2017 NYLA Conference Brochure

Introduction

New York Library Association
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2017 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.

2017 Conference Chair – Ellen Rubin
Associate Chair – Amanda Travis
Continuing Education Committee Chair – Deanna DiCarlo

Section Programmers

ASLS  Academic & Special Libraries Section – Jessica Clemons
FLS  Friends of Libraries Section – Rebecca Fuss
LAMS  Leadership & Management Section – Anna Lee Giraldo
PLS  Public Libraries Section – Deanna DiCarlo
RASS  Reference & Adult Services Section – Sarah Clark
SMART  Section on Management of Information Resources and Technology – Laura Osterhout
SSL  Section of School Librarians – Stacy Rattner
YSS  Youth Services Section – Chris Morrison
SCLA  Suffolk County Library Association – Steven Alcalde

Roundtable Programmers

cort  Correctional Outreach Resource Team – Peter Nastasi
ESRT  Ethnic Services – Tata Canuelas
FILM  Finding Inspiration in Literature & Movies – Christopher Nelson
GIRT  Government Information – Mary Redmond
IFRT  Intellectual Freedom – Frank McKenna
LAR  Library Access – Kate Erwin
MSRT  Making and STEAM Roundtable – Leah Hamilton
NMES  New Members – Tim Furgal
PCRT  Pop Culture – Arielle Hessler
PLRT  Para Librarians – Deb Dennis
RLRT  Rural Libraries – Tom Vitale

Affiliate Programmers

ESLN  Empire State Library Network – Jessica Philippe
LTA  Library Trustees Association – Tim Gavin
PULISDO  New York State Public Library System Directors – Susan Mitchell
SED / NYSL  State Education Department/NYS Library – Mary Beth Farr
SLSA  School Library Association – Susanne Ford-Croghan
ULU  Urban Librarians Unite – Lauren Comito
CFTB  Center for the Book – Rocco Staino
NYBLC  New York Black Librarians Caucus – Shauntee Simpson

Future NYLA Conferences

2018: Rochester, November 7 - 10
2019: Saratoga Springs, November 13 - 16
2020: Saratoga Springs, November 4 - 7

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.

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2017 NYLA Conference

Wednesday, November 8 through Saturday, November 11, 2017
Saratoga Springs, NY

Choose Your Own Adventure!

Welcome to our Adventure in Learning - NYLA 2017 - in beautiful Saratoga Springs! Oh, the choices you will have during this year’s conference.

Sessions

Your dedicated colleagues on the Conference Planning Committee and the NYLA staff have planned a robust array of workshops, concurrent sessions, speakers, author presentations, and special events to enable you to choose your own path of professional development. Many of your colleagues from across the state have developed these sessions to inspire you, challenge you, and empower you.

The keynote address, by Dr. Camila Alire, will motivate you to choose advocacy. You will become leaders of Everyday Advocacy with a Soul, actively speaking up for the life-changing value of libraries to every member of our communities.

Networking

Connecting with friends and colleagues from across the state and from every type of library will definitely be part of your conference adventure. Through conversation and sharing, you’ll probably be able to learn at least “six impossible things before breakfast” (Lewis Carroll must have attended a NYLA conference).

Vendors/Trade Show

Be sure that you set aside time to engage with our vendors in the trade show. Not only will you learn the latest and greatest products and services, but you will build relationships with these essential partners. Take time to thank them for coming and supporting us.

Choose Your Own Adventure

Your adventure will not stop when the conference ends. You will have ideas to share, programs to implement, relationships to build, communities to empower, and advocacy to champion every day, each in your own way. Enjoy the conference and stay connected to NYLA as you pursue your own adventures!

Dr. Barbara Stripling
NYLA President

Visit nyla.org/conference for expanded conference information and registration
Dr. Camila Alire  
**Thursday, November 9, 9:00 – 10:15 AM**

**An Adventure in Inspiration: Advocacy with Soul**  
Have you ever had a passion that you wanted to share with others? Have you ever had to help others understand something that you felt so strongly about? Have you ever had to speak for someone or some program? All of these situations involved advocacy—advocacy with soul. There is no cookie cutter approach to advocacy, but you have to do it with passion and soul. You really have to believe in that for which you advocate. Dr. Alire will provide advice not only on how to advocate with soul but also on how anyone can do it if inspired over something such as a cause, person/group, program, etc.

Dr. Camila Alire is Dean Emeritus at the University of New Mexico and Colorado State University and serves as the principal in Alire & Associates. She received her doctorate in Educational Leadership from the University of Northern Colorado and an MLS from the University of Denver. Camila is past president of ALA, ACRL (Association for College and Research Libraries) and national REFORMA.

Camila has co-authored books on library management, academic librarianship, emotionally intelligent leadership, and library service to Latinos. She was appointed by President Obama to serve on the National Council on the Humanities. Camila was honored by ALA in 2015 with the ALA Equity Award and in 2011 with the ALA/Lippincott Award for Distinguished Service; the CALA Presidential Recognition Award, and the ALA Achievement in Library Diversity Research Award. Additionally, she was awarded the ALA Elizabeth Futas Catalyst for Change award and the national REFORMA’s Librarian of the Year award. Hispanic Business Magazine named Camila one year as one of the 100 most influential Hispanics in the U.S.

### 2017 NYLA Conference Schedule

<table>
<thead>
<tr>
<th>Wednesday 11/8</th>
<th>Thursday 11/9</th>
<th>Friday 11/10</th>
<th>Saturday 11/11</th>
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<tr>
<td>Pre-Con CE Programs</td>
<td>NYLA Annual Membership Meeting</td>
<td>Breakfast with the Vendors</td>
<td>Intellectual Freedom for Breakfast</td>
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<td>9:30 – 12:30 Half Day AM</td>
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<td>1:30 - 4:30 Half Day PM</td>
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<td>Program Slot #8</td>
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<td>Author! Author! New Members Meet &amp; Greet</td>
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<td>Battle Decks</td>
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<td>Inaugural Banquet</td>
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Welcome to NYLA! If you want to learn about library advocacy, how to become more involved, or have ever wondered what the organization does for libraries, please join us.

NYLA is proud to have Northshire Bookstore as our onsite bookseller.
Northshire Bookstore, 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 bookstore will be open on:
Thursday 11/9 10:00 AM - 5:00 PM
Friday 11/10 8:00 AM - 3:30 PM

Local Tours
Wednesday, November 8
2:00 PM – 4:30 PM
Our tour departs from and returns to the Saratoga Hilton, and includes transportation and admission in the ticket price.

Saratoga Region Winery Tour
Join us as we taste our way through two of Saratoga’s wineries! The Thirsty Owl Outlet & Wine Garden offers 20 different wines in a fun and casual environment. The rustic and unique Saratoga Winery is a great place to relax and taste their signature wines!
Tickets are $39 per person and include transportation, wine tastings, and light appetizers at both locations.

CORT Annual Dinner
Wednesday, November 8
7:00 PM – 9:00 PM
Join members of the Correctional and Outreach Resource Team (CORT) for their annual gathering and dinner.
Tickets are $29 per person.

PCRT Game Night
Wednesday, November 8
7:00 PM - ?
Harvey’s Restaurant & Bar, 14 Phila Street
Come play games, mingle & have fun! Games provided or bring your favorite along.
Tickets are $5 per person, available at the door.

YSS – Ann Gibson Scholarship Reception
Wednesday, November 8
8:00 PM – 11:00 PM
“Telling Tales” has been retired, and we will be holding a reception to support the Ann Gibson Scholarship Fund. Join us at Jacob & Anthony’s for appetizers and a cash bar.
Tickets are $15 in advance, $20 at the door.

