Welcome!

Welcome to the 105th Annual Conference of the Virginia Library Association. In the past year we have lived through the tragedies of war, fiscal upheaval and ecological disaster. It is time for us to come together to refresh and renew ourselves.

The theme for this year’s conference is Libraries; Keeping Vision and Focus in Challenging Times. In difficult times such as we are now facing, we must constantly remind ourselves of our library’s vision and remain focused on providing quality service to each individual that we encounter whether in person or through our electronic connections.

Our time together begins with pre-conferences on Wednesday afternoon. On Thursday, October 21st, the General Session speaker will be Dr. Scott Reynolds Nelson, Legum Professor of History at the College of William and Mary. The topic will be John Henry. His presentation will include music and will emphasize the treasures found in Virginia libraries. Friday, October 22nd General Session attendees will hear the Association’s annual report and witness the changing of Association officers. The speaker for the general session will be Wanda Urbanksa, a well known author and expert on simple living who will speak on “A Greener Library, A Greener You.”

In addition to our regular program offerings during the day on Thursday and Friday for the second year VLA/CRL will be hosting a “conference within a conference” with sessions of interest to academic librarians. On Thursday evening come prepared to show your talents as we do ballroom dancing during the annual conference social.

As you enjoy the company of friends both new and old and learn from the many program offerings remember to visit the exhibits and talk to vendors in the exhibit hall. Discover what is new and exciting and express your appreciation to our vendors for coming and being a vital part of our conference experience. Without their presence our conference would not be possible.

Enjoy your stay in Portsmouth. This is a new and exciting venue for our Annual Conference. Our conference hotel is on the waterfront with walking access to historic sites, restaurants and museums. From the hotel door it is a short walk to catch the free water taxi to downtown Norfolk where history and shopping abound. Learn, refresh, relax, and enjoy!

I am delighted to welcome you to historic Portsmouth and your Association’s 2010 conference.

John A. Moorman
President
Virginia Library Association
Conference Information

Exhibits
Exhibits will be open Thursday from 9:00-5:00 and on Friday from 7:30-12:00. Please plan to visit the Exhibits.

Box Lunch
If you requested the $5.00 box lunch a ticket will be in your conference registration packet. Box lunches will be distributed in the Exhibit Hall from 11:45–1:00 and you must have your pre-paid ticket to pick them up.

Book Signings
Please visit Booth #21 in the Exhibit Hall to purchase books of the keynote speakers. Keynote speakers will sign books immediately after their sessions at Booth #21.

Conference Committee
Elizabeth Speigle, Chair
City of Newport News

Sherida Bradby
Pamunkey Regional Library

Todd Elliott
Portsmouth Public Library

Morel Fry
Old Dominion University

Kathryn Harrison
Curriculum Specialist

Mark Lenker
Longwood University

John A. Moorman
Williamsburg Regional Library

Sarah Smith
Radford University

Lisa Varga
VLA Executive Director

Lydia Williams
Longwood University

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Timothy F. Bresnahan, Stanford University

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Volume publishes in December • Online & In Print • http://financial.annualreviews.org
Co-Editors: Andrew W. Lo, Massachusetts Institute of Technology
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Wednesday

Preconferences

WEDNESDAY 9:00–5:00 — CHURCHLAND BRANCH OF THE PORTSMOUTH PUBLIC LIBRARY

Beginning Genealogy with the Use of Online Resources — Cost $40
The pre-conference session will describe both the basic information resources needed for conducting genealogy research as well as reviews and demonstrations of high quality online databases used to conduct this research. The session will end with a tour of the Ester Murdough Wilson Local History Room at the Portsmouth Public Library System’s Main Library.
Presenter(s): Gregg Grunow, Newport News Public Library, Laura Wickstead, Roanoke Public Library, Jean Cooper, University of Virginia, and Carolyn Barkley, Retired, Virginia Beach Public Library.

WEDNESDAY 9:00–12:00 — COMMODORE ROOM

Librarians as Leaders: Leadership & Management Topics They Didn’t Teach You In Library School — Cost $25
Leadership and management roles must be assumed in all sorts of organizations, and libraries are no different. However, very few library science programs prepare librarians for the inevitable roles of leadership and management that come with an advancing career. This session will address leadership and management basics that will help supervise employees, create effective teams, and resolve conflicts. Participants will be given tools to identify and enhance their own leadership styles, strengths and weaknesses.
Presenter(s): Nan Carmack, Campbell County Public Library, Elizabeth Hensley and Clara Hudson, Culpeper County Library.

WEDNESDAY 1:00–4:00 — ADMIRAL ROOM

Can We Talk? Identifying the Best Books for Youth — Cost $25
Skillful book discussion and evaluation is the foundation for all facets of library work with youth: readers advisory, collection development and programming. Whether you’re new to evaluation, wonder about its value, or would like to start a book discussion group with kids, teens or adults, join experienced evaluators from Capitol Choices to learn how it’s done. Hands-on book discussion in small groups, a look at the resources available on our new web site, and a preview of 2010 titles nominated for our annual list will help you connect children, teens, parents and teachers with the best books.

Capitol Choices is a lively group of librarians, teachers, booksellers and children’s literature specialists from Virginia, Maryland and the District of Columbia who meet monthly as well as online to select the hundred best books and audiobooks published annually for children and teens. Find us on Facebook and at www.capitolchoices.org.
Presenter(s): Caroline Parr and Rebecca Purdy, Central Rappahannock Regional Library and Kristi Jemtegard, Arlington County Public Library.

WEDNESDAY 3:30–5:00

Tour (No Charge)
Come tour the new Portsmouth Campus of Tidewater Community College and the Churchland Branch of the Portsmouth Public Library. Transportation provided on a first-come first-serve basis. Please meet in the hotel lobby at 3:30.
Thursday, 10:00 AM — Holley Ballroom I-VII

Opening General Session Speaker: Scott Nelson

**Take This Hammer: The Death of John Henry and the Birth of Rock & Roll**

Since 1909, when the ballad of John Henry first appeared, scholars have assumed that the legend of the black man who “died with a hammer in his hand” was an untraceable legend. Using a peculiar mix of archival sources—folklore, penitentiary records, court documents, and engineering notes—Professor Nelson will tell the story of a nineteen-year-old black man taken up for “housebreaking” under the infamous Black Codes of Virginia. Nelson will show how John Henry and nearly one hundred other convicts died hammering through the Lewis Tunnel on the Chesapeake & Ohio Railway. The song “John Henry” has always had multiple meanings: as a story of man versus machine, as a depiction of black strength and pride, but also as a mourning song about shameful deaths that no one would acknowledge. By looking carefully beneath the surface of a song, we find that one of America’s most enduring legends rests on a tragic story of unmarked graves.

Scott Nelson is Legum Professor of History at the College of William and Mary. Among his books are *Steel Drivin’ Man*, which explores the real life and legend of railway hero John Henry. Published by Oxford University Press in 2006, it won three national prizes: the OAH’s Merle Curti Prize, the Anisfield-Wolf prize for the best American book about race, and the National Award for Arts Writing. In 2008, National Geographic published Nelson’s Young Adult book about historical research (co-authored with Marc Aronson), entitled *Ain’t Nothin’ But a Man*. It received a full-page review in the *New York Times*, won seven national prizes, and was named a best book of 2008 by *Publishers Weekly, Booklist*, and the Chicago Public Library. His current book, *Crash: An Uncommon History of America’s Financial Disasters*, will be published by Knopf in 2012.
Wanda Urbanska is a nationally known author and expert on simplicity and has helped to identify and define one of the top trends of our time—the quest for simplicity in our overbooked, environmentally challenged, high-tech era.

