

WLA 2009 CONFERENCE PROGRAM

PreConferences –

Wednesday, September 30

All Things Digital Wyoming

8:30 a.m.–4:30 p.m., UW Conference Center, Garden Room 1
John Lee, Wyoming State Office of the Bureau of Land Management; Jeff Hamerlinck, Wyoming Geographic Information Science Center; Buck McVeigh, Wyoming Economic Analysis Division; Cindy Brown, Wyoming State Archives; Steve Boss, University of Wyoming; Ara Anderson, Campbell County Public Library; Debbie Sturman, Niobrara County Public Library; Tamsen Hert, University of Wyoming; Lesley Boughton, Erin Kinney and Venice Beske, Wyoming State Library and a representative from the Wyoming Legislative Service Office

This all day preconference will focus on some of the online resources that have been created in Wyoming's libraries, agencies, and organizations. Experts will present on recent digital initiatives that will provide an overview of resources available to libraries and improved access to Wyoming online information. Come learn how your library can tap into these outstanding information resources.

Library Leadership Institute Graduates Pre-session

1:30-4:30 p.m., UW Conference Center, Garden Room 2
Speakers: Chris Van Burgh and Missy White

This is an opportunity to spend a half day reenergizing with your LLI peers and gathering new tips on leadership development with Missy White, from M. White Consulting and NOLS. Since there will be no institute for 2009, participants will spend time on strategic planning for the future of LLI and brainstorming on ways to increase leadership training and opportunities for our library community.

Books Between Cultures

1:30-4:30, p.m., UW Conference Center, Garden Room 3
Speaker: Mitali Perkins

How might we evaluate a story to see whether it empowers or alienates the young people we serve from different backgrounds? Participants will unpack six stereotypes that show up in stories and be equipped with six challenging questions to ask about race and culture in books for children and young adults. Mitali Perkins, author of *Monsoon Summer*, *Secret Keeper*, and the *First Daughter* novels, weaves her own cross-cultural experiences into this illuminating, heartfelt session. Following the preconference, some of Ms. Perkins books will be available for sale and book signing.

Conference Reception

6 p.m., UW, Coe Library, Meeting Commons, 5th Floor

Please join your colleagues for an evening of relaxation, music, and hors d'oeuvres in the new wing of the W.R. Coe Library on the campus of the University of Wyoming. The reception is a perfect place to meet with friends and to meet new friends as we kick off the conference!

Thursday, October 1

8 a.m.–4:30 p.m.

Exhibits, UW Conference Center, Salon D/E

8–9 a.m.

Registration and Exhibits

Pick up your registration and welcome your vendors to Wyoming

9–10:30 a.m.

Keynote Session - Futureproof

UW Conference Center, Salon A/B/C

Speakers: George Needham and Joan Frye Williams

Most traditional library services were designed when information was relatively scarce, and library users had to adapt to our way of doing things if they wanted to get their hands on the good stuff. Now that information is everywhere, we need to "future-proof" the library by updating our services to match changing community expectations.

This lively, interactive session will focus on the real world trends that are shaping the future of libraries. You will learn how we can modernize our offerings and take our services to the next level without sacrificing our principles – or our sanity!

Drawing on the latest consumer data and results from leading libraries worldwide, futurist Joan Frye Williams and strategist George Needham will discuss how to:

- Make the library an inviting destination,

- Help users succeed on their own terms,

- Use new tools, techniques, and technologies, both behind the scenes and on-the-spot,

- Increase community support for the library, and

- Translate the big picture into positive changes in our daily work.

Leavening their remarks with more than a little humor, George and Joan will offer practical suggestions that can change both your outlook and your ability to meet any challenges the future might throw at you.

10:30–11 a.m.

Break – join your colleagues for a break in the Exhibits Hall

11 a.m. – 12 p.m.

Bringing Books alive through Google Lit Trips

Speaker: Janet Dombrowski

UW Conference Center, Garden Room 1

Google Lit Trips is a project that uses Google Earth in conjunction with reading to map journeys and locations, incorporate imagery, provide background information, illustrate vocabulary, and pose questions for discussion. Google Lit Trips can be developed by teachers/librarians with their students/patrons to help kids "get inside the story" and relate to the characters. View an exemplary Lit Trip and learn how you can create your own.