NYLA Annual Membership Meeting
Thursday, November 9
8:00 AM – 9:00 AM
Open to all NYLA members.
Pre-registration is requested.

New To NYLA? Start Here!
Thursday, November 9
10:30 AM – 11:30 AM
Sponsored by: NMES
Welcome to NYLA! If you want to learn about library advocacy, how to become more involved, or have ever wondered what the organization does for libraries, please join us.
This is a free event.

Empire State Center for the Book Luncheon
Thursday, November 9
12:45 PM – 2:00 PM
Join the Empire State Center for the Book for their Literary Luncheon featuring Rebecca Donnelly and Patricia Palermo.

Rebecca Donnelly was born in England, where she got to stand in the rain and wave at the Queen once. At the age of seven she moved to California, where they don’t do things like that and holds an MLS from San Jose State University. Rebecca is the director of the Norwood Public Library, a small rural library in upstate New York, and has written for both School Library Journal and The Horn Book. Her debut middle-grade novel is How to Stage a Catastrophe.

Patricia Palermo grew up in Southern California where she attended college, and earned a BA degree in English and history and an MA in English. She moved east 25 years ago to pursue an MPH and then a PhD in four areas of literature, women’s studies, and Victorian history.
In 2001, she ran across an article about Dawn Powell, a writer she had never heard of before, who had written 15 novels, 12 plays, 100+ short stories, letters, book reviews, and journals. Patricia immediately set out to read every word Powell wrote and then every word written about her. This labor of love took 11-12 years, culminating in The Message of the City: Dawn Powell’s NY Novels.

Tickets are $45 per person.

PLS Author! Author!
Thursday, November 9
5:30 PM – 7:30 PM
Northshire Bookstore, 424 Broadway

PLS is thrilled to host author Lisa Ko at the beautiful Northshire Bookstore! Join us to hear her speak about The Leavers, hailed in Publisher’s Weekly as a timely, “fresh and moving look at the immigrant experience” (Starred Review).
Tickets are $35 for NYLA members and $45 for non-members, and include appetizers and cocktails.

New Members Meet & Greet
Thursday, November 9
5:30 PM – 7:00 PM
Join with fellow new members of NYLA to explore ways to engage. Open to all. Sponsored by the New Members Engagement Sub-committee (NMES).
This is a free event.

SMART Membership Meeting
Thursday, November 9
5:45 PM – 7:00 PM
Max London’s Restaurant, 466 Broadway
Join us for the SMART Membership Meeting, we’ll hold our business meeting in the high-top table area near the bar.
SMART will provide appetizers–drinks are on your own. See you there!

NYLA-Dewey Scholarship Fund Benefit Event
featuring Battle of the (LIBRARY) Bands
Thursday, November 9
8:00 PM – 10:00 PM
Our annual Scholarship Fund Benefit Event will be held at the Newberry Music Hall. Join us for the first-ever Battle of the (LIBRARY) Bands. Each performing band will include at least one librarian!
Proceeds from the event will support the NYLA-Dewey Scholarship Fund, which provides financial support 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 eight library schools is eligible for an award of $1,000 to cover tuition costs and related expenses.
Tickets are $5 per person, available at the door.

NYLA After Dark
Thursday, November 9
10:00 PM – ?
Sponsored by: Urban Librarians Unite
Just wait till you see what we have up our sleeves for afterhours hijinks for 2017!
This is a free event.

Spring Trail Fun-Run
Friday, November 10
6:30 AM – 8:00 AM
Approximately 3.5 miles
On this out and back run, you will take a slightly hilly 5k course around the Skidmore Campus. We will pass mansions reflecting Victorian architecture from the 1870s to the turn of the twentieth century as well as the newly built Palazzo Riggi that will be decorated for the holidays. Sidewalks, bike lanes and soft gravel paths will keep us all safe, but since this is a pre-dawn event, headlamp and reflective gear is suggested.
Registration for this event is $8 per person. Proceeds to benefit the NYLA Sustainability Initiative Fund.

NYLA is proud to have Northshire Bookstore as our onsite bookseller.
Northshire Bookstore, 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!
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LAMS Leadership Luncheon: Soft Skills for Hard Times: Essential Business Strategies to Empower the Library Leader

Friday, November 10
12:30 PM – 2:00 PM

Developing as a leader in the world of libraries takes a lot more than experience working as a librarian. By delving into the world of business management and leadership, we can benefit from a wealth of skills and strategies to help lead your organization and profession towards a successful future in the 21st century. Borrowing from the areas of Project Management, Data Analysis, Sales, and Customer Service can bring immense benefits to your skill set as a manager and leader, and lend your library an edge in achieving its quest for excellence. In this presentation, Emily will discuss some ways library professionals can incorporate more strategies originally developed to help businesses get ahead into our profession, and the ways doing so can help us better reach our strategic goals.

Emily Clasper, MLIS, PMP; Suffolk Cooperative Library System since 2005, helping to provide cooperative services and technical support to 54 public libraries. She is a certified Project Management Professional (PMP®), often coordinating large cooperative projects for the libraries in her consortium and offering her project planning and development skills to libraries seeking assistance in making great ideas come to life.

Tickets are $39 per person.

RASS Noted Author Luncheon

Friday, November 10
12:30 PM – 2:00 PM

Dana Spiotta is the author of four novels: Innocents and Others (2016), a finalist for the Los Angeles Times Book Prize; Stone Arabia (2011), which was a finalist for the National Book Critics Circle Award; Eat the Document (2006), which was a finalist for the National Book Award; and Lightning Field (2001). Spiotta was a Guggenheim Fellow, a New York Foundation for the Arts Fellow, and was awarded the 2008-9 Rome Prize from the American Academy of Arts and Letters. She lives in Syracuse and teaches in the Syracuse University MFA program.

Tickets are $39 per person.

YSS Empire State Award Luncheon

Friday, November 10
12:30 PM – 2:00 PM

The Youth Services Section is pleased to present the 2017 Empire State Award for Excellence in Literature for Young People to James Howe. Mr. Howe is a multi-award-winning author of over ninety books for children and young adults. He is most known for Bunnicula: A Rabbit Tale of Mystery published in 1979. He received more than Children’s Choice Awards for Bunnicula and went on to write six sequels and several spinoff series. The Misfits, published by Howe in 2001, inspired the creation in 2004 of the anti-bullying initiative No Name-Calling Week by GLSEN (Gay, Lesbian & Straight Education Network). In 2006, Howe was honored with GLSEN’s Respect Award. In 2007, he was awarded the E.B. White Read Aloud Award for his book Houndsley and Catina, which was illustrated by Marie-Louise Gay.

His most recent works include the crossover juvenile and young adult fiction book, Also Known As Elvis published in 2014 and picture book, Big Bob, Little Bob, illustrated by Laura Ellen Anderson and published in 2016. Upcoming in Fall 2017 is a personal essay entitled “How Miracles Begin” in Behind the Song, a young adult anthology about music. Two more Houndsley and Catina books are due out in 2018 and 2019.

Tickets are $39 per person.

NYLA presents Battle Decks!

Friday, November 10
5:30 PM – 7:00 PM

Improv meets public speaking: courageous volunteers tackle a live presentation based on PowerPoints slides that they have NEVER seen before. Hilarity will ensue. This is a free event.

NYLA Inaugural Banquet

Friday, November 10
7:00 PM – 9:00 PM

Join us for the farewell address of the 2017 NYLA President Barbara Stripling, the presentation of NYLA’s major awards, and the inauguration of the 2018 NYLA President, Tim Burke. Tickets are $59 per person. One ticket is included with Full Conference Registration through the Early Bird Deadline.

