SUNDAY, OCTOBER 20

Registration Desk 9:30 a.m. – 5:00 p.m.
PaLA Store 12:00 p.m. – 6:00 p.m.
Local Information Desk 3:00 p.m. – 6:00 p.m.
Cyber Suite Closed
Exhibits Closed

9:00 a.m.–11:45 a.m.

Governor’s Advisory Council (GAC) on Library Development Council Meeting
Presiding: Cynthia K. Richey, Chair, GAC
The Governor’s Advisory Council on Library Development plays a key role in strengthening library service throughout the Commonwealth. The Council will conduct one of its four official meetings during the PaLA Conference. Come and observe the Council as they debate the critical issues of library services in Pennsylvania.
Sponsor: The Office of Commonwealth Libraries

10:00 –11:45 a.m.

BEST PRACTICES BREAKFAST
Pennsylvania libraries are providing fun, instructional and developmentally-appropriate programs and services to children under the age of six and to their families and caregivers. Find out what libraries are doing best, as PaLA presents the 2013 Best Practices Awards.

Featured Presentation
Meet Ele (Fred Rogers Center, Early Learning Environment)
Tanya B. Smith, Project Coordinator, Early Learning Environment (Ele), Fred Rogers Center for Early Learning and Children’s Media
Welcome to the digital media age. Technology and digital media are everywhere and seem to be taking over the world! In this session you will learn how to use an exciting new resource, the Early Learning Environment™, (Ele) in ways to promote professional development and informal learning. Ele is a free innovative online space where adults can find high-quality digital resources that support early literacy, media literacy, and other learning and development for children from birth to age five. Ele highlights ways to turn media into language-rich, adult-child interactions and provides a set of fun and engaging activities, resources, and other materials for adults that move beyond “tip sheets.” This session will also include information about how to align Ele resources with PA early learning standards and the NAEYC-Fred Rogers Center position statement on technology and young children. Come prepared to play, and if you have a smart phone, laptop, and/or tablet, please bring it with you!
Pre-registration required.
Sponsor: Youth Services Division and Best Practices Committee

11:00–11:45 a.m.

Pennsylvania Citizens for Better Libraries (PCBL) Business Meeting

12:00–1:45 p.m.

TRUSTEE DIVISION/PCBL AWARDS LUNCHEON
Facebook Isn’t the Only Way to Get Friends!
Tricia Richards, President, The PR Dept., LLC
During this luncheon presentation, you’ll learn the most effective way to increase your Friends membership — and it’s free! This powerful technique can be used by any Friends organization to get great results! Join us to find out more.
Pre-registration required.
Sponsor: Pennsylvania Citizens for Better Libraries (PCBL)

2:00–3:00 p.m.

Building Bridges and Bridging Cultures: Partnerships Between Academic and Public Libraries
Marcina Wagner, Director, Muhlenberg Community Library
Mary Ellen Heckman, Assistant Dean of Library Services and Learning Resources, Reading Area Community College
Denise Sticha, Systems Administrator, Berks County Public Libraries
A partnership between an academic and public library benefits students and patrons. Reading Area Community College’s Yocum Library and Muhlenberg Community Library have entered into several partnerships to benefit students and library users. When Yocum was awarded the NEH grant “Bridging Cultures,” they partnered with MCL to provide a substantial collection of Islamic materials including fiction, non-fiction and DVDs for the public library’s growing Muslim population. Other partnerships between the two libraries include a QR Code grant for the college that enables smart phone users to connect to the library catalog, resulting in an increase in the circulation of teen materials; a college library faculty member shares her expertise on genealogy by presenting a genealogy program at the public library; and college students, interested in pursuing library careers, were hired as public library employees. When academic and public libraries decide to build bridges, everyone wins!
Sponsor: College & Research Division

ACT 48 1 Hour
ACT 48 1 Hour
ACT 48 1 Hour
Poetry Power: Using the Best New Poetry in Your Story-times and School-Age Programs

Cheri Crow, Youth Services District Consultant, Montgomery County-Norristown Public Library

Did we succeed? This presentation explores the data collected to measure success. We use a variety of methods to determine whether we have achieved our stated goals. The initial success of the library's LEARN (Library Access for Area Residents in Need) Bus program, which has garnered numerous awards, subsequently lead to grant funds for additional services both in the library as well as library outreach. Many of the ideas involved with these initiatives can be easily replicated in other library settings for ESL or other unique library users.

Sponsor: Youth Services Division

The Bus Stops Here: How One Library’s Use of a School Bus to Transport Refugees Took on a Life of Its Own

Paula Kelly, Director, Whitehall Public Library

The Whitehall Public Library in Pittsburgh, PA serves a significant population of multi-ethnic re-settled refugees. Through a variety of community partnership and grant opportunities they have created numerous programs and services crafted specifically for this user group. The initial success of the library's LEARN (Library Access for Area Residents in Need) Bus program, which has garnered numerous awards, subsequently lead to grant funds for additional services both in the library as well as library outreach. Many of the ideas involved with these initiatives can be easily replicated in other library settings for ESL or other unique library users.

Sponsor: Public Library Division

Small, Medium and Large: Library Renovations for Small, Medium and Large Budgets

Kathleen Mulroy, Director, Radnor Public Library
Cheryl Fiory, Director, Upper Dublin Public Library
Janet Fricker, Executive Director, Bethlehem Area Public Library
Susan Jeffery, Director, North Pocono Public Library

Library directors from libraries that have just completed, or are currently undergoing renovations, at three different price points, will show what can be accomplished.

Sponsor: Buildings, Equipment & Furnishings Round Table

Measuring the Success of the Knowledge Commons: When Counting Alone Isn’t Enough

Joseph Fennewald, Head, Tombras McWhirter Knowledge Commons, Pennsylvania State University

The Knowledge Commons, Pennsylvania State University Libraries, aims to be the ‘most student-centered learning space’ on campus. Did we succeed? This presentation explores the data collected to measure success. We use a variety of methods—counting patrons, recording questions, tracking computer and wireless use, observing behavior, interviewing students, and collecting reports from our IT partners. Like others, we may be counting more than what our administrators, development officers, and colleagues need. Knowing what each group wants and how to present the data in a way that benefits them is critical. Just because it can be counted doesn’t always make it valuable.

Sponsor: College & Research Division

Making Friends in the Community: Building Better Business Relationships

Tricia Richards, Board Member, Pennsylvania Citizens for Better Libraries; President, The PR Dept., LLC

Often, Friends groups focus on individual and family memberships, devoting attention to building those relationships. It’s wise to expand that circle with the organizations, clubs and businesses in your area. Find out how to do that while protecting existing relationships between those groups and your library.

Sponsor: Pennsylvania Citizens for Better Libraries (PCBL)

Open Forum: Governor’s Advisory Council on Library Development

Cynthia Richey, Chair, Governor’s Advisory Council and Director of the Library, Mount Lebanon Public Library

Members, Governor’s Advisory Council

The Governor’s Advisory Council on Library Development formulates plans, recommends policy and advocates for strong library services and initiatives that enable all Pennsylvanians to be inspired, productive lifelong learners. The Open Forum gives participants a chance to voice concerns and ask questions.

Sponsor: Office of Commonwealth Libraries

Learning Commons: Re-envisioning the 21st-Century Academic Library

Karen Rege, Director, Library Services, Delaware County Community College

Over the past three decades, the academic library has undergone numerous changes from the traditional brick and mortar storage of knowledge in-print to cloud-based storage of electronic knowledge, accessed mobile, with librarians providing assistance and training in accessing resources. While enhancements such as added cafés, computer labs, etc., have been incorporated into libraries, the focus is still library-centric. The Learning Commons facility, however, shifts away from library centrality and focuses on student learning. This presentation will describe the philosophical shift and the lessons learned from building and operating a Learning Commons.

Sponsor: Buildings, Equipment & Furnishings Round Table

So Many Children’s Books: Which Ones Do I Choose?

Tracee Yawger, Head of Children’s Services, Montgomery County-Norristown Public Library

“So many books, so little time.” Yes, and with less money to buy them. Approximately 30,000 juvenile and YA titles are published each year in the United States. How do we choose? With budgets tighter than ever, we want to make every dollar count. Come and explore resources to help you make these tough decisions. We will look at traditional review sources, wholesalers, meta sources, specialty publishers, blogs, and social networking. Learn and share tips and tricks with others who share a passion for children’s books!

Sponsor: Youth Services Division
Connecting Your Community with Jobs: Understand and Overcome Obstacles to Employment

Wesley W. Roberts, Senior Librarian, Carnegie Library of Pittsburgh, Job & Career Education Center

Learn about four recent explanations for high unemployment—job skills mismatch; technological stagnation; technological innovation; and failures of human resources technology—and how they affect Pennsylvanians. Build understanding that will help you contextualize problems job seekers face and inform strong job resource programs. In this session, you will hear suggestions for library programs for job-seekers and explore a program model, based on the successful Carnegie Library of Pittsburgh WORKshops, that connect major local employers to job seekers in your community.

Sponsor: Public Library Division

In Search of the White Whale: Recasting IL from One-Shot Sessions to Course Embedded Instruction

Anne Schwelm, Assistant Library Director, Cabrini College

At Cabrini College, information literacy has evolved from single session presentations, to a one credit stand-alone course offered as an elective, to embedded instruction as part of a required course in the general education curriculum. The presenter will discuss the challenges and successes of the process which include getting faculty on board, rigging lesson plans and assessment tools, and navigating the academic governance structure.

Sponsor: College & Research Division

Your Library as a Tourist Destination

Casey Sirochman, Director, Carnegie Free Library of Connellsville

Rethink the space in your library or add an addition and invite the tourists to view your historical collection of books or artifacts. If you are re-purposing and your space needs a makeover, consider applying for local tourism monies to redesign. Collaborate with your local historical society and cultural trust to determine the best items to highlight and display. Come to brainstorm ways to make your library a local historical destination!

Sponsor: Rural and Small Libraries Round Table

Silver Bullets and Advocacy in the Real World

Glenn R. Miller, Executive Director, Pennsylvania Library Association

We would all like to know the secret to effective advocacy—that one can’t-miss silver-bullet truth that will yield results every time. PaLA’s executive director, Glenn Miller, has been around the advocacy track a few times and will share a short list of what works and why. (Spoiler alert: Silver bullets are overrated.)

Sponsor: Legislative Committee

3:15–5:30 p.m.

Un-Conference Session

The un-conference is an innovative type of conference programming where session attendees are the presenters! Attendees decide on the topics to be discussed, then break up into small groups to discuss, gather information, share ideas and attempt to solve the issues raised. At the end of the session, summaries of the group discussions will be shared for the benefit of the full group. It’s collaboration at its best!

Sponsor: Un-Conference Committee

3:15–6:00 p.m.

TOUR OF THE FLIGHT 93 MEMORIAL

On Tuesday morning, September 11, 2001, the U.S. came under attack when four commercial airliners were hijacked and used to strike targets on the ground. Nearly 3,000 people tragically lost their lives. Because of the actions of the 40 passengers and crew aboard one of the planes, Flight 93, the attack on the U.S. Capitol was thwarted. Visit the site of the plane crash near Shanksville, and honor those brave U.S. citizens who put others first on that infamous day. Transportation, via local school buses, will be provided.

Pre-registration required

View down the Wall of Names as it follows the flight path to the Ceremonial Gate and the crash site beyond

3:15–6:00 p.m.

3:15–5:30 p.m.

A Most Epic Event: Partnering with Townships

Tegan Conner-Cole, Youth Services Librarian, Wissahickon Valley Public Library

How a library’s collaboration with a local township created an event that covered Earth Day, PA One Book, Every Young Child, and connected multiple community organizations. Your townships are your friends and a perfect partner in events and more. Learn how you, too, can collaborate with your township to play to your best strengths. This session will focus on family and youth events.

Sponsor:

4:30–5:30 p.m.

