the Value of Your Star Library Status to Your Community
Track: Community Service

Rob Lesher, PA Forward® Program Manager, Pennsylvania Library Association

This program will outline the PA Forward® Literacies and describe the rationale for carrying out programming in each of the PA Forward® literacy areas. Then the program will detail how to use the logos and materials available at the PaLA website for developing a strong programming curriculum and how to communicate the value of these programs to your general community. Finally, the program will give ideas of how the library can leverage their star status to build better communication plans with their community about their value.

Rob Lesher has been the PA Forward® Program Manager since 2019. He has nearly 30 years of professional librarian experience having served as an Executive Director, IT Director, and Head of Information Services.
Why Your Children's Programs Need Kamishibai!

**Track:** Youth Services

**Susan Claus,** Manager, Children & Teen Services, Northland Public Library

Kamishibai ("paper theater") is a Japanese folk tradition using large-format illustrated cards to tell stories. Attendees will hear a history of the traditional uses of kamishibai, and experience a contemporary kamishibai presentation of three folktales. Suggestions of using the medium for children's early literacy programs both in-house and as outreach will be presented. Time for questions and answers will be included.

**Susan Claus** has 25 years of public library experience, and a background in illustration and writing. When not at the library enjoying the company of Bubbles the axolotl, she can be found watching k-dramas, on the porch swing reading, or adding stories to the podcast Put a Story in Your Ear.

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Be Prepared - Develop and Implement a Successful Facility Maintenance Plan

**Track:** Library Administration

**Zachary Zimmerman,** Facilities Manager, York County Libraries

This session will discuss the basic needs to maintain a building, allowing it to operate safely and efficiently for as long as possible. An effective facilities management plan will create a safe, clean and pleasant environment for staff and patrons. We will discuss developing and implementing a plan that includes HVAC equipment, control systems and custodial operations. Attendees will learn about common issues that arise during general maintenance and procedures to correct them. We will also develop a 'Who To Call' list that will help expedite repairs, saving time and money.

**Zach Zimmerman** has been in Facilities Management since 2009, starting with York County Libraries in 2011. He is responsible for the day-to-day facilities needs in eight YCL branch libraries including the 70,000 s.f. Martin Library in downtown York, PA. Zach oversees not only facility maintenance but also safety and security, district-wide delivery, and space usage throughout the system. He has leadership roles as a member of the YCL Strategic Planning team and chairperson of the safety committee.

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Stories of the Carlisle Institute: Adult Programming to Empower Lifelong Learning

**Track:** Community Service

**Nicholas Macri,** Community Relations Coordinator, Bosler Memorial Library

**Logan Wolf,** Community Relations Assistant, Bosler Memorial Library

The Carlisle Institute for Lifelong Learning (CILL) is the adult programming component of the Bosler Memorial Library. Through the Carlisle Institute, Bosler offers opportunities for learning and engagement for adults at any age and stage of life. In this session we will outline the different types of learning opportunities offered through the Carlisle Institute and the successes and challenges associated with each of them. Individuals learn in a variety of ways, thus the approach to adult programming needs to be flexible and ever evolving. We’ll talk about how Bosler has evolved the CILL and how we utilized community resources to offer learning and engaging opportunities. This is one of the primary components of the Institute, reaching out into our own community and finding individuals, organizations, and businesses who have a desire to share their knowledge, their insight, and their experiences. We will also share our experiences and our best practices for accomplishing this. We’ll show how adult programming can enhance the learning opportunities for all libraries, regardless of size.