Intellectual Freedom (and Social Justice!) for Breakfast

Saturday, November 11
8:00 AM – 9:30 AM

Since 1939, The Library Bill of Rights has defined a core value of librarianship: intellectual freedom. But recent cases suggest a shift. A 2016 PEN America report found support for free speech is falling among college students, although support for social justice is rising. “A Birthday Cake for George Washington,” a children’s book written, illustrated and edited by women of color, was withdrawn from the market by the publisher when African-Americans began tweeting about #smilingslaves. How do we connect the dots between intellectual freedom and social justice? Can we?

James (Jamie) LaRue is Director of the American Library Association’s Office for Intellectual Freedom. Author of The New Inquisition: Understanding and Managing Intellectual Freedom Challenges (Libraries Unlimited, 2007), He is a former public library administrator, academic librarian, newspaper columnist and TV author interview host. An experienced speaker, he has provided hundreds of keynotes, workshops, and webinars for trustees, communities, and librarians on such topics as effective library advocacy, digital publishing challenges, patron privacy, policy formation, and civic engagement.

Tickets are $29 per person.

NCLA Presents: The NYLA Pop Culture After Party

Saturday, November 11
12:30PM – 3:30PM

Get your geek on with Nassau County Library Association’s Pop Culture Committee, as we wrap-up NYLA Annual with a post-conference party! Meet fellow fan-friendly librarians, discover pop culture programming possibilities, and let your inner nerd loose—all while enjoying a full catered lunch.

• Come to the Dark Side and meet the Star Wars cosplayers from the 501st Legion: Garrison Excelior (and, yes, there will be cookies)
• Delve into the fabulous and funny world of fan films, with pop culture presenter Clive Young
• Bring your old comics and trade them for new (to you) ones at our comic book swap
• Be our guest—either behind the mic or in the audience—for a Disney Karaoke showcase
• Use your complimentary raffle ticket to go gaga over the dozen-or-so gift baskets up for grabs

Registration includes admission to all party activities, lunch, and a raffle ticket.

Tickets are $39 per person.

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 at: 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), Inaugural Banquet, Saturday Breakfast.

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<th>Early Bird (8/31)</th>
<th>Advance (9/30)</th>
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Full Conference Registration

Register for everything the conference has to offer, including:
Badge, entry to all non-ticketed programs, entry to the Trade Show. One ticket to the Inaugural Banquet is included through the Early Bird Deadline.

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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.

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

Special Events

Events listed in BLUE are included in the Package Plan Registration. You will also be entitled to one Section Luncheon. Please note that the Package Plan is not available when registering onsite. If you would like to purchase more than one ticket to an event, please indicate the number of tickets next to the event on the online form.

Wednesday, November 8
NYLA Leadership & Management Academy (application required)
Human Resource Management
9:30 AM - 4:30 PM
Tour of Saratoga Wineries
2:00 - 4:30 PM - $39
CORT Annual Dinner
7:00 PM - $29
PCRT Game Night
7:00 PM - $5

Thursday, November 9
NYLA Networking Breakfast/Membership Meeting – FREE for NYLA Members / Non-members $14 (pre-registration required)
Empire State Center for the Book Luncheon - $45
PLS Author! Author! - $35 / $45 non-members
NYLA Scholarship Fund Benefit - $50

Friday, November 10
One Luncheon is included in the Package Plan:
- LAMS Luncheon - $39
- RASS Noted Authors Luncheon - $39
- YSS Empire State Award Luncheon - $39
NYLA Inaugural Celebration and Awards Banquet - $59

Saturday, November 11
Intellectual Freedom for Breakfast - $29
Pop culture after party - $39

Pre-Conference CE Workshops

Wednesday, November 8
CE-A: Surviving “Fake News” (CEC)
Half Day AM: 9:30 AM - 12:30 PM
CE-B: Library Services for LGBT Youth (YSS)
Half Day AM: 9:30 AM - 12:30 PM
CE-C: Linked Data (ASLS)
Half Day PM: 1:30 PM - 4:30 PM
CE-D: Fiduciary Practices (FLS)
Half Day PM: 1:30 PM - 4:30 PM
CE-E: Social MediAhhh! (PLS)
Half Day PM: 1:30 PM - 4:30 PM

Half-Day Workshops*

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Full Day Workshops

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<th>Early Bird (8/31)</th>
<th>Advance (9/30)</th>
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<tr>
<td>NYLA Members ($95)</td>
<td>$85</td>
<td>$110</td>
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<td>Non-Members ($125)</td>
<td>$95</td>
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* Two half-day workshops will be billed at the same rate as one full day workshop.

Visit nyla.org/conference for expanded conference information and registration
NYLA has negotiated discount rates at the following hotels:

**Saratoga Hilton (headquarter hotel)**
- $163/night
- 534 Broadway
- Saratoga Springs, NY 12866
- (518) 584-4000
- Standard Room: Single $165 / Double $165 / Triple $180 / Quad $195
- Junior Suite: Single $195 / Double $195 / Triple $210 / Quad $225
- Luxury Suite: Single $333 / Double $333 / Triple $348 / Quad $363

**Hampton Inn & Suites**
- $169/night
- 25 Lake Avenue
- Saratoga Springs, NY 12866
- (518) 584-2100
- Reservations: Call 518-584-2100
- request group rate for NY Library Association (Group Code NYL)

**Courtyard by Marriott**
- $157/night
- 11 Excelsior Ave.
- Saratoga Springs, NY 12866
- (518) 226-0538
- Reservations: Call 866-210-9325
- request group rate for NY Library Association

To book reservations online, visit nyla.org/conference and select “Lodging Information” from the left-hand sidebar menu.

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**GETTING THERE**

**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 (SDH) is approximately 35 minutes from downtown Saratoga. Taxi fare is approximately $15 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 Springs, NY) between (November 5, 2017 - November 13, 2017). 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 X478-950 when making your reservation. This offer is valid on the Auto Train and Acela Service. Fare is valid on Amtrak Regional for all departures seven days a week, except for holiday blackouts. Offer valid with Sleepers, Business Class or First Class seats with payment of the full applicable accommodation charges.

**By Bus...**
Greyhound and Trailways buses travel directly to 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

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

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

Special Needs Requests
NYLA is happy to accommodate the special needs of our attendees in order to make the conference fully accessible. Should you require special accommodations, please contact the NYLA office no later than October 7. Please be sure to note all special dietary needs in the ‘notes’ field of the registration form.

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**REFUNDS**
Written requests with signature for Conference or Continuing Education workshop refunds must be postmarked or faxed by September 30, 2017. 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; Student, Friend, Trustee, Retiree, or any Single Day Registrations.

**REGISTRATION POLICIES**
Early-bird rates apply to all registrations submitted online by August 31, 2017. 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 31, 2017 and September 30, 2017. Registrations submitted after September 30, 2017, will be charged the late registration rate.

NYLA members (including Individual, Organizational-Associate, and Support Staff members) are eligible for discounted member rates. Organizational members are permitted to send all associate members at the discounted NYLA member rate. Special discounted rates are available to NYLA members of the Retired, Trustee, Student, and Friend member types.

**GROUP REGISTRATIONS**
Individual organizations that register four or more individuals to attend the conference will receive a REBATE on their total overall amount due of ten percent (10%). The rebate 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 organization must be an organizational member of NYLA, and all registrations must be paid by a single organizational payment (check or credit card). Please denote in the notes field on the online registration form that the registration is part of a group. Following the 2017 Conference, rebates will be distributed in the form of a credit voucher that can be applied toward 2018 conference registrations.

