

DECIPHERING OUR FUTURE: TRANSFORMING IOWA LIBRARIES

IOWA LIBRARY ASSOCIATION ANNUAL CONFERENCE

OCTOBER 21 - 23, 2009

POLK COUNTY CONVENTION COMPLEX, DES MOINES

All events take place in the Polk County Convention Complex unless otherwise specified

Program Subject to Change • CE Credit Expected to be Approved for Sessions

Note: programs "supported by" indicates corporate monetary donations

Registration

Wednesday 8:00 a.m. - 5:30 p.m.
Thursday 7:45 a.m. - 6:00 p.m.
Friday 7:15 a.m. - 12:00 p.m.

Exhibits

Wednesday 3:00 p.m. - 6:00 p.m.
Thursday 8:30 a.m. - 11:45 a.m.
Thursday 1:45 p.m. - 5:00 p.m.

ILA and Subdivision Booths

During Exhibit Hours

ILAF Auction

Wednesday 3:00 p.m. - 6:00 p.m.
Thursday 8:30 a.m. - 6:50 p.m.

Shop ILA Hours TBA

Internet Cafe

Wednesday Noon to Friday Noon
Supported by Swets

Author Fair (open to the public)

Wednesday 6:00 p.m. - 8:00 p.m.
Des Moines Public Library

CONFERENCE PROGRAM

WEDNESDAY, OCTOBER 21

PRE-CONFERENCES

9:00 a.m. – 3:00 p.m.

ASKING POWERFUL QUESTIONS: HOW TEACHER LIBRARIANS FURTHER LITERACY AND COMPREHENSION IN THE IOWA CORE CURRICULUM

Jamie McKenzie, Editor, Network 609, Bellingham, WA
This nationally-known speaker and writer outlines the connection between powerful questioning and the capacity to understand information across different literacies—categories of information—showing how teacher librarians and teachers can use comprehension as the lever and fulcrum with which to implement the Iowa Core Curriculum.
Sponsored by *Iowa Association of School Librarians*

10:00 a.m. - 3:00 p.m.

THE SUSTAINABILITY TRANSFORMATION: GREEN(ER) LIBRARIES

David Greenebaum, Education Services Librarian, Lyrasis, Atlanta, GA
This class will discuss standards for measuring libraries' environmental impact and offer ideas for more sustainable approaches relating to both physical plant and operating processes.
Sponsored by *Library Administration and Management Association and Public Library Forum*

10:00 a.m. - 3:00 p.m.

THE LIBRARY AND THE SOCIAL ORDER OF THINGS

Karen Burns, Administrator, Southwest Iowa Library Service Area, Council Bluffs
Sarah Willeford, Assistant Director, Kirkendall Public Library, Ankeny
Join a hands-on social networking tour and practice using tools like Twitter, wikis, Facebook, YouTube and more, as you see examples of how libraries are using them effectively.
Location: Computer Lab, Des Moines Public Library
Sponsored by *Iowa Library Trustees Association* and *Iowa Library Friends Association*

TECHNOLOGY PETTING ZOO: LEARN TO MAKE THE MOST OF KINDLES AND MORE

Louise Alcorn, Reference Technology Librarian, West Des Moines Public Library
Marie Harms, Library Consultant, State Library of Iowa, Des Moines
Kim Van Deest, Network Analyst and Information Literacy Coordinator, Waterloo Public Library
Along with demonstrations of common technological tools, the "zoo keeper" experts show you how to make better use of little-used or ignored features on your very own techno-gadgets.
Location: Meeting Room, Des Moines Public Library
Sponsored by *Support Personnel* and *Information Technology Forum*

DO TELL IT ANY WAY IT WORKS!

Patricia Coffie, Storyteller, Waverly

Duffy De France, Storyteller, Muscatine

Maureen Korte, Storyteller, Des Moines

Learn storytelling techniques for all ages. Then witness tried and true techniques for story finding and shaping by Tellers from the Storytellers' Roundtable.

Sponsored by *Storytellers' Roundtable*

3:00 p.m. – 6:00 p.m.