**Nicholas Macri** has worked at Bosler for over eight years and during that time he has grown and evolved their adult programming; including the development and implementation of the Carlisle Institute for Lifelong Learning. **Nicholas has a Master of Business Administration degree from St. John’s University in Queens, NY.**

After teaching in Pennsylvania and Maryland, **Logan Wolf** explored opportunities in the “book world,” working for The Midtown Scholar in Harrisburg, PA. He joined Bosler in early 2023, and works in the booking, promotion, and marketing of the Carlisle Institute for Lifelong Learning’s adult programming. He holds a degree in Secondary Education/History from Duquesne University in Pittsburgh, PA.
Did They Really Say That? Finding Legal Sources to Verify the News

**Track:** Contemporary Issues

**Laura J. Ax-Fultz,** Associate Dean for Library & Information Services, Penn State Dickinson Law

The news is filled with stories that slant the information on hot button issues or outright misrepresent the facts. Knowing how to find the law will help you understand the real issues at stake, be a more informed consumer of media, and help your library users do the same. This interactive session will empower you to successfully locate free legal sources using real stories from the news from which we can analyze the validity of the information. We will learn how to identify key facts that indicate where to find free legal sources at the state or federal level. We will explore the use of those resources and discuss their quality.

**Laura J. Ax-Fultz** is a licensed attorney in Pennsylvania, Associate Dean for Library and Information Services at Penn State Dickinson Law and has 18 years of experience teaching legal research skills.

Libraries and Community Partners: Feeding Minds & Healthy Bodies

**Track:** Community Service

**Marie Herb,** Library Manager, Northern Dauphin Library, Dauphin County Library System

**Elizabeth Baldwin,** Library Director, Guthrie Memorial Library

**Laurie Crawford,** Program Manager, Penn State Health

**Ashley Visco,** Community Health Director, Penn State Health

Libraries have always played an active role in providing the resources to educate, entertain, and inspire but in recent years they are engaging the community to address additional needs. One discovered need is food insecurity, which is a major contributor linked to obesity, diabetes, heart disease, and poor mental health. In Pennsylvania, food insecurity impacts 12% of adults and 15% of children. State and Federal agencies have encouraged partnerships to end hunger and improve nutrition. A partnership between Dauphin County Library System and Penn State Health is providing solutions to these challenges through a community garden. Penn State Health provided the means and expertise through the Rite Aid Healthy Futures grant. Northern Dauphin Library provided an unused yard area. This session provides information on how these organizations combined their resources with the goals of increasing food into the community and providing space for people to come together with the benefits of improving physical and mental health.

**Marie Herb** is the current Library Manager of Northern Dauphin Library, where the community garden, named "Mary's Garden" and Lend and Tend Seed Library are located. Marie is new to the role of Library Manager but has worked for Dauphin County Library System in multiple positions for over 29 years. She has watched the library evolve with innovative technologies and borrowing formats to provide resources to people in the community.

**Elizabeth "Lizzy" Baldwin** is currently the Director of the Guthrie Memorial Library in Hanover and was most recently the Library Manager of the Northern Dauphin Library where she spearheaded Mary's Garden and the Lend and Tend Seed Library projects. Lizzy has worked in multiple libraries over the past six years and obtained her MLIS from Kent State University in 2022.

**Laurie Crawford** serves as the Program Manager for the Community Garden and Food Access Grant funded by the Rite Aid Healthy Futures program. This work builds and enhances community gardens, provides nutrition education partnerships, and connects low food access areas with resources.

**Ashley Visco** has been the Community Health Director for Penn State Health for the last 4.5 years. Her primary responsibilities are to lead the community health initiatives for the organization. In this role, she has increased food access and health outreach programming by over 100%. She is a Board member for the Central Pennsylvania Food Bank and the Caring Cupboard.
Project READY: Changing Culture, Centering Equity, and Transforming Libraries
Track: Youth Services

Corri Hines, School Ages Services Advisor, Office of Commonwealth Libraries
Julia Terry, Education Program Officer, PA Humanities
Dr. Valerie N. Adams-Bass, Assistant Professor of Childhood Studies, Rutgers University
Dr. Fatima Hafiz, CEO, Transformative Education Associates, LLC.