She is the author or co-author of six books, including *Simple Living: One Couple's Search for a Better Life* (Viking/Penguin: 1992), *Moving to a Small Town* (Simon & Schuster: 1996), *Christmas on Jane Street* (William Morrow & Co.: 1998), and *Nothing's Too Small To Make A Difference* (2004). She hosted the PBS primetime special *Escape from Affluenza: Living Better on Less* and has appeared on the *Oprah Winfrey Show*, the *Today* show, *CBS This Morning* and many more. She was heard on NPR’s *All Things Considered*. Her series, *Simple Living With Wanda Urbanska*, is currently airing on PBS stations nationwide.

A graduate of Harvard University, Urbanska has published in *The Washington Post*, the *Los Angeles Times*, the *Chicago Tribune*, USA *Today*, and in such magazines as *Vogue*, *Glamour*, *Shape*, *New Woman*, *McCall’s*, the *Rotarian* and others. She has been featured in *The New York Times*, *The Washington Post*, the *London Daily Telegraph*, and many others.

Wanda Urbanska is active in community life in her hometown of Mount Airy, North Carolina, where she is past chairman of the board of the Greater Mount Airy Chamber of Commerce. A member of the Mount Airy Rotary Club, a past board member of the United Fund of Greater Mount Airy, she has graduated from several local and regional leadership training programs. In 2005, she was honored with the prestigious annual “Community Awareness Day” award for her leadership in media as host and producer of the *Simple Living With Wanda Urbanska*. In 2006, she was awarded the Amicus Poloniae (Friend of Poland) by the Polish Ambassador to the United States for her efforts to promote cooperation and friendship between the two nations.
The Jefferson Cup Luncheon will be held on Friday, October 22 at 12:30 in the Holley Ballroom IV. Ticket sales are limited to 150.


Writing in simple yet elegant free verse, Ann E. Burg brings readers into the world of Matt Pin. Airlifted out of Saigon during the Viet Nam war at age 10, Matt has spent the last two years learning the ways of his adoptive American family. Now 12, Matt has gained enough confidence to try out for his school’s baseball team and has bonded with his adoptive family, which includes his mother, father, and toddler brother. However, Matt cannot escape the residual guilt he feels over leaving his younger brother by birth behind in Viet Nam, nor can he reconcile the claims that his birth mother loved him with the fact that she sent him away. Matt is convinced that he was sent away from his Vietnamese family as a punishment for a horrifying accident which maimed his little brother.

As he undertakes the daily activities of American boys, such as baseball games and homework, Matt remembers his life in Viet Nam. His experiences of bombs, war, and loss compel Matt to gather together the broken pieces of baseballs and other detritus of his American life in case he loses everything again. On a deeper level he gathers together the broken pieces of his Vietnamese life and uses them to become whole again and to help the Viet Nam veterans he meets who have a hard time coping with their experiences in the war.

Ann E. Burg’s first novel for young adults is a compelling work of historical fiction that examines the experiences of Vietnamese children brought to a new life in America, as well as the difficulties faced by Viet Nam veterans after the war. Beautifully and powerfully told, Burg’s novel brings to life the experiences of children who are often overlooked in remembrances of the Viet Nam war. Burg has created an outstanding work that will stay with readers long after the last page has been read.
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Once you’ve had a chance to enjoy your dinner, come socialize with your colleagues at the VLA Conference Social. Ballroom dancers will provide entertainment and instruction. Be sure to sign up for the Social when you register, and you’ll receive a ticket for a free beverage.

Thursday 8:00 PM — Holley Ballroom I-VII

Conference Social

Come to the movies and meet America’s Librarians. “The Hollywood Librarian: A Look at Librarians Through Film” is the first comprehensive treatment of the subject of librarians. A vivid blend of factual documentary, feature film, and storytelling, it reveals the history and realities of librarianship in the entertaining and appealing context of American movies.

Thursday 8:00 PM — Amphitheater

Hollywood Librarian

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2010 VLA Scholarship Winners

VLA Paraprofessional
Clara Stanley Scholarship
The 2010 recipient of the VLAPF Clara Stanley Scholarship is Kathryn Boone from Norfolk, Virginia. Kathryn is currently a full-time employee of the Perry Library of Old Dominion University, and a part-time employee of the Learning Resource Center of the Tidewater Community College. She works in both reference and circulation at these libraries. She has been active in VLA since 2007, having presented a session on finding government statistics at the May 2008 Paraprofessional Conference. For her future goals, she states the importance of having a vision: “keeping the mission and values at the forefront, taking the necessary steps to achieve set goals, and inspiring others to do the same.” Kathryn is obtaining her MLIS degree from Florida State University.

VLA Scholarship
The 2010 recipient of the VLA Scholarship is Cara Griggs, of Richmond, Virginia. She is employed as Reference Archivist at the Library of Virginia. She has worked in the archival field since 1996. As a result of her work in this field, she says of the importance of a graduate degree: “the more resources I have at my disposal and the better understanding I have of how they work, the better archivist I will be. I am furthering my education because I am committed to continuing my career as an information professional.” She has been active in the Mid Atlantic Regional Archives Conference since 2007, and VLA since 2009, when she presented at the Paraprofessional Forum. She is earning her MSLIS degree from Drexel University.

VLA Professional Development Endowment Scholarship
The VLA Professional Development Endowment Committee is responsible for making decisions about the VLA Foundation funds. The 2010 recipient of this scholarship is Susan Metallo, from Earlsville, Virginia. She is Research Assistant at the College of William and Mary and works during the summer months as an Intern at the Northside Branch of the Jefferson-Madison Regional Library in Charlottesville. She has been a member of VLA since 2009. She volunteers at the Williamsburg Community Center and the Williamsburg Regional Library. Stating the importance of public libraries, she says: “It is my firm belief that public libraries supplement childhood education in vital ways. In working at public libraries, I have found programming and reader’s advisory for reluctant readers to be one of the most exciting challenges.” Susan is earning her MLS degree from the University of Kentucky.

The Spectrum Scholarship Program
Established in 1997, the Spectrum Scholarship Program is the American Library Association’s national effort to increase diversity in the profession by recruiting and providing scholarships that allow students from racially and ethnically diverse backgrounds to become librarians. Spectrum Scholars improve service at the local level because they reflect the communities served by libraries in today’s changing world.

To date, over 600 scholarships have been provided to worthy students pursuing careers in library and information science. Spectrum Scholars work in all types of libraries across the country and many have become leaders in the profession.

The Spectrum Presidential Initiative
Currently the American Library Association is conducting a campaign to raise $1 M for the Spectrum Scholarship Program. At our 2010 Conference the Virginia Library Association will be giving attendees an opportunity to participate in this campaign. A collection box in the registration area will be made available where contributions may be placed. Checks may be written out to ALA/Spectrum Scholarship Campaign. Cash in any amount is also welcome.
2010 VLA Award Winners

VLA Trustee Library Award — 
Dr. Joseph Zapotoczny

Dr. Joseph Zapotoczny is the recipient of the 2010 Trustee Library Award. Dr. Z, as he is affectionately called by the staff of the Augusta County Library, attended his first meeting of the Library Board in August 2000. Since that date “his mission has been to help the staff create one of the best libraries in the Commonwealth” serving the needs of the citizens of Augusta County.

During his tenure on the Library Board, he has overseen several expansion and renovation projects within the library system including the addition of the Churchville Branch (2000) to the main library in Fishersville and two small facilities in Craigville and Deerfield. In 2003, planning for a major renovation and expansion of the Main Library began. Groundbreakings for the Main Library Children’s wing and the new Main Library entrance and first floor renovation were held in 2007 and 2009, respectively. Additionally a new “library station” was added in Middlebrook and the Craigsville library was moved to the new community center.

In addition to supporting the expansion of the Augusta County Library, Dr. Z. has worked to improve services to library patrons. He supported the “formation of the Valley Libraries Connection with the Staunton and Waynesboro libraries” to facilitate cooperative borrowing, sharing an automated library system, and establishing a courier service between libraries.

