Congratulations to Cynthia Scott from Middleton Community Library, the winner of the TLA PLS Scholarship for the upcoming March 2010 TLA Conference. The scholarship, awarded by the Public Library Section of Tennessee Library Association, covers full Pre-Conference and Conference registration, tickets to all meals offered at the Conference, tickets to the All-Conference Reception at the Stax Museum, and three nights stay at the Hilton Memphis, where the Conference will be held.

—Theresa McMahan, Chair
Public Library Section

2010 TLA Conference to be Held March 17 – 19 in Memphis

Are you ready? The TLA Annual Conference, “Marketing Matters,” is just around the corner—March 17-19, 2010 in Memphis. Plan on attending one of the many interesting pre-conferences such as the One Book, One Conference with Cary Holladay, author of *The Quick Change Artist: Stories*, be entranced by General Session Speakers Bill Barnes & Gene Ambaum of Unshelved (www.unshelved.com), and relax by attending the All Conference Reception at the famed Stax Museum (www.staxmuseum.com), featuring TLA models.

The Conference will be at the Hilton Memphis (939 Ridge Lake Boulevard, Memphis 38120). Book now to receive the best rates! If you reserve your room before February 16, 2010, your rate will be $112 per night (for Standard King, single or double; Standard 2 doubles, single or double). You will also receive free in-room internet access. Please use the code TL0315 (that’s a “zero,” not a capital letter “O”) to ensure this rate and free internet before February 16th. Hope to see you there!

—Betsy Park
TLA Conference Planning Co-Chair
Pre-Conferences

One Book, One Conference
Wednesday, March 17
9:00 a.m. – 12:00 p.m.
Cost per person: $25
Location: Hilton Memphis, Southeast Ballroom A

Book Clubs in the 21st Century
Wednesday, March 17
1:00 p.m. – 4:30 p.m.
Cost per person: $25
Location: Hilton Memphis, Southeast Ballroom A

*One Book, One Conference and Book Clubs in the 21st Century may be combined to receive a $10 discount! Cost of both: $40.

CULS Preconference: Guerrilla Tactics: Marketing, Outreach, and Advocacy
Wednesday, March 17
9:00 a.m. – 4:00 p.m.
Cost per person: $40
Location: Hilton Memphis, Southeast Ballroom B

Beating the Competition: Librarian as Performance Artist
Wednesday, March 17
1:00 p.m. – 4:30 p.m.
Cost per person: $40
Location: Hilton Memphis, Southeast Ballroom C

Tennessee NACO Funnel Reinforcement Training
Wednesday, March 17
1:00 p.m. – 4:30 p.m.
Cost per person: No Charge
Location: McWherter Library, Room 225, University of Memphis

West Tennessee Summer Reading Workshop
Wednesday, March 17
9:30 a.m. – 3:00 p.m.
Cost per person: $15
(includes a boxed lunch)
Location: Memphis Public Library, 3030 Poplar Avenue, Memphis, TN 38111
Registration for this pre-conference will be separate from TLA Registration. To register, visit the TLA online Calendar of Events or contact:
Kathy Beshires
Shiloh Regional Library
63 Executive Drive
Jackson, TN 38305
731-668-0710
kathy.beshires@tn.gov

Special Conference Events

General Session:
A Funny Thing Happened on the Way to the Library
Famous for finding humor in the absurd, Gene Ambaum and Bill Barnes, co-creators of the comic strip Unshelved, will highlight their inspiration and explain some of the “truths” behind the fiction. For more information on the duo, visit www.unshelved.com. Thursday, March 18, at 10:00 a.m. in the Southeast Ballroom.

Intellectual Freedom Breakfast
Kristin Pekoll has been a YA Librarian for seven years at the West Bend Community Memorial Library, West Bend, WI. Her library was recently awarded the Robert Downs Intellectual Freedom Award. Kristin will speak on “Surviving Censorship: Young Adult Book Challenges at the West Bend Community Memorial Library,” at the Intellectual Freedom Breakfast on Friday, March 19, in the Hilton Memphis Ridgelake Room, at 7:30 a.m. Sponsored by the TLA Intellectual Freedom Committee.