The deadline for submitting a Group registration is August 31, 2017. 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).
NYLAs Continuing Education Committee (CEC) coordinates the presentation of these in-depth programs. Immerse yourself in a half or full day program that provides an opportunity to explore a topic in a way that is not possible in the standard conference program format.


**Sponsor:** NYLA Continuing Education Committee (CEC)  
**Half Day AM: 9:30 AM – 12:30 PM**

“Fake news” and hoaxes are not new—just think of the yellow journalism of Pulitzer and Hearst in the late 1800s—but today’s social media can greatly magnify their effects. We saw this in the 2016 election, when sophisticated presentation of fake news on social media (by Macedonian teens and possibly the likes of the Russian government) drove traffic to “fake news” websites. In fact, many believe that “fake news” is the biggest threat to democracy today.

This three-hour, interactive media literacy workshop addresses the challenges posed by “fake news,” emphasizing how to recognize it (research and evaluation) and what to do about it. We’ll start with a brief overview of its history within the context of the role that the news media and readers have in a democracy, then a discussion of current examples of “fake news” and characteristics, as well as interactive exercises.

**Presenters:**  
Nancy Roberts, Thomas Palmer, and Elaine Salisbury are all well-versed in the topic of fake news, and they are colleagues in the University at Albany’s Journalism Program in the Department of Communication. Nancy’s professional research interests include the history of communication and journalism, literary aspects of journalism (especially the history of alternative periodicals), and magazine writing and editing. In addition to his extensive research, Thomas has over three decades of experience in news editing, photojournalism, picture editing, and design directing in the news industry. Elaine is a print journalist whose work has taken her abroad to the Middle East, Africa, Europe and throughout the United States. She has worked as an editor for the Associated Press and as a reporter for Reuters and published two narrative nonfiction books.

**CE-B: Enhancing Library Services for Lesbian, Gay, Bisexual, & Transgender Youth**

**Sponsor:** YSS  
**Half Day AM: 9:30 AM – 12:30 PM**

Youth are now coming out at a younger age than ever before. Studies are showing that harassment, bullying, and intolerance are creating hostile environments for LGBTQ youth to learn and grow. In addition to discussing the identities and coming out process of LGBTQ young people, this training highlights the unique challenges they face and how to create more supportive environments for them to thrive. The library is in a prime position to be one of those supportive environments! With practical advice and tips for library services, learn how your library can be a welcoming and supportive place for LGBTQ young people and their families.

**Presenter:**  
For 16 years, Lyndon Cudlitz has been providing training and technical assistance to schools, healthcare providers, businesses, and organizations seeking to enhance their services for lesbian, gay, bisexual, transgender, and queer-identified individuals. Prior to returning to his independent work this year, Lyndon served for four years as the Director of Training & Education for an upstate LGBTQ center. Lyndon designed curriculum to support Capital Region libraries in creating safer and more relevant services for LGBTQ youth and families.

**CE-C: Linked Data: the Building Blocks of the Semantic Web**

**Sponsor:** ASLS  
**Half Day PM: 1:30 PM – 4:30 PM**

Linked Data refers to a set of best practices for publishing and connecting structured data on the Web. The best way for librarians to understand is to think of Linked Data as MARC for the web. In the web environment, data can be interconnected to multiple sources, formats, and metadata. By aggregating linked data, it’s possible to gain insight to the context and meaning of the data. The concept of linked data is to make the human interpretation of the data machine readable. Examples of linked data include the US data.gov site, OCLC Virtual International Authority File, and microformats. This workshop will include:

- an overview of linked data  
- practical applications  
- changes in scholarly impact and metadata for scholarship  
- hands-on exercises to demonstrate linked data.

Participants are asked to bring a laptop for hands-on practice with linked data. We will move back and forth between informational lecture and hands-on activities to gradually work our way to understanding Linked Data and its applications.

**Presenter:**  
Ken Fujuchi is the Head of Information Commons and Emerging Technology Librarian in the E. H. Butler Library at SUNY Buffalo State College. Ken holds a Master’s in Library Science from the University at Buffalo. His research interests include information literacy, augmented reality, social media, and other emerging technologies.

**CE-D: Fiduciary Practices for Nonprofit Organizations**

**Sponsor:** FLS  
**Half Day PM: 1:30 PM – 4:30 PM**

What forms must be filed with the IRS? What are the restrictions for fundraisers? Looking for those elusive answers to nonprofit financial questions? Accountants from the John C. Parcell IV Accounting Firm will discuss the duties of board members to appropriately administer the financial aspects of a nonprofit, both for Friends organizations and public libraries. Some Friends have nearly jeopardized their nonprofit status by failing to meet regulations that govern charity operations. If you are unsure of how to be compliant and properly manage your group’s or library’s assets, our speakers will provide advice on how to implement policies needed by the Nonprofit Revitalization Act of 2013, procedures for acknowledging donations, and financial reporting practices for 501(c)(3) organizations. How should the organization handle sales tax? What are the rules concerning audits? John C. Parcell IV, CPA, CFE and Nathan Wray will answer these and other accounting questions.

**Presenters:**  
John C. Parcell IV is a Certified Public Accountant and owner of John C. Parcell Accounting Firm in Canton, which offers a comprehensive range of accounting services including auditing, bookkeeping, QuickBooks® training, tax preparation, small business start-up, strategic tax planning, and consulting. They assist commercial businesses, healthcare organizations, nonprofits, and individuals. John serves as an internal auditor for the Potsdam Public Library. John received his Associate’s Degree in Accounting from SUNY College of Technology at Canton in 1992 and his BS in Accounting from Clarkson University in 1994. He has been licensed as a Certified Fraud Examiner since December 2004.

Nathan Wray has been practicing Audit and Accounting with the firm for four years as a staff accountant. Nathan received his Associate’s Degree in Accounting from SUNY Canton College in 2010, his BS in Finance from SUNY Canton in 2013, and is currently working on acquiring his CPA license. Many of the audits that Nathan performs are in the nonprofit sector.

**CE-E: Social MediAhhhh!**

**Sponsor:** PLS  
**Half Day PM: 1:30 PM – 4:30 PM**

We all know that an engaging social media presence is a must for libraries in 2017, but how do we make it happen? Learn the what, how, and “whoa!” of social media management in this hands-on workshop that covers what works, what doesn’t, and the tools to make your library’s social media presence awesome! Topics include learning how to implement policies needed by the Nonprofit Revitalization Act of 2013, procedures for acknowledging donations, and financial reporting practices for 501(c)(3) organizations. How should the organization handle sales tax? What are the rules concerning audits? John C. Parcell IV, CPA, CFE and Nathan Wray will answer these and other accounting questions.

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**NYLA Leadership & Management Academy Program**

This program is offered as a part of the NYLA L&M refuge a separate program application and registration fee apply.

**Human Resources**

**Sponsor:** NYLA-L&M  
**Full Day: 9:30 AM – 4:30 PM**

Issues relating to personnel, benefits, employment law, civil service basics and more.
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Thursday Programs

Program Slot #1 11:30 AM - 12:30 PM

**Fighting for Libraries, Fighting for Librarians**
Sponsors: ASLS / ESLN
The core values of librarianship are often at odds with corporate efforts to improve efficiency and extract value from workers. Articulating the challenges posed by corporatization to libraries can help librarians locate sites of potential resistance. Organizing as library workers to fight for wages and benefits offers a concrete way to fight back against corporate incursions.

**Successfully Implementing Open Educational Resources (OER)**
Sponsors: ILRT / ASLS, SMART
How can OER be implemented successfully? Panelists from SUNY OER explore the challenges of this question, including the role of the librarian, instructoring faculty, and student responses to OER.

