



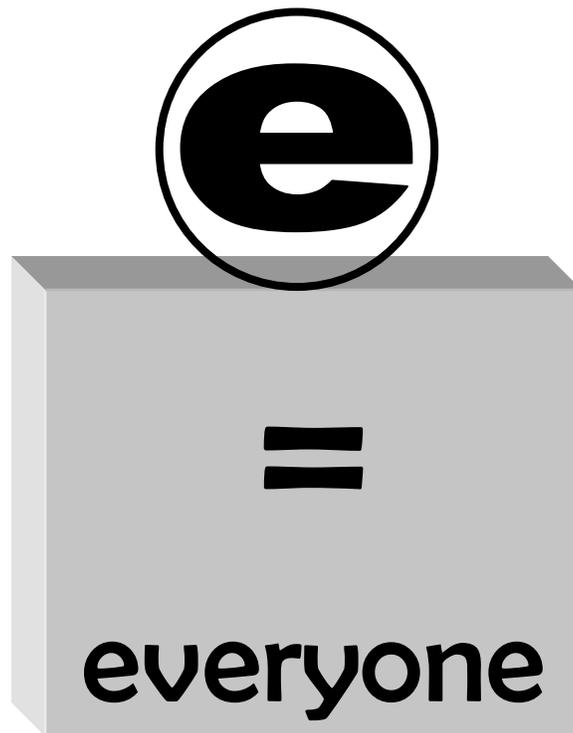
West Virginia Library Association

October 9-October 11, 2013

Clarion Inn

Shepherdstown, WV

2013 Annual Conference



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Thank you to Sherry Carney and the Clarion Hotel for their generous hospitality.

Programming *Wednesday* October 9

Pre-conference Tours, see Pre-Conference Tour Information Sheet

9:00 – 5:00 Registration Table Open – Clarion Hotel front lobby

11:00 – 4:30 Exhibits Open – Salon A

West Virginia Library Commission – Berkeley Board Room – J.P. says no specific hours, the room will be open. Drop on by!

1:00 – 2:15 – First General Session, *A Vision of 21st Century Libraries* – Salon C

Susan Hildreth, Director of the Institute of Museum and Library Services

2:15 – Refreshments Break – Salon A

2:30 – 3:30

The Digital Revolution: Digital Libraries in Community Colleges – Byrd Room

Kathleen Phillips, Kanawha Valley Community & Technical College

Digital libraries are a cost effective alternative for community colleges, offering the same volume and caliber of information in a nontraditional space. Over the course of one and a half years, our library has become a popular and fully functional facet of the college.

Public Library of the Future – Salon C

Peggy Cadigan, a member of the Association of Professional Futurists and Library Development Director of New Jersey State Library will discuss the public library of the future, examining roles the library will play and outcomes we can look forward to.

Integrating Early Literacy into Your Existing Programs – Salon B

Lesley Mason, Washington DC Public Library

Early Literacy is the new buzz word, but librarians know they've been doing this work for years! This session will teach tools, tips, and techniques to communicate with your directors and communities the good work that you are already doing, and new information on the ECRR 2 and changes in your programs and library space.

The College Student as Accidental Humorist: Creative Metaphor, Information Deficits, and the Mixed Blessings of Technology – Potomac

Anders Henriksson, Shepherd University

Why do college students write such amazing things on exams and essays? This presentation explores the cultural, technological and generational dimensions of this phenomenon. Sure to amuse all librarians!

3:45 – 4:45

Can LibGuides Really Save the World? – Byrd Room

Christine Lewis & Heather Campbell

LibGuides are everywhere. Originally an electronic template for subject "pathfinders," LibGuides were used in academic libraries, and are now used in public, special, and school libraries. Learn how these can be used to promote your library's resources and services and provide information. See if they can save your world.

Speaking for your Library – Salon C

Pat Tumulty, Executive Director of the New Jersey Library Association and head of ALA's Advocacy Committee will discuss how to get your message across.

Wednesday October 9, cont.

3:45 – 4:45, cont.

