



## 2009 Westchester Library Association Annual Conference

*Making a Difference: Changing Libraries For Changing Times*

### **Kickoff Speech – Westchester The American Suburb: The Changing Demography**

**Time:** 9:00am-9:40am



**Presenter:** Roger Panetta is Visiting Professor of History at Fordham University and Curator of the Hudson River Collection. He holds a Ph.D. in American and Urban History from the Graduate Center of the City University of New York. He co-authored *The Hudson An Illustrated Guide to the Living River* (revised second edition, Rutgers 2007) and served as editor for *Westchester The American Suburb* (Fordham University Press 2005) and *Dutch New York: The Roots of Hudson Valley Culture* (Fordham University Press, forthcoming June 2009).

For over ten years he has been Adjunct Curator for History at the Hudson River Museum and an Affiliated Faculty at the Beacon Institute for the Study of Rivers and Estuaries. He served as a Scholar for the National Trust for Historic Preservation New Perspectives Project in the Spring and Summer of 2007 and a Visiting Fellow at the Center for the Humanities at Rensselaer Polytechnic Institute in the Spring 2008.

Panetta is presently working with the Rockland County Historical Society on the Tappan Zee Bridge Exhibition, a multi-faceted archives, oral history and museum project, and writing the exhibition catalog and working with 'The Westchester County Archives' in creating a digital 1847 Hudson River steamboat journey for their Virtual Archive. He is co-curating a 2009 exhibition at the Hudson River Museum on "Dutch New York: The Roots of Hudson Valley Culture." He also prepared the introduction for Postcards of The 1909 Hudson-Fulton Celebration (forthcoming 2009, Arcadia Press).

Areas of Special Interest include: Suburbs, Sing Sing Prison, Hudson River, Tappan Zee Bridge, Oral History, Hudson-Fulton-Champlain Quadracentennial 1909 /2009.

### **Session A: Second Life and Libraries: Getting Started in Virtual Reality**

**Time:** 10:15-11:15am

**Presenter:** Susan Acampora is the Systems Librarian at Gill Library of The College of New Rochelle where, as chair of the Automation of Library Services Committee, she coordinates an ongoing project to explore and integrate Web 2.0 technologies into the flow of library services and staff development. She is currently doing research on SL libraries and is building a presence in the virtual world.

Susan received her M.L.S. in Library Science from Queens College of The City University of New York. She has an M.S. in Education from Lehman College/CUNY and an M.S. in Studio Art from The College of New Rochelle. She completed a certificate and internship program in Computer Technology from Baruch College and attended Wave Technologies International.



**Description:** Curious about Second Life? Would you like to know more about how libraries are integrating services and resources in this Emmy Award winning online virtual world? Join Susan Acampora on a fun-filled and informative exploration of SL. This session will provide an introduction to Second Life for librarians, coverage of professional development opportunities and resources related to Second Life, and a tour of some of the innovative virtual libraries now operating and thriving within this dynamic, collaborative, and creative community.

### **Session B: Tweens, Teens & Technology: Kids 2Day and Web 2.0**

**Time:** 10:15am-11:15am



**Presenter:** John Sexton is the Teen Services Consultant for the Westchester Library System and facilitator of its recent exploration of Web 2.0 technologies, WLS Learns.

**Description:** Come find out what kids and teens are doing on their iphones, cell phones, and computers all day and why librarians need to know. Learn the basics of Web 2.0 and how it changes human interaction. The top ten applications used by tweens and teens will be defined, described, and discussed.

**Session C:** *Conquer the Chaos: Get Organized*

**Time:** 10:15am-11:15am

**Presenter:** Pam Schiller Socolow has been developing organizational systems for companies and individuals for the past 20 years. Ms. Socolow started her career as a Media Planner at Ogilvy & Mather Worldwide in New York, where she designed and implemented multi-media plans for Fortune 500 Companies. Later she co-started and managed the Media Department at Elizabeth Arden, where she developed multi-faceted organized systems for ordering, trafficking, and invoicing multi-media advertising plans. In 1998, Ms. Socolow launched her own media planning and buying company with clients in fashion, retail, packaged goods, business-to-business, and e-commerce. While juggling work and family life, Ms. Socolow realized she needed a better organizational system at home and started developing what is now the widely popular and nationally acclaimed Family Facts Family Life Organizer & Planner. Ms. Socolow is a graduate of the University of Michigan. She appears on HGTV's popular show, "Mission: Organization", Fox Business Network's Money For Breakfast and CNN's Seeking Solutions with Suzanne. She is a recognized Professional Organizer, Author, and Speaker. Visit her website: [www.Family-Facts.com](http://www.Family-Facts.com)



**Description:** Organizational skills can be learned, practiced and incorporated into your daily life because they are part of what you do, not synonymous with who you are. Being organized every day will help with juggling multiple responsibilities, reducing stress and providing service with a smile every day. Being effective is choosing wisely what to do with your time while being efficient is spending no more time than necessary on a given task. Learn more about how to be both efficient and effective everyday.