He is also a strong advocate of the library’s staff. He has not only taken the time to understand each employee’s duties but also attends numerous staff functions. With his encouragement, the library staff is recognized at an annual National Library Workers Day lunch and snacks are provided during National Library Week. He has also supported staff development through webinars and conference attendance.

As a former teacher, coach, and school administrator Dr. Zapotoczny has many contacts in the community, political as well as social and athletic. His knowledge of the county and how the library fits within the community, combined with his political skills, has aided the library tremendously in its efforts to renovate and expand the main library in Fishersville. He has also been an active participant in Library of Virginia Trustee workshops and the “Turning the Page Advocacy Workshop” sponsored by the Gates Foundation.

Friends of the Library Award — 
Poquoson Public Library

The 2010 Friends of the Library Award is being presented to the Friends of the Poquoson Public Library in recognition of their continued support of the library. For the past 30 years, the Friends have provided extra funding for equipment, services, and special programming. Fund raising activities during the past year generated $14,000 to support a variety of programs such as “Battle of the Books,” summer reading programs, and magic and puppet shows. Additionally five Windows 7 computers were purchased for the public computer lab.

In a letter from the Library Advisory Board, Christopher Claud, Board chairman, stated: “Through their unselfish sacrifice of time and talents, our Friends have worked tirelessly to promote, improve, and support the library in a variety of innovative and creative ways.” He highlighted a few examples of the group’s activities: used book sales during National Library Week and the local Seafood Festival as well as their year-round sale of used books and audio/visual materials called “Books-A-La-Carte.” An essay contest for K-12 students encourages young writers. Winners receive a monetary prize and read their essays during the awards ceremony. “Meet the Author” and book signing events sponsored by the Friends “promote reading and add to the city’s cultural life by offering interesting and enjoyable experiences which are open to citizens of all ages free of charge.” The Friends also sponsor the Elizabeth Tai Scholarship, an annual award presented to a “well-deserving high school senior who has volunteered at any public library or with any Friends group.” The scholarship in the amount of $1,000 is in honor of the library director, Elizabeth Tai.

During the current budget shortfalls, the Friends have been advocates for libraries, writing letters to members of the General Assembly in support of state
aid to libraries and supporting the legislative efforts of
the Virginia Library Association. They have also advo-
cated for libraries on the local level by speaking at city
council meetings, educating “local leaders on the value
of libraries, and the incredible return on investment”
that tax dollars spent in support of libraries brings to
the community and its citizens.

Nomination for Donna Cote —
Honorary Life Membership
Donna Cote is a strong advocate for libraries in the Com-
monwealth. As a member of the Legislative Committee
for almost two decades, she has actively supported the
Virginia Library Association’s (VLA) legislative advocacy
agenda. Currently she is overseeing the design and distri-
bution of materials to members of the General Assembly
supporting continued state support of libraries. These
materials succinctly summarize the value added services
of libraries to the citizens of the Commonwealth.

Donna has also served as a member of the VLA
Executive Committee. As Second Vice-President
(2004–2005), she completed a comprehensive review
and revision of the VLA Manual and by-laws. As VLA
President (2008), Donna recognized the value of the
Association’s web page as a cost effective way to com-
 municate with VLA members. She worked closely with
the VLA web-master and committee chairs to update
the web-site and established the Ad-hoc Tech Commit-
tee to implement interactive features such as on-line
balloting, electronic payments, and writeable PDF
forms for VLA activities.

As director of the Central Rappahannock Regional
Library, Donna is an “enthusiastic supporter of her
staff.” She encourages them to join and to be active
members in VLA not only as committee members but
also as committee chairs.

For her past and continuing service to the libraries
of the Commonwealth and to the Virginia Library Asso-
ciation, Donna Cote has been nominated for Honorary
Life Membership.
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Conference Sessions

THURSDAY

THURSDAY 9:00–10:00 PORTSMOUTH BALLROOM/EXHIBIT HALL

Grand Opening Exhibits and Registration
Music provided by the Port Towne Magic Jazz band. Coffee and pastries served in the Exhibit Hall.

THURSDAY 10:00–11:30 HOLLEY BALLROOM I-VII

Opening General Session
Jefferson Cup Award announced. Keynote Speaker: Scott Nelson. Prof. Nelson is the Merle Curti award-winning author of *Steel Drivin’ Man: John Henry, the Untold Story of an American Legend* and Legum Professor of History at the College of William and Mary.

THURSDAY 11:45–1:00 PORTSMOUTH BALLROOM/EXHIBIT HALL

Box Lunch Served in the Exhibit Hall

THURSDAY 11:45–1:00 AMPHITHEATER

VPLDA Executive Committee Meeting

THURSDAY 11:45–1:00 JEFFERSON

Legislative Committee Meeting

THURSDAY 12:00–1:00 MADISON

Lunch with VLACRL
Grab your box lunch and join VLACRL’s Executive Committee for a “brown bag” session. We’ll elect officers and share the latest on what’s happening in Virginia’s Chapter of ACRL.

THURSDAY 1:15–2:00 HOLLEY BALLROOM I-III

“ALA—Ripe for a Revolution?”
ALA members who have served in elected leadership roles will discuss the opportunities that ALA’s new five-year strategic plan offers all members (and even those who are not members) to participate in, contribute to, and benefit from engagement in the association.

Presenter(s): Jessica Scalph, ALA Chapter Councilor for Virginia; Jim Rettig, University of Richmond (Past President, ALA); and Mary Mayer-Hennelly, Tidewater Community College.

THURSDAY 1:15–2:00 AMPHITHEATER

Find It Virginia Update
Library of Virginia staff share information about recent and upcoming changes to Find it Virginia (FIVA), the online database provided to libraries at no charge.

Presenter(s): Carol Adams and Nelson Worley, Library of Virginia.
Conference Sessions CONTINUED

THURSDAY 1:15–2:00 JEFFERSON

World Class Service: A Vision for Virginia Libraries for the 21st Century
A shared vision for Virginia citizens of all ages in the 21st century is access to world-class libraries, which are at the leading edge in terms of services and collections. In pursuit of this vision, VLA’s Legislative Committee has invited the director of a recognized “world-class library” to share the story of her library’s journey to excellence. Anne Hughes is the director of Glen Carbon Centennial Library, selected by Library Journal and the Bill & Melinda Gates Foundation as the “2010 Best Small Library in America.” With a motto of “More than you expect,” the small library, located in Southern Illinois, has grown in leaps and bounds over the years. As noted by one of the judges, “Glen Carbon seems to be doing everything right.”
Presenter(s): Anne Hughes, Glen Carbon Centennial Library.

THURSDAY 1:15–2:00 MADISON

VLACRL Poster Sessions (Sponsored by VLACRL):

1. Literature, Community & Cooperation: The Big Read at Regent University — This poster session presents the experience of the Regent University Library in planning and implementing a festival of Tolstoy and Russian culture as part of the National Endowment for the Arts’ Big Read initiative. The session will lead attendees through the grant application process, forming community partnerships, and planning and marketing large events.
   Presenter(s): Leanne Hillery and Harold Henkel, Regent University

2. The Art of Discovery: Federated Search Engines in the Science and Technology — Want to sharpen your research skills? Looking for more search tricks beyond Google? Let’s grab the wheel called “federated search engine” and drive to new unexplored information horizons of knowledge! Expand search opportunities on the web and learn about available alternatives in Science and Technology!
   Presenter(s): Nedelina Tchangalova, University of Maryland – College Park.

3. Planning Serendipitous Liaison Outreach — Liaison outreach may begin with making posters, planning library events, sending newsletters, and e-mailing patron groups, but where can it go from there? With the right attitude, we can reach out in coffee shops, during reference transactions, or even on the street—and we can do it without being pushy.
   Presenter(s): John Glover and Bettina Peacemaker, Virginia Commonwealth University.

