Defining Moments

Virginia Library Association
2004 Annual Conference

October 27 - 29
Williamsburg, VA
Guest Speaker: Kristine L. Franklin

Author of this year’s VLA Jefferson Cup Award Winner, *Eclipse*.

The story of a family’s experience with mental illness, *Eclipse* draws from an event that happened in her own family years before she was born and continued to resonate in her own growing-up years.

Ticketed Event
Celebrate Our Defining Moments

Once a year, we in the information business across Virginia gather to share our stories. Over the next few days in Williamsburg, we again will be reminded what an exciting, dynamic time it is to be in the library world.

Our 2004 VLA Conference, “Defining Moments,” is an opportunity to experience an array of workshops, panel discussions and keynote addresses by peers and experts. As I mentioned when I took office, I am interested in defining moments. We experience them as individuals, but libraries experience such moments each day. Libraries as we know them are changing. Technology, scarce funding and new demographics have all altered the way we do business.

This year we’ve designed a conference that fosters conversation about what libraries are and what they want to be. Our Graphic Novels pre-conference on October 27 features Michele Gorman, who will present an overview of the graphic novel format; the ins and outs of acquiring and managing a such a collection; and the art of promoting, programming, booktalking and defending graphic novels. The regular conference opens with FUNdamentals of Humor, presented by Ron Culberson, a consultant who specializes in balancing serious issues with a light touch. It closes with Dr. Carla Hayden, past president of ALA and recently named one of 10 Ms Women of the Year honorees. Throughout each day, however, we will have additional speakers, including Nancy Tessman, Director of the Salt Lake City Library on the “Unquiet Library” and Seattle’s irrepressible Nancy Pearl, the model for the Librarian action figure as well as the force behind the One Community/One book initiative. Don’t miss our “Nancy Pearl Look-Alike Contest” at the Thursday evening wine-tasting event hosted by the Williamsburg Winery.

“VLA Conference 2004, Defining Moments” also continues a tradition of creative programs developed by VLA members to share ideas and encourage dialogue among us all. Thanks to the fine efforts of Conference Chair Fran Millhouser and her planning committee, there is definitely something for everyone whether you work in an academic, public or special library. You can choose among numerous subject tracks, ranging from Academic and Facilities to Marketing, Staff Development and Youth Services. Workshop titles include “Wireless Crazy?” and “Aged to Perfection – The Secrets of Marketing Library Services to Seniors” to “Ah Ha! Moments for Library Trustees,” “When Did You Realize Your E-Mail Was Not Private?” and more than 60 other topics.

Continued
Celebrate Our Defining Moments

We also will mark our organization’s defining moments at the conference. During the past year, VLA has again made our presence felt in Richmond, thanking the governor for not recommending further cuts to state aid to public libraries in either FY2005 or FY2006 and keeping our concerns in front of legislators. We recognized that traditional funding services for public libraries are experiencing hard financial times and thanks to the efforts of former VLA Treasurer Andrew Morton, the Virginia Library Association Foundation, Inc. is well on the way to becoming a reality. The VLA Foundation will make a difference for Virginia’s libraries. In addition to its fund-raising function, it will promote libraries as vital community resources. We hope to have it up and running in 2005 when we celebrate our 100th anniversary! We have also pursued partnerships with other Virginia organizations that have a vested interest in our institutions. And, as always, we continued to offer stimulating leadership opportunities through VLA’s many programs presented by VLA forums, sections and committees.

As we gather at the Williamsburg Marriott October 27 – 29, let’s meet and greet old friends, enjoy ourselves, but also talk about our defining moments. Let’s share the stories of how we impact our customers’ lives. Let’s talk about our challenges, such as the mass exodus of our Baby Boomer staff. Let’s talk about balancing private funding with ethical issues. Let’s explore our virtual services and how they coexist with brick and mortar. Then, let’s return home and act!

Edwin S. Clay, III
President
Virginia Library Association
Preconference
Getting Graphic at Your Library!
A Graphic Novels Workshop for Librarians

Part 1: Introduction and Overview
This introduction to the graphic novel format includes an in-depth look at the development of the graphic novel as a legitimate format and the role that they can play in the library, including literary value, and the special appeal this format has for reluctant readers, non-readers, and visual learners.

Part 2: Comic Books: Past, Present, and Future
Acquisition and Management of a Graphic Novel Collection
The second part of this workshop includes a brief overview of the history of comic books and graphic novels, in addition to information about graphic novels and collection development, including acquisition and bibliographic control.

Part 3: Promotion, Programming, & Booktalking with Graphic Novels
Dealing with Graphic Novel Challenges
The last part of the workshop will provide the information a novice will need to help get his or her new collection of graphic novels off the shelves and into the hands of young patrons, including information about marketing and merchandising graphic novels, booktalking graphic novels, and creating graphic novel-centered programs. This section will also include information about being proactive and prepared to deal with any challenges that may arise due to the presence of graphic novels in the library.

Presenter: Michele Gorman
Keynoters

Thursday, October 28
10:00 - 11:30 Opening

Ron Culberson
FUNdamentals of Humor
Auditorium

Ron spent much of his professional career in a large hospice organization as a front line staff member, middle manager and senior manager, seeing the organization from every perspective. This experience allows him to relate to every type of audience.

