

DECIPHERING OUR FUTURE: TRANSFORMING IOWA LIBRARIES

IOWA LIBRARY ASSOCIATION ANNUAL CONFERENCE

OCTOBER 21 - 23, 2009

POLK COUNTY CONVENTION COMPLEX, DES MOINES

All events take place in the Polk County Convention Complex unless otherwise specified

Program Subject to Change • CE Credit Approved

Note: programs "supported by" indicates corporate monetary donations

Registration

Wednesday 8:00 a.m. - 5:30 p.m.
Thursday 7:45 a.m. - 6:00 p.m.
Friday 7:15 a.m. - 12:00 p.m.

Exhibits

Wednesday 3:00 p.m. - 6:00 p.m.
Thursday 8:30 a.m. - 11:45 a.m.
Thursday 1:45 p.m. - 5:00 p.m.

ILA and Subdivision Booths

During Exhibit Hours

It's All About Books! Author Fair *(open to the public)*

Wednesday 6:00 p.m. - 8:00 p.m.
Des Moines Public Library

ILAF Auction

Wednesday 3:00 p.m. - 6:00 p.m.
Thursday 8:30 a.m. - 6:50 p.m.

Shop ILA

Wednesday 11:00 a.m. - 6:00 p.m.
Thursday 8:00 a.m. - 12:00 p.m.
Thursday 2:00 p.m. - 5:00 p.m.
Friday 8:00 a.m. - 10:00 a.m.

Internet Cafe

Wednesday Noon to Friday Noon
Supported by Swets

PR Extravaganza: Show Us What You've Got

Sponsored by ILA Public Relations Committee

CONFERENCE PROGRAM

WEDNESDAY, OCTOBER 21

PRE-CONFERENCES

9:00 a.m. – 3:00 p.m.



***ASKING POWERFUL QUESTIONS: HOW TEACHER LIBRARIANS FURTHER LITERACY AND COMPREHENSION IN THE IOWA CORE CURRICULUM**

Dr. Jamie McKenzie, Editor, Bellingham, WA

Sponsored by *Iowa Association of School Librarians*

Room 147

10:00 a.m. - 3:00 p.m.



***THE SUSTAINABILITY TRANSFORMATION: GREEN(ER) LIBRARIES**

David Greenebaum, Education Services Librarian, Lyris, Atlanta, GA

Sponsored by *Library Administration and Management Association* and *Public Library Forum*

Room 141

WEDNESDAY continued

***DO TELL IT ANY WAY IT WORKS!**

Patricia Coffie, Storyteller, Waverly

Duffy De France, Storyteller, Muscatine

Maureen Korte, Storyteller, Des Moines

Sponsored by *Storytellers' Roundtable*

This program is partially supported by a grant from the Iowa Arts Council, a division of the Department of Cultural Affairs.

Room 137

***THE LIBRARY AND THE SOCIAL ORDER OF THINGS**

Karen Burns, Administrator, Southwest Iowa Library Service Area, Council Bluffs

Sarah Willeford, Assistant Director, Kirkendall Public Library, Ankeny

Sponsored by Iowa Library Trustees Association and Iowa Library Friends Association

Computer Lab, Des Moines Public Library

***TECHNOLOGY PETTING ZOO: LEARN TO MAKE THE MOST OF KINDLES AND MORE**

Louise Alcorn, Reference Technology Librarian, West Des Moines Public Library

Marie Harms, Library Consultant, State Library of Iowa, Des Moines

Kim Van Deest, Network Analyst and Information Literacy Coordinator, Waterloo Public Library

Sponsored by *Support Personnel* and *Information Technology Forum*

Meeting Room, Des Moines Public Library

3:00 p.m. – 6:00 p.m.

GRAND OPENING OF EXHIBITS

Des Moines Roosevelt String Quartet

Supported by *Jones Library Sales, Inc.* and *OPN Architects, Inc.*

6:00 p.m. - 8:00 p.m.

IT'S ALL ABOUT BOOKS! AUTHOR FAIR (open to the public)

Storytellers' Roundtable Members Perform

Sponsored by *Iowa Library Association* and *Iowa Center for the Book*

Des Moines Public Library

8:00 p.m. – 10:00 p.m.