Pricked Pinkies, Peas and Poisoned Apples: A Fun Look at Adapted Readers’ Theater

Nancy K. Wallace, Youth Services Coordinator, Ellwood City Area Public Library

Core curriculum encourages librarians working with elementary school students to introduce public speaking at an early age. Readers’ Theater provides the perfect low stress introduction to public performance. My series of six titles: “Readers’ Theater: How to Put on a Production” (to be released August 2013 by Magic Wagon, a division of the ABDO Group) introduces teachers and librarians to Adapted Readers’ Theater which includes all the glamour of costumes, makeup, and props! A fun, hands-on workshop for youth services librarians!

Sponsor: Youth Services Division

4:30–5:30 p.m.
New Model for Faculty/Librarian Collaboration: Digital Media Literacy Institute

Jacqueline Fritz, Faculty Liaison Learning Technologies Librarian, Bucks County Community College
Margaret Montet, Information Literacy Librarian, Bucks County Community College

The Learning Resources Department at Bucks County Community College cultivates partnerships among classroom faculty and faculty librarians in four-day immersive institutes. These partnerships are fundamental to improving students’ information literacy and digital media literacy skills. In this presentation, Bucks librarians will discuss theoretical approaches to creating relationships between classroom faculty and librarians. The impact of each program on student attainment of digital media literacy skills will be discussed, along with the mastering of skills needed to thrive in the future workplace. Participants will engage in an interactive social media activity to practice the theory presented.

Sponsor: College & Research Division

Can You Say Multitask: How Do We Fill the Library Positions of the Future?

Susan Drummond, Instruction Librarian, Indiana University of Pennsylvania
Sandra Janicki, Reference Librarian and Chair of the Library Faculty, Indiana University of Pennsylvania

What professional library positions have been eliminated over the last twenty years? How did we end up with the professional library positions that we currently have? Based on the need for balance between traditional library work and changing technologies, how do we create and fill the professional library positions of the future? We have examined the changes in professional library positions at our library over the past twenty years and invite you to join us to discuss what has changed, why, and where things are headed in effort to meet the new challenges ahead.

Sponsor: Library Administration & Management Round Table

Fast and Furious: Racing to Reach Online Learners

Bryrne Norton, Public Services Management Librarian, McDaniel College
Jordana Shane, Education, Outreach and Reference Librarian, Philadelphia University

Have you been left in the dust as your institution rushed to adopt online learning? What can you do to catch up with the pack? Don’t crash and burn! Learn how we met the challenge of new, surprise additions to our online family of distance learners. Speed and agility fueled our approach to gaining sufficient traction to embed outreach, support, and instruction into the online learning environment of these new students. A portal for distance learners and increased video tutorials were just two of our pit stops. Hear how we got geared up and share your roadmaps with us.

Sponsor: Teaching, Learning and Technology Round Table

Making Every Book Count: Cooperative Collection Development for a Small Library System

Rob Lesher, Executive Director, Adams County Library System
Brandt Ensor, Director, East Berlin Community Library

The Adams County Library System is a small, rural, federated system in south central area of the state with a growing population of people relocating from other states. The system has undergone a ten year process to streamline its collection development process, collection management and technical services. The focus of this process has been how to get to the public, what they want, with the fewest number of barriers. In this program, the system’s collection philosophy will be outlined and how a consolidated collection development plan was achieved.

4:30–5:00 p.m.

Conference 101: New Members/First-Time Conference Attendee Orientation

Come and learn how to make the most of your conference experience and get excited about what you can do for your profession through PaLA. All who can benefit are invited to attend.

5:00–6:00 p.m.

New Member Reception

New PaLA members are invited to join members of the PaLA Board and Membership Committee at this informal, “getting to know you” event. PaLA Chapter and Division representatives will present poster sessions on their activities. Light snacks and beverages will be served.

6:00–7:30 p.m.

Mountain Barbecue

Join your colleagues for a traditional feast of picnic fare at this informal dine-in. Chapters, and other PaLA units are invited to reserve tables for their members to dine together or attendees can engage in impromptu pairings. This is networking at its best! Pre-registration required.

7:45–10:00 p.m.

President’s Program & Dessert Reception

We are pleased to welcome Dr. Franklin Toker, Professor of Art and Architecture at the University of Pittsburgh and author of Fallingwater Rising: Frank Lloyd Wright, E. J. Kaufmann, and America’s Most Extraordinary House as our featured speaker. Dr. Toker’s book chronicles the unusual collaboration between Franklin Lloyd Wright and Edgar J. Kaufman, to build Fallingwater. Dr. Toker will share with us, this compelling saga of the most famous private house in the world and the dramatic personal story of the fascinating people who built and used it. A “must attend session” if you plan to join the tour of Fallingwater on Tuesday afternoon! A dessert reception will follow the presentation.

Sponsor: University of Pittsburgh Libraries
**MONDAY, OCTOBER 21**

**Registration Desk**
7:30 a.m. – 5:00 p.m.

**PaLA Store**
8:00 a.m. – 5:00 p.m.

**Local Information Desk**
4:00 p.m. – 7:00 p.m.

**Cyber Suite**
8:00 a.m. – 5:00 p.m.

**Career Center**
8:00 a.m. – 4:00 p.m.

**Exhibits**
12:00 p.m. – 5:00 p.m.

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**7:30–8:45 a.m.**

**PUBLIC LIBRARY DIVISION**

**BREAKFAST**

**Public Libraries in the Digital Age**

*Sari Feldman, Executive Director, Cuyahoga County Public Library (OH)*

By embracing digital technologies and designing new services to deliver the library experience through convenient and creative models, America’s public libraries are busier and more relevant than ever. Hear from Sari Feldman, Executive Director of the Cuyahoga County Public Library and recent recipient of the Public Library Association’s Charlie Robinson Award. The library has received top ranking for its size in Hennen’s American Public Library ratings, in multiple years.

Sponsor: Public Library Division and the Association of Pennsylvania Public Libraries (APPLS)

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**Digital Commons Group Meeting**

Interested in networking with other Digital Commons (DC) customers? Want to share best practices/war stories? Then please join us for a DC users group meeting. Dave Stout, a representative from BePress, will be in attendance to answer questions. Topics discussed will include journal publishing using the DC platform, technical issues/requests, outreach ideas, etc. This session will also be of interest to non-DC customers who are considering starting an institutional repository. Breakfast items may be purchased and brought to the meeting.

Sponsor: BePress

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**8:00 a.m.–4:00 p.m.**

**CAREER CENTER**

See page 7 for Career Center activities & programs.

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**9:00–10:15 a.m.**

**Marketing Your Library: 60 Ideas in 60 Minutes**

*Tricia Richards, Consultant, The PR Dept., LLC*

Great promotional tactics aren’t limited to companies with marketing departments and huge budgets. This fast-paced session takes examples from a variety of businesses and industries and demonstrates how you can adapt those ideas to get your message to the right people. Participants will receive handouts and worksheets to share with peers and keep those ideas coming. A 15-minute question-and-answer session follows the one-hour presentation.

Sponsor: Public Library Division

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**ACT 48**

**1 Hour**

**We Are All in this Together: Activities for Positive and Productive Library Organizations**

*Theresa McDevitt, Government Documents/Outreach Librarian, Indiana University of Pennsylvania*

*Jen Jones, Corporate Trainer, Adjunct Business Professor, Indiana University of Pennsylvania*

In this workshop, an experienced business trainer and a librarian will lead fun and effective activities tested in the business world and adapted to library employees and work places to build work teams, improve communication, and reduce stress. The session will begin with a brief overview of the benefits of productive teams and effective communication and the negative impact of unhealthy levels of employee stress and then invite attendees to participate in a number of fun and effective team building activities.

Sponsor: College & Research Division

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**Connecting First-Year Students and Academic Libraries Using the Five Literacies**

*PA Forward*

*Barbara E. Eshbach, Assistant Librarian, Penn State York*

Why should academic libraries be involved in the new student’s first-year experience in higher education? One reason can be found in the list of benefits provided by PA Forward: in order to raise “the profile and importance of libraries and librarians.” The presenter will explore the idea of developing a first-year experience using the five literacies of PA Forward as a way to provide opportunities throughout the academic year for students to interact with the library faculty, staff, and each other. These literacies involve some key areas of challenge, and often change, in the lives of our first-year students.

Sponsor: College & Research Division

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**Juggling Fiction and Non-Fiction**

*Dawn Daria, Education Director, Flow Circus*

*Paul Miller, Executive Director, Flow Circus*

Some of your library regulars love reading stories while others use the non-fiction section to satisfy curiosities. There’s also that third group that might come for programs, but avoid reading. How can you develop programs that bridge fiction, non-fiction, and active learning? This workshop will provide a model for juggling all three areas, literally. Dawn Daria and Paul Miller of Flow Circus will provide selections from Dawn’s 2012 Moonbeam Award winning book *Grounded for Good*, a juggling reading list, DIY projects, and instructional resources. Non-juggling examples of programming that can also bridge this gap will be brainstormed.

Sponsor: Youth Services Division
Career search got you down? Attend one of the group sessions described below, or sign up for an informal one-on-one 30-minute session with colleagues who are experienced in recruitment procedures and protocols. Get general advice on your career path, the job market and résumé and interview best practices.

### CAREER CENTER

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<th>Day</th>
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<tr>
<td>Monday</td>
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<td>Tuesday</td>
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<th>Monday, October 21</th>
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<td>8:00–9:00 a.m.</td>
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<td>2:00–3:15 p.m.</td>
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<tr>
<td><strong>Mary K. Biagini, PhD, Associate Professor and Director, School Library Certification Program, School of Information Sciences, University of Pittsburgh</strong></td>
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<td>Your résumé must represent you in the first round of the hiring process—the forming of a pool of likely candidates to interview based on their résumés. If you hope to make it to that second round, you need a résumé that is as dynamic as you are. What you need to move to the interview round is a flawless résumé that expresses your accomplishments in concrete, results-oriented language accompanied by a succinct cover letter that matches what you have to offer to what the employer is seeking. Learn how to craft your résumé and cover letter to tell your professional story in ways that appeal to employers.</td>
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<td>11:00 a.m.–12:00 p.m.</td>
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<td><strong>Tracy Carey, Director of Public Services, Centre County Library and Historical Museum</strong></td>
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<td>Hire Right the First Time will discuss how to strategically prepare, advertise, interview, and hire the right personnel, the first time. Learn techniques to streamline your search process, break out of the “same old interview questions” box and find the best match for your organization.</td>
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<th>Wednesday, October 23</th>
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<td><strong>Charity Leonette, Marketing &amp; Community Partnerships Coordinator, Allegheny County Library Association</strong></td>
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<td>Building your professional network is as simple as conversations. Strategic and serendipitous one-on-one casual meetings create connections and plant seeds. Gather pointers on the who, what, when, where and how of networking for you and your library.</td>
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Help! I’m in Charge! Supervisory 101
Tracy Carey, Director of Public Services, Centre County Library & Historical Museum
First-time supervisor? Trying to get the most out of your team? Need help? This workshop will focus on the basics of supervision and leadership to help those just starting out or those needing a refresher to maximize your team’s potential. Take charge the right way!
Sponsor: Library Administration & Management Round Table

SPARK Update
Lewis Maurer, Executive Director, Pennsylvania Integrated Library System (PaILS)
An update and future discussion on SPARK, Pennsylvania’s State-wide Library System. Ample time will be available for Q&A.
Sponsor: Pennsylvania Integrated Library System (PaILS)

Children’s Author Panel — Capturing the Imagination... Someone has to do it!
Kit Grindstaff, Author
Jonathan Auxier, Author
Jen Bryant, Author
How do you strike the imagination of the child reader? It takes a certain tale to really capture the minds of children and these authors all have all successfully ignited that special something! Kit Grindstaff’s magical tale, The Flame in the Mist, really keeps the reader on the edge of their seat, especially when the mist comes! Jonathan Auxier captures the true meaning of overcoming obstacles in Peter Nimble and His Fantastic Eyes which tells the tale of a 10-year old thief who is blind. Seasoned author, Jen Bryant, takes a classic opera story and makes it a strong character piece in The Fortune of Carmen Navaro. Come and enjoy these “Imagination Capturers!”
Sponsor: Local Authors Committee

