

**READ  
THINK  
SPEAK**

***The  
Power  
of  
Libraries***

**VLA 2006  
November 9-10**

Marriott Hotel  
Williamsburg, Virginia

Preconference:  
November 8



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RUTH ARNOLD,  
PRESIDENT

# Read-Think- Speak: The Power of Libraries



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Welcome to the 2006 Virginia Library Association Conference. This annual event represents more than a year of planning by the dedicated members of the Conference Committee. It provides opportunities for us to renew our professional friendships and gain new ideas for our libraries from keynote speakers, concurrent sessions presented by our colleagues and from vendors. This combination of continuing education and face-to-face networking is one of the major benefits of VLA membership.

The theme of this conference is *Read-Think-Speak: The Power of Libraries*. Libraries play an important role for all citizens by providing access to information. James Madison wrote in 1810 that “a well instructed people alone can be permanently a free people” and again in 1822: “people who mean to be their own governors must arm themselves with the power knowledge gives.” We hope that the range of programs at this conference will provide tools to help you meet this challenge in both your professional and personal lives.

We are pleased to have Rachel Singer Gordon for our Preconference. Rachel is a frequent contributor to both print and online media. Her book *The Accidental Manager* is the basis for her workshop.

The speaker for the opening general session on Thursday is Thomas Frey, Executive Director of the DaVinci Institute, a futurist think tank. He will give us his position on the future of libraries from the perspective of a non-librarian. We are grateful to Thomson-Gale for helping to sponsor this presentation.

On Friday at our second general session, Judith Viorst, a well known author of both children’s books and poetry for adults, will share her humor and wisdom. After the Jefferson Cup luncheon featuring Candace Fleming, an Honor Book author, there will be two more rounds of concurrent sessions, so please don’t leave too early.

You won’t want to miss the Thursday night social. B2B, a Jimmy Buffet tribute band from Richmond, will play their special mix of beach music. I hope you brought your tropical shirt! If you registered for the event you will have a coupon for a free margarita in your packet. You will be able to “upgrade your margarita” by purchasing a special reusable VLA Conference glass. The proceeds from the sale of the glasses will be used to help libraries in the Gulf Coast that are still struggling to recover from the ravages of Hurricane Katrina. This event is partially sponsored by Brodart.

In addition to our featured speakers, there are also over 50 concurrent sessions, the VLA Scholarship basket raffle, and dozens of vendors. We have built into the schedule several “no-conflict times” for visiting the Exhibit Hall. The support from our vendors makes it possible for us to have a successful conference. Please be sure not to miss out on this important feature.

Williamsburg is a community strong on history, education and libraries, where reading, thinking and speaking have been going on for centuries. Perhaps for this reason (and maybe because it’s a great place to shop), it has proved to be one of VLA’s favorite spots for a conference. Let’s all make this conference one of VLA’s best.

Ruth Arnold  
President  
Virginia Library Association

# Conference Information

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## **Registration**—Exhibit Hall, President's Ballroom

Pick up your conference materials, find notices of special activities and any schedule changes.

## **Changes in Program**

The conference program has been printed several weeks in advance. Any changes in the time or location of a session will be posted in the conference registration area.

## **Exhibitors**

VLA extends a warm welcome and thank you to the exhibitors for their support of the conference. The exhibits are located in the President's Ballroom. Please make time available to visit the exhibits.

## **EXHIBIT HOURS**

**Thursday – 9:00-5:00**

**Friday – 7:30-1:30**

## **REGISTRATION HOURS**

**Thursday – 9:00-5:00**

**Friday – 7:30-12:00**

## **HIGHLIGHTS**

**Grand Opening of the Exhibits and Registration**

**Thursday, 9:00 A.M.**

**Opening General Session – Thursday, 10:00**

**Keynote Speaker: Thomas Frey, The DaVinci Institute**

**Free Turkey Box lunch—All who pre-register for the conference will receive a free lunch in the Exhibit Hall on Thursday.**

**Thursday Night Social**

**Second General Session – Friday, 10:30**

**Judith Viorst, Author**

## ***2006 Conference Committee***

Mary McMahon  
Conference Committee Co-Chair  
Mary Riley Styles Public Library

John Halliday  
Conference Committee Co-Chair  
Jefferson Madison Regional Library

Ruth Arnold, VLA President  
Staunton Public Library

Lorrie Bennett  
Fairfax County Public Library

Peggy Bias  
Bedford Public Library

Jim Gwin  
University of Richmond

Heather Groves Hannan  
George Mason University

Pat Howe  
Longwood University

Elizabeth Kocevar-Weidinger  
Longwood University

Kelly McBride  
Russell County Library System

Fran Millhouser  
Fairfax County Library System

Stella Pool  
Jefferson-Madison Regional  
Library System

Candice B. Small  
Radford University

Deloris Thomas  
William and Mary University

Barry Trott  
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WEDNESDAY  
PRECONFERENCE

NOVEMBER 8, 2006  
ROOM 18

## Rachel Singer Gordon



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Williamsburg, VA  
November 9–10, 2006

Wednesday—11:30–3:00, Room 18

Virginia Library Middle Managers Present “The Accidental Library Manager” With Rachel Singer Gordon. Cost is \$60 VLA member; \$75 Non-member (lunch included).

The Accidental Library Manager takes a practical look at the skills and background new and potential library managers need to succeed in their positions. It reassures those with little preparation for their management roles, who never realized they would be going into management (or never intended to do so), or whose library school coursework failed to prepare them for the challenges of management. In an era where younger and potential managers are told what their elders think they “need to lead,” find out what library staff really want from their managers: ways to deal with common personnel problems, how to use your existing background to succeed, and how to reduce the fear inherent in common concerns. Discuss ways to get past the day-to-day and look to your own and your institution’s future.

The workshop will cover:

- How most library managers end up in their jobs “accidentally”
- Ways to overcome their own reluctance to manage
- How attendees can use existing skills in a management position, even without formal management coursework or training
- What library staff really want—and don’t want!—from their managers
- Ways to deal with common personnel issues, including building a foundation of communication, trust, and collaboration to forestall future problems
- How managers can prepare for their institution’s professional future, including succession planning and managing different generations and groups
- Ways managers can look to their own future

Rachel Singer Gordon is Consulting Editor, Information Today, Inc., Book Publishing Division, and webmaster, LISjobs.com. She publishes the electronic newsletter Info Career Trends, blogs at The Liminal Librarian (<http://www.lisjobs.com/liminal/>), and coauthors *Beyond the Job* (<http://librarycareers.blogspot.com>), a professional development weblog for librarians. Rachel is the “Computer Media” review columnist for *Library Journal*; she is also a frequent contributor to LJ’s “NextGen” column, coauthor, with Michael Stephens, of *Computers in Libraries’ “Tech Tips for Every Librarian,”* and the author of Emerald’s “Publish, Don’t Perish” Library Link column. Her published work includes *The Librarian’s Guide To Writing for Publication* (Scarecrow, 2004), *The Accidental Library Manager* (ITI, 2005), and *The NextGen Librarian’s Survival Guide* (ITI, 2006). Rachel holds an MLIS from Dominican University and an MA from Northwestern University.



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You can also see demonstrations of WorldCat Collection Analysis, OCLC digital collections and OCLC eContent. And do not miss WorldCat.org, OCLC's new search box that lets anyone search library catalogs from outside the library.

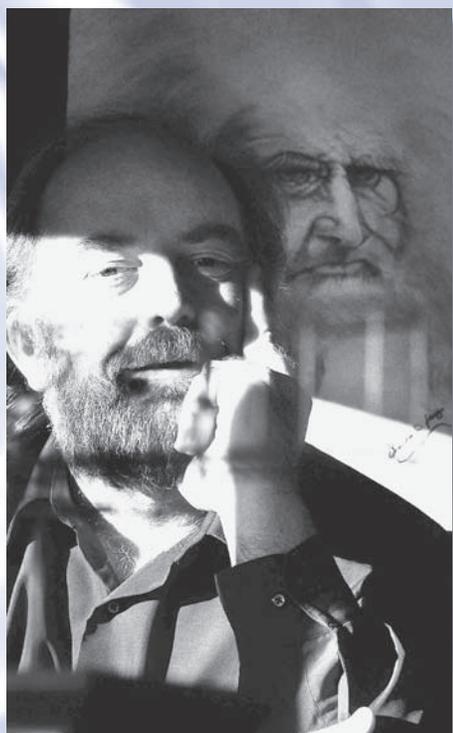


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OPENING GENERAL  
SESSION SPEAKER

THURSDAY, 10:00  
AUDITORIUM

## Thomas Frey, Senior Futurist



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 Thomas Frey is Senior Futurist and Executive Director of the DaVinci Institute.

“The greatest value in understanding the future comes from spotting the major cultural, demographic, societal, and economic shifts early and translating them into viable business opportunities,” says Tom.

As the Executive Director and Senior Futurist at the DaVinci Institute, he has developed original research studies, which enables him to speak on unusual topics, translating trends into unique opportunities.

Tom continually pushes the envelope of understanding, creating fascinating images of the world to come. His talks on futurist topics have captivated people ranging from high level government officials to executives in Fortune 100 companies including NASA, IBM, AT&T, Hewlett-Packard, Lucent Technologies, First Data, Boeing, Capital One, Bell Canada, Ford Motor Company, Qwest, Allied Signal, Hunter Douglas, Direct TV, National Association of Federal Credit Unions, and many more.

Because of his work inspiring inventors and other revolutionary thinkers, the *Boulder Daily Camera* has referred to him as the “Father of Invention.” The *Denver Post* and *Seattle Post Intelligence* have referred to him as the “Dean of Futurists.”

Before launching the DaVinci Institute, Tom spent 15 years at IBM as an engineer and designer where he received over 270 awards, more than any other IBM engineer. He is also a past member of the Triple Nine Society (High I.Q. society over 99.9 percentile).

Tom has been a columnist for the *Denver Post*, *Rocky Mountain News*, and *Boulder County Business Report*, and is the author of the 1998 book *Inventions of Impact*. He currently writes a newsletter entitled “News from the Future” and has written numerous articles on a wide range of futurist topics. He has also been a contributing writer for *The Futurist Magazine* and is the Editor of the “Impact Lab,” an online emerging technology blog which was recently rated by *Popular Science Magazine* as one of the “top five.”