ALA President Alire to Present
Dr. Camila Alire is Dean Emeritus at the University of New Mexico and Colorado State University. Camila received her doctorate in Higher Education Administration from the University of Northern Colorado and MLS from the University of Denver. Camila currently is president of ALA and ALA/APA president. She is past-president (2005-06) of the Association for College and Research Libraries (ACRL) and also past-president of national REFORMA. Camila has co-authored books on library service to Latino communities; disaster planning and recovery; and emotional intelligent leadership. She is currently working on a book on academic librarianship. Camila was named by Hispanic Magazine one year as one of the 100 most influential Hispanics in the U.S. In “Advocating from the Library Frontlines,” she will discuss the importance of marketing and advocacy. Friday, March 19, at 10:30 a.m. in the Southeast Ballroom C.

Friends and Trustees Luncheon
A self-diagnosed serial entrepreneur, Mike McCloud knows very well the value (and sometimes hard knocks) of taking risks and building businesses. Mike will speak regarding “To Cliché, or Not to Cliché” at the Trustees and Friends Luncheon, in the Hilton Memphis Ridgelake Room, Friday, March 19, at 12:30 p.m. Sponsored by the TLA Trustees and Friends Section.

— Susan Rogers
TLA Conference Planning Co-Chair
9:30 – 9:50 a.m.  Registration & Continental Breakfast – Nashville Public Library Conference Center (Library doors open at 9:00 a.m.)

9:50 - 11:55  Morning Program – Nashville Public Library Auditorium

Noon – 12:30 p.m.  Meet your Legislator at Doubletree

12:30 – 1:30 p.m.  Legislative Luncheon – Doubletree Downtown Ballroom

1:30 – 5:00  Meet with Legislators (Schedule appointments in advance.)

Sponsored by the Tennessee Library Association in cooperation with the Friends of Tennessee Libraries, TENN-SHARE and the Tennessee Association of School Librarians and with support of the Nashville Public Library.

Registration  (Please complete a separate form for each attendee.)

Name: ____________________________

Home Address: ____________________________

City: ____________________________ County: ____________________________ Zip code: __________

Telephone: ( ) __________ E-Mail: ____________________________

Library I will represent: ____________________________ County: __________

I am attending as a:  (Please circle one category only)

Library Friend  Library Trustee  Library User  Librarian  Library Staff  Other (specify) __________

Help us match you with your Legislators:

I live/vote in TN Senate District #________ and TN House District #_________

(You can identify your District numbers by consulting your voter registration card, calling your County Election Commission, or visiting the Advocacy/Legislation page at www.tnla.org.)

Please mark here if you would like a vegetarian lunch. ________________

Registration fee: $25 per person. If paying by check, make check payable to Tennessee Library Association and mail with completed registration form to: TLA, PO Box 241074, Memphis Tennessee 38124-1074. If paying by credit or debit card, register online at www.tnla.org. Registration deadline: February 14, 2010. No refunds will be given, but participant substitutions will be accepted.

For additional registration information contact TLA at arhuggins1@comcast.net or (901) 485-6952. For additional program information go to www.tnla.org.
Executive Committee:

Kevin Reynolds,
President
kreynolds@sewannee.edu

Susan Earl,
Vice-President / President-Elect
susan.earl@nashville.gov

James Staub,
Recording Secretary
James.Staub@state.tn.us

Annelle R. Huggins,
Executive Director
arhuggins1@comcast.net

**TLA Elections are Coming Up**

Watch your mailbox for paper election ballots and candidate biographies in late January. We have an all-star lineup this year and NEED YOUR VOTE! Please be sure to take the time to return your ballot. Congratulations to all of the candidates:

**Vice President/President Elect:**
- Jeanine Akers
  (St. Mary’s in Memphis)
- Wendy Cornelisen
  (Brentwood Public Library)

**Secretary:**
- Genny Carter
  (TN State Libraries and Archives)
- Ann Clapp
  (Brentwood Public Library)

—Molly Moore
TLA Nominating Committee

Pictured left to right, Jeanine Akers, Wendy Cornelisen, Genny Carter, and Ann Clapp.