



2008 Westchester Library Association Annual Conference

Sparkle, Dazzle, SHINE! *Excellence in Libraries & Library Services*

Conference Kickoff

Opening Remarks: *My Search for Excellence*

Time: 9:00am-9:40am

Presenter: Jeffrey Cannell

Jeffrey Cannell was appointed Deputy Commissioner for the Office of Cultural Education in March 2007. He was the Director of the Albany Public Library for ten years. The Deputy Commissioner for the Office of Cultural Education is responsible for overseeing the operations of the State Library, Archives, Museum and the Office of Educational Television and Public Broadcasting. His choice of career in libraries was a natural extension of his continuing thirst for information. He believes that we should examine ways to provide library service more effectively and efficiently as well as insure that every community and school has the services of a 21st century library staffed by certified librarians.



Morning Sessions

Session A: *May I Please Blow Up This Reference Desk? The 10 Social Trends That Can and Should Change the Way Libraries Do Business*

Time: 9:45-11:15am

Presenter: Tracie Hall. Tracie Hall will also present the Keynote Address.



Tracie D. Hall is Assistant Dean at the Graduate School of Library and Information Science at Dominican University. Formerly Director of the American Library Association Office for Diversity, Hall has worked at Hartford, New Haven Free, and Seattle Public Libraries and has taught at the schools of library and information science at Catholic University of America and Dominican University. Recognized by Library Journal as the August 2004 "Mover and Shaker," Hall's writings have appeared in several professional publications. Principal and Founder of the Goodseed Consulting Group, Hall has provided training and facilitation for libraries across the country. She holds Bachelors degrees from the University of California at Santa Barbara, a Masters degree from Yale University and the MLIS from the University of Washington.

Description: Tracie Hall offers a lively analysis of the nation's exponential demographic shifts and the challenge posed to library managers and front line service providers to re-imagine library services as we know them. In this compelling and interactive discussion of important social

trends, participants will gain insights into better matching traditional library services with contemporary user needs.

Session B: *Tween and Teen Programs that Sparkle, Dazzle & Shine!*

Time: 9:45am-11:15am

Presenter: RoseMary Honnold

RoseMary Honnold is the Young Adult Services Coordinator at the Coshocton Public Library in Coshocton, Ohio, and is serving on the YALSA Teen Read Week Committee. She is the creator of the See *YA Around* website <http://www.cplrmh.com/> and the author of *101 + Teen Programs That Work*; *Serving Seniors*; *More Teen Programs that Work*; and *The Teen Reader's Advisor*.



Description: This program will showcase of wildly popular tween and teen programs from around the country, including tech programs, gaming, and events that appeal to boys and teen volunteer programs. Funding, marketing, age ranges and supplies will be covered using information from RoseMary Honnold's books *101+ Teen Programs That Work* and *More Teen Programs that Work*.

Session C: *I Heard It On my iPod: Digital Sources*

Time: 10:00am-11:30am

Presenter: Robert Berent

Description: With over 60 years of experience in creative film and video, Bob Berent and his librarian spouse have used developing technologies through the year to the present day. The workshop will show examples of content and joyful use of the ever changing media. A surprise performance will bring the workshop to a close, a personal experience for all.

Session D: *Stars and Diamonds: Career Choices and Possibilities for Support Staff*

Time: 10:00am-11:30am.



Presenter: Theresa Maylone is currently the University Librarian at St. John's University. She has twice been a keynote speaker at METRO's Library Assistant's Day, and is ardent advocate for library support staff everywhere.

Description: The support staff in libraries is the stars and diamonds that make libraries shine and sparkle. Come be inspired by the exciting array of career choices and possibilities for support staff—along with practical ideas to make whatever *you* dream come true.

Keynote Address

Title: *Information 911*

Presenter: Tracie D. Hall (see **Workshop A** for biographical information)

Description: In this candid exploration of the nation's exponential increase in cultural and lifestyle diversity, Tracie Hall discusses how libraries around the nation are moving towards the provision of more critical information and public services in the quest for relevancy to a more sophisticated and complex usership than ever before.

Afternoon Sessions

Session E: *Weeding Your Way to a Great Collection*

Time: 2:45pm-4:15pm

Presenter: Shelley Strohm

Shelley Strohm is currently the Director of Library Services at Housatonic Community College in Connecticut. In her past life, she was a farm worker, which taught her how to weed successfully; she is currently weeding her fourth collection. Other occupations Shelley has had include: college instructor, professional quilter, monogrammer, parachute inspector and a professional organizer. A librarian since 1997, she was previously the director of Berkeley College Library in White Plains, NY.