GRAND OPENING OF EXHIBITS

Des Moines Roosevelt String Quartet

Supported by *Jones Library Sales, Inc.* and *OPN Architects, Inc.*

6:00 p.m. - 8:00 p.m.

AUTHOR FAIR: IT'S ALL ABOUT BOOKS (*open to the public*)

Storytellers' Roundtable Members Perform

Sponsored by *Iowa Library Association* and *Iowa Center for the Book*

Location: Des Moines Public Library

8:00 p.m. – 10:00 p.m.

COLLEAGUES, CONVERSATIONS, AND OTHER CHOICES

Supported by *Des Moines Public Library Foundation* and *EBSCO Information Services*

Location: Des Moines Public Library

THURSDAY, OCTOBER 22

7:30 a.m. – 8:25 a.m.

CONFERENCE ORIENTATION/NEW MEMBERS BREAKFAST

Supported by *George Lawson Consulting*

8:30 a.m. – 10:00 a.m.

CONTINENTAL BREAKFAST AVAILABLE

Supported by *Terry Powell Memorial Fund through the University of Iowa School of Library and Information Science*

OPENING GENERAL SESSION

Welcome by ILA President **Ellen Neuhaus** and Des Moines Mayor **Frank Cownie**

CANDIDATES FORUM

President-Elect Candidates

THE NEW LIBRARY USER AND HOW TO SERVE HER (AND HIM)

Lee Rainie, Director, Pew Internet and American Life Project, Washington, D.C.

A summary of recent trends in Internet use, cell phone use and how information seekers come in different shapes and sizes. He will discuss how these changes affect all types of libraries: academic, public, school and special.

Supported by *Iowa Library Association Foundation Endowed Speakers' Fund*

10:00 a.m. – 11:00 a.m.

BREAK IN THE EXHIBIT HALL

Supported by *Davidson Titles, Inc.*

11:05 a.m. – 11:55 a.m.

CONCURRENT SESSIONS

CLOSE ENCOUNTERS WITH DIGITAL CITIZENS

Lee Rainie, Director, Pew Internet and American Life Project, Washington, D.C.

Session focuses on research on teenagers and young adults, how they gather and share information and their experiences in libraries. Sponsored by *ILA Executive Board*

THE BRAVE NEW CITIZEN

Jamie McKenzie, Editor, Network 609, Bellingham, WA
New technologies promise all kinds of great miracles like stronger thinking and better writing, but it turns out that many of those promises amount to Fool's Gold unless good teachers combat much of the marketing and pressure to substitute templates, wizards and short-cuts for careful research, logic and questioning.

Sponsored by *Iowa Association of School Librarians*

PATIENT SAFETY THROUGH COMMUNITY AWARENESS

Chris Childs, Education and Outreach Librarian, Hardin Library for the Health Sciences, University of Iowa, Iowa City
Mindwell Egeland, Director, Patients' Library, University of Iowa Hospitals and Clinics, Iowa City

Mary Kay Brooks, RN, MSN, Director, Clinical Quality, Safety and Performance Improvement, College of Medicine, University of Iowa, Iowa City

This session will provide an overview of the Partnering for Patient Empowerment through Community Awareness Program which provides networking opportunities for public libraries and medical centers to help individuals take an active role in their medical needs.

Sponsored by *Iowa Library Health Sciences Association* and *Public Library Forum*

TRUSTEE ESSENTIALS

Sandy Dixon, Program Director for Library Development, State Library of Iowa, Des Moines

This session will cover questions frequently asked by library trustees and where to find the answers. Questions encouraged! Sponsored by *Iowa Library Trustee Association*

UN-NATURAL DISASTERS: GATHERING THE LOCAL STORIES

Terry Swails, Author, Davenport

Carolyn Wettstone Swails, Author, Davenport

Capture and preserve local stories using various techniques and strategies.

Sponsored by *Storytellers' Roundtable* and *Local History and Genealogy*

PERFECT PARTNERS: MUSEUM AND LIBRARY YOUTH PROGRAMS THAT WORK!

Debbie Dunn, Library Assistant, Iowa City Public Library
Shaner Magalhaes, Executive Director, Johnson County Historical Museum, Iowa City

Samantha Wikstrom, Supervisor of Youth Services, Davenport Public Library

Join this discussion highlighting effective library/museum partnerships for children and teens.

