Branch Out 2012

When: May 16th - 9:30am - 5:00pm
Where: Pierre - Best Western Ramkota Inn
Local Arrangements: Mary Gillick, Becky Folkerts & Susan Schleicher

The Branch Out keynote will feature Holly Hoffman who placed 4th in Season 21 of Survivor. Holly will be sharing her Survivor experiences as motivation and encouragement for others. “Listening to my speech, you will walk out of the room realizing you can do anything in life you set your mind to. When you face your fears, you gain strength and courage. Don’t let your past mistakes define your future. Nobody can go back and make a new beginning, but anyone can start today and make a new end.” Participants have an afternoon of wonderful breakout sessions from which to choose!

Annual Conference 2012

When: October 3-5
Where: Huron - Huron Event Center
Local Arrangements: Shirley Apley & Melinda Ellenson

Please mark you calendar for two important SDLA continuing education opportunities - SDLA Branch Out (May 16 - Pierre) & SDLA Annual Conference (Oct. 3-5 - Huron).

This special issue includes registration and program information for each of the events.

Select your favorite sessions and find a colleague to join you!
The Newsletter of the South Dakota Library Association is published quarterly by the Association. Members receive it as part of their membership dues. Other subscriptions: $15.00 per year.

If you have questions, comments or suggestions concerning the editorial content of Book Marks, contact the editor.

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Mikkelsen Library, Augustana College
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Sioux Falls, SD 57197
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bookmarkssd@gmail.com

If your address changes or you need information about your subscription or to obtain a back issue, contact:

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Executive Secretary/Treasurer
28363 472nd Ave.
Worthing, SD 57077 605-372-0235
sdlaest@gmail.com

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Mary Gillick
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marygillick51@msn.com

Federal Relations Coordinator
Dan Siebersma - S.D. State Library
Registration Form

SDLA Member ($40)  Non-Member ($50)
Registration Deadline is May 2, 2012

Name

Institution

Mailing Address

City  State  Zip

Daytime Phone

E-Mail

Please make your session selections on the back!

Mail Payment & Registration Form to
Laura G. Olson, SDLA Executive Secretary/Treasurer
28363 472nd Ave.
Worthing, SD 57077

Request for refunds will be honored until May 2nd, 2012 minus a $5 processing fee. No refunds of any fees, including no shows after May 9th, 2012.

Please make checks payable to: SDLA or visit sdlibraryassociation.org to pay online

Hotel Reservations: A block of rooms at the Ramkota has been reserved at a rate of $94.99 plus tax (1-4 people per room). You must call direct at 605-224-6877 and state that you are with the SDLA block. Please make your reservation by Apr. 16, 2012 for the reduced rate.
Busy, Busy!

This year will be another busy year for SDLA. By the time many of you read this issue of Book Marks, the SDLA Executive Board will have finalized the new 2012-2014 SDLA Strategic Plan. It will be loaded on the Website soon, so take a minute to look it over, see if there are any areas where you might be willing to volunteer some time, and occasionally check to see how your organization is moving forward.

Branch Out, the biennial conference for support staff, will be held this year at the Ramkota Hotel & Conference Center in Pierre on May 16th. The 2011 Branch Out Task Force investigated the best way to make the conference work for the most people. A central location and a May date were two of the most requested features for the conference. If you are a library director or administrator, please encourage your support staff to attend, and if you have ideas for speakers, please send your suggestions to Mary Gillick, Support Staff Section Chair, at mgillick@sdln.net. We hope to see a good turnout. I've attended and it's well worth the time to go, not just for the speakers, but also for the networking with other staff members.

Continued…

<table>
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<tr>
<th>Time</th>
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<tr>
<td>9:30am – 10:00am</td>
<td>Registration</td>
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<td>10:00am – 10:15am</td>
<td>Welcome &amp; Introductions</td>
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<td>10:15am – 11:30am</td>
<td>Holly Hoffman/Survivor</td>
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<td>11:30am – 12:30pm</td>
<td>Lunch</td>
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<tr>
<td>12:40pm – 1:30pm</td>
<td>So Many Books, So Few Book Clubs: Selecting Great Books for Groups – Elvita Landau &amp; Rae Brecht Reference to the Rescue Live – Brenda Hemmelmen Medical Resources – Molly Youngkin</td>
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<td>Training for a Better Library – Kelly O’Brien</td>
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<td>SDLN/ALEPH – Nina Mentzel</td>
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<td>Combined School/Public Library Panel – Angela Ostrander &amp; others</td>
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<td>Summer Reading Program Roundtable – Jasmine Rockwell</td>
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<td>Wrap-Up &amp; Ice Cream Social</td>
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Branch Out 2012
Breakout Session Descriptions

12:40pm – 1:30pm

So Many Books, So Few Book Clubs: Selecting Great Books for Groups –
Elvita Landau & Rae Brecht
Sometimes the hardest part of running or participating in a book club is picking books everyone wants to read. This program will give suggestions on readable titles, good sources for book suggestions, and where to find discussion questions. Open sharing of titles and tips will be encouraged.