What Does RDA Mean to the Future of Catalogs – A Guide for Public Service Staff and Librarians – Salon B
Melissa Brooks, West Virginia University, Downtown Campus Library

Learn what the patron will see with the implementation of RDA. Changes in the content standards will move patrons from a traditional display to a semantic web feel. As catalogs include the “structures” of RDA, more access points are created to give better discoverability to patrons. A brief introduction of FRBR will be given.

Getting Your Excess Levy Passed – Potomac Room

Brian Raitz, Parkersburg & Wood County Public Library, & Erica Reed

Are you ready to put yourself out there for the voters’ job evaluation? Don’t be afraid; others have done it and so can you. We will share our mistakes and successes in order to help you.

5:00 -- 6:30 All-Conference Reception hosted by Scarborough Library, Shepherd University, 301 N. King Street
Ann Henriksson recommends you park in town or behind the library. See map at end of program.

6:30 – Banned Books, Bordeaux and Beer sponsored by the Intellectual Freedom Roundtable in the Rumsey Tavern at the Clarion.

7:15 – Movie and Pub Crawl Meet at 131 W. German Street at 7:15 to watch *After Twilight*, a 34-minute short film: “Bookish Jen Frazier seems an unlikely choice to be a freedom fighter, but when a theocratic new order takes over the state of Texas, Jen is pushed into action carrying contraband for the underground” (from *Nu-Classical Films*.) Hali Taylor will be your guide to Shepherdstown’s best pubs: Press Room, Bistro 112, Mecklenburg Inn, Yellow Brick Bank, Domestic, Devonshire Inn, Blue Moon Café. (But Hali says probably not **all** of these!) Moviegoers sporting the pink plastic bracelet (available from Hali) will get discounts at a number of the restaurants/bars.

8:00 – Storytelling with Susanna Holstein and Fred Powers in the Blue Ridge Lounge at the Clarion.

Thursday October 10

8:00 – 5:00 Registration Table Open – Clarion Hotel front lobby

West Virginia Library Commission – Berkeley Board Room – come on in!

8:00 – 9:00 Past-Presidents Breakfast – Tuscan Grille (By invitation, RSVP required.)

9:00 – 3:00 Exhibits Open – Salon A

9:00 – 10:00

How the WVU Libraries Learned the Art of Giving Great Service – Wilmington

Hilary Fredette & Martha Yancey, West Virginia University Libraries

In 2012, the WVU Libraries instituted a program to improve the public service skills of the Libraries’ employees. This program will discuss how we designed and instituted the “Giving Great Service” program, how employees felt about the program, and what we see for the future.

Thursday October 10, cont.

9:00 – 10:00, cont.

State Library Services: Services to Public Libraries – Potomac

Heather Campbell-Shock, West Virginia Library Commission

An overview of State Library Services to public libraries, including deposit collections, Reference of Last Resort, professional consultation and training in areas such as cataloging and interlibrary loan, and an extensive, up-to-date library science collection.

Best of Google – Lancaster

Christine Lewis, Marshall University

Author Neil Gaiman has been credited with saying: “Google can bring you back 100,000 answers, a librarian can bring you back the right one.” In this session learn how to use some of Google’s best tools to help find the one right answer.

Listening to Your Community – Salon C

Susan Hoskins, West Virginia Library Commission

This program will guide library administrators and trustees in obtaining more community involvement for library planning, based on the current national public library planning module (Planning for Results).

Trustee Academy I – Blue Ridge Lounge

J.P. Myrick, West Virginia Library Commission

The first installment of Trustee Academy, discussing the roles of the Board Member and the history of libraries and library boards of governance.

Cheap and Fun Crafts for Everyone – Salon B

David K. Lemming, Children’s Library Asst., Parkersburg & Wood Co. Public Library

Need craft ideas? Don’t want to spend a bunch of money? This is a presentation of several crafts that can be done cheaply and adapted to many different programs. These crafts should be fun for different age ranges and some can be turned into different ideas per season.