1:00 - 1:50
Nancy Tessman
The Unquiet Library
Auditorium

Director of the Salt Lake City Libraries since 1996, Nancy received the 1996 Utah Library Association Distinguished Service Award and in 2003 was named Utah Librarian of the Year. Visit her library site at http://www.slcpl.lib.ut.us

3:00 - 5:00 Closing

Dr. Carla Hayden
Auditorium

Executive Director of the Enoch Pratt Free Library in Baltimore since 1993, Dr. Hayden has also served in many capacities throughout her distinguished career. She was recently named as one of Maryland’s Top 100 Women. Visit her library site at http://www.epfl.net

Friday, October 29
10:00 - 11:50
Cate McNeely
Creating Excellence
Amphitheater

Cate McNeely, Deputy Chief Librarian of the Richmond Public Library in Vancouver, Canada and a Library Journal Mover & Shaker Visionary of 2002, she was the project manager of the Ironwood Branch, a branch that ALA has dubbed the Library of the Future. Visit her library site at http://www.yourlibrary.ca
## Concurrent Sessions in Subject Tracks

### Academic
- **Open Access Publishing and Memberships - Who Benefits, Who Pays?**
- **Electronic Delivery: Implications of E Journals for ILL**
- **Refocus Your Library Instruction Sessions**
- **Information Survivor! Equipping Patrons for Research**
- **Plagiarism in the High Schools and the use of turnitin.com**
- **Murder in the Library: Getting Off to the Right Start**
- **Advanced Web Searching**
- **Catching Their Attention: Putting Action into Information Literacy Instruction**
- **Insert Content Here: Effective Beginnings and Ends**

### Boards and Trustees
- **The Unquiet Library**
- **Ah Ha! Moments for Trustees**
- **Partnering with a Purpose**
- **Creating Excellence: It's All About the Customer**
- **Libraries vs. the USA Patriot Act: A Tale of Patriotism**
- **Ask A Parliamentarian**

### Diversity/Demographics
- **Aged to Perfection: Marketing to Seniors**
- **Cross Cultural Communication**
- **Library Service and Computer Instruction for Seniors**

### Entertainment - Authors, Reader’s Advisory, Book Talks
- **Looking for Love in all the Right Places**
- **The Jamestown Adventure: Accounts of the Virginia Colony, 1605-1614**
- **The Magic Moment: A Storyteller’s Gift**
- **Book Discussions in the Bag**
- **Brand & Deliver @ the Library**

### Facilities
- **The Unquiet Library**
- **Wireless Crazy?**
- **Extreme Makeover**
- **Creating Excellence: It's All About the Customer**
- **Thirty Tips for Creating a Dynamic & Successful Library**

### Marketing/ Customer Service
- **The Unquiet Library**
- **Marketing Library Services - Materials in Lean Times**
- **PR Damage Control**
- **Proper Care and Feeding of a Frenzied Media**
- **State of Customer Service**
- **When Bad Things Happen in Good Libraries**

### Money, Money, Money
- **New Revenue Streams, The Benefits of Creating (or Restarting) Your Library Foundation**
- **New Revenue Stream #1: Affiliate Programs for Your Library’s Website**
- **New Revenue Stream #2: Community Partnership Programs for Your Library**
- **New Revenue Stream #3: Patron Affiliate Programs for Your Library**
- **New Revenue Stream #4: Think Big! Charitable Giving Programs for Your Library or Foundation**
- **New Revenue Stream #5, 6 & 7: Think Big! Special Events and Other Creative Revenue Streams for Your Library!**

### Solutions - How We Did It!
- **Competencies: Creating and Using Them**
- **Matchmaking - Books and Readers**
- **Intranet: See it Your Way**
- **Ask Us at the Kiosk**
Concurrent Sessions in Subject Tracks, continued

Staff Development
- ALA Update
- Info Rx
- The Future of Library Education
- Cooperative Staff Development
- Advanced Web Searching
- 5 Minutes to Team Excellence

Table Tops
- Join Our Reference Safari
- Jim Crow and the Wilson Administration
- Center for the Book at the Virginia Foundation
- Implementing PC Reservation and Pay to Print

Technical Services
- Open Access Publishing and Memberships - Who Benefits, Who Pays?
- Electronic Delivery: Implications of E Journals for ILL
- FRBR All the Rage in Europe - Coming Soon to the States
- EMetrics: Counting a Virtual Moving Target
- Technical Services Outsourcing

Technology
- Feeling Lucky? Google Advanced Searching
- Info Rx
- Wireless Crazy?
- Government Web Sites for Consumers
- How to Find Reliable Health Information for Your Library
- Historical Election Internet Resources
- Over 2 Million Served
- Get the Scoop on RFID
- Digital Camera Wizardry
- When did you Realize Your Email was not Private?

Youth Services
- Programming on a Shoe String
- Happy Birthday America
- Café Book: Connecting Teens and Books
- Our Jefferson Cup Runneth Over
- Connect with the Community Home School Resources
- The Magic Moment: A Storyteller’s Gift
- Jefferson Cup Luncheon
- Tweens! Too Old for Barney, Too Young for Britney
Thursday, October 28

Thursday 9:00
Exhibits and Registration open. Coffee and pastries served in the Exhibit Hall.