In the summer of 2022, a core group of school and public librarians began their equity journey through the Project READY curriculum with the goal of creating a transformational shift in library culture for and with youth. Under the guidance of a dedicated facilitation team, Project READY leaders have explored how positive racial and ethnic identity development connects to library services. The Project READY curriculum is a series of free, online professional development modules for school and public youth services librarians, library administrators, and others interested in improving their knowledge about race and racism, racial equity, and culturally sustaining pedagogy. Engage with members of the Pennsylvania Project READY Leadership through a panel discussion and workshop presentation to learn about and from the curriculum in addition to strategies to implement for improving relationships, resources, and service delivery for and with a focus on youth of Color and Indigenous youth.

Corri Hines, Julia Terry, Dr. Valerie N. Adams-Bass, and Dr. Fatima Hafiz are the four lead facilitators of the Pennsylvania Project READY Leadership Cohort.

Book It! and Book Fairs Go to College: Engaging Readers Across Campus
Track: Community Service

Amy Deuink, Head Librarian, Beaver Library and Lartz Memorial Library, Penn State University

Inspired by nostalgia for the things that made us fall in love with reading as children, a campus-wide reading challenge was launched in fall 2023. The year-long event aimed to create community and a sense of belonging on campus for readers, reignite a love of reading for some, and promote the benefits of leisure reading, even while primarily focused on learning. Key features included embracing a broad definition of reading and an emphasis on welcoming all genres without judgment. Event participants were challenged to set a personal reading goal and log their reading progress toward a collective campus challenge goal. Events throughout the year brought people together. Session participants will learn about local successes, challenges, outcomes, and the potential for expansion of a campus-wide celebration of reading and leave with ideas they might apply in their own context. Celebrating reading is an opportunity for meaningful outreach appealing to readers across all campus demographics, including students, staff, faculty, and beyond.

Amy Deuink, MLIS, MA, is the Head Librarian at Penn State Beaver and Penn State Shenango. She has worked in academic libraries for over 20 years, and is actively engaged in outreach and instruction for undergraduate students. She conceptualized and led the Penn State Beaver Reading Challenge.

Sustainability in the Library: Programming and Practices for a Better World
Track: Contemporary Issues

Janina Kvedaras, Youth Services Librarian, Northern Tier Library

Libraries are places to learn, make and engage and they offer the perfect space to teach sustainability practices. From the type of crafts we offer, to the equipment we buy and maintain, to the programming we choose to host, we could support and enhance our community’s growth towards a better future. Engaging the public in regards to sustainability could be fun and can be applied to a variety of practices we already do. We will discuss the types of programming that foster sustainability. Cooking, carpentry, sewing, DIY projects. We will encourage discussion around ways to improve our current practices to make them more sustainable. We will encourage collaboration with community organizations and patrons within the community.

Janina Kvedaras is a youth services librarian with a passion for ecology, nature and a sustainable future.
Back to the Stacks: Refresh Your Library Starting With the Books  
Track: Collections

Clarissa Grunwald, Access Services Librarian, High Library, Elizabethtown College

This program will be based on a reclassification project undertaken by the High Library at Elizabethtown College, during which the library transitioned from Dewey Decimal to Library of Congress. However, the broader purpose of the program is to demonstrate the value of improving the look and layout of a library’s stacks, and to provide an example framework for such a project. Whether you want to completely change the way your library’s holdings are organized, or simply want to clean up your shelves, having a plan in place can save you a lot of time and labor. This will be a presentation based on a local case study, with Q&A as time permits.

Clarissa Grunwald is the Access Services Librarian at Elizabethtown College. She and her student team also carry out regular stacks maintenance efforts. She was the project manager for the college’s Dewey Decimal to Library of Congress reclassification project, which took place in Summer 2023.