Senior Spaces: Pennsylvania Style (25 Projects and Growing)
Allan Kleiman, Director, Montville Township Public Library, NJ
Paula Kelly, Director, Whitehall Public Library
Joan Peiffer, Director, Gove Family Library
Now in year five with 25 projects completed to-date, “Senior Spaces” has been a proven catalyst in developing programs, services and collections for the three generations of older adults. It has enabled libraries to do more than simply ‘large print books’ and has involved the community through the use of ‘Advisory Boards.” Come and listen to the lessons learned and how you can start to develop a ‘space’ in your own library.
Sponsor: Older Adult Advisory Committee, Office of Commonwealth Libraries

Re-Imagining Public Library Programming and Promotion
Sari Feldman, Director, Cuyahoga County Public Library
Hallie Rich, Marketing Director, Cuyahoga County Public Library
At a time when customers are bombarded with marketing messages (offers in our inbox like the latest Groupon for laser hair removal, to highway billboards reminding us that a Big Mac is only one exit away), libraries must find a way to cut through the clutter to create strong customer relationships. This workshop will focus on strategies for engaging customers through effective communications, developing programs that deliver exceptionally positive customer experiences, and transforming library organizational culture to support a “quality over quantity” approach to programs and promotion. Sari Feldman and Hallie Rich share from their experience in reshaping library service in the Cuyahoga County Public Library.
Sponsor: Association of Pennsylvania Public Library Systems

Crisis? What Crisis? Understanding the “Crisis” in Scholarly Communication: and Communicating the Library’s Perspective to Other Stakeholders
Tom Reinsfelder, Assistant Librarian, Pennsylvania State University, Mont Alto Campus; Co-Editor, PaLRaP
John Barnett, Scholarly Communications Librarian, University of Pittsburgh; Co-Editor, PaLRaP
The phrase “crisis in scholarly communication” has been bandied about in library literature for at least two decades. Clearly, librarians are in the know, but how does this “library problem” resonate with other stakeholders, such as faculty, administrators, students, and publishers? The presenters will offer background on the circumstances that led to the crisis in scholarly communication and discuss reactions of key stakeholder groups and proposed solutions, including the Open Access movement, new forms of scholarly communication, and the library-as-publisher model. Finally, the presenters will lead a discussion of how librarians might implement strategies for building support with various stakeholders. Additionally, in an effort to generate Pennsylvania-wide awareness, participants will discuss possible local, regional, and statewide approaches to the problem.
Sponsor: College & Research Division

Beg, Borrow, Steal: Adapting Cool Ideas for Your Library and Community
Stacey A. Aldrich, State Librarian, State Library of Pennsylvania
Jarrid Keller, CIO and Acting Deputy State Librarian, California State Library
Have you read about a new and innovative business idea, concept or tool, but have a hard time figuring out how to make it work for your library? Join us to discuss how to transform business practices and thinking to innovate and create new services and products that support your community.
Sponsor: Office of Commonwealth Libraries
Engaging Users with Interactive Displays: Taking Exhibits from Yawn to Yay!

Tara Wink, Special Collections Librarian, West Chester University
Regina Braidotti, Government Documents and Maps Technician, West Chester University
Amanda Brooks, Instructional Media Center Technician, West Chester University
Ryan Sittler, Assistant Professor, Instructional Technology/Information Literacy Librarian, California University of Pennsylvania
Monica Ruane Rogers, Assistant Professor, Research and Instruction Librarian, California University of Pennsylvania

Routine exhibits feel stale to patrons, and are tedious for librarians and staff to construct. How can we make exhibits fun again? Staging displays with objects of curiosity and interactive elements greatly boosts their visibility to patrons. Presenters from California University of Pennsylvania and West Chester University of Pennsylvania breathe new life into library exhibits with interactive displays that encourage patrons to engage with them (and us). Skills addressed in this workshop include analysis of visual composition, idea generation, as well as tips and tricks to generate user engagement. Attendees will have the opportunity to share success (or fiasco) stories and work collaboratively to construct small exhibits from presenter-provided content.

Sponsor: College & Research Division

Talking the Talk: Using PA Forward as a Persuasion Tool

Kathy A. Silks, Project Manager, PA Forward

How to use PA Forward’s branding and marketing tools to talk with government officials, funders, partners and thought leaders about the role your library plays in powering Pennsylvania’s progress.

Sponsor: PA Forward

Super Science @ Your Library: Explore, Play & Discover the Fun of School Age Science

Rachel Nard, Children’s Librarian, Carnegie Library of Pittsburgh, Squirrel Hill Branch
Caralee Sommerer, Senior Children’s Librarian, Carnegie Library of Pittsburgh, East Liberty Branch

From marshmallow bridges to gooey chemistry, explore exciting ways to implement low-cost, hands-on, science activities into school age programming! Have some extra grant money? Get more ideas about programs you can plan. All science programs feature fiction & nonfiction read-alouds and include activities that support the PA Education Standards. You don’t need to be a scientist to do these fun programs!

Sponsor: Youth Services Division

Getting by with Google?: Understanding Student Research Habits in an Information-Driven World

Wendy Ikemoto, Library Marketing and Outreach Associate, Imagine Easy Solutions, LLC

Students today, by habit, go to Google to begin their research—often overlooking credible, authoritative library resources. How do we teach students to properly research in a world of growing information? We will address recent studies that show where the information literacy strengths and weaknesses of students lie, and what we’re learning as a company about the research habits of our 40 million users.

Sponsor: Teaching, Learning & Technology Round Table

YA Author Panel — Let’s Be Real. Teens Are Real!

Elizabeth Laban, Author
K.M. Walton, Author
E.C. Meyer, Author

The panel includes three young adult authors who write about different teen situations. Their books, The Tragedy Paper, Cracked, and Fair Coin have interesting, real takes on what the teenage mind thinks. We’re sure they will grab your attention and give you a small glimpse into the world of today’s teenager.

Sponsor: Local Authors Committee

Boomer-ize Your Library: 25 Ideas to Serve the Baby Boomer Generation

Allan Kleiman, Director, Montville Township Public Library, NJ
Claudia Koenig, Advisor, Older Adults, Office of Commonwealth Libraries

Pennsylvania’s increasing older adult population is a challenge for many libraries, especially in how to reach the Baby Boomer generation. How can you transform your services, programs and collections for this demographic? The idea is first to start with a self-analysis, add some common sense, mix it with some innovation and creativity, get the community involved and finally stand back and let it happen!

Sponsor: Older Adults Advisory Committee, Office of Commonwealth Libraries

CAROLYN W. FIELD AWARD LUNCHEON

Caroline W. Field dedicated her life to advancing children’s literature and the powerful role that librarian’s play in the lives of youth. Since 1983, PaLA’s Youth Services Division has recognized the best book for youngsters by a Pennsylvania author or illustrator with its Carolyn W. Field Award. Please join us as we recognize this year’s recipient, A.S. King, author of Ask the Passengers, published by Little, Brown and Company.

In addition, the Drexel University/Free Library of Philadelphia Citation for Children’s Literature will also be presented.

Pre-registration required.
Sponsor: Youth Services Division and Carolyn W. Field Committee
Pennsylvania Community College Library Consortium (PCCLC) Luncheon

The PCCLC invites librarians and staff to have lunch with their peers and discuss the latest issues pertinent to community college, junior college and technical school libraries.

Pre-registration required.

Sponsor: Pennsylvania Community College Library Consortium (PCCLC)

12:00–5:00 p.m.

PaLA's 2013 Library Products & Services Trade Show

Interaction between conference attendees and exhibitors is crucial for the success of the conference and benefits both parties. For this reason, PaLA has set aside time in the conference schedule for you to visit the exhibits without the competition of other activities. We encourage you to visit the exhibits to learn about the latest products and services that will enhance your work at the library. Admission is included with your conference registration. In addition, “Exhibits Only” passes will be available for purchase at the conference registration desk for guests or individuals not registered to attend conference programs. Free passes are also available from registered exhibiting companies—contact your favorite library vendor and ask for a pass!

For your convenience, a complimentary, walk-around lunch will be available for you to enjoy in the exhibit hall from noon–1:30 p.m. What a great way to maximize your time at the conference!

12:45 – 1:45 p.m.

POSTER SESSIONS

See page 11 for poster session descriptions.

2:00–3:15 p.m.

Outside the Box Programming in an Academic Library

Amanda Sanko, Library Assistant II/Bookstacks Supervisor, Mansfield University

Nichole Book, Library Technician/Circulation Supervisor, Mansfield University

A common problem for academic libraries is marketing their image in a way that is not perceived as unexciting. North Hall Library has taken this issue by storm, offering a series of events most students had never dreamt would be occurring in (or sponsored by) a library. Discuss marketing ideas, how to do more with less, and programming dos and don’ts with a group who feels they have tried it all over the past two years in a “fun” academic library.

Sponsor: College & Research Division

You’ve Got Them In, Now Get Them Involved: A Hands-on Approach to Freshmen Library

Anna Mary Willford, Instruction/Public Services Librarian, University of Pittsburgh at Greensburg

Amanda Folk, Reference/Public Services Librarian, University of Pittsburgh at Greensburg

What are the most important things that freshmen should take away from their first session in the library? This session will explore the answer to that question as attendees learn how librarians revamped their library orientation program for first-year students in order to introduce them to information literacy skills and library resources in a more engaging way. No more passively watching tutorials and listening to lectures—students get their hands dirty as they’re immersed in the research process. Attendees will also have the opportunity to share their own experiences and discuss what’s worked for them and what hasn’t.

Sponsor: Teaching, Learning & Technology Round Table

Put Down that Book! Release Your Inner Storyteller!

Joanna Demarest, Storyteller

Put down that book and release your inner storyteller! You have sparked the imaginations of your patrons with wonderfully illustrated books, but now it is time to help them develop that imagination as you weave your stories to delight and entertain. Come “Explore the Art of Storytelling” with storyteller Joanna Demarest as she helps you find the hidden storyteller that has just been waiting to emerge. Whether it is for your summer reading programs or for programs to entice adults to come back to the library, Joanna will help you see how storytelling can enhance your libraries’ offerings.

Sponsor: Youth Services Division
Administering the LibQUAL+ Survey of Library Services
Ann L. Kemper, Former Instructor, West Chester University
This poster session presents my experience of administering the LibQUAL+ Library Survey at West Chester University in the Fall of 2012. It includes a step by step process for the administrator with examples of how to set up the survey and ideas for publicity.

It’s a Bird, it’s a Plane, it’s your Personal Librarian!
Amy E. Rustic, Reference and Instruction Librarian, Penn State New Kensington
In order to reach out to incoming freshman, we mail personal librarian letters, with our “trading cards”. This creates personal connections before students attend library instruction. Poster will include examples.

Boot Camp: Shaping Up for Student Success
Barbara Stockland, Reference Instruction Librarian, Harrisburg Area Community College
Judith Ungar, Reference Instruction Librarian, Harrisburg Area Community College
Students troubled by technology? Learn how two librarians spearheaded a campus-wide initiative to work one-on-one with our students, teaching them the most commonly used technologies on campus.

Living, Learning Librarians: Connecting with Students Where they Live
Theresa McDevitt, Outreach Librarian, Indiana University of Pennsylvania Libraries
Kelley Cotter, Social Media Librarian, Indiana University of Pennsylvania Libraries
Librarians know students are more likely to be successful academically if they have well-developed information literacy skills and take advantage of the support services and materials available through their libraries. Between 2011-2013, IUP Libraries and Office of Housing, Residence Life, and Dining have been working together to reach the student where they live to build information literacy skills that support student academic and professional success. This poster session will discuss the partnerships and programs developed during this period.

Making Change: Financial Literacy Programs in the Academic Library
Lauren Reiter, Business Liaison Librarian, Pennsylvania State University
In April 2013, Penn State University Libraries coordinated four programs on financial literacy, an essential literacy for today’s college students who face growing student loan debt, among other financial concerns.

Sign ReDesign
Sheila Kasperek, Reference Librarian, Mansfield University of Pennsylvania
Using the design principles of Contrast, Repetition, and Alignment along with style guidelines, see how we radically improved the library signage to be clearer, easier to read, and more professional.

