“Libraries in Bloom”—is there a more apt analogy than youth services specialists working with young people from their very first visit to the library until they graduate as young adults, ready to take on the world? We see our charges bloom and grow over time, as we plant the seeds of literacy, lifelong learning, and independence. Our vision of libraries as community centers, reaching all members of our populations, is an attainable goal—growing our collections, spreading the seeds of learning in a fun environment, and watching our young patrons blossom.

Whatever their ages—preschoolers, elementary students, tweens, or teens—youth today turn to us for their entertainment and homework needs. The library is a “garden” where they can pluck books off the shelf, curl up with them for a while, and come back for more. We offer that personal touch young people need in today’s technological world, even as we make that technology work to our advantage. Come hear about your colleagues’ successes and leave inspired to try their great ideas, designing new library services for the children, teens, and families you serve.

Our distinguished luncheon speaker, Susan Campbell Bartoletti, has published poetry, short stories, picture books, novels, and nonfiction for young readers, many of which have received awards and honors. Her work includes the 2006 Newbery Honor title, Hitler Youth: Growing Up in Hitler’s Shadow, and an historical fiction novel, The Boy Who Dared, an American Library Association Best Book for Young Adults. Her most recent release is They Called Themselves the K.K.K. Despite writing about depressing subjects, Susan insists that she has a good sense of humor, no doubt a defense mechanism as a result of teaching eighth grade for 18 years. As a teacher, she loved watching her students grow as writers. Their enthusiasm inspired her to join a writers’ group and get serious about her own writing. By 1997, she was winning awards for her work and decided she needed to become a full-time writer. She lives with her husband near Scranton, Pennsylvania. They have two grown children, three grandchildren, two dogs, and a 17-year-old cat. If you are a budding author, consider signing up for Susan’s “Workshop for Muses” (workshop N-3).
2011 Spring Conference "Libraries in Bloom" Registration Form

Register early – space is limited! No on-site registration is available; walk-ins cannot be accommodated.
Registration deadline is Wednesday, April 20, 2011.

Registration Confirmation: You will receive an e-mail confirmation of your registration. In your packet at the conference, you will receive a receipt for payment and a certificate of attendance.

Refund Policy: Due to contracts with the hotel and in fairness to all attendees, registrants who do not attend the conference will be liable for the entire conference fee. For emergencies on the day of the conference, written requests for refunds must be mailed to the Conference Registrar Pat Connor by May 16, 2011. Food charges plus 10% of the registration fee will be deducted from the amount refunded. After the deadline has passed, no refunds will be issued.

No registrations can be accepted online, by fax, or by e-mail. YSS is unable to accept purchase orders or credit cards as forms of payment for the registration and event fees.

Detach and return this form with a check or money order made payable to NYLA/Youth Services Section to Patricia Connor, 394 Fox Meadow Road, Rochester, New York 14626. There is a $20 charge for returned checks.

Name ___________________________ Organization ___________________________
Mailing Address _____________________ Zip __________
Phone (work, home, cell) ___________________________ E-mail Address ___________________________

Workshop Preferences – pre-registration required
Please be sure to indicate both a 1st and 2nd choice of workshops in each time slot. Space is limited in some sessions.

**Session 1**
1st choice– A B C D E
2nd choice– A B C D E

**Session 2**
1st choice– F G H I J
2nd choice– F G H I J

**Session 3**
1st choice– K L M N O
2nd choice– K L M N O

Luncheon Menu Choices (please indicate one selection)
_____ Grilled Chicken Caesar Salad _____ Cobb Salad Wrap (turkey and bacon) _____ Southwestern Wrap (vegetarian refried beans and rice)

Please itemize any special dietary needs (e.g., vegan, dairy-free, gluten-free) or other accommodations that need to be arranged for your attendance:

Please be sure to verify your NYLA membership to ensure that you are eligible for NYLA member pricing. Student registrants must send a copy of their current student bill or bursar’s receipt with their registration form. Members of youth divisions of out-of-state or international library associations may register for the conference at the member rates by sending a photocopy of their current membership card noting the expiration date.

**Conference fee includes continental breakfast, workshops, and luncheon.**

Early Bird Registration – postmarked by Thursday, March 31, 2011. Remember, early birds get the worm! All early bird registrants will receive a free raffle ticket for our popular gift basket drawings. Look for it in your conference packet.

_____ $100 Members of NYLA Youth Sections (i.e., YSS, SLMS), students in MLS programs, and members of youth divisions of out-of-state or international library associations
_____ $135 Non-Members

Standard Registration – postmarked April 1, 2011, or later
_____ $110 Members
_____ $145 Non-Members

_____ $37 Past Presidents’ Dinner (Thursday, April 28)

$_________ Total amount enclosed

Past Presidents’ Dinner:

Menu Choices (please indicate one selection)
_____ Spaghetti Abruzzi with Grilled Vegetables
_____ Grilled Rainbow Trout with a Fresh Fruit Salsa
_____ Chicken and Artichoke French
_____ Prime Rib in a Mushroom-Brandy Sauce

_____ I will need a ride from the hotel to Mario’s Steakhouse.
_____ I can provide transportation to this event for ____ people.