10:00 Refreshments Break – Salon A

10:15 – 11:00

ILL/Reference Roundtable meeting – Jefferson

Foundation Center Roundtable meeting – Blue Ridge

10:30 – 12:30

The Affordable Care Act and the Role of Public Libraries – Salon C

Perry Bryant, West Virginians for Affordable Health Care

This presentation will outline the four major goals of the Affordable Care Act, share the various ways that uninsured West Virginians can gain health insurance coverage, and how libraries can play a constructive role in the enrollment process.

Trustee Academy 2 and 3 – Potomac

J.P. Myrick, West Virginia Library Commission

Trustees will be shown the second and third installments of Trustee Academy covering applicable laws and policies, and hiring and evaluating the library director.

Thursday October 10, cont.

11:00 – 12:00

Data on Demand: Federal Government Information at Your Finger Tips – Wilmington

Majed Khader, Marshall University

A brief overview of freely accessible online and web resources on data on demand such as basic demographic and economic statistics for every congressional district in the U.S., federal funding opportunities, domestic and foreign trade data, student public education finance, and other timely data.

Modern Pop Art Experience – Salon B

Michael Albert, Artist/Author

Designed for children's librarians, reference librarians, directors & all lovers of art, Albert will introduce his program, which is great for children, teen & family programs, and show how your library can have a Cereal Box Collage program. Free posters, bookmarks & postcards will be available.

Read Aloud West Virginia: What It Can Offer Your County/Your School – Lancaster

Mary Kay Bond, Read Aloud West Virginia

Recently named best local non-profit by *WV Magazine*, Read Aloud West Virginia currently serves schools in twenty-two counties and continues to grow. The organization's goal is to motivate children to WANT to read. This session will cover the organization's mission and programs.

1:30 – 2:30

Cultivating Friends in the Academic Library – Wilmington

Ann Watson, Shepherd University, and panelists

Best practices for cultivating and sustaining a successful and supportive Friends group in an academic library.

Public Employees Retirement System Educational Seminar – Salon B

Chrissy Courtney, West Virginia Consolidated Public Retirement

This program is geared toward members of the West Virginia Public Employees Retirement System (PERS). Whether you are new to public employment or nearing retirement eligibility, attending this seminar will provide you with an opportunity to learn about your PERS annuity benefits and options and better prepare you for determining when you will be eligible to retire.

Communicating with Your Elected Officials, part 1 – Salon C

J.D. Waggoner, Executive Secretary (Retired), West Virginia Library Commission

At his entertaining and knowledgeable best, J.D. will give an overview of where we are with public library legislative issues, where we want to be, and how we can get there, followed by a session on the ins and outs of getting what you want from your city, county, state or national representatives.

Historic Newspapers in the Library and Beyond – Lancaster

Jill Craig, Western Maryland Regional Library

The use of local newspapers as a primary source brings vitality to the study of history and provides an intimate view of America's past. The Hagerstown Historic Newspaper Indexing Project covers 1790 -1865, including Western Maryland's C&O Canal, Slaves in Western Maryland and Civil War pages.

2:30 -3:15

Refreshments Break & **last chance to visit Exhibits** – Salon A

Social Responsibilities Roundtable meeting – Jefferson

Technical Services Roundtable meeting – Potomac

Thursday October 10, cont.

3:15-4:15

Helping the Adult Learner – Wilmington

Gretchen Rae Beach, Marshall University, & Kathleen Phillips, Kanawha Valley Community & Technical College

Whether it's GED testing, how to fill out an application online, resumé creation, or just using a mouse, we discuss resources and tricks for helping the adult learner.

Remembering the Buffalo Creek Disaster, February 26, 1972. – Potomac

Stewart Plein, West Virginia University College of Law Library

When the dam burst at Buffalo Creek in Logan County, releasing 130 million gallons of water, coal sludge and waste materials, a 20-30 foot wall of water flooded the towns of Buffalo Valley, with no warning. Of interest to all librarians this session will explore the disaster and provide information on the upcoming Buffalo Creek Symposium to be held at West Virginia University College of Law in February 2014.

