Annual Conference
November 5-8, 2014 — Saratoga Springs

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OPEN LIBRARIES
OPEN MINDS

NEW YORK LIBRARY ASSOCIATION
The Voice of the Library Community
2014 NYLA Conference Brochure

Introduction

New York Library Association
6021 State Farm Road / Guilderland, NY 12084
518 – 432 – NYLA (6952) / 800 – 252 – NYLA (6952)
www.nyla.org / info@nyla.org

Executive Director
Jeremy Johannesen
Director of Membership Services
Lois Powell
Marketing and Communications Manager
Cara Longobardi
Director of Government Relations & Advocacy
Mike Neppl
Director of Finance
Galina Tsvaygenbaum
Digital Literacy Project Manager/Trainer
Mary Anne Waltz
Administrative Support Specialist
Ashleigh Whitfield

2014 Conference Programmers

The conference programmers are representatives from all the sections, roundtables, and committees that make up NYLA. It is their hard work that results in the conference as you know it. Many thanks to each and every conference programmer.

NYLA 2014 Conference Chair – Ellen Rubin
Continuing Education Committee Chair – Meg Van Patten

Section Programmers

ASLS Academic & Special Libraries Section – Justin Kani
LAMS Leadership & Management Section – Lauren Comito
PLS Public Libraries Section – Brian Hildreth
RASS Reference & Adult Services Section – Alyssa Newton
SMART Section on Management of Information Resources and Technology – April Steenburgh
SSL Section of School Librarians – Mary Ann Karre
YSS Youth Services Section – Lee Ricci
SCLA Suffolk County Library Association – Todd Schlitt

Roundtable Programmers

CORT Correctional Outreach Resource Team – Judith Doyle
EFRT Empire Friends – Lisa Wemett
ESRT Ethnic Services – Tracey Allen
FILM Finding Inspiration in Literature & Movies – Z Baird
GIRT Government Information – Rosemary Lasala
IFRT Intellectual Freedom – Scott Jarzombek
NMES New Members – Elizabeth Portillo
RLRT Rural Libraries – Leona M. Chershenoski
RLSP Library Services to Special Populations – Brigid Cahalan

Affiliate Programmers

NY3Rs New York 3Rs Association – Nora Hardy
LTA Library Trustees Association – Tim Gavin
PULUSDO New York State Public Library System Directors – Tim Burke
SED / NYS State Education Department/NYS Library – Mary Beth Farr
SLSA School Library Association – Mary Ann Hebert
ULU Urban Librarians Unite – Lauren Comito
Council for the Humanities – Leah Nahmias
Center for the Book – Rocco Staino
New York City Black Librarians Caucus – Trina Reed

Future NYLA Conferences

2015: Lake Placid, October 21 – 24 Celebrating our 125th Anniversary
2016: Saratoga Springs, November 2 – 5
2017: Saratoga Springs, November 8 – 11

The NYLA Annual Conference Brochure is published annually for attendee information for the New York Library Association Annual Conference. All programs, speakers, dates and times are subject to change without notice.

2014 NYLA Conference

Wednesday, November 5 through Saturday, November 8, 2014
Saratoga Springs, NY

Open Libraries, Open Minds

Please join me and your colleagues in Saratoga Springs this fall as the New York State library community gathers for our largest annual event. Come prepared to be energized as the theme, “Open Libraries, Open Minds” has been ardently embraced by the various programmers and vendors. This theme speaks to the premise that all libraries, academic, public, school and special, provide opportunities for people to grow through access to high quality professionally chosen materials and by programs geared to the needs of their communities. The extensive trade show floor will provide access to exhibitors as well as NYLA’s affiliates, chapters, sections, and roundtables. The convention center will be home to scores of creative and inspiring programs and special events, including our internationally renowned keynote speaker, Rich Harwood. This conference is a “can’t miss” event! If you are thinking of coming, but need some financial help, please check out the various section scholarships and the Dewey Fellowship awards.

I look forward to seeing you in November.

Sara Kelly Johns, NYLA President

Visit nyla.org/conference for expanded conference information and registration
NYLA is pleased to present our 2014 Annual Conference & Trade Show Keynote Speaker, Rich Harwood. Rich is the founder and president of The Harwood Institute for Public Innovation, a national nonprofit organization based in Bethesda, Maryland. The institute teaches and coaches people and organizations to solve pressing community challenges, improve their own effectiveness, and do their work in a way that makes communities stronger.

Rich’s transformational work has spread to thousands of communities nationally and worldwide through the application of concrete methods he created and honed over the past 25 years. These proven practices are based on hands-on work with individuals, organizations, and communities in their quest to create change. Rich’s talks, coaching techniques, and practical guides have provided the hope and inspiration for individuals and groups to improve their public and private lives. Rich’s work is part of ALA’s Libraries Transforming Communities ALA/Gates Initiative and can be found at: http://www.ala.org/transforminglibraries/libraries-transforming-communities/resources-for-library-professionals

A visionary with the ability to help people identify obstacles and tap their aspirations, Rich has inspired hundreds of audiences as he shares his philosophy of what it takes to be relevant and connected in today’s world. Rich is also a prolific author who has written extensively on the most vital issues of our time and has appeared on national media such as MSNBC, NPR, CNN’s “Inside Politics” and many others.

NEW FOR 2014

With thanks to Boopsie, NYLA will have a mobile app available to conference attendees to make navigating the conference offerings quick and easy via your mobile device.
2014 NYLA Conference Brochure

Special Events

Gallery Tour

**THE HYDE COLLECTION**

**Wednesday, November 5**

**3:00 PM – 6:00 PM**

Join NYLA on a tour of the historic Hyde Collection, a shuttle will depart from the Saratoga Hilton at 3:00 PM, arriving back at 6:00 PM.

Housed in an American Renaissance-style mansion and a modern Edward Larrabee Barnes addition, the Hyde Collection is a truly remarkable blend of the present with the past. It is a showcase for an extraordinary art collection ranging from the Old Masters to the most contemporary artists of our time. During our visit, the exhibit will be “Picturing America: Signature Works from the Westmoreland Museum of American Art.”

The exhibition presents paintings and sculptures that describe the American experience from the pre-Revolutionary War era to early Modernism. Renowned artists represented in this selection include Milton Avery, Mary Cassatt, John Singleton Copley, Childe Hassam, Robert Henri, George Inness, Paul Manship, John Sloan, and Benjamin West, as well as Charles Wilson Peale and his children Rembrandt, Rubens, and Mary Jane.

**Tickets are $30 per person** and include transportation and admission. Please see registration form for details.

Correctional and Outreach Resource Team (CORT) Annual Dinner

**Wednesday, November 5**

**7:00 PM – 9:00 PM**

Join members of CORT for their annual gathering and dinner at the Olde Bryan Inn. Open to all. **Tickets are $24 per person.** Please see registration form for details.

**NYLA Annual Membership Meeting**

**Thursday, November 6**

**8:00 AM – 9:00 AM**

Annual NYLA Membership meeting to review the business of the organization.

**Speed Mentoring at the NMES Booth**

**Thursday, November 6th**

**10:30 AM – 12:00 PM, 3:00 PM – 4:00 PM**

**Friday, November 7**

**10:00 AM – 10:30 AM**

Stop by the NMES booth and sign up for a 7 minute session with a mentor. Using a Speed Dating format, there will be a different mentor scheduled for each 30 minute block during the Trade Show, and they will each see 4 mentees over 30 minutes. This is your chance to ask questions to library professionals one-on-one and get some good feedback from those in the field.

**Scheduled Mentors:**

- Patti McCail (Academic / Special)
- Thomas Cartoni (Public)
- Nancy Howe (Public)
- Elaine Provenzano (Academic)
- Abby Moynahan (School)
- Tinamarie Veila (Academic / Special)

**Empire State Center for the Book Literary Luncheon**

**Thursday, November 6**

**12:00 PM – 1:30 PM**

Come join fellow NYLA members and celebrate literature, literacy, and libraries at our third annual CFTB Literary Luncheon. This year, we will have author Kevin Fitzpatrick join us to speak about the Algonquin Round Table, drinking, and Dorothy Parker. Fitzpatrick is the president of the Dorothy Parker Society. His first book, A Journey into Dorothy Parker’s New York, was published in 2005. It was followed in 2009 by The Last Algonquin Round Table: Humor, Fiction, Journalism, Criticism, and Poetry from America’s Most Famous Literary Circle and Boardwalk Empire Free Bonus Material: The Speakeasy Guide to Prohibition Era Slang in 2010. Lyons Press, a division of Globe Pequot Press, published his latest book, Under the Table: A Dorothy Parker Cocktail Guide, in November 2013. This fall, he will be releasing a book about the members of the Algonquin Round Table. In addition to Kevin, we are thrilled to have with us award winning author / illustrator Steven Kellogg and award winning author Patricia MacLachlan.