COLLEAGUES, CONVERSATIONS, AND OTHER CHOICES

Supported by *Des Moines Public Library* and *EBSCO Information Services*

Des Moines Public Library

THURSDAY, OCTOBER 22

7:30 a.m. – 8:25 a.m.

CONFERENCE ORIENTATION/NEW MEMBERS BREAKFAST

Supported by *George Lawson Consulting*

Room 133

7:45 a.m. – 8:30 a.m.

CONTINENTAL BREAKFAST AVAILABLE

Supported by *Terry Powell Memorial Fund* through the

University of Iowa School of Library and Information Science

8:30 a.m. – 10:00 a.m.

OPENING GENERAL SESSION

Welcome by ILA President **Ellen Neuhaus** and Des Moines Mayor **Frank Cownie**

CANDIDATES FORUM

President-Elect Candidates



***THE NEW LIBRARY USER AND HOW TO SERVE HER (AND HIM)**

Lee Rainie, Director, Pew Internet and American Life Project, Washington, D.C.

A summary of recent trends in Internet use, cell phone use and how information seekers come in different shapes and sizes. He will discuss how these changes affect all types of libraries: academic, public, school and special.

Supported by *Iowa Library Association Foundation Endowed Speakers' Fund*

Room 204

10:00 a.m. – 11:00 a.m.

BREAK IN THE EXHIBIT HALL

Supported by *Davidson Titles, Inc.*

11:05 a.m. – 11:55 a.m.

CONCURRENT SESSIONS

***CLOSE ENCOUNTERS WITH DIGITAL CITIZENS**

Lee Rainie, Director, Pew Internet and American Life Project, Washington, D.C.

Session focuses on research on teenagers and young adults, how they gather and share information and their experiences in libraries.

Sponsored by *ILA Executive Board*

Supported by *Des Moines University*

Room 142 - 144

***THE BRAVE NEW CITIZEN**

Jamie McKenzie, Editor, Bellingham, WA

New technologies promise all kinds of great miracles like stronger thinking and better writing, but it turns out that many of those promises amount to Fool's Gold unless good teachers combat much of the marketing and pressure to substitute templates, wizards and short-cuts for careful research, logic and questioning.

Sponsored by *Iowa Association of School Librarians*

Room 145 -147

***PATIENT SAFETY THROUGH COMMUNITY AWARENESS**

Chris Childs, Education and Outreach Librarian, Hardin Library for the Health Sciences, University of Iowa, Iowa City

Mindwell Egeland, Director, Patients' Library, University of Iowa Hospitals and Clinics, Iowa City

Mary Kay Brooks, RN, MSN, Director, Clinical Quality, Safety and Performance Improvement, College of Medicine, University of Iowa, Iowa City

This session will provide an overview of the Partnering for Patient Empowerment through Community Awareness Program which provides networking opportunities for public libraries and medical centers to help individuals take an active role in their medical needs.

Sponsored by *Iowa Library Health Sciences Association* and *Public Library Forum*

Room 141 - 143



***UN-NATURAL DISASTERS: GATHERING THE LOCAL STORIES**

Terry Swails, Author, Davenport

Carolyn Wettstone Swails, Author, Davenport

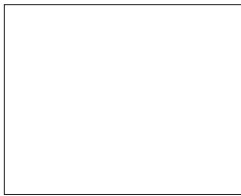
Capture and preserve local stories using various techniques and strategies.

Sponsored by *Storytellers' Roundtable* and *Local History and Genealogy*

Room 146 - 148



THURSDAY continued



***TRUSTEE ESSENTIALS**

Sandy Dixon, Program Director for Library Development, State Library of Iowa, Des Moines
This session will cover questions frequently asked by library trustees and where to find the answers. Questions encouraged!

Sponsored by *Iowa Library Trustee Association*

Room 137 - 139



***LIBRARIES AND 21ST CENTURY PRIVACY: THEIRS, YOURS, OURS**

Deborah Caldwell-Stone, Acting Director, Office of Intellectual Freedom, American Library Association, Chicago, IL

Come join in this discussion of the value of privacy and the growing threats to privacy rights.