Thursday 10:00-11:30
OPENING GENERAL SESSION
Ron Culberson FUNdamentals of Humor, Keynote Speaker;
We’ve heard that laughter is a great medicine, right?
Talk about defining moments, laughter can work miracles! Did you know that humor is also a cure for many ailments in the work environment as well? It’s a wonderful tool that helps us get through many stressful situations. You will laugh and you will learn from Ron as he shows how to do the Right Thing with the Light Thing.

11:45-12:45
GRAND OPENING OF EXHIBITS.
Free lunch served in the Exhibit Hall.

Thursday 1:00-1:50 Room 18
ALA Update
Track: Staff Development
The American Library Association, 60,000+ members, is our national voice for the profession. Several VLA members who serve on the governing body of ALA, the ALA Council, will discuss the top issues where association’s energy, focus and resources are being directed.

Presenters: Nancy Davenport, Council of Library & Information Resources (ALA Executive Board); James Rettig, University of Richmond (ALA Executive Board); Hampton "Skip" Auld, Chesterfield County Public Library (Councilor at Large); Carolyn Caywood, Virginia Beach Public Library (Intellectual Freedom Round Table Councilor); Mary Mayer-Hennelly, Tidewater Community College Virginia Chapter Councilor); Stephen Matthews, The Foxcroft School (Councilor at Large) Neal Wyatt, Chesterfield County Public Library (Reference & User Services Assoc Councilor) Moderator, Anne Sterling, Regional Vice President for ALTA.

Thursday 1:00-1:50 Amphitheater
Competencies: Creating and Using Them
Track: Solutions
What happens when libraries without a human resource department are faced with the task of writing job competencies? Library staff from Jefferson-Madison Regional Library will share the highs and lows of their experience, give tips on writing competencies and describe how their library system is using them for training, evaluations and compensation issues.

Presenters: Carol Clark, Lindsay Ideson, and Joyce Hall, Jefferson-Madison Regional Library.

Thursday 1:00-1:50 Room 3
Feeling Lucky? Learn How to use Google’s Advanced Searching Features
Track: Technology
Make your defining moment the time when you help someone use Google to its fullest potential by being a super searcher. Join this session and learn how to advance search using Google.

Presenter: Michelle L. Young, Virginia Tech.

Thursday 1:00-1:50 Room 11
The Library Corporation - TLC
Track: Vendor
Upgrade to an advanced automation system designed for your library. Learn why Library.Solution is easy to use and recommended by thousands of libraries like yours. Library.Solution includes a customizable PAC, Kid’s Catalog Web for younger patrons, YouSeeMore, the online patron portal, and more. Ask about our other library solutions too!

Presenter: Cheryl Viands, The Library Corporation.

Thursday 1:00-1:50 Room 2
Looking for Love in all the Right Places
Track: Entertainment
Reader’s Advisory offers the opportunity for libraries to create defining moments for their patrons, building and shaping the community of readers. Expanding on Previous RA workshops at VLA, but not limited to experienced readers’ advisors, the presenters will take participants through an in-depth tour of the romance genre, looking at appeal characteristics, sub-genres, key authors and more. Participants will come away with a stronger understanding of how to connect readers with the romances that resonate for them.

Presenter: Barry Trott, Williamsburg Regional Library.

Thursday 1:00-1:50 Center Lounge
New Revenue Streams: The Benefits of Creating (orRestarting) Your Library Foundation
Track: Money, Money
The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone’s work load.
The answer: New passive and active streams of revenue and a foundation for your library! Attend one, some or all of Andrew Sanderbeck’s series on Revenue Streams and begin to change your thinking about money in your library and involvement in
your community!

Presenter: Andrew Sanderbeck, President, People~Connect Institute

Thursday 1:00-1:50 Room 17
Open Access Publishing and Memberships - who benefits, who pays?
Track: Academic/Technical services
An overview of the current trends in the open access movement as seen from the point of view of academic librarians. This session will address the impact of open access publishing on collection development during the "serials crisis". We will also discuss open access institutional memberships and who will benefit and who will pay for this new publishing mode. Open Access fits in with the theme of "Defining Moments" because it is a significant new movement that might have considerable impact on libraries' collection development and serials acquisitions.

Presenter: Lene Palmer, George Mason University.

Thursday 1:00-1:50 Room A&B
Radical Reads with Joni Bodart
Track: Youth Services
Presenter: Joni Brodart.

Thursday 1:00-2:50 Auditorium
The Unquiet Library
Track: Boards/Trustees and Facilities
The $65 million Salt Lake City library is strikingly modern in its design with glass elevators and windows looking out on the Wasatch Mountains on all sides of the city. Designed to be a new information center and gathering spot for the 21st century, the librarians wear "No Shh!" buttons, and a café sells coffee, sandwiches and muffins, 163 computers are available for games and Net surfing. Add the art gallery, public meeting space for concerts and author appearances and this is a library that goes beyond books into all the arts.

Presenter: Nancy Tessman, Director, Salt Lake City Public Library System.

Thursday 2:00-2:50 Room 18
Aged to Perfection - The Secrets of Marketing Library Services to Seniors
Track: Diversity
Explore the challenges associated with marketing library services in the 50+ market place. As the number of senior citizens in the US continues to grow, library professional will increasingly be defined by their ability to understand the perspectives and preferences of this significant population segment. The presentation focuses on how to market library services seniors want and how to satisfy their customer service expectations.