**Tickets are $45 per person.** Please see registration form for details.

**PLS Author! Author!**

**Thursday, November 6**

**5:30 PM – 7:30 PM**

Saratoga Springs Public Library

PLS is excited to announce that this year’s Author! Author! event will feature New York Times best-selling Author, Gary Shteyngart. Shteyngart’s work has appeared in The New Yorker, Travel + Leisure, Esquire, GQ, The New York Times Magazine, and many other publications, and his books have been translated into twenty-six languages. Absurdistan was chosen as one of the 10 best books of the year by The New York Times Book Review and Time magazine. He was named a Granta Best Young American Novelist and a New Yorker “Best Writer Under 40.” In his most recent New York Times bestselling and critically acclaimed memoir, Little Failure, Shteyngart shares his American immigrant experience, moving back and forth through time and memory with self-deprecating humor, moving insights, and literary bravado.

**Tickets are $35 per person** and include h’orderves from the Bread Basket Bakery and a copy of Little Failure. Please see registration form for details.

**Telling Tales with Aunt Helen’s Closet**

**Thursday, November 6**

**5:30 PM – 7:30 PM**

Aunt Helen’s Closet takes students on an incredible journey from the African Savannah to the Australian Outback. A hands-on museum approach to learning enables students to discover various cultures in a friendly and exciting manner. Tickets are $15 per person and benefit the Ann Gibson Scholarship Fund. Please see registration form for details.

**NYLA Presents Battle Decks!**

**Thursday, November 6**

**5:30 PM – 7:30 PM**

Improv meets public speaking; courageous volunteers tackle a live presentation based on PowerPoint slides that they have NEVER seen before. Hilarity will ensue. **This Is a free event.**

**New Members Meet & Greet**

**Thursday, November 6**

**5:30 PM – 7:30 PM**

Join with fellow new members of NYLA and explore ways to engage. Open to all. Sponsored by the New Members Engagement Sub-committee (NMES) and Mango. **This is a free event.**

Tell your followers you’re attending! Tweet about the NYLA Annual Conference #NYLA2014

Visit nyla.org/conference for expanded conference information and registration
NYLA-Dewey Scholarship Fund Benefit Event featuring Double Axel
Thursday, November 6
8:00 PM – 10:00 PM
Our annual Scholarship Fund Benefit Event will be held at Vapor Night Club at Saratoga Casino & Raceway. Join us for an evening of rock & roll with northern New York’s favorite party band Double Axel. Heavy horderves will be served and shuttle transportation provided.
Proceeds from the event will support the NYLA-Dewey Scholarship Fund, which provides financial assistance to enable interested and deserving students to pursue a Masters Degree in Library Science at an ALA-accredited library school in New York State. Each year, a recipient from each of New York’s seven library schools is eligible for an award of $1,000 to cover tuition costs and related expenses.
Tickets are $50 per person. Please see registration form for details.

LAMS Luncheon: Tech Leadership
Friday, November 7
12:30 PM – 2:00 PM
We all learned about librarian ethics and values, and managers often have occasion to revisit those ethics and values to help guide our day-to-day decision making and longer range strategic planning. As the world went digital, we chased after it...often forgetting the very ethics and values that set our profession, and our role within our communities, apart from everyone else. Are our "digital ethics" different from our "analog ethics"? What decisions have we already made that are in line, or out of line, with those ethics? What decisions are facing us now? What key legislative and policy issues do we need to be aware of as library leaders? How can we usher our libraries through a period of great transition while holding true to our very ethics and values that set our profession, and our role within our communities, apart from everyone else.
Sarah Houghton is best known as the author of the award-winning LibrarianInBlack.net. She is also the Director of the San Rafael Public Library. Sarah is a big technology nerd and believes in the power of libraries to change lives.
Sponsored By Evanced Solutions. Tickets are $35 per person. Please see registration form for details.

YSS Empire State Award Luncheon
Friday, November 7
12:30 PM – 2:00 PM
YSS is pleased to present the 2014 Empire State Award for Excellence in Literature for Young People to Jacqueline Woodson. A prolific and accomplished author, she has won several lifetime achievement awards including the 2006 Margaret A. Edwards Award in writing for young adults, the 2010 St. Katherine Drexel Award, the 2012 Anne V. Zarrow Award for Young Reader’s Literature and was shortlisted for the 2014 Hans Christian Andersen Award. She has received three Newbery Honors for the books After Tupac and D Foster, Feathers, and Show Way. She won the Coretta Scott King award and the Los Angeles Times Book Award for Miracle’s Boys and had three CSK author honors for From the Notebooks of Melanin Sun, I Hadn’t Meant to Tell You This, and Locomotion. She won a Caldecott Honor for Coming On Home Soon, the Jane Addams Peace Award for Each Kindness and has been a National Book Award finalist twice for Hush and Locomotion, in addition to a long list of notable books recognized nationwide.
Ms. Woodson currently resides in Brooklyn, New York. Tickets are $35 per person. Please see registration form for details.

ULU NYLA Disaster Relief Fundraiser
Friday, November 7
9:00 PM
This annual tradition continues with a fun filled event hosted by Urban Librarians Unite to raise funds for the NYLA Disaster Relief fund. Tickets are $10 per person at the door.

ALA Breakfast with Barbara Jones
Saturday, November 8
8:00 AM – 9:30 AM
Join Director of the ALA Office for Intellectual Freedom and Executive Director of the Freedom to Read Foundation, Barbara Jones for her presentation entitled “Tinker, Tailor, Librarian, Spy”. The presentation covers the NSA controversy from the beginning, including the ALA and key civil liberties groups response to the allegations of domestic and international spying.
Tickets are $25 per person. Please see registration form for details.

NYLA is proud to have Northshire Book Store as our onsite book seller.
Northshire Book Store, located at 424 Broadway in Saratoga Springs is a family-owned, independent bookstore, which began in Manchester Center, VT. Be sure to visit this unique book store while in town!
The onsite book store will be open on:
Wednesday 11/5 1:00pm-5:00pm
Thursday 11/6 8:00am-5:00pm
Friday 11/7 8:00am-5:00pm

Visit nyla.org/conference for expanded conference information and registration

ALL registrations MUST be submitted online. This will include those being paid by organizational check and purchase order. Be sure to register in advance to secure event tickets.

Registration is open online at: www.nyla.org

Please note that when signing up for meals, you must indicate if you require a vegetarian meal. We may not be able to accommodate your needs onsite without advanced request.

Conference Registration Fees and Plans

Package Plan Registration

The Package Plan saves you money by bundling tickets to all the special events into one discounted rate. The Package Plan includes:

- Conference Badge (entry to all non-ticketed programs and Trade Show), Center for the Book Luncheon (Thursday), Scholarship Fundraiser (Thursday), One Friday Section Luncheon (chose from LAMS Luncheon, RASS Luncheon, YSS ESA Luncheon or EFR Luncheon), Inaugural Banquet, Saturday Breakfast.

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<thead>
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<th>Early Bird (8/22)</th>
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Full Conference Registration

Register for everything the conference has to offer, includes:
- Badge, entry to all non-ticketed programs, entry to the Trade Show, AND one ticket to the Inaugural Banquet

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Single Day Registration

Includes: Badge, entry to all non-ticketed programs and the Trade Show (Thursday or Friday). Single day registration is for ONE DAY ONLY.

**Thursday & Friday**

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| Any One Single Day       |                  |                 |                   |
| Retired/Trustee/Student/Friend* | $20      | $25             | $30               |

* These rates are available to NYLA members of these categories.

Pre-Conference CE Workshops

**Wednesday, November 5**

Full Day 10:00 AM – 5:00 PM
CE-A: Using Your Outside Voice (LAMS)
CE-B: A Big Tent & A Full Toolbox (RASS)
CE-C: Lost in RDA? Let SMART Show you the Way! (SMART)

Half-Day PM 2:00 PM – 5:00 PM
CE-D: Teaching Strategies for Active, Inquiry-Based Learning (SSL)

Half-Day AM 10:00 AM – 1:00 PM
CE-E: Creating Open Minds (NYLA-CEC)

**Half-Day Workshops** *(Morning or Afternoon)*

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**Full Day Workshops**

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**Saturday, November 8**

ALA Breakfast with Barbara Jones - $25

Visit nyla.org/conference for expanded conference information and registration
Where to Stay

Saratoga Hilton
$157/night
534 Broadway
Saratoga Springs, NY 12866
(518) 584-4000

Standard Room: Single $157 / Double $157 / Triple $172 / Quad $187
Signature Suite: Single $187 / Double $187 / Triple $202 / Quad $218
Luxury Suite: Single $307 / Double $307 / Triple $322 / Quad $337

To reserve your room, please visit https://aws.passkey.com/event/11324145/
owner/3105614/home

*Please note that you can only book one room at a time. If multiple rooms are needed, you will need to repeat the booking process.

