| MAY 17-18, 2015 |

# WHO MOVED MY LIBRARY?
## VLA PROFESSIONAL ASSOCIATES FORUM



LIBRARIES IN 2010 E-BOOKS HELD IN ACADEMIC

**158.7 MILLION**

*So, What is VLAPAF?*

*It's a program to enhance professional development by providing workshops, presentations, discussion groups, panels, and networking opportunities.*

| DOUBLE TREE BY HILTON | KOGER SOUTH CONFERENCE CENTER |

| RICHMOND, VIRGINIA |

**VLA**
Professional Associates Forum

# Welcome to the 2015 VLAPAF Conference

The entire Executive Board of VLAPAF extends to you a very warm welcome to our conference this year under our new official name … the Virginia Library Association Professional Associates Forum. Welcome back to the DoubleTree in Richmond, Virginia and we hope you enjoy your stay with us!

"Who Moved Our Library" is the theme for our conference this year. We all realize that academic, public, government and all other types of libraries have made many changes in the past few years; people have also changed how they view libraries. Our customers use the library in many different ways today, such as bringing library resources to them instead of them coming into the physical library. During this one-day conference, let's see if we can explore new ways to make everything work even more effectively and efficiently in our libraries.

Since this year is a one-day conference, we start off on Sunday evening with Dave Ehlert who will enlighten us about Mark Twain. We look forward to hearing just what informative and amusing insights he has into Mark Twain!

Jason Van Gardner from Virginia Beach is Monday's opening session speaker. Jason is one of the most highly sought-after presenters who motivates and inspires thousands of individuals across the country to chase their dreams. Next, we have planned sessions to help prepare you for the new and emerging roles of libraries today. Monday afternoon's closing session will feature Josephus Thompson III and "The Poetry Project" from Greensboro, North Carolina. With the mind of an engineer, the voice of a poet, and the heart and soul of a visionary, Josephus Thompson III consistently transcends barriers.

We hope you enjoy our conference and be sure to tell your co-workers about the conference. Please look for information that will be forthcoming about next year's conference. Thank you for all your support to the Virginia Library Association Professional Associates Forum in the past, and we look forward to your continuing support in the future. Have safe travels back to your homes and we hope to see you again next year.

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|---|---|---|
| Marion Eaton | Kathy Clevenger | Therese Walters |
| Co-Chair | Co-Chair | Co-Chair |

# Conference Information

**CONFERENCE FEES**
All events are included in the Registration Fee for the 2015 VLAPAF Conference. You must register online at tinyurl.com/VLAPAFRegister2015.

Rates are:
$100 for VLA Members before May 8
$150 for non-VLA Members before May 8

$125 for VLA Members on May 9 or after
$175 for non-VLA Members on May 9 or after

**DO YOU NEED HELP WITH REGISTRATION FEES?**
The Virginia Library Association Professional Endowment Fund is offering a matching-grant program for conference registrations for VLA members. 12 people will be chosen at random to receive a no-questions-asked stipend of $50.00 each. Winners will be selected from a random drawing to be conducted by our Executive Director. **Click here by April 18 to complete the form to be included in the drawing: http://tinyurl.com/vlapafstipend2015**. Those who are selected will be notified by email on April 19, and checks will be mailed to the address provided on the entry form.

**INSTALLMENT PAYMENTS**
If you would like to pay your conference fees in installments, please contact Lisa Varga (vla.lisav@cox.net) and she will work out a plan for you.

If you need additional information please contact:
Lisa Varga
VLA Executive Director
P.O. Box 56312
Virginia Beach, VA 23456
Phone: (757) 689-0594
Fax: (757) 447-3478
Email: vla.lisav@cox.net

**PLEASE NOTE…**
We hope you will support the Clara Stanley VLAPAF Scholarship Fund by purchasing raffle tickets from VLAPAF Board members. The drawing will be held during the Monday afternoon Closing Keynote, Awards and Scholarship Raffle Dessert Reception. Valuable prizes will be awarded including a framed P. Buckley Moss print donated specifically for the scholarship raffle. YOU DO NOT NEED TO BE PRESENT TO WIN!

**SESSIONS**
There is no need to pre-register for sessions.

**NETWORKING LUNCH-AROUNDS**
Be on the lookout for new ways to meet your fellow attendees on the VLA website and at the conference! This year there will be opportunities to attend networking lunches in the Midlothian area.