Tom will speak on The Future of Libraries—The Great Transformation. Their existence is being threatened by information instantly accessible from every computer in every home. But libraries won’t go away. Rather, information is soon to become far more complicated as technology expands our understanding of what information is. And Public Libraries will be transitioning from a center of information into a center of culture, evolving into an entity with function and purpose that is currently unrecognizable in today’s world.

**Sponsored by Thomson Gale**

SECOND GENERAL  
SESSION SPEAKER

FRIDAY, 10:30  
AUDITORIUM

## Judith Viorst, Author



Judith Viorst was born and raised in New Jersey. She received a B.A. in history from Rutgers University, and in 1981, after six years of study, she graduated from the Washington Psychoanalytic Institute.

Mrs. Viorst is the author of eight collections of poems for adults: *The Village Square; It's Hard to Be Hip Over Thirty and Other Tragedies of Married Life; People and Other Aggravations; How Did I Get to Be 40 and Other Atrocities; When Did I Stop Being 20 and Other Injustices; Forever Fifty and Other Negotiations; Suddenly Sixty and Other Shocks of Later Life*, and *I'm Too Young to Be Seventy and Other Delusions*. She has also written *You're Officially a Grown-Up: The Graduate's Guide to Freedom, Responsibility, Happiness and Personal Hygiene*; a novel, *Murdering Mr. Monti*, and five non-fiction books: *Yes, Married; Love & Guilt & The Meaning of Life, Etc.; Necessary Losses*, which was on *The New York Times* bestseller list for almost two years; its companion volume, *Imperfect Control*; and *Grown-Up Marriage*. In addition she wrote a column in *Redbook* for over twenty-five years.

Mrs. Viorst is the author of seventeen books for children: *Sunday Morning; I'll Fix Anthony; Try It Again, Sam; Alexander and the Terrible, Horrible, No Good, Very Bad Day; The Tenth Good Thing About Barney; My Mama Says There Aren't Any Zombies, Ghosts, Vampires, Creatures, Demons, Monsters, Fiends, Goblins, or Things; Rosie and Michael; Alexander, Who Used to Be Rich Last Sunday; If I Were In Charge of The World and Other Worries; The Good-bye Book; Earrings!; The Alphabet From Z to A; Sad Underwear and Other Complications; Alexander, Who's Not (Do You Hear Me? I Mean It!) Going to Move; Absolutely, Positively Alexander*, a collection of the three Alexander stories; *Super-Completely and Totally the Messiest*, and *Just in Case*.

Many of her books, for adults as well as for children, have been published abroad. Several of her children's books have been made into short films.

Mrs. Viorst lectures widely on a variety of topics, ranging from loss and growth to children's literature and the subject of control. Her poetry has been read in performance by Anne Bancroft, Alfred Lunt and Lynn Fontaine, Ann Jackson and Eli Wallach. Her musical, *Love & Shrimp*, starring Eileen Barnett, Bonnie Franklin and Mariette Hartley, has been performed in Los Angeles, New York and other cities. A musical version of *Alexander and the Terrible, Horrible, No Good, Very Bad Day*, with the play and lyrics written by Mrs. Viorst and music by Shelley Markham, was commissioned by and performed at the Kennedy Center and now appears at theaters all over the country. A second children's musical, *Alexander, Who's Not Not Not Not Not Not Going to Move*, also with play and lyrics by Mrs. Viorst and music by Shelley Markham, was commissioned by and performed at the Kennedy Center and is currently touring the country.

Mrs. Viorst resides in Washington, DC, with her husband, Milton, who is the author of several critically acclaimed political books. They have three sons, Anthony, Nicholas and Alexander, and six grandchildren.

## JEFFERSON CUP LUNCHEON

FRIDAY, 12:00–1:30  
ROOM 18  
TICKETED EVENT (\$30)

# Candace Fleming



PHOTO OF CANDACE FLEMING USED WITH  
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Candace Fleming is the author of the 2006 Jefferson Cup Honor Book Award for *Our Eleanor: A Scrapbook Look at Eleanor Roosevelt's Remarkable Life*. Atheneum Books for Young Readers, Grades 6–12.

When Eleanor Roosevelt spoke with reporters in 1932 after her husband was elected president, she said, “There isn’t going to be any First Lady. There is just going to be plain, ordinary Mrs. Roosevelt.” In this engaging “scrapbook” biography, Eleanor is depicted as anything but plain and ordinary. The biography highlights Eleanor’s interest in social issues and human rights, which help define Eleanor as one of the most influential first ladies of all time. Fleming’s account captures the heart of Eleanor Roosevelt—what she believed in, stood for, and strived to achieve.

Candace Fleming: I have always been a storyteller. Even before I could write my name, I could tell a good tale. And I told them all the time. As a preschooler, I told my neighbors all about my three-legged cat named Spot. In kindergarten, I told my classmates about the ghost that lived in my attic. And in first grade I told my teacher, Miss Harbart, all about my family’s trip to Paris, France.

I told such a good story that people always thought I was telling the truth. But I wasn’t. I didn’t have a three-legged cat or a ghost in my attic, and I’d certainly never been to Paris, France. I simply enjoyed telling a good story ... and seeing my listener’s reaction.

As I grew, I continued to write stories. But I never really thought of becoming an author. Instead, I went to college where I discovered yet another passion—history. I didn’t realize it then, but studying history is really just an extension of my love of stories. After all, some of the best stories are true ones — tales of heroism and villainy made more incredible by the fact they really happened.

  
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AWARD WINNER

## Marlene Carvell

Dutton Children's Books

Author of *Sweetgrass Basket*  
Children's Books  
Grades 5-8



Upon the death of their mother, Mattie and Sarah, two Mohawk sisters, are sent to the Carlisle Industrial School for Indians. Set at the turn of the 20th century, what follows is the poignant, haunting story of the sisters' experience. Founded by Richard Henry Pratt in 1879, the purpose of the Carlisle School, as well as the other Indian schools, was to civilize the Indian by stripping the children of their language, culture, and religion.

Based on the experiences of her husband's family, Marlene Carvell has crafted a gripping novel that explores one of the chapters of American history that has not been told in history textbooks.

Ms. Carvell says, "A friend recently asked me why *Sweetgrass* had to be so sad. My response was that it was a sad time. And yet, I hope that the story also shows the strength and spirit of children."

Marlene Carvell has taught at both the high school and college levels, and currently teaches English at a rural high school in central New York. *Who Will Tell My Brother?*, her first novel, was inspired by the experiences of her own two sons during high school. It was the International Reading Association Book of the Year in 2003.

Ms. Carvell regrettably could not be at VLA to accept her award as she had a previous engagement with another state library association.

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# VLA 2006 Awards

## **GEORGE MASON AWARD— MR. AND MRS. J. HARWOOD COCHRANE**

Mr. and Mrs. J. Harwood Cochrane have supported and encouraged use of the Rockville Public Library for 20 years. They built the first public library for Rockville, Virginia, in 1965. Their support for and interest in the Library has had a positive influence on the attitude of the community toward the Library. In 2003 the Cochranes brought the community together by offering to partner with Hanover County and the Friends of the Library to renovate the existing building and expand it to double the size of the building. The Hanover Board of Supervisors renamed the Library the Cochrane Rockville Library.

In his remarks at the grand opening in November 2005, Mr. Cochrane said, "Why do I like the Library? It offers something for everyone, the young, the old, the black, the white, the rich, and the poor."

## **TRUSTEE LIBRARY AWARD— BARBARA SEVERIN**

Barbara Severin has served on the Fauquier County Library Board of Trustees since 1989—13 years as its chairman. During her tenure, the library added two branches, renovated its main branch, increased local expenditure three fold, and doubled the personnel available to serve library patrons. Mrs. Severin is a tireless library advocate on the local, state, and national level. She has faithfully attended Library Legislative Day in Richmond and National Library Legislative Day in Washington for the past several years. She is an active member of the VLA—serving as the Trustee/Friends Forum Chair in 1998/1999. In 1999 she was recognized by the Virginia Public Library Directors Association as Trustee of the Year.

## **FRIENDS OF THE LIBRARY AWARD— FRIENDS OF THE LYNCHBURG PUBLIC LIBRARY**

In 1964, a diverse group of citizens joined together to establish the Friends of the Lynchburg Public Library, with the goal of convincing Lynchburg City Council to establish Lynchburg's first tax-supported public library, a library that would be open to all citizens equally. These were men and women "who made a difference in their community."

Their successors have continued that tradition of unwavering moral and financial support over the ensuing 40 years.

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# VLA 2006 Scholarship Winners

## **JULIE SHORT**

The winner of the 2006 Clara Stanley Paraprofessional Forum Scholarship is Julie Short, of Wise, Virginia. Julie has been employed at the Lonesome Pine Regional Library since 1990. During her employment there, she has served in various capacities: Administrative Assistant, Interim Director for 3 years, Library Coordinator, and her current position of Library Coordinator of Youth Services. She served on the Jefferson Cup Committee in 2003. She has been a member of VLA since 1996, a member of YALSA since 2003, and has served on the State Youth Advisory Board. She is pursuing her MLS degree from Florida State University.

## **MARYKE BARBER**

Maryke Barber is Government Documents Coordinator for the Hollins University in Roanoke, Virginia. She enjoys helping people find information while answering reference questions in her current position. She is assisting in creating original records for the video and DVD collection at Hollins. Upon graduation, she plans to continue to focus on service, reference, instruction, and outreach. She has been a VLA member since 2003, and was a presenter at the 2004 VLA Conference. She is pursuing her MSIS degree from the University of Tennessee, Knoxville.