Reference to the Rescue Live – Brenda Hemmelman
This session is a crash course in reference services, resources, and role-playing. Be prepared to play “what type of question is it” and practice your acting skills during “reference interview role play.”

Medical Resources – Molly Youngkin
Eighty percent of Internet users look for health information online. We have the tools to provide these patrons with current, high quality health information but we may not always know all the bells and whistles that make these tools "dance.” Join us for a look at some of the little known advanced literature searching functions within PubMed, interesting aspects of MedlinePlus, and other useful free databases from the National Library of Medicine.

1:40pm – 2:30pm

Tune In, Turn On and Get Social! – Stacia McGourty
What the heck are all these kids twittering about? Social media has been dominating the library landscape, but how comfortable are you? This session will discuss some of the basic social media tools — Facebook, Twitter, and YouTube — as well as some of the newer platforms available. We'll look at who's using social media and how social media can help your library connect to your patrons. Audience participation will be encouraged.

Universal Design: “All Ways Welcome” – Ernetta Fox & Danielle De Jager-Loftus
Knowledge about Universal Design has particular relevance for library employees because many libraries (public, academic, and K-12) strive to be accessible to all patrons for ethical reasons and legal reasons. This session will provide information about Universal Design in the library and with library patrons. Emphasis will be placed on Universal Design of service. People first language will be discussed and session participants will gain an understanding of personal space in relation to wheelchairs and other equipment. Forms of assistive technology will be presented, and attendees will learn how to interact professionally with people with disabilities through scenarios and activities. Related resources, particularly those found in South Dakota, will be introduced; providing a comprehensive Universal Design tool-kit for session participants that they can bring to their own library.

E-Books & E-Readers – Terri Davis, Nicole Johnson & Mike Mullin
Learn how three libraries in the state are making e-books and e-readers work for their patrons. They will share the good things as well as the problems they have encountered and their solutions to those problems.
2:40pm – 3:30pm

Training for a Better Library – Kelly O’Brien
Western Dakota Tech is one of a select number of colleges that offers a two-year degree program to educate Library Technicians. The session presenters will discuss the program and why formal training is so important for library employees.

Building a Strong Volunteer Program – Lori McGinnis
Find out how one successful library’s volunteer program is run; from where to find volunteers, what kind of training they need, what kinds of jobs they can do and how to reward the hard work that they do for your library. And what you’ll get out of it.

Better Book Talks for Children and Young Adults – Jasmine Rockwell
What should a great book talk look and sound like? Join Jasmine Rockwell, Children’s & Youth Services Coordinator at the South Dakota State Library, for a session on how to highlight books from your collection for children and young adults. Effective book talks boost your circulation statistics and help to create life-long library users!

3:30pm – 4:30pm

SDLN/ALEPH – Nina Mentzel
SDLN Products & Services
❖ Aleph Software Q & A – Hear the answers to common questions and bring your own library-specific questions about ALEPH
❖ Overview of Electronic Resources licensed through SDLN
❖ Update on RFP process for new system

Combined School/Public Library Panel – Angela Ostrander & others
Public/school library combinations are working in many towns in South Dakota. How is it going in your town? Would you like to see it happen in your city? What are/were the issues getting started? What are the 'bugs' and what are the benefits? Visit with a panel of librarians with these combinations chaired by Angela Ostrander.

Summer Reading Program Roundtable –
Share ideas and gather new ones for library programs, summer reading, National Library Week, money raising, crafts, and any other program issues. Bring your examples, samples and ideas to share with others and go home with new ideas that have worked for others. It's all about sharing! Jasmine Rockwell will moderate. Ideas will be collected and shared with all attendees after Branch Out.
Libraries: Crossroads to Discovery
SDLA Annual Conference ~ October 3 – 5, 2012
Huron Event Center

Advance registration must be postmarked by September 18, 2012. Request for refunds will be honored until September 28, 2012; minus a $50 processing fee. No refunds of any fees, including no shows after September 28, 2012.