Presenters: Nancy Davis and Pam Fitzgerald, The Ivy Group

Thursday 2:00-2:50 Room 17
Electronic Delivery: Implications of E-journals for Interlibrary Lending
Track: Academic
There is a growing number of articles in the library literature on the issue of electronic journals and their effects on the traditional ILL function of borrowing, but little on lending. This presentation will deal with the effects that e-journals have had on the lending side of the ILL equation. Issues include licensing restrictions and methods of lending, as well as a practical report on a pilot project in lending from electronic sources at the University of Virginia Library.

Presenter: Jean L. Cooper, University of Virginia.

Thursday 2:00-2:50 Room 3
Info Rx
Track: Technology
Selected members of the American College of Physicians (ACP) in Virginia have teamed with the National Library of Medicine in a project to “prescribe” health care information to their patients. The Virginia project is an outgrowth of 2003 a pilot project in Iowa and Georgia that enabled physicians to provide their patients with health information from MedlinePlus.

Presenter: Jean Shipman, Virginia Commonwealth University.

Thursday 2:00-2:50 Room 2
Marketing Library Services - Materials in Lean Budget Times
Track: Marketing/Customer Service
We will address practical strategies for outreach and marketing focusing on low-cost or free methods in a moment when budget defines what we do and how we do it. As well as providing strategic pointers (don't worry about numbers) we will present concrete, practical examples such as using Email in outreach, building electronic relationships, exploiting the library web-page, transforming newsletters, participating in local publications, advertising with power-point, and integrated display ideas.

Presenters: Matthew Todd, Northern Virginia Community College and Mary Evangeliste, American University.

Thursday 2:00-2:50 Amphitheater
Match Making - Books and Readers
Track: Solutions
WRL patrons complete an online or paper survey and receive personalized reading suggestions in return. Learn about the evolution and benefits of this popular service. Survey design, suggestion list preparation, advertisement, and patron interaction will be discussed. Your library too can make personalized
service a defining moment for readers.  
**Presenters: Neil Hollands, Charlotte Burcher, Andrew Smith and Barry Trott, Williamsburg Regional Library.**

**Thursday 2:00-2:50 Center Lounge**  
**New Revenue Stream #1: Affiliate Programs for Your Library’s Website**  
**Track: Money, Money, Money**  
The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone’s work load. The answer: New passive and active streams of revenue and a foundation for your library! Attend one, some or all of Andrew Sanderbeck’s series on Revenue Streams and begin to change your thinking about money in your library and involvement in your community!  
**Presenter: Andrew Sanderbeck, President, People~Connect Institute**

**Thursday 2:00-2:50 Room A&B**  
**Programming on a Shoestring**  
**Track: Youth Services**  
Programming, key to drawing in new patrons, often costs a lot of money. Still, there are many inexpensive and/or free programs available to the creative librarian. The presenter will discuss all ages and bring in examples of programs previously run in public, private and school settings.  
**Presenter: Dora Byrd Rowe, James L. Hamner Public Library.**

**Thursday 3:00-3:50 Exhibit Hall**  
**Tabletop**  
**Reference Safari – Shoestring Staff Training for Regional Libraries**  
Limited resources and staff turnover creates challenges for staff training. Concurrent with new onsite workshops, BRL has also initiated short e-mail training exercises. Incentives were offered to encourage participation, but our defining moment was discovering that ongoing participation was being motivated by the sense of achievement the exercises inspired.  
**Presenter: Rene Brown, Blackwater Regional Library.**

**Thursday 2:00-2:50 Room 11**  
**3M Presentation**  
**Track: Vendor**  
**Presenter:**

**Thursday 3:00-3:50 Amphitheater**  
**Ah Ha! Moments for Library Trustees**  
**Track: Boards/Trustees**  
Defining moments for public libraries frequently happen in Library Board of Trustee meetings. Library Boards define not only the services to be offered by the Library, but the nature in which they will be offered. Learn about what is expected of Library Trustees and discuss how their decisions impact library services. Create AhHa! Moments for your library.  
**Presenters: Margarete Culley and Fran Feimarck, Pamunkey Regional Library**

**Thursday 3:00-4:50 Room 11**  
**Cross Cultural Communication**  
**Track: Demographics/Diversity**  
Have you had one of those defining moments when communicating with someone from another culture when you realized that you had not actually communicated? Or been mystified by the behavior of the Middle Eastern customer who insists on talking to the man back in the work room rather than the woman at the desk? Find out why “yes” sometimes means “I hear you” rather than agreement, and why your own behavior may be puzzling to your staff and customers from other cultures.  
**Presenter: Craig Storti, Author of Culture Matters.**

**Thursday 3:00-3:50 Room A&B**  
**Happy Birthday, Americal**  
**Track: Youth Services**  
Celebrate the 400th anniversary of the establishment of Jamestown, the first permanent English colony in America - with new stories about old treasures uncovered by archaeologists in APVA’s Jamestown Rediscovery project. An introduction of “Jamestown’s Uncovered Treasures” stories for young readers bringing archaeology to life, describing people and events from earliest VA., assisting teachers with instructional ideas and activities, inspiring and informing our young patriots.  
**Presenters: Judy Brown and Ellen Kelso, The Dietz Press.**

**Thursday 3:00-3:50 Room 2**  
**Intranet: See it Your Way**  
**Track: Solutions**  
Too much good stuff on your intranet? Fairfax County Public Library offered a one-size-fits-all organization until it became overwhelming. Staff needed quicker routes to information important on a daily basis for specific jobs. Our defining moment? Creation of RefCentral, CircCentral, and PageCentral. We’ve streamlined business processes and improved workflow.  
**Presenters: Lydia Patrick and Ed Kukulka, Fairfax County Public Library.**
Thursday 3:00-3:50 Room 18
The Jamestown Adventure
Track: Entertainment
Presenter: Ed Southern, Author.