Please keep a copy of this form for your records.

No registrations will be accepted after April 20, 2011.

Today’s Date: ___________________________
A Bit About Rochester

Once the “Flour City” for all the mills along the falls of the Genesee, now Rochester embraces “The Flower City” as its moniker. As the buds of spring burst forth into the show we’ve all been waiting for throughout the long winter, there is much to do and enjoy. Our location, the Holiday Inn Rochester Airport, is a 5-minute ride from Rochester’s international airport. Complimentary shuttle service is available 24 hours a day. Enjoy the hotel’s indoor pool, their fitness center, or take a short walk to explore the Genesee Valley Greenway or the Erie Canal Heritage Trail as the world turns green again. A short drive away is Genesee Valley Park, with access to the trail bordering the Genesee River, flowing through the picturesque campus of the University of Rochester. Use the conference as the starting point for an enjoyable spring weekend in Rochester, with easy access to a myriad of regional attractions. VisitRochester’s multifaceted Web page (www.visitorochester.com) offers you planning materials and videos of local attractions to help you design a weekend just for you. Please come enjoy spring in Rochester with us.

Conference Schedule and Workshops

8 – 9 a.m.  Registration; Continental Breakfast in Divino Restaurant; Book Sales; Booth Sales; Vendor Displays

9 – 10:15 a.m.  Welcome by Rosanne Cerny, YSS President and Lisa C. Wemett, Conference Chair

Keynote Address by Elizabeth Burns: “Toy Story, Glee, and Reality TV: Pop Culture and the Future of Youth Services”

10:30 – 11:30 a.m.  Workshop session #1 (select one)

(A-1) Follow the Pied Piper to a Program Swap—The Pied Piper is YSS’s annual award to recognize excellence in the creation of library promotional materials or programs for youth. Our panel will showcase successful programs they have offered for children from birth to grade 5. Presenters: Jennifer Preisser, Greece Public Library; Mary Ferris, Wood Library, Canandaigua; Ginger Tebo, Flower Memorial Library, Watertown.

(B-1) Teens and Films—What a Connection!—Hear how to work with your teens to create original films that can be posted on your library’s Web page. Discussion will include how to come up with film ideas, writing original scripts, securing funding for equipment, using film equipment, selecting locations for filming, and editing footage to create a finished product. Presenter: Laura Panter, Middle Country Public Library.

(C-1) Helping Homeschoolers in the Library—Designed for library staff who would like to work with homeschooling families, but are not sure where to start. We’ll cover the basics of who homeschoolers are, how libraries can benefit from connecting with them, and how libraries can offer low-cost, high-return programs and services to this growing community. Presenter: Adrienne Furname, Children’s and Family Services Librarian, Webster Public Library.

(D-1) Social Networking for Beginners—Facebook, Twitter, blogs, and wikis—oh my! See how you can use some of the most popular social networking sites to communicate with your patrons and with other library staff. These days, every minute is precious and these tools can make your life easier. Presenter: Cathy Kyle, Teen Services Librarian, Chili Public Library.

E-1) Service Learning, YSS Style—Why should volunteerism be an integral part of your professional life? What opportunities are available to serve your colleagues in YSS/NYLA and ALA? Our panelists will share their experiences volunteering and “demystify” involvement in library organizations. Panelists: Joyce Lalosa, Voorheesville Public Library; Randy Enos, Ramapo Catskill Library System; Dorothy Morehouse, Youth Services Librarian, Newark Public Library; Stephanie Kyle, Mastics Moriches Shirley Community Library.

11:30 a.m. – Noon  Book Sales; Autographing by Susan Campbell Bartoletti; Vendors; Visit the YSS Booth

Noon – 1:30 p.m.  Luncheon / Speaker – Susan Campbell Bartoletti

1:45 – 2:45 p.m.  Workshop session #2 (select one)

(F-2) Learning Through Play—Enjoy a brief overview of the importance of play in human development by an educator from one of Rochester’s most popular attractions. Take a close look at how easily play and learning go hand-in-hand. You will also explore your own personal play preferences. Presenter: Sara Boettcher, The National Museum of Play® at The Strong.

(G-2) Marketing Youth Services Programs 101—As you strive to meet your community’s needs with programs and activities, how can you work effectively with the local media outlets? Learn techniques for writing press releases that get the media’s attention, the importance of creating an identity with consistent branding, and how to build awareness for library services. Our example will focus on local promotion of “Summer Reading at New York Libraries,” using its logo, and how to incorporate the annual themes and graphics into your own public relations materials. Presenters: James Fairbrother, President, Fairbrother & Company, and Karen Balsen, Division of Library Development, NYS Library.