Hampton Inn & Suites
$158/night
25 Lake Avenue
Saratoga Springs, NY 12866
518-584-2100

Reservations: Call 518-584-2100—request group rate for NY Library Association

Courtyard by Marriott
$149/night
11 Excelior Ave.
Saratoga Springs, NY 12866
(518) 226-0538

Reservations:
Call 866-210-9325—request group rate for NY Library Association or visit Or visit: http://cag.marriott.com/albny/nyla*

By Air...
The Albany International Airport, approximately 30 minutes from downtown Saratoga Springs, provides convenient commercial air service between the Capital District and many major American cities. Taxi fare between the airport and Saratoga hotels is approximately $75.

By Train...
For schedule and fare information, contact Amtrak at 800-USA-RAIL or www.amtrak.com. The Saratoga Springs Amtrak station (SAR) is located near downtown Saratoga. The Albany/Rensselaer Amtrak station (ALB) is approximately 40 minutes from the downtown Saratoga Springs hotels. The Schenectady Amtrak station (SD1) is approximately 35 minutes from downtown Saratoga. Taxi fare is approximately $12 to downtown Saratoga from the Saratoga station. Service to and from Saratoga Springs is somewhat limited, though the station is very convenient to our conference hotels. Service into Albany (best for travelers coming from points south) and Schenectady (best for travelers coming from points west) is more frequent, but the stations are much farther away and taxi fares can run as high as $85-$100 each way.

Amtrak offers a 10% discount off the best available rail fare to (Saratoga Spring, NY) between (November 02, 2014 – November 11, 2014). To book your reservation call Amtrak at 1 (800) 872-7245 or contact your local travel agent.

Conventions cannot be booked via Internet. Please be sure to refer to Convention Fare Code X75S-905 when making your reservation. This offer is not valid on the Auto Train and Acela Service. Fare is valid on Amtrak Regional for all departures (package plan registration and pre-conference CE workshops are eligible). In order to qualify for the group registration discount, the sponsoring organization must be an organizational member of NYLA; all registrations in the group must be submitted at one time, and all registrations must be paid by a single organizational payment (check or credit card). Please denote on the online registration form that the registration is part of a group. Following submission, as revised adjusted invoice will be issued with the correct discounted total due. The deadline for submitting a Group registration is September 30, 2014. Group registration payments are due within 30 days of receipt of the submission, if not the registrants will be charged the prevailing rate (i.e. Advanced or Late).

By Bus...
Greyhound and Trailways buses travel directly to the Saratoga Springs Amtrak station (26 Station Lane). For fare and schedule information contact: Greyhound at 800-231-2222 or www.greyhound.com. Trailways at 800-776-7548 or www.trailwaysny.com. Please note that this is not an endorsement of Greyhound, Trailways, or AMTRAK, and all travel is at your own risk.

By Car...
If you are traveling to Saratoga Springs by car, the address of the hotel & convention center is 534 Broadway, Saratoga Springs, New York 12866.

Please note that this is not an endorsement of any travel provider, and all travel is at your own risk.

Registration Policies
Early-bird rates apply to all registrations submitted online by August 22, 2014. Payment must be received within 30 days of receipt of the registration submission, if not the registrant will be charged the prevailing rate (i.e. Advanced or Late). Please note that the registration fees increase after August 22, 2014 and October 10, 2014. Registrations submitted after October 10, 2014, will be charged the late registration rate.

The conference rates for NYLA members are for NYLA personal members (including Associate members). Organizational members are permitted to send all associate members at the discounted NYLA member rate.

Group Registrations
Organizations that register four or more individuals to attend the conference will receive a discount on their total overall amount due of ten percent (10%). The discount applies to registration fees only and is not applicable to special events (package plan registration and pre-conference CE workshops are eligible). In order to qualify for the group registration discount, the sponsoring organization must be an organizational member of NYLA; all registrations in the group must be submitted at one time, and all registrations must be paid by a single organizational payment (check or credit card). Please denote on the online registration form that the registration is part of a group. Following submission, as revised adjusted invoice will be issued with the correct discounted total due. The deadline for submitting a Group registration is September 30, 2014. Group registration payments are due within 30 days of receipt of the submission, if not the registrants will be charged the prevailing rate (i.e. Advanced or Late).

Refunds
Written requests with signature for Conference or Continuing Education workshop refunds must be postmarked or faxed by September 30, 2014. An administrative processing fee of $50 will be deducted from the amount refunded. NYLA will honor requests for refunds which are received by the stated deadline, and will retain only an administrative fee from them. Refunds will not be offered for discounted registrations - Unemployed Librarian, Student, Friend, Trustee, Retiree, or any Single Day Registrations.

After the deadline has passed, no refunds will be issued.

Instead, the registration amount, less a $50 administrative-processing fee, will be credited toward the conference or the Institutes in the next calendar year only. No credit or refund will be issued for unused funds. If the recipient fails to attend the subsequent conference or a NYLA Institute before the close of the following calendar year, no refund will be made and no further credit given. The credit is nontransferable based on the person or organization who made the original payment. Refunds will be processed as promptly as possible after the close of the Conference. Credit vouchers will not be offered for discounted registrations — Student, Friend, Trustee, Retiree, or any Single Day Registrations. No refund credit will be issued for special event tickets after the cancellation deadline has passed.

In fairness to all attendees, registrants who do not attend the Conference will be liable for their entire Conference fee. Full refunds will be made if a Continuing Education Workshop and / or special event is canceled or closed out.
NYLA's Continuing Education Committee (CEC) coordinates the presentation of these in-depth programs. These topics require more time and attention than is possible in the standard conference program format. Immerse yourself in a full or half-day presentation.

**CE-A: Using Your Outside Voice**
**Sponsor:** LAMS
**Full Day 10:00 AM – 5:00 PM**
Everyone, from pages to the director, Friends and trustees, patrons, and politicians need to be loud, positive advocates for their libraries. We often focus on funding, but we need to shout about our services, get the word out about programs, talk tech. Too many people are still unable to make a connection between their needs and library offerings. How do we do that enthusiastically, positively, uniquely, respectably? How do we ensure that libraries in every community are viewed as essential services? By positioning ourselves as such, we make advocating for operating budget, program needs, capital bond issues, fundraising efforts easier.

This program goes beyond a flyer and a blog post to explore how people PERSONALLY advocate with talking points, crib notes, unique places to advocate beyond community meetings, and a sign board.

**Presenters:**
Rebecca Lubin has only worked in public libraries for twelve years, but she has been involved in community outreach since she was five. As a young girl, she watched her mother launch a neighborhood newspaper and her father start a civic association in their hometown of Hartford, Connecticut. Later in life, Rebecca took her love of community involvement and went on to earn degrees in urban planning from Vassar College and Cornell University. After a career in community planning, she realized that she wanted to be a librarian when she “grew up” and pursued her MLS at Syracuse University. She is currently the Assistant Director at the Voorheesville Public Library in Voorheesville, NY.

Mary Trev Thomas is the former Assistant Director of Bethlehem Public Library. Recently retired, she remains a passionate advocate for libraries, and expects to have more time for advocacy in the community.

**CE-B: A Big Tent & A Full Toolbox: Building a Great Readers' Advisory Service**
**Sponsor:** RALS
**Full Day 10:00 AM – 5:00 PM**
Tips and tools for implementing a successful readers’ advisory service. This workshop will offer strategies for engaging adult readers and training staff to provide exceptional service. Additionally, you will learn about effective searching strategies, useful resource recommendations, and ideas for enhancing your library’s virtual presence to promote discovery, and for using social media to engage readers. Representatives from BookBrowse and Novelist will also join the presentation to discuss their newest features to support RA services at your library.

**Presenters:**
Sari Feldman is Executive Director of Cuyahoga County Public Library (CCPL), a role she has held since 2003. Under Sari’s leadership, CCPL has been named a Library Journal 5-Star system for five consecutive years and consistently ranks as one of the nation’s best and busiest public library systems. She currently is co-chair of the American Library Association’s Digital Content and Libraries Working Group and is a past president of the Public Library Association (2009-2010). She was recently elected president of the American Library Association for the 2015-2016 term.