Sponsored by *Intellectual Freedom Committee*

Room 138 - 140

***PERFECT PARTNERS: MUSEUM AND LIBRARY YOUTH PROGRAMS THAT WORK!**

Debbie Dunn, Library Assistant, Iowa City Public Library

Shaner Magalhaes, Executive Director, Johnson County Historical Museum, Iowa City

Samantha Wikstrom, Supervisor of Youth Services, Davenport Public Library

Join this discussion highlighting effective library/museum partnerships for children and teens.

Sponsored by *Youth Services Subdivision*

Room 133 - 135



***GETTING YOUR MESSAGE HEARD IN TOUGH TIMES: LEGISLATIVE ADVOCACY TIPS**

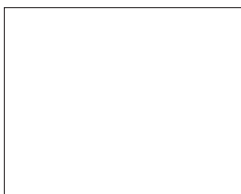
Amy Campbell, Lobbyist, Campbell-Patterson Consulting, Des Moines

Craig Patterson, Lobbyist, Campbell-Patterson Consulting, Des Moines

ILA lobbyists and a guest from the Iowa Legislature will give tips on ways to get your message heard in what is shaping up to be a very bad budget year. Hear their perspectives on what you can do to get your local legislators to take action.

Sponsored by *Governmental Affairs Committee* and *Public Relations Committee*

Room 134 - 136



12:00 p.m. – 1:50 p.m.

LUNCH

Introduction of Exhibitors

Jodie Morin, Jason Shirley, Exhibit Co-Chairs

Corporate Member Recognition

Rhonda Frevert, Membership Committee Chair

Candidates Forum

Executive Board Candidates

State Library Update

Mary Wegner, State Librarian

ILA Membership Business Meeting

Ellen Neuhaus, ILA President, Presiding

Room 204

2:00 p.m. – 2:50 p.m.

CONCURRENT SESSIONS

***TINY TECH: SOLVING PROBLEMS AT SMALL LIBRARIES ON THE CHEAP**

Jessamyn West, Librarian, Author, Techie, Randolph, VT

Discover the plentiful free web resources that small libraries can use to solve problems without breaking the bank.

Sponsored by *Information Technology Forum* and *Iowa Small Library Association*

Room 142 - 144





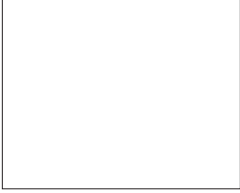
***EMOTIONAL INTELLIGENCE: RAISING THE BAR ON SERVICE**

Lauren Burnett, Consultant, Center for Inner Quality, Cleveland, OH

Learn how to raise your EQ, Emotional Intelligence Quotient, to create memorable customer connections and retain staff and users with the five points of connection: realness, accessibility, consistency, value-ing and accountability.

Sponsored by *Leadership Development Committee*

Room 146 - 148



***WHO'S BUZZING AROUND YOUR HIVE, AND ARE THEY WORTH THE STINGS? COMMUNITY CONNECTIONS THAT COUNT**

Bonnie McCune, Community Programs Consultant, Colorado State Library, Denver, CO

An interactive session to enable libraries to tap into existing community networks to strengthen relationships that will benefit them and their community partners.

Sponsored by *Library Administration and Management Association*

Room 138 - 140

***FUN AND FINE IN 2009: PICTURE BOOKS YOU SHOULDN'T MISS**

Danielle Day, Manager of Youth Services, Carnegie-Stout Public Library, Dubuque

Debb P. Green, Childrens' Services Coordinator, Iowa City Public Library

Join these veteran youth librarians as they share the finest picture books published in 2009.

Sponsored by *Youth Services Subdivision*

Room 133 - 135



***COLLECTIVE ADVOCACY: ENGAGING LIBRARIES IN THE OPEN ACCESS MOVEMENT**

Faye Chadwell, Associate University Librarian for Collections and Content Management, Oregon State University, Corvallis, OR

Jennifer McLennan, Director of Communications, Scholarly Publishing and Academic Resources Coalition, Washington, D.C.