Thursday 3:00-3:50 Center Lounge
New Revenue Stream #2: Community Partnership
Programs for Your Library
Track: Money, Money
The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone’s work load. The answer: New passive and active streams of revenue and a foundation for your library! Attend one, some or all of Andrew Sanderbeck’s series on Revenue Streams and begin to change your thinking about money in your library and involvement in your community!
Presenter: Andrew Sanderbeck, President, People~Connect Institute

Thursday 3:00-3:50 Room 17
Refocus Your Library Instruction Sessions
Track: Academic
Do you want to explore new ways to refocus and define your library instruction sessions? Three community college librarians will demonstrate how they defined a specific need in the following classes: Preparing for college writing, ESL, and Nutrition. Learn how their different approaches promoted student interest and success as well as information literacy and faculty-librarian collaboration. Discussion period will follow.
Presenters: Marian Delmore, Christine Dixon and Beth DeAngelo, Northern Virginia Community College.

Thursday 3:00-3:50 Room 3
Wireless Crazy?
Track: Facilities/Technology
The presenter will discuss the pros and cons of deploying a wireless network (WIFI) in the library setting. We will get a broad perspective on wireless networks as well as insights into providing wireless connections in your library. Issues of security, timing/patron demand, costs, standards/speeds, options, case studies, site survey techniques, coverage ranges, access-point deployment, wired and wireless access points, and interference will be covered.
Presenter: Steve Helm, Radford University.

Thursday 4:00-4:50 Amphitheater
Ask Us at the Kiosk
Track: Solutions
How do librarians expand their services to a university community, given budget cuts and reductions in staff? Our librarians faced a defining moment - “How to expand in-house reference service without increasing the budget”. The answer was an interactive, self-service kiosk, created on a shoestring. The result? Attend this session and find out.
Presenters: Steven Kenneally and Leanne Strum, Regent University.

Thursday 4:00-4:50 Room A&B
Café Book: Connecting Teens and Books
Track: Youth Services
How do you get middle school students excited about books while developing their critical evaluation skills and love of reading? Café Book, a partnership between public schools and the public library, is a successful program that reaches both avid and reluctant readers! Interested students eat lunch in the school library while discussing a selected list of recent young adult literature. The program culminates with participants voting on their favorites, creating a “Top Teen Picks” list shared with teens throughout the service area.
Presenters: Rebecca Purdy, Central Rappahannock Regional Library; and Martha Baden, Edward E. Drew, Jr. Middle School.

Thursday 4:00-4:50 Room 18
The Future of Library Education
Track: Staff Development
Join a panel headed by Dean Martha Hale in an interactive discussion of changing expectations of library education, changing demographic trends or students, and changing needs of libraries from the perspectives of student, professor/library director and dean.
Presenter: Martha Hale, Dean The Catholic University of America School of Library and Information Science
Panelists Sam Clay, Faculty Associate, Catholic University and Director, Fairfax County Public; Matthew Todd and Pat Szarek, Northern Virginia Community College

Thursday 4:00-4:50 Center Lounge
Government Web Sites for Consumers
Track: Technology
You’ve heard about government programs, benefits, grants and loans available to Americans. Now find out how to access this information! This presentation will provide an overview of web resources for government benefits, jobs and loans (including those for homeowners and prospective homeowners), student aid, health information and legislative information.
Presenters: Keith Weimer and Maryke Huyding, University of Richmond.

Thursday 4:00-4:50 Room 3
How to Find Reliable Health Information for Your Library
Track: Technology
This presentation will include an overview of the issues surrounding the provision of health information to
consumers by librarians. Resources developed by the National Library of Medicine (MedlinePlus and PubMed) will be used to demonstrate how to answer some common health related questions.

**Presenter: Kelly Near, University of Virginia.**

**Thursday 4:00-4:50 Room 17**  
**Information Survivor! Equipping Patrons for Research**  
**Track: Academic**  
Our library’s defining moment occurred as we watched our door count decrease and our library’s electronic resource use increase. We wondered if our campus community really knew the extent of our library’s offerings - resources, services and instruction. So we proactively reached out to them - in fun, focused and creative ways.

**Presenter: Karen Robinson, Regent University.**

**Thursday 4:00-4:50 Exhibit Hall**  
**Tabletop**  
**Jim Crow and the Wilson Administration: Protesting Federal Segregation in the Early Twentieth Century.**  
Jim Crow and the Wilson Administration is a groundbreaking study that deals with an amazing early collective protest movement, which at its height included tens of thousands of people nationwide, from laborers to professionals, who challenged the expansion of racism in the federal government during Woodrow Wilson’s first two years in office.