**Session D:** *High Impact Programs on a Shoestring*

**Time:** 10:15am-11:15am



**Presenter:** Janie Hermann is the Program Coordinator at Princeton Public Library where she oversees the 1,500+ programs planned annually by the library's 15 member cross-departmental programming team. Janie was chosen by Library Journal as a "Mover and Shaker" in 2007 for her work in developing Princeton's technology training program and for her founding of Tuesday Technology Talks in 1999. She serves on the executive board of ALA's CLENE Round Table and is active on several other ALA committees. A graduate of GSLIS at The University of Western Ontario she has lived in NJ for the last 10 years where she has been involved with NJLA and was appointed by the state librarian to serve on the Blue Ribbon Task Force on the Future of Libraries in New

Jersey. In her spare time she enjoys scrapbooking, skiing and spending time with her family.

**Description:** Times are tough. It's time to get creative @your library and use all available resources to make a difference. Come hear how small and medium-sized libraries can create dynamic and successful programs on a minimal budget. The focus of this workshop will be on adult programming.

**Session E:** *And The Winners Are... Meet this Year's Washington Irving Award-Winning Authors!* **Time:** 11:45am-12:45pm

**Presenter:** Meet this year's Washington Irving Award-Winning authors: Andrew Gross, Janice Kaplan, Ira Berkowitz, Susan Breen, Amy Boaz, Wendy Corsi Staub, Gary Stern, Stefan Kanfer, & maybe some surprise guests!

**Description:** Program Description: Delve into the life of Marlon Brando, ponder over the views of religious leaders vis a vis natural disasters, meet colorful thugs in a whodunit; submerge yourself in a lyrical exploration of an artist's life; accompany a writer on a journey of self discovery through creative writing; get caught up in a twisting tail of crime and romance in the secret life of a hedge fund trader; meet an interior decorator with a penchant for detection; find out why sorority sisters dropping like flies-- and much, much more. What do these experiences all have in common? They are subjects, plots, or creations of our very own Westchester authors!

Join us as a variety of 2009 Washington Irving Award recipients read from and talk about their winning books. A short Q&A session will follow, moderated by Westchester Librarian Zahra M. Baird.



**Session F:** *Library Advocacy for Tough Economic Times*

**Time:** 11:45am-12:45pm



**Presenter:** Michael J. Borges was appointed Executive Director of the New York Library Association in March 2004. He previously served as a lobbyist for the New York State United Teachers where he advocated on behalf of school libraries and librarians. He also was Director of Corporate, Foundation and Government Relations at Albany Law School, in this position he solicited funds from governmental, corporate and foundation sources. He also worked for 14 years in both state and local government.

Mr. Borges has also served as the founding President of the Guilderland Public Library Foundation for four years, which raised over \$100,000 for the library during that time. He also received the 2002 Advocate of the Year Award from the Upper Hudson Library System and currently serves as an elected trustee of the Guilderland Public Library, in the suburbs of Albany. He has a Bachelor of Arts from Miami University in Oxford, Ohio, where he worked in the Government Documents Section of the King Library during his four years at the school and has a Masters of Regional Planning from the University at Albany.

**Description:** Join New York Library Association (NYLA) Director Michael J. Borges as he leads this workshop on how to advocate effectively for your library when demand is high and money is in short supply.

**Keynote Address**

Time: 1:00pm-2:15pm

**Presenter:** Lee Child was born in 1954 in Coventry, England, but spent his formative years in the nearby city of Birmingham. By coincidence he won a scholarship to the same high school that JRR Tolkien had attended. He went to law school in Sheffield, England, and after part-time work in the theater he joined Granada Television in Manchester for what turned out to be an eighteen-year career as a presentation director during British TV's "golden age." During his tenure his company made *Brideshead Revisited*, *The Jewel in the Crown*, *Prime Suspect*, and *Cracker*. But he was fired in 1995 at the age of 40 as a result of corporate restructuring. Always a voracious reader, he decided to see an opportunity where others might have seen a crisis and bought six dollars' worth of paper and pencils and sat down to write the book *Killing Floor*, the first in the Jack Reacher series. Several bestsellers later Child has a book optioned for Hollywood. Paramount Pictures has tapped *A History of Violence* scribe Josh Olson to adapt *One Shot*. The story centers on a Dirty Harry-like homicide investigator who seeks the truth behind what seems an open-and-shut murder case after a trained military sniper is arrested for shooting five random victims. Lee's latest bestselling release is titled *Gone Tomorrow*.