Introduces the concepts of open access and how libraries can advocate for free and permanent access to research.

Sponsored by *ILA/ACRL* and *Community College Librarians Roundtable*

Room 134 - 136



***LIBRARY ADVOCACY: HOW ALA CAN HELP YOU MAKE YOUR CASE**

Marci Merola, Director, Office for Library Advocacy, American Library Association, Chicago, IL

A presentation of current and forthcoming ALA toolkits created to assist libraries with advocacy, budgeting, retooling and coalition-building during tough times.

Sponsored by *Public Relations Committee* and *Public Library Forum*

Room 137 - 139

***CREATING PERSONAL LEARNING THROUGH SELF-ASSESSMENT**

Jean Donham, Associate Professor, University of Northern Iowa, Cedar Falls

Describes self-assessment in the context of information literacy and considers strategies for making self-assessment of the information-seeking process a habit among students.

Sponsored by *Iowa Association of School Librarians*

Room 145 - 147

***UPPER MISSISSIPPI VALLEY DIGITAL IMAGE ARCHIVE AND IOWA HERITAGE DIGITAL COLLECTIONS**

Barbara Corson, Program Director for Library Services, State Library of Iowa, Des Moines

Amy Groskopf, Associate Director for Resource Services, Davenport Public Library

Presenters discuss two digital depositories for cultural and historical information about Iowa and the Midwest.

Sponsored by *Local History and Genealogy*

Room 141 - 143

THURSDAY continued

2:50 p.m. – 3:30 p.m.

BREAK IN THE EXHIBIT HALL

Supported by *Book Systems, Inc.* and *Leo A. Daly*

3:30 p.m. – 4:20 p.m.

CONCURRENT SESSIONS

***ON-THE-FLY TECH SUPPORT: RESOURCES AND TIPS FOR THE RELUCTANT COMPUTER REPAIR PERSON**

Jessamyn West, Librarian, Author, Techie, Randolph, VT

Do you have a lot of computers but not a lot of time/money to support them? Learn some easy approaches for problem solving.

Sponsored by *Iowa Small Library Association* and *Information Technology Forum*

Room 142 - 144

***OUR CHANGING INFORMATION LANDSCAPE: SOME BIG IDEAS**

Scott McLeod, J.D., Ph.D., Director, UCEA Center for the Advanced Study of Technology Leadership in Education (CASTLE), Ames

The new ability for everyone to have a voice has dramatic impact on the social construction of knowledge, information access, the diminishing primacy of text and other aspects of our information. Identify the forces that are remaking our world and engage in discussion about what they mean for our future work.

Sponsored by *Iowa Association of School Librarians*

Room 145 - 147

***COPING WITH WORKPLACE NEGATIVITY**

Lauren Burnett, Consultant, Center for Inner Quality, Cleveland, OH

Explore verbal and non-verbal strategies to manage challenging personality types: Ivan Irate, Paula Passive-Aggressive, Gayle Gossiper and Chris Complainer.

Sponsored by *Leadership Development Committee*

Room 146 - 148

***FICTION AND NONFICTION: THE TRUTH ABOUT VOLUNTEERS**

Bonnie McCune, Community Programs Consultant, Colorado State Library, Denver, CO
A lively and realistic approach to the recruitment and retention of volunteers in libraries of any type or size.

Sponsored by *Library Administration and Management Association* and *Iowa Library Friends Association*

Supported by *Friends of Cedar Falls Public Library*

Room 138 - 140

***RIGHTS STUFF: DECODING PUBLISHER COPYRIGHT TRANSFER AGREEMENTS**

Faye Chadwell, Associate University Librarian for Collections and Content Management, Oregon State University, Corvallis, OR

Jennifer McLennan, Director of Communications, Scholarly Publishing and Academic Resources Coalition, Washington, D.C.

Discuss various aspects of scholarly communications including retaining rights to research results, copyright transfer agreements and how to educate faculty on these topics.