Sponsored by *Youth Services Subdivision*

LIBRARIES AND 21ST CENTURY PRIVACY: THEIRS, YOURS, OURS

Deborah Caldwell-Stone, Acting Director, Office of Intellectual Freedom, American Library Association, Chicago, IL

Come join in this discussion of the value of privacy and the growing threats to privacy rights.

Sponsored by *Intellectual Freedom Committee*

LIBRARY ADVOCACY TIPS FROM YOUR LOBBYISTS

Amy Campbell, Lobbyist, Campbell-Patterson Consulting, Des Moines

Craig Patterson, Lobbyist, Campbell-Patterson Consulting, Des Moines

Sponsored by *Governmental Affairs Committee* and *Public Relations Committee*

12:00 p.m. – 1:50 p.m.

LUNCH

Introduction of Exhibitors

Jodie Morin, **Jason Shirley**, Exhibit Co-Chairs
Corporate Member Recognition

Rhonda Frevert, Membership Committee Chair
Candidates Forum

Executive Board Candidates

State Library Update

Mary Wegner, State Librarian

ILA Membership Business Meeting

Ellen Neuhaus, ILA President, Presiding

12:45 p.m. – 1:30 p.m.

EXHIBITOR BUSINESS MEETING

2:00 p.m. – 2:50 p.m.

CONCURRENT SESSIONS

WHO'S BUZZING AROUND YOUR HIVE, AND ARE THEY WORTH THE STINGS? COMMUNITY CONNECTIONS THAT COUNT

Bonnie McCune, Community Programs Consultant, Colorado State Library, Denver, CO

An interactive session to enable libraries to tap into existing community networks to strengthen relationships that will benefit them and their community partners.

Sponsored by *Library Administration and Management Association*

EMOTIONAL INTELLIGENCE: RAISING THE BAR ON SERVICE

Lauren Burnett, Consultant, Center for Inner Quality, Cleveland, OH

Learn how to raise your EQ, Emotional Intelligence Quotient, to create memorable customer connections and retain staff and users with the five points of connection: realness, access-ibility, consistency, value-ing and accountability.

Sponsored by *Leadership Development Committee*

COLLECTIVE ADVOCACY: ENGAGING LIBRARIES IN THE OPEN ACCESS MOVEMENT

Faye Chadwell, Associate University Librarian for Collections and Content Management, Oregon State University, Corvallis, OR

Heather Joseph, Executive Director, Scholarly Publishing and Academic Resources Coalition, Washington, D.C.

Introduces the concepts of open access and how libraries can advocate for free and permanent access to research.

Sponsored by *ILA/ACRL* and *Community College Librarians Roundtable*

TINY TECH: SOLVING PROBLEMS AT SMALL LIBRARIES ON THE CHEAP

Jessamyn West, Librarian, Author, Techie, Randolph, VT

Discover the plentiful free web resources that small libraries can use to solve problems without breaking the bank.

Sponsored by *Information Technology Forum* and *Iowa Small Library Association*

FUN AND FINE IN 2009: PICTURE BOOKS YOU SHOULDN'T MISS

Danielle Day, Manager of Youth Services, Carnegie-Stout Public Library, Dubuque

Debb P. Green, Childrens' Services Coordinator, Iowa City Public Library

Join these veteran youth librarians as they share the finest picture books published in 2009.

Sponsored by *Youth Services Subdivision*

LIBRARY ADVOCACY: HOW ALA CAN HELP YOU MAKE YOUR CASE

Marci Merola, Director, ALA Office for Library Advocacy, American Library Association, Chicago, IL

A presentation of current and forthcoming ALA toolkits created to assist libraries with advocacy, budgeting, retooling and coalition-building during tough times.

Sponsored by *Public Relations Committee* and *Public Library Forum*

CREATING PERSONAL LEARNING THROUGH SELF-ASSESSMENT

Jean Donham, Associate Professor, University of Northern Iowa, Cedar Falls

Describes self-assessment in the context of information literacy and considers strategies for making self-assessment of the information-seeking process a habit among students.