## **REBECCA COOPER**

Rebecca Cooper works for the library of the Society of the Cincinnati in Washington, D.C. As the Manager of Reader Services, Rebecca assists researchers in using the library's collection of modern and rare materials related to the American Revolution. As part of a staff of three, Rebecca also works to promote the use of the library's resources, maintain the collection, and organize the Society's archives. Prior to beginning her job at the Society in April, Rebecca was a Reference Assistant at George Mason University's Arlington Campus. Despite taking a new job, Rebecca continues to work part-time for GMU assisting with reference and instruction. Rebecca is the co-editor for her regional chapter of the Art Libraries Society of North America, and is has been a VLA member since 2005. Rebecca also holds an M.A. in Art History, and is hoping to work in an art library after earning her MSLS degree from Catholic University.

THURSDAY 8:00-10:00 PM, AUDITORIUM

## **VLA Conference Social**

"Waste Away" with B2B, a Jimmy Buffet Tribute Band. Enjoy a margarita and some salsa while you loll on the beach in your mind. Life doesn't get better than this! Tropical attire a plus but not required. Free ticket for a margarita enclosed in your conference packets. "Upgrade your Margarita" by purchasing a special souvenir VLA glass. The proceeds from the sale of the glasses will be used to help libraries in the Gulf Coast that are still struggling to recover from the ravages of Hurricane Katrina. This event is partially sponsored by Brodart.

*Welcome!*

**Virginia Library Association  
conference attendees**

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**Proud Sponsor of the opening  
General Session**

***Thursday, November 9, 2006  
10:00 a.m.***

The Future of Libraries presented by:  
***Thomas Frey, Senior Futurist & Executive  
Director of the DaVinci Institute***

# Thursday, November 9

THURSDAY 9:00-10:00

*President's Ballroom*

## **Grand Opening of Exhibits and Registration**

Coffee and pastries served in the Exhibit Hall.

THURSDAY 10:00-11:30

*Auditorium*

## **Opening General Session**

Welcome: Bruce Goodson, Chair of the James City County Board of Supervisors  
Speaker: Thomas Frey, Senior Futurist, Executive Director of The DaVinci Institute. **Sponsored by Thomson Gale.**

THURSDAY 11:45-1:00

*President's Ballroom*

## **Turkey Box Lunch Served in Exhibit Hall**

THURSDAY 11:45-1:00

*Room 17*

## **VPLDA Business Meeting**

THURSDAY 1:15-2:00

*Room 18*

## **Building Connections Across a Curriculum**

In 2005 a faculty member in the Human Nutrition, Foods, and Exercise (HNFE) department received a grant to “develop a clear connection and progression of content and skills through the four required and sequenced courses for the HNFE Curriculum.” This session will focus on the collaboration between the HNFE faculty and the college librarian to integrate library research skills to support research assignments in each course.

**Presenter: Caryl Gray, Virginia Tech**

THURSDAY 1:15-2:00

*Room 3*

## **Helping Genealogical Customers Enjoy a Successful Research Trip (Sponsored by the Local History Forum)**

Will provide an understanding of what customers researching their family history “should have done” before they visited a library and what library staff can do to help them be successful in their research. Will assist staff working with local societies and individuals, train in the elements of successful research.

**Presenter: Carolyn L. Barkley**

THURSDAY 1:15-2:00

*Center Lounge*

## **How to Establish a Structured Mentoring Program for Library Staff**

In September 2005 the University of Virginia Library implemented a Mentoring Program for all Library Staff. The program was designed with four main goals in mind: (1) Establishment of a formal career development process based upon mentoring relationships (2) Facilitation of the professional development of participants (3) Development of a formal learning process that takes advantage of experience and knowledge of the library staff (and) (4) Establishment of a unique learning experience that supports the Library's culture of learning. This presentation will address mentoring as a career development process, structured and unstructured mentoring programs, the advantages and disadvantages of each, the process used by UVA to establish a program and the results of the Pilot Program.

**Presenter: Alan Napier, University of Virginia**

## **VLA would like to thank the following sponsors:**

**Thomson-Gale**—Sponsored Keynote Speaker Thomas Frey

**BroDart**—Partially sponsored the band at the social.

**Grolier**—Co-Sponsored the conference bags

**Books on Tape/Random House**—Co-Sponsored the conference bags

**Innovative Interfaces**—Sponsored the conference name badge holders.

**ProQuest**—Provided conference pens.

**Business Technologies, Inc.**—Partially sponsored the Thursday morning coffee break

# Thursday, November 9

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THURSDAY 1:15-2:00

*Amphitheater*

## **I Keep Safe**

The Internet Keep Safe Coalition [www.ikeepSAFE.org](http://www.ikeepSAFE.org) is a partnership of 50 state governors/first spouses, law-enforcement agencies, non-profit organizations, and corporate sponsors. Our mission is to help parents, educators, and caregivers by providing guidelines and tools to teach children the safe and healthy use of technology and the Internet. The Faux Paw the Techno Cat Internet Safety program is a product of the IKSC, which includes information and training for parents, technology specialists, educators, and law enforcement. Learn how you can bring this free program to your library and teach both parents and children what they need to know about Internet Safety.

**Presenters:** *Iris Beckwith, Internet Keep Safe Coalition, and Marsali Hancock, President, IKSC*

THURSDAY 1:15-2:00

*Room A/B*

## **I'm Tellin'!: Kids Bringing Folktales Alive**

Discover how to help kids make "tellable" tales come to life! Using demonstrations, exercises, and lectures, we teach kids in grades 4–6 to perform folktales from around the world, culminating in a public performance.

**Presenters:** *Jody Lewandowski and Rhonda Belyea, Central Rappahannock Regional Library*

THURSDAY 1:15-2:00

*Auditorium*

## **Is There a Librarian 2.0 in the house?**

While static content once dominated the Web, today users are often the driving force. Welcome to Web 2.0 where blogs, Wikis, Flickr, MySpace and more are hot topics. Hear about one public library's voyage into Web 2.0 and discover how to become a Librarian 2.0.

**Presenters:** *Lydia Patrick and Bob Bowie, Fairfax County Public Library*

THURSDAY 1:15-2:00

*Room 17*

## **Kids First Coalition: Serving Early Childhood**

Kids First Coalition was formed with an early childhood grant from Governor Warner's early childhood initiative. Come and learn who you can join in your community to better serve preschool children. You will discover new ways to serve these children and to make your library an important player in the future of our children.

**Presenters:** *Noreen Bernstein, Williamsburg Regional Library, and Carla Javier, Director of Kids First Coalition*

THURSDAY 1:15-2:00

*Room 2*

## **Serials Update: ISSN Revision, Access Level Record, LC Series Decision**

Reynolds, head of the National Serials Data Program (the U.S. ISSN center) at the Library of Congress and co-chair of the PCC/CONSER working group developing the access level record for serials, will provide an overview of these two projects. The ISSN standard is being revised to provide coverage of such resources as databases and web sites, and to add functionality in the digital environment for collocating as well as distinguishing serials and other continuing resources that are issued in multiple media versions. The access level record for serials was developed through a collaborative and evidence-based process with the goal of providing a cost-effective, single standard record for CONSER. The record emphasizes access points over elaborate description and is focused on meeting FRBR user tasks. Reynolds will also provide an update on implementation of the LC series decision.

**Presenter:** *Regina Romano Reynolds, Library of Congress*

# Thursday, November 9

THURSDAY 1:15-2:00

Room 11

## Virginia Department of Taxation

The presentation gives background information on electronic filing and a potential educational partnership between the Libraries and Virginia Department of Taxation. About one-half of Virginia's 3.2 million tax filers use electronic means to file. Electronic filing benefits all taxpayers in lowering state costs, speeding processing and decreasing return errors. Electronic filing is fast, easy and secure. Public and private libraries in Virginia would be convenient locations for taxpayers to learn about electronic filing. Public and private libraries have unique resources to aid taxpayers in filing electronically. The Virginia Department of Taxation is interested in conducting regional presentations to librarians on the various services we offer: electronic filing options for individuals and businesses, payment options, our web site features, and contact information. The Virginia Department of Taxation is interested in conducting regional seminars in libraries to show taxpayers how to file their taxes electronically; we'd like these seminars to coincide with tax season. We would potentially hold them throughout the month of January. The Virginia Department of Taxation is considering providing filing posters for prominent display in Virginia's libraries, as well as bookmarks that can be given to taxpayers, giving filing and contact information.

**Presenter:** *Holly Anna Jones, Virginia Department of Taxation*

THURSDAY 2:15-3:00

Amphitheater

## Building and Renovating Your Library? How to Choose the Wrong Consultants, Exceed Your Budget, Alienate Your Staff and Disappoint Your Customers

There are right and wrong ways to budget, plan and build great libraries. Architect Randy Hudson, AIA, LEED AP, and Prince William County Library Director Richard Murphy will talk about common pitfalls and points of confusion along the way. With audience participation, they will illustrate what to do and what never to!

**Presenters:** *G. Randolph Hudson, Hayes Large Architects, and Richard Murphy, Prince William Public Library*

THURSDAY 2:15-3:00

Room 18

## Is Your Library a TV Sitcom?: Stress Strategies for Librarians (Sponsored by the Youth Services Forum)

Working with the public often provides memorable moments and unique situations adding to the daily stress in your life. Creativity can be stymied and you begin to question—is this where I really want to be? Perhaps now is the time to reflect, reexamine and review what is most important to you.

**Presenter:** *Cindy Lea Arbelbide, Rappahannock County Library*

THURSDAY 2:15-3:00

Room A/B

## More Than Just Noise: Library Podcasts That Teach

Podcasts are a Web 2.0 innovation shaping the way libraries deliver services. Librarians use podcasts for news, reviews, lectures, and interviews, but they can also be used for instructional purposes. Come hear an overview of podcasting and how three academic librarians developed podcasts and screencasts to enhance teaching and learning.

**Presenters:** *Bettina J. Phifer, Jill S. Stover and Peter Kirlew, Virginia Commonwealth University*

THURSDAY 2:15-3:00

Auditorium

## Public Relations, Identity, Marketing: All wrapped Up in Your Library Website

The Library's website is one of our greatest public relations tools. We knew that organizing content was our expertise but creating a "look" was not, so we hired a graphic designer. In this presentation, we will discuss why you should invest in a graphic designer and the working relationship that yields the best results for everyone.