Wyoming Reads 2010

Speakers: John Jorgensen, Jerry Jones, and Bill Nelson

UW Conference Center, Garden Room 2

Join us as we plan the 5th annual Wyoming Reads Celebration to provide hardbound books to every 1st grader in Wyoming. Founder John Jorgensen and attendees will share past successes and lessons learned to help participants create memorable early literacy celebrations throughout Wyoming. As part of the program attendees will help select titles for the 2010 celebration.

Crucial Conversations

Speaker: Missy White

UW Conference Center, Garden Room 3

Crucial conversations refer to situations when stakes are high, there are varying opinions, or strong emotions. They happen regularly in the workplace, and your options are to either ignore them, or try to do your best job addressing them. This workshop will present a strategy for approaching crucial conversations with greater facility and confidence.

Reinventing Reference

Speaker: George Needham

UW Conference Center, Salon F/G

If we can focus on the user, with an open mind and a willingness to release the bowlines to the past, we can have a strong, viable, and future. If we can't, we could be consigned to a narrowing niche market, a dwindling minority of people who seek out print, until the profession peters out once and for all. This session will examine proactive reference, social network reference, reference appointments, and librarians on call as some techniques for reference alternatives.

Extending the Life of a Book

Speaker: Gail Lindley and Stephanie Bradford

American Heritage Center, Stock Growers Room

Does your library's mending and repair procedures really extend the life of your materials? Join Gail Lindley and Stephanie Bradford from the Denver Bookbinding Company as they present best practices for in-house mending and repairing.

12:15–1:30 p.m.

Legislative Luncheon

UW Conference Center, Salon A/B/C

The WLA Legislative Committee will present a program on current legislative issues impacting Wyoming libraries.

1:30–2 p.m.

Break – meet your vendors in the Exhibits Hall

2–3 p.m.

What's New in K-12 Literature

Speakers: Ron and Barb Scherry

UW Conference Center, Salon F/G

The best of recently released quality K-12 literature will be highlighted. Suggestions for sharing these books with children will be given including book summaries, curriculum connections, and author and illustrator backgrounds.

Services and Devices Available Through WIND (Wyoming Institute for Disabilities)

Speaker: Kathy McWhorter

UW Conference Center, Garden Room 2

Learn about the services and see a demonstration of the devices that WIND Assistive Technology Resources offers to support the Office of Civil Rights legislation regarding accessible books for persons with disabilities, the school laws that mandate accessible reading experiences, and the Americans with Disabilities Act legislation that also supports special reading accommodations.

ILS Tools & Gadgets

Speakers: Katie Lynn and Des Saunders

UW Conference Center, Garden Room 3

Come learn about online tools that enhance use of your library catalog! Firefox browser extensions, plug-ins, Google gadgets and more allow users to more easily access your library catalog improving access to your library's collection.

They're from Mars, We're From Reference: Mastering Communications with Technical Personnel

Speaker: Joan Frye Williams

UW Conference Center, Garden Room 1

More and more often, working in a library means working directly with Information Technology (IT) Department staff and other technology-oriented personnel, aka "techies." These new co-workers' professional background, training, viewpoint, and values can be quite different from ours and those differences can lead to difficulty in communications. This session will offer practical techniques for communicating your needs, interpreting techspeak, and developing skills you need to master communications in a variety of technology-related situations.

Build a Book.

Speakers: Gail Lindley and Stephanie Bradford

American Heritage Center, Stock Growers Room

Join Gail Lindley and Stephanie Bradford from the Denver Book Binding Company for a fun and interesting hands-on workshop. Participants will create and bind a mini-book to take home. Gail says this is her most popular workshop!

3–3:30 p.m.

Break – have a cookie in the Exhibits Hall

3:30–4:30 p.m.

Section Meetings

Academic and Special Library Section

UW Conference Center, Garden Room 1

Children/Young Adult Section

UW Conference Center, Garden Room 2

Public Libraries/Trustee Section

UW Conference Center, Garden Room 3

4:30–5 p.m.