4. Getting Personal: Reaching Out to Adult Learners Through a Course Management System (CMS) — Marywood University Library has an influx of adult learners in its Master of Social Work program. A “personal librarian” service using CMS (Course Management System) was initiated to reach out to this unique user group. Findings from a survey helped determine if library-help via CMS was favored among adult learners.
   Presenter(s): Lizah Ismail, Marywood University.

THURSDAY 1:15–2:00 COMMODORE

Instrument Petting Zoo: How to Get Started
Hear the sweet sounds of a successful program in your library. The Instrument Petting Zoo is a hands-on activity that introduces kids to the world of musical instruments. Allow kids to touch and play a variety of instruments and learn how music is made, without hearing the jingle of money leaving your budget.
   Presenter(s): Maureen Smith, Amanda Liss and Sheri Nelson, Loudoun County Libraries.
Keeping Vision and Focus in Challenging Times

THURSDAY 1:15–2:00 ADMIRAL

Building Better Buzz
Even the best library programs may not be popular without good marketing. Learn how one library system has used both traditional marketing and social media so effectively that the local news now comes to them (and how you can do it too)!
Presenter(s): Nathan Flinchum and River Laker, Roanoke Public Libraries.

THURSDAY 1:15–2:00 LEE

Collaboration that Works to Build Library Impact
Changing community need and shrinking public funding mean new roles for libraries that will depend on innovative collaboration. Two directors and a nonprofit collections librarian will share how the steering of a complex group of community programs into a successful library alliance now delivers transformative community impact every day. You’ll get lots of real-life examples of how a program of our library has served as a catalyst for evaluating the lives of people in our community by working with area nonprofits.
Presenter(s): Scott Firestine, Shari Henry and Wendy Austin, Appomattox Regional Library System.

THURSDAY 2:15–3:00 AMPHITHEATER

The “Reluctant” Librarian Serving Genealogists
Limited resources, little knowledge and lots of researchers? Know just 15% more than the genealogists to get them started and keep them going. Master a few basic concepts and, with a good handout and your professional skills, transform “reluctant” to...well, you get the idea.
Presenter(s): Laura Wickstead, Roanoke Public Libraries and Gregg Grunow, Newport News Public Library System.

THURSDAY 2:15–3:00 LEE

Program Like the Beatles
Explore public library adult programming from a team perspective: how to use internal competition and imagination to provide low or no cost programs that forge greater bonds with each other and the community.
Presenter(s): Chris Wiegard, Shari Henry and Julie Turner, Appomattox Regional Library System.

THURSDAY 2:15–3:00 MADISON

Implementing E-Readers in an Academic Library: Collection Development, Access Services, and Technical Services Perspectives (Sponsored by VLACRL)
Would your users like a personalized collection of books for their reading pleasure on a light-weight reading device? Find out how a team of representatives from different areas of the library created and implemented an e-reader pilot program for their academic community.
Presenter(s): Tatiana Pashkova-Balkenhol, Virginia Kinman and Pat Howe, Longwood University.

THURSDAY 2:15–3:00 HOLLEY BALLROOM V-VII

Librarians at the Podium: How to Set Up a Speakers Bureau
Learn how to deliver programming, information, and the library’s brand to the community by setting up a library speakers bureau. Tap staff to step up to the podium and reach out to key audiences. By setting up a library speakers bureau, you create both a strategic outreach tool as well as another way for staff to develop their public speaking skills.
Presenter(s): Janet Crowther and Barbara Jones, Williamsburg Regional Library.
Conference Sessions CONTINUED

THURSDAY 2:15–3:00 JEFFERSON

Understanding the Graduate Student Research Process: From Concept to Product (Sponsored by VLACRL)
What strategies and methodologies are used by graduate students throughout the information-seeking research process? How do these behaviors change during students’ scholarly maturation? Through guided interviews with graduate students from arts and sciences, architecture, education and engineering programs, this study explores graduate student behavior of pursuing, managing and using information.
Presenter(s): Rebecca Pappert, Beth Blanton-Kent, Tina Smith and Keith Weimer, University of Virginia.

THURSDAY 3:00–3:45

Visit the Exhibits
Refreshments served.

THURSDAY 4:00–4:45 HOLLEY BALLROOM I-III

Virginia’s Healthy Heroes: Information Resources for Service Men, Women and Their Families
Virginia is home to more than 807,000 veterans and 123,000 active-duty military men and women. These Virginians need quality health information on topics from suicide prevention to post-traumatic stress disorder. Attendees will learn how to locate consumer health information and develop programs aimed at the military population and their families.
Presenter(s): Ruth Smith, Edward E. Brickell Medical Sciences Library, Eastern Virginia Medical School.

THURSDAY 4:00–4:45 AMPHITHEATER

Privacy And Your Patrons
How can you help your patrons protect their privacy while online? Social networking and other electronic activities raise many new challenges and issues for our patrons. What role can we play in educating them on the dangers and the solutions?
Presenter(s): Zeke Crater, University of Virginia.
Reinventing Reference
As part of a five-year plan study and staff survey, the Jefferson-Madison Regional Library’s Central Reference Department was charged with re-evaluating, re-imagining and re-designing reference services. In this presentation, J-MRL reference staff will describe how it felt to be under this pressure, explaining the changes that have come about, successes, failures and ongoing challenges. Attendees will be encouraged to share their experiences as well.

VIVA User Group Meeting
VIVA (The Virtual Library of Virginia) convenes its 14th annual Users Group Meeting. Agenda items include a brief update on VIVA’s products and activities over the past year. During the second half of the meeting, there will be a panel discussion titled “Social Media and Virginia Libraries.”

Staffing Solutions in Troubled Times
Come learn how one library system got 18 additional staff for only $5,000! Information will be provided about the grant application process, the current state of the project, and how other libraries can do the same.
Presenter(s): Wendy Allen, River Laker and Nathan Flinchum, Roanoke Public Libraries.

Want to do More for Preschoolers? Come and Discover Some Ways to Accomplish This
Everyone is busy. We’ve developed some ways to work with early childhood educators and preschool children that keep the workload reasonable while providing enjoyable and good emergent literacy experiences. Our preschool plan has also connected the library to professionals, children and their families. We’ve developed some models that could work for you. Plus, let’s look at some books for special moments in a young child’s life.
Presenter(s): Noreen Bernstein and Janet Crowther, Williamsburg Regional Library.

Virginia Library Leadership Academy: The Participants Speak
The Virginia Library Association launched the Virginia Library Leadership Academy this past April, the first leadership development training program of its kind for library staff in the Commonwealth. So how did it go? Come to this session and find out from the participants themselves. VALLA participants are invited to stay for a reunion after this session from 4:45–5:45.
Presenter(s): Elizabeth Hensley, Culpeper County Library.

Virginia Library Leadership Academy Reunion

Business Meetings:
Amphitheater — VLPDA Business Meeting
Lee Room — Local History Forum
Washington Board Room — Paraprofessional Forum
Commodore Room — Youth Services Forum
Please join the Youth Services Forum for wine and cheese.
Jefferson Room — Multicultural Forum
Conference Sessions CONTINUED

THURSDAY 6:00–7:30 JEFFERSON

University of Tennessee School of Information Sciences Reception
Please join us for a reception. Refreshments will be served.

THURSDAY 6:00–7:30 LEE ROOM

University of North Texas Reception
Please join us for a reception. Refreshments will be served.

THURSDAY 8:00–10:00 HOLLEY BALLROOM I-VII

Conference Social
Once you've had a chance to enjoy your dinner, come socialize with your colleagues at the VLA Conference Social. Ballroom dancers will provide entertainment and instruction. Be sure to sign up for the Social when you register, and you'll receive a ticket for a free beverage. Cash bar is available. Dessert and coffee will be served.