**Presenters:** *Elizabeth Kocevar-Weidinger and Virginia Kinman, Longwood University, and Christopher Peterson, Graphic Designer*

# Thursday, November 9

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THURSDAY 2:15-3:00

Room 2

## **Purchase Express—Rush Orders at the University of Virginia: 6 Years of Lessons Learned**

Purchase Express is the rush order service for monographs at UVA Library. The goal is to order, receive, process and deliver patron requested materials within seven days of the request. This session will review and discuss the challenges and barriers to meeting this goal and how the program has been modified over the years to reflect what is desirable versus what is possible.

*Presenters: Dawn Waller and Paul Rittelmeyer, University of Virginia*

THURSDAY 2:15-3:00

Center Lounge

## **Ready to Read in Fairfax County**

This presentation will describe steps taken to establish an outreach program to contact the underserved preschool population in a large, diverse suburban community. It will include identifying needs, forging partnerships, establishing a volunteer corps, and lessons learned in reaching out to our youngest patrons and their caregivers to encourage early literacy.

*Presenter: Catherine Noonan, Fairfax County Public Library*

THURSDAY 2:15-3:00

Room 11

## **Reinventing Resource Sharing: A Discussion of Emerging Possibilities**

Dan Wilson and Cyril Oberlander present reinventing resource sharing with discussions of emerging systems and tools, and trends in interlibrary loan and document delivery. Attendees will see details about best practices, new tools, such as Google Book Search, and re-engineered workflows useful to improving the effectiveness of library delivery and resource sharing services.

*Presenters: Cyril Oberlander and Dan Wilson, University of Virginia*

THURSDAY 2:15-3:00

Room 3

## **This Olde Virginia House (2nd Edition)**

There are 13,594 designated historic districts nationwide. Join an architectural historian to find out about this National Parks Service program and tax credits for historic properties—both state and, in the case of income-producing property, federal tax credits. A librarian will cover commercial and organization web sites, books, and magazines that assist in documenting and learning to improve older houses. Learn the difference between preservation, restoration, rehabilitation and renovation!

*Presenters: Camille Bowman, Virginia Department of Historic Resources, and Carolyn Hughes, Portsmouth Public Library*

THURSDAY 2:15-3:00

Room 17

## **What to do When They Drop the Bomb: How a Public Library Survived the Loss of State Aid**

In February 2005, the Rockingham County (NC) Public Library lost all state aid and resources due to actions taken by the local governing body over the past two years. There was an initial shock, but the library has moved forward, increasing circulation, adding new types of materials to the collection, and planning for the future. Learn how to survive the “nuclear option.” Preparation is your best defense!

*Presenter: Jay Stephens, Rockingham County (NC) Public Library*

THURSDAY 3:00-3:45

President's Ballroom

**Visit the Exhibits. Refreshments served in Exhibit Hall.**

THURSDAY 3:00-3:45

Room 2

**Resume, Review Services VLACRL**

# Thursday, November 9

THURSDAY 4:00-4:45

Room A/B

## **Boomers, GenXers and Millennials: Use Their Differences to Power Your Library**

Libraries have a long history of service to multi-generational users. But what about our multi-generational staff? The Boomers, GenXers and now Millennials—what do we know about “them”? Are the differences real or assumed? How can we use the differences to run our libraries better and strengthen our profession?

*Presenters: Sylvia Rortvedt, Matt Todd and Brandee Worsham, Northern Virginia Community College*

THURSDAY 4:00-4:45

Room 18

## **Information Users: What Do They Want?**

The recent OCLC “Library Perceptions” report surveys information users’ views on the web and libraries. What do they think of libraries? How do they want to be served? The results are surprising. The discussion will be lively.

*Presenter: Kate Nevins, Solinet*

THURSDAY 4:00-4:45

Room 11

## **Librarian At Sea**

The semester at sea program offers undergraduates an opportunity to experience many different cultures while sailing around the world and taking classes on board ship. UVA became the academic partner for S@S in 2006. Hear about this program and opportunities from UVA’s first S@S librarian.

*Presenter: Barbie Selby, University of Virginia*

THURSDAY 4:00-4:45

Center Lounge

## **Reference Without the Reference Desk: New Services in Small and Large Public Libraries**

As questions coming across reference desks are fewer and more complex, new opportunities for innovation and research services are emerging. Examples will be explored, from consumer health services in a small library to complex information brokering and assistance in larger ones. Clients and librarians alike are discovering value in content-rich services.

*Presenter: Vera Fessler, Fairfax County Public Library*

THURSDAY 4:00-4:45

Room 17

## **Tech Tips: Demystifying Technology with Peer Trainers**

As the pace of technology picks up speed how do you ensure staff are able to keep up with new devices, websites, and trends? The Central Rappahannock Regional Library uses peer trainers to introduce new topics on a monthly basis. Come learn about Tech Tips and how to keep your staff on the cusp of an evolving technology loop.

*Presenters: Lisa Varga and Nancy Buck, Central Rappahannock Regional Library*

THURSDAY 4:00-4:45

Amphitheater

## **The More the Merrier: Chatting with the Pack**

Reference and outreach staff of the Central Rappahannock Regional Library share the advantages and strengths of digital reference via OCLC’s Questionpoint cooperative. Besides offering patrons 24/7 access to trained and professional reference librarians, it truly is a “more the merrier” scenario, including a drop in price point. Presenters have provided online or digital reference since October 1999 and participated in OCLC’s Questionpoint since 2002.

*Presenters: Nancy Buck, Michele Brown and Mary Buck, Central Rappahannock Regional Library*

# Thursday, November 9

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THURSDAY 4:00-4:45

Room 3

### Virginia Children's Authors at Your Library

Want to bring a children's author to your library? Think the typical \$1500–\$2000 plus travel expenses sounds a little steep? Look closer to home! Three Virginia authors—Alison Hart, Jennifer Riesmeyer Elvgren, and Mara Rockliff—give a sneak preview of entertaining, educational programs that get kids excited about books. **Presenters: Kim Norman, Alison Hart, and Jennifer Elvgren, Authors**

THURSDAY 5:00-6:00

Center Lounge

### Paraprofessional Forum Business Meeting

THURSDAY 5:00-6:00

Room 17

### VIVA Users Group Meeting

VIVA (The Virtual Library of Virginia) convenes its 10th annual Users Group meeting for all VIVA members. There will be time to review the year's major events and accomplishments, meet the vendors, and have Q & A. All are welcome.

**Presenters: Connie McCarthy, College of William and Mary, and Kathy Perry, VIVA Director**

THURSDAY 5:00-6:00

Room 18

### Virginia Library.Solution Users Group Meeting

TLC will be hosting the Virginia Library.Solution Users Group Meeting. TLC representatives will be available to answer questions and members can discuss issues pertaining to Library.Solution.

**Presenter: TLC**

THURSDAY 5:00-6:00

Room 2

### VLACRL Business Meeting

THURSDAY 5:00-6:00

Room 11

### TSAT Business Meeting

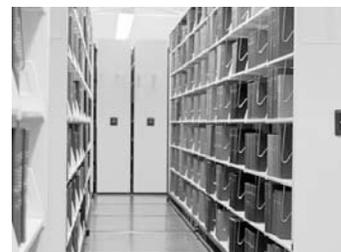
THURSDAY 8:00-10:00

Auditorium

### VLA Conference Social

"Waste Away" with B2B, a Jimmy Buffet Tribute Band. Enjoy a margarita and some salsa while you loll on the beach in your mind. Life doesn't get better than this! Tropical attire a plus but not required. Free ticket for a margarita enclosed in your conference packets. "Upgrade your Margarita" by purchasing a special souvenir VLA glass. The proceeds from the sale of the glasses will be used to help libraries in the Gulf Coast that are still struggling to recover from the ravages of Hurricane Katrina. This event is partially sponsored by Brodart.

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# Friday, November 10

FRIDAY 7:30-1:30

*President's Ballroom*

## Registration and Exhibits Open

FRIDAY 8:00-8:45

*Amphitheater*

### **Captivating Instruction Online: Creating Easy Online Tutorials**

This session will demonstrate how to use Captivate software to quickly and easily create online tutorials or other instructional content. The finished product can include screen-capture video, voice narration, and interactive quizzes. We will look at some examples, review some guidelines for creating content, and create a short presentation during the session.

**Presenter:** *David Gray, Lord Fairfax Community College*

FRIDAY 8:00-8:45

*Room A/B*

### **Club Belk—Attracting Undergraduates to the Academic Library (VLACRL Section)**

Over half a million people enter Elon's Belk Library each year. In a world of networked information, with 95% of our students having their own computers, why do undergraduates flock to the library? Some of the answers lie in offering a high-tech, user-friendly, blended environment. Join us for a discussion of how librarians and IT staff work together to make this happen.

**Presenters:** *Kate D. Hickey and Christopher D. Fulkerson, Elon University*

FRIDAY 8:00-8:45

*Room 11*

### **Copy Cataloging Done Smarter: Not Reinventing the Wheel in the Age of Google**

This presentation is geared for library administrators and cataloging managers who want to discover if their copy catalogers are making the most efficient use of their time. Participants will learn how to make their copy cataloging workflow as efficient as possible by saving time and money.

**Presenter:** *Robert O. Ellett, Jr. Ph.D., Joint Forces Staff College*

FRIDAY 8:00-8:45

*Center Lounge*

### **Jamestown 1607–2007**

Commemorate the 400th anniversary of the founding of Jamestown, the first permanent English colony in America, with new stories about old treasures uncovered by archaeologists in APVA's Jamestown Rediscovery project. Jamestown's Uncovered Treasures brings history and archaeology together in historical fiction. The book and companion SOL instructional materials will be introduced by the authors.

**Presenters:** *Judy M. Brown and J. Jan Brown, Authors*

FRIDAY 8:00-8:45

*Room 17*

### **John Cotton Dana Award-Winning “Hanging Out Rocks!”—Loudoun County Public Library**

“Hanging Out Rocks!” responded to the needs of teens in Loudoun County's rapidly growing community by giving them a place that they could call their own. Teen participation, and many strategies utilized in this thoroughly analyzed and detailed public relations plan, was key to the establishment of a popular after-hours teen center, volunteer opportunities, special programming, community collaborations, and most importantly teen voices, at the library where “Hanging Out Rocks!”