**Session G:** *Information Literacy & Library Liaisons: A Strategy for Success*

**Time:** 3:15pm-4:15pm



**Presenter:** Ms. Charles is the Associate Director/Coordinator, Information Literacy Instruction at Berkeley College. She earned a B.A. in English from the University of the West Indies (St. Augustine Campus), and holds an MLS from Queens College, (CUNY). Ms. Charles has worked in the field of education for over 20 years.

**Description:** This session will provide an overview of the development and execution of the Library Liaison Program at Berkeley College as a vehicle for the collaborative delivery of course-integrated Information Literacy instruction. Faculty outreach, structured instruction, embracing technology, and use of assessment methods are integral to the success of information literacy. We

will explore these as a means for librarians to share the leadership role in integrating information literacy across the curriculum.

**Session H:** *Math Matters in Libraries*

**Time:** 3:15pm-4:15pm

**Presenter:** Francine Vernon is the Coordinator of Library Youth Connections for the Westchester Library System. She is also the Mixing in Math Regional Point Person for Westchester County. Mary Beth Kendrick is a Children's Librarian at the Riverfront Branch of the Yonkers Public Library, and the Co-Chair of the Youth Services Section of the Westchester Library Association.



**Description:** Looking for new program ideas that cost nothing and provide lots of fun? Mixing in Math (MiM) is a project designed to promote a fun approach to math learning for children in grades K-6. Got active kids? Try a "Story and Activity" program that promotes reading and math literacy. Have you ever created a height museum or pattern poetry? Gone on a pretend picnic? Played "How Many in a Minute?" or "Top That"? Come learn how you can easily incorporate these and many other MiM activities into your children's programs. TERC, a non-profit organization with expertise in science and math education, developed the MiM program with funding from the National Science Foundation.

**Session I:** *Your Role in Achieving Positive Change*

**Time:** 3:15pm-4:15pm

**Presenter:** Ma'lis Wendt retired in 2007 after 35 years with The New York Public Library. She started her career as a Young Adult Librarian with an emphasis on service to the Spanish speaking community in the South Bronx. She also worked on outreach projects on Staten Island and with the central office of Community Outreach Service. She was the Assistant Chief of the Donnell Library Center and then spent nineteen years as Associate Director for Bronx Libraries. Her last two years were spent as the Associate Director for Staten Island Libraries. In all of these positions she supervised all staff in those boroughs, both librarian and clerical. She was involved in work with local elected officials, community outreach, and staff training sessions on a variety of subjects. Ms. Wendt graduated from the University of California, Berkeley, receiving both BA and MLS degrees. She has been active in the American Library Association, New York Library Association and the New York Library Club. Since her retirement she has been a volunteer librarian with the Lefferts Homestead Old Dutch Farmhouse Museum in Prospect Park in Brooklyn. She's the Treasurer of the non-profit organization Literacy for Incarcerated Teens (LIT), which raises funds for library materials and programs for New York City schools located in juvenile detention centers.

**Description:** This program describes how the support staff can be a positive force in achieving change during the difficult times that libraries are now facing.

**Session J:** *Online Outreach and Marketing: Taking Advantage of Web Services to Promote Your Library*

**Time:** 2:45pm-4:15pm

**Presenter:** Polly-Alida Farrington, President of PA Farrington Associates, a consulting firm specializing in technology training and website development for libraries. Before forming her own training and consulting firm in 1997, Polly was a librarian at Rensselaer Polytechnic Institute for 17 years, working in Reference, Government Documents, ILL and Systems. She is a graduate of State University of New York at Albany. You can visit Polly's website at: <http://blog.pafa.net>



**Description:** In the Web 2.0 environment, libraries need to learn to reach beyond traditional ideas of outreach and take advantage of new tools for connecting with their users online. During this workshop we'll discuss a variety of ideas for libraries to get information out into spaces beyond their library web sites and to connect with their users on their own online turf. Whether a customer uses your library only by visiting the bricks & mortar building, only online or a bit of both, they're all customers, they're all part of the community and they're all part of the conversation.