A Guide to Improving the Management of a Library’s eResources: The Electronic Resource Management System as a Life-Preserver
Lauren Kime, Assistant Librarian, Collection Access & Support Services, Penn State Hershey George T. Harrell Health Sciences Library
The poster will feature ideas for improving the management of a library’s eResources and identify ways to switch to a new product if your current system isn’t a great fit.

Do You Know the Way to San Jose? An Online, Part-time PhD Program for Library and Information Science Professionals
Sue Alman, Faculty, San Jose State University
Learn about a convenient, primarily online PhD program for information professionals offered by San Jose State University and Queensland University of Technology that can be completed on a part-time basis.

Digital Commons@PCOM: From Inception to Implementation
Christine Davidian, Electronic Resources Librarian, Philadelphia College of Osteopathic Medicine
This poster will focus on the planning and development of an institutional repository at a small academic health sciences library.

Catalogers and Twitter: Personal Learning Network Effect on Social Capital
Sheli McHugh, Cataloging and Metadata Librarian, University of Scranton
Survey results examining catalogers use of Twitter as a personal learning network and their rate of social capital, the degree to which they feel they belong to a community.

Keep on Floating!
Barbara Coopey, Asst Head, Access Services, Pennsylvania State University Libraries
Barb Eshbach, Acting Head Librarian, Pennsylvania State University, York Campus
Trish Notartomas, Information Technology Consultant, Pennsylvania State University
Floating Collection is operational at nineteen Penn State campus libraries. Customizing a floating collection for a large academic setting with many library locations was a challenge, but produced many benefits.

Doing Libraries Differently: Three Unique Library Solutions in Southwestern PA
Suzi Wackerbarth, Librarian, Northland Public Library
Kiosks, Pop-ups, Malls? This poster session explores how four libraries are reaching under-reached populations in their service areas, using new technology, new ideas, and existing mall real estate.
**Not Your Grandmother’s Library**

*Mary Lou Kolowitz, Reference Librarian, Haverford Township Free Library*
*Ruth Styer, Reference Librarian, Haverford Township Free Library*
*Joyce Platfoot, Reference Librarian, Haverford Township Free Library*
*Jessica Holton, Reference Librarian, Haverford Township Free Library*

The members of the Haverford Township Free Library Reference Department will briefly discuss changes in reference duties over the last 15–20 years and offer some great ideas that librarians can use to stay relevant, moving forward. Using a conversational style and humorous skit scenarios to demonstrate, the presenters will show what steps they have taken to make their department shine. Some ideas include Book-a-Librarian for digital literacy, Book Clubs in a Bag, Annual Business Breakfast, Web page content, eReader and ebook purchases, Summer Reading Club for Adults, collaborative programming, hiring practices, library hospitality, customer service and other important issues.

**Sponsor:** Public Library Division

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**The Edge Initiative in Pennsylvania Libraries**

*Panelists to be determined.*

The Edge Initiative was created to provide public libraries with new strategies and tools to help achieve community priorities through enhanced technology. Edge will empower library leaders to elevate their strategic planning, shape the future of their library, and communicate its value in building a strong community. Pennsylvania was one of seven states to do a soft launch of the benchmark tool this summer. Hear library directors from small, medium and large libraries talk about using the assessment tool and what plans they have for using the results. The State Library will also discuss plans to roll the tools out statewide in the coming months.

**Sponsor:** Library Administration & Management Round Table

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**Catch the Weeding Bug: Taking De-Selection from Low Priority to Routine**

*Lisa Howald, Collection Development Librarian, Dauphin County Library System*

De-selection is often low priority in libraries. As duties multiply, quiet time in the stacks becomes a luxury. But neglecting de-selection is a customer service issue, leading to packed shelves, outdated material, and frustration. How to buckle down and get it done? The presenter helped implement a successful de-selection procedure at the Dauphin County Library, and will share the processes, along with thoughts on what made it such a success. The session will explain the process, from development to execution, and will describe key elements that turned weeding from “lowest priority” to “regular routine.” In addition, adaptations for common challenges will be suggested and audience questions will be answered.

**Sponsor:** Technical Services Round Table

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**Adult Author Panel — The Mysteries of...Writing**

*Philip Beard, Author*
*Kathleen George, Author*
*Lila Shaara, Author*

Often, the place where an author resides or grew up, can greatly influence his/her writing. In fact, this place can often become a character of its own! Hear how Pittsburgh has influenced the writings of these three Pittsburgh-area authors. Philip Beard’s book *Dear Zoe* is a touching tale of grief, adolescence and healing. Kathleen George’s series of Richard Christie crime novels, with a Pittsburgh setting, offer page-turning thrills as the mysteries are solved. Lila Shaara, writes of love, guilt and fear in *Every Secret Thing* and of great discovery and murder in *The Fortune Teller’s Daughter*. Come, hear how Pittsburgh may be the common denominator in these author’s works.

**Sponsor:** Local Authors Committee

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**How to Craft a Résumé that Results in an Interview**

*Mary K. Biagini, PhD, Associate Professor and Director, School Library Certification Program, School of Information Sciences, University of Pittsburgh*

Your résumé must represent you in the first round of the hiring process—the forming of a pool of likely candidates to interview based on their résumés. If you hope to make it to that second round, you need a résumé that is as dynamic as you are. What you need to move to the interview round is a flawless résumé that expresses your accomplishments in concrete, results-oriented language accompanied by a succinct cover letter that matches what you have to offer to what the employer is seeking. Learn how to craft your résumé and cover letter to tell your professional story in ways that appeal to employers.

**Sponsor:** Membership Committee

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**Performers’ Showcase**

Join us, for a preview of library performers for your library—jugglers, musicians, magicians, and more! Each performer will have 10 minutes to showcase what they do best. This will enable you to see for yourself, what they will be like in front of your patrons. Attendees will also receive a booklet of performer contact information and descriptions of all performers and their area of travel.

**Sponsor:** Conference Committee
Don’t miss this final opportunity of the day to enjoy a cold beverage while visiting the exhibits or attend an Exhibitor Showcase to obtain information about products and services for libraries! In addition, a raffle drawing for prizes donated by our generous exhibitors will take place at 4:45 p.m. Make sure you visit lots of booths to obtain raffle tickets to increase your chances of winning! (You must be present to win.)

5:00–6:15 p.m.

PaLA Annual Business Meeting
PaLA members are encouraged to attend this meeting to get updates on the latest association activities. Recognition of conference grant recipients, as well as the presentation of several PaLA awards will also take place, followed by remarks from president-elect, Janis Stubbs, Assistant Director of the Delaware County Library System.

6:30–7:30 p.m.

Ex Libris Society Members-Only Reception
Ex Libris Society members are invited to attend this special “thank you” reception to be hosted by PaLA past presidents. Not a society member? To become a member, and to be invited to this exclusive, members-only event, make a donation to Ex Libris to support PaLA now, and into the future. Donations may be made online from the PaLA website. Go to www.palibraries.org, click on “Support PaLA”, choose “Ex Libris Society” and “Donate Now” from the drop down menus to access the Ex Libris web page and online donation link! We appreciate your support!

6:30 p.m.–????

Dinner on Your Own
Whether you decide to dine in one of the resort’s restaurants (various price points and options available—visit www.7springs.com and click on the dining tab for more information.), or drive to Somerset or Donegal for dinner out, this is a great opportunity to enjoy the company of your colleagues! Our local information committee will have menus and directions available at the local information desk.

8:30–10:00 p.m.

Resort Activities
Seven Springs offers a multitude of activities for you to enjoy! Connect with colleagues by bowling a couple of frames or by playing a round of mini-golf, both activities are located on the lower level of the main lodge. Or, would you prefer the challenge of a team trivia contest? (A future email blast will provide the details.) All are available for PaLA conference attendees to enjoy, compliments of the Southwest Chapter! It’s the perfect way to wind down and get to know each other!

ACT 48 AND PaLA

PaLA is pleased to announce that several conference sessions meet the requirements for Act 48 credit. Consult the conference program book for those programs identified with the Act 48 label.

What is Act 48? Act 48 of 1999 requires those holding Pennsylvania professional educator certification to complete 180 continuing education requirements every five years in order to maintain their certification. This law applies to those with certification as school librarians, classroom teachers, and school administrators.

Why is PaLA getting into the Act 48 credit arena and why should public and academic librarians care about it? A survey of PaLA members uncovered the astounding fact that approximately 30% of our membership holds teaching certification and needs (and wants) Act 48 credit in order to maintain their certification.

Important Change to Act 48
Beginning September 1, 2009, the Act 48 database no longer accepts workshop or conference activities that award less than three Act 48 credits. If you attend the conference, be sure to attend at least three sessions that qualify for Act 48 credit. You may earn more than three credits, but the minimum is three.

What do you need to do if you need Act 48 credit? Consult your conference booklet for the sessions approved for Act 48 credit, collect the special voucher at the end of the session, take at least three vouchers earned to the Act 48 table at the end of the conference, and sign the credit sheet, using your PDE-selected professional personnel identification number. Credit will be entered in the state database by January of next year. If you do not need Act 48 credit, but would like to collect a voucher for the state’s requirement for continuing education for public library staff, those vouchers will be made available at the end of the session as well. (See below for more details on this program.)

CONTINUING EDUCATION

Please note that all PaLA Conference sessions, with the exception of the business meetings, exhibit activities, and meal events, meet the state’s requirements for continuing education for public librarians and staff. Vouchers will be distributed at the conclusion of each session and should be collected until the end of your conference attendance. Simply turn in your collected vouchers at the Registration Desk to receive a CE certificate noting the number of credit hours you have earned. If you have any questions about the requirements, please contact the District Consultant for your area.

LSTA FUNDING

ACKNOWLEDGMENT

Some conference programs were made possible by a grant from the U.S. Institute of Museum and Library Services as administered by the Pennsylvania Department of Education and the Commonwealth of Pennsylvania, Tom Corbett, Governor, through the College & Research Division (http://crdpala.org/) of PaLA. Show your appreciation by becoming a member of PaLA! If you are already a member – thank you.
Building Your Own "Book Bunch": Creating Lasting Relationships with the Children You Serve

Nancy K. Wallace, Youth Services Coordinator, Ellwood City Area Public Library

In this rapidly changing world, librarians are offered the rare opportunity to provide children with a safe, stable, environment. By our words and actions, the programs we offer, and the environment we create in our libraries, we can affect children in amazing ways. In the recently published series, Abby and the Book Bunch, four third-graders volunteer at a Public Library because of their rapport with the children's librarian. The series is based on a real group of kids at Ellwood City Library. The presentation will emphasize the value and importance of establishing long-term relationships that can transform children's lives!

Sponsor: Youth Services Division

Raising Awareness and Making Connections

Karen Austin, Field Marketing Manager, Geek the Library, OCLC

Community engagement is a critical component to ensure your community not only understands the value of the library, but also recognizes how the resources and programs offered help transform lives—and how each individual plays an important role in support. Geek the Library, a community awareness campaign, has helped hundreds of public libraries raise awareness, change community attitudes and perceptions, and drive positive behavior associated with supporting the library. This session will feature real-world examples of how this free program provides unique opportunities to build and strengthen community connections, and start important local conversations about the library.

Sponsor: Public Library Division

Capture All the URLs: First Steps in Web Archiving

Kristen Yarmey, Digital Services Librarian, University of Scranton
Alexis A. Antraccoli, Records Management Archivist, Drexel University
Judy Silva, Fine & Performing Arts Librarian and Archivist, Slippery Rock University of Pennsylvania

As higher education embraces new technologies, teaching, learning, research, and record-keeping is increasingly taking place on university websites, on university-related social media pages, and elsewhere on the open web. This dynamic digital content, however, is highly vulnerable to degradation and loss. This session will introduce the concept of web archiving and articulate why it's important for colleges and universities. Speakers will demonstrate web archiving service Archive-It and then share lessons learned from their institutions' web archiving initiatives, from unexpected stumbling blocks to strategies for raising funds and support from campus stakeholders.