(H-2) One World, Many Crafts: 2011 Summer Reading Program Crafts for Children and Teens—All cultures use crafts. In the spirit of reducing waste, these items can be used and reused. Come and tap your imagination. It is the individual that makes the simple valuable. Presenters: Chris Daily, Teen Services Coordinator, Seymour Library, Brockport, and Jane McManus, Library Assistant, Winton Branch, Rochester Public Library.
Questions? Contact Conference Chair Lisa C. Wemett via e-mail at yss2011@frontier.com

3 – 4 p.m.  Workshop session #3 (select one)

(K-3) Babies and Books: Doing Story Time for our Youngest Readers—Lapsit, “Babies Love Books,” Mother Goose Time: whatever its name, both babies and parents love these sessions! If you work with children under 3 years of age, come and see how we do baby story time and learn from our experiences (mistakes?). Presenters: Ruth Otto, Children’s Services, McGraw Branch, Irondequoit Public Library, and Robin Benoit, Children’s Services Librarian, Fairport Public Library.

(L-3) Tween and Teen “Programmes” North of the Border—Our youth services colleagues from Canada will share some awesome events they have offered to attract youth ages 10-18. Their programming line-up has featured game show and virtual reality based excitement, an exploration of history with toga parties and relic hunting, a YouTube™ video contest, skateboard painting, and more! And what about the media-hyped Anti-Valentine’s Day Party? Presenters: Tiffany Pahman, Teen Services Librarian, and Brianna Wilkins-Bester, Children’s Programming Librarian, Oshawa Public Libraries, Ontario, Canada.

(M-3) One World, Many Crafts: 2011 Summer Reading Program Crafts for Children and Teens; Repeat of Workshop H-2. See description above.

(N-3) A Workshop for Muses—What magic turns readers into believers? Spins ideas into stories? Casts people into character? Transforms facts into poetry, fiction, and nonfiction? During a hands-on workshop, our featured author Susan Campbell Bartoletti will lead participants through creative writing exercises that will evoke/invoke/provoke the storyteller within. Bring your muse. Please note: this workshop limited to 35 people.

(O-3) Be All It Can Be: Your Library’s Web Pages for Children and Teens; Repeat of Workshop J-2. See description above.

4 – 4:30 p.m.  Autographing by Susan Campbell Bartoletti; Booth Sales

(1-2) Display and Exhibit Design @ Your Library—If you create displays at your library, come learn ways to communicate an inviting visual message to help promote your library, its collections, and programs. Basic “how-to” techniques will be presented including solutions for small spaces, ways to encourage your patrons to “shop,” and creative ideas on a shoestring budget. Presenter: Christina Ryan-Linder, Youth Services & Community Connections Coordinator, Mid-Hudson Library System, Poughkeepsie.

(J-2) Be All It Can Be: Your Library’s Web Pages for Children and Teens—Learn how to enhance and increase the value of the content of your library’s Web page for your young patrons and their families by using photos (flickr.com, slide shows), blogs, videos on YouTube™, podcasts, and other technologies. Presenter: Polly-Alida Farrington, Technology Consultant and Trainer, PA Farrington Associates.

2:45 – 3 p.m.  Break; Autographing; Book Sale; Visit the YSS Booth and Vendors

Directions and Lodging Information

Directions: The Holiday Inn Rochester Airport is located at 911 Brooks Avenue, Rochester, New York 14624. It is on the west side of Rochester, directly off I-390 at Exit 18A. Exit 46 is the closest exit off the Thruway, I-90.

All room reservations must be made by Monday, April 2, 2011, to receive the room rates below and must be guaranteed by a credit card or advance deposit. The Holiday Inn Rochester Airport accepts all major credit cards.

If you wish to make reservations by telephone, please state that you are attending the New York Library Association’s Youth Services Section Conference to receive the special room rates: Standard Room $109 (single or double). Rates are subject to 14% occupancy tax unless the guest presents a valid tax exemption form for New York State.

Due to this specially negotiated group rate, the "Kids Eat Free" policy does not apply.

Rooms may also be booked online by logging onto www.hirochesterairport.com. Use the code LAC to receive our special group rate. A confirmation number will appear for your records.

Book Sales at the Conference

Barnes & Noble Pittsford will be selling Susan Campbell Bartoletti’s titles at the conference. She will be available to autograph her books throughout the day.

New Book Donations Service Project

The 2011 Conference Planning Committee will be collecting new books for children and teens to be donated to local literacy organizations on behalf of YSS. Just bring the books with you and hand them in at the conference registration table. For every new book you donate, you will receive a complimentary raffle ticket, which can be used for the gift basket drawings on the day of the conference. Even one or two new books will help in this effort. Assist us in making this contribution to the fight against illiteracy in our community. (Thank you to our colleagues in the New York Library Assistants Association for this great idea!)

Spring Conference Scholarships

Two awards are given annually to encourage continuing education in the field of library youth services: one to a veteran librarian and one to a newer member of our profession. The scholarship covers conference expenses (not to exceed $250 in reimbursement). The recipient’s registration fee is waived. Application deadline: December 15, 2010

Please see the YSS Web site for complete information, criteria and to download an application: www.nyla.org.

For further information contact: Elaine Dunne-Thayer Massena Public Library, 41 Glenn Street, Massena, NY 13662 (315) 769-9914  e-mail ElainedunneThayer@yahoo.com