Description: Do you want to make your collection "like new" without replacing all the volumes? Would you like to see patron satisfaction improve? Weeding your collection will accomplish all that and more. Librarians know that de-selection is as important to a library as is selection. Yet, for many reasons, this is an area that is too often neglected. Using the personal experience of the workshop leader, examples from library literature, and the latest methods from organization gurus, this workshop will provide you with tips, techniques, and inspiration. Bring your weeding problems to be discussed in the Q & A session.

Session F: *Glitz and Glam How to Have Stellar Author Visits @ Your Library*

Time: 2:45pm-4:15pm

Presenters: Pat Schories, Barbara Dee, Marilyn Johnson and Joan Kuhn.



Pat Schories is probably most well known as the illustrator of the BISCUIT "Early I Can Read" books, published by HarperCollins and written by Alyssa Capucilli. Recently Pat has completed several of her own books, which she calls "Even Earlier I Can Reads" about a dog named Jack. Each one is a short, charming, and funny story, told completely in pictures, and perfect for pre-literate and new readers alike. Pat lives in Westchester with her husband and daughter. Visit her on the web at <http://www.patschories.com>.

Barbara Dee is the author of the Young Adult novel *Just Another Day in My Insanely Real Life*. Her second novel, *Solving Zoe*, will be published in Spring 2009. A graduate of Yale, she has a M.A. from Middlebury College's Bread Loaf School of English and a J.D. from the University of Chicago. She has worked as a high school English teacher, a lawyer, and a book reviewer, and currently lives in Chappaqua with her husband and three children. Visit her on the web at www.barbaradeebooks.com.



Marilyn Johnson wrote *The Dead Beat: Lost Souls, Lucky Stiffs and the Perverse Pleasures of Obituaries*, which was praised by the New York Times, USA Today, the L.A. Times, and NPR, and was a finalist for the Barnes & Noble Discover Prize. Johnson, a former staff writer and magazine editor, lives in Briarcliff, New York, and is working on a book about librarians and archivists in the digital age. Visit her on the web at <http://marilynjohnson.net/>

Photo Credit: Margaret Fox

Joan Kuhn is the Cultural Programming Specialist for the Chappaqua Library. Her exceptional programming experience includes organizing lectures, co-



sponsorship of literary events with community organizations and non-profit organizations, author talks, film series, book discussions, literature and writing workshops, clubs and tours. For a sample of current programming, visit the Chappaqua Library on the web at

www.chappaqualibrary.org

Description: Come hear renowned local authors and illustrators and library program coordinators share their stories about successful author programs. Learn from the best, gather some tips and tricks from both the creative and library fronts and leave with a blueprint for rewarding collaborations.

Session G: *Marketing, Customer Service, and Technology for 21st Century Libraries*

Time: 2:45pm-4:15pm

Presenters: Rob Cullin and Kimberly Bolan



Rob Cullin is the CSO and Co-Founder E•vanced Solutions, Inc.
Visit him on the web at www.evancedsolutions.com

Kimberly Bolan is a Library Consultant.

Visit her on the web at <http://indielibrarian.blogspot.com/>.



Description: Wondering how to make sense of all the dramatic changes in expectations for libraries in the new millennium? Want to evolve your library to meet these new expectations and keep your library vibrant? Do you want to elevate your library within your community? This session will focus on the big picture of why and how we can elevate our libraries utilizing best practices of marketing, customer service, and technology.

Session H: *From Dress Casual to Eye Candy: Outfitting Our Libraries for Online Social Networking.*

Time: 2:45pm-4:15pm

Presenter: Beth Evans

Beth Evans is the Reference Librarian and Electronic Information Specialist at the Brooklyn College Library.

Description: Interacting with the public through online social networks and with Web 2.0 tools calls on libraries to present themselves and their services in new and often colorful ways. While libraries maintain a classic, straightforward online presence through a traditional web site, social networking web sites are, by nature, a place where inhabitants (both individuals and organizations) can put on a face and attire better suited for after-office hours. From flamboyant MySpace profiles to casual and playful Facebook pages, libraries are reaching new generations of net users where they spend their time online. Slide shows, videos and music engage the users in the fresh and entertaining personality of the social library while they deliver tried-and-true messages about library resources and services. Learn how the Brooklyn College Library and other libraries have established connections with their users on social networking web sites in novel and exciting ways.