Sponsor: Electronic Resources Round Table
Moving PA Forward with “Money Smart Week @ Your Library”

Michael Dowling, Director, Chapter Relations Office, American Library Association
Elaine Stefanko, MLS Coordinator, Information Services, Osterhout Free Library

Join the hundreds of libraries across Pennsylvania and across the country in April 2014 to provide crucial financial literacy programming to your community. Be part of this growing initiative from ALA and the Federal Reserve Bank to provide programs for all ages, and all stages of life. All types of libraries have been part of Money Smart Week @ your library. Learn about the program, and how other PA libraries have been successful participants, created innovative programs, found new partners, and increased their value to the community.

Sponsor: American Library Association

Effective and Efficient: The Interlibrary Delivery Service of Pennsylvania

Katherine Furlong, Board President, Interlibrary Delivery Service of Pennsylvania
Pamela Newman Dinan, IDS Administrator, Interlibrary Delivery Service of Pennsylvania

Have you ever wondered how Pennsylvania libraries ship over 400,000 packages annually to facilitate interlibrary loan? Come to this session to learn more about how IDS works to reduce shipping costs for its member libraries. This meeting will be informational and will function as the annual meeting for member libraries.

Sponsor: Interlibrary Delivery Service of Pennsylvania (IDS)

The Good, the Bad, the Ugly: Post-Renovation Revelations

Melissa Gold, Sciences Librarian, Millersville University
Erin Dorney, Outreach Librarian, Millersville University
Joe Nelson, Circulation Manager, Gumberg Library, Duquesne University

At the time of this presentation, our new library will have been open for approximately one month. After an extensive two-year renovation, our building opened with a multitude of new services from outside partners, including a satellite writing center, digital learning studio, and faculty collaboratory. Additionally, librarians are offering new services including library student ambassadors/concierges, on-call research help, and more. Come learn what’s different about our approaches to space, communication, service, and partnership in the new library and (most importantly) whether or not they’re working as we imagined.

Sponsor: Buildings, Equipment & Furnishings Round Table

PaLA’s 2013 Library Products & Services Trade Show

Interaction between conference attendees and exhibitors is crucial for the success of the conference and benefits both parties. For this reason, PaLA has set aside time in the conference schedule for you to visit the exhibits without the competition of other activities. We encourage you to visit the exhibits to learn about the latest products and services that will enhance your work at the library. Admission is included with your conference registration. In addition, “Exhibits Only” passes will be available for purchase at the conference registration desk for guests or individuals not registered to attend conference programs. Free passes are also available from registered exhibiting companies—contact your favorite library vendor and ask for a pass!
For your convenience, a complimentary, walk-around lunch will be available for you to enjoy in the exhibit hall from 12:15 to 1:45 p.m. This is a great way to maximize your time and resources at the conference!

Visit the Exhibits/Mid-Morning Break/Exhibitor Showcases

Take advantage of this opportunity to enjoy a hot beverage between sessions and visit the exhibits or attend an Exhibitor Showcase to obtain information about products and services for libraries! In addition, a raffle drawing for prizes donated by our generous exhibitors will take place at 2:00 p.m. Make sure you visit lots of booths to obtain raffle tickets to increase your chances of winning! (You must be present to win.)

POSTER SESSIONS

See page 16 for poster session descriptions.

Keeping Them Safe Whether They Like It or Not

Maureen Diana Sasso, Director, Information Services, Gumberg Library, Duquesne University
Tanya Frederick, Student Supervisor, Gumberg Library, Duquesne University
Joe Nelson, Circulation Manager, Gumberg Library, Duquesne University

Libraries have an obligation to keep their staff and users safe. For academic libraries, this is a complex undertaking depending on location, physical layout, operating hours, and staffing. It becomes more difficult when expectations of administration, staff, and library users don’t match. When students see the library as a safe place and resist complying with procedures designed to protect them, they may resent the library and staff that enforce policies. This workshop will explore partnerships, communication, and training as tools to help libraries empower staff while balancing customer service expectations.

Sponsor: College & Research Division and Public Library Division
My Little Free Library
David Zilka, Director, Monessen Public Library
Jill Godlewski, Children’s Librarian, Monessen Public Library
Monessen Public Library is setting up little free libraries housed in various structures around the city that contain books for community members to read at their leisure.

Interlibrary Loan via Access PA: How our Academic Library Can Help You
Michele Corcoran, Library Assistant 2, Indiana University of PA
Beth Farabaugh, Library Assistant 2, Indiana University of PA
Poster will provide an overall description of the process to borrowers that fall outside the realm of academic libraries.

Experiencing the World @ the Carnegie Library of Pittsburgh (CLP)
Bonnie McCloskey, Senior Librarian, First Floor-New and Featured, Carnegie Library of Pittsburgh
CLP offers nineteen language classes and clubs for adult and teen audiences representing myriad cultures and languages from all over the world. Learn about recruiting volunteers, managing participants and more.

Partnership Blueprint: PA Forward Programming Using Academic Experts
Marilyn Harhai, Professor, Clarion University Department of Library Science
Daniel R. Parker, Executive Director, Clarion Free Library/Clarion County Library System
The poster will provide details of a grant-funded public library programming initiative involving a higher education partnership. The project was based on the PaLA 21st Century Literacies Initiative, PA Forward.

CHAIRity Fundraiser and Social at Mt. Lebanon Public Library
Cynthia K. Richey, Director, Mt. Lebanon Public Library
Artists, craftspeople, and hobbyists “renewed” 75 old wooden library chairs in poor condition for our CHAIRity silent auction and social. See how we raised more than $7,500 in one evening!

Book Bingo Junior
Jeanne Marie Clancy, Head of Youth Services, Chester County Library System
After using a simple game of Bingo to distribute free books to our Summer Reading Club members for years, in 2012, the Chester County Library took the plunge and developed our own game for non-readers. Presented for preschoolers and their parents, Book Bingo Junior was a great success! We’ll share our formula for developing Book Bingo Junior for your library.

Lessons Learned—The Pattee Library Knowledge Commons
Larry Payne, Senior Associate, WTW Architects
The poster session will provide an overview of a multi-phase 45,000 SF interior renovation project recently completed at the Pattee Library at Penn State University.

What They Didn’t Teach Me in Library School
Lisa Erickson, Executive Director, Centre County Library & Historical Museum
Lugene Shelly, Director, Williamsburg Public Library
Humorous, but helpful tips and suggestions for all those things that were never taught in any MLS class. Stain removal? Patron problems? Cat in your bookdrop?! We can help!

Literacy Unlocked
Maggie McFalls, Community Engagement Coordinator, Office of External & Government Relations, Carnegie Library of Pittsburgh
As of March, 2013 staff from across Carnegie Library of Pittsburgh launched a one-year pilot in which we deliver onsite programming and library services to Allegheny County Jail (ACJ) residents and the families visiting them. This project involves programming for inmates, children’s story times and other interactive activities in the Family Activity Center during Saturday visitation and training from ACJ staff to library staff about how to best serve this population upon release.

Libraries and PEMA
Alice L Lubrecht, Director, Library Services, State Library of Pennsylvania
Heather F. Davis-Jenkins, CFM Director, Bureau of Strategic Planning Pennsylvania Emergency Management Agency
Protection of cultural heritage items and all-hazards preparedness begins with a conversation between the institutions holding these items and those charged with preparedness. This poster will introduce PEMA to discuss the ReadyPA.gov program and hazard mitigation efforts that can assist libraries and other institutions to prepare and recover from disasters.
Today’s Teens, or Programming without Pizza

Jackie Cannon, Teen Program Coordinator, Frank Sarris Public Library

We plan to survey 100 teens from the Canon-McMillan School district and play Family Feud or “Library Feud” for the first part of the session. Afterward, we will talk about what teens want and how life for the American teen has changed over the years. We will close with a Power Point presentation of teen programs.

Sponsor: Youth Services Division

PA’s New Library Code: Update and Conversation

State Librarian, Stacey Aldrich and her staff are developing draft regulations to implement Pennsylvania’s revised Library Code passed in 2012. Join her for an update on where things stand and a conversation about the Library Code regulations and the future of library services in Pennsylvania.

Sponsor: Office of Commonwealth Libraries

For Me, For You, For Later: Financial Literacy for Very Young Children

Laura Brecher, PNC Project Coordinator, Luzerne County Library System

Librarians have the opportunity to lay the groundwork for lifelong financial literacy by incorporating concepts of earning, saving, spending and sharing money into story hours for three to five year old children. A two-year grant from the PNC Foundation enabled the Luzerne County Library System to offer such programs to children in daycare and library settings. Using materials designed by Sesame Workshop, story hours were held that encouraged parents and children to complete activities so the child could earn play money. At the program’s conclusion, children were able to “buy” gifts from the store set up just for them.

Sponsor: Youth Services Division

Project Management 101

Julia McGinnis, Technical Services Librarian, California University of Pennsylvania

This session will demonstrate how to break down a major (or minor) project into manageable steps, how to plan for worse case scenarios and how to maintain your sanity. Different types of projects including system upgrades, reclassification, and collection shifting will serve as examples. Project creep and escalation will also be addressed.

Sponsor: Library Administration & Management Round Table

Digitization and Access to the Art and Artifact Collections at Bryn Mawr College

Marianne Weldon, Collections Manager for Art and Artifacts, Bryn Mawr College

This talk will be an overview of how Bryn Mawr College’s Art and Artifact Collections have been made accessible online. The presentation will include information on how we organized and set up our database utilizing a variety of standardized vocabularies that worked best with our collections. Additionally, the talk will cover our procedure for teaching students to do documentation photography, and all of our standards documents created.

Sponsor: Preservation Round Table

Family History Night at the Library: Marketing and Project Ideas for Your Local History/Genealogy Collection

Rhonda Clark, Assistant Professor of Library Science, Clarion University
Nancy Clemente, Suhr Library Supervisor, Clarion University
Linda Cheresnowski, Suhr Library, Clarion University

Want to raise awareness of your local history/genealogy collection? Want to connect with the public with innovative programming on local topics? Come to this session that gets you to brainstorm and share ideas, after hearing models and best practices from the speakers. Ideas include creative crafts for kids with genealogy and family photos, setting up a quick digital family history exhibit, hosting oral history night, preservation of family memorabilia and more.

Sponsor: Public Library Division

Hire Right the First Time

Tracy Carey, Director of Public Services, Centre County Library and Historical Museum

This session will cover how to strategically prepare, advertise, interview, and hire the right personnel, the first time. Learn techniques to streamline your search process, break out of the “same old interview questions” box and find the best match for your organization.

Sponsor: Membership Committee

Curriculum Mapping as Strategy and Structure

Char Booth, Instruction Services Manager and E-Learning Librarian, Claremont Colleges (CA); ACRL Immersion Program Faculty Member

In an increasingly resource-strapped and assessment focused world, it is critical for academic librarians and libraries to investigate the learner experience at their respective institutions in order to align their instructional efforts directly to the curriculum. This presentation will discuss approaches to investigating academic communities of practice in order to prioritize services and develop targeted instructional initiatives from the individual to the organizational level.

Sponsor: College & Research Division

Poster Session Descriptions

See page 18 for poster session descriptions.
**POSTER SESSIONS TUESDAY, OCTOBER 22, 12:45 – 1:45 P.M.**

**Homeschooling Away from Home, Creating Successful Programs in the Library**

*Anny Laepple, Youth Services Manager, Haverford Township Free Library*

Engage with your homeschooling community by forging relationships that result in exciting programs and increased circulation! This session will highlight HTFL's top programs for this dynamic group.

**Revising Wellness within the Library**

*Cathy Sirochman, Director, Carnegie Free Library*

Healthy eating and wellness is a current trend and improving your communities’ health literacy by rethinking the role of the Library as a collaborator and advocate to make healthy lifestyle changes over time instead of temporarily following current movement by highlighting alternative activities to support and explore health and wellness topics.

**TechWAGGIN: Technology Training for Front-Line Library Staff**

*Jackie Wright, Digital Services Manager, Citizens Library & District Center/WAGGIN*

*Katy Pretz, Administrative Assistant, Washington County Library System/Citizens Library/WAGGIN*

“TechWAGGIN” is a technology training initiative for public libraries in Washington and Greene Counties in Southwest Pennsylvania. The online pilot ran February-May 2013. Topics are aligned with the EDGE Benchmarks and the PA Forward Literacies. More information can be found at www.techWAGGIN.wordpress.com.