Sponsored by *Iowa Association of School Librarians*

UPPER MISSISSIPPI VALLEY DIGITAL IMAGE ARCHIVE AND IOWA HERITAGE DIGITAL COLLECTIONS

Barbara Corson, Program Director for Library Services, State Library of Iowa, Des Moines

Amy Groskopf, Associate Director for Resource Services, Davenport Public Library

Presenters discuss two digital depositories for cultural and historical information about Iowa and the Midwest.

Sponsored by *Local History and Genealogy*

2:50 p.m. – 3:30 p.m.

BREAK IN THE EXHIBIT HALL

Supported by *Leo A. Daly*

3:30 p.m. – 4:20 p.m.

CONCURRENT SESSIONS

ON-THE-FLY TECH SUPPORT: RESOURCES AND TIPS FOR THE RELUCTANT COMPUTER REPAIR PERSON

Jessamyn West, Librarian, Author, Techie, Randolph, VT

Do you have a lot of computers but not a lot of time/money to support them? Learn some easy approaches for problem solving.

Sponsored by *Iowa Small Library Association*

OUR CHANGING INFORMATION LANDSCAPE: SOME BIG IDEAS

Scott McLeod, J.D., Ph.D., Director, UCEA Center for the Advanced Study of Technology Leadership in Education (CASTLE), Ames

The new ability for everyone to have a voice has dramatic impact on the social construction of knowledge, information access, the diminishing primacy of text and other aspects of our information. Identify the forces that are remaking our world and engage in discussion about what they mean for our future work.

Sponsored by *Iowa Association of School Librarians*

COPING WITH WORKPLACE NEGATIVITY

Lauren Burnett, Consultant, Center for Inner Quality, Cleveland, OH

Explore verbal and non-verbal strategies to manage challenging personality types: Ivan Irate, Paula Passive-Aggressive, Gayle Gossiper and Chris Complainer.

Sponsored by *Leadership Development Committee*

FICTION AND NONFICTION: THE TRUTH ABOUT VOLUNTEERS

Bonnie McCune, Community Programs Consultant, Colorado State Library, Denver, CO

A lively and realistic approach to the recruitment and retention of volunteers in libraries of any type or size.

Supported by *Friends of Cedar Falls Public Library*

Sponsored by *Library Administration and Management Association and Iowa Library Friends Association*

RIGHTS STUFF: DECODING PUBLISHER COPYRIGHT TRANSFER AGREEMENTS

Faye Chadwell, Associate University Librarian for Collections and Content Management, Oregon State University, Corvallis, OR

Heather Joseph, Executive Director, Scholarly Publishing and Academic Resources Coalition, Washington, D.C.

Discussed various aspects of scholarly communications including retaining rights to research results, copyright transfer agreements and how to educate faculty on these topics.

Sponsored by *ILA/ACRL* and *Community College Librarians Roundtable*

BEYOND SURVIVAL: BRIGHT IDEAS IN TOUGH TIMES

Louise Alcorn, Reference Technology Librarian, West Des Moines Public Library

Many libraries are responding to tough economic times with creative marketing, programming and service ideas. Many ideas will be shared in this session.

Sponsored by *Public Library Forum*

UNDERSTANDING HOMESCHOOLERS AND THE RESOURCES THEY LOVE

Kathy Wentz, Educational Consultant, Homeschool Resource Center, Johnsburg Public Library, Johnsburg, IL

As a homeschooler parent and a library volunteer, Ms. Wentz is able to share what works best for these niche library users.

Sponsored by *Youth Services Subdivision*

BEST PRACTICES FOR CREATING A PHENOMENAL ONLINE NEWSLETTER

Janine Bauer, Public Relations and Adult Program Coordinator, Urbandale Public Library

Carmen Epstein, Circulation Manager, Urbandale Public Library

Enhance your message and improve your communication quotient through online newsletters.

Sponsored by *Editorial Committee* and *Iowa Library Friends Association*

4:30 p.m. - 5:00 p.m.

VISIT THE EXHIBITS (Final Opportunity)

4:30 p.m. – 5:15 p.m.