THURSDAY 8:00–9:30 AMPHITHEATER

The Hollywood Librarian: A Look at Librarians Through Film
They have more cardholders than VISA, more customers than Amazon, and more outlets than McDonald’s. Meet America’s librarians. “The Hollywood Librarian: A Look at Librarians Through Film” is the first comprehensive treatment of the subject of librarians. A vivid blend of factual documentary, feature film, and storytelling, it reveals the history and realities of librarianship in the entertaining and appealing context of American movies.

FRIDAY

FRIDAY 8:00–8:45 HOLLEY BALLROOM I-III

Envisioning Cooperative Cataloging
This session will include a discussion of current cooperative cataloging practices in Virginia, and an overview of OCLC’s efforts to encourage and support cooperative cataloging, including current developments with RDA. We’ll chart future trends for cataloging, and discuss how we can further increase cooperation and efficiencies for all libraries.
Presenter(s): Carole Myles, OCLC.

FRIDAY 8:00–8:45 AMPHITHEATER

Smart Art for the Green Tween
Go Green with new art programs at your library. Cater to your green tweens with fun and inexpensive crafts using recycled materials. Introduce your library tweens to the new three R’s—Reduce, Reuse and Recycle!
Presenter(s): Amber Yopp and Charlsie Patrick, Roanoke Public Libraries.

FRIDAY 8:00–8:45 LEE

ESOL in the Library: Lessons from two Public Libraries and their Implementation of a Tutoring Program
Learn about two different approaches to ESOL tutoring in the library. What worked and what didn’t. How to plan, start, and run a volunteer-based one-on-one tutoring program for English Language Learners. Pitfalls to avoid, successes to emulate. Yes, it can be done!
Presenter(s): Jessica West, Loudoun County Public Library and Margaret Kositch, Fairfax County Public Library.
FRIDAY 8:00–8:45 MADISON

Emerging Technologies and Teaching: The Library as Bridgebuilder (Sponsored by VLACRL)

This talk will present the context for and current implementation of “emerging” technology and multimedia creation training within Union PSCE’s Morton Library in order to meet student, staff and faculty needs. Campus decisions impacting Library activity, creation of the project lab, and creation of the training series are covered.
Presenter(s): Leland Deeds and Ann Knox, Union PSCE.

FRIDAY 8:00–8:45 JEFFERSON

A Big Bang for a Small College (Sponsored by VLACRL)

University libraries, museums, and commercial repositories have made great efforts to select, convert, and make available some of their collections through digital initiatives. How does such an initiative translate to smaller institutions, including colleges? What collection will give the library the biggest digitization bang for its buck? Currently, libraries are asked what their role will be in such a fast-paced technological world. Here is an opportunity for the library to demonstrate its worth during the transition from print.
Presenter(s): David Dudek, Washington College.

FRIDAY 8:00–8:45 COMMODORE

The Virginia Health Information Project—www.vahealth.info

Many libraries link to worthwhile sites, and we ask you to consider the Virginia Health Information Project (www.vahealth.info). Funded and supported by two Virginia Attorneys General, the VHIP offers a broad range of reliable, non-commercial state and national health resources for all ages and backgrounds in an easy-to-navigate form. Come take a tour, ask questions, and give us your ideas.
Presenter(s): Jeana Beker, The SoHo Center.

FRIDAY 8:00–8:45 ADMIRAL

Health Concierge: Chesterfield County Public Library’s Consumer Health Initiative

This presentation examines CCPL’s experience offering a Consumer Health initiative. CCPL developed programs and services for individuals to enable them to navigate the health information maze. Come and engage in a lively discussion of how our profession can meet the Health Literacy needs that exist among the people we serve.
Presenter(s): Anna Wilson-Stillwell, Tina Metzger and Carolyn Sears, Chesterfield County Public Library.

FRIDAY 9:00–10:30 HOLLEY BALLROOM I-VII

Second General Session

Annual Business Meeting, VLA Scholarship Presentation, Awards and Recognition Presentation and passing of the Gavel. Keynote Speaker: Wanda Urbanska. Ms. Urbanska is the host/producer of the PBS syndicated program “Simple Living with Wanda Urbanska” and author or co-author of several books, including the recently released anthology Less is More: Embracing Simplicity for a Healthy Planet.

FRIDAY 10:45–11:15

Visit the Exhibits/Scholarship Raffle Drawing
FRIDAY 11:30–12:15 HOLLEY BALLROOM I-III

Change With Your Users: Practical Ways to Provide Library Services in Multicultural Settings (Sponsored by the Multicultural Forum)
Heads Up! There is a continuous shift in demographics in Virginia and this impacts and challenges how we provide library services to new and emerging users. Providing library services that accommodates changing demographics impacts budgets, services, and these “new” users’ perspectives of the library. Come with your ideas!
Presenter(s): Christie Hoerneman, Central Rappahannock Regional Library; Cristina Dominguez Ramirez, Virginia Commonwealth University and Abiodun Solanke, University of Richmond.

FRIDAY 11:30–12:15 HOLLEY BALLROOM V-VII

Using Technology to Ease Staff Workloads — One Library’s Story
Has usage at your library increased dramatically despite staffing levels that have remained static? Learn how the Bedford Public Library System has dealt with this situation through the automation of tasks such as patron notifications and self checkout of materials and computers. Can implementing some of these procedures save you time and money?
Presenter(s): Jenny Novalis and Kate Forsyth, Bedford Public Library System.

FRIDAY 11:30–12:15 LEE

Beyond Books With Babies
Come experience some simple ideas to help maintain an infant’s interest during story time. Learn the do’s and don’ts of reading with infants, and what to do when no one seems to be listening. Presentation will highlight some simple crafts that can be added to enhance story time that are easy to make and inexpensive.
Presenter(s): Adria Bader, Rainbow Station Child Development Center.

FRIDAY 11:30–12:15 MADISON

Analyzing Students’ Bibliographies: Do Students Practice What We Preach? (Sponsored by VLACRL)
Radford University’s new CORE curriculum includes Information Literacy Learning Outcomes. We did a qualitative analysis of student bibliographies from four CORE sections to determine if they met the IL outcomes. Come see how we did it, what we found, and how you can do the same at your institution or library.
Presenter(s): Eric Ackerman, Radford University.

FRIDAY 11:30–12:15 JEFFERSON

If You Build It Will They Come: Designing and Implementing a Digital Media Lab (Sponsored by VLACRL)
Digital media including video and graphic design is becoming an increasing part of higher education curricula. In order to support this growing trend, the Loyola/Notre Dame Library created a digital media lab. Presented is information about the design and implementation of the lab including services, equipment, and software provided as well as staffing, implementation, and promotion issues.
Presenter(s): Danielle Whren Johnson, College of Notre Dame and Loyola University Maryland.
FRIDAY 11:30–12:15 COMMODORE

Dungeons and Dragons — Adventures in the Library
Using Dungeons and Dragons the Fantasy Role-Playing Game as a program for Teens to build creativity, imagination, literacy skills, teamwork and a lifelong love for and relationship with libraries.
Presenter(s): Shalon Hulbert and Chuck Frith, Roanoke Public Libraries.

FRIDAY 11:30–12:15 ADMIRAL

A Little Poetry Goes a Long Way — Celebrate Poem in Your Pocket Day!
For the past two years, the Jefferson-Madison Regional Library has brought Poem In Your Pocket Day to Charlottesville and its surrounding counties with great success. Come and hear about this national event, and how JMRL has harnessed the power of poetry to build community, foster goodwill and promote our organization. Practical information will be provided on how to turn a poem into one of your most effective, economical (and fun!) public relations and marketing tools.
Presenter(s): Wendy Saz, Jefferson-Madison Regional Library.