**Presenter: Nicholas Patler, Author/Historian.**

**Thursday 5:00-5:50 Room 2**  
**Virginia Public Library Director’s Association Business Meeting**  
**Track: Business Meeting**

**Thursday 5:00-5:50**  
**VIVA Users Group**  
**Track: Business Meetings**  
VIVA (The Virtual Library of Virginia) convenes its 8th annual Users’ Group meeting for all VIVA members. As in past years, there will be a brief update on recent VIVA events and accomplishments, vendors will be introduced, and there will be time for Q and A.

**Presenters: Ralph Alberico and Gene Damon, VIVA.**

**Thursday 5:00-5:50**  
**Public Documents Forum Business Meeting**  
**Track: Business Meetings**

**Thursday 5:00-5:50**  
**TSAT Forum Business Meeting**  
**Track: Business Meetings**
Friday 8:00-9:00
Breakfast in the Exhibit Hall. Coffee, muffins and pastries served in the Exhibit Hall.

Friday 9:00-9:50 Amphitheater
Extreme Makeover
Track: Facilities
Review, renew, refresh: new ideas for old libraries provides practical suggestions or renewing and refreshing existing libraries. Presentation will cover ideas on finishes, lighting, merchandising, as well as ideas for Teen and Children’s area.

Friday 9:00-9:50 Room 2
Historical Election Internet Resources
Track: Technology
This session will focus on two internet resources that relate to defining moments in national and Virginia elections: The Virginia Elections and State Elected Officials Database Project, 1776-2004; and the US Presidential Election Maps. Both were created by the Geospatial and Statistical Data Center at the University of Virginia.
Presenter: Donna Tolson, University of Virginia.

Friday 9:00-9:50 Room 17
New Revenue Stream #3: Patron Affiliate Programs for Your Library
Track: Money, Money
The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone’s work load. The answer: New passive and active streams of revenue and a foundation for your library! Attend one, some or all of Andrew Sanderbeck’s series on Revenue Streams and begin to change your thinking about money in your library and involvement in your community!
Presenter: Andrew Sanderbeck, President, People~Connect Institute

Friday 9:00-9:50 Center Lounge
Our Jefferson Cup Overfloweth
Track: Youth Services
The Jefferson cup Award is given each year to a work of outstanding history writing for young people (history, biography, or historical fiction). In 2003, the Award Committee received over 250 books to review, and we could only pick one winner! Come and hear the committee talk about their personal favorites from last year.

Presenters: Martha Baden, Edward E. Drew, Jr. Middle School and Donna Hughes, Handley Regional Library.

Friday 9:00-9:50 Room 3
Partnering with a Purpose
Track: Boards/Trustees
Successful partnerships flow from a library’s strategic plan (its defining moment), connecting the library to its community. Williamsburg Regional Library has forged seventeen long-term strategic partnerships with area businesses, nonprofits, and government entities. This panel discussion explores the structure and impact of one of these cooperative ventures, the “marriage” between WRL and the Williamsburg-James City County Schools which reaches out to 9,000+ students and their students and families, and 1000+faculty and staff.
Presenters: Janet Crowther, Barry Trott, Noreen Bernstein, and Patrick Golden, Williamsburg Regional Library and Lee Welch, Williamsburg-James City County Public Schools.

Friday 9:00-9:50 Room 11
Plagiarism in the High Schools
Track: Academic
Rather than write their own work, some students find it easier to get their papers off the web. Hear how Fairfax County Public Schools are using turnitin.com software to detect plagiarism in the classroom. Covered by NBC Nightline.
Presenter: Monica T. Adams, Media Coordinator, Robinson Secondary School, Fairfax County

Friday 9:00-9:50 Room 18
PR Damage Control
Track: Marketing/Customer Service
Fact: Bad things happen to quality organizations. Librarians frequently have to manage public relations crises that are “defining moments” in their institutions. Learn why libraries are targets of negative press coverage, the importance of a crisis management plan, how library personnel should perform in high profile situations, and strategies for forging positive relationships with the media. Hone your skills by developing plans responses to “real” crises that have occurred in libraries.
Presenters: Nancy Davis and Pam Fitzgerald, The Ivy Group
Friday 10:00-10:50 Center Lounge
Connect with the Community: Homeschool Resource Programs
Track: Youth Services
Our Homeschool Resource Program provides both "Intellectual Freedom" and "Community and Collaboration" as pertains to your "Defining Moments" theme. Learn how to connect with your local homeschool community groups and how to provide programs that enrich their intellectual freedom and that encourage extensive use of your library resources.
Presenters: Cheryl L. Metz and Lois Jones, Massanutten Regional Library

Friday 10:00-10:50 Room 11
Cooperative Staff Development
Track: Staff Development
Learn how to plan and implement a staff development day for your library, system, or an area-wide group of librarians with little money and a little more time. The defining moment was watching staff sharing and becoming empowered by the relationships and their new found knowledge.
Presenters: Kelly R. McBride, Russell County Public Library and Amy Bond, Lonesome Pine Regional Library.

