

## CONFERENCE SCHEDULE

8:00-3:00	Registration
8:00-9:00	Coffee/tea; Technology Petting Zoo; vendors & exhibits; networking
8:40-8:50	Early Bird Raffle <i>(Register by 8:30!)</i>
9:00-9:15	WLA Update
9:30-10:30	<b>MORNING WORKSHOPS (A-C)</b>
10:30-11:00	Coffee/tea; Technology Petting Zoo; vendors & exhibits, networking; <i>Earn more raffle tickets!</i>
11:00-12:15	<b>PANEL DISCUSSION: SUSTAINING LIBRARIES (D)</b>
12:15-12:45	Vendor exhibits; <i>Earn more raffle tickets!</i>
12:45-1:30	Lunch, Legislator Comments, Awards ceremony
1:30-2:30	<b>KEYNOTE SPEAKER: ALICE OZMA</b>
2:30-3:00	Book Signing with Alice Ozma and Local authors; raffle winners announced
3:00-4:00	<b>AFTERNOON WORKSHOPS (E-H)</b>

**Full Day (8:00 AM—4:00 PM)** Includes coffee/tea, exhibits, Technology Petting Zoo, Workshops A-H and Panel Discussion, lunch, Keynote, Local Authors book signing

	<u>EARLY BIRD</u>	<u>AFTER APRIL 16</u>
Library Student	35.00	40.00
WLA Member	50.00	60.00
Non-Member	65.00	85.00

### **Morning Half Day (8:00 AM—12:15 PM)**

Includes coffee/tea, exhibits, Technology Petting Zoo, Workshops A-D and Panel Discussion

Library Student	20.00	30.00
WLA Member	30.00	40.00
Non-Member	40.00	50.00

### **Afternoon Half Day (11:00 AM—4:00 PM)**

Includes panel discussion, lunch, keynote, exhibits, Workshops E-H, Local Authors book signing

Library Student	25.00	35.00
WLA Member	40.00	50.00
Non-Member	55.00	65.00

**Lunch Only Option (12:45 PM—3:00)** Includes lunch, keynote, exhibits, Local Authors book signing

Library Student/Member/Non-Member	40.00
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**JOIN WLA, RENEW YOUR MEMBERSHIP &**

**REGISTER FOR THE CONFERENCE AT**

**[WWW.WESTCHESTERLIBRARYASSOCIATION.ORG](http://WWW.WESTCHESTERLIBRARYASSOCIATION.ORG)**

## 2012 Westchester Library Association Annual Conference

# Traversing the Tightrope: SUSTAINING LIBRARIES

Friday, May 11, 2012, at  
Doubletree Hotel, Tarrytown, NY

The theme of this year's conference evokes the "high wire act" library professionals continuously perform to better serve the community and ensure sustainability for the near future and beyond.

This year's keynote speaker **Alice Ozma** is author of *The Reading Promise: My Father and the Books We Shared*.



Keynote Speaker Alice Ozma

**A. Technology Tools and Universal Design: A Librarian's Quest for Access for All.** *Academic Track.* This workshop shares techniques used to assist patrons with physical disabilities. Hear how accessible and universal technologies give access to all library patrons, including TABs.

**Kathleen S. Mannino** is Assistant Professor and Reference/ Interlibrary Loan and Reserves Librarian at The College of New Rochelle.

**B. E-books and E-book Collection Development.**

*Reference Track.* The success of NYPL's e-collections—the highest circulating among U.S. publics—has brought with it new challenges in developing and supporting an e-collection, facilitating patron access, and highlighting the need for e-literacy. As the publishing marketplace grows, and as patrons bring new expectations to our traditional practices, we seek to engage all stakeholders to ensure our future mutual success.

**Christopher Platt** holds more than 20 years' experience as Director of Collections and Circulation Operations at NYPL and in collection development for Queens Library System and at Baker & Taylor.

**C. Reading Rants: Reluctant Readers, Blogs & Youth Services.** *Youth Services Track.* Walk the youth services tightrope with author of the popular *Reading Rants!* blog for teens! This session will share tips on connecting with reluctant readers, as well as writing a successful blog. Get display, book talk, and contest ideas. Find out what "Roaming Bookmarks" and "Brown Bag Books" are all about. Program attendees will come away with some great ideas to kick start their programs, collections, and book blogs.

**Jennifer Huber Swan**, author of *Reading Rants: A Guide to Books that Rock!*, is Middle School Librarian at the Little Red School House & Elisabeth Irwin High School in Manhattan.

**D. Sustaining Libraries Panel.** *All are welcome.*

Moderated by **Lisa Carlucci Thomas**, Director, *design think do*

*Panelists:* **Brian Kenney**, Director, White Plains Library ; **Jason Kucsma**, Executive Director, METRO ; **Susanne Markgren**, Digital Services Librarian, SUNY Purchase; **John Monahan**, Retired Putnam/ Northern Westchester/BOCES Administrator and *School Library System Director* ; **Christopher Platt**, Director, Collections and Circulation Operations, NYPL.

**E. E-books 2012: What's on the Catwalk?** *Academic Track.*

E-books evoke both promise and anxiety. Once they take off, their trajectory will be more dramatic than that of e-journals. This workshop will explore the history and development of the e-book and the models for acquiring, accessing, archiving, and evaluating their usage. We'll explore aggregation, individual publisher platforms, and patron-driven acquisitions. We'll look at standards for e-reader display, usage statistics, and copyright challenges.

**Jeff Carroll** is the Acting Director for Collection Development at Columbia University Libraries, where he previously served as the Head of Serials Acquisitions.

**Colleen Major** is the Networked Electronic Resources Librarian at Columbia University Libraries, where her work focuses on e-resource acquisitions, access, and services.

**F. Choosing Web 2.0 Tools for Learning and Teaching in a Digital World .** *Youth Services Track.*

Explore how libraries can support learners in an inquiry-driven, participatory learning environment using a variety of Web 2.0 tools—those that support innovation, creativity, active participation, and collaboration. How is learning different in a digital world? What are the best strategies, resources, and tools to support teaching and learning in a digital environment? Learn strategies for using Web 2.0 tools to create engaging lessons and library programs that transform and enrich content.

**Pam Berger**, Director of the Southern Westchester BOCES School Library System, has more than 30 years' experience and has presented in over 45 states and at international venues.

**G. Flexing Your Communication Style.** *Library Staff Track.*

Everyone has a preferred style of communication. This workshop will help you to understand yours, as well as the styles of colleagues and patrons of different backgrounds. Learn how to adjust and leverage your style in order to communicate effectively and productively with children, teens, and everyone else. (library staff track)

**Marzena Ermler** is a professional development trainer who educates library professionals in management and leadership and library technologies.

**H. Help! The Future has Arrived and I'm Behind: Being a Librarian in the 21st Century.** *Reference Track.* You'll be provoked, prodded, and pushed into the next century with a new look at where we need to go in order to be relevant. If your energy is lagging with the after-lunch slump, be prepared to be woken up in this session. (reference track)

**Maxine Bleiweis**, recipient of the 2011 Connecticut Library Association "Librarian of the Year" award, is Director of Westport Public Library.

**NEW! Special Events!**

**Technology Petting Zoo**

Enjoy hands-on play and learn with the latest and greatest technology gadgets, including tablet computers, e-readers, and virtual reality games.

**Local Author Signings**

Meet, network, and have books signed in our Local Author Garden. Authors include **Rob Fleder**, editor of *Damn Yankees: 24 Major League Writers on the World's Most Loved (And Hated) Team* and **Mark Siegel** author, illustrator, and editorial director of First Second Books, which publishes graphic novels for all ages.