**REGISTRATION INFORMATION**
You may register online for the conference and pay conference fees using PayPal™. Check out www.vla.org and look for the VLAPAF conference links!
• Registration deadline April 28, 2015
• Participants must pre-register
• No on-site registration
• No refunds after 5/8/2015 (requests for refund must be in writing.)
If the registration deadline is fast approaching and you haven't registered for the conference because you are waiting for funding to either be approved or delivered, you may register online at: tinyurl.com/VLAPAFRegister2015 and choose "send check" or "invoice me" as the option. As long as your registration form is submitted electronically before May 8, you will not be charged a late fee.

**JOIN VLA**
If you are not a current VLA member and would like to attend the conference at the member price, go to http://www.vla.org/membership/ to become a member.

**PAYMENT**
• Please make checks payable to: Virginia Library Association
• Federal Identification #23-7440121
• Government purchase order/voucher accepted
• All regulations apply
• MasterCard/VISA/Discover/American Express/PayPal™

**CONFIRMATION**
Confirmation notices will be emailed; if you register and do not cancel, you are responsible for payment. If you have not received your confirmation by Friday, May 15, 2015, please contact VLA Executive Director Lisa Varga.
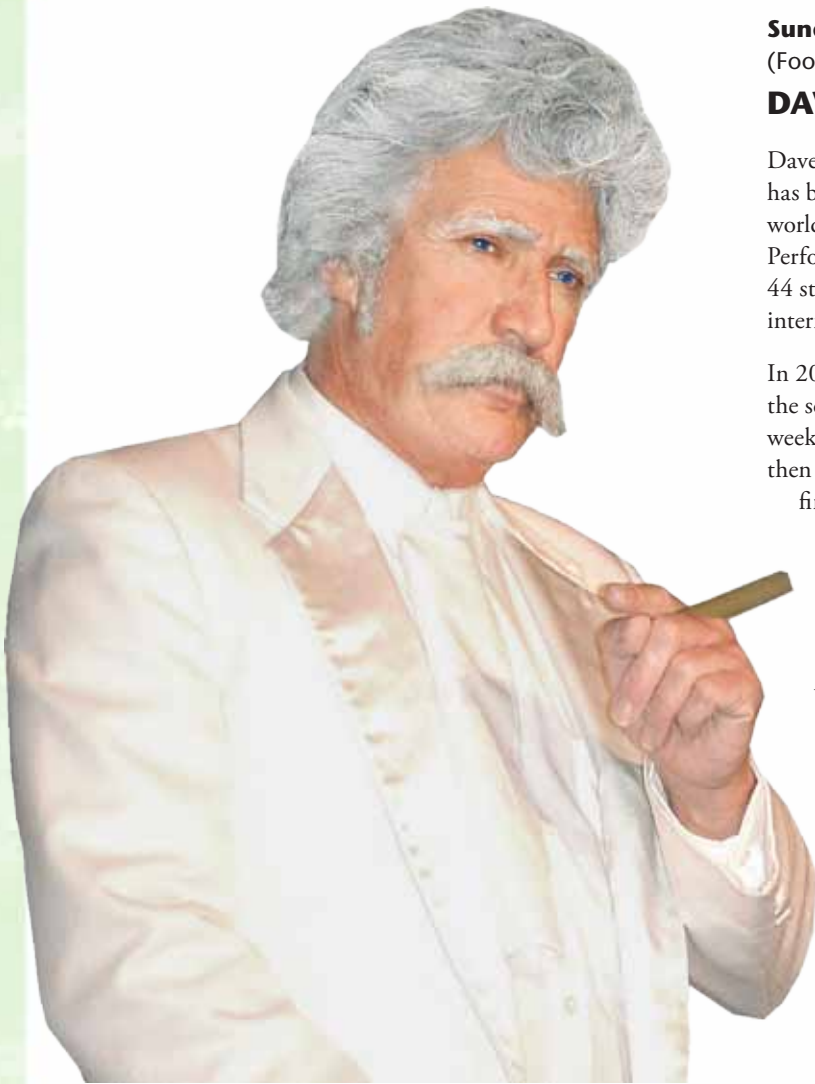
**LODGING**
If you wish to stay at the DoubleTree by Hilton Koger Center, our discount rate is $89 per night (before taxes and fees) for single–quadruple occupancy. The DoubleTree by Hilton Koger Center features 237 guest rooms, cocktail lounge and one restaurant, a state of the art aerobic exercise facility, complimentary parking, and an indoor/outdoor pool. All hotel rooms are equipped with a microwave, refrigerator, coffee maker, iron, and hair dryer. Make your reservation at tinyurl.com/VLAPAFHotel2015.