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eBooks for Inmates: Breaking Down Barriers to Access  
Track: Community Service

Lori Milach, Public Services Director, Dauphin County Library System  
Dustin Brinton-Wilson, Library Services Administrator, Dauphin County Library System  
Yvonne Carmichael, Information Resources Administrator, Dauphin County Library System

The Dauphin County Library System will provide information on providing free access to inmates at the Dauphin County Prison. How the project was developed through an unsolicited donation and a need to provide free access to information for inmates will be discussed. The barriers the library faced due to Covid, technology limitation sand vendor pushback will be addressed as well as how patience persistence and government support had made eBook access to inmates a reality. The presentation will end with a discussion on sustainability and future development.

Lori Milach is a professional librarian and doctoral candidate in public administration. Lori has spent over 10 years in partnership development and finding way to resource share to break down barriers to access.

Dustin Brinton is a professional librarian with extensive experience in circulation. Dustin was instrumental in working directly with the prison staff to keep the conversation moving forward throughout the project.

Yvonne Carmichael is a professional librarian who oversees collection development and worked directly with Overdrive to establish a dedicated prison collection.

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Embracing Serendipity: Unexpected Opportunities and Defining Your Own Success  
Track: Career & Leadership

Tina Hertel, Director, Trexler Library, Muhlenberg College

In this interactive session, participants will learn how to embrace serendipity to create their own success. How many of us have believed that success will come to us if we work hard enough, that we have a very long time to achieve our goals, that great things happen to those in the right place at the right time, and that our success depends on whom we know, etc. Barack Obama once shared “And I’m always saying, well, I worked hard, and I’ve got some talent, but there are a lot of hardworking, talented people out there. There was this element of chance to it – this element of serendipity.” Yes, some people seem to have “all the luck” for success in their lives and careers. What if it isn’t just being in the right place at the right time, but being open to those unexpected possibilities that come our way? That is serendipity. The good news is that you can embrace serendipity and cultivate your own luck and success. Learn how to question your limiting beliefs and foster open-mindedness, cultivate curiosity and develop a growth mindset, lean into your strengths, and create opportunities from serendipity.

Tina Hertel earned her B.S. in Aerospace Engineering from Penn State University, rank of Captain in the United States Air Force, and a Master of Information Science from Indiana University. She recently certified as a Gallup CliftonStrengths Coach and a CTA Career & Transition Coach. She has embraced serendipity and is known on social media as serendipitina. Her life and career has not been what she ever expected, but it is the one she created serendipitously.
The Library at Your Fingertips: Launching the DelcoReads App

**Track:** Technology & Education

**Jason Braham,** Network Specialist, Delaware County Libraries  
**Theresa Dykes,** Public Relations & Grants Coordinator, Delaware County Libraries  
**Kristin Suda,** Circulation Services Coordinator, Delaware County Libraries

According to a survey by Review.org, the average American checks their phone 144 times a day and spends four hours and 25 minutes on that phone each day. Delaware County Libraries decided it was time to meet our patrons where they are - on their phones - and launched the DelcoReads app in 2022. From recognizing the need for an app and convincing stakeholders to the technical setup and integrations, and on to rolling out the app - attendees of this session will gain practical insights into implementing and managing a library app and learn actionable steps for optimizing app functionality to meet the evolving needs of library stakeholders and patrons alike. We’ll explore strategies for effectively integrating an app into the library environment and discuss best practices for leveraging digital resources to expand services and reach diverse audiences.

**Jason Braham** has been using computers since the 80’s and has been a network engineer for over 20 years. Before working at Delaware County Libraries, he was the network administrator for a large social service agency.

**Theresa Dykes** manages Delaware County Libraries’ social media and marketing, as well as the library system’s website and staff website. In addition, she produces promotional materials and provides social media support for the 26 libraries within the system. Theresa has worked for Delaware County Libraries for 18 years.

With over 26 years of experience, **Kristin Suda** oversees the administration of Innovative’s Sierra ILS for DCL’s 26 member libraries.
**Do I have to log-in before I register?**

Yes. Members must log in to receive the membership rate (up to $100 savings.) Log-in is not required for non-members.