**Presenters:** *Linda Holtslander and Melissa West, Loudoun County Public Library*

FRIDAY 8:00-8:45

*Room 2*

### **Latest Technologies in Library Automation from TLC**

See the latest TLC technologies that work with any library automation system. Choose OPAC concept mapping (search, discover, refine), authority control, Web-based acquisitions, R.F.I.D, and automated materials handling.

**Presenter:** *Brad Cole, The Library Corporation*

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FRIDAY 8:00-8:45

Room 16

**Thomson Gale's Access My Library**  
AccessMyLibrary improves the quality of information found on the internet. This ground-breaking library advocacy initiative works with Internet search engines, ThomsonGale and your library to provide unparalleled visibility.

**Presenter: Nancy Harris, Thomson Gale**

FRIDAY 8:00-8:45

Room 3

**Blogs, Wikis, and Listservs, Oh My!**  
Learn how these new tools will revolutionize VLA's Web site

Blog posting allows you to post to your units web pages without any technical know-how. Just fill out a simple form ... No HTML required! Create virtual work spaces via the Wiki for your committee or forum to remotely work together. The redesigned VLA web now supports Blogs and Wikis in addition to the VLA listservs, so now VLA members can improve communication both within units and across the entire organization. This session will demonstrate how you can work and communicate more efficiently via these new VLA web tools. Target audience: VLA Council members, but anyone interested is welcome!

**Presenter: Steven Helm, VLA Webmaster, Radford University**

FRIDAY 8:45-9:30

President's Ballroom

**Visit the Exhibits. Coffee and pastries will be served in the Exhibit Hall. Scholarship raffle drawing will be held.**

FRIDAY 8:45-9:30

Center Lounge

**SWING Business Meeting**

SWING will hold a brief business meeting inviting members and other interested parties to join us for an overview of SWING and how we can help your library save money. With approximately 100 member libraries across Virginia and Northeast Tennessee, find out what we can offer! Refreshments will be served.

FRIDAY 9:30-10:15

Center Lounge

**An Interactive Intranet Solution on a "Shoe-String" Budget**

Regent University Library faced the need to upgrade their existing intranet to an interactive and dynamic site on a "shoe-string" budget. After an evaluation of the options, the staff chose to use open-source software. Using JOOMLA the system staff created a site that provides a number of interactive features. The presenters will provide a development overview and demonstration of the intranet.

**Presenter: Leanne Strum, Regent University**

FRIDAY 9:30-10:15

Room 11

**Evaluating Technical Services**

Not a session on managing the technical services area, but one on how to evaluate your current operation. Various measurement tools, statistical and evaluation techniques will be presented along with ideas of how the results can be used.

**Presenter: Scott Piepenburg, Hampton University**

FRIDAY 9:30-10:15

Room 3

**Grow Your Own Circulation Staff**

Since 1999 Circulation Department staff members in all 21 Fairfax County Public Library branches have mentored Pages, Clerk Typists and Volunteers in Circulation duties. Over 40% percent of those mentored have been promoted into Library Aide positions, and many of these are now in Circulation Management positions. Find out how you can grow your own too!

**Presenters: Fran Millhouser and Robert Harvey, Fairfax County Public Library**

FRIDAY 9:30-10:15

Room A/B

**Link Checking: A Quicker Path to Quality Web Information**

Quality websites link to other high quality sites; also, the links are the electronic counterpart to citations. Learn to perform complex Boolean link checks to quality websites to locate other centers of excellence. Learn to use the Touchgraph Google Browser to visually display related websites.

**Presenter: Paul Barron, George C. Marshall Foundation**

# Friday, November 10

FRIDAY 9:30-10:15

*Amphitheater*

## **Our Cup Overfloweth: Jefferson Cup Committee Presentation**

Members of the 2006 Jefferson Cup Committee will discuss not only the award-winning titles and honor books, but will present a list of favorites from titles published in 2005 in the area of biography, American history and American historical fiction for young people.

*Presenters: Deborah Wright, Lorry Risinger and members of the 2006 Jefferson Cup Committee*

FRIDAY 9:30-10:15

*Room 2*

## **Stories With a Twist!**

How many ways can you tell the same story? Hundreds! Come learn some wild and wonderful ways to share traditional tales with young children. This interactive session will provide high-energy, fun and educational storytelling activities for the ages 4–10. Learn ways to involve the entire community in exciting storytelling events.

*Presenter: Barbara Spilman Lawson, Virginia Author and Storyteller*

FRIDAY 9:30-10:15

*Room 16*

## **When Passive Is Active: Booklists, Bookmarks & Displays in Readers' Advisory**

Readers' advisory that isn't done in person has been labeled "passive" but book lists, bookmarks, and displays are proactive, in that they reach out to readers who would never approach a librarian. In this session you'll discover a range of new and practical ideas for using these methods to help readers find books they will like.

*Presenters: Neil Hollands and Melissa Simpson, Williamsburg Regional Library*

FRIDAY 9:30-10:15

*Room 17*

## **Why We Still Need Libraries in the Digital Age (VLACRL Section)**

With the advent of digital libraries and ambitious projects such as Google Book Search and DLF Aquifer, some have predicted the demise of the library. In this talk, I will give reasons why no matter how complete our collections of online digital resources become, we will still need bricks-and-mortar libraries.

*Presenter: Bernard Frischer, University of Virginia*

FRIDAY 10:30-12:00

*Auditorium*

## **Second General Session**

**Speaker: Judith Viorst, Author**

FRIDAY 12:00-1:30

*Room 18*

## **Jefferson Cup Luncheon**

**Candace Fleming, author of *Our Eleanor: A Scrapbook Look at Eleanor Roosevelt's Remarkable Life*, the 2006 Jefferson Cup Honor Book Selection. Ticketed event (\$30).**

FRIDAY 1:45-2:30

*Room 2*

## **Animate Your Library**

Interested in anime, but aren't sure how to start? Come and see how easy it is to run this great YA program. We will discuss resources to use, information about the manga and anime culture, and marketing ideas.

*Presenters: Wendy B. Smietana and Marino Rancier, Roanoke County Public Library*

FRIDAY 1:45-2:30

*Center Lounge*

## **Improving Library as Place: Assessing Library Employees**

Learn how one library used a Worklife Survey to improve internal customer service and employee morale.

*Presenter: Lynda White, University of Virginia*

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FRIDAY 1:45-2:30

Room 17

## **In Pursuit of Patents**

Do you find patent searching perplexing? Get answers to your questions about searching for specific patents as well as using the patent classification system in this informative workshop. All you need is an internet connection to take advantage of these rich resources that will greatly benefit your patrons.

**Presenter: Renee Bosman, Virginia Commonwealth University**

FRIDAY 1:45-2:30

Room 3

## **Increasing Philanthropic Support for Libraries**

Learn strategic ways to expand charitable support in highly competitive times. The presentation will cover current trends and solutions for garnering support from individuals, business and industry, private foundations, and other groups. Mary Ellen Stumpf, presenter, brings over 30 years experience in the field and a range of associations with library systems and their foundations.

**Presenter: Mary Ellen Stumpf, Stumpf & Associates, Inc. and The Grants Connection, Inc.**

FRIDAY 1:45-2:30

Room 16

## **Life After Assessment: A Panel Discussion**

This panel will examine the strengths and weaknesses of three common types of assessment: surveys, focus groups, and usability studies. Among other topics, it will discuss ways to increase participation and the use of findings to structure library services and resources. Back by popular demand from the VLACRL Spring Program!

**Presenters: Eric Ackermann, Radford University; Amanda Myers, Mary Baldwin College and Luke Vilelle, Virginia Tech**

FRIDAY 1:45-2:30

Auditorium

## **The Power of Library Marketing: Advertise, Merchandize and Publicize on the Cheap!**

Introduction to library marketing including promoting collections and services, inspirations for low-cost marketing ideas, techniques for using blogs, websites, and the WWW to promote your library, and adapting marketing techniques from the private sector to YOUR library. An interactive presentation.

**Presenter: Matt Todd, Northern Virginia Community College**

FRIDAY 1:45-2:30

Room 11

## **Move Over Terry Gross: Finding Fame and Fortune Through Podcasting Your Own Radio Show**

Who better to talk about the books in your collection than your local authors? Nancy Pearl has the librarian-hosting-an-NPR-show thing sewn up, but you can still develop your own radio show and broadcast it worldwide over the internet. This is the story of how we're doing it in Fairfax County.

**Presenter: Lois Kirkpatrick, Fairfax County Public Library**

FRIDAY 1:45-2:30

Amphitheater

## **Promoting National Library Week with Pizzazz!**

Description: Looking for special ways to market your library during National Library Week? Searching for just the right venue to thank your customers and have them thank you? For the last two years, we've gone over the top during NLW to make sure our patrons notice and appreciate the public good of the Fairfield Area Library. See how to work and play hard to market your library during this annual celebration so your customers will pay attention and pay compliments.

**Presenters: Sharon Crenshaw, Jennifer St. Clair, Diane Bowden and Donna McDonald, County of Henrico Public Library**

# Friday, November 10

FRIDAY 1:45-2:30

Room A/B

## **The DIGITAL DAR: Bringing a Collection to the 21st Century (Sponsored by the Local History Forum)**

Founded in 1890, DAR Library of the NSDAR is one of the nation's leading genealogical research centers with a rich collection of materials. Hear about the materials in the collection, ongoing digitizing projects and information and indexes becoming available online.

**Presenter: Eric G. Grundset, DAR Library, NSDAR**

FRIDAY 2:45-3:30

Room 2

**Beyond the Misty Mountains: Readers' Advisory for Fantasy Fiction**  
Readers' Advisory offers the opportunity for libraries to remain essential, building and shaping the community of readers. Expanding on previous, well-received workshops at VLA, though not limited to experienced readers' advisors, the presenters will take participants through an in-depth tour of the fantasy genre, looking at appeal characteristics, sub-genres, key authors and more. Participants will come away better prepared to connect readers with the fantasy authors that appeal to them.