**Podcasting Without Breaking the Budget**
Sponsors: SCLA / SMART, MSRT, PCRT
Podcasting is a fun way to educate and inform, but it can also be very daunting, especially for beginners. This program will not only walk you through the entire podcasting process from beginning to end, but will also suggest very affordable and serviceable equipment.

**Landing a Learning Technology Grant**
Sponsors: SLSA / SSL, YSS, ILRT
A panel of School Library System Learning Technology Grant recipients will discuss their experience in securing their grants, and their impact on programs, school libraries and students. Track: School & Youth Programs, Services, and Literacy

**STEAMing Up Your Library Programs**
Sponsors: Nemetes / LAMS, SCLA, SSL, PLS
This talk focuses on the impact of recent technological innovation on library services and on the complexities of balancing technology disruption narratives with library work as it is commonly perceived.

**I STILL Don’t Want to Talk About It**
Sponsors: LAMS / PLRT, IRFT, SCLA, PLS
Whether you are a newbie or seasoned pro, personal interactions can be difficult and uncomfortable. Get tips and tools from experienced presenters who will discuss real scenarios and solutions involving personnel and patrons.

**Innovation and Disruption in Libraries**
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Everyday Advocacy@NYLA 2017
Sponsor: NYLA
This presentation from the Everyday Advocacy Task Force, will focus on discussing advocacy and how you can use conversations, connections, and empowered staff to gain allies in your day-to-day advocacy efforts.
Track: Administration & Leadership
Speakers:
Sandra Michele Echols, College of New Rochelle
Ben Himmelfarb, White Plains Public Library
Lisa Kropp, Lindenhurst Memorial Library
Rebecca Lubin, Albany Public Library

The Buddy System
Sponsors: RLRT / SSL, YSS
How can school and public librarians work together to combine resources, promote programs and work toward shared goals? Practical, experience-based advice to help you get started.
Track: Accessibility, Diversity & Unique Populations
Speakers:
Annie Miller, Greenwich Free Library
Katrina Williams, Greenwich Central School

Git and GitHub for Libraries
Sponsors: SMART / ASLS, NMES
Git and GitHub have become popular for open source software development, but it’s not just for code. Github is a great way for librarians to collaborate while keeping everyone on the same page.
Track: Technology & Digital Information
Speakers:
Gregory Wiedman, University at Albany, SUNY
Mark Wolfe, University at Albany, SUNY

Program Slot #3 4:15 PM - 5:15 PM
Medical Humanities in Academic Libraries
Sponsors: ASLS / IRFT
This program addresses the ways in which the medical humanities are supported in academic libraries and how these library practices inform and enhance interdisciplinarity, diversity, and collaboration in the library.
Track: Current Issues & Research
Speakers:
Kathleen Kasten, Stony Brook University Libraries
Jamie Saragossi, Stony Brook University Libraries

Budgets Behind Bars
Sponsor: CORT
Join a panel of corrections and public librarians to discuss strategies and best practices for working with budgets in the correctional facility library environment.
Track: Administration & Leadership
Speakers:
Corinne Leone, DOCCS Central Office
Julieann Polasco, Sing Sing Correctional Facility
Andrew Maines, Buffalo and Erie County Public Library

New Americans and U.S. Citizenship
Sponsors: ESRT / SCLA, LAR, RAGS
Public libraries can be a key place for immigrants to find the information, support and encouragement they need to begin their path towards U.S. citizenship. We can play a critical role in avoiding confusion about the process by which refugees and immigrants can become citizens.
Track: Accessibility, Diversity & Unique Populations
Speakers:
Evanna M DiSalvo, Maplewood Community Library
Janice Owen, USCIS

Libraries are a Powerful Platform for Change
Sponsors: LAMS / PLS, ESRT, IRFT
Libraries are a powerful platform for change! Participants will leave with a deeper understanding of how to position the library as a community leader and inspire investment in the library.
Track: Administration & Leadership
Speakers:
Rebekkah Smith Aldrich, Mid-Hudson Library System
Matthew Bollerman, Hauuppauge Public Library

Engaging Adult Developing Readers
Sponsors: LAR / ESRT
Learn about a tested discussion model, A Feel for Books, directed toward lower-level adult readers; advice for planning and facilitating; and a list of books, stories, and other resources.
Track: Accessibility, Diversity & Unique Populations
Speaker:
Marcia Harrington, DC Public Library, Adult Literacy Resource Center

Fostering Digital Literacy with Kids
Sponsors: MSRT / SSL, SCLA, YSS, RLRT
Digital illiteracy exists despite being constantly surrounded by mobile devices. Learn about an easy, free program that will teach kids how computers work and to innovate with software and hardware.
Track: User Services
Speaker:
Pam McCluskey, Desmond Fish Library

Librarians Learning Online to Teach Online
Sponsors: NYBL / ASLS
Online instruction provides libraries of all types a way to reach a wider audience with increased opportunities for learning. In order to be successful, library workers must develop new skills to provide high quality instruction online. This presentation will introduce Design for Learning, an IMLS-funded series of free self-paced online modules for library staff to learn how to teach online through a well-rounded approach specific to library instruction. Project developers and students will share online teaching tips and examples of how each of the modules builds on the others to work toward a final project, so that all learning is immediately applied to a real community: Orientation, Instructional Design, Diversity, Community, Content Creation, Course Management, and the final Capstone project.
Track: Core Knowledge & Career Development
Speakers:
Arden Kirkland, Design for Learning Program, SCRLC
Mary-Carol Lindbloom, South Central Regional Library Council

Hybrid Vigor in the Library
Sponsor: PLRT
To remain viable in a changing world, libraries need to evolve. We will demonstrate how staff recruited from diverse backgrounds have contributed to the health of our libraries.
Track: Administration & Leadership
Speakers:
Dawn Jardine, Red Hook Public Library
Scott Jazrombek, Albany Public Library

Funding Campaigns for Small and Midsize Rural Libraries
Sponsors: RLRT / PLS
Small and midsize rural libraries are wholly underfunded. Most operate on an annual budget of less than $100,000. This program will offer a step-by-step approach to working with your library system to leverage stable funding within your rural community.
Track: Accessibility, Diversity & Unique Populations
Speakers:
Brian Hildreth, Southern Tier Library System
Mango Gustina, Southern Tier Library System

Beyond Bilingual, Making ELL-Friendly Storytimes
Sponsors: YSS / ESRT, LAR, SCLA, SSL
Learn how to make your storytimes friendly to parents and caregivers who are English Language Learners with simple props, translated resources, visual schedules, Plain Language, and multilingual content.
Track: School & Youth Programs, Services, and Literacy
Speakers:
Rachel Payne, Brooklyn Public Library
Jessica Raili, Brooklyn Public Library

Friday Programs

Choose Your Local Resources for Successful Fundraisers
Sponsors: PLS / LTA
Two libraries discovered and used their unique local resources to create successful fundraisers in their communities and also found they could measure their accomplishments in unexpected ways.
Track: Administration & Leadership
Speakers:
Elly Dawson, Victor Farmington Library
Warren Applegate, Friends of the Kinderhook Memorial Library
Hollis Seaman, Friends of the Kinderhook Memorial Library

Stalk Your Elected Officials
Sponsors: LAMS / SCLA, PLRT, PLS, SLSA, ULI, RLRT, RFLS, YSS
You can’t always convince decision makers that libraries are awesome, but we can help you convince them that libraries make a difference to something they really care about.
Track: Administration & Leadership
Speakers:
Lauren Comito, Queens Public Library
Christian Zebriskie, Yonkers Public Library

Writing Local History
Sponsor: LHRT
A local history programming update featuring the Fulton Memoir Project and the Veterans Testimonial Project—examples of popular, innovative programs that increased the value of their libraries’ local history collections.
Track: User Services
Speakers:
Edna Susman, Half Hollow Hills Community Library
Margaret Hartough, Half Hollow Hills Community Library
Betty Maute, Fulton Public Library

The Proper Care and Feeding of Your Library Director
Sponsor: LTA
You’ve read the Handbook for Library Trustees of NYS and taken advantage of local, state and online trustee training opportunities. What’s next? Join Cassie Guthrie for a (mostly) light-hearted look at how what trustees do—and sometimes don’t do—impacts their library directors and vice versa.
Track: Administration & Leadership
Speaker:
Cassie Guthrie, Greece Public Library

Visit nyla.org/conference for expanded conference information and registration
Program Slot #4 9:00 AM - 10:00 AM cont.