**Beyond the Book: Integrating Technology into Homeschool Programs**

*Deborah Priore, Senior Librarian, Children’s Department, Carnegie Library of Pittsburgh—Main*

*Deborah El, Library Assistant, Children’s Department, Carnegie Library of Pittsburgh—Main*

This program series for the homeschool community encourages creative explorations on a variety of topics. Each week features books and resources with an emphasis on technology, discussion, and hands-on activities.

**If It’s Happening, it is here! Learn How to Build/Develop a Community Calendar**

*Barbara McGary, Executive Director, James V. Brown Library*

*Melissa Rowse, Assistant Director, James V. Brown Library*

Learn how a public library used an LSTA grant to develop an online community event calendar for their community.

**Read It & Eat It**

*Bronwen Gamble, Assistant Director & Youth Services Supervisor, Reading Public Library*

Highlighting PA Forward’s Health Literacy, kids read a story & make their own healthy snacks. Recipes collected in a family cookbook. Kale tacos, apple donuts and more!

**Not Your Grandmother’s Computer Class!**

*Jessica Holton, Reference Librarian, Haverford Township Free Library*

We’ll explore what we found to work, and not work, in promoting digital literacy and meeting the public’s needs while accommodating our library’s limited staff, budget, and technology.

**I Got a Fellowship—You Could Too!**

*Suzi Wackerbarth, Cataloging Librarian, Northland Public Library*

I am a public librarian, not a scholar. However, I spent this May in Florida studying rare children’s books. I will talk about keys to a good fellowship application process.

**Puppets to Go: Community Use & Arts Engagement**

*Charity Leonette, Marketing & Community Partnerships Coordinator, Allegheny County Library Association*

*Sara Eckelberry, PittPartner, Allegheny County Library Association*

*Elaine Volpe, Head of Youth Services, Bethel Park Public Library*

*Anita Greene, Library Director, Braddock Carnegie Library*

Through a creative partnership between public libraries and a local artist, handmade giant puppets are now available for checkout with a library card in Allegheny County.

**StoryWalk @ Scranton: At the Pond: Who’s Been Here? In the Woods: Who’s Been Here?**

*Laureen Maloney, Head of Children’s Services, Lackawanna County Children’s Library*

*Elizabeth Davis, Digital Librarian, Scranton Public Library*

A unique way for families to enjoy reading, exercise, and nature at the same time. Follow the trail and read the story!

Original StoryWalk® created by Anne Ferguson, Montpelier, VT

**Bring Science to Life: NASA Programs @ Your Library!**

*Melanie Ramsey, Director of Youth and Children’s Services, Hollidaysburg Area Public Library*

Partner with the National Aeronautics and Space Administration (NASA)’s educational division to present educational programming about the Jupiter mission, including programs titled “Jump Start Jupiter”, “Jiggly Jupiter”, and “Weather Stations!”

**What Do I Read Next?: Painless Reader’s Advisory**

*Anita Ditz, Head of Children’s Services, Schlow Centre Region Library*

Provide great book recommendations with minimal staff time. Share picture books via displays that reinforce early learning standards and facilitate parent/child conversations. Browse the “Read Alikes” notebook that engages school age readers with bright graphics and tantalizing descriptions. Take away templates and sample lists.
2:15–3:30 p.m.

**PaLaRaP Update: Growth and Reader Response During the First Year**

*Tom Reinsfelder*, Assistant Librarian, Pennsylvania State University, Mont Alto Campus; *John Barnett*, Scholarly Communications Librarian, University of Pittsburgh; Co-Editor, PaLaRaP

Members of the editorial board will present a report on PaLaR’s new online journal, *Pennsylvania Libraries: Research & Practice*, discussing its growth and development, as well as reader response in the first year. Panelists will also discuss a number of possibilities for adding new content and features to the journal. Attendees are encouraged to share feedback and ideas as we work to produce a better publication.

*Sponsor: College & Research Division*

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**Branching Out into K-8 Public Schools: Behind the Scenes of a Successful Summer Reading Partnership**

*Bonny Yeager*, BLAST School Outreach Specialist, Carnegie Library of Pittsburgh

*LeeAnn Anna*, Teen Services Coordinator, Carnegie Library of Pittsburgh

*Andy Yeung*, BLAST School Outreach Specialist, Carnegie Library of Pittsburgh

*Dani Boyd*, BLAST School Outreach Specialist, Carnegie Library of Pittsburgh

Building strong partnerships with local public schools can be tricky. In this workshop, we’ll highlight Carnegie Library of Pittsburgh’s annual outreach to the Pittsburgh Public School’s Summer Dreamers Academy, a program that reaches over 2,500 children and teens during the summer months. We’ll take you behind the scenes, covering our timeline, expectations, and our process for evaluating the partnership. We’ll be sure to include all the helpful tips and tricks we’ve learned along the way. The second portion of the session will be spent at hands-on programming stations, so you can walk away with some engaging ideas for next summer!

*Sponsor: Youth Services Division*

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**I Feel Like a Detective: Using Archives to Actively Engage New Users**

*Doris Malkmus*, Outreach Coordinator, Special Collections Library, Pennsylvania State University

*Matt Herbison*, Public Services Archivist, Drexel University College of Medicine

*Rachel Grove Rohrbaugh*, Archivist and Public Services Librarian, Chatham University

Accessing archives can be intimidating, especially for new users, but research with these materials (photographs, letters, newspapers, and more) can be a fascinating and rewarding experience. Archives are ideally situated to help users — students in particular — find their inner-detective and develop critical thinking skills. This workshop will present basic methods for introducing your different audiences to both online and traditional archives. While focusing on students (K-12 and undergraduate), these approaches have proven effective for diverse patron types. Speakers will discuss specific resources for archival instruction, show how primary sources fit with new teaching standards, and give examples of hands-on activities.

*Sponsor: Preservation Round Table*

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**Highlights in Pennsylvania Library History: Part 2**

*Bernadette Lear*, Behavioral Sciences and Education Librarian, Pennsylvania State University, Harrisburg Campus

*Mark Podvia*, Associate Law Librarian, Dickinson School of Law

Following last year’s successful program, Bernadette Lear and Mark Podvia return to tell three entirely new stories about the history of librarianship in Pennsylvania. This time, Lear will introduce Hannah Packard James (1835-1910), Wilkes-Barre’s first public librarian and a founder of PaLa. Podvia will then describe the history of county law libraries, once accessible only to attorneys and now open to the public. Lear’s second presentation, “Libraries For the Duration,” will showcase the surprising range of library activities during World War II as revealed through records recently uncovered in PaLa’s archives.

*Sponsor: Public Library Division*

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**Supporting a Healthy Community**

*Lydia N. Collins*, Consumer Health Coordinator, National Network of Libraries of Medicine, Middle Atlantic Region

This session will examine the health information needs of consumers, explore the role of librarians in helping citizens make better health care decisions, and identify reliable health information resources for building health literacy from the National Library of Medicine and other reputable agencies. Come and learn about your Regional Medical Library, and the training and resources available.

*Sponsor: PA Forward*

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**Manage All Your Reference Needs Using QuestionPoint with Ask Here PA**

*Vince Mariner*, Deputy Director, HSLC

*Cindy Pitchon*, Director of Public Services, HSLC

Need a management solution for chat, in-person, and e-mail reference services? Would your library like a customizable live chat widget and a local chat queue to serve your patrons anytime? Want the statistics and reports available from a single web-based interface? Ask Here PA utilizes QuestionPoint software and provides free access to the software in return for staffing Ask Here PA. The unique links provided from your website capture local use statistics. Text reference service is an available option! Attend this session to learn more about utilizing QuestionPoint with Ask Here PA and working cooperatively with other PA libraries.

*Sponsor: Electronic QuestionPoint with Ask Here PA Round Table*

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**Show Me the Money! Grants and Proposal Writing for Libraries**

*Kate Flewelling*, Outreach Coordinator, National Network of Libraries of Medicine, Middle Atlantic Region

This session will give attendees the tools to start finding funding for new projects. Designed for beginning grant proposal writers, this session presents a general overview of the grant and funding processes as well as the level of detail required in a successful proposal. Each component of the grant writing process will be addressed, including: documenting the need; identifying the target population; writing measurable objectives; developing a work plan, an evaluation plan and dissemination plan. Resources for finding funding opportunities will also be covered.

*Sponsor: Public Library Division*

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2:15–5:00 p.m.

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19
TOUR OF FALLINGWATER

Built over a waterfall, Fallingwater is one of the most unique homes in the world, and it needed people just as unique to make it happen. Edgar Kaufmann, Sr., was a highly regarded Pittsburgh businessman and owner of Kaufmann’s Department Store. Edgar Kaufmann, Jr., only son of Edgar and Liliane Kaufmann, became the catalyst for the union of the Kaufmanns with Frank Lloyd Wright, an aging architect, desperate to prove that his best years were not behind him, which resulted in one of the greatest architectural triumphs of the 20th century. Fallingwater was used as the Kaufmann family retreat until the early 1960’s when, following his father’s wishes, Edgar Jr., turned the home, along with several hundred acres of land, to the Western Pennsylvania Conservancy. Fallingwater is the only Wright-designed house open to the public with its furnishings, artwork, and setting intact—a “must see”! Transportation to be provided via local school buses.

Pre-registration required.

3:45–5:00 p.m.

Increasing Student Engagement: Embedding in Undergraduate Research Experiences

Jeffrey Knapp, Reference & Instruction Librarian, Pennsylvania State University, Altoona Campus
Nicholas J. Rowland, Assistant Professor of Sociology, Pennsylvania State University, Altoona Campus

In a time of tightening budgets and calls for increased student-centeredness in academia, college libraries need to find more concrete ways to demonstrate their effectiveness. Librarian Jeff Knapp has joined with sociologist Nicholas Rowland, who runs a cohort-based, undergraduate research experience in the social sciences, and is being woven into all activities, from design to implementation, including co-teaching seminar meetings and working closely with lab students. They will present their experience, followed by a discussion with attendees on other non-traditional ways librarians can demonstrate, and hopefully increase, their effectiveness.

Sponsor: College & Research Division

2:15–6:15 p.m.

Children’s Choice Awards

Kristen Rama, Youth Services Coordinator, Allegheny County Library Association
Amy Cribbs, Academic Events Specialist, Allegheny Intermediate Unit
Elaine Volpe, Youth Services Librarian, Bethel Park Public Library

Children’s Choice Awards is a county-wide, collaborative program that encourages tweens in grades 3-6 to read popular books, vote for their favorites, and participate in a special literacy event each spring. There are a variety of activities at the event including author sessions and a battle of the books. This program is a partnership between the Allegheny County Library Association and the Allegheny Intermediate Unit. Registration increased from 250 to 425 between 2012 and 2013. Schools in 14 districts work together with public libraries to provide comprehensive programming for students and families, including mini-award programs at local libraries. Visit RCoClubhouse.org.

Sponsor: Youth Services Division

How to Listen to Your Patrons: Maximizing the Value and Outcomes of Library and Technology Services through Community Insight

Samantha Becker, Research Manager, U.S. IMPACT, University of Washington Information School

Collecting data on patron use and needs for library and technology services is critical to providing valuable services to your community. This session discusses how to efficiently collect data through interviews, focus groups, and surveys, and how to use that data for strategic planning and advocacy efforts. The session will also introduce the audience to the Impact Survey, a tool designed by the University of Washington Information School to help libraries easily survey their patrons. The session will be led by Samantha Becker, a public library researcher and creator of the Impact Survey.