SUBDIVISION BUSINESS MEETINGS

ILA/ACRL

Iowa Association of School Librarians

Information Technology Forum

Iowa Health Sciences Library Association

Iowa Library Trustees Association

Video Roundtable

Youth Services Subdivision

5:15 p.m. – 6:00 p.m.

SUBDIVISION BUSINESS MEETINGS

Community College Librarians Roundtable
Iowa Library Friends Association
Iowa Small Library Association
Library Administration and Management Association
Local History and Genealogy
Resources and Technical Services Forum
Support Personnel

6:00 p.m. – 6:50 p.m.

SOCIAL HOUR

Final ILAF Auction Bidding

7:00 p.m. – 9:00 p.m.

BANQUET

CONNECTING POETRY AND STORIES

Janice Harrington, Assistant Professor of English, University of Illinois, Urbana-Champaign, Urbana, IL
Be entertained by a professional storyteller who also writes award-winning poetry and children's books. Ms. Harrington's books have won many awards and citations including *Time Magazine's* top 10 children's books of 2007.
Supported by *ProQuest*

10:00 p.m. - 11:59 p.m.

PRESIDENT'S SOCIAL

Location: Des Moines Marriott

FRIDAY, OCTOBER 23

7:30 a.m. – 8:25 a.m.

SUBDIVISION BUSINESS MEETINGS

Government Documents Roundtable
Public Library Forum
Special Libraries Roundtable
Storytellers' Roundtable

8:30 a.m. – 10:00 a.m.

GENERAL SESSION

CHANGING TIMES: NEW ROLES FOR LIBRARIES

Karen Schneider, Library Futurist and Community Librarian, Equinox, Tallahassee, FL
The Free Range Librarian gives her perspectives on current and future library trends and their potential impact on libraries and library services.
Supported by *Iowa Library Association Foundation Endowed Speakers' Fund*

10:00 a.m. – 10:15 a.m.

BEVERAGE BREAK

Supported by *Innovative Interfaces*

10:20 a.m. – 11:10 a.m.

CONCURRENT SESSIONS

HUMO(U)R IN LIBRARIES: MAKING FUN AT WORK AND STAYING PRODUCTIVE

Fred Gertler, Former Assistant Dean of the University Library, University of the Pacific, Stockton, CA
This session will show how humor in the library can make work fun and productive—be prepared to laugh, enjoy and learn.
Sponsored by *ILA/ACRL* and *Community College Librarians Roundtable*

HIGH-TECH TOOLS (AND TOYS)

John Larson, Information Technology Librarian, St. Paul Public Library, St. Paul, MN
Explore new tech tools like e-book readers and netbooks, and consider their impact on libraries.
Sponsored by *Special Libraries Roundtable*

YOU KNOW IT, NOW DO IT: COMMUNITY INVOLVEMENT

Alan Kemp, Executive Director, Iowa League of Cities, Des Moines
Hear from someone outside the library community looking in the library for the best possible way your library can be a part of the community.
Sponsored by *Leadership Development Committee* and *Iowa Small Library Association*

SMILE! YOU'RE ON CAMERA: SECURITY CAMERA USE IN TWO PUBLIC LIBRARIES

Susan Craig, Director, Iowa City Public Library
Barbara Peterson, Director, Council Bluffs Public Library
Two public library directors share their experiences with surveillance cameras.
Sponsored by *Public Library Forum* and *Library Administration and Management Association*
Supported by *Security Equipment, Inc.*

LOOKING BACK, LOOKING FORWARD: NUMBERS THAT SHAPE OUR STATE

Willis Goudy, Professor Emeritus (Sociology), Iowa State University, Ames
The story of Iowa's changing and diverse population as reflected in historical census figures with projected trends toward the future.
Sponsored by *Government Documents Roundtable*

IOWA'S NEW SEX OFFENDER LAW AND PUBLIC LIBRARIES

Suzann Holland, Director, Oskaloosa Public Library
Other panelists to be determined
A panel of public library directors and a city attorney will discuss library policies addressing the new sex offender to minors law which went into effect July 1, 2009.
Sponsored by *Iowa Library Trustees Association*

THE VAMPIRE IN THE ROCKET SHIP

Yolanda Hood, Youth Collection Librarian and Assistant Professor, University of Northern Iowa, Cedar Falls

Kelly Stern, Teacher Librarian, Cedar Falls High School, Cedar Falls

Book talk focuses on the newest, the trendiest, the best authors, the best series and the best stand-alone works of fantasy and science fiction for grades 3-12.