Book Award Committees, Salon F/G

The Book Award Committees will feature titles from the current Soaring Eagle, Indian

Paintbrush, and Buckaroo Award nominees. Committee members will answer questions and discuss the award process as well as hold drawings for free books!

5:30–9 p.m.

WLA Awards Banquet

UW Conference Center, Salon A/B/C

5:30 Cash Bar

6:00 Dinner and Award Ceremony

Friday, October 2

7:30 a.m.

Registration Opens

8 a.m.-12 p.m.

Exhibits

UW Conference Center, Salon D/E

8–9 a.m.

Section Meetings

Paraprofessional/Support Staff Section

UW Conference Center, Garden Room 1

School Library/Media Section

UW Conference Center, Garden Room 2

8–9:15 a.m.

Exhibits Time

Start your morning off with coffee with the vendors

9:15–10:30 a.m.

WLA Business Meeting - WLA President, Cynthia Twing

UW Conference Center, Salon A/B/C

10:30–11 a.m.

Break – Grab a cup of cookie with vendors in the Exhibits Hall

Book signing by Chris Crutcher

Books by our luncheon author, Chris Crutcher will be available for sale and signing prior to the luncheon.

11 a.m.–12 p.m.

Serving Patrons with Disabilities

Speakers: Connie Hollin and Michael Hollin

UW Conference Center, Garden Room 1

Is serving patrons with disabilities stressful to you? We can help. Connie Hollin a former Special Education Teacher now a librarian and Michael Hollin offer an open discussion about how to better serve patrons that may have need assistance outside of the normal realms. Offering tips and suggestions including People First language and the opportunity to ask someone with a disability the questions you have always wanted to ask.

Marketing the Endowment

Speakers: Marjorie Daley, Paul Heimer, Debbie Sturman, and Mary Meyer

UW Conference Center, Garden Room 2

This session will present an exchange of ideas, including templates from successful campaigns, and a brainstorming session for more fundraising specifically designed to help counties reach their endowment goals. Speakers include successful fundraisers and marketing specialists from Albany, Niobrara, and Laramie counties.

TheirSpace: Connecting to Teens through Social Networking

Speakers: Shari Haskins, Jennifer Beckstead, Holly Hendrix, Ian Lindeman, Darci Stafford, and Beth Cook

UW Conference Center, Garden Room 3

In spite of Wyoming librarians relative infancy in using social networks there are some impressive teen service providers that are knowledgeable with using, designing and maintaining social networks (Myspace, Facebook, Twitter, Bebo, etc). During this panel discussion you will gain the vitals on why social networking is no longer the future but should be a daily, on-going communication tool. There will be time for questions and discussion with the audience.

The Middle Manager in Today's Library

Speakers: Gena George, Jamie Kearley, and Debbie McCarthy

UW Conference Center, Salon F/G

As a manager, do you sometimes feel caught in the middle between your employees and administration? Are you ever confused about what your role is in the overall organization? During this session, we will present what we have found to be a core set of skills for middle managers, including the different functions they perform and how you can apply them in a library setting. Bring your own ideas, problems, and solutions you have found, as there will be time for participant discussion.

Working with the Media

Speakers: Tina Lackey, Lesley Lipska, and Brian Martin

American Heritage Center, Stock Growers Room

Working with the media is a very important but sometimes a frightening part of a librarian's job. We will explain how to form good relationships with your local media, how to become the "go-to" place for information, and how to deal with a crisis or controversy.

Take Two Deep Breaths and Call Me in the Morning

Speaker: Matt Sprinkle

American Heritage Center, Restaurant

Do you get a headache when dealing with electronic resources? This session will take a deeper look at the acquisition and

maintenance of electronic resources with tips to managing these valuable resources and hopefully avoiding the pain of dealing with complex resources.

12–1:45 p.m.

Author Luncheon Featuring Chris Crutcher

Turning Real Life into Fiction

UW Conference Center, Salon A/B/C

As a working family therapist and child protection advocate, novelist Chris Crutcher is witness to compelling real life stories of pain, recovery and survival. Turning those gritty tales into works of fiction has helped make the Spokane-based author one of the most popular and critically acclaimed young adult writers of our time -- and one of the most frequently banned. How does he do it? Why does he do it? He'll explain in this powerful presentation.