Friday 10:00-11:50 Auditorium
Creating Excellence: It's all About the Customer
Track: Boards/Trustees; Facilities
Rather than employ the standard planning documents when project manager for planning a new library, McNeely and her team brainstormed on how to create a library in 1998 that would remain relevant in 2010 and would be so loved that customers would support it. Find out how to plan and create customer centric libraries without letting seeming limits on money or staff block your progress.
Presenter: Cate McNeely, Deputy Chief Librarian, Richmond Public Library, Vancouver, Canada
Followed by reactor panel of Virginia Library Directors discussion and Q&A

Friday 10:00-10:50 Room A&B
Murder in the Library: Getting Off to the Right Start
Track: Academic
In a cooperative venture with the Office of Student Life, Library staff helped define the moment for a freshman orientation group visiting the library for the first time, giving them the opportunity to explore, experience, and examine the Library’s physical collections.
Presenters: Amy W. Boykin and Alicia Willson-Metzger, Christopher Newport University.

Friday 10:00-10:50 Room 17
New Revenue Stream #4: Think Big! Charitable Giving Programs for Your Library or Foundation
Track: Money, Money
The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone’s work load. The answer: New passive and active streams of revenue and a foundation for your library! Attend one, some or all of Andrew Sanderbeck’s series on Revenue Streams and begin to change your thinking about money in your library and involvement in your community!
Presenter: Andrew Sanderbeck, President, People~Connect Institute
10:00 to 10:50 – New Revenue Streams #5, 6 and 7

Friday 10:00-10:50 Room 2
Over 2 Million Served
Track: Technology
How does a library succeed in being ever-present? A defining moment for the Fairfax County Public Library occurred last year when over two million people conducted business with us virtually, while five million came into our buildings. Enriched content and features, attention to local information, and partnerships are key.
Presenters: Lydia Patrick and Bob Bowie, Fairfax County Public Library.
Friday 10:00-10:50 Room 3
Proper Care and Feeding of a Frenzied Media
Track: Marketing/Customer Service
Don’t let a bad media encounter become the “defining moment” for your library. The presenters, both public information pros, will help you be prepared when a reporter comes knocking at your door and asks that question that can make or break your image.
Presenters: Lucinda Munger, York County Public Library and Greg Davy, York County.

Friday 10:00-10:50 Exhibit Hall
Tabletop
Center for the Book at the Virginia Foundation.
Since its relocation to the Virginia Foundation, what is the Center for the Book and what does it have to offer to libraries? Find out how through collaboration, shared programming, and grants, the Center for the Book promotes books, reading, literacy, and the literary heritage of the Commonwealth.
Presenter: Susan Coleman, Virginia Foundation; Marcy Sims, Director and President, Center for the Book Advisory Board and Nancy Damon, Program Director, Va. Festival of the Book.

Friday 11:00-11:50 Room 11
Advanced Web Searching for Librarians
Track: Academic/Staff Development
According to the New York Times, “In 2004 the Web moved from the periphery of a good researcher’s awareness to the very center of it.” Learn Web research skills using the advanced features of Google, Yahoo, Thumbshots, and Touchgraph and other search engines to find animated images and sound files.
Presenter: Paul Barron, University of Mary Washington

Friday 11:00-11:50 Room 18
E-Metrics: Counting a Virtual Moving Target
Track: Technical Services
Have you ever tried to interpret vendor-generated statistics to justify online resources subscriptions? This session will address issues related to tracking and evaluating online usage statistics, with a focus on the COUNTER (Counting Online Usage of Networked Electronic Resources) standards for databases and journals.
Presenter: Virginia Kinman, Longwood University Library.

Friday 11:00-11:50 Room 2
Get the Scoop on RFID
Track: Technology
Radio-frequency based Identification (RFID) promises libraries more efficient circulation and inventory processes. The presenter will give a road overview of RFID technology applications, patron privacy implications, RFID deployment costs and ROI, advantages and disadvantages of using RFID over barcodes and older security systems.
Presenter: Steve Helm, Radford University.

Friday 11:00-11:50 Exhibit Hall
Tabletop
Implementing a PC Reservation and Pay-to-Print
This session will present Arlington County Public Library’s experience in selecting, testing and implementing a PC reservation and pay to print system.
Presenter: Chang Liu, Arlington County Public Library.

Friday 11:00-11:50 Room A&B
Library Service and Computer Instruction for Seniors
Track: Diversity/Demographics
The Search and Research project is redefining library services for senior citizens. It is an example of a successful collaboration between a public library system and library school students and faculty. The project interviewed senior citizens in congregate residences to determine their information, library and computer needs. Results of the interviews and basic computer instruction modules based on the interviews will be presented. The modules will be available to attendees.
Presenters: Judy Bateman, Catholic University of America and Jeanette A. Studley, Fairfax County Public Library.

Friday 11:00-11:50 Room 17
New Revenue Stream #5, 6 & 7: Special Events and Other Creative Revenue Streams for Your Library!
Track: Money, Money
The problem: Cuts in funding for your library and an increase in the number of patrons you need to serve and everyone’s work load. The answer: New passive and active streams of revenue and a foundation for your library! Attend one, some or all of Andrew Sanderbeck’s series on Revenue Streams and begin to change your thinking about money in your library and involvement in your community!
Presenter: Andrew Sanderbeck, President, People~Connect Institute

Friday 11:00-11:50 Room 3
The State of Customer Service: Three Viewpoints
Track: Marketing/Customer Service
How do you define quality customer service? In today’s climate of declining budgets, and policy related controversies, libraries, must provide positive customer service. This session will prepare attendees to effectively impact their interaction with the public. Speakers will be from the library community, a major Virginia-based retailer, and Dell, Inc.
Presenter: Andrew C. Morton, University of Richmond.
Friday 12:00-1:30 Auditorium
Jefferson Cup Luncheon.