Sponsored by *Iowa Association of School Librarians* and *Youth Services Subdivision*

Supported by *University of Northern Iowa Rod Library Fund for Excellence*

CAN YOU SEE THE FUTURE WITH RDA?

Linda Gonzalez, Member Services Librarian, BCR, Aurora, CO

This session will demystify Resource Description and Access (RDA) by reviewing the basics of the anticipated next edition of the cataloging rules and the changes it might bring to cataloging practices and online catalogs.

Sponsored by *Resources and Technical Services Forum*

11:20 a.m. - 12:10 p.m.

CONCURRENT SESSIONS

OPEN SOURCE: WHAT IS IT ALL ABOUT?

Karen Schneider, Library Futurist and Community Librarian, Equinox, Tallahassee, FL

Learn about open source and how and where it is used. Discover the benefits as well as the disadvantages in using open source software.

Sponsored by *Information Technology Forum*

OPEN MEETINGS LAW: KNOW YOUR RIGHTS AND RESPONSIBILITIES

Angela Dalton, Assistant Ombudsman, State of Iowa Citizens' Aide/Ombudsman, Des Moines

Find out what your responsibilities are to comply with the law, how to hold electronic meetings and closed sessions, as well as how to take minutes and post agendas.

Sponsored by *Iowa Library Trustees Association*

DECIPHERING PROFESSIONAL AND SUPPORT STAFF RELATIONSHIPS

Fred Gertler, Former Assistant Dean of the University Library, University of the Pacific, Stockton, CA

Explore the relationships between support and professional staff that increase trust and understanding, resulting in more effective teamwork.

Sponsored by *Support Personnel*

LEARN, GROW, ACHIEVE: A BCR UPDATE

Linda Gonzalez, Member Services Librarian, BCR, Aurora, CO

I HATE BOOKS: BOYS AND READING

John Coy, Author, Minneapolis, MN

Get them hooked—listen to this award-winning author share his experiences working with this sometimes reluctant group of readers.

Sponsored by *Youth Services Subdivision* and *Iowa Association of School Librarians*

ALL FOR ONE AND ONE FOR ALL: COUNTY COLLABORATIONS THAT WORK

Jill Sanders, Director, Elkader Public Library

Anne Skaden, Director, Kalona Public Library

Carole Stanger, Director, Atlantic Public Library

Panel members will discuss cooperative projects and how they accomplished them, including a county-wide website and union catalog, shared funding requests and programming, shared movie licensing and audio book downloading, and even a shared employee.

Sponsored by *Iowa Small Library Association* and *Public Library Forum*

FULL STREAM AHEAD: USING FREE ONLINE VIDEOS TO MARKET, INSTRUCT, INFORM AND EXCITE

Myntha Cuffy, Reference Instruction, University of Iowa, Iowa City

Learn about new video products and how they can be used at your library. Bring questions, comments and ideas to share after the presentation.

Sponsored by *Video Roundtable*

GEEKING EXPLAINED: HOW IT CAN HELP LIBRARIES

Saul Amdursky, Director, Des Moines Public Library

Jenny Johnson, Executive Director for Branding and Marketing Services, OCLC, Dublin, OH

Mary Wegner, State Librarian, State Library of Iowa, Des Moines

Panelists discuss OCLC's current campaign to raise awareness about the importance of funding support for public libraries.

Sponsored by *Public Relations Committee*

12:15 p.m. – 1:45 p.m.

LUNCH

THE DIFFICULT ART OF HAPPINESS

Carrie Brown, Associate Professor of English, Sweet Briar College, Sweet Briar, VA

Join Ms. Brown in a journey as she weaves a narrative tapestry of imagery and reflections on her book, *The Rope Walk*, the 2009 All Iowa Reads Book.

Supported by *Des Moines Public Library* and *LexisNexis*

Reconvene ILA Business Meeting if necessary