**NAME TAG**
Must be worn for ALL conference activities.

# Keynote Speakers

**Sunday, May 17, Evening Reception**
(Food and beverage provided at no additional cost)

## DAVE EHLERT as MARK TWAIN

Dave Ehlert began performing in 1965 as Elvis in what has become the longest running Elvis Tribute Show in the world. He's the first performer to be inducted to the Elvis Performer's International Hall of Fame. He has performed in 44 states, Mexico and Canada as well as on a cruise ship in international waters.

In 2004, he was "drafted" into the role of Mark Twain when the scheduled performer was unable to make it. He had one week to gather all the Twain background he could find and then walked on stage in full character, cigar in hand. For the first time in over 30 years, Dave felt something different on stage. He felt very *nervous*! He looked out at the audience and remained silent for two solid minutes. Then, as a Mr. Twain himself said of his own first lecture, "I began to speak."

And speak he did. Performing 6 Twain programs a week for the first year in Branson and then taking Twain on the road to theatres and libraries across the country in 38 states. He has become absorbed in everything Twain. In 2011, Dave was researching Twain's involvement in the Civil War through a lecture series from Yale University's Professor David Blight and became engrossed in the character of Abraham Lincoln. He then came up with a program dealing with the Civil War from two very different perspectives. Abe Lincoln, the Great Emancipator and Commander in Chief of the Union and Mark Twain, a Confederate deserter, son of a slave owner. Combining his original script with amazing visuals and music of the Civil War era, the result is a fascinating look at America's most perilous time through the voices of two of the Country's Favorite Storytellers.

# Keynote Speakers CONTINUED

**Monday, May 18, Keynote Address**
## JASON VAN GARDNER

Jason Van Gardner was a promising college athlete when his dream of playing professional sports was derailed by a career ending injury. Inspired by his parents, Jason overcame many setbacks to complete his undergraduate and graduate degree in Communication Studies. He is currently a doctoral researcher in the area of Organizational Leadership. Today, Jason is an internationally recognized motivational speaker and expert in leadership, effective communication, intrapersonal communication, and peak performance. He is currently completing his first book on relational communication, which is highly anticipated after being announced at a recent conference. In 2011, Jason relocated to Virginia Beach, VA where he is a Communication Professor. He is best known for his pedagogy in the Higher Learning sector, after being named "2012-2013 Professor of the Year." Jason is coming off an exciting 2014 campaign to "Inspire 10,000 Minds," where he spoke to youth and young adults in Virginia, North Carolina, Georgia, and Pennsylvania. This year, he has launched his "I AM YOU" campaign. Jason is focusing on inspiring our youth to dream beyond their current circumstances and see where they can be in life regardless of life's obstacles.



*Jason Van Gardner*

**Monday, May 18, Closing Keynote Address**
## JOSEPHUS III

With the mind of an engineer, the voice of a poet and the heart and soul of a visionary, Josephus III is constantly transcending barriers. As a teacher and lecturer he founded, The Poetry Project, where he works in both the educational and corporate setting focusing on "Education through Correlation," where he uses poetry as a catalysts for literacy, leadership and service.

The Host of 90.1FM's The Poetry Café, his voice is heard weekly over the airwaves as he showcases talented artists from all over the world in the genres of poetry, hip-hop, and R&B to name a few. He has performed for Oprah, opened for Kanye West and Floetry, shared stages with The Last Poets, and has traveled to Australia, London, Seoul, and South Africa as well as back and forth across the United States sharing his gift.

He coaches The Gate City Youth Slam Team, teaches in the public school system, and hosts events across the region that inspire and motivate. Every day he searches for new ways to use his gifts and abilities to pursue the hopes, dreams, ambitions and purpose of his life. Poet, Host, Recording Artist, Entrepreneur, Teacher, Dreamer, Visionary, Mentor, Brother, and Son….



*Josephus III*

# Conference Schedule

**SUNDAY, MAY 17**

Badge and Packet Pick Up, 3:00 p.m. – 6:00 p.m.