FRIDAY 12:30–2:00 HOLLEY BALLROOM IV

Jefferson Cup Luncheon

FRIDAY 2:15–3:00 HOLLEY BALLROOM V-VII

LoudounPedia.org and “Web 2.0”: Three Years Later
After nearly three years of implementation of Web 2.0 concepts where are we today? Lessons learned from a collaborative wiki implementation in a public library setting. What worked, what didn’t, a wiki’s journey.
Presenter: Brett Mason, Loudoun County Public Libraries.

FRIDAY 2:15–3:00 AMPHITHEATER

Saving the Planet One Library at a Time
From recycling to roaming, energy efficiency to staffing efficiency, Gutenberg to Google, sustainable practices will be reviewed and discussed in relation to facilities design, operations, programing and services. LEED Certification and other green rating systems will be summarized. Group discussion will include sharing your sustainable experiences as well as ours.
Presenter(s): Edward Lazaron and Richard Fitts, The Design Collaborative.

FRIDAY 2:15–3:00 MADISON

Mapping the Culture: A Systemic Approach to Information Literacy Program Assessment (Sponsored by VLACRL)
This presentation will introduce an approach to information literacy program assessment that builds upon the values of the Information Literacy IQ Test. This approach is more systemic in design, employing a student-centered process of cultural mapping in focus groups and an interpretive framework based on Urie Bronfenbrenner’s Ecology of Human Development.
Presenter(s): Christopher Richardson, Southern Virginia University.

FRIDAY 2:15–3:00 HOLLEY BALLROOM I-III

Disaster Awaits! Will your Library be Ready?
According to the Federal Emergency Management Administration, Virginia has been affected by seven natural disasters in the past five years. Will your library be prepared to serve the community and maybe multiple communities in the event of a disaster? Come and hear about the emergency preparedness and disaster planning resources of the National Library of Medicine.
Presenter(s): PJ Grier, National Network of Libraries of Medicine/Southeastern Atlantic Region.
Conference Sessions CONTINUED

FRIDAY 2:15–3:00 JEFFERSON

Distance-Based Reference Services: An Essential Toolkit for Serving Remote Users (Sponsored by VLACRL)
This presentation will describe the scope and strategies of an off-campus Distance Learning Library Service implemented by Jefferson College of Health Sciences in January 2009. Tools discussed include smart phones, screen-capture software, screencasting software, screencast hosting, instant messaging, and large document sharing.
Presenter(s): Brad S. MacDonald, Jefferson College of Health Sciences.

FRIDAY 2:15–3:00 COMMODORE

Story Time With Infants
Babies love to “read”! Come learn some techniques that work best to keep infants engaged while reading to them. Come explore how voice, movements, and energy affect an infant’s attention to the story.
Presenter(s): Adria Bader, Rainbow Station Child Development Center.

FRIDAY 2:15–3:00 ADMIRAL

Carry on a Conversation: Book Group Kits in a Bag
Learn how to encourage reading clubs by using your resources and tapping into other libraries’ materials. Patty Franz (Pamunkey Regional Library) and Andrew Smith (Williamsburg Regional Library) will discuss creating book group kits to offer more titles and leader guides. They’ll also talk about using their collections for your patrons.
Presenter(s): Andrew Smith, Williamsburg Regional Library and Patty Franz, Pamunkey Regional Library.

FRIDAY 2:15–4:00 LEE

Our Jefferson Cup Overloweth
The Jefferson Cup Award is given each year to a work of outstanding history writing for young people (history, biography, historical fiction). Can you imagine selecting only one winner from more than 250 reviewed books? Difficult but extremely fun! Come and hear committee members talk about their personal favorites and honor books, and the 2010 winner.
Presenter(s): The 2010 Jefferson Cup Committee.

FRIDAY 3:15–4:00 HOLLEY BALLROOM I-III

Professional Development in Challenging Times: Tools and Techniques for Keeping Current with Limited Resources
“Challenging times” often means that professional development and continuing education budgets are slashed. However, in today’s information-driven society, staying up to date has never been more important. This presentation focuses on freely available tools and techniques that enable all types of library staff members to control their own professional development.
Presenter(s): Rebecca Miller, Virginia Tech.

FRIDAY 3:15–4:00 HOLLEY BALLROOM V-VII

50 Free Tools
This session will cover 50 free (or almost free) online tools that can boost your productivity, effectiveness, and maybe even your sanity!
Presenter(s): Wendy Allen and Nathan Flinchum, Roanoke Public Libraries.

FRIDAY 3:15–4:00 AMPHITHEATER

Successful Library and School Collaboration
How can children’s and youth librarians increase their effectiveness within a community? What kinds of programs can they offer to communities and to area schools? What means can be used to gauge successes?
Find out how libraries and schools can work effectively together to increase family participation in literacy programs, and see the tremendous opportunities that can be reaped when collaborative efforts are employed. You will learn new ways of reaching out to your community and to work with your schools in a close partnership from the perspectives of a children’s and youth librarian and an elementary school reading specialist who have developed several highly successful collaborative programs. Based on an article published in the Winter 2009 issue of *Children & Libraries* by ALSC.
*Presenter(s): Nancy Webster, Northumberland Public Library and Jan Bates, Northumberland Elementary School.*

**FRIDAY 3:15–4:00 COMMODORE**

**Brother, Can You Spare a Panel?: Graphic Novels on a Budget**

Graphic novel collections are sprouting in libraries across Virginia, but how can libraries in a budget drought help their graphic novel collections grow? Discover where to find deals on essential books and learn how to spend wisely on items for all ages.
*Presenter(s): Laura Carruba and Sarah Vaughan, Roanoke County Public Library.*

**FRIDAY 3:15–4:00 ADIMIRAL**

**What’s Hot: Urban Fiction for Teens and Adults**

A discussion of the urban fiction genre with a focus on new titles that are appropriate for high school students as well as titles geared to adult readers. We will also discuss promotional ideas and sources for book reviews.
*Presenter: Julia Cooley, Hampton High School.*

**FRIDAY 3:15–4:00 MADISON**

**Employee Perspectives on the Big Picture of Library/IT Collaboration (Sponsored by VLACRL)**

Collaboration among library and information technology employees is stressed as a best practice for achievement of library goals and enhanced student learning. This presentation, based on interviews with 25 library and IT employees, reports what they REALLY think about their counterparts and how that contributes to the big picture of libraries.
*Presenter(s): Sara Baron, Regent University.*

**FRIDAY 3:15–4:00 JEFFERSON**

**Click Now: Integrating Clickers into Library Instruction (Sponsored by VLACRL)**

Looking for ways to engage students, increase active learning in your sessions or get some rapid feedback on what your college students are learning? Using an audience response system, otherwise known as clickers, might be the answer.
*Presenter(s): Gail Flatness, Barbara Siller, Marymount University and Mary Hanlin, Tidewater Community College.*
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Booth Representative: David Hemingway, Customer Sales Consultant.
Innovative Interfaces provides trusted library technology and service to thousands of libraries of all types in over 40 countries. The company is headquartered in Emeryville, California.

Integrated Technology Group (ITG)
5000 Miller Court East
Norcross, GA 30071
(877) 207-3127
Booth Representatives: Don Chadwick, Northeast Account Manager and Ken Evans, VP Sales.
Integrated Technology Group (ITG) develops, manufactures, sells, and supports interoperable library automation technologies that empower librarians to improve efficiencies and better serve their patrons. With 35 years’ experience in the library business, “Experienced, Innovative plays well with others” is more than a slogan; it’s the underlying philosophy of the company.