Friday 1:00-2:50 Amphitheater
When Bad Things Happen in Good Libraries: Defining, Coping With and Preventing Problem Behavior
Track: Marketing/Customer Service
Staff from Fairfax County Public Library will share tips and strategies for helping library staff members recognize true problem behavior, develop reasonable and enforceable policies, and contribute at all levels to the prevention of problems and the creation and maintenance of a safe and welcoming library environment.
Presenters: Reed Coats, Elizabeth Waller, David Bennett, Carolyn Heyer, Nadia Taran and Bonnie Worcester, Fairfax County Public Library.

Friday 1:00-1:50 Center Lounge
Book Discussions in the Bag
Track: Entertainment
Is your pile of once-used books from book discussions growing? Come as we review how Loudoun County Public Library created Book Discussion in a Bag, a ready-to-serve, circulating book discussions - multiple copies of a book and a notebook of related material. Learn how cooperation and leveraging prior investment in book discussions can share the joy of talking about books to a wider, more diverse audience.
Presenters: Karim Khan, Holly Peterson, Susan Schwietzer, Loudoun County Public Library

Friday 1:00-1:50 Room A&B
Catching Their Attention: Putting Action into Information Literacy Instruction
Track: Academic
Ideas, I need ideas!!! The major challenge faced by every instruction librarian is how to actively and creatively engage student minds. During this session, librarians from Radford University and Va. Tech will present their most successful instruction activities, followed by an invitation to other librarians to share their best practices.
Presenters: Lisa Vassady and Candice Benies-Small, Radford University.

Friday 1:00-2:50 Room 17
Creating a Climate of Giving
Track: Money, Money
How does a library build relationships with donors? A defining moment for many libraries is the decision to make the kind of investment necessary to have a viable fundraising program. A significant step is to create a climate of giving. The purpose of this session is to assist library leaders in their understanding of relational fundraising, the need to have all board and staff supporting the fundraising efforts, and the importance of establishing relationships with donors. Participants will explore ways in which these principals are applied to capital campaigns and annual fund programs.
Presenters: Chuck Koutnik, Appomattox Regional Library and William Mott.

Friday 1:00-1:50 Room 11
Digital Camera Wizardry
Track: Technology
Use your digital camera to capture your library’s programs and interactions with the community. Explore how we create program scrapbooks on KidsPoint.org and art exhibits on ArtsPoint.org. Learn how to select a camera, train staff, organize digital photos on your notework, and handle permissions.
Presenters: Adriana Puckett and Samantha Thomason, Central Rappahannock Regional Library.

Friday 1:00-1:50 Room 3
Libraries vs. the Patriot Act: A Tale of Patriotism
Track: Boards/Trustees
Hear a brief summary of how Congress passed the USA Patriot Act and how it endangers the privacy of library users. Then learn how librarians have taken action to change the law, what’s happening now in Capitol Hill and what your library can do to protect your patrons.
Presenter: Trinia Magi, University of Vermont.

Friday 1:00-1:50 Room 18
Technical Services Outsourcing
Track: Technical Services
In technical services, staff levels are shrinking, there are less qualified applicants to fill vacancies; we have to provide more services and satisfy Amazon-like expectations. We can turn this period of crisis into a defining moment by taking advantage of technology, outsourcing base line services and restructuring workflows. We will examine the process of identifying services to outsource, migrating tasks to vendors, and workflow changes. Approval plans, shelf ready services, ILS systems involvement, cost benefit analysis and the unique experiences of 2 libraries will be presented.
Presenters: Rachel Frick, University of Richmond and V. Tessa Perry, Virginia State University.
Friday 1:00-1:50 Room 2  
Thirty Tips for Creating a Dynamic & Successful Library  
Track: Facilities  
Thirty tips for creating a dynamic & successful library provides new ideas for planning, designing or updating a dynamic library based on lessons learned. Ideas for functional and aesthetic design for all areas of the library will be presented.  

Friday 2:00-2:50 Room 11  
Tweens! Too Old for Barney Too Young for Britney!  
Track: Youth Services  
They're too old for Storytime, not yet teens, but we want them and they need us. Learn how to organize and maintain Junior Book Clubs, lock-ins, and Adopt-A-Shelf programs. They're fun, simple, inexpensive, and successful!  
Presenters: Val Thomson, and Diantha McCauley, Augusta County Library

Friday 2:00-2:50 Room 3  
Five Minutes to Team Excellence  
Track: Staff Development  
Keep the feeling of “team” alive and well in your organization without spending tightly budgeted dollars! Join library professional development expert Andrew Sanderbeck for this fun and interactive Web seminar and learn techniques you can immediately put into practice.  
Presenter: Andrew Sanderbeck, President, People~Connect Institute

Closing General Session

Friday 3:00-5:00  
Auditorium  
Dr. Carla Hayden