Sponsored by *ILA/ACRL* and *Community College Librarians Roundtable*

Room 134 - 136



***BEYOND SURVIVAL: BRIGHT IDEAS IN TOUGH TIMES**

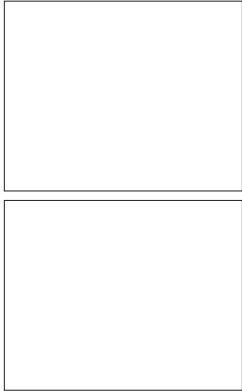
Louise Alcorn, Reference Technology Librarian, West Des Moines Public Library
Many libraries are responding to tough economic times with creative marketing, programming and service ideas. Many ideas will be shared in this session.
Sponsored by *Public Library Forum*
Room 137 - 139

***UNDERSTANDING HOMESCHOOLERS AND THE RESOURCES THEY LOVE**

Kathy Wentz, Educational Consultant, Homeschool Resource Center, Johnsborg Public Library, Johnsborg, IL
As a homeschooler parent and a library volunteer, Ms. Wentz is able to share what works best for these niche library users.
Sponsored by *Youth Services Subdivision*
Room 133 - 135

***BEST PRACTICES FOR CREATING A PHENOMENAL ONLINE NEWSLETTER**

Janine Bauer, Public Relations and Adult Program Coordinator, Urbandale Public Library
Carmen Epstein, Circulation Manager, Urbandale Public Library
Enhance your message and improve your communication quotient through online newsletters.
Sponsored by *Editorial Committee* and *Iowa Library Friends Association*
Room 141 - 143



4:30 p.m. – 5:15 p.m.

SUBDIVISION BUSINESS MEETINGS

ILA/ACRL

Brett Cloyd, Chairperson
Room 134 - 136

Iowa Association of School Librarians

Cheryl Carruthers, President
Room 145 - 147

Information Technology Forum

Louise Alcorn, Chairperson
Room 142 - 144

Iowa Health Sciences Library Association

Paula Whannell, Chairperson
Room 146 - 148

Iowa Library Trustees Association

Jeffrey Pilz, President
Room 137 - 139

Video Roundtable

Myntha Cuffy, Chairperson
Room 141 - 143

Youth Services Subdivision

Debb Green, Chairperson
Room 133 - 135

THURSDAY continued

4:30 p.m. - 5:00 p.m. **VISIT THE EXHIBITS** (Final Opportunity)

5:15 p.m. – 6:00 p.m. **SUBDIVISION BUSINESS MEETINGS**

Community College Librarians Roundtable
Molly Galm, Chairperson
Room 134 - 136

Iowa Library Friends Association
Greer Fry, President
Room 137 - 139

Iowa Small Library Association
Nathan R. E. Clark, Chairperson
Room 142 - 144

Library Administration and Management Association
Susan Kling, Chairperson
Room 146 - 148

Local History and Genealogy
Hank Zaletel, Chairperson
Room 138 - 140

Resources and Technical Services Forum
Rob Van Rennes, Chairperson
Room 141 - 143

Support Personnel
Lori Petersen, Chairperson
Room 133 - 135

6:00 p.m. – 6:50 p.m. **SOCIAL HOUR**
Final ILAF Auction Bidding

7:00 p.m. – 9:00 p.m. **BANQUET**

CONNECTING POETRY AND STORIES

Janice Harrington, Assistant Professor of English, University of Illinois, Urbana-Champaign, Urbana, IL

Be entertained by a professional storyteller who also writes award-winning poetry and children's books. Ms. Harrington's books have won many awards and citations including *Time Magazine's* top 10 children's books of 2007.

Supported by *ProQuest*
Room 204

10:00 p.m. - 11:59 p.m. **PRESIDENT'S SOCIAL**
Des Moines Marriott
Ballroom D

FRIDAY, OCTOBER 23

7:30 a.m. – 8:25 a.m.

SUBDIVISION BUSINESS MEETINGS

Government Documents Roundtable
Marianne Mason, Chairperson
Room 133 - 135

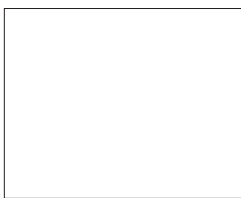
Public Library Forum
Sue Padilla, Chairperson
Room 137 - 139

Special Libraries Roundtable
Matthew Pannkuk, Chairperson
Room 141 - 143

Storytellers' Roundtable
Duffy De France, Chairperson
Room 145 - 147

8:30 a.m. – 10:00 a.m.