**Sunday Night Dessert Reception, 7:30 p.m. – 8:30 p.m.**
Join us as Mark Twain comes to life in this energetic and entertaining program with Dave Ehlert. In a mixture of history and humor, he takes us from Hannibal to New Orleans and from the Wild West to his trips around the world. He quips about old age, youth and his philosophies of life. Twain covers his Riverboat days, including the story behind his famous pen name. (Not the one you heard in school, but the *real* story!) His Civil War experience as a Confederate (all two weeks of it), His Wild West adventures, his World Travels and his Journey to Riches and Back. Then, he reenacts a portion of his most famous and controversial work, *Huckleberry Finn*. After the show, Twain holds a question and answer session where the fun continues as he delivers this caveat: "If I don't know the right answer, I'll make one up! Why? Because Truth is our most valued treasure, and I believe we should conserve it!"

**MONDAY, MAY 18**

Registration 7:30 a.m. – 3:00 p.m.

Coffee will be served in the Conference Registration Area throughout the day.

**Opening General Session**

8:00 a.m. – 9:00 a.m. Breakfast Buffet in Parlor H
(Included in your registration)

8:45 a.m. – 9:00 a.m.
Welcome – Introductions/Announcements
Suzy Szasz Palmer, VLA President
Marion Eaton, VLAPAF Co-Chair
Therese Walters, VLAPAF Co-Chair
Kathy Clevenger, VLAPAF Co-Chair

9:00 a.m. – 10:00 a.m. Keynote Address with Jason Van Gardner
In this keynote presentation, "Don't just communicate… CONNECT," Mr. Jason Van Gardner focuses on turning your group of diverse individuals into a strong team, committed to working together towards a common goal. The big question is how do you do that? And what are the real benefits? This motivational team building keynote presentation outlines the traits of a healthy team and provides participants with ways to develop strong and powerful teams by improving connectivity between team members.

**FIRST SESSION
10:15 a.m. – 11:00 a.m.**

**1) Shifting Landscapes: Adapting to Changing Demographics**

The populations served by our libraries inevitably change and unless employees are able to adjust these changes can cause stress and prevent us from meeting the needs of our patrons. If staff can understand and adapt to changing demographics, they can help create opportunities for libraries to thrive as inclusive communities serving the needs of diverse patrons. Regardless of the demographic shifts in your library, in this seminar you will learn both simple and more sophisticated ways to adapt services to meet the needs of more patrons. The ability to help diverse patrons utilize the library will make your work easier as well!
*Presenters: Heather Montgomery and Cristina Ramírez, Richmond Public Library*

**2) Fast and Free Apps You Can Use**

Updated from previous years, this workshop will cover some websites and mobile apps that are (mostly) free and easy to use for a variety of purposes, from organization to just plain fun. This workshop will focus predominantly on android and apple operating systems.
*Presenter: Amanda McLellan, Greenwood Library, Longwood University*

**3) Words as Weapons for Positive Change**

This is an interactive workshop that allows students and teachers to utilize their words as a weapon to create positive change in the world around them. Our words have so much power and have the ability to inspire so many. Together we will explore and create ideas that will support different community initiatives. Our voices will become catalysts to create the change we hope to see in this world.
*Presenter: Josephus Thompson, III, The Poetry Project, Guildford County Public Schools*

# Conyour Schedule CONTINUED

**4) Portal to the Black Experience**

The IMLS grant funded project, "Portal to the Black Experience," will be demonstrated and discussed. This open source search portal is designed to address the research challenge of discovering and accessing archival and library materials created by or about African Americans and people of black descent. It is an open educational resource that offers an alternative web-based means of accessing materials contained nationwide in archives, special collections, and public and academic libraries. Queries are based on filtered searches of indexed RDA attributes such as race, gender, occupation, associated geographic place/nationality, and period of creative activity, contained in MARC authority records. It is a reference tool that provides three things: first, biographical information on thousands of well-known individuals of black descent; second, structured data for each person allowing for group, or prosopographical study (prosopography is the study of groups— collective biography) and searches; and third, discovery of locally accessible archival and library materials by or about those individuals. This portal enables its users to make different kinds of searches, to access information about particular individuals, relationships, and groups, and to move rapidly from the known into the unknown.
*Presenter: Andrew Sulavik, Howard University*

