

2015 Westchester Library Association Annual Conference Registration Form

At the Doubletree Hilton
Hotel Tarrytown
May 8, 2015

Full Day (8:00 AM—4:00 PM) Includes breakfast, business meeting, all workshops A-G, keynote speaker, book signing, vendors, raffle drawings, lunch, panel discussion

	Early Bird (through April 24)	Regular Price (after April 24)
<input type="checkbox"/> Student/Retiree	45.00	50.00
<input type="checkbox"/> WLA Member	65.00	70.00
<input type="checkbox"/> Non-Member	75.00	95.00

Morning Half Day (8:00 AM—11:30 AM) Includes breakfast, workshops A-D, vendors, raffle drawing

<input type="checkbox"/> Student/Retiree	25.00	35.00
<input type="checkbox"/> WLA Member	35.00	45.00
<input type="checkbox"/> Non-Member	45.00	55.00

Afternoon Half Day (12:00 PM—4:00 PM) Includes workshops E-G, vendors, keynote, book signing, raffle drawings, lunch, panel discussion

<input type="checkbox"/> Library Student	35.00	45.00
<input type="checkbox"/> WLA Member	50.00	60.00
<input type="checkbox"/> Non-Member	65.00	75.00

Conference Panel Only

Open to the Public

Free

If you choose to mail this form, please enclose a check or money order payable to the Westchester Library Association to Liz Anastasi, WLA Vice President, Field Library, 4 Nelson Ave. Peekskill NY 10566

Name: _____

Address: _____

Daytime Phone: _____

Email Address: _____

Library or School: _____

FOR PLANNING PURPOSES, PLEASE MARK YOUR PROGRAM CHOICES BELOW. PICK ONLY THE SESSIONS THAT MATCH YOUR REGISTRATION.

Morning—Program Session I (9:30 AM—10:15 AM)

- Workshop A: Planning an Oral History Project
- Workshop B: Implementing a Culture of Creativity & Making:
The Rutgers University Art Library LEGO Playing Station
- Workshop C: Succeeding in Times of Change
- Workshop D: Getting Funded: A Panel Discussion on
Grant Writing for Libraries

Lunch Choice

- Chicken
- Pasta
- Special

Afternoon—Program Session II (1:55 PM—2:35 PM)

- Workshop E: The Blogging Librarian: How, When, and Why Now?
- Workshop F: Going Beyond the Numbers: Learning More About
Your Users with Ethnographic Research
- Workshop G: Photography Basics for Youth Services Librarians

Questions? Please contact Liz Anastasi

at eanastasi@wlsmail.org or call her at (914) 737-1212

JOIN WLA, RENEW YOUR MEMBERSHIP & REGISTER AT

WESTCHESTERLIBRARYASSOCIATION.ORG

REGISTRATION DEADLINE: FRIDAY MAY 1, 2015

A. Planning an Oral History Project

(Reference)

Alexandra Kelly will be discussing the New York Public Library's Oral History Project and giving advice and instructions on how to start local history circles at your library.

Alexandra Kelly is an educator and oral historian. She has coordinated distinct youth media projects throughout New York and is currently working in Outreach Services and Adult Programming at NYPL. She is working on developing a Community Oral History Initiative.

B. Implementing a Culture of Creativity & Making: The Rutgers University Art Library LEGO Playing Station *(College)*

In September of 2014, the Rutgers University Art Library implemented a LEGO playing station to help stimulate creativity and innovation within the libraries. This presentation will address the creation, implementation and impact of this project and the ways in which the LEGO station allowed students to learn more about libraries and information literacy.

Megan Lotts is the art librarian at Rutgers, the State University of New Jersey. She serves as Chair of the Rutgers University Libraries (RUL) Undergraduate Experience Team as well as the RUL Advisory Committee on Library Services for Persons with Disabilities. She seeks alternative ways to assess ephemeral experiences and happenings.

C. Succeeding in Times of Change *(Support)*

Participants will look at strategies for succeeding on the job in times of change by examining the following: the stages of change; your response to uncertainty; your reaction to change; supporting yourself; and healthy coping strategies.

Marzena Ermier is a professional development trainer with more than 6 years of experience in educating library professionals in the areas of management and leadership, library technologies, and general information science. She works as the Professional Development Manager at the New York Public Library.