GENERAL SESSION



***CHANGING TIMES: NEW ROLES FOR LIBRARIES**

Karen Schneider, Library Futurist and Community Librarian, Equinox, Tallahassee, FL
The Free Range Librarian gives her perspective on current and future library trends and their potential impact on libraries and library services.

Supported by *Iowa Library Association Foundation Endowed Speakers' Fund*
Room 204

10:00 a.m. – 10:15 a.m.

BEVERAGE BREAK

Supported by *Innovative Interfaces*

10:20 a.m. – 11:10 a.m.

CONCURRENT SESSIONS

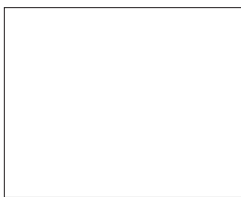


***HUMO(U)R IN LIBRARIES: MAKING FUN AT WORK AND STAYING PRODUCTIVE**

Fred Gertler, Former Assistant Dean of the University Library, University of the Pacific, Stockton, CA

This session will show how humor in the library can make work fun and productive—be prepared to laugh, enjoy and learn.

Sponsored by *ILA/ACRL* and *Community College Librarians Roundtable*
Room 138 - 140



***SMILE! YOU'RE ON CAMERA: SECURITY CAMERA USE IN TWO PUBLIC LIBRARIES**

Susan Craig, Director, Iowa City Public Library

Barbara Peterson, Director, Council Bluffs Public Library

Two public library directors share their experiences with surveillance cameras.

Sponsored by *Public Library Forum* and *Library Administration and Management Association*
Supported by *Security Equipment, Inc.*

Room 145 - 147



FRIDAY continued



***HIGH-TECH TOOLS (AND TOYS)**

John Larson, Information Technology Librarian, St. Paul Public Library, St. Paul, MN
Explore new tech tools like e-book readers and netbooks, and consider their impact on libraries.

Sponsored by *Special Libraries Roundtable*
Room 146 - 148

***YOU KNOW IT, NOW DO IT: COMMUNITY INVOLVEMENT**

Alan Kemp, Executive Director, Iowa League of Cities, Des Moines
Hear from someone outside the library community looking in the library for the best possible way your library can be a part of the community.

Sponsored by *Leadership Development Committee* and *Iowa Small Library Association*
Room 134 - 136



***CAN YOU SEE THE FUTURE WITH RDA?**

Linda Gonzalez, Member Services Librarian, BCR, Aurora, CO
This session will demystify Resource Description and Access (RDA) by reviewing the basics of the anticipated next edition of the cataloging rules and the changes it might bring to cataloging practices and online catalogs.

Sponsored by *Resources and Technical Services Forum*
Room 141 - 143



***LOOKING BACK, LOOKING FORWARD: NUMBERS THAT SHAPE OUR STATE**

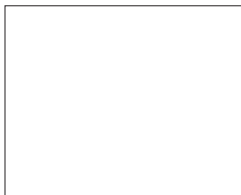
Willis Goudy, Professor Emeritus (Sociology), Iowa State University, Ames
The story of Iowa's changing and diverse population as reflected in historical census figures with projected trends toward the future.

Sponsored by *Government Documents Roundtable*
Room 137 - 139

***IOWA'S NEW SEX OFFENDER LAW AND PUBLIC LIBRARIES**

Sandy Dixon, Program Director for Library Development, State Library of Iowa, Des Moines
Susan Henricks, Director, Carnegie-Stout Public Library, Dubuque
Suzann Holland, Director, Oskaloosa Public Library
Ross Loder, Legislative Liaison, Department of Public Safety, Des Moines
Richard Wade, City Attorney, Council Bluffs
Panel will discuss library policies addressing the new sex offender to minors law which went into effect July 1, 2009.