Communicating with Your Elected Officials, part 2 – Salon C

J.D. Waggoner, Executive Secretary (Retired), West Virginia Library Commission

Reaching Out to Teachers and the School Community – Lancaster

Peter Allphin & Sarah Showe, Martinsburg-Berkeley County Public Library

Participants will discover outreach methods useful for advocating for public libraries among school teachers and administrators. Presenters will discuss a variety of tools and resources available to all West Virginia libraries and public schools regardless of income, demographics, or geography.

Creating Alternative Revenue Streams for Your Library – Salon B

Mary Rayme, Pioneer Memorial Public Library

There are many ways that libraries can earn extra cash by selling books on Amazon, sending books to Better World Books, using Kroger gift cards, Google AdSense, and writing book reviews as an Amazon Associate. Bring a few used or new books that you believe may have resale value and a laptop.

4:15 – 5:00

Children's Services Roundtable meeting – Salon C

Directors Roundtable meeting – Jefferson

Digital Projects Roundtable meeting – Blue Ridge

5:45 – 7:00 Cash bar, hors d'oeuvres, and entertainment by *The Three Amigas* – Salon C

7:00 Second General Session and Awards Banquet – Salon A, B & C

Keynote speaker fits the © to a T! Dr. S.K. Hastings, Director, University of South Carolina School of Library and Information Science. Energetic, enthusiastic and e-savvy to the nth degree, we can expect to be entertained and educated. What more could we ask?

Friday October 11

8:30 – 10:00 Registration table open – Clarion Hotel front lobby

West Virginia Library Commission – Berkeley Board Room

8:00 – 9:00 Buffet Breakfast – Salon A & B (included in registration)

8:30-10:30 Author Café: West Virginia and regional authors – Salon A & B

8:30 – 9:15

Preservation Roundtable meeting – Potomac

Literacy Roundtable meeting – Blue Ridge

Legislative Committee meeting – Jefferson

9:15 – 10:15

The Art and Science of Weeding Fiction – Byrd

Susan Maguire, Kanawha County Public Library

For book lovers, weeding the fiction collection can feel like sacrilege, but neat, roomy shelves mean your patrons can browse and discover – and check out more! We'll cover strategies for weeding fiction, including creating weeding guidelines and dealing with series. (That's the science part). Then we'll explore ways to tailor your weeding to your local collection, and when to make exceptions to the rules. (That's the art).

Common Core in the Library – Salon C

Robert Hull, Associate State Superintendent of Schools

An overview of the soon-to-be-implemented Common Core Curriculum and how it may effect the delivery of library services to public school students. Sources for information and help in the understanding and delivery of Common Core related materials will be identified.

501(c)3 Made Simple – Potomac

Joan Armbruster, incoming chair of the Friends Division

Back by popular demand, Ms. Armbruster repeats her Spring Fling session on how to obtain 501(c)3 tax exempt status for your Library Friends group.

10:15 – Refreshments Break – Salon A

10:30 – 11:15

Division meetings

Public Library Division meeting – Salon B; Academic Library Division meeting – Salon C; School Library

Division meeting – Byrd; Friends Division meeting – Jefferson; Trustee Division meeting – Potomac

11:15 2013-2014 Roundtable Chairs meeting – Jefferson

Incoming roundtable chairs meeting; select Roundtable Representative to serve on Executive Board.

11:30 – 12:30 Third General Session – Salon C

West Virginia Library Commission State of the State Address – Karen Goff, Executive Secretary

1:00 – 2:00 Executive Board meeting & lunch – Jefferson

Incoming and outgoing board members please plan to attend.

Exhibitors

We welcome the following companies.

Visit these exhibitors in Salon A

Wednesday, 11:00-4:30

Thursday, 9:00-3:00

APPLE BOOKS – Family Owned for over 25 years!! We strive to be consistently better than our larger competitors by providing industry-leading customer service, an extensive catalog of available titles and prompt delivery of products. More information available @ <http://www.applebks.com>

ADVANCED WORKSTATIONS in EDUCATION, INC. – AWE's Early Literacy Station and ELS Bilingual Spanish are the world's premiere digital learning centers for young children. These products optimize educational effectiveness while making learning fun. More information available @ <http://www.awe-net.com>
Contact Dennean Handfield @ handfieldD@awe-net.com

BAKER & TAYLOR – Baker & Taylor provides books, DVDs, offers lease plans, standing order plans, cataloging and processing, Title Source 3, and collection development. More information available @ <http://www.btol.com> or contact Jerry Bryan @ Jerry.A.Bryan@baker-taylor.com

BOUND – to – STAY BOUND – Bound to Stay Bound offers pre-bound juvenile library books with full processing and automation support available. More information available @ Btsb@btsb.com or contact Janna Holden at same web address.

