



Neal-Schuman PEN – Upcoming Events

www.neal-schumanPEN.com

Note: all times are Eastern Standard Time

November 2009

Searching 2.0

Thursday, November 19, 2009, 2:00 pm ET

1-Hour Web Conference with **Michael P. Sauers**

http://www.neal-schumaneducation.com/partnership/bins/calendar_page.asp?cid=2488-2323-3284

Trainer Michael Sauers applies the super-search strategies he is known for to the latest generation of Web tools. Blogs, RSS, wikis, Flickr, podcasting, mashups, the read/write Web, kartoo, BitTorrent, Google Book Search, the WayBack Machine, visual search engines, folksonomies, Firefox Search Plugins, Del.icio.us, and more. If you aren't intimately familiar with these tools and how to fully exploit them in your daily reference work, then this presentation is for you. Irreverent and fun, this presentation will expose you to some of the more recent tools that make the most of the Web 2.0 environment: from improving basic search skills and evaluating search results to making the best use of search engines, both common and cutting-edge.

LibGuides: A Solution for Web-based Pathfinders

Monday, November 23, 2009, 2:00 pm ET

1-Hour Web Conference with **Jennifer Shrubsole**

http://www.neal-schumaneducation.com/partnership/bins/calendar_page.asp?cid=2488-2323-3452

While most libraries have Web-based pathfinders, some libraries don't have people with Web-authoring skills to set up and maintain their guides. Other libraries want to incorporate Web 2.0 technologies into their pathfinders, and all libraries face budget crunches. LibGuides, from SpringShare, allow the creation of subject-specific guides for your Web site. They use many Web 2.0 technologies, yet are easily edited, even by people with few computer skills. LibGuides are customizable, yet cost-effective. This session will explain what LibGuides are, their benefits, and a demonstration of some of the features available.

Ten Mistakes that Boards Make

Tuesday, November 24, 2009, 7:00 pm ET

1-Hour Audio Conference with **Ken Haycock**

http://www.neal-schumaneducation.com/partnership/bins/calendar_page.asp?cid=2488-2323-3449

Why do good people keep making the same mistakes?

Participants will understand the key criteria for board effectiveness and be able to analyze their own board functions from this perspective. The result will be a more effective board with a clearly defined focus on community development, higher level planning and allocation of resources and regular evaluation of programs and services. The board will also have a higher profile in the community and recruit new members based on identified needs.

Leadership Development: What the Research Tells Us

Tuesday, November 24, 2009, 2:00 pm ET

1-Hour Web Conference with **Anne Marie Madziak**

http://www.neal-schumaneducation.com/partnership/bins/calendar_page.asp?cid=2488-2323-3293

Much has been made in recent years of the leadership deficit facing libraries and the need to build the profession's capacity to develop strong library leaders. While most of us are at least vaguely aware of the demographics of the profession and the exodus of librarians due to retirement, we have done very little to groom the next generation of library leaders. This session draws on research that illuminates the conditions that help people reach their leadership potential.

Rethinking Preschool Storytime

Monday, November 30, 2009, 1:00 pm ET

1-Hour Audio Conference with **Betsy Diamant-Cohen**

http://www.neal-schumaneducation.com/partnership/bins/calendar_page.asp?cid=2488-2323-3286

After exploring the pros and cons of theme-based story times, this session will offer alternative ways to plan and present preschool storytimes. Rethink the focus of your programs and learn to use time-tested materials in new ways.

December 2009

Summer Reading Programs Aren't Just for Kids!

Wednesday, December 2, 2009, 2:00 pm ET

1-Hour Web Conference with **Sarah Jones**

http://www.neal-schumaneducation.com/partnership/bins/calendar_page.asp?cid=2488-2323-3369

Most public libraries are overrun in the summer months with children participating in a summer reading program. Why not take advantage of this great opportunity and reach out to another group — their parents!

Key topics to be discussed include: the role of reading promotion programs in public libraries, the importance of implementing RA related programming in public libraries and how-to information on designing, developing, and implementing a summer reading program for adults, including best practices. Participants will leave this session with inspiration for implementing an adult summer reading program of their own!

Selecting the CEO: Your Million Dollar Responsibility

Wednesday, December 9, 2009, 7:00 pm ET

1-Hour Audio Conference with **Ken Haycock**

http://www.neal-schumaneducation.com/partnership/bins/calendar_page.asp?cid=2488-2323-3450

Be ready to meet this challenge!

Selecting a CEO truly is a million dollar responsibility when you consider salary and benefits over an average period of time in the position. Boards and senior staff spend hundreds of hours on other million dollar decisions such as assessing new vendors and automation programs but spend comparatively little time on CEO selection. Like most functions, selection of CEOs has been studied and monitored. Participants will learn what is effective and what is not.

Helping Adult Readers Select Graphic Novels

Wednesday, December 16, 2009, 2:00 pm ET

1-Hour Audio Conference with **David Serchay**

http://www.neal-schumaneducation.com/partnership/bins/calendar_page.asp?cid=2488-2323-3464

Graphic novels are a hot item in libraries that will increase circulation and bring a new format to your patrons. This session covers the topic with added emphasis on graphic novels read by adults as well as those titles that are written specifically for adults. Also covered is "what are graphic novels", "why should I have them in my library", and "once I have them what do I do with them", as well as the use of graphic novels in academia. In addition, some title suggestions will be provided as well as a discussion of "how adult is too adult."

January 2010

Putting Readers First

Wednesday, January 13, 2010, 2:00 pm ET

1-Hour Audio Conference with **Rachel Van Riel**

http://www.neal-schumaneducation.com/partnership/bins/calendar_page.asp?cid=2488-2323-3349

Rachel Van Riel will talk about a new approach to promoting books which has blown a gust of fresh air into stale literary and marketing debates. Reader development starts from the reader instead of the writer or the book and has released a tremendous wave of energy, influencing libraries, publishers, booksellers, educators, the media and the government. Whether you are planning a one-shelf promotion in a tiny library or a major new building, the principles of reader development will bring an exciting new perspective to your thinking.

February 2010

Readers' Advisory: Genre Trends

Wednesday, February 17, 2010, 2:00 pm ET

1-Hour Audio Conference with **Kristina Parlee**

http://www.neal-schumaneducation.com/partnership/bins/calendar_page.asp?cid=2488-2323-3326

It's not as simple as mystery, fantasy, sci-fi, western, romance anymore. Genres, subgenres, genre-blends - it can be hard to keep it all straight in the ever changing world of fiction. This session will go beyond simply telling you "vampires are a hot topic this year" to give you an understanding of the new genres that your patrons will be asking for.