Sponsored by *Iowa Library Trustees Association*
Room 133 - 135



***THE VAMPIRE IN THE ROCKET SHIP**

Yolanda Hood, Youth Collection Librarian and Assistant Professor, University of Northern Iowa, Cedar Falls
Kelly Stern, Teacher Librarian, Cedar Falls High School, Cedar Falls
Book talk focuses on the newest, the trendiest, the best authors, the best series and the best stand-alone works of fantasy and science fiction for grades 3-12.

Sponsored by *Iowa Association of School Librarians* and *Youth Services Subdivision*
Supported by *University of Northern Iowa Rod Library Fund for Excellence*
Room 142 - 144



11:20 a.m. - 12:10 p.m.

CONCURRENT SESSIONS

***OPEN SOURCE: WHAT IS IT ALL ABOUT?**

Karen Schneider, Library Futurist and Community Librarian, Equinox, Tallahassee, FL
Learn about open source and how and where it is used. Discover the benefits as well as the disadvantages in using open source software.

Sponsored by *Information Technology Forum*

Room 142 - 144



***OPEN MEETINGS LAW: KNOW YOUR RIGHTS AND RESPONSIBILITIES**

Angela Dalton, Assistant Ombudsman, State of Iowa Citizens' Aide/Ombudsman, Des Moines
Find out what your responsibilities are to comply with the law, how to hold electronic meetings and closed sessions, as well as how to take minutes and post agendas.

Sponsored by *Iowa Library Trustees Association*

Room 133 - 135

***DECIPHERING PROFESSIONAL AND SUPPORT STAFF RELATIONSHIPS**

Fred Gertler, Former Assistant Dean of the University Library, University of the Pacific, Stockton, CA

Explore the relationships between support and professional staff that increase trust and understanding, resulting in more effective teamwork.

Sponsored by *Support Personnel*

Room 138 - 140



***I HATE BOOKS: BOYS AND READING**

John Coy, Author, Minneapolis, MN

Get them hooked—listen to this award-winning author share his experiences working with this sometimes reluctant group of readers.

Sponsored by *Youth Services Subdivision* and *Iowa Association of School Librarians*

Room 137 - 139

***ALL FOR ONE AND ONE FOR ALL: COUNTY COLLABORATIONS THAT WORK**

Jill Sanders, Director, Elkader Public Library

Anne Skaden, Director, Kalona Public Library

Carole Stanger, Director, Atlantic Public Library

Panel members will discuss cooperative projects and how they accomplished them, including a county-wide website and union catalog, shared funding requests and programming, shared movie licensing and audio book downloading, and even a shared employee.

Sponsored by *Iowa Small Library Association* and *Public Library Forum*

Room 145 - 147

***FULL STREAM AHEAD: USING FREE ONLINE VIDEOS TO MARKET, INSTRUCT, INFORM AND EXCITE**

Myntha Cuffy, Reference Instruction, University of Iowa, Iowa City

Learn about new video products and how they can be used at your library. Bring questions, comments and ideas to share after the presentation.

Sponsored by *Video Roundtable*

Room 146 - 148

FRIDAY continued

***GEEKING EXPLAINED: HOW IT CAN HELP LIBRARIES**

Saul Amdursky, Director, Des Moines Public Library

Jenny Johnson, Executive Director for Branding and Marketing Services, OCLC, Dublin, OH

Mary Wegner, State Librarian, State Library of Iowa, Des Moines

Panelists discuss OCLC's current campaign to raise awareness about the importance of funding support for public libraries.

Sponsored by *Public Relations Committee*

Room 134 - 136

LEARN, GROW, ACHIEVE: A BCR UPDATE

Linda Gonzalez, Member Services Librarian, BCR, Aurora, CO

Room 141 - 143

12:15 p.m. – 1:45 p.m.

LUNCH

THE DIFFICULT ART OF HAPPINESS

Carrie Brown, Associate Professor of English, Sweet Briar College, Sweet Briar, VA

Join Ms. Brown in a journey as she weaves a narrative tapestry of imagery and reflections on her book, *The Rope Walk*, the 2009 All Iowa Reads Book.

Supported by *Des Moines Public Library* and *LexisNexis*

Reconvene ILA Business Meeting if necessary