BRODART – A supplier of shelf-ready materials to libraries delivering carefully selected, cataloged and processed books, as well as automation resource tools. More information available @ <http://www.brodart.com> or contact Glenn Kasofsky @ Glenn.Kasofsky@Brodart.com

CHILDREN'S PLUS – offers material for both classroom and libraries, pre-k through 12. More information available @ <http://www.childrensplusinc.com> or contact Ed Snively @ ESJR01@aol.com

EBSCO Information Services – EBSCO Information Services provides journals, e-books, and e-journal packages and print subscriptions, e-resource management tools, full-text and secondary databases, and related services for all types of libraries, research organizations and corporations. More information available @ <http://www2.ebsco.com/en-us/Pages/index.aspx> or contact Sarah Perlmutter @ sarahperlmutter@ebsco.com

INNOVATIVE INTERFACES, INC. – Offers library automation software. More information available @ <http://www.iii.com> or contact Chris Holly @ amason@iii.com

MARSHALL UNIVERSITY – The Public Library Technology (PLT) program is an online workforce training program certificate and major within General Studies. It was created to provide library workers in rural areas access to current library technical training and development opportunities online. More information available from Monica Brooks @ monica.brooks@marshall.edu

J.P. JAY ASSOCIATES, INC. – J.P. Jay specializes in library space planning, library shelving and furniture. More information available @ <http://www.jpjay.com> or contact James L. Malise @ jmalise@jpjay.com

Exhibitors, cont.

MOUNTWEST COMMUNITY AND TECHNICAL COLLEGE – Provides library science education, applied Associates Degree. More information available from Zana Durst, Program Coordinator, durstz@mctc.edu.

OVERDRIVE – Overdrive creates your virtual branch! Overdrive enables you to offer bestselling audiobooks, ebooks, music and video online 24/7 from your library's website. More information available @ <http://www.overdrive.com> or contact Scott Nance @ Snance@overdrive.com

PROQUEST – ProQuest creates indispensable research solutions that connect people and information. More information available @ <http://www.proquest.com> or contact Sean Kozak at Sean.Kozak@proquest.com.

QUALITY BOOKS – Specializes in distributing small press print and non-print materials to libraries. We offer approval, annotation, standing order plans, and shelf-ready library processing. More information available @ <http://www.quality-books.com> or contact Karen Pollok @ (800)323-4241.

ROSEN PUBLISHING – Known for its high-quality guidance, curriculum-based, and high-interest books for children in grades PreK–12, Rosen Publishing quickly became a leader in the educational publishing industry. More information available @ <http://www.rosenpublishing.com> or contact Anne Jones @ chevy57@gotsky.com.

SIRSIDYNIX – SirsiDynix develops library technology with the philosophy that the tools you use today should not hinder you from achieving your goals tomorrow. SirsiDynix is proud to create industry leading tools, for more libraries than any other vendor in the world, for the benefit of libraries and communities everywhere. More information available @ <http://sirsidynix.com> or contact Drew.McNaughton@sirsidynix.com.