**5) 1,000 Books Before Kindergarten?**
    **Are You Kidding?**

Learn how this early literacy initiative that began in the Midwest can work in Virginia! Sound daunting? We're not kidding; you can do it! 1,000 Books B 4 K has huge benefits for the child, family, school, and library. We'll share our story, and then we'd love to hear one of your early literacy success stories!
*Presenters: Marty Staton and Kelly Purdie, Poquoson Public Library*

**6) Sharing and Preserving the Past**

Have you ever found the perfect primary source for a patron, only to be told that it is not available for sharing? The University of Richmond is engaged in several projects to increase the accessibility of its primary sources. ILL and DTP (Discovery, Technology, and Publishing) working together!
*Presenters: Angela White and Christine Gomola Mullin, University of Richmond*

**SECOND SESSION**
**11:15 a.m. – 12:00 p.m.**

**1) Complications Regarding the Blended**
    **Desk Service Model**

Dissimilar missions, mentalities and skill sets between circulation and reference personnel coupled with the culture in an academic library can create impediments to the success of blended desks. By analyzing current ARL practices, this presentation discusses the complications arising from the implementation of the blended desk model in an academic library and its influence on intra-organizational collaboration.
*Presenters: Theresa Calcagno, Michael Perini, & Christopher Magee, George Mason University*

**2) Culture of Learning: New Take On**
    **Staff Development**

Struggling with one-size-fits-all training for your staff? Reinvent staff professional development with self-directed achievement (SDA). SDA is a training program that allows libraries to forgo one-shot, synchronous staff training in favor of a customized approach to staff development, tailored to individual interests and job responsibilities. George Mason University's Arlington campus library has adapted the SDA model introduced by Tooele City Library (UT) for the academic library environment. In just one hour per week, library staff have increased their familiarity with research resources, expanded their tech skills, and have taken charge of their own professional development. Presenters will explain the SDA model in the academic library environment, highlight opportunities for staff skill augmentation, and discuss potential implementation roadblocks and supervisor responsibilities.
*Presenters: Megan Hunt and Beth Roszkowski, George Mason University*

# Conference Schedule CONTINUED

### 3) The Role of Library Staff in Organizing for the Digital Humanities

This research offers exciting opportunities to create new knowledge in new ways. However this type of research, requires significant support, which in turns require reallocation of resources. This presentation will share cabinet-level strategic views on the digital humanities, with attention to the roles for staff in developing and supporting the library's efforts. Libraries bring faculty, students, research, and technology together; thus they function (or should function) as catalysts both in the spaces they create and in the programs they design. Contributions of library staff can lead to even stronger bonds with units across campuses, with the library as the point of intersection for those bonds. Take a journey with me as we explore and innovative ways to collaborate in efforts to support one another.
*Presenter: Kevin Butterfield, University of Richmond*

### 4) Modern Cyber Threats and How to Stay Safe— 2015 Edition

From the high profile system breaches to sensitive data disclosures, it is clear that this has been a year riddled with cybercrime. So what are these cyber criminals after, and how can we defend ourselves against their increasingly sophisticated attacks? This session is aimed to uncover some of the basic to advanced techniques used by cyber criminals today, examine its impact on our organization and our daily lives, and discuss the options we have at our disposal to combat these attacks.
*Presenter: Dan Han, Virginia Commonwealth University*

### 5) Make It @ the Library—A Teen Pop-Up Makerspace

Makerspaces are much more than 3D printers and expensive tech equipment. The Maker Movement's goal is encouraging creation in all its forms. Learn how your library can host a Pop-Up Makerspace for teens that doesn't break the bank or require a dedicated space.
*Presenter: Angela Critics, Jefferson-Madison Regional Library*

### 6) Can I Get A Like Please? Building Your Social Media Presence from Facebook to Instagram

Does your library have a Facebook page that hasn't been updated in forever? Do you love to Pin, but have no idea how to use it at work? Do you even know what Vine is? Come check out this session to learn tips and tricks for a variety of social media platforms and have a chance to brainstorm ideas for your workplace.
*Presenters: Sarah Reynolds and Parker York, Longwood University*

LUNCH-AROUNDS/Dutch treat
12:00 p.m. – 1:30 p.m.
Check the box on your registration form if you want to participate and network with other conference attendees— we'll send you more info soon!