Hallie Rich joined Cuyahoga County Public Library as Marketing & Communications Director in 2012. Prior to joining CCPL, Hallie served as senior consultant for BrownFlynn, an Ohio-based management consulting firm. She graduated magna cum laude from the College of Wooster, where she received her Bachelor of Arts Degree in American Studies. She holds her Master of Science Degree in Positive Organizational Development from the Weatherhead School of Management at Case Western Reserve University and certificates in “Appreciative Inquiry in Positive Business & Society Change” and “Developing Leadership through Emotional Intelligence.”

Claudia Bell joined Cuyahoga County Public Library in 2015 as the Readers’ Advisor for the Adult Services Department. Claudia has a Master’s in Library Science from Case Western Reserve University and a Bachelor’s in Political Science from the University of North Carolina. Claudia has been a fighter pilot, a paramedic, and is a passionate advocate for libraries, and expects to have more time for advocacy in the community.

**CE-C: Lost in RDA? Let SMART Show You the Way!**
**Sponsor:** SMART
**Full Day 10:00 AM – 5:00 PM**
This day-long workshop will provide an overview of the conceptual and organizational differences between AACR2 and RDA, as well as some of the prominent features of RDA. The bulk of the day will be spent in a close review of key RDA rules from Chapters 2 and 3, relevant to descriptive cataloging of “routine” monographic print resources, with hands-on cataloging practice in applying these rules. The day will close with an overview of access points for individuals and authority control implications in RDA.

**Presenter:**
John Myers is Catalog Librarian at Union College’s Schaffer Library. He currently serves as the CC:DA liaison to the MARC Development Committee, and has served on the Regents Advisory Council on Libraries. He is also a member of the MARC Advisory Committee, after previously serving as intern, voting member, and chair of CC:DA. He is a regional trainer and member of the Cuyahoga County Public Library system cataloging team. He currently serves as the CC:DA liaison to the MARC Development Committee, and has served on the Regents Advisory Council on Libraries. He is also a member of the MARC Advisory Committee, after previously serving as intern, voting member, and chair of CC:DA. He is a regional trainer and member of the Cuyahoga County Public Library system cataloging team.

**CE-D: Teaching Strategies for Active, Inquiry-Based Learning**
**Sponsor:** SSL
**Half-Day PM 2:00 PM – 5:00 PM**
Delivery of instruction needs to change; teachers are no longer the “sage on the stage”. “No more talking heads!” Let SMART Show You the Way! You will be encouraged to ask questions throughout, especially about situations where brainstorming can be challenging (e.g., one person is very opinionated). Learning Objectives: After attending this workshop, you will be able to:
- Apply techniques that will lead to productive idea generation.
- Lead an ideation activity with library staff and/or community members.
- Teach others how to brainstorm effectively.

**Presenters:**
Jill Hurst-Wahl is an Associate Professor of Practice in Syracuse University’s School of Information Studies and the director of both its library and information science LIS with school media specialization programs. In her daily work, she is frequently challenged to approach situations from a new perspective and to brainstorm solutions. Jill is a member of the USN Technology Policy and Practices Council and a former member of the Regents Advisory Council on Libraries.

This workshop is designed to give you hands-on experience with a variety of teaching strategies that can engage students actively in critical reading and inquiry (adapted from Texts and Lessons for Content-Area Reading by Harvey Smokey) Daniels and Nancy Steineke). We will try out interesting strategies like carousel brainstorming, conversation questions, point-of-view annotations, reading a visual image, alternative perspective writing, save the last word for me, and synectics. All of these strategies can be used quite effectively to teach the critical thinking and inquiry skills that students of all types and ages need to become independent learners.

**CE-E: Creating Open Minds: Using Brainstorming Techniques to Lead to Innovation**
**Sponsor:** NYLA-CEC
**Half-Day AM 10:00 AM – 1:00 PM**
We are frequently asked to brainstorm ideas around new library services. While our efforts are generally fruitful, learning how to do brainstorming can open our minds to an increased number of ideas and possibilities. This interactive three-hour workshop is focused on teaching brainstorming techniques that can be used with library staff, trustees, and community members. You will learn the rules of good ideation/brainstorming, as well as five different brainstorming techniques (mind storming, role-storming, opposites, the list, and brand-storming). You will engage in multiple brainstorming exercises in order to learn and experience the techniques.

Results of the brainstorming activities will be compiled and shared with all of the participants through a public Google document. Near the end of the workshop, you will be asked to select an idea that has been generated, craft it a bit more, then pitch the idea to the rest of the group. This will allow you to understand how to take a crazy idea and turn it into something do-able.

You will be encouraged to ask questions throughout, especially about situations where brainstorming can be challenging (e.g., one person is very opinionated). Learning Objectives: After attending this workshop, you will be able to:
- Apply techniques that will lead to productive idea generation.
- Lead an ideation activity with library staff and/or community members.
- Teach others how to brainstorm effectively.

**Presenters:**
Barbara Stripling was inaugurated as president at the 2013 ALA Annual Conference in Chicago. Stripling holds the position of Assistant Professor of Practice at Syracuse University in Syracuse, New York. She previously served seven years as the director of School Library Services for the New York City Department of Education. A member of ALA since 1977, she has served as a member-at-large of ALA Council from 1992-1996 and 1998-present. She also served on the ALA Executive Board (2001-2005) and is past president (1996-1997) of the American Association of School Librarians (AASL).
CE Workshops

CE-F: Flipped on Assessment!
Sponsored by: NY3Rs
9:00 AM – 3:30 PM
Assessment meets active learning. Following an introductory keynote speaker, facilitators will lead active learning groups organized around six topics: needs assessment, survey design, developing outcomes, conducting focus groups, data analysis, and data presentation. Participants will be sent links to all reading materials in advance and be assigned to a morning and afternoon session based on their choices. Each session will involve the group’s development of a working template for a related assessment activity and/or document. The workshop will conclude with short group presentations.
Learning Outcomes:
1. Obtain hands-on experience in the development of assessment activities and materials.
2. Successfully collaborate in a flipped instructional model.
3. Develop an assessment skill set.
4. Identify opportunities for collaboration and continuing professional development.
Session facilitators will include: Lisabeth Chabot, Ithaca College; Susan Considine, Fayetteville Free Library; Mary Linda Todd, NY State Library; Nancy Greco, St. John Fisher Library.
This program is underwritten by the NY3Rs I2NY Initiative. Registration is $35 per person and limited to 60 participants.

Digital Literacy Training
The training is a full day workshop and consists of two sessions, one on the digital literacy curriculum and one on how to teach adult learners. It is open to both librarians and library support staff who interact with the public. There is no fee for registering for this program.

Digital Literacy Curriculum
10:00 AM – 1:00 PM
The strategy of the New York State Broadband Initiative is “to create more ‘e-citizens’ who are digitally literate and connected to affordable Internet access, so they can be full participants in the information age.” In support of this initiative, a set of digital literacy standards were approved in 2010, and a supporting set of exemplary skills were identified soon after. By early 2012, a full curriculum, based on these standards and skills, was developed and approved. The four modules comprising the curriculum are: Basic Computer Skills, Using the Internet, Communicating Online, and Introduction to MS Word. The morning session will introduce this curriculum and its accompanying resource materials, highlighting especially Basic Computer Skills and Using the Internet.

How to Teach Adults
2:00 PM – 5:00 PM
In a recent survey of public libraries in New York, 78% responded that patrons under 18 had a working or advanced knowledge of computers and technology, 86% reported that patrons between 18 and 25 had working or advanced knowledge, and 83% reported that the 25-40 age group had basic to working skills. The potential population for digital literacy classes then will be primarily adults over 40. This session will explain the difference between adult and young learners, present a summary of the principles of adult education, and highlight tips and techniques that can be used in library workshops aimed at adult learners.

Presenter:
Mary Anne Waltz is currently the project manager and instructor for the NYLA Digital Literacy project. Since acquiring her MLS at Syracuse, she has worked in libraries at Syracuse University, the University at Albany, and RPI. She has been involved in digital literacy training since serving with the group of librarians at Syracuse whose job it was to help faculty make the transition from a card to an online catalog. Her current interests, in addition to digital literacy, include the role and potential of technology in the delivery of library services.

NYLA Leadership & Management Academy Program
This program is offered as part of the NYLA Leadership & Management Academy. There is a separate registration fee required to participate in these programs. All participants must complete the application form found at nyla.org. Those already enrolled must register to participate.

L&MA: Facility & Building Management, Space Usage & Design
Wednesday, November 5, 2014
9:00 AM – 4:00 PM

Visit nyla.org/conference for expanded conference information and registration
Thursday Programs

Program Slot #1 1:30 PM - 2:45 PM

Open Textbooks and Textbook Publishing Services
Sponsor: ASLS
Textbook costs have skyrocketed and show no signs of slowing down. SUNY Geneseo is at the forefront of a new movement to create open textbooks to combat these costs. Hear about this project, how it came into being, who the key stakeholders are, and the future prospects of open textbooks.