D. Getting Funded: A Panel Discussion on Grant Writing for Libraries *(Youth)*

Grants can be a powerful tool in acquiring the resources you need to make your ideas for innovative programs and services a reality. Our guest panelists will demystify the grant writing process and discuss how to

locate grants and alternative sources of funding in your community; and share successful strategies.

Kelsey Cohen—Mamaroneck School District; **Debra Coppola**— former Director of the Tuckahoe Public Library; **Patricia Braja**— Director of Development, Westchester Library System.

Keynote: Mary McDonagh Murphy The Mystery of Harper Lee's "To Kill A Mockingbird" and her Historic Second Novel, "Go Set a Watchman."

Mary McDonagh Murphy will speak about the enduring popularity of "To Kill A Mockingbird" by Harper Lee and the historic publication of the manuscript of "Go Set A Watchman," Lee's second novel after 55 years, due out this July.

Mary McDonagh Murphy is an independent documentary director, writer, author and television producer. Murphy's recent credits include **The Making of Peter Pan Live** (NBC, December 2014) and **Live From Space** (National Geographic, March 2014.) Her documentary film, **Hey, Boo: Harper Lee & To Kill a Mockingbird**, was released theatrically in 20 cities and broadcast on PBS' *American Masters* in 2012. Murphy has written and produced primetime stories for NBC News and for CBS News, where she won six Emmy Awards. She is the author of **Scout, Atticus & Boo**, a *New York Times* bestseller published by HarperCollins and teaches journalism at SUNY Purchase

Murphy also has written for *Newsweek*, the *Chicago Tribune*, the *New York Post*, *Publishers Weekly* and the *Daily Beast*. A native of Rhode Island, she is a graduate of Wesleyan University and was a John S. Knight fellow at Stanford University. She lives in Scarborough, N.Y.

E. The Blogging Librarian: How, When and Why Now? *(Reference)*

Join Youth Materials Specialist Elizabeth "Betsy" Bird, creator of the School Library Journal blog, as she discusses the highs and lows of her own blogging, as well as how much time it takes, how to start one, and why the blogging community needs your unique voice and point of view now more than ever.

Elizabeth "Betsy" Bird is the Youth Materials Specialist for the New York Public Library System. In addition to reviewing for Kirkus and The New York Times, Ms. Bird operates the School Library Journal blog, A Fuse #8 Production, which collects news, reviews, and topics of discussion pertaining to children's literature.



F. Going Beyond the Numbers: Learning More about Your Users with Ethnographic Research

(College)

Joelle Thomas will discuss how a group of University of Connecticut librarians applied ethnographic research methods to learn more than what website logs could tell them. By applying a variety of research methods, including observation, interviews, focus groups, and "workspace monologues," they created a rich portrait of how their undergraduates interact with the library and conduct research.

Joelle Thomas is the User Experience & Media Technologies Librarian at the University of Connecticut. She has written and presented on user experience with academic library e-resources, using massive analysis to inform collection decisions, and using ethnographic methods to gain insight into undergraduate research behaviors.

G. Photography Basics for Youth Services Librarians *(Youth)*

Good photographs can lead to great promotional materials. This workshop will enable you to understand the basics of photography, learn basic techniques for taking photos, and discover simple ways to use photos to promote your programs, your department, and your library.

Susi Dugaw is a professional photographer who specializes in portraits and special events. She teaches college-level photography courses at Westchester Community College. Currently she works as a Children's Librarian, finding this second career to be a joy.

Afternoon Panel Discussion: The Secure Library: Physical Safety and Cyber Safety

Security and safety is on everyone's mind now as they enter a public building. What does it mean to have a safe and secure library building? This panel will address strategies to deal with challenging populations; cyber security; and building safety.

WLS IT Manager Rob Caluori; Library Directors **Laura Wolvern**, **Kathryn Feeley**, **Brian Kenney**; Westchester County Police Officer **Paul Cusano**

Great News: WLA and LARC to Team Up

The Westchester Library Association (WLA) and the Library Association of Rockland County (LARC) may collaborate in the future to bring you more professional development and networking opportunities. Stay tuned.