**Presenters: Barry Trott, Andrew Smith, Williamsburg Regional Library, and Neal Wyatt, Chesterfield County Public Library**

FRIDAY 2:45-3:30

Auditorium

## **Challenges to Library Resources—How to Prepare and Respond (Intellectual Freedom Comm)**

Challenges to Constitutionally protected material available to our library patrons range from internet filtering legislation to demanding books be removed from the collection. Members of the VLA Intellectual Freedom Committee and an expert in First Amendment law will review how libraries can prepare for challenges to materials and how to best respond to a challenge if it occurs. A lively discussion of current policies and strategies will be encouraged.

**Presenter: Paul Rittelmeyer, University of Virginia**

FRIDAY 2:45-3:30

Room 11

**Go Wild About Science in the Library**  
Go Wild! is an educational assembly program that demonstrates the library as a place to conduct scientific inquiry. Through puppets, magic and storytelling, Steve Somers shows how to motivate young readers to read and research in the library while they laugh so hard they don't even realize they are learning.

**Presenter: Steve Somers, Amazing Teacher**

FRIDAY 2:45-3:30

Room A/B

## **New News About the Old News: Civil War Newspapers and Digital Collaboration**

This session will explore the development of a grant to digitize three Civil War area newspapers: *Richmond Daily Dispatch*, *The Boston Liberator*, and the *Philadelphia Daily Dispatch*; how historians plan to use them and how collaboration with another University impacted the technology, organization and teaching/learning of both institutions.

**Presenters: Jim Gwin and Dr. Robert Kenzer, University of Richmond**

FRIDAY 2:45-3:30

Room 16

## **Pulling the Plug: The end of a Consortium-based Virtual Reference Service**

After five years of operation, the members of the Washington Research Library Consortium decided to discontinue providing shared virtual reference service. This presentation will discuss the evolution of the service, describe the process used to reach this decision and other insights in to what contributed to this service decision.

**Presenters: Gail Flatness and Ellen Smith, Marymount University**

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FRIDAY 2:45-3:30

Room 17

**Sex and Life Styles: How These are Finding a Place in Children's Literature**  
Fractured Fairy Tales and cautionary tales abound. Are these new ways of promoting different lifestyles? Have books on sex for children, particularly young children, gotten better? How do you decide? Where do you put them in your collections? Who is the audience? What's good and what isn't? Come and look at these books, discuss these questions, and see what you think.

**Presenter: Noreen Bernstein, Williamsburg Regional Library**

FRIDAY 2:45-3:30

Amphitheater

**The Jamestown Adventure: Accounts of the Virginia Colony, 1605–1614.**  
Editor Ed Southern will discuss his book, *The Jamestown Adventure*, which collects first-hand accounts of the challenges faced by the first permanent English Colony in America.

**Presenter: Ed Southern, Author**

FRIDAY 2:45-3:30

Center Lounge

**Using a Wiki for Staff Communication**  
A wiki—a simple website that allows anyone to quickly add or edit content—can be a robust and flexible tool for staff communication. At the University of Virginia Library, our staff are using a wiki to share information across desk shifts, to keep technical documentation up to date, and to improve access to procedures manuals.

**Presenters: Chris Ruotolo and Erin Stalberg, University of Virginia**

FRIDAY 2:45-3:30

Room 3

**Virginia's National Library Service for the Blind and Physically Handicapped Program**

This presentation will provide information about free audio, braille, and descriptive video services available to qualified readers in Virginia. Attendees will learn how to access information for patrons who are print disabled, as well as an array of materials in adapted format from around the country, Canada and Great Britain.

**Presenters: Barbara McCarthy, Department for the Blind and Vision Impaired, and Nancy Buck, Central Rappahannock Regional Library**

FRIDAY 3:45-4:30

Room 11

**VLA 2007 Conference Committee Meeting**



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*The Virginia Shop*

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Williamsburg, VA  
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BOOTH: 606, 608 & 610

## **Association Book Exhibit**

8403L Richmond Hwy  
Alexandria, VA 22309  
(703) 619-5030

Booth Representatives: Mark Trocchi,  
Exhibit Manager and Jim Powell, Exhibit  
Representative.

*Association Book Exhibit is a combined display  
of new and current titles of professional interest  
from leading publishers worldwide.*

BOOTH: 303

## **AWE**

1012 W. 9th Ave.  
King of Prussia, PA 19406  
(610) 354-8680

Booth Representatives: Karl Thornton  
and Dennean Hatfield.

BOOTH: 502

## **Baker & Taylor**

2550 West Tyvola Rd.  
Suite 300

Charlotte, NC 28217  
(704) 998-3231

Booth Representatives: Gardner Cobb and  
Margaret Cryer.

*Baker & Taylor, based in Charlotte, N.C., is a  
global information and entertainment services  
company that offers books, DVDs, music and  
related services to libraries, educational institu-  
tions, and retailers. A wholesaler representing  
more than 72,000 book publishers and 7,000  
audiovisual producers with a database of more  
than 4.3 million titles.*

BOOTH: 310

## **BBC Audiobooks America**

42 Whitecap Drive  
North Kingston, RI 02852  
(401) 295-3800

Booth Representative: Leah Kadolph,  
Southeast Territory Sales Representative.  
*We are a leading publisher/distributor of  
unabridged audiobooks and radio collections for  
adults and children. We also carry BBC DVD  
hardcover adult print fiction & children's print  
packages. We offer flexible standing order plans  
and superior customer service.*

BOOTH: 505

## **BioOne**

14400 Midway Road  
Dallas, TX 75244  
(800) 843-8482

Sales Representative:  
Carrie Esch, BioOne Marketing  
Representative.

*Come hear the exciting news as BioOne  
announces the launch of a second collection in  
the fields of organismal and integrative biology,  
including ecology and the environment. Content  
will include the full texts of peer-reviewed  
journals and supplemental research materials.  
Planned for online access starting in January,  
2007, the new collection will be available on  
subscriptions in combination with the existing  
collection or separately.*

BOOTH: 503

## **Blackstone Audiobooks**

PO Box 969  
Ashland, OR 97520  
800-729-2665

Booth Representatives: Alan Recko and  
Clay Feeter, Sales Representatives.

*We publish audiobooks for the library market.*

BOOTH: 507

## **Blackwell Publishing**

350 Main St.  
Malden, MA 02148  
(781) 388-8450

Booth Representatives: Michael Schluter,  
Account Manager and Kathi Schaeffer,  
Sales Coordinator.

*Blackwell Publishing is the worlds leading soci-  
ety publisher, partnering with 665 academic,  
medical, and professional societies. Blackwell  
publishes over 800 journals, including digi-  
tized backfiles to volume 1, Compass review  
journals and Blackwell Reference Online. Visit  
Blackwell Synergy the highly popular, linked  
and searchable online journals platform with a  
million registered users ([www.blackwell-synergy.com](http://www.blackwell-synergy.com)).*

BOOTH: 412

## **Books on Tape/Listening Library**

400 Hahn Road  
Westminster, MD 21157  
(800) 733-3000

Booth Representative: Tim McHale, Sales  
Representative.

*Unabridged audio books for adult and children;  
Random House Large Print Books; Living  
Language, foreign languages and ESL.*

# Exhibitors 2006

BOOTH: 102

**Bound to Stay Bound Books**

1880 West Morton  
Jacksonville, IL 62650  
Booth Representative: David Harrington,  
Sales Representative.  
*BTSB provides prebound juvenile library books  
with full processing & automation support  
available.*

BOOTH: 501

**Bowker**

630 Central Ave.  
New Providence, NJ 07974  
(908) 219-0076  
Booth Representatives: Jade Green, Senior  
Manager Northeast Region and Randy  
Boecker, Large Market & Consortia  
Manager.  
*Electronic databases for libraries, publishers  
and booksellers.*

BOOTH: 306

**Brodart Co.**

500 Arch Street  
Williamsport, PA 17701  
(570) 326-2461  
Booth Representative: Jeff Meskill, Sales  
Representative.  
*Brodart is the premier supplier of shelf-ready,  
cataloged and processed materials for both  
public and school libraries.*

BOOTH: 112

**Business Technologies, Inc.**

1256 Progress Rd.  
Suffolk, VA 23434  
(757) 538-3320  
Booth Representatives: Julie Edge and  
Lura Bishton.  
*We provide space management and storage solu-  
tions for library and archival needs, including  
bookstacks (stationary and compact) and vari-  
ous multi-media storage requirements such as  
CD, VHS, DVD microfilm and film storage.*

BOOTH: 601

**BWI**

1847 Mercer Road  
Lexington, KY 40511  
800-888-4478  
Booth Representative: Kimberly Powers,  
Regional Account Manager.  
*BWI is a full service vendor with professional  
Collection Development, Cataloging, and Pro-  
cessing staff, dedicated exclusively to meeting the  
individual needs of public libraries nationwide.*

BOOTH: 404

**Capstone Press**

**Compass Point Books, Picture  
Window Books & Stone Arch Books**  
151 Good Counsel Drive  
Mankato, MN 56002  
(804) 633-6785  
Booth Representative: Rick Beale, Direct  
Sales Representative.

BOOTH: 204

**Childcraft Education/  
ABC School Supply**

12425 Gayton Bluffs Lane  
Richmond, VA 23233  
(804) 364-2012  
Booth Representative: Patsy Little, Educa-  
tional Sales Consultant.  
*Provides literacy materials for ages infant  
through third grade including exclusive big books  
as well as literacy furniture and supplemental  
educational materials.*

BOOTH: 500

**D.G.I.**

12532 Branders Bridge Rd.  
Chester, VA 23831  
(804) 748-6448  
Booth Representatives: Steve Hawkins,  
Sales Manager and Tam Moody,  
President.  
*D.G.I. is your one stop source for planning and  
furnishing all of your library equipment needs.*

BOOTH: 304

**Davidson Titles, Inc.**

2345 Dr. F.E. Wright Dr.  
Jackson, TN 38303  
(800) 433-3903  
Booth Representative: Gary Lewis, Sales  
Consultant.  
*Davidson Titles, Inc. provides library books  
and videos for all ages. Full cataloging, process-  
ing and collection development are available.  
Visit our website, [www.davidsontitles.com](http://www.davidsontitles.com).*

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BOOTH: 611

## **Drexel University Online**

3001 Market Street, Suite 300  
Philadelphia, PA 19104  
(215) 895-0919

Booth Representative: Maura Buzad,  
Business Development Specialist.