Mail Registration form and payment to: SDLA, Attn: Laura G. Olson, 28363 472nd Ave., Worthing, SD 57077 or visit the conference web site at www.sdlibraryassociation.org

Please make checks payable to: SDLA

Hotel Reservations: A block of rooms has been reserved at the Huron Events Center at a rate of $74.99 single/double occupancy. Please call the hotel directly at (605) 352-3204 and specify the SDLA Conference. Reservations must be made by September 18, 2012 to receive the conference rate.

Last Name __________________________  First Name __________________________

Institution Name __________________________  Purchase Order # __________________________

Type: (Circle one)  Academic  Public  Special School

Mailing address __________________________________________________________

City __________________________  State __________________________  Zip Code __________________________

Daytime Phone __________________________  E-mail Address __________________________

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Please indicate your Meal Preference So Tickets Can Be Provided for You and Any Additional Guests

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<th>Thursday Breakfast Buffet</th>
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<td>Thursday Awards Banquet – indicate choice(s)</td>
<td>Lasagne, Chicken Marsala, Vegetable Stir Fry</td>
<td>$25.00 for each guest</td>
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<td>Friday Breakfast</td>
<td>Yes OR No</td>
<td>$10.00 for each guest</td>
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<tr>
<td>Friday Luncheon – indicate choice(s)</td>
<td>Main OR Vegetarian</td>
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Wednesday, Oct. 3
9am – 11:45am
Living Intentionally
Velma Lashbrook

1pm – 3:45pm
Strengths-Based Leadership
(Limit 30)
Velma Lashbrook
Library Boards 101
Daria Bossman
SDLN Advisory Council

4pm – 5pm Opening Keynote
State of the State Library
Dan Siebersma

Thursday, Oct. 4
7:15am – 8:15am Breakfast

8:15am – 9:05am
Strengths-Based Leadership
Velma Lashbrook
Prairie Bud/Prairie Pasque
Choosing a Chat Software
Elizabeth Fox, Melissa Clark, & Fei Xu
SD Titles to Go
Selection Committee

9:15am – 10:30am KEYNOTE
The Joy of Censorship
Joe Raiola – MAD Magazine

10:30am – 11:15am EXHIBITS BREAK

11:15am – 12:05pm
The Joy of Censorship Roundtable
Joe Raiola & Anne Cooper Moore

Engaging Community
Voices: Marci Merola, ALA

Down the Road with Standards, Guidelines & Common Core
Joan Upell & Mary G. Johnson

SD Humanities Council Program & Grant Opportunities
Steve Binkley

12:15pm – 1:30pm LUNCH
Author (To be Announced)

Thursday, Oct. 4 continued
1:40pm – 2:30pm
Book Repair, Pt. 1 (until 2:45)
Kary Barth, Kapco

Who’s on First?
Jan Brue Enright, Dan Siebersma, Warren Wilson

Minitex/OCLC Update
Discovering the Forgotten People from North America: A 60,000-Mile Research Journey
James Deem

2:30pm – 3:15pm EXHIBITS

3:15pm – 4:05pm
Book Repair, Pt. 2 (until 4:45)
Kary Barth, Kapco

Universal Design: Ensuring Access for All
Ermetta Fox & Danielle De Jager-Loftus
This is LIT!
Colet Bartow
Building Community Coalitions
Marci Merola

4:45pm – 5:15pm Section Meetings

5:30pm – 6:30pm Poster Session & No Host Social
Honoring SWIM Graduates

6:30pm – 8:00pm Awards Banquet

8:30pm - Dessert Reception
Huron Public Library

Friday, Oct. 5
7:30am – 8:50am BREAKFAST
SDLA General Business Meeting

9:00am – 9:50am Curriculum You Can Count On: A Big6 by the Month Approach
Colet Bartow

9:50am – 10:15am BREAK

10:15am – 11:05am Minitex The Information Crossroads: Which Way is My Way?
Julie Erickson & Jane Healy

YARP (begins at 10:00am)
Rethinking the Call Number: Goodby Dewey, Hello Barnes & Noble
Brenda Hemmelman

11:15am – 12:05pm Usability Testing 101: User-Centered Website Design
Melissa Clark & Elizabeth Fox

Delicious New Books for Teens to Devour
Kerri Smith, Jeanne Conner & Mary Peters

The Impact of An Ice Cream Sundae
Kathy Jacobs

Facebook vs Google+
Rapid City Public Library Staff

12:15pm – 1:30pm LUNCH
James Deem Beneath the Glaciers: The Real Adventures in Researching Bodies from the Ice 2010-2011 Prairie Pasque Award Winner for Bodies from the Ice

To aid in room assignments, please circle your choice for each break out session.