Adventures in 3D Printing
Sponsors: MSRT / PACT, SSL, SLLA
Learn how embracing 3D printing technology took the Mastics-Moriches-Shirley Community Library to strange and wonderful places. We’ll talk programs, services and experiences.
Track: Technology & Digital Information
Speaker: Nick Tancz, Mastics-Moriches-Shirley Library System

Painless Branding for New Professionals
Sponsor: NMES
Are you having trouble selling yourself to prospective employers online? Learn how to cultivate an effective and professional social media presence, what not to do, and more.
Track: Core Knowledge & Career Development
Speaker: Sarah McFadden, Cornell Cooperative Extension of Rensselaer County

Q & A with Commissioner of Education MaryEllen Elia
Sponsor: NYSED - NYS, NLD
Come and participate in a question and answer session with New York State Commissioner of Education, MaryEllen Elia.
Track: Administration & Leadership
Speakers: MaryEllen Elia, Commissioner of Education, New York State Education Department; Bernard Margolis, NYSED, NYSL
Dr. Colleen Sadowski, Chair, Regents Advisory Council on Libraries
Dr. Barbara Stripling, NYLA President

Making It Rain, Writing Killer Grants
Sponsors: PLS / RLRT, LAMS, YSS, SLSA
Write great grants that reviewers love! Making It Rain is a highly interactive workshop for all libraries, hitting core grant writing concepts by putting you in the reviewer’s chair.
Track: Administration & Leadership
Speakers: Eli Guinneen, Chautaqua-Cattaraugus Library System
Erica Freundemberger, Southern Adirondack Library System

TeleStory: Keeping Families Connected
Sponsors: RASS / ESRT, LAR
Over a live video feed at Brooklyn Public Library branches, families can visit with their incarcerated loved ones. We look at how this service supports both families and communities.
Track: Accessibility, Diversity & Unique Populations
Speakers: Nick Higgins, Brooklyn Public Library
Michael Carey, Brooklyn Public Library

RDA and You, Understanding the Essentials
Sponsors: SMART / ASLS, SLSA
Have you noticed the records in your OPAC look a little different lately? Learn the basics of RDA and find out how RDA helps you and your library users.
Track: Core Knowledge & Career Development
Speaker: Denise Garofalo, Mount Saint Mary College

Youth Services Sustainability, Growing Our Own
Sponsor: YSS
Sustainability is more than solar panels and using less - it also involves growing life long library users. Find out why Youth Services staff are key to creating more sustainable communities.
Track: School & Youth Programs, Services, and Literacy
Speakers: Rebekkah Smith-Aldrich, Mid Hudson Library System
Lisa Koop, Lindenhurst Memorial Library

Program Slot #5 11:00 AM - 12:00 PM

The Academic Library’s Role in a Time of Educational Transformation
Sponsors: ASLS / ILRT
Demographic, economic, and technological changes will continue to impact the educational approaches taken at a growing share of colleges and universities. This talk will explore some of the choices that libraries face as well as some of the factors that constrain and empower their evolution.
Track: Current Issues & Research
Speaker: Roger C. Schonfeld, Ithaka S+R

Bringing Friends Back from the Brink
Sponsors: FLS / LTA
Two experts share how they revitalized their local Friends organizations, finding creative ways to recruit and energize new leadership, prioritizing tasks, and completing necessary legal and procedural documents.
Track: Administration & Leadership
Speakers: Kitty Bressington, Friends of the Avon Free Library
Anne Andrianois, Friends of Onondaga Free Library

Got Game? Programming with RPGs
Sponsors: PCRT / YSS, MSRT
Role playing games (RPGs) like Dungeons & Dragons boast fans of all ages. Learn how they work, and what programs and services you can offer to attract these players in droves!
Track: User Services
Speaker: Nick Tancz, Mastics-Moriches-Shirley Community Library

Breaking Down Barriers by Rethinking Fines
Sponsors: PLS / YSS, LAR
Learn how libraries in Syracuse and Rochester have worked to bring children and families back to the library by eliminating fines.
Track: School & Youth Programs, Services, and Literacy
Speakers: Patricia Urrutia, Rochester Public Library
Katie Hayden, Onondaga County Public Library System
Rebecca Maguire, Onondaga County Public Library System

Dealing with Social Media (in)Securities
Sponsors: SMART / SCLA
Are your social media platforms secure? Learn how to streamline and boost security when you have multiple staff members posting to social media from both work and personal devices.
Track: Technology & Digital Information
Speakers: Karrin McCallan, East Greenbush Community Library
Laurie Dreyer, East Greenbush Community Library

Recruit, Retain, Repeat...Again
Sponsors: SSL / YSS, SLSA
The number of school librarians available is not keeping pace with the need. The session will expand on ideas and efforts since NYLA 2016 to recruit and retain school librarians.
Track: School & Youth Programs, Services, and Literacy
Speakers: Jill Hurst-Walt, Syracuse University
Barbara Stripling, Syracuse University

Connecting with Patrons in Poverty
Sponsors: ULA / PRLT, PLS, CORT, SCLA, LAR, ESRT & YSS
Learn how to create an outreach plan that targets different types of patrons in poverty, including the homeless and people who are of lower socioeconomic status. Learn effective communication skills and a deeper understanding of differences in communication styles. Gain an understanding of barriers created by poverty and how policies made in the library can contribute to those barriers.
Track: Accessibility, Diversity & Unique Populations
Speakers: Virginia Wescott, Troy Public Library
Anita Favretto, New York Public Library
Kim Mcmann, New York State Community Action Association

NYS Battle of the Books
Sponsor: YSS
A panel of speakers (librarians to system reps) from across NYS will discuss Battle of the Books programs for children and teens—how they got started and how you can too!
Track: School & Youth Programs, Services, and Literacy
Speakers: Liz Anastasi, Greenburgh Public Library
Kathy Galvin, Buffalo & Erie County Public Library
Derek hie, Suffolk Cooperative Library System
Randall Enos, Ramapo Catskill Library System

Program Slot #6 3:00 PM - 4:00 PM

Big Questions, Big Data and HathiTrust
Sponsors: ASLS / SMART
HathiTrust’s 15 million volume digital library enables collaborative data mining, collection management services, and copyright research. Furlough will discuss HathiTrust’s solutions to emerging challenges for libraries and digital scholarship.
Track: Current Issues & Research
Speaker: Mike Furlough, HathiTrust

Immigration Assistance @ Your Library
Sponsors: ESRT / NYBL
USCIS Community Relations Officer Burden will present their kit containing the different services and levels of assistance, and how libraries can partner with their local immigration offices in providing information.
Track: Accessibility, Diversity & Unique Populations
Speakers: Shyconia Burden-Noten, US Citizenship and Immigration Services