Sponsor: Public Library Division

Preservation through Digitization

Amy Hanley, Director, Meyersdale Public Library
Cynthia Mason, Archivist, Meyersdale Public Library
Carolyn McKinney, Independent Contractor, Meyersdale Public Library

The Meyersdale Public Library is a rural library in Somerset County. Because local history is extremely important to our patrons, we employ a full-time genealogist. As a small library, we have successfully completed several preservation and digitization projects. The first half of the session will focus on the library’s cemetery location project, which involved trekking through Somerset County’s farms and forests in search of more than 600 cemeteries. The second half will focus on an LSTA photograph digitization project to make Somerset County’s history come alive online. Participants will learn how to efficiently collect data through interviews, focus groups, and surveys, and how to use that data for strategic planning and advocacy efforts. The session will also introduce the audience to the Impact Survey, a tool designed by the University of Washington Information School to help libraries easily survey their patrons. The session will be led by Samantha Becker, a public library researcher and creator of the Impact Survey.

Sponsor: Preservation Round Table

Building Effective Media Relations

Teri Henning, Executive Director, Pennsylvania NewsMedia Association

Learn how to develop successful relationships with print, broadcast, and online media to tell your library’s story; reach key audiences, create partnerships, and effectively serve your community.

Sponsor: PA Forward
PALS Showcase and Social

The PaLA Academy of Leadership Studies (PALS) is a program that has offered new librarians from all over the state of Pennsylvania a chance to develop the skills they need to be leaders, both at the chapter and state level, regardless of their current professional title. Several classes of librarians have graduated from this program and have gone on to do great things for PaLA. Specifically, the graduates of 2012 have completed group projects aimed to produce an end product that will directly benefit their colleagues and fellow PaLA members. During this session, PALS 2012 graduates will present poster sessions demonstrating the result of their group projects. In addition, former PALS attendees will be invited to share their experiences since graduating from PALS and offer advice on how to get more involved in PaLA.

Sponsor: PaLA Academy of Leadership Studies (PALS)

ALL-CONFERENCE RECEIPTION AND BANQUET

This prestigious conference event begins with the Pre-Banquet social hour from 6:00 – 7:00 p.m., to feature musical entertainment and light hors d’oeuvres. The banquet will follow the reception, and includes the presentation of PaLA’s Distinguished Service Award and a keynote presentation by acclaimed author, Andre Dubus III. He is the author of a collection of short fiction, The Cage Keeper and Other Stories, and the novels Bluesman, and New York Times bestsellers, House of Sand and Fog and The Garden of Last Days. His memoir, Townie, published in 2011 has been included on many “Top Ten Non-Fiction Book” lists. His newest book, Dirty Love, is to be published this fall. An evening with this talented, engaging author is sure to be a highlight for conference attendees.

Pre-registration required.

6:00–9:30 p.m.

TIPS FOR JUSTIFYING YOUR CONFERENCE ATTENDANCE TO YOUR BOARD OR SUPERVISOR

Library budgets have indeed taken a hit over the past few years, but the modest increase in the most recent budget has us hoping that the tide has turned. But budgets are still lean, 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, more than 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. The PaLA Conference is likely to be the better bargain.

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.

Easy, fast and secure online registration for the conference is available at www.palibraries.org. By registering online you will avoid the $10 processing fee, saving you even more! See you at the Springs!
8:00 – 8:45 a.m.
Unit Business Meetings
To be announced.

8:00 – 9:00 a.m.
Past Presidents Breakfast
By invitation only.

8:00 – 10:00 a.m.
Un-Conference Session
The un-conference is an innovative type of conference programming where session attendees are the presenters! Attendees decide on the topics to be discussed, then break up into small groups to discuss, gather information, share ideas and attempt to solve the issues raised. At the end of the session, summaries of the group discussions will be shared for the benefit of the full group. It’s collaboration at its best!
Sponsor: Un-Conference Committee

8:00 – 12:00 a.m.
CAREER CENTER
See Page 7 for Career Center activities and programs.

9:00 – 10:15 a.m.
Overcoming Our Legacy: Courageous Explorations Above and Beyond the “One-Shot” Session
Rachel W. Gammons, Learning Design Librarian, Millersville University
If we take away what we “know” about the limitations and benefits of one-shot library instruction—what would be left? If we stopped manufacturing “teachable moments”—where might we find them? Leave your preconceptions at the door and come join an aggressively positive conversation about the possibilities of instruction beyond the classroom walls. Share insights, innovations, and inspiration. Take home some new ideas. Come prepared to contribute and explore!
Sponsor: College & Research Division

“Grantful” for YALSA: The Basics of YALSA Grants
Patty Zion, Library Assistant, Rebecca M. Arthurs Memorial Library
Karl Rebon, YA Coordinator, Rebecca M. Arthurs Memorial Library
Hear how a small rural library received and implemented YALSA/Dollar General grants two years in a row. Application procedures, tips, and program ideas for the $1000 teen summer reading and internship grants (for libraries located near a Dollar General Store) will be discussed.
Sponsor: Youth Services Division

Basics of Employment Law: At Will Employment and Exceptions
Alan Carlos Blanco, Esq, Attorney, Rothman Gordon, P.C.
The session will present an analytical framework for understanding the employment relationship. We will cover what it means to be an employee at will, the most typical type of employment relationship. We will also cover the major exceptions to at will employment with a focus on those most important to libraries. The focus will be practical so that high risk situations can be identified.
Sponsor: Public Library Division

Connecting Unconventionally
Corinne Brumbach, Children’s Librarian, Wyomissing Public Library
Learn the secrets, successes and unconventional methods to network and collaborate with members of your community to benefit your library. Making the appropriate contacts will aid your library with creative programming, increased statistics, financial success, and your library’s positive rapport in the community. There’s great value in honing a friendly relationship with the postal window clerk, the local Etsy shop owner, the local boutique owner and many more. Networking is not exclusive to library directors, thus this session is appropriate for anyone linked to a public library; circulation desk staff, board members, children’s librarians, etc.
Sponsor: Rural & Small Libraries Round Table

RDA Lite for School and Public Libraries
James Maccaferri, Associate Professor, Clarion University of Pennsylvania Dept of Library Science
This hands-on workshop will introduce school and public librarians to creating RDA core-level records. It will cover description, assignment of access points, and formulation of authorized access points for print and non-print material.
Sponsor: Technical Services Round Table
### Geeks Bearing Gifts: Unwrapping New Technology Trends

**Missy Harvey, Technology & Communications Coordinator, National Network of Libraries of Medicine, Middle Atlantic Region**

This session is intended to provide a fun, fast-paced, and informative introduction to, and update on, today’s hottest technology trends. Program participants will be able to identify technology trends and they will understand how these trends will impact or can be integrated into traditional library services: [http://nnlm.gov/training/geekgifts/](http://nnlm.gov/training/geekgifts/).

*Sponsor: Electronic Resources Round Table*

### 9:00–11:45 a.m.

#### Gimme Five: A Showcase of Five Literacies Practices

**Kathy A. Silks, Project Manager, PA Forward**

This lightning round of PA Forward best practices will offer brief activity presentations by public and academic librarians, sharing programs, events, services, and other model activities that bring each of PA Forward’s five literacies to life. Attendees will have the opportunity to share their own activities, ideas, and questions.

*Sponsor: PA Forward*

### 10:30–11:45 a.m.

#### Pennsylvania Law: Basic Legal Research Skills for Librarians

**Laura Ax-Fultz, Access Services Librarian, Penn State Dickinson School of Law**

This session will provide an overview of Pennsylvania law using free online resources. It will be useful for all librarians and can be used for educational purposes, reference transactions, and scholarly research. No prior knowledge, beyond basic civics, is necessary. The program will discuss the structure of law in Pennsylvania, online free Pennsylvania legal resources, and a suggested list of key online resources for Pennsylvania law.

*Sponsor: College & Research Division*

### Transplanting E-Books into a Print Book Workflow

**Joan Janosko, Collection Development/E-Resources Librarian, Indiana University of Pennsylvania**

**Theresa McDevitt, Outreach Librarian, Indiana University of Pennsylvania**

**Jin Pang, Acquisitions Serials Librarian, Indiana University of Pennsylvania**

Academic libraries buy books. New e-Books have a variety of purchasing models: individualized collections, consortial collections, individual purchase, DDA/PDA, consortial DDA/PDA, subscription and loan models. Libraries must choose appropriate models for their institutions and develop new technical processes to accommodate this new format and new marketing techniques to promote them. This session will discuss one academic library’s experiences with e-books, concentrating on current ordering and processing through a book approval vendor and marketing techniques to help introduce this new format to their academic constituents. Time will be available to share other libraries’ experiences with e-books.

*Sponsor: Technical Services Round Table*
Seven Springs Mountain Resort, a four-season resort located in southwestern Pennsylvania, is easily accessible from the Pennsylvania Turnpike and offers top-notch conference facilities. PaLA has reserved a block of rooms at Seven Springs at the conference rate of $134/night plus 9% occupancy taxes. To make a reservation:

Call 866-437-1300 and ask for a room in the Pennsylvania Library Association block.

Note: The conference block expires at midnight EST on September 19, 2013. Reservations received after this date will be subject to prevailing room rates and availability.

PaLA encourages conference attendees to reserve a room in the PaLA room block. Doing so will help PaLA meet its obligation to the hotel and will prevent the possibility of additional fees and penalties. What's more, higher lodging pick up will put us in a better bargaining position as we negotiate hotel rates for future conferences. Thank you for your cooperation.
Conference Registration • October 20 – October 23, 2013

Complete one form per person — register online at www.palibraries.org or complete and mail to:
PaLA Headquarters, 220 Cumberland Parkway, Suite 10, Mechanicsburg, PA 17055

>>> Forms must be postmarked by October 15.
On-site registration will be required after October 18.

Please note that a $10 processing fee, per registration, will be assessed for all paper registrations.

Name (as it should appear on your name badge): __________________________________________________________
☐ Check here if you would like to receive a supply of business cards for use in the exhibit hall.
☐ I would like to be excluded from receiving vendor information on show specials, invitations, or product information.

Library: __________________________________________________________ Title/Position: ___________________________________________

Mailing Address: ____________________________________________________________________________________________

City: __________________________________ State: ______ Zip: ______

Phone: ___________________________ Cell: ___________________________ Email: ___________________________

Type of Library: Public ☐ Academic ☐ School ☐ Special (Corporate, Medical, Law) ☐ Other: ___________________________

Are you a PaLA Personal Member? ☐ Yes ☐ No Are you a new PaLA Member for 2013? ☐ Yes ☐ No
Are you a PSLA Member? ☐ Yes ☐ No (PSLA Members are invited to register at the PaLA Member rate.)
Are you a PCBL Member? ☐ Yes ☐ No (PCBL Members are invited to register at the PaLA Member rate.)

Special Needs/Emergency Contact
Please Indicate if you have a disability requiring special materials or services: __________________________________________

In case of emergency during the conference, please contact:
Name: __________________________________________________________________________ Phone: ___________________________

Conference Registration Fees

Paper registrations will incur a $10 per registration processing fee.

>>> REGISTER ONLINE FOR LESS at www.palibraries.org! <<<

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Tours

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<td>☐ Tour of Flight 93 Memorial (Sunday afternoon)</td>
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<td>☐ Tour of Fallingwater (Tuesday afternoon)</td>
<td>$30</td>
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Save $10! Register Online www.palibraries.org
Meal Events

- Full conference registration includes admission to any two breakfast or lunch events.
- Additional meal events over the two included with full registration may be selected for the fee indicated.
- Daily registrants should register and pay the fee(s) indicated below for desired meal events.
- Note: Wednesday-only registration includes the Closing Luncheon.
- Please note that pre-registration is required for all meal events.
- Options for alternate meals to address food allergies and preferences will be available, but will be chef's choice.