Track: Technology & Digital Information

Speakers:
- Cyd Oberlander, SUNY Geneseo
- Donna Dixon, SUNY Press
- Steve Weiler, Moon Library, SUNY College of Environmental Science and Forestry

After Prison, Now What?
Sponsors: CORT / RLSP
Prisoners come home into our communities everyday. Many go to the public library for “free” internet access, employment, and literacy programs. These Re-entry Task Force providers work directly with ex-inmates and their families to re-orient them to resources in order to lead constructive lives.

Track: Current Issues & Research

Speakers:
- Tim Staples, Center for Community Justice
- Katrina Koren, New Choices Recovery
- Don Bishop, New Choices Recovery
- Eric Campana, Care Central/Ellis Medicine
- Will Rivas, Altamont Program/the Monastery

Structuring for Success
Sponsor: LAMS
The best organizational structure for our libraries changes over time and varies based on size and strategy. Learn to modify structures and improve communication to promote individual initiative, engagement, and success.

Track: Administration & Leadership

Speakers:
- Linda Krzykowski, Ph.D., UAlbany School of Business
- Richard Naylor, William K. Sanford Town Library

Update on 2020 Vision Plan: Creating the Future
Sponsors: NYSED-NYSL / RAC / LTA / NYLA
An update on “Creating the Future: a 2020 Vision Plan for Library Service in N.Y.” Find out what progress has been made and share success stories and challenges with colleagues.

Track: Administration & Leadership

Speakers:
- John Hammond, Chairperson, Regents Advisory Council on Libraries
- Bernard Margolis, State Librarian and Assistant Commissioner for Libraries, NYSL
- Jeffrey Cannell, NYSED-NYSL

Library-Driven Oral History Community Projects
Sponsor: PLS
An oral history project at New York Public Library is engaging patrons in preserving neighborhood history. Learn more about this project, as well as the step-by-step approach for training staff and patrons to collect oral histories of their communities through their libraries.

Track: Core Knowledge & Career Development

Speaker:
- Alexandra Kelly, New York Public Library

Creative Aging in America’s Libraries: A National Leadership Project
Sponsors: RASS / RLSP
Discover how to transform programs and services for older adults at your library through meaningful instructional arts programs. Lifetime Arts, in partnership with the Westchester Library System and the ALA’s Public Programs Office, is implementing “Creating Again in America’s Libraries,” the national expansion of their successful NY State focused 2011 IMLS project. Get an in-depth look at the groundbreaking tools developed by Lifetime Arts, including the Creative Aging Toolkit for Public Libraries, Lifetime Arts Creative Aging Roster, and Lifetime Arts Affiliate Network.

Track: User Services

Speakers:
- Maura O’Malley, Lifetime Arts
- Terry Kirchner, Westchester Library System

Selecting Self-Published Authors
Sponsors: SCLA / RASS
While libraries have become more open to purchasing self-published items, many librarians are concerned that with great quantity, it has become hard to find the quality items their patrons want and need. We’ll show you some tools and tips for reviewing quality and discuss some real life library problems with self-published items.

Track: Current Issues & Research

Speakers:
- Samantha Alberts, Suffolk County Library Association
- Lisa Krop, Suffolk County Library System
- Kris Minschke, Suffolk County Library System

Making a MakerSpace
Sponsor: SMART
Hear about what a MakerSpace means to its members and how this particular one has enriched its community. Get insight into MakerSpace lessons learned. Multiple members will be present.

Track: Technology & Digital Information

Speaker:
- Drew LaCock, Triple Cities MakerSpace

After School Parties, Games, and Clubs
Sponsor: YSS
Come hear a panel discuss a number of fun activities public libraries offer children after a long day of school, such as arts and crafts, Battle of the Books, LEGO, and Minecraft.

Track: School & Youth Programs, Services, and Literacy

Speakers:
- Molly Chatta, East Greenbush Community Library
- Ann-Marie Heidler, William K Sanford Town Library

You Got the Job, Now What?
Sponsor: LAMS
It’s your first day. You’ve been introduced to everyone. You sit down at your desk alone for the first time, what’s next?

Track: Administration & Leadership

Speakers:
- Sarah Houghton, San Rafael Public Library
- Rebecca Lubin, Voorheesville Public Library
- Frank Rees, Saugerties Public Library
- Tara Lannen-Stanton, Queens Library

TAG You're It! Becoming Visible and Vital
Sponsor: NYLA
Brand your program with a tag line and let stakeholders know what makes your program invaluable. Send a carefully crafted message showing why the library program is unique and indispensable.

Track: Technology & Digital Information

Speaker:
- Hilda Weisburg, author, editor, consultant

Empire State Digital Network and DPLA
Sponsor: NY3Rs
From community outreach to programming, join us for this panel discussion to learn how minority library caucuses help serve the library community. Representatives from the Black Caucus of the American Library Association (BCALA), the New York Black Librarian’s Caucus (NYBLC), and REFORMA will be on the panel.

Track: Diverse & Special Populations

Speakers:
- Shante’ Burns, The New York Public Library, Staten Island Branch
- Manny Figueroa, Queens Library
- Andrew P. Jackson, Queens Library - Langston Hughes Branch
- Dr. Stanton F. Biddle, Former Chief Librarian and Administrative Services Librarian at Baruch College

Legal Issues for Public and Association Libraries
Sponsors: PLS / PULISDO
This is a continuation of the PLS “Legal Issues” series. Library law experts, Ellen Bach and Robert Schofield, will continue to develop our lay knowledge of the law.

Track: Administration & Leadership

Speakers:
- Ellen Bach, Whitteman, Osterman and Hanna
- Robert Schofield, Whitteman, Osterman and Hanna

Marketing Your Library’s Best Features
Sponsor: ASLS
Discover how to market your library and how to promote collections, services, and programs. Learn marketing tips and strategies covering everything from new social media tools and traditional advertising methods to initiating positive word-of-mouth campaigns.

Track: User Services

Speaker:
- Victor Caputo, Byrant Library and Supernova Marketing and Public Relations Consultants

Visit nyla.org/conference for expanded conference information and registration
Empowering Innovative Leadership Through the Library
Sponsors: SSL / LAMS
Overwhelmed and lacking the time, energy, or funding to connect users with your library program? Join us to assemble practical, adaptable, and innovative ideas to enrich your outreach.
Track: School & Youth Programs, Services, and Literacy
Speaker: Charles R. Smith, Jr., Author

Thursday Programs cont.

Advanced Trustee Training
(Beyond Your Average Boot Camp)
Sponsor: LTA of NYS
This popular program is updated and revised for 2014. Trustee fundamentals will be covered, but more advanced trustee concerns will also be addressed. Specific questions will be solicited and answered.
Track: Administration & Leadership
Speakers:
Dick Strauss, LTA
Joe Eisner, LTA

Sustainable Thinking
Sponsor: NYLA
Join the “sustainable thinking” movement! The infusion of the core value of sustainability into our organizations—in every area of operations, not just facilities—will help lead to choices, partnerships and messages that will positively impact the future of our libraries. There are advantages to be gained on many fronts by adopting and developing a sustainable thought pattern, including funding, public perception, and library worker satisfaction.
Track: Administration & Leadership
Speakers:
Rebekkah Smith Aldrich, Mid-Hudson Library System
Matthew Bollerman, Hauppauge Public Library

PLS Annual Membership Meeting with Speaker Michael Stephens
Sponsor: PLS
The Public Libraries Section will host its annual membership meeting to include an opening speech from Michael Stephens from San Jose State University and “Tame the Web.” Michael will offer an abstract from his PLS-sponsored 2014 NYLA Conference program with White Plains Public Library Director Brian Kenney. PLS will also present awards, scholarships, recap 2014, and set the tone for 2015.
Track: Administration & Leadership
Speakers:
Michael Stephens, San Jose State University
/Tame the Web/
Sara Dallas, Southern Adirondack Library System
Brian Hildreth, Southern Tier Library System

Rethinking Library Space: What Happened to the Reference Desk and Shelves?
Sponsors: RASS / ASLS
As libraries turn to digital collections and user habits change, traditional collections and service desks may be occupying more space than necessary. Learn how to reclaim and re-purpose shelf space and service points in order to better meet the needs of your community.
Track: User Services
Speakers:
Karen Vermut, Queens Library
Ruth Herzberg, Queens Library
Lisa Chaudhuri, Le Moyne College

SMART Membership Meeting and Flash Talks
Sponsor: SMART
Membership meeting for the SMART section, followed by SMART-hosted flash talks (Pecha Kucha).
Track: Technology & Digital Information