Best Practices for Management of Friends Boards
Sponsors: PLS / PLS, LTA
Nonprofit boards need to keep abreast of NYS laws to provide the best oversight possible for their charitable resources. Know the legal and fiduciary duties that will keep the Friends functioning effectively.
Track: Administration & Leadership
Speaker: Courtney Darts, Pro Bono Partnership

Visit nyla.org/conference for expanded conference information and registration
2017 NYLA Conference Brochure

Preservation Crash-Course for Libraries and Archives
Sponsor: LHRT
Learn about affordable tools and easy techniques to preserve your items for years to come. Handle books, letters, maps, postcards, and more in this crash-course preservation workshop.
Track: Core Knowledge & Career Development
Speakers:
- Anelie Hesster, Stony Brook University
- F. Jason Torre, Stony Brook University

Let’s Get Graphic
Sponsors: PCRT / PLS
From comics to manga, learn how to incorporate graphic novels in your library! A panel of experts discuss their experience with collection development, censorship, education, and programming with graphic novels.
Track: User Services
Speakers:
- Joshua Finn, Levittown Public Library
- Rosemary Kladitis, Queens Library
- Michael Buono, Patchogue-Medford Public Library
- Lisette Thomas-Johnson, Brentwood Public Library
- Claudia McGivney, Stony Brook University

Malcolm Hill Lecture: Lifetime Communities, a Place for Libraries
Sponsor: PULSDD
As a leading figure in the “Lifetime Community” movement, Benedict will speak on the importance of placemaking and inclusive design with respect to libraries.
Track: Administration & Leadership
Speaker:
- Zachary Benedict, AIA, LEED AP, MKM architecture + design

Day Adventures with Community Cultural Partners
Sponsors: RASS / ESRT, YSS, PLS, LHRT
It doesn’t need to cost your library or library system thousands of dollars to get passes for your patrons to have a day adventure and expand their cultural horizons.
Track: User Services
Speaker:
- Thomas Vitale, Chautauqua Cattaraugus Library System

Rural Libraries for Non-Rural Librarians
Sponsors: RLRT / ESRT
Rural libraries might be a majority in New York State, but running them can seem like an entirely separate profession. This program will aim to provide an overview of what it’s really like to work in a small rural library, for those who haven’t experienced it firsthand.
Track: Technology & Digital Information
Speakers:
- Emily Owen Hastings, Canton Free Library
- Rebecca Donnelly, Norwood Public Library

Librarians Mending Fences in a Divided Country
Sponsors: SCLA / PLS, IFRT, ESRT
Through discussion of different services and programs, and without specific political slant, presenters will highlight how librarians are successfully addressing the pressing issues popping up more and more within our communities since Election Day.
Track: Current Issues & Research
Speakers:
- Alex Andrasik, Penn Yan Public Library
- Amanda Lowe, University at Albany

Build Your Digital Community Voice
Sponsors: SMART / NYBLC
Explore the ways to discover, record, preserve, and share your community voice through easily accessible digital media tools. Learn tips for bringing out the best stories from your unique community.
Track: Technology & Digital Information
Speakers:
- Taina Evans, Brooklyn Public Library
- Phillip Bond, Brooklyn Public Library

BreakoutEDU in your Library!
Sponsors: SPCRT, SLSA, ILRT
Join us to experience BreakoutEDU, the incredibly engaging learning game that is gaining worldwide popularity in schools and public libraries. Games can be used to teach any academic content, as team-building activities, or just for fun! Can you break out?
Track: School & Youth Programs, Services, and Literacy
Speakers:
- Amy Carpenter, Stillwater MS/HS
- Courtney Sayward, WSWHE BOCES

Friends & Trustees Building Community When Disaster Strikes
Sponsors: PLS / LTA
When Hurricane Irene damaged the Moffat Library and caused its closure, Friends’ advocacy efforts led voters to approve a restoration bond. Resulting corporate and public connections gave added support to the annual Authors Luncheon fundraiser. The program will begin with a brief PLS membership meeting.
Track: Administration & Leadership
Speakers:
- Mary Ann Marrero, Friends of the Moffat Library
- Christine Frisbee, Friends of the Moffat Library
- Ruth Manyn, Friends of the Moffat Library
- Kelly Lynch-Moloney, Friends of the Moffat Library

Helping Patrons Spot Fake News
Sponsors: IFRT / ESRT, BLC, PLS, SCLA, SLSA, SSY, YSS
Fake news has proliferated online in recent years, overwhelming factual news coverage. This program will seek to help librarians learn to tactfully steer patrons away from propaganda and clickbait.
Track: Current Issues & Research
Speaker:
- Laura Wolven, Orangeburg Library

Creating the Future: Beyond the 2020 Vision for Library Services in New York State
Sponsor: NYSED- NYSL
Track: Core Knowledge & Career Development
Speakers:
- Bernice Margolis, NYSED, NYSL
- Dr. Colleen Sadowksi, Chair, Regents Advisory Council on Libraries

Creating a Warm and Inviting Library
Sponsor: PLRT
Learn how to re-imagine, rethink and redesign the layout of your library to make it a warm and inviting space, without depleting your budget!
Track: User Services
Speaker:
- Leah Hamilton, Phelps Library & Steam Lab Makerspace

Leadership Level Up!
PLS Membership Meeting
Sponsors: PLS / LAMS, SCLA
Join PLS for our annual meeting and awards ceremony, and level up your leadership game with a lightening round discussion of key challenges and opportunities in our current professional landscape.
Track: Administration & Leadership
Speakers:
- Claudia Dapkin, Havercroft King’s Daughters Public Library
- Erica Freudenberger, Southern Adirondack Library System
- Evelyn Neale, Colonie Town Library

Effective, Strategic, Differentiated Outreach
Sponsor: RASS
Effective outreach means not everyone cares about everything. This workshop introduces participants to use personas in the outreach process and identify target markets to provide concrete solutions for users’ needs.
Track: User Services
Speakers:
- Amy Pawelki, Paul Smith’s College
- Megan Press, Paul Smith’s College

Academic Libraries & Pop Culture
Sponsors: SCLA / YSS, PCRT, ASLS
A panel of experts will discuss the role of pop culture in academic libraries, touching upon developing graphic novel collections, issues with censorship, developing outreach initiatives, and more.
Track: User Services
Speakers:
- Claudia McGivney, Stony Brook University Libraries
- Laura Costello, Stony Brook University Libraries

Rights Statements and Online Cultural Heritage
Sponsors: SMART / ASLS, ESLN, IFRT
Learn how RightsStatements.org is helping NYS institutions improve understanding of copyright status and reuse of digital objects, and how the project helps engage users with cultural heritage online.
Track: Technology & Digital Information
Speakers:
- Anne Karle-Zenith, METRO
- Jennifer Palmentieri, SENYRLC
- Laura Osterhout, RRLC

Inclusive Library versus a Diverse Library
Sponsors: SSL / ESRT, YSS, TLU, IFRT, PLRT
Is diverse literature inclusive? Taking literature, specifically written for children and young adults, and looking at whether diversity has pigeonholed the work into a category that is not inclusive to all who might read it.
Track: School & Youth Programs, Services, and Literacy
Speakers:
- Joyce Laiosa, University at Albany
- Edith Ching, University of Maryland

Best Practices for Youth Councils and Teen Leadership
Sponsors: YSS / NYBLC, SSL
Learn best practices for youth development with a focus on youth councils, discuss how to turn this theory into practice, and examine models that will engage the youth in your community.
Track: School & Youth Programs, Services, and Literacy
Speakers:
- Erin Shaw, Brooklyn Public Library
- Karen Keys, Brooklyn Public Library