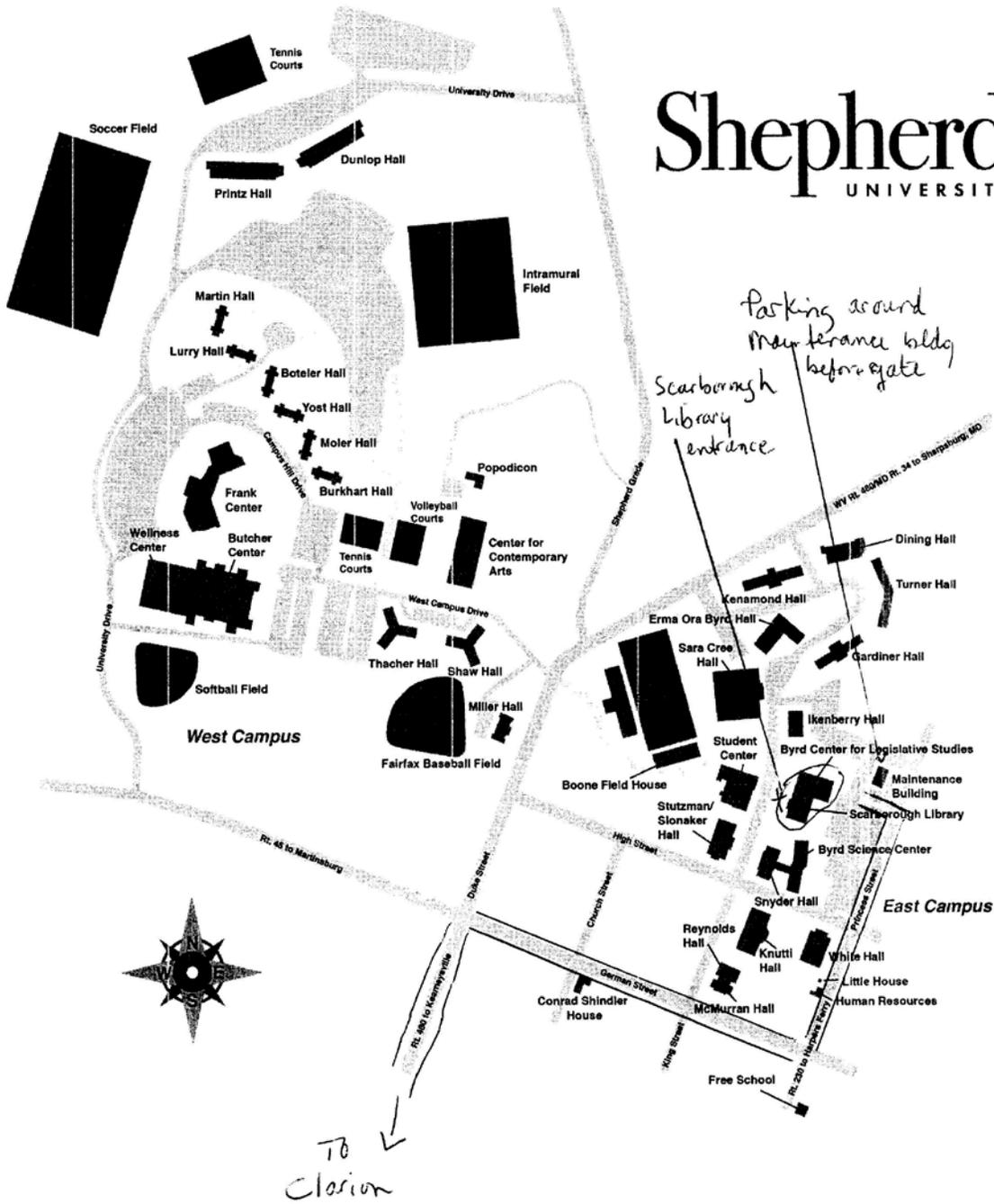
UNIVERSITY of SOUTH CAROLINA SCHOOL of LIBRARY and INFORMATION SCIENCE – The School of Library and Information Science at the University of South Carolina has been preparing information professionals for more than 30 years, but our program is anything but traditional. In this dynamic, digital and every-changing work of information, we guide leaders who can embrace new technologies and new ideas. Library and information science professionals are the information guides to the galaxyand beyond. More information available @ <http://www.libsci.sc.edu> or you can contact Sarah Keeling at nprice@sc.edu.