Library Interiors, Inc. – MD
45049 Clarks Rd.
California, MD 20619
(301) 294-1133
Booth Representatives: Paula Altman, Design Consultant and Ray Kline, Associate.
Library Interiors, Inc. provides a wide variety of project services for libraries, including, but not limited to, design, layout and furnishings of all types applicable to an aesthetically pleasing and highly functional library. Each project we develop is custom designed to meet the unique requirements of your library. We offer an exceptional selection of styles, manufacturers, and price ranges. We are not satisfied until you are satisfied. Please visit Paula @Booth 13.

Lucr – ODU and IMLS
145 Darden College of Education
Norfolk, VA 23529
(757) 683-3284
Booth Representatives: Roxanne Mills, Lucy Manger and Carol Doll, LUCY Principle Investigator
Funded by an IMLS grant, Librarianship Upgrades for Children and Youth (LUCY) will establish a multicultural continuing education program for public and school librarians and paraprofessionals who work with youth. Come meet us and learn more.

LYRASIS
1438 West Peachtree St. NW
Atlanta, GA 30309
(800) 999-8558
Booth Representative: Elaine Roegge, Member Representative.
LYRASIS is a membership-based, non-profit organization providing collaboration, creative solutions and leadership for libraries through consulting, digital and preservation services, professional development, increased buying power for library and eResources, and more.
Exhibitors 2010 CONTINUED

BOOTH: 40

Magazine Subscription Service Agency
5248 State Road 54
New Port Richey, Florida 34652
(800) 368-7922
Booth Representatives: Richard O. Emmons, Owner and Jason Mutz, Sales Representative.
We are a small, independent subscription service agency. We handle over 250,000 publications. Our target markets are public and school libraries. When available, we will provide “free replacement” issues for our customers.

BOOTH: 43

Mango Languages
31420 Northwestern Hwy, Suite 100
Farmington Hills, MI 48334
(248) 254-7450
Booth Representative: Marco Cracchiolo, Language Learning Specialist.
Mango is an online language learning system teaching practical conversation skills for a variety of languages. Our web-based system is extremely effective, easy to use, and specifically designed to support libraries.

BOOTH: 49

MEDI
8227 Cloverleaf Drive, Suite 304
Millersville, MD 21108
(804) 355-2900 x 111
Booth Representatives: Larry Markle, Account Manger, Mike Barone, Account Manager and Jeff Middleton, e-imagedata.
VA State contract #E194-764-10 (Lot 1 and 3) Canon and E-Image data sales and service.

BOOTH: 56

MELOS, Inc
PO Box 9030
Hampton, VA 23661
(757) 224-9441
Booth Representatives: Jason Green, President and Peg Bradshaw, Account Manger.
Full service library, office and school furnishings supplier.

BOOTH: 8

Mergent, Inc.
580 Kinglsey Park Drive
Fort Mill, SC 29715
(800) 342-5647
Booth Representatives: John Carino and Sam Ellner.
Mergent, Inc. is a leading provider of business and financial data on global publicly listed companies. Founded in 1900, Mergent operates one of the longest continuously collected databases of: descriptive and fundamental information on domestic and international companies; pricing and terms and conditions data on fixed income and equity securities; and corporate action data.

BOOTH: 36

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

BOOTH: 5

National Network of Libraries of Medicine/Southeastern Atlantic Region
601 West Lombard Street
Baltimore, MD 21201
(410) 706-2855
Booth Representative: PJ Grier, Network Access Coordinator.
The National Library of Medicine (NLM), the world’s largest medical library, produces PubMed®, a premier bibliographic database freely accessible via the Internet. NLM oversees the National Network of Libraries of Medicine (NN/LM), a community of medical libraries throughout the United States. NN/LM helps equalize the knowledge base for healthcare professionals and consumers by facilitating resource sharing.
Booths: 21, 22, 23

O’Brien Associates
2512 Grenoble Road
Richmond, VA 23294
(800) 340-7323
Booth Representative: Mark O’Brien, Sales Representative.
Sales Representative for publishers of reference books, e-Books and electronic databases.

*Book sales and signing of keynote speakers at Booth 21.*

Booth: 3

OCLC
6565 Kilgour Place
Dublin, OH 43017
(800) 848-5878
Booth Representatives: Paul Cappuzzello, Regional Marketing Manager and Craig Flansburg, Library Services Consultant.

Booth: 30

Oxford University Press
2001 Evans Rd.
Cary, NC 27513
(919) 677-0977
Booth Representative: Jenifer Maloney, Consortia Representative.

*Oxford University Press offers a wide range of books, online products, and journals. Visit our booth for information on our journals collection and archive product.*

Booth: 45

Perma-Bound
10257 Radford Mill Ter.
Mechanicsville, VA 23116
(804) 873-3482
Booth Representative: Dan Burke, Sales Representative.

Booth: 18

Polaris Library Systems
PO Box 4903
Syracuse, NY 13221
(315) 634-4556
Booth Representative: Kathie Graham, Director, Library Partnerships.

Booth: 47

ProQuest
789 E. Eisenhower Parkway
Ann Arbor, MI 48106
(734) 761-4700
Booth Representatives: Pam Shaloy, Sr. Account Executive and Randy Boecker, Sr. Account Executive.

*ProQuest creates specialized information resources and technologies that provide the most successful ways for people to search, find, use and share information.*

Booth: 64

PSA-Dewberry, Inc.
8401 Arlington Blvd
Fairfax, VA 22301
(703) 206-0850
Booth Representative: Marlene W. Shade, AIA, LEED AP.

Booth: 11

Quality Books, Inc.
1003 W. Pines Rd.
Oregon, IL 61061
(800) 323-4241
Booth Representative: Karen Pollok, Sales Representative.

*Quality Books Inc. specializes in distributing small press print and non-print materials to libraries. We offer approval annotation, standing order plans and shelf-ready library processing.*
Exhibitors 2010 CONTINUED

BOOTH: 54

Recorded Books
270 Skipjack Road
Prince Frederick, MD 20678
(800) 638-1304
Booth representatives: Bethany Roy and David Wiley, Sales Representatives.
Recorded Books offers unabridged audiobooks, language-learning programs, independent films and other audio products for public & university libraries. Thousands of titles are available for all audiences.

BOOTH: 20

School of Library & Information Sciences, University of SC
1501 Greene St.
Columbia, SC 29208
(803) 777-3858
Booth Representatives: Tilda Reeder, Graduate Admissions Coordinator and Virginia Wallace, Assistant Professor.
The School of Library & Information Science at the University of South Carolina offers the Bachelors, Masters & PH.D. Degrees through both online and on-campus classes. It also offers the post-masters specialist degree and certificate.

BOOTH: 44

Shared Knowledge Literacy Foundation
6 Stuttaford Drive
Sandston, Virginia 23150
(804) 937-2873
Booth Representatives: Fred Grundeman, Marketing Manager and Cameron Roberts, Owner.
We are a nonprofit organization specializing in library development though fundraising. Via partnerships with libraries, friends groups, and other charities we have donated over $90,000 so far in 2010, and look forward to doubling that in the months to come. Our program is designed to utilize technology to maximize the profits generated from gifted media. Please stop by our booth and let us discuss how we can help you.

BOOTH: 63

Spacesaver Storage Solutions
10040 Whitesel Road, Ste. 107
Ashland, VA 23005
(804) 798-3701
Booth Representative: Lura Bishton, Representative.
Spacesaver Storage Solutions provides furniture and storage planning, design and installation services.

BOOTH: 7

Standard & Poor's
55 Water Street
New York City, NY
(303) 721-4595
Booth Representative: John Quealy, Director.
Standard & Poor’s NetAdvantage is a sophisticated on-line reference tool for business and investment information, offering S&P’s widely-respected independent research, data and commentary on stocks, bonds, funds and industries.

BOOTH: 53

Tech Logic Corporation
1818 Buerkle Road
White Bear Lake, MN 55110
(651) 747-0492
Booth Representative: Tom Loy.
Tech Logic is the leading provider of innovative Automated Sorting Technologies (AST).