Crutcher's books include *Stotan! Chinese Handcuffs, the Crazy Horse Electric Game, Ironman, Whale Talk* and *The Sledding Hill*. Crutcher's books will be available for sale and signing prior to the luncheon.

1:45 – 2 p.m.

Break – Visit the Poster Sessions in Conference Center Hallway

2– 3 p.m.

4 +3 Ps Library Marketing: Bridging the Gap Between Strategic Planning and Funding

Speaker: Anita S. Duckor

UW Conference Center, Garden Room 1

Even libraries with conventional strategic plans are underfunded. Why is this? Might it be that libraries must not only tell their story better, but also build a better story? This presentation will demonstrate how marketing provides critical input into a strategic planning process and how it drives the implementation of the strategic mission and vision. It includes the elements of the service marketing mix that effectively positions and elevates the library's image and value in the community to safeguard and capture greater funding.

Copyright in the School Setting

Speakers: Jan Segerstrom and Lori Clark-Erickson

UW Conference Center, Garden Room 2

How long has it been since you've updated your knowledge of copyright law and owner privileges? Does your district have a board approved copyright policy? Join Jan and Lori to see how they are "kindly reminding" educators and administration of copyright law for schools as well as identifying classroom issues with use of online multimedia resources due to easy Internet access. "Fair use," "face-to-face" instruction, and "public performance" will be addressed through the use of "clickers" and examination of copyright infringement scenarios commonly found in schools. A list of resources for specifically informing educators of copyright law will be available.

Serving your Latino Population

Speaker: Adam Van Sickle

UW Conference Center, Garden Room 2

Many libraries have recently seen an increase in the amount of Spanish speakers utilizing library services. How do we as librarians charged with the task of offering equal and fair service to all our patrons serve this unique demographic? In this presentation we'll examine ways librarians can improve their collections, programming, and language skills to adjust to these growing populations. We'll take a brief look at the history of the Latino immigration to Teton County and the ways in which Teton County Library has adapted. We'll also discuss the challenges

we've had along the way. Come and get ideas about how you can better serve this part of your community!

Banned: When Real Life Fiction Meets the Censor

Speaker: Chris Crutcher

UW Conference Center, Salon F/G

Countless stories drawn from his work as a mental health expert and child protection advocate have made author Chris Crutcher's novels realistic, compelling and unflinchingly real. Incest, rape, abortion, racism, and neglect are more common in his pro-bono therapy practice than they are in his compelling books. But what happens when this gritty real life fiction flags the conservative censor? How does this candid author respond? And why does winning the battle really matter? Crutcher will map out his history with and response to being challenged and banned for more than two decades.

Wyoming Public Documents and Open Meetings Act

Speaker: Jim Angell

UW Conference Center, UW Boardroom

Mr. Angell, Executive Director, Wyoming Press Association, will review the important points of the Wyoming statute on public records and the open meetings act. His discussion will focus on what libraries and library board members need to know to be in compliance with these important acts.

Safety: Library Crime and Strategies for Working with Problem Patrons

Speakers: Andrew Zook and Tina Mansfield

American Heritage Center, Stock Growers Room

Andrew Zook, Crime Prevention Officer for the Laramie Police Department and Tina Mansfield, Licensed Professional Counselor from Peak Wellness will discuss library safety and tips that libraries can use to strengthen safety within their libraries. Officer Zook will focus on crime prevention and Ms. Mansfield will focus on working with problem patrons who may have mental health issues. This informative program will be instructive for all types of libraries.

What Our Usability Study Taught Us

Speakers: Mary Ann Harlow and Kaijsa Calkins

American Heritage Center, Restaurant

The UW Libraries' website development committee conducted a usability study of the Libraries' website to determine how students actually used the website. This presentation will present the results of the study and how it informed the committee in designing a new system.

3-3:15 p.m.

Break – chat with your colleagues on your way to your next session

3:15-4:15 p.m.