Full descriptions are available at the SDLA web site

Select Conference (upper left)
Click on SDLA 2012 Program Descriptions under Registration heading.
Annual Conference 2012 Session Descriptions

Wednesday, Oct. 3
9am – 11:45am
Living Intentionally - Velma Lashbrook (Target Audience: General)
In this workshop, you will explore what energizes and de-energizes you, re-imagine your work-relationships-self to do more of what energizes you and less of what de-energizes you, and identify and plan the difficult conversations required to live more authentically.

1pm – 3:45pm
Strengths-Based Leadership - Velma Lashbrook (Limit 30) (Target Audience: General)
In this session, you will explore models of strengths based and resonant leadership, how you can develop your own approach to leadership based on your strengths, and how you can help others use and develop their strengths.

Library Boards 101 - Daria Bossman (Target Audience: Public)
This program is for and about library trustees. Directors may wish to attend with their board members. Current SD code will be reviewed and questions answered.

SDLN Advisory Council

4pm – 5pm Opening Keynote - State of the State Library - Dan Siebersma & State Library Staff

5pm – 6:30pm Exhibits Reception

Thursday, Oct. 4
7:15am – 8:15am Breakfast

8:15am – 9:05am
Strengths-Based Leadership - Velma Lashbrook (Target Audience: General)
An abbreviated version of pre-conference. You will explore models of strengths based and resonant leadership, how you can develop your own approach to leadership based on your strengths, and how you can help others use and develop their strengths.

Prairie Bud/Prairie Pasque (Target Audience: School/Public)
Book talks on the Prairie Pasque and Prairie Bud title lists.

Choosing a Chat Software - Elizabeth Fox, Melissa Clark, & Fei Xu (Target Audience: Academic/Public)
This session will evaluate both free and for-cost chat services in terms of their usefulness for reference and other library services.

SD Titles to Go - Selection Committee (Target Audience: Public)
Share how we select titles, tips on helping patrons use the titles and how to "fix" problems patrons may have. Also answer general questions about the program.

9:15am – 10:30am KEYNOTE
The Joy of Censorship Joe Raiola – Senior Editor, MAD Magazine
Joe Raiola reflects on the day's most hotly debated first amendment issues with great insight and humor. The program concludes with a unique slide presentation spotlighting many of MAD's most controversial and outrageous covers and articles, followed by a lively Q+A session.

10:30am – 11:15am EXHIBITS BREAK

11:15am – 12:05pm
The Joy of Censorship Roundtable - Joe Raiola & Anne Cooper Moore (Target Audience: General)
This interactive session will encourage discussion with those who attend. The focus is on first amendment and related issues that are important to local library professionals.

Engaging Community Voices: - Marci Merola, ALA Office for Library Advocacy (Target Audience: General)
Learn techniques for re-assessing your community and empowering community members to speak up for your library.
Thursday, Oct. 4 continued

11:15am – 12:05pm continued
Down the Road with Standards, Guidelines & Common Core - Joan Upell & Mary G. Johnson (Target Audience: School)
Join your fellow school librarians for a look at what's coming down the road on the journey to full implementation of South Dakota's School Library Standards, Guidelines, and the Common Core.

SD Humanities Council Program & Grant Opportunities - Steve Binkley (Target Audience: Public)
Learn more about how SDHC can assist your library with reading group programs, bringing in scholars to lead discussions, and more.

12:15pm – 1:30pm LUNCH
Author (To be Announced)

1:40pm – 2:30pm
Book Repair, Pt. 1 (until 2:45) - Kary Barth, Kapco (Target Audience: General)
This workshop is designed to demonstrate quick and easy techniques for extending shelf life on general circulating materials. Prevention is the key, but we will be addressing specific, common repairs: re-inserting loose pages, broken spines, torn header caps, ripped and torn pages.

Who’s on First? - Jan Brue Enright, Dan Siebersma, Warren Wilson (Target Audience: General)
These 3 leaders of SDLA, SDSL, and SDLN describe the subtle differences (and similarities) between their organizations.

Minitex/OCLC Update (Target Audience: Academic/OCLC Members)

Discovering the Forgotten People from North America: A 60,000-Mile Research Journey - James Deem (Target Audience: School/Public)
James M. Deem will share some of the surprising discoveries he made while researching his new book, Faces from the Past: Forgotten People of North America which took him on a 60,000-mile, two-year journey criss-crossing the United States.

2:30pm – 3:15pm EXHIBITS

3:15pm – 4:05pm
Universal Design: Ensuring Access for All - Ernetta Fox & Danielle De Jager-Loftus (Target Audience: General)
The session will provide information about Universal Design and related resources, particularly those found in South Dakota. Furthermore, the session will outline a library lesson plan ("Navigating a Database"), and explain the appropriate technologies to make the course usable for individuals with disabilities.