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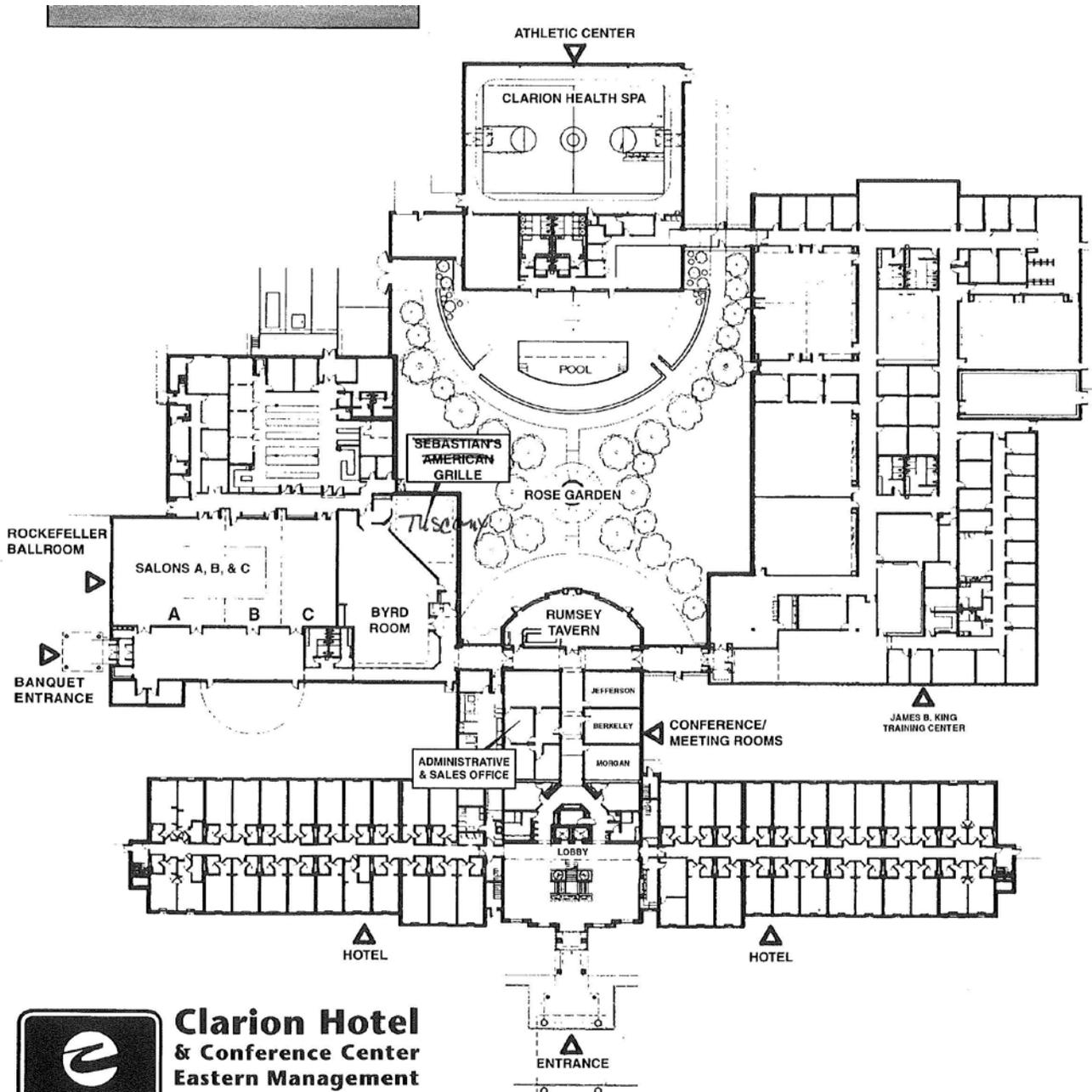
Maps & Floorplans

Shepherd University, Scarborough Library

Shepherd
UNIVERSITY



Clarion Hotel Floorplan



**Clarion Hotel
& Conference Center
Eastern Management
Development Center**
17 Lowe Drive, Shepherdstown, WV 25443
(304) 876-7000 • (800) 252-7466

Wilmington, Kings Point, Lancaster