**I don’t remember my username and/or my password.**

Contact Pennsylvania Library Association headquarters at 717-766-7663 for your username. Passwords can be retrieved via the “Forgot Password” link.

**I am a presenter. Do I have to register?**

Presenters who are Pennsylvania librarians are expected to benefit from other conference sessions and events and to support the state organization by registering at the discounted member rate. Presenters outside the library profession or state are NOT required to register. Contact Kim Snyder at 717-766-7663 to verify eligibility and to receive the discount code.

**My library is a member. Does that get me the member rate?**

No. But, you can use PaLA Bucks if your library’s organizational membership dues are $100 or more. (see below)

**What are PaLA Bucks?**

A promo code that enables a non-member to register at the member rate. Member institutions receive one code/$100 dues.

**My library is a member, how do I obtain the BUCKS discount code?**

Contact Pennsylvania Library Association HQ at 717-766-7663 to verify eligibility and receive the discount code.

**Are meals included in the registration fee?**

Registration includes Welcome Mixer and choice of lunch event Monday & Tuesday, and the Legislative Breakfast on Wednesday.

**Why is there a registration timer?**

The system provides the timer, which can’t be disabled, but the window can be closed during the registration process. It will reappear when there are three minutes left. You may also request more time. Download the Registration Worksheet on the PaLA website to map out your attendance plans and streamline the online registration process.

**What are the parking fees?**

Parking is included with a Hilton Harrisburg hotel reservation. Day guests may park for up to 10 hours/day at $5/exit.

**My registration fee seems to be the wrong amount.**

Select the PAY BY CHECK option to allow you to complete your registration. Then call Pennsylvania Library Association at 717-766-7663 before you pay!

**How do I clear my cart if I made a mistake and want to start over?**

Click on the cart icon to clear it and start the registration process over.

**How do I print an invoice or receipt?**

The final registration THANK YOU page includes a VIEW INVOICE/RECEIPT link that will enable you to print your invoice/receipt. You may also print your itinerary via the Registration confirmation link.

**My library/organization pays my registration. What should I do?**

In order to maintain privacy and control of your log-in information, it is best if you complete your own registration, select the PAY BY CHECK option, then print the invoice from the link available on the THANK YOU page to submit to your business office. Invoice payment can be made by check or credit card.
An Opportunity to Promote Yourself *(and Your Library!)*

**First impressions are important!** Smiles are an easy way to make patrons more comfortable even BEFORE they enter the library! When someone browses your website and sees cheerful photos of library staff, it can create a positive connection in their mind, which will likely continue in the library.

To help in this effort, the 2024 Conference Planning Committee has made arrangements for a professional photographer to take headshot photos during the conference at the Hilton Harrisburg! This will be an affordable and convenient opportunity for attendees to obtain a professional headshot for use in both professional and personal life.

**Here are the details:**

- Photographs will be taken by Christine Favreaux, Tine’s Captured Moments
- **Photo shoots will take place in the exhibit area.**
  - **Monday:** 12:30 pm - 5:30 pm
  - **Tuesday:** 9:30 am - 2:30 pm
- Cost for a photo shoot will be $30, to be paid to the photographer at the time of the sitting.
- **Because sittings are limited, the option to reserve a time for a sitting at a nominal fee will be available as part of your conference registration on a first-come, first-served basis.** The $5 reservation fee is separate from the photographer’s fee and will cover PaLA staff time to organize the sittings. Walk-up sittings may be available without a fee but are not guaranteed.
- During the photo shoot, estimated to take approximately 10 minutes, participants will have several portraits taken in various poses and will receive a postcard with instructions for accessing their personal online gallery. The high-resolution images will be professionally edited with light, post-production image enhancing and will be available in approximately two weeks.
- The sitting fee will include two digital images in JPEG format. An option to purchase additional prints will be available.

*Be sure to take advantage of this unique opportunity by booking a sitting time when registering for the conference.*

**Register NOW** for the 2024 PaLA Annual Conference

Don’t forget to say, “Cheese!”