BOOTH: 2

The Durand Press
25 Lamphire Hill
Lyme, NH 03768
(603) 795-4350
Booth Representatives: John Mudge, President and Jim Sweeney, Editor.
The Durand Press, publisher of The Family Letters—letters from three centuries, many written by prominent citizens of Virginia. www.thefamilyletters.com
Keeping Vision and Focus in Challenging Times

BOOTH: 12
The Design Collaborative, Architects
230 N. Lynnhaven Rd.
Virginia Beach, Va. 23452
(757) 340-4272
Booth Representatives: Richard Fitts, AIA, LEED AP Architect and Edward Lazaron, AIA, LEED AP, Architect.
Providing programming, planning and building design services for 21st century libraries across Virginia.

BOOTH: 33
The Gale Group
44564 Blueridge Meadows Dr.
Ashburn, VA 20147
(703) 858-7364
Booth Representative: Lori Spallone.
Book display and online databases, ebooks.

BOOTH: 34
The Lerner Publishing Group
44564 Blueridge Meadows Dr.
Ashburn, VA 20147
(703) 858-7364
Booth Representative: Dolores Curtis.
Book Display and online databases, e-books.

BOOTH: 39
The Library Store, Ltd.
10528 St. Paul Street
Kensington, MD 20895
Booth Representatives: Betty Doudnikoff, President and Bill Doudnikoff, Vice President.
“One Step Shop”—we sell and install library furniture (metal and wood). We sell, install and maintain library equipment (i.e. microfilm/microfiche scanners, etc.). We provide library supplies. Just call us (800) 858-8117.

BOOTH: 55
TLC – The Library Corporation
Research Park
Inwood, WV, 25428
(304) 229-0100
Booth Representative: Brad Cole, Automation Consultant.
Automation cataloging, online selection and acquisitions, authority control—The Library Corporation’s quality products and customer service can satisfy the needs of any public, school, academic or specialty library.

BOOTH: 60
3M Library
230 Everett Road
Monkton, MD 21111
(43) 286-2323
Booth Representative: Tom Wetzelberger.
RFID products and services; SelfService systems including check-in and check-out; automated materials handling systems.

BOOTH: 9
University of North Texas College of Information
115 Union Circle #311068
Denton, TX 76203
(877) 275-7547
Booth Representative: Philip Turner, Professor, Director, LIS Virginia Cohort.
The University of North Texas Department of Library and Information Sciences offers ALA accredited Master’s degree programs in Library and Information Sciences. Classes are available online on site and in blended format with partnership at James Madison University in Virginia.
Exhibitors 2010 CONTINUED

Booth: 28

University of Tennessee School of Information Sciences
1345 Circle Park Drive
Suite 451
Knoxville, TN 37996
(865) 974-2148

Booth Representatives: Tanya Arnold, Coordinator of Student Services and Peiling Wang, Professor.

Join us at the University of Tennessee School of Information Sciences (SIS) exhibit booth for fun, conversation and the chance to win cool prizes! Faculty and staff will be on hand to answer your questions about SIS and our highly regarded distance education program, which proudly recognizes our many successful Virginia graduates. We also invite you to the UT SIS Reception on Thursday, October 21, from 6:00-7:30 p.m. in the Jefferson Room. We will treat you to delicious refreshments.

Booth: 31

Usborne Books & More
203 N. Mason St.
Smithfield, VA 23430
(757) 377-6695

Booth Representatives: Sarah Tucker and Rachel Chittick, Educational Supervisors.

Usborne Books & More is an educational children’s book company providing over 1,500 titles that can be purchased directly through representatives, as well as offering programs such as Book Fairs, Read-a-Thons and grant-matching programs. We are a sole source provider of many books including the majority of Kane/Miller publishing titles.

Booth: 48

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

Booth Representatives: Elaine Weingarten, Mike Novis, and Judy Kirby.

World Book Online and Print for all ages. Integrated search capabilities with 275,000 primary sources and over 5000 e-books. Text to speech in English and translates into 30 different languages.

Booth: 15

W. T. Cox Subscriptions
201 Village Rd.
Shallotte, NC 28470
(800) 571-9554

Booth Representative: Dana Reeves, Regional Sales Director.

W. T. Cox Subscriptions has been providing superior subscription services to all types and sizes of libraries for over 35 years, offering print and online subscriptions as well as e-journal management.
Dominion Library Associates, LLC

Building and Facilities Planning, Management, Needs Assessment, Policy Development, Strategic Planning

John A. Moorman, Owner and Principal
Charles Koutnik, Associate

8216 Old Mill Lane
Williamsburg, Virginia 23188
757-566-4511

dominionlibraryassoc@cox.net
www.dominionlibraryassociates.com
**VLACRL CONFERENCE WITHIN A CONFERENCE SCHEDULE**

Full session descriptions are available in the concurrent session listings in this program.

<table>
<thead>
<tr>
<th>Time</th>
<th>Madison Room (cap. 75)</th>
<th>Jefferson Room (cap. 50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thirs., noon to one</td>
<td>Lunch with VLACRL</td>
<td></td>
</tr>
<tr>
<td>Thirs., 1:15 to 2</td>
<td>Poster session</td>
<td>Understanding the Graduate Student Research Process: From Concept to Product — Rebecca Pappert, Beth Blanton-Kent, Tina Smith and Keith Weimer (UVA)</td>
</tr>
<tr>
<td>Thirs., 2:15 to 3</td>
<td>Implementing E-readers in an Academic Library: Collection Development, Access Services, and Technical Services Perspectives — Tatiana Pashkova-Balkenhol, Virginia Kinman, Pat Howe (Longwood University)</td>
<td></td>
</tr>
<tr>
<td>Thirs., 3 to 3:45</td>
<td>Visit Exhibits</td>
<td>Visit Exhibits</td>
</tr>
<tr>
<td>Thirs., 4 to 4:45</td>
<td>VIVA Meeting — no programming</td>
<td>VIVA Meeting — no programming</td>
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<tr>
<td>Thirs., 5 to 6</td>
<td>VIVA Meeting — no programming</td>
<td>VIVA Meeting — no programming</td>
</tr>
<tr>
<td>Fri., 8 to 8:45</td>
<td>Emerging Technologies and Teaching: The Library as Bridgebuilder — Leland Deeds and Ann Knox (Union PSCE)</td>
<td>A Big Bang for a Small College — David Dudek (Washington College)</td>
</tr>
<tr>
<td>Fri., 10:45 to 11:15</td>
<td>Visit Exhibits</td>
<td>Visit Exhibits</td>
</tr>
<tr>
<td>Fri., 11:30 to 12:15</td>
<td>Analyzing students' bibliographies: Do students practice what we preach? — Eric Ackerman (Radford University)</td>
<td>If You Build It Will They Come: Designing and Implementing a Digital Media Lab — Danielle Whren Johnson (Loyola/Notre Dame)</td>
</tr>
<tr>
<td>Fri., 2:15 to 3:00</td>
<td>Mapping the Culture: A Systemic Approach to Information Literacy Program Assessment — Christopher Richardson (Southern Virginia University)</td>
<td>Distance-Based Reference Services: an Essential Toolkit for Serving Remote Users — Brad S. MacDonald (Jefferson College of Health Sciences)</td>
</tr>
<tr>
<td>Fri., 3:15 to 4:00</td>
<td>Employee Perspectives on the Big Picture of Library/IT Collaboration — Sara Baron (Regent University)</td>
<td>Click Now: Integrating Clickers into Library Instruction — Gail Flatness, Barbara Siller (Marymount University) Mary Hanlin (Tidewater Community College)</td>
</tr>
</tbody>
</table>
Exhibit Hall

Renaissance Portsmouth Hotel
Portsmouth Ballroom

Exhibit Hall
Meeting Rooms