Find the Common in Common Core
Sponsor: SSL
Examine one model of communication and collaboration, and join a discussion of the challenges for school and public libraries in delivering the Common Core Learning Standards.
Track: School & Youth Programs, Services, and Literacy
Speakers:
Joyce R. Laiosa, Adjunct Professor, University at Albany
Christina Menetti, Voorheesville Middle School, Clayton A. Bouton High School

Teen Cons
Sponsor: YSS
What does it take to put on a teen science fiction and fantasy convention at your library? Rose Burdick will share lessons learned from working with local teens, community partners, and the media to create a successful event that will bring in new patrons and stir the imagination of regular library users.
Track: School & Youth Programs, Services, and Literacy
Speaker: Rose Burdick, Maxwell Memorial Library

Friday Programs

Just Say Yes!
Sponsor: LAMS
Leaders are often faced with making decisions about projects they may not fully understand. So how do we convince decision-makers to say “yes” to these types of initiatives?
Track: Administration & Leadership
Speaker: Ben Bizzle, Craighead County Jonesboro Public Library

Program Slot #4 11:00 AM - 12:15 PM

Library to Learning Commons
Sponsor: ASLS
This presentation will discuss the involvement of workflow, merging, and enhancing services within libraries and how services are enhanced by being in a learning center commons.
Track: Current Issues & Research
Speakers:
Regina Vertone, Sage Colleges
Mark McBride, Monroe Community College

Road to Citizenship@Your Library
Sponsor: ESRT
Immigration reform looms. Let’s talk libraries, literacy and agency partnerships toward citizenship. New citizens, so helped, become lifelong library supporters – and they vote!
Track: Diverse & Special Populations
Speakers:
Patricia Rajala, Westchester / Rockland Literacy Volunteer Elaine Giandino, Westchester / Rockland Literacy Volunteer

Redefining Literacy in the Age of the Image
Sponsor: FILM
Learn how the science of storytelling (an underlying influence of new media & technology) works on the human brain. Transform the way you work in your library via visual communication.
Track: Technology & Digital Information
Speaker: Stephen Aplkon, President of Big 20 Productions

Q & A with Commissioner King
Sponsors: NYSED-NYSL / RAC / LTA / NYLA / SSL
Question and answer session with New York State Commissioner of Education, Dr. John King.
Track: Administration & Leadership
Speakers:
Dr. John B. King, Jr., Commissioner of Education and President of the University of the State of New York
Bernard Mangolis, State Librarian and Assistant Commissioner for Libraries, NYSL

Visit nyla.org/conference for expanded conference information and registration

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Walk Your Precinct and Activate Your Library Advocates
Sponsors: PLS / EFR
Engage and activate advocates for your library. Explore innovative options to energize, focus, and mobilize your advocacy efforts through proven techniques that political campaigns use to reach voters. Learn how librarians who see themselves as a new, more politically savvy way to recognize that they are “the candidate.”
Track: Administration & Leadership
Speaker: John Chrsatska, EveryLibrary

Malcolm Hill Lecture: How Libraries Develop Sustainable Communities
Sponsor: PULISDO
As part of NYLA’s recent commitment to encourage libraries to see themselves as sustainable organizations, this workshop explores the unique potential libraries possess for playing an active role in developing more sustainable communities. Through the practice of regeneration, the development of library staff, facilities and programs serve as effective instruments for transforming community vitality—for sustaining life.
Track: Current Issues & Research
Speaker: John Boecker, 7 Group

Creating Excellent Programs Through Community Engagement
Sponsors: RLRT / SCLA / RASS
Exceed expectations at your library by harnessing the power of community. Tap into a wealth of expertise to develop programs, build networks, and develop support (and funding) for your library.
Track: Administration & Leadership
Speakers: Susan Carver, Fairview Public Library
Erica Frenzenberger, Red Hook Public Library

Digital Badges: Recognizing Skills, Experience, Knowledge
Sponsors: SMART / RASS
Explore digital badges, earning badges, and integrating them into activities. Take away an understanding of an alternative assessment that provides community leaders the opportunity to recognize skills, experience, and knowledge.
Track: Technology & Digital Information
Speaker: Amy McQuiggle, SUNY Empire State College

Social Media Tools YS Librarians Use
Sponsors: YSS / SSL
Come hear the panel discuss how to use social media tools, including Instagram, Pinterest, Tumblr, Twitter, and Weebly, for communication, programming, and sharing with tweens, teens, and each other.
Track: School & Youth Programs, Services, and Literacy
Speakers: Amy Peker, Castleton Public Library
Stephanie Kogler, Albany Public Library
Siobhan Webber, Albany Public Library
Frieda Toth, Crandall Public Library

Obstacles to Good Customer Service
Sponsor: ASLS
Be part of an interactive dialogue to discuss the realities of working in a library environment that hinders optimal customer service practices and share ideas on how to overcome those obstacles.
Track: User Services
Speaker: Elaine Lasda Bergman, SUNY Albany

Get by with a Little Legal Help for Your Friends
Sponsors: EFR / LTA / PLS
What legal issues most concern your Friends group? The Pro Bono Partnership provides free legal services to nonprofit organizations in NYS. Bring your questions on general matters for 501(c)(3) organizations such as sales tax, ballot initiatives, incorporation, fundraising, and fiscal reporting requirements.
Track: Administration & Leadership
Speaker: Maurice K. Segall, Esq., Pro Bono Partnership

Clueless About World Languages Collections? We can help!
Sponsors: ESRT / Cort
Learn the nuts and bolts of world language acquisition. Do you know what languages your patrons speak? How much should you spend on it? Where to get what you need?
Track: Diverse & Special Populations
Speakers: Libby Romero, Brooklyn Public Library
Maria Fung, New York Public Library
Alexandra Gomez, New York Public Library

Clive Thompson Talks Tech
Sponsor: LAMS
Critics say that computers, smartphones, and Glass signal the end of human intelligence as we know it. Clive Thompson’s new book Smarter Than You Think: How Technology is Changing Our Minds for the Better posits a different theory.
Track: Administration & Leadership
Speaker: Clive Thompson, WIRED Magazine

Ready to Read at N.Y.S. Libraries (Phase 2)
Sponsors: NYSED-NYSL
During 2013, the New York State Library completed the research phase for creating a statewide early literacy plan—Ready to Read at N.Y.S. Libraries. This presentation will report on the current status of the program and where we are headed in the future.
Track: School & Youth Programs, Services, and Literacy
Speaker: Karen Balsen, NYSED-NYSL

You Can Do a Book Festival
Sponsors: RLRT / SCLA / RASS
Ellen Rubin, along with members of JLLA, will present the path they traveled to plan and present successful book festivals.
Track: Administration & Leadership
Speakers: Ellen Rubin, Empire State Center for the Book, 2014 NYLA Conference Chair
Carole Kupelian, NYLA, JLLA & RLRT
Leona Cheneshkosi, Osceola Public Library, JLLA & RLRT

Opening Creativity: MakerSpaces for Youth Libraries
Sponsor: SSL
Starting an after-school MakerSpaces program? Three school librarians share their low-cost models.
Track: School & Youth Programs, Services, and Literacy
Speakers: Rebecca Buiehett, LF Quin Elementary School
Ana Canino-Fluit, Rochester Christian School
Gail Brisson, Trumansburg Elementary and Middle Schools

Program Slot #5 & #6 2:15 PM - 5:00 PM
Hyperlinked Learning Experiences at Public Libraries: MOOCs & Beyond
Sponsor: PLS
Explore emerging models of connected and open learning with great potential for staff and the public. Can we support students of all kinds in Massive Open Online Courses? What’s the potential for professional development when MOOCs gather the best in a field and offer learning anywhere? This two part program will explore new ideas and thinking about learning at the library.
Track: Technology & Digital Information
Speaker: Michael Stephens, San Jose State University
“Tame the Web”
Brian Kenney, White Plains Public Library

Providing Outstanding Service with Assistive Technology
Sponsors: RLSP / PLS
Learn how technology can improve library service to people with disabilities. Hear from peers and experts, and try out some of the most library-friendly technology.
Track: Diverse & Special Populations
Speaker: Valerie Lewis, Suffolk Cooperative Library System

Program Slot #6 3:45 PM - 5:00 PM
Academic Resources at the New York State Library
Sponsor: ASLS
Join us as State Librarian and Assistant Commissioner for Libraries, Bernard A. Margolis, provides an overview of the New York State Library’s unique collections, programs, and services of particular interest to academic and special libraries.
Track: Current Issues & Research
Speaker: Bernard Margolis, New York State Library