*Drexel University, ranked by U.S. News & World Report as one of "America's Best Colleges for 2007," offers accredited online degree programs that boast no career interruption or commute to campus. Designed for working professionals, our quality programs and e-Learning method ensure that students will enjoy and benefit from the online experience. Students may take advantage of our educational partnerships with leading employers to receive special reduced tuition rates and academic credits for work-related experience. Advance your career today without compromising quality for convenience! For more information, visit us online at [www.drexel.com](http://www.drexel.com), call toll free at (877) 215-0009, or email [info@drexel.com](mailto:info@drexel.com).*

BOOTH: 206

## **EBSCO Information Services**

P.O. Box 2543  
Birmingham, AL 35202  
(800) 633-4604

Booth Representatives: Berry McMurray,  
Steve O'Dell, Sales Representatives and  
Merrill Smith, Accounts Service Manager.  
*EBSCO provides integrated access to serials information including global print & electronic subscription.*

BOOTH: 504

## **Hayes Large Architects LLP**

203-J Harrison Street, SE  
Leesburg, VA 20175  
(703) 779-9975

Booth Representatives: G. Randolph  
Hudson, ATA, Partner/Architect and  
Joyce Lowe, Architect.

*Hayes Large Architects, a full-service architectural/engineering firm, has created exceptional architecture for learning, healing, and culture for over 30 years.*

BOOTH: 207 & 209

## **Highsmith, Inc.**

5817 Dorrington Circle  
Glen Allen, VA 23059  
(804) 360-4506

Booth Representatives: Mark Stichter,  
District Sales Manager and Sherry Stichter,  
Sales Assistant.  
*Library furniture and equipment.*

BOOTH: 108

## **Imagex, Inc.**

1985 Isaac Newton Sq  
Reston, VA 20190  
(434) 665-4669

Booth Representative: Robert Harris,  
Regional Manager.

BOOTH: 602

## **Ingram Library Services, Inc.**

One Ingram Blvd.  
La Vergne, TN 37086  
(800) 937-5300

Booth Representative: Candy Ortman.  
*Ingram Library Services combines the largest book inventory in the industry with fast delivery, collection development programs, and shelf-ready services for public, academic, and school libraries. Learn more at [ingramlibrary.com](http://ingramlibrary.com).*

BOOTH: 301

## **Innovative Interfaces**

5850 Shell Mound Way  
Emeryville, CA 94608  
(510) 655-6200

Booth Representative: Tom Jacobson,  
Sales Manager.

*Innovative Interfaces Inc is the world's leading provider of web powered, Java based automated library systems. Innovative's systems are installed in thousands of libraries in 42 countries worldwide.*

BOOTH: 305

## **Jobshop, Inc.**

84 Oakland Rd.  
Asheville, NC 28801  
(888) 562-5480

Booth Representatives: Pat Irwin, President and Peggy Irwin, Vice President.  
*Jobshop, Inc. publishes proven job-search materials that are ideal for your career resource area. Please come by our booth to see the 75 titles and sign up for a free preview set.*

BOOTH: 105

## **John F. Blair, Publisher**

1406 Plaza Drive  
Winston-Salem, NC 27103  
(336) 768-1374

Booth Representative: Ed Southern.  
*John Blair Publisher is a general trade book publisher focusing on books about the southeastern United States.*

BOOTH: 313

## **LexisNexis**

7500 Old Georgetown Rd.  
Bethesda, MD 20814  
(301) 654-1550

Booth Representative: Beth Bigman.

BOOTH: 103

**Liberty Systems, Inc.**

1313 Roth Avenue  
Allentown, PA 18102  
(800) 487-6421

Booth Representatives: David Kingsburg, President, James Malise, Vice President, Brad Kingsburg, Account Representative. *We sell library shelving, library furniture and compact shelving. We are also available to assist in budget pricing, space planning, floor layouts and CAD drawings at no cost or obligation.*

BOOTH: 114

**Library Interiors Inc.**

13 Guy Court  
Rockville, MD 20850  
(301) 294-1133

Booth Representative: Paula Altman.

BOOTH: 511

**MELOS, Inc.**

7331 Dudie Road  
Marshall, VA 20115  
(540) 349-9571

Booth Representatives: John Carpenter, President, Jim Sluis, Vice President. *Library shelving and furniture.*

BOOTH: 314

**Midwest Tape**

6950 Hall Street  
Holland, Ohio 43528  
(800) 875-2785

Booth Representative: Eric Timm, Sales Manager.

*Midwest Tape provides a full line DVD movies and CD music formats. We offer OCLC cataloging, customized processing, and standing orders. We pride ourselves on superior customer service and a user friendly website.*

BOOTH: 113

**NMS Imaging, Inc.**

12041 Bournefield Way, Suite A  
Silver Spring, MD 20904  
(240) 645-4254

Booth Representatives: Barry Levin, Micrographics Product Specialist and Joseph Grant, Micrographics Product Manager.

*A leading provider of Konica, Minolta, Microform Scanners, reader printers and digital publication scanners, as well as a leading provider of document management solutions offering statewide service and support for over 34 years.*

BOOTHS: 401/403/405/407

**O'Brien Associates**

3913 Deep Rock Road  
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(804) 346-2424

Booth Representative: Mark and Reed O'Brien, Sales Representative.

*Hardcover reference materials and children's nonfiction and fiction books.*

BOOTH: 201

**OCLC CAPCON Service Center**

1990 M. Street NW  
Suite 200  
Washington, DC 20036  
(202) 331-5771

Booth Representatives: Shelly Edmunds, Interim Executive Director and James Pryor.

BOOTH: 101

**Office Movers, Inc. –  
Library Services Division**

6500 Kane Way  
Elkridge, MD 21075  
(410) 799-3200

Booth Representatives: James H. Durfee, Vice President Marketing & Business Development and Steve Gilbert, Vice President Special Services.

*Office Movers, Inc. – Library Services Division – specializes in library and high-density file system relocations. Our proprietary equipment and professional staff ensure the accurate and efficient packing, moving, and re-shelving of your books and documents.*

BOOTH: 308

**OverDrive/Digital Library Reserve**

8555 Sweet Valley Drive, Suite C  
Cleveland, Ohio 44125  
(216) 573-6886

Booth Representatives: Mike Shontz. *Learn how libraries around the world offer their patrons best selling audiobooks, e books, music and movies for download through customized library branded web sites.*

BOOTH: 509

**PBS & Annenberg Media**

3826 Jay Avenue  
Alexandria, VA 22302  
703-379-0425

Booth Representative: Don Taylor.

*PBS: educational video and documentaries. Annenberg Media: Teacher training video programs and classroom student videos teaching complete subjects.*

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BOOTH: 212

#### **Perma-Bound Books**

10257 Radford Mill Terr.  
Mechanicsville, VA 23116  
(804) 368-0318  
Booth Representative: Dan Burke.

BOOTH: 307

#### **Presence By Linda**

3536 Cherry Valley Drive  
Olney, Maryland 20832  
(301) 437-7427  
Booth Representative: Linda Ginsburg,  
Owner.  
*Presence by Linda. Antique collection of sterling  
silver, fashion jewelry, designer copies and  
handbags.*

BOOTH: 211

#### **ProQuest Company**

789 E. Eisenhower Parkway  
PO Box 1346  
Ann Arbor, MI 48106  
(734) 761-4700  
Booth Representatives: Donna Manges,  
Mary Hellner and Chako Morgan.  
*ProQuest is a premier provider of information  
databases and curricular resources available  
electronically to government and military libraries,  
teaching faculty, educational institutions,  
and researchers worldwide. For more information  
call 800-521-0600 or stop by Booth 211.*

BOOTH: 213

#### **PSA - Dewberry**

8401 Arlington Blvd  
Fairfax, VA 22031  
(703) 849-0406  
Booth Representatives: Dan Moore, AIA,  
Principal and Michael McGeady, Business  
Development.  
*PSA-Dewberry is a library specialist with  
consultants and designers providing pre-design,  
planning, building design, interior design and  
thematic interiors for clients across the country.  
Our library designs provide something and  
someplace for everyone.*

BOOTH: 203

#### **Quality Books, Inc.**

1003 W. Pines Rd.  
Oregon, IL 61061  
(815) 732-4450  
Booth Representatives: Karen Pollok and  
Charlie Pollok.

BOOTH: 512/613

#### **Rancern Wildman Architects**

601 Thimble Shoals Blvd.  
Newport News, VA 23606  
(757) 873-6606  
Booth Representatives: Barbara J. Grecco,  
Director of Marketing and Nelson  
Rancern, President.  
*Library architectural, planning and interior  
design services.*

BOOTH: 302

#### **Recorded Books LLC**

270 Skipjack Rd.  
Prince Frederick, MD 20678  
1-800-638-1304  
Booth Representative: David Wiley, Sales  
Representative.  
*Recorded Books produces and distributes  
unabridged audiobooks and other audio prod-  
ucts direct to public and university libraries,  
in cassette, cd and downloadable formats.  
Over 6,000 titles, narrated by professional  
award-winning actors, are available in durable  
packaging designed for high circulation. The  
company also distributes DVD and VHS films  
and music.*

BOOTH: 312

#### **RTI Disc Repair**

4700 Chase  
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(800) 323-7520  
Booth Representatives: Michael Rozner,  
Regional Sales Manager and Bill  
Wolavka, VP of Sales.  
*DiscChek removes deep scratches from CDs,  
DVDs, and Books-on-CD via exclusive flat-  
polishing technology; inspector differentiates  
between playable and non-playable discs.*

BOOTH: 410

#### **Scholastic Library Publishing**

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Danbury, CT 06816  
(203) 797-3826  
Booth Representatives: Sandy Howells  
and Alex Downing, Account Executives.

BOOTH: 202

**School of Library and Information Science, University of South Carolina**  
Columbia, SC 29208  
(803) 777-3858

Booth Representative: Virginia Wallace, School of Library and Information Science.