This is LIT! - Colet Bartow (Target Audience: School)
A review of the LIT (Library, Information, Technology) Framework, as well as curriculum and instructional components, as a means to redefining school library programs and addressing the needs of 21st Century Students.

Building Community Coalitions - Marc Merola, ALA Office for Library Advocacy (Target Audience: General)
In a time of many library cutbacks, libraries are turning to their community members for support. How can community coalitions succeed where library staff can’t? Learn what works – and what doesn’t at this session.

4:45pm – 5:15pm Section Meetings

5:30pm-6:30pm
Poster Session & No Host Social Honoring SWIM Graduates

6:30pm – 8:00pm
Awards Banquet

8:30pm - Dessert Reception, Huron Public Library
Dessert Reception
Huron Public Library
Friday, Oct. 5

7:30am – 8:50am  Breakfast – SDLA General Business Meeting

9:00am – 9:50am
Curriculum You Can Count On: A Big6 by the Month Approach - Colet Bartow (Target Audience: School)
This session will share a consistent and comprehensive approach to developing a framework for K-12 information literacy curriculum. Examples from the Big6 by the Month program, as well as the Montana Library-Information Literacy Curriculum Framework will be featured.

From A(norexia) to Z(its): Providing Health Information to Teens - Samanthi Hewakapuge (Target Audience: School/Public)
This will present an overview of health information needs of teenagers and their information seeking behaviors; review communication skills needed during reference interviews with teenagers; and explore credible health information resources that are designed for teens.

9:00am – 9:50am continued
Connecting to Collections - Stacia McGourty (Target Audience: Public/Academic)
Funded by a grant from the Institute of Museum and Library Services (IMLS), the Dakota Collections Care Initiative (DCCI) is a partnership between collections care professionals at museums, libraries and archives in North and South Dakota to improve collections care and emergency preparedness and response for small and mid-sized collecting heritage institutions across the two states. This session will recap grant related activities and workshops held in 2012, as well as preview the upcoming 2013 activities.

Mainstreaming Ebooks in Academic Libraries Mary Caspers-Graper (Target Audience: Academic)
This session will address how academic libraries adjust their work flow and policies to address changes in reader demand and book publishing.

9:50am – 10:15am BREAK

10:15am – 11:05am
Minitex

The Information Crossroads: Which Way is My Way? - Julie Erickson & Jane Healy (Target Audience: General)
This session will give participants guidance in choosing the best route to the best search result. Google, Wikipedia, and State Library electronic resources and their special features are some of the sites participants will cruise.

YARP (begins at 10:00am) (Target Audience: School/Public)
Members of the YARP Committee present titles from the upcoming 2012-2013 YARP list.

Rethinking the Call Number: Goodby Dewey, Hello Barnes & Noble - Brenda Hemmelman (Target Audience: Public)
An informative session describing the practice of some libraries organizing their collections by subject and dispensing with Dewey.

11:15am – 12:05pm
Usability Testing 101: User-Centered Website Design - Melissa Clark & Elizabeth Fox (Target Audience: Academic)
In this session we will discuss how you can use surveys, card sorts, mock-ups, focus groups, and formal usability testing to improve your presence on the web.

Delicious New Books for Teens to Devour - Kerri Smith, Jeanne Conner & Mary Peters (Target Audience: Academic)
In our presentation we will discuss the best books for teens published in 2011-12. We will also offer tips on how we are successful in promoting reading in our high schools.

The Impact of An Ice Cream Sundae - Kathy Jacobs (Target Audience: Public)
This session will showcase how all of the information organizations can collaborate to share their resources with one another, thereby making the biggest possible impact on the most lives.

Facebook vs Google+ - Rapid City Public Library Staff (Target Audience: Public)
This program will explain the difference between the two social networking sites and how you might use both to maximize your online presence and connect with your community.

12:15pm – 1:30pm LUNCH James Deem - 2010-2011 Prairie Pasque Award Winner for Bodies from the Ice
James M. Deem will recount some of the fascinating behind-the-scenes adventures he experienced while researching his 2011 Prairie Pasque Award-winning book, Bodies from the Ice: Melting Glaciers and the Recovery of the Past.
Schedule a James Deem author visit for your school or public library!!!

Since he is coming to SD for conference, Mr. Deem is willing to come the week before and/or the week after for author visits. Special pricing since there would be no transportation costs! Contact Mr Deem to schedule: jamesmdeem@yahoo.com