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

Program Slot #8 9:30 AM - 10:30 AM

A+ Customer Service for Libraries
Sponsors: ASLS
A+ Customer Service is a guideline for excellent service interactions in libraries. Learn about the program, test your skills with interactive scenarios, and gain insight on developing your own program.
Track: User Services
Speaker: Erin Weller, Buffalo & Erie County Public Library

Friends Choose Their Own Leadership
Sponsors: FLS / LTA
When no one would assume the presidency, this large Friends group worked with a consultant to prepare for the future and devised a four-part leadership system they call ‘The Quads.’
Track: Administration & Leadership
Speakers: Wilma Jozwik, Friends of the Clifton Park-Halfmoon Public Library
Ambika Sambasivan, Fruitfly Consulting
Sheila Morroni, Friends of the Clifton Park-Halfmoon Public Library
Kathy Adam Browne, Friends of the Clifton Park-Halfmoon Public Library

Libraries Creating and Supporting an Inclusive Environment
Sponsors: LAMS / ESRT, IFRT, YSS, ESLN
An influx of diverse populations from around the world has made it a priority to broaden understanding of the global population, and express this through library services, programs, and materials.
Track: Accessibility, Diversity & Unique Populations
Speakers: Mary Carrier, Clifton Park-Halfmoon Public Library
Melinda Taormina, Clifton Park-Halfmoon Public Library

Sign & Deaf Culture for Librarians
Sponsors: LAR / SCLA
Participants will learn: basic tips in communicating visually and simple library related signs. We will discuss strategies to make your library more Deaf friendly and additional resources.
Track: Accessibility, Diversity & Unique Populations
Speaker: Miranda Stephano, Hillside Children’s Center

“Nevertheless, She Persisted,” Women’s Leadership Panel
Sponsors: NMES / LAMS, SCLA, SSL
Join your colleagues in a discussion regarding leadership and challenges affecting women in the profession.
Track: Administration & Leadership
Speakers: Lauren Comito, Queens Library
Carol Anne Germain, University of Albany
Jill Hurst-Wahl, Syracuse University
Mary Fellows, Upper Hudson Library System
Sandra Echols, College of New Rochelle

Staff Training for Success
Sponsors: PLS / LAMS, PLRT
Training staff is essential to the health and development of our libraries. This program will provide the understanding and tools that you need to implement an effective staff training plan.
Track: Administration & Leadership
Speakers: Jennifer Bolleran, Patchogue Medford Library
Ron Kirsop, Pioneer Library System

Pros on Library Cons
Sponsors: PCRT / YSS
You’ve hosted a Pop Culture or Comic Convention at the library—now what? A panel of experts discuss successes and failures, lessons learned, and how to improve future library cons.
Track: User Services
Speakers:

- Joshua Carlson, White Plains Public Library
- Trevor Oakley, Saratoga Springs Public Library
- Leah LaFera, Schenectady County Public Library
- Jennifer Daddio, Pearl River Library
- Caitlin Sheldon, Saratoga Springs Public Library
- Julia Schult, Baldwinsville Public Library

Exploring Teen Reading Fatigue
Sponsors: YSS, SLSA
Do you know someone suffering from TRF? We’ve all seen the decline in recreational reading throughout teen years. What causes it? What can we do? Explore teen reading fatigue. Help your teens recapture the joy of reading!
Track: School & Youth Programs, Services, and Literacy
Speaker: Krista Briggs, Canton Free Library

Program Slot #9 10:45 AM - 11:45 AM

Improving the Workplace Through Staff Development
Sponsor: ASLS
Staff development is important to functioning teams. The capacity to work together and feel engaged impacts client engagement and overall success of an organization. This session explores pathways for success.
Track: Administration & Leadership
Speaker: Michelle Young, Clarkson University

FILM Program and Idea Swap
Sponsor: FILM
Join us for a short NYLA Film Roundtable Meeting followed by a program idea swap. Bring your ideas & be inspired by what others are doing.
Track: Technology & Digital Information
Speakers: Christopher Nelson, Queens Borough Public Library
Z Baird, Crestwood Library
Manager-Yonkers Public Library

Listen Like a Librarian!
Sponsor: LAR / SCLA, ESRT
Gain perspective on your assumptions. Are you listening to understand or advocate? Should you parrot or reframe? Consider the value of knowing nothing.
Experience HEARING...snipped with a bit of PEM.
Track: Accessibility, Diversity & Unique Populations
Speakers: Elena Falcone, Westchester Library System

Water, Wind, Fire & Ice: Protecting Collections
Sponsors: NYSED, NYSL, DLD
Learn how to prepare for a disaster as well as cope, salvage collections, and still provide services afterward. Hear what New York State, FEMA, and the Alliance for Response can do for you.
Track: Core Knowledge & Career Development
Speaker: Barbara Lilley, NYSED
Representative from the Federal Emergency Management Agency

Creating a Digital Story with Children
Sponsor: PLRT
Using a computer, microphone, and free software, learn how to create an illustrated digital story with children. The digital story will feature the children’s own recorded voices and scanned artwork.
Track: School & Youth Programs, Services, and Literacy
Speakers: Judy Plum, Victor Farmington Library
Tim Niver, Victor Farmington Library

Hooray for Social Justice!
Sponsors: PLS / LAMS, IFRT, CORT, NYBL, PLRT, ESLN, SCLA
In Hooray for Social Justice! we’ll practice every day tactics for making social justice a part of your library’s culture—regardless of the political climate where your library is located.
Track: Current Issues & Research
Speakers: Mango Gustina, Southern Tier Library System
Eli Guinne, Chautauqua-Cattaraugus Library System

Guiding Patrons to Legal Resources
Sponsors: RASS / CORT, LAR
The New York State Office of Court Administration and Permanent Commission on Access to Justice provide information on how to direct those who cannot afford attorneys to valuable legal resources.
Track: Accessibility, Diversity & Unique Populations
Speakers: Linda Dunlap-Miller, Office of Court Administration
Denise Kronstadt, Fund for Modern Courts
Barbara Mule, Office of Court Administration

School Librarians as Leaders: SSL Membership
Sponsors: SSL
Professional reading implies that school librarians are leaders. Articles focus on change, innovation, collaboration, and empowerment of others. Yet popular culture still holds the image of the traditional librarian as the norm. What role do we have as leaders?
Track: School & Youth Programs, Services, and Literacy
Speakers: Jen Cannell, Capital Region BOCES
Michelle Miller, Gorham Intermediate School

YSS Table Talks
Sponsor: YSS
Roundtable discussions/hands-on activities about programming and services for children and teens. Participants can attend three different Table Talks during this workshop. Final sessions and presenters TBA.
Track: School & Youth Programs, Services, and Literacy

Visit nyla.org/conference for expanded conference information and registration
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 9, 2017
10:00 AM – 5:00 PM

Exclusive Trade Show Time
10:30 AM – 11:30 AM
3:15 PM – 4:15 PM

Friday, November 10, 2017
8:00 AM – 3:30 PM

Exclusive Trade Show Time
10:00 AM – 11:00 AM
2:00 PM – 3:00 PM

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.

Trade Show Floor Events:
Trade Show Reception
Thursday, November 9
3:15 PM – 4:15 PM
Mingle with Exhibitors and a few special guests from Dream Ponies and Zoo! To get a sneak peek visit, www.dreamponiesandzoo.com.

Breakfast with the Exhibitors
Friday, November 10
8:00 AM – 8:30 AM
Start your day off right with a continental breakfast on the Trade Show Floor.

Also Exhibiting

Librarystamper’s Creations
National Library Relocations
New Yorkers for Better Libraries PAC

NYSED-NYSL
Plymouth Rocket, Inc.
RTI Disc Repair

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