*The School of Library and Information Science at the University of South Carolina offers Masters and Specialist Degrees. A Certificate of Specialization is also offered. The PH.D program will begin in Fall 2007.*

BOOTH: 508

**Sentry Technology Corporation**  
1881 Lakeland Ave.

Ronkonkoma, NY 11779  
(800) 255-1563

Booth Representative: Michael J. Stack, Library Account Executive.

*Sentry Technology (formerly Knogo/ID Systems) designs, manufactures, sells, and services EM and RF library security systems, patron self-check out systems, CCTV, RFID, and Access Control.*

BOOTH: 311

**SOLINET**

1438 West Peachtree St.  
Atlanta, GA 30309  
(800) 999-8558

Booth Representatives:

*SOLINET provides products and services to member libraries in 10 southeastern states. We offer products and services in the following areas: consulting, digital services, electronic databases, OCLC services, preservation and educational services.*

BOOTH: 600

**STAT-USA (Department of Commerce)**  
14th & Constitution Ave. NW Room 4883

Washington, DC 20230  
(202) 482-3429

Booth Representatives: Forrest Williams, Director, STAT-USA and Sarita Moore, Customer Service Specialist, STAT-USA. *STAT-USA provides the public with access to key business, economic, and international trade information. STAT-USA's mission is to produce, distribute, and assist other government agencies in producing world-class business, economic, and government information products that U.S. businesses and the public can use to make intelligent, informed decisions.*

BOOTH: 208

**The Children's Literature Comprehensive Database Co., LLC**

1735 Shadywood Road  
Bethesda, MD 20817  
(301) 469-2070

Booth Representative: Sheilah Egan, Sales Representative.

*CLCD is an internet based acquisition research and reference service that offers over one million MARC records, more than 300,000 reviews of children's books preK to 12th grade from 35 review sources; over 400,000 entries for awards prizes, State and provincial reading lists; and 110,000 author/illustrator links, 40,000 book jackets, etc. — all full text searchable.*

BOOTH: 413

**The Design Collaborative**

230 N. Lynnhaven Rd.  
Virginia Beach, Va. 23452  
(757) 340-4272

Booth Representative: Richard Fitts, AIA, President and Edward Lazonon, AIA, Vice President.

*Library planning, programming, building design, architectural services.*

BOOTH: 409

**TLC – The Library Corporation**

Research Park  
Inwood, WV, 25428  
(304) 229-0100

Booth Representative: Bradley Cole, Automation Consultant.

*See the latest TLC technologies that work with any library automation system. Choose OPAC concept mapping (Seach, discover, refine), authority control, web-based acquisitions; REID, and automated materials handling.*

BOOTH: 406 & 408

**The Media Choice**

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PO Box 706

Oakton, VA 22124  
(703) 620-4952

Booth Representatives: Dolores Curtis, Representative.

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BOOTH: 107 & 109

**The Virginia Shop at  
The Library of Virginia**

800 E. Broad Street  
Richmond, VA 23219  
(804) 692-3530

Booth Representative: Rita Joyner,  
Manager, The Virginia Shop, and Mary  
Hudson, Assistant Manager, The Virginia  
Shop.

*The Virginia Shop at the Library of Virginia  
offers a unique and distinctive assortment of  
publications, gifts and prints related to the  
library's collection. We are also pleased to offer  
VLA speakers books for sale at our booth.*

BOOTH: 510

**Thomson Gale**

27500 Drake Rd.  
Farmington Hills, MI 48331  
(248) 699-4253

Booth Representative:  
*Thomson Gale (www.gale.com), part of The  
Thomson Corporation, is a world leader in  
print and electronic publishing for libraries,  
schools and businesses.*

BOOTH: 214

**3M Library Systems**

3M Center Bldg. 0225094-N-14  
St. Paul MN, 55144  
(703) 868-1287

Booth Representative: Virginia Wichern,  
Sales.  
*3m V-Series. Self Check.*

BOOTH: 210

**Vigil Networks, Inc.**

216 Rosecommon Lane  
Cary, NC 27511  
(919) 244-4375

Booth Representative: Randy Schultz,  
President.  
*Providing IT solutions to the library market —  
showcasing wireless and internet filtering.*

BOOTH: 205

**VTLS Inc**

1701 Kraft Drive  
Blacksburg, VA 24060  
(540) 557-1200

Booth Representative: Bob Pillow, Mar-  
keting & Sales Manager.  
*VTLS, Inc. (www.vtls.com) is a leading  
global company that creates and provides  
visionary technology in library solutions. We  
serve a diverse customer base of more than 900  
libraries in over 35 countries. VIRTUA is our*

*premier ILS solution. VTRAX is our RFID  
technology offered through partnerships with  
Tagsys, TI and FKI Logistex. VITAL is our  
institutional repository solution and provides  
cutting edge software and services for Digital  
Libraries. VTLS is also one of the few ISO  
9001:2000 quality certified companies within  
the library industry.*

BOOTH: 309

**World Book, Inc.**

233 N. Michigan Ave. Ste 2000  
Chicago, IL 60601  
(800) 975-3250

Booth Representatives: Elaine Wein-  
garten, Mike Novis, and Judy Kirby,  
Representatives.  
*Online and print-reference and other educa-  
tional products. The most trusted name since  
1917.*

BOOTH: 411

**W.T. Cox Subscriptions Inc.**

201 Village Road  
Charlotte, NC 28470  
(800) 571-9554

Booth Representative: Dana Reevis,  
Regional Sales Mg.  
*WT Cox is a full service serials vendor serv-  
icing the library community for over 30 years.  
Services include an online account and elec-  
tronic journal management.*

BOOTH: 110

**Young & Watson, Inc.**

PO Box 803  
Severna Park, MD 21146  
(410) 647-6090

Booth Representatives: Jim Green, Presi-  
dent and Margaret Mier, Office Manager.  
*Steel-wood-mobile library shelving and fur-  
niture. Traditional laminate casework and  
equipment.*

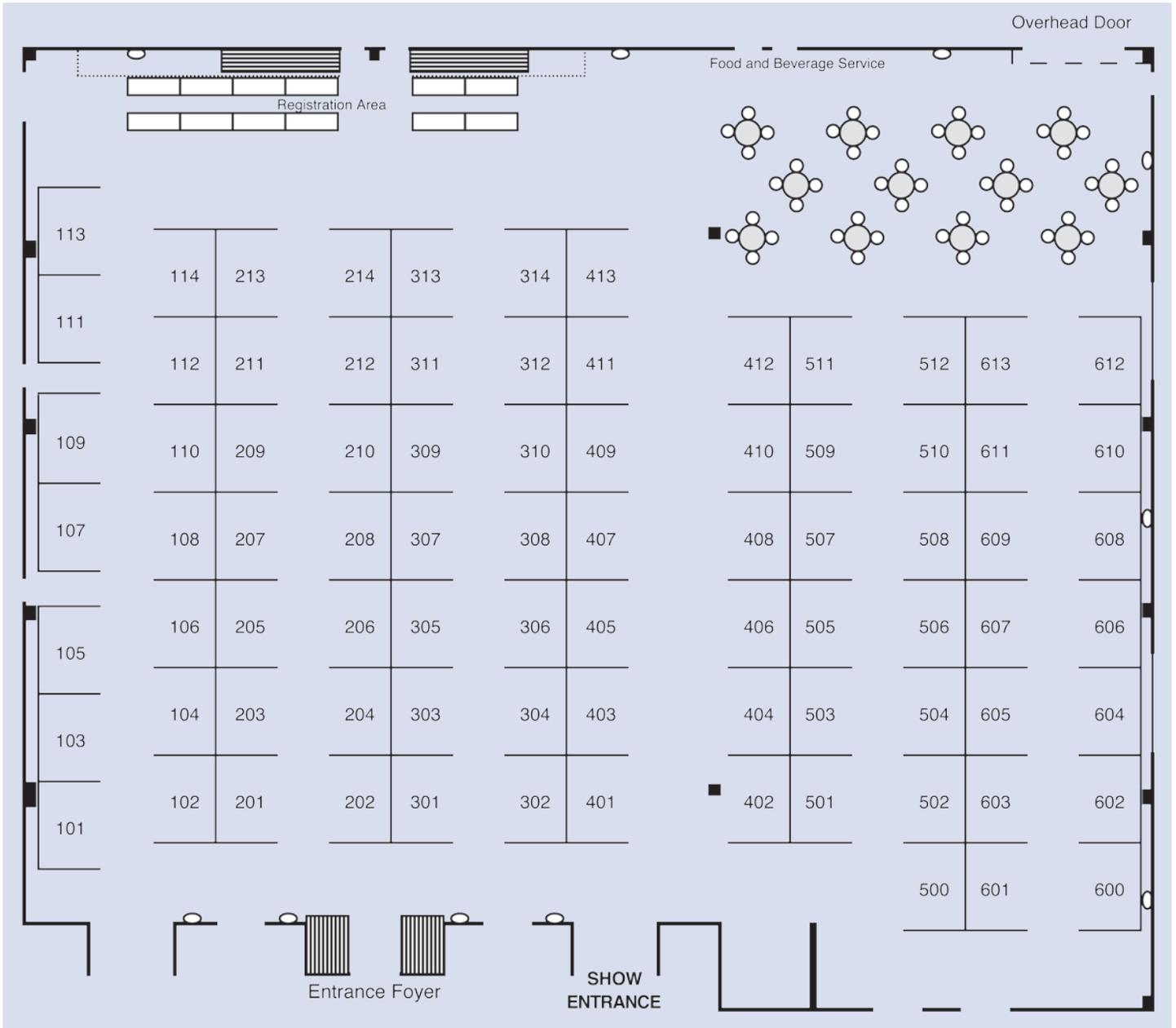
BOOTH: 506

**Young Audiences of Virginia**

420 North Center Dr. Ste 239  
Norfolk, VA 23502  
(757) 466-7555

Booth Representatives: Tom Crockett,  
Associate Director and Michael Williams,  
Artistic Director.  
*Young Audiences creates dynamic educationally  
sound arts programming for children. We work  
to create a partnership between art and core  
curriculum as the cornerstone of innovative  
education, a catalyst for learning.*

# Exhibit Hall



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