Friends-Operated Bookstores
Sponsor: EFR
Join EFR for a short membership meeting, including the announcement of the Dan Casey Award, followed immediately by our program. Selling secondhand books and media in bookstores run by volunteers can provide significant support for library programs, materials, and equipment. Hear the details of a new start-up and of a group whose store has been operating for a decade.
Track: Administration & Leadership
Speaker: Bonnie Shannon, The Friends of the Kinderhook Memorial Library
Bruce Swenson, The Friends of Middletown Thrall Library

Visit nyla.org/conference for expanded conference information and registration
Friday Programs

Sponsor: LAMS
This popular program returns with twenty-one new examples of library innovations in customer service, space planning, technology, and more.
Track: Administration & Leadership
Speakers:
Kimberly Bolan Cullin, Kimberly Bolan and Associates
Rob Cullin, Evanced Solutions

Funding Innovative Projects at Your Library
Sponsor: NYCHT
A conversation with the New York Council for the Humanities and recent grantees about grant writing for innovative public programs. Bring your project ideas and grant-writing questions.
Track: Core Knowledge & Career Development
Speakers:
Lauren Kuschnick, New York Council for the Humanities
Karen LaRocca-Fels, Cornwall Public Library
Liz Hudson, Tompkins County Public Library Foundation

Developing an e-Strategy: Digital Reference and Virtual Branches
Sponsors: RASS / SMART
Learn the dos and don’ts of building a 21st century reference collection from librarians in the field. Successfully create a balance between physical materials and the increasing demand for digital resources. Learn tips on how to maximize your budget, strategies for assessing your collection including weeding and storage of print materials, and create opportunities for patron discovery of digital content. Roundtable discussions to follow - share your virtual branch stories and find solutions to your library's challenges with digital reference.
Track: Technology & Digital Information
Speakers:
Jane Kessler, UAlbany University Library
Carol Anderson, UAlbany University Library

Metadata and Description: Rudi Weis Speaker
Sponsor: SMART
We will look at what metadata is, its importance for the library and its users, and consider the role of metadata librarians and why they are poised to take over the information universe.
Track: Technology & Digital Information
Speaker:
Rachel Jaffe, University of California, Santa Cruz

Mobile Apps for Learning, Teaching, Productivity
Sponsors: SSL / YSS
A panel of experienced, tech-savvy librarians will share favorite apps to engage students, support creativity, collaboration, productivity, and critical-thinking skills.
Track: Technology & Digital Information
Speakers:
Polly-Alida Farrington, PA Farrington Associates
Melissa Jacobs Israel, New York City School Library System
Nicole Waskie-Laura, Broome-Tioga BOCES School Library System

Raising a Reader Baby Shower
Sponsor: YSS
Learn to plan, promote and present a literacy-based baby shower that includes games and prizes, storytelling, and visits with youth and family services agencies.
Track: School & Youth Programs, Services, and Literacy
Speakers:
Jaimee Meyer, Albany Public Library
Lisa Neuman, Albany Public Library

Navigating the Special Education Maze
Sponsors: RLSL / SLSA / SSL / YSS
Do you know children with special needs or their parents?
Navigate the key rules and regulations, and explore opportunities for library service.
Track: Diverse & Special Populations
Speaker:
Denise Green, Westchester Independent Living Service and Putnam Independent Living Services

Saturday Programs

Virtual Reference Services in the 21st Century
Sponsor: ASLS
Explore how LibGuides, LibAnswers and LibAnalytics can move certain services into a completely paperless environment, offer detailed guidance 24/7 to your campus community, re-energize traditional library services, improve outreach and at the same time, provide detailed statistics and reports to help with number crunching reference statistics and more!
Track: User Services
Speakers:
Matthew Laudicina, SUNY New Paltz
Jane Verostek, SUNY College of Environmental Science and Forestry

Fundraising with Annual Appeals
Sponsors: EFR / LTA
Yearly campaigns that directly solicit funds from the community are a vital part of a library’s financial plan to supplement public funding. Friends groups working alongside the board of trustees and staff administrators can reap benefits for all involved.
Track: Administration & Leadership
Speakers:
Leah Naftaly, Crandall Public Library
Lynn Shanks, Crandall Public Library

Patron Driven Acquisitions and Beyond
Sponsor: RASS
Feel confident in your purchasing decisions - balancing both the need to fulfill patrons’ “wish lists” through patron driven acquisitions and tools to help you steer patrons beyond blockbuster titles to find sleeper hits your community will love. Also, learn the nuts and bolts of obtaining ARC's (advance reading copies) to help you find the next great book you can’t wait to share with your patrons!
Track: User Services
Speakers:
Monica Kuryla, Fayetteville Free Library
Miriam Tuliao, BookOps

Table Talks
Sponsor: YSS
Roundtable discussions and hands-on activities about children’s and young adult programming and services.
Track: School & Youth Programs, Services, and Literacy

Getting a Library Job
Sponsor: NMES
Come learn the ins and outs of getting a library job. The first half of this program will feature speakers from academic, public, school, and special libraries. The second half will feature speakers on resumes, networking, and transferable skills.
Track: Core Knowledge & Career Development
Speakers:
Kimberly Bolan Cullin, Kimberly Bolan and Associates, LLC
Sara Dallas, Southern Adirondack Library System
Beth Evans, CUNY Brooklyn College
Suz Massen, Frick Art Reference Library of The Frick Collection

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Speakers:
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Miriam Tuliao, BookOps

Sponsor: LAMS
This popular program returns with twenty-one new examples of library innovations in customer service, space planning, technology, and more.
Track: Administration & Leadership
Speakers:
Kimberly Bolan Cullin, Kimberly Bolan and Associates
Rob Cullin, Evanced Solutions

Funding Innovative Projects at Your Library
Sponsor: NYCHT
A conversation with the New York Council for the Humanities and recent grantees about grant writing for innovative public programs. Bring your project ideas and grant-writing questions.
Track: Core Knowledge & Career Development
Speakers:
Lauren Kuschnick, New York Council for the Humanities
Karen LaRocca-Fels, Cornwall Public Library
Liz Hudson, Tompkins County Public Library Foundation

Developing an e-Strategy: Digital Reference and Virtual Branches
Sponsors: RASS / SMART
Learn the dos and don’ts of building a 21st century reference collection from librarians in the field. Successfully create a balance between physical materials and the increasing demand for digital resources. Learn tips on how to maximize your budget, strategies for assessing your collection including weeding and storage of print materials, and create opportunities for patron discovery of digital content. Roundtable discussions to follow - share your virtual branch stories and find solutions to your library's challenges with digital reference.
Track: Technology & Digital Information
Speakers:
Jane Kessler, UAlbany University Library
Carol Anderson, UAlbany University Library

Metadata and Description: Rudi Weis Speaker
Sponsor: SMART
We will look at what metadata is, its importance for the library and its users, and consider the role of metadata librarians and why they are poised to take over the information universe.
Track: Technology & Digital Information
Speaker:
Rachel Jaffe, University of California, Santa Cruz

Mobile Apps for Learning, Teaching, Productivity
Sponsors: SSL / YSS
A panel of experienced, tech-savvy librarians will share favorite apps to engage students, support creativity, collaboration, productivity, and critical-thinking skills.
Track: Technology & Digital Information
Speakers:
Polly-Alida Farrington, PA Farrington Associates
Melissa Jacobs Israel, New York City School Library System
Nicole Waskie-Laura, Broome-Tioga BOCES School Library System

Raising a Reader Baby Shower
Sponsor: YSS
Learn to plan, promote and present a literacy-based baby shower that includes games and prizes, storytelling, and visits with youth and family services agencies.
Track: School & Youth Programs, Services, and Literacy
Speakers:
Jaimee Meyer, Albany Public Library
Lisa Neuman, Albany Public Library

Navigating the Special Education Maze
Sponsors: RLSL / SLSA / SSL / YSS
Do you know children with special needs or their parents?
Navigate the key rules and regulations, and explore opportunities for library service.
Track: Diverse & Special Populations
Speaker:
Denise Green, Westchester Independent Living Service and Putnam Independent Living Services

Virtual Reference Services in the 21st Century
Sponsor: ASLS
Explore how LibGuides, LibAnswers and LibAnalytics can move certain services into a completely paperless environment, offer detailed guidance 24/7 to your campus community, re-energize traditional library services, improve outreach and at the same time, provide detailed statistics and reports to help with number crunching reference statistics and more!
Track: User Services
Speakers:
Matthew Laudicina, SUNY New Paltz
Jane Verostek, SUNY College of Environmental Science and Forestry

Fundraising with Annual Appeals
Sponsors: EFR / LTA
Yearly campaigns that directly solicit funds from the community are a vital part of a library’s financial plan to supplement public funding. Friends groups working alongside the board of trustees and staff administrators can reap benefits for all involved.
Track: Administration & Leadership
Speakers:
Leah Naftaly, Crandall Public Library
Lynn Shanks, Crandall Public Library

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2014 NYLA Conference Brochure

Program Slot #7 & #8 9:30 AM - 12:15 PM

Getting a Library Job
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Suz Massen, Frick Art Reference Library of The Frick Collection

Visit nyla.org/conference for expanded conference information and registration
Saturday Programs

Program Slot #8 11:00 AM - 12:15 PM

**Library Foundations and Endowments**
**Sponsors:** EFR / LTA
Separate organizations with their own boards of trustees, foundations establish endowments and manage large contributions and bequests. Growing your funds, managing investments, and marketing your endowment to donors are all crucial to your long-term success.