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<td>Best Practices Breakfast (Sunday)</td>
<td>□ Bagel &amp; Smoked Salmon (Served with chive cream cheese and hash browns) □ Fresh Fruit Plate with flavored yogurt and granola</td>
<td>$22</td>
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<td>Trustee Division/PCBL Awards Luncheon (Sunday)</td>
<td>□ Stuffed Breast of Chicken (Boneless breast gently stuffed with a traditional herb bread dressing) □ Vegetarian □ Gluten Free</td>
<td>$25</td>
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<tr>
<td>Mountain Barbecue (Sunday)</td>
<td>□ Hamburgers, Hot dogs, Barbecue Chicken, a Vegetarian Entrée, house-made salads including coleslaw, fresh greens, potato salad and macaroni salad.</td>
<td>$30</td>
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<tr>
<td>Public Library Division Breakfast (Monday)</td>
<td>□ Laurel Highlands Breakfast Buffet (Sliced fruit &amp; melon display, fluffly scrambled eggs, crisp bacon, link sausage, home-fried potatoes, assorted breakfast pastries, assorted cold cereals, granola, assorted fruit juices.)</td>
<td>$22</td>
</tr>
<tr>
<td>Carolyn W. Field Award Luncheon (Monday)</td>
<td>□ Scampi Style Chicken (Sautéed breast served on a bed of Swiss chard in a light garlic butter sauce) □ Vegetarian</td>
<td>$25</td>
</tr>
<tr>
<td>PCCLC Luncheon (Monday)</td>
<td>□ Scampi Style Chicken (Sautéed breast served on a bed of Swiss chard in a light garlic butter sauce) □ Vegetarian</td>
<td>$25</td>
</tr>
<tr>
<td>College &amp; Research Division Luncheon (Tuesday)</td>
<td>□ Rosemary Chicken (Boneless breast gently sautéed and finished with a robust herb sauce) □ Vegetarian</td>
<td>$25</td>
</tr>
<tr>
<td>All-Conference Dinner (Tuesday)</td>
<td>Not included with conference registration, additional fee applies. □ Beef Tenderloin (Aged beef tenderloin seasoned and grilled, served with a bordelaise sauce) □ Herb Crusted Salmon Filet (Oven roasted fresh salmon filet topped with a mixture of herbs &amp; Japanese bread crumbs) □ Vegetarian</td>
<td>$40</td>
</tr>
<tr>
<td>Closing Luncheon (Wednesday, included with Wednesday or full conference registration)</td>
<td>□ Roast Beef Jardinere (Slow roasted, served with a mirepoix of julienne vegetables &amp; pan gravy) □ Vegetarian</td>
<td>$25</td>
</tr>
</tbody>
</table>

Registration Policies & Deadlines

1. Early registration must be postmarked by September 6, 2013. Registrations postmarked after this date will be invoiced if appropriate fee is not remitted.

2. Regular registration must be postmarked by October 15, 2013 or received by October 18. Registrations postmarked after this date will not be accepted - on-site registration will be required. Note: The availability of meal & tour tickets can’t be guaranteed for on-site registrations.

3. In order to register as a PaLA member, 2013 dues must be paid in full at the time of registration. Institutional membership does not entitle employees of the institution to register as members; the non-member rate will apply, unless PaLA BUCKS are used.

4. Refunds of registration fees must be requested in writing before October 15, 2013. Refunds of registration fees must be requested in writing before October 15, 2013. A $25 processing fee will be applicable for all registration cancellations.

5. Cancellation of meal reservations must be made before October 15, 2013 and will be subject to a $10 processing fee unless included with a full registration cancellation. No refunds can be given for meals cancelled after October 15.

6. No receipts will be sent for pre-registration payments. A receipt will be included in your registration packet.

Payment Information

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Registration Fee</td>
<td>$________</td>
</tr>
<tr>
<td>Tour Fee(s)</td>
<td>$________</td>
</tr>
<tr>
<td>Meal Event Fee(s)</td>
<td>$________</td>
</tr>
<tr>
<td>Paper Processing Fee</td>
<td>$10.00</td>
</tr>
<tr>
<td>Contribution to offset conference program expenses (optional)</td>
<td>$________</td>
</tr>
<tr>
<td>Total Amount Due PaLA</td>
<td>$________</td>
</tr>
</tbody>
</table>

My check # _________ for $ _________ is enclosed.

I would like to pay by [ ] VISA [ ] MasterCard [ ] Discover
Account # ____________________________
Expiration Date __________ Card Verification # ________
Amount $ _________
Signature ____________________________

Photography Release Information

Photographs will be taken during the 2013 PaLA Annual Conference. Conference participants attending the event are advised that their attendance grants all rights of permission for non-commercial purposes, including possible publication in the PaLA Bulletin, Exhibitor Prospectus and on the PaLA website.

Anti-Harassment Policy

PaLA is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, or religion. We do not tolerate harassment of conference participants in any form. Conference participants violating these rules may be sanctioned or expelled from the conference [without a refund] at the discretion of the conference organizers.
Program Sessions Schedule

To aid in our planning and session room assignments, please indicate which session(s) you plan to attend and return with your conference registration form (some titles have been abbreviated). Registration for meals and tours should be completed on the previous page.

**Sunday, October 20**

2:00 – 3:00 p.m.
- Building Bridges & Building Cultures
- The Bus Stops Here
- Poetry Power
- Small, Medium & Large Library Renovations
- Making Friends in the Community
- Measuring the Success of the Knowledge Commons

2:00 – 4:15 p.m.
- Governor’s Advisory Council Open Forum

3:15 – 4:15 p.m.
- Learning Commons: Re-envisioning the 21st Century Academic Library
- So Many Children’s Books, Which Do I Choose?
- Connecting Your Community with Jobs
- In Search of the White Whale
- Your Library as a Tourist Destination
- Silver Bullets & Advocacy in the Real World

3:15 - 5:30 p.m.
- Un-conference Session

4:30 – 5:30 p.m.
- New Model for Faculty/Librarian Collaboration
- Can You Say Multitask?
- A Most Epic Event: Partnering with Townships
- Pricked Pinkies, Peas & Poisoned Apples
- Fast and Furious: Racing to Reach Online Learners
- Making Every Book Count

4:30 – 5:00 p.m.
- Conference 101

7:45 – 10:00 p.m.
- President’s Program & Dessert Reception

**Monday, October 21**

9:00 – 10:15 a.m.
- Connecting First-Year Students and Academic Libraries
- We Are All in this Together
- Juggling Fiction and Non-Fiction
- Marketing Your Library: 60 Ideas in 60 Seconds
- SPARK Update
- Help! I’m in Charge: Supervisory 101
- Children’s Author Panel
- Senior Spaces: PA Style

9:00 – 11:45 a.m.
- Re-Imagining Public Library Programming & Promotion

10:30 – 11:45 a.m.
- Engaging Users with Interactive Displays
- Super Science @ Your Library
- Crisis? What Crisis?
- Beg, Borrow Steal: Cool Ideas for Your Library
- Talking the Talk: PA Forward as a Persuasion Tool
- Getting by with Google?
- YA Author Panel
- Boomer-ize Your Library

2:00 – 3:15 p.m.
- Career Center: How to Craft a Résumé that Results in an Interview
- You’ve Got Them, Now Get Them Involved
- Outside the Box Programming
- Put Down That Book! Storytelling
- Not Your Grandmother’s Library
- Catch the Weeding Bug
- The Edge Initiative in PA Libraries
- Adult Author Panel

2:00 – 4:00 p.m.
- PaLA Performers Showcase

5:00 – 6:15 p.m.
- PaLA Annual Business Meeting

8:30 - 10:00 p.m. Resort Activities
- Bowling
- Miniature Golf
- Team Trivia

**Tuesday, October 22**

8:00 – 10:00 a.m.
- Un-conference Session

9:00 – 10:00 a.m.
- Student Veterans and the Academic Library
- Building Your Own “Book Bunch”
- Raising Awareness & Making Connections
- Capture All the URLs
- Moving PA Forward with Money Smart Week
- Effective & Efficient: Interlibrary Delivery Service
- The Good, the Bad, the Ugly

11:00 a.m. – 12:00 p.m.
- Keeping Them Safe
- Today’s Teens, Programming without Pizza
- PA’s New Library Code
- Financial Literacy for Very Young Children
- Project Management 101
- Digitization & Access to the Art and Artifacts Collections
- Family History Night at the Library
- Career Center: Hire Right the First Time

2:15 – 3:30 p.m.
- PaLRaP Update
- Branching Out into K-8 Public Schools
- Highlights in PA Library History
- I Feel Like a Detective: Using Archives…
- Supporting a Healthy Community
- Manage All Your Reference Needs Using QuestionPoint…

2:15 – 5:00 p.m.
- Show Me the Money!

3:45 – 5:00 p.m.
- Increasing Student Engagement
- Children’s Choice Awards
- How to Listen to Your Patrons
- Preservation through Digitization
- Building Effective Media Relations
- PALS Showcase & Social

**Wednesday, October 23**

8:00 – 10:00 a.m.
- Un-conference Session

9:00 – 10:15 a.m.
- Overcoming Our Legacy
- “Grantful” for YALSA
- Basics of Employment Law
- Connecting Unconventionally
- RDA Lite for School & Public Libraries
- Geeks Bearing Gifts

9:00 – 11:45 a.m.
- Gimme Five: Showcase of 5 Literacies Practices

10:30 – 11:45 a.m.
- PA Law: Basic Legal Research Skills
- One Year of the Labs @ CLP
- Employment Policies & Handbooks
- How the Library Helps Prevent Social Isolation among the Elderly
- Stand Up & Participate: Incorporating Active Learning…
- Transplanting E-books into a Print Workflow
- Career Center: Building Relationships & Partnerships
Interaction between conference attendees and exhibitors is crucial for the success of the conference and benefits all. For this reason, PaLA has set aside a generous amount of “no conflict” time to make sure you have plenty of time to visit the exhibits. “Exhibits Only” passes will be available for purchase at the PaLA Registration Desk for individuals who are not registered for the conference. Free passes are available through some member libraries or registered exhibitors – contact our favorite vendor and ask for a pass!

2013 Exhibit Hall Activities

**Monday, October 21**

- **12:00 p.m. – 1:30 p.m.** Exhibits Grand Opening Lunch (complimentary)
- **12:45 p.m. – 1:45 p.m.** Exhibitor Showcases
  - More in-depth presentations about new products or services for your library.
- **3:30 p.m. – 4:45 p.m.** Exhibits Afternoon Break/No Conflict Time
  - Visit the Exhibits! No sessions scheduled. Refreshments available.
  - Exhibitor Showcases
  - More in-depth presentations about new products or services for your library.
- **4:45 p.m.** Raffle Prize Drawing
  - Be sure to deposit your exhibitor-supplied raffle tickets for the chance to win a great prize! You must be present to win.

**Tuesday, October 22**

- **10:00 a.m. – 11:00 a.m.** Exhibits Mid-Morning Break/No Conflict Time
  - Visit the Exhibits! No sessions scheduled. Coffee service available.
  - Exhibitor Showcases
  - More in-depth presentations about new products or services for your library.
- **12:15 p.m. – 1:45 p.m.** Walk-Around Lunch in the Exhibit Hall (complimentary)
- **2:00 p.m.** Raffle Prize Drawing
  - Last call for prizes! Be sure to deposit your exhibitor-supplied raffle tickets for the chance to win a great prize! You must be present to win.

Exhibitors (As of July 15, 2013)

- 3M Library Systems
- ABDO Publishing Company
- Alan Irvine & Joanna Demarest, Storytellers
- Baker & Taylor, Inc.
- Bound to Stay Bound Books
- Boyds Mills Press
- Britannica Digital Learning
- Capstone
- Clarion University of PA
- Combined Book Exhibit
- Commonwealth Libraries
- Drexel University, The iSchool
- EasyBib.com
- EBSCO
- Gareth Stevens
- HSLC
- IMR
- Infovision Software, Inc.
- Ingram Content Group
- Innovative Interfaces
- J.P. Jay Associates, Inc.
- JanWay Company USA, Inc.
- Lerner Publishing Group
- LYRASIS
- National Network of Libraries of Medicine
- Older Adults Advisory Committee
- PBS Educational Media
- Penn State Press
- Polaris Library Systems
- Preservation Technologies
- Recorded Books
- Rosen Publishing
- San Jose State University, School of Library & Information Science
- Tesco Learning Environments
- TLC – The Library Corporation
- University of Pittsburgh, School of Information Sciences
- Utica National Insurance Company
- WTW Architects

Is your favorite library supplier not on this list? Call the representative and personally invite them to attend! The 2013 Exhibitor Prospectus and application form are available on the PaLA website, www.palibraries.org.