Breaking the Mold of Library Advocacy – Moving from Issue-Specific Advocacy Tactics to Community-Based Library Relations Strategy

Speaker: Anita S. Duckor

UW Conference Center, Garden Room 1

The Online Computer Library Center's (OCLC) recently released study, *From Awareness to Funding*, explores the relationship between public library funding and perceptions of libraries, yet does not bridge the leap between awareness and funding. In this program, learn practical measures to building the right kind of awareness and implementation to translate smart awareness into meaningful funding for libraries of all sizes. This presentation builds a stakeholder relationship process based on lessons learned and best practices from other sectors. Learn how to strategically position your library by building a broad-based key

stakeholder model.

Copyright Free Multimedia Resources

Speakers: Jan Segerstrom and Lori Clark-Erickson

UW Conference Center, Garden Room 2

Learn about options that students and staff have and don't have when it comes to using copyrighted multimedia materials, especially from the Internet. Ideas for helping students and staff properly retrieve and/or generate copyright free music, images, and videos for use in multimedia presentations will be shared. Become aware of unique licensing options available at sites such as Creative Commons or Wikimedia Commons in order to work collaboratively yet stay within the confines of copyright law. Our discussion will also cover citing online resources. This program is useful for all types of libraries and patrons who use media in their projects and research.

Diversity: The Facts Behind the Fiction

Speaker: Chris Crutcher

UW Conference Center, Salon F/G

Meeting the challenge of racial diversity is one of an educator's highest hurdles. Each student carries generations of baggage into every classroom - issues they're not likely to confess. How can discussion prevail without defensive complications? Author Chris Crutcher believes in the power of story. "If I'm a kid in trouble, I'm not likely to talk about the powder keg at home. But I might talk about explosive characters in a fictional story." Join him as he leads a discussion on defusing bigotry through literature.

Go Green!

Speaker: Lucie Osborn

UW Conference Center, Garden Room 3

The Laramie County Library in Cheyenne became the state's first LEED Gold Certified facility. County Librarian Lucie Osborn will discuss the opportunities and challenges in turning your library "green" and will provide tips and helpful hints about how you can be environmentally friendly (and save money!), even with an existing structure. Don't miss out!

ALA Planning Forum

Speaker: Michael Dowling

UW Conference Center, Salon A/B/C

How can the American Library Association help you, your library, library users, and the library association in Wyoming? Come and share your thoughts on where ALA should focus its efforts in the next five years. ALA members and non-members are welcome.

Graphic Graphics: Building a Graphic Novel Collection for Adults

Speaker: Holly Hendrix

American Heritage Center, Stock Growers Room

Graphic novels are hotter than ever, with popular novelists reproducing their hits in graphic format and movies based on comics dominating the box office. Learn how to build a graphic collection that will appeal to adults and draw those ever elusive 20-somes into your library.

4:15-4:30 p.m.

Break

4:30-5 p.m.

Closing Session – WLA President, Cynthia Twing

UW Conference Center, Salon A/B/C

Saturday, October 3, Post Conferences

Note – Saturday events are located at the UW Coe Library

8:30 a.m.–12 p.m.

Making your Publications Pop: Taking your Design to the Next Level

Speakers: Tina Lackey and Lesley Lipska

UW Coe Library, Electronic Classroom, 216

Do you have great programs and services but are having a difficult time letting people know? Do you want your bookmarks and flyers to look professional and exciting? Come to this session and learn the dos and don'ts of design and improve your marketing skills.

8:30–10:30 a.m.

Teaching with Primary Sources

Speaker: Jeannine Collins

UW Coe Library, Classroom, 218

The Library of Congress has digitized their entire collection of Primary Sources so that teachers can access them for use in standards-based learning. These Primary Sources and the Learning Pages with complete lesson plans are a valuable resource for librarians and teachers.

10:45 a.m.–12:30 p.m.

Information Power: Primary Sources and Beyond

Speaker: Jan Segerstrom

UW Coe Library, Classroom, 218

Information Power will look at other websites for locating primary sources and also have a round table discussion of how to use primary sources most effectively in the classroom. The program will examine K-12 teaching resources such as the National Archives, ABC-CLIO, eLibrary, etc.