**THIRD SESSION
1:45 p.m. – 2:30 p.m.**

### 7) A Patron Walks In Looking For Her 1900 Descendants

This is a basic practical program for staff dealing with the novice genealogist. It will cover the basics such as questions to ask, on-line sources, how to set up a strategy and guides to get the rookie to examine their family stories, and how to use the libraries sources effectively.
*Presenter: Patricia Little-Taylor, Portsmouth Public Library*

### 8) "Where Did I Put My Keys?" Memory, and Understanding How to Improve It

Can't remember where you parked your car? Can't remember the name of a colleague? Everyone forgets things occasionally. It's important to understand what memory is, how the brain remembers what items are on our grocery list, and why as we get older things go wrong. The better our understanding, the more possibilities we have for improved memory, enhanced recall and increased retention of information. We sharpen our memory by acquiring basic skills on memory improvement. Mental exercises using visualization, association, and repetition, will unlock your memory power!
*Presenter: Angela Sowers, Prince William County Schools*

### 9) Library Speed Networking

Based on the popular speed dating format, you are invited to participate in this fun, simple way to connect with other library professionals. Presenters will guide participants through an interactive exercise that will allow you to practice networking skills and share ideas. Everyone is welcome and bring your business cards.
*Presenters: Bettina Peacemaker and Tiffany Harris, Virginia Commonwealth University Libraries; Christian Pascasio, The Federal Reserve Bank of Richmond; and Terry Long, Virginia Association of Law Libraries*

# Conference Schedule CONTINUED

### 10) From Cataloging Services to Metadata Services: Come On In, the Water's Fine!

Things are changing in technical services (goodbye, MARC—hello, BIBFRAME!) and many libraries are transitioning from organizational units centered on cataloging services and are now launching newly re-branded units offering metadata expertise. You may be wondering: aren't cataloging and metadata the same things? This presentation will discuss how cataloging and metadata services have evolved at the University of Virginia Library by focusing on how two fundamental skill sets—information organization and content description—power a whole universe of metadata activity, including ensuring timely description for print materials, creating metadata for digital collections using a variety of tools, and offering metadata consultation services throughout the University.
*Presenter: Ivey Glendon, University of Virginia Library*

### 11) Virginia Leadership Academy: What's That All About

The leadership development forum presents a panel of current and past VALLA participants who will share their experience of the Virginia library leadership academy journey: Tina Rollins from Hampton University; Ruth Erdman, Branch Manager at Central Virginia Public Libraries; Sarah Reynolds from Longwood University; Kayla Payne of Staunton Public Library; and Barbara Ferrara of Chesterfield County Public Library. Learn about the academy, what difference it might make in your career, and how it has influenced previous participants. VALLA is a two-day intensive leadership course, examining leadership skills, project management and personal growth, followed by a year- long leadership project. Mentorship and support are important features of the program.
*Presenter: Nan Carmack, Campbell County Public Library and VLA Leadership Development Forum*

### 12) Are You Ready to Retire?

This presentation is for members within 5 years of retirement and is designed to walk you through important retirement decisions (such as when to retire and selecting a benefit payout option). Other topics covered include: using myVRS and benefits after retirement.
*Presenter(s): Representatives from the Virginia Retirement System*

### CLOSING KEYNOTE, AWARDS and SCHOLARSHIP RAFFLE DESSERT RECEPTION 2:45 p.m. – 4 p.m.

The Poetry Project is an organization that prides itself in using poetry to teach, inspire and build the communities that we call home. Students are able to attend weekly workshops in collaboration with the Guilford County Public Library and they attend monthly open mics to build confidence and perform in front of live audiences. There are so many spaces for youth to play basketball and soccer, but not enough spaces for them to find their voice and share their stories. The Poetry Project helps to feel that gap. Their original work not only inspires and reminds themselves of how strong they are, but also those listening of what our young people can be. The Poetry Project also sponsors The Gate City Youth Slam Team, which hosts annual competitions to select a team to travel and compete at the Brave New Voices, an international poetry festival. At present The Gate City Youth Slam Team is ranked 13th out of the top 50 teams in the world! Brace yourselves as our young people demonstrate the power of words and the energy that sharing stories create.

### Installation of 2015–2016 VLAPAF Co-Chairs:

Kathy Clevenger (Culpeper Public Library) and Kia Milindez (University of Richmond)

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### REGISTER TODAY:
tinyurl.com/VLAPAFRegister2015

### Reserve your room at the DoubleTree:
tinyurl.com/VLAPAFHotel2015