**Track:** Administration & Leadership
**Speakers:**
- Doreen Woods, Buffalo & Erie County Public Library
- Jerry Nichols, Long Island University

**Libraries as a Digital Media Creation Hub**
**Sponsor:** FILM
Using iPads, cameras and computers, learn how you too can create digital content, (including short films) at your library with your library patrons. Short NYLA/FILM business meeting precedes presentation.

**Track:** Technology & Digital Information
**Speakers:**
- Doreen Woods, Fairport Library Foundation (Fairport Public Library)
- Mary Muller, The Troy Library Foundation

**Need Government Information? There’s an App for that!**
**Sponsors:** GIRT / RASS
President Obama, with his Open Government Directive, has alerted federal agencies to actively open their policies to the public. Transparency, participation, and collaboration are the three key ingredients to better serving the American people. How are we using technology in our daily lives? Government mobile apps are a fast and easy way to obtain information on a number of subjects that are of interest to researchers and citizens alike. This presentation will discuss Mobile Government as well as introduce the audience to our top fifteen government mobile apps.

**Track:** Current Issues & Research
**Speaker:**
- Christina Rivera, Long Island Library Resources Council

**Content Creation, Copyright, and Defamation**
**Sponsor:** IFRT
This presentation provides an overview of the 1st Amendment, interactivity, user generated content, crowd sourcing, the intricacies of online only publishing, defamation, privacy, copyright and Section 230.

**Track:** Current Issues & Research
**Speaker:**
- Representative from Media Law Resource Center

**I STILL Don’t Want to Talk About It**
**Sponsor:** LAMS
“ I STILL Don’t Want to Talk about It” Your trickiest, most uncomfortable and potentially explosive questions answered by two seasoned library professionals.

**Track:** Administration & Leadership
**Speakers:**
- Jerry Nichols, Long Island University
- Doreen Woods, Buffalo & Erie County Public Library

**Bringing New Technology to Old Stories**
**Sponsors:** RASS / SMART
Discover groundbreaking approaches to making local history come alive at your library through interactive online maps, mobile apps, and more. Now it is easier than ever to share local history stories with new audiences.

**Track:** Technology & Digital Information
**Speakers:**
- Stephanie Zwolinski, Liverpool Public Library
- Laurel Griffith, Syracuse University
- Eileen McAdam, Sound and Story Project

**ELL/ESOL Learners: Effective Technology Use**
**Sponsors:** SMART / RASS
We will look at current technologies used for ELL/ESOL instruction and discuss their effectiveness. Learn how to create an atmosphere for ELL/ESOL learners that is inviting as well as interesting.

**Track:** Diverse & Special Populations
**Speaker:**
- Irene Cruz, Columbia County Library Educational Consultant

**SSL Membership Meeting with Bryan Collier**
**Sponsor:** SSL
A brief membership meeting will be followed by a presentation by award-winning author and illustrator Bryan Collier.

**Track:** School & Youth Programs, Services, and Literacy
**Speakers:**
- Karen Sperrazza, President, NYLA/SSL
- Bryan Collier, Author

**Naked Librarianship**
**Sponsor:** ULU
These librarians keep their clothes on but are totally exposed at work. Librarianship without barriers, completely open to the patrons.

**Track:** User Services
**Speakers:**
- Barbara Moon, Suffolk Co Library Association (Retired)
- Kyle Lukoff, Conhears school
- Rebecca Lubin, Voorheesville Public Library

**Go Green!**
When you register you will have the opportunity to select the “Green Registration” option.

Under this option, you will not receive a printed conference program, tote bag or badge holder.

Remember to tell us when you register if you want to “Go Green”!

**Spring into action**
and you could win a FREE 2014 NYLA Conference Registration!

Calling all members! Encourage a new person to join NYLA and you and your new recruit have the chance to win a free 2014 NYLA Conference Registration.

**Here’s How It Works:**
All current NYLA members are eligible to recruit new members for this contest. Multiple entries are allowed. For each person you recruit, you’ll get an additional chance to win! To participate, simply have your new recruit fill out a NYLA membership form and have them write “I was recruited by:” plus your name at the top of the form.

For the purpose of this contest, the new member must not have previously been a NYLA member. They also cannot be signing up as a student. All membership forms for this contest need to be received at the NYLA office by August 31, 2014. Please visit www.nyla.org for additional information about this contest.
NYLA Annual Library Products and Services Trade Show

Preliminary List of Exhibitors
Each year the NYLA Trade Show features the latest and greatest products and services available to the library community. The Trade Show is your opportunity to give the vendors feedback on their products and let them know how best to meet your needs and the needs of your library.

Exhibitor participation makes the conference affordable for attendees, so be sure to show your thanks by visiting them.

Trade Show Hours:
Thursday, November 6, 2014
10:00 AM – 5:00 PM

Exclusive Trade Show Time
10:30 AM – 12:00 PM
3:00 PM – 4:00 PM

Friday, November 7, 2014
9:00 AM – 12:00 PM

Exclusive Trade Show Time
9:45 AM – 10:45 AM

Exclusive Trade Show Time has been set aside during the conference when no other programming will be taking place, to allow you time to explore and experience the Trade Show.

NYLA Annual Library Products and Services Trade Show

AWE Inc.
Baker & Taylor, Inc.
Basch Subscriptions Inc., A Prenax Company
Boopsie for Libraries
Brodart Company
University at Buffalo
The Combined Book Exhibit
Capira Technology, LLC
Cornell University Press
Clancy Moving Systems
Debby Mayer, Writer & Talker
The Donohue Group, Inc.
Educational Furnishings
Evanced Solutions
Facts on File/Infobase
Findaway World
Guildcraft Arts & Crafts
Hale Manufacturing Co.
Hiiko Library & Media Service
Ingram Content Group
JanWay Co.
Lothrop Associates LLP Architects
Mandarin Library Automation
Mango Languages
New Yorkers for Better Libraries PAC
New York State Education Dept., New York State Library
National Library Relocations, Inc.
Penguin Random House
Quality Books Inc.
RTI Disc Repair
Recorded Books
Sebco Books
SUNY Press
Syracuse University School of Information Studies
Scholastic Library Publishing
Sandpebble
World Book, Inc.

Olive Oil Tasting
Thursday, November 6
3:00 PM – 4:00 PM
Join us for a beautiful afternoon on the Trade Show Floor sampling olive oils and balsamic vinegars from Saratoga Olive Oil. Saratoga Olive Oil has been named one of the top 5 stores in the world for Olive Oil, so this is a can’t miss event!

Conference Sponsors

Program Tracks – Cataloging the Conference

Administration & Leadership
Programming that explores issues surrounding the management of libraries in all forms.
Subtopics:
• Building, Construction & Maintenance
• Budgeting and Planning
• Collaboration
• Human Resources
• Trustee / Board Relations
• Friends Groups

Core Knowledge & Career Development
Information providing ways in which to keep your skills sharp and advance your professional growth.
Subtopics:
• Advocacy/Legislation
• Networking

Current Issues & Research
Hot topics and details on new findings and methodologies in the library profession.
Subtopics:
• Government Information / SED & NYSL
• Intellectual Freedom

Diverse & Special Populations
Learn more about meeting the unique needs of all patrons.
Subtopics:
• Ethnic Services
• Rural Libraries
• Correctional Libraries

School & Youth Programs, Services, and Literacy
Information for librarians working with youth and students in all setting.
Subtopics:
• Digital Literacy
• Storytime Best Practices
• Tween & Teen Programs
• Youth Issues (bullying)

Technology & Digital Information
All things related to hardware, software, and innovations to drive your library forward by using all the latest emerging technologies.

User Services
Programs that explore best practices in meeting the ever-changing needs of patrons.
Subtopics:
• Communications & Publications
• Community Outreach
• Readers Advisory
• Reference Services

Meetings are not listed under any of these tracks.