

ArLA 2009 Conference Schedule

Tuesday, October 27, 2009

		Location
12:30 PM - 2:00 PM	AWARD'S LUNCHEON	208 & 209
2:15 PM - 3:30 PM	2010 CONFERENCE PLANNING	205

Arkansas Library Association/SouthEast Library Association
Joint Conference 2010
Saturday, September 25 through Tuesday, September 28, 2010
PEABODY HOTEL, LITTLE ROCK, AR



ArLA 2009 Conference Schedule

Saturday, October 24, 2009

2:00 PM - 5:00 PM

			Location
Trustees/ Public	Ruth Hyatt	Trustees Workshop - Building Community Support	Oaklawn Conference Room
This FREE session will focus on how Library Trustees can develop relationships with their community in order to proactively advocate for their libraries and better serve their patrons! Session elements include: Board Recruitment, Your 30 second "commercial", Dealing with the media, Tools for community engagement, and Community outreach idea exchange. Additional materials will be available to Library Trustees both new and experienced!			

Sunday, October 25, 2009

10:00 AM - 12:00 PM

ArLA Board Meeting	Oaklawn Conf. Room
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12:00 PM

Registration Opens	Convention Center
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12:00 PM

Basket Auction Items Delivered	Exhibit Hall B
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"Arkansas Libraries: Partner With Change"



Arkansas Library Association

ArLA 2009 Conference Schedule

Sunday, October 25, 2009

1:00 PM - 1:50 PM (Concurrent Sessions)

				Location
Track	Session Title	Speaker	Narrative	
General Session	NEW MEMBERS WELCOME MEETING	Debbie Hall	A program to introduce new members to the Association and all it has to offer. This program will be an overview of Association divisions, roundtables and committees. A place for new members to ask questions	203
Academic Public School Technology	Demise of the Book: Reading in the 21st Century	Lea Ann Alexander	In January 2008, Steve Jobs stated that Amazon's eReader, the Kindle, would fail because "people don't read anymore". Was he right? Each year the NEA Report on reading indicates that Americans are reading less. In response to patron demand, libraries add computers and databases while slashing book budgets. Should we worry?	205
Children's School	Children's Book Awards (Part 1 of 2)	Connie Zimmer	An overview of the Arkansas Children's Book Awards process including how the books are chosen, who is involved, and how we were able to give recognition to our authors for the first time in many years. The Charlie May Simon and Arkansas Diamond Books for 2009-2010 will be discussed. Beth Stone will present activities related to the list for teachers and librarians to use. These activities will be aligned with the Library Media and Content area frameworks (which is always a plus!).	102
School	Resource Description & Access (RDA) Model & Impact on Cataloging in the School Library Media Center	Jud Copeland	Resource Description & Access (RDA) is the new cataloging standard that will replace Anglo-American Cataloguing Rules, 2nd edition in 2009. RDA goes beyond earlier cataloging codes in providing guidelines on cataloging digital resources and a stronger emphasis on helping users. RDA also supports clustering of bibliographic records to show relationships between works and their creators. This presentation will focus on how changes in the cataloging code will impact information services.	204
ALL	<i>They Said It Couldn't Be Done</i>	Lynn Davis, Author	<i>They said It Couldn't Be Done</i> , documents the closing down of "The Biggest Illegal Casino Operation in America - Hot Springs, Arkansas - 1967" in 120 days. After failed attempts at ending casino operations in Hot Springs for decades, Governor Winthrop Rockefeller was frustrated. The previous police chiefs were bribed, blackmailed, or threatened into inaction by the "redneck mafia" in the Spa City. But not Lynn Davis, a clean-cut FBI agent-turned police chief who became a local hero.	201 & 202
Children's School Public Trustee	Climb aboard Dolly Parton's Imagination Library; the gift that speaks volumes for your community's future	Pam Husaker, Regional Director Dolly Parton's Imagination Library	Dolly Parton's Imagination Library is a unique opportunity to give something simple, yet powerful, to children and parents. She founded her Imagination Library to provide a library of books to preschool children that would help them develop a love for reading and learning. Ample research supports early literacy. The key to success in school and beyond is developing proficient reading skills.	103

ArLA 2009 Conference Schedule

Sunday, October 25, 2009

2:00 PM - 2:50 PM (Concurrent Sessions)

				Location
Track	Session Title	Speaker	Narrative	
Public All Others	Customer Service Fundamentals (Part 1 of 2)	Judith Gibbons	Do you want to make your library shine by providing consistent and outstanding service to your community? This program will review and introduce some concepts that will enhance the library experience for your patrons.	201 & 202
ALL	<i>Finding the Lost Year: What Happened When Little Rock Closed Its Public Schools</i>	Sondra Gordy, Author	Much has been written about the Little Rock School Crisis of 1957, but very little has been devoted to the following year - the Lost Year, 1958-59 - when Little Rock schools were closed to all students, both black and white. <i>Finding the Lost Year</i> is the first book to look at the unresolved elements of the school desegregation crisis when policy-makers thwarted desegregation and challenged the creation of a racially integrated community.	203
School	Changing the Face of the Library	Lori Bush	Want to change the face of the library to be more current? Start the new school year with fresh ideas to liven up your collection. Learn how to utilize visual displays to promote programs, themes, genres, books and frameworks. Bring your own ideas and pictures to share so we will all go home and change the face of our libraries.	204
Technology Public Reference	Gale Business Resources in the Down Economy - Tools to Support your Community	Linda Busse	As the country continues to struggle with the down economy, the library continues to grow in its role as a resource for those dealing with job loss, re-training, legal issues and other economic concerns. One of the most critical roles public libraries play in today's world is helping users access resources in these areas. This program provides an overview of Gale resources that help patrons gain the knowledge they need to survive the current economic crisis.	205
Children's Public	Thinking Outside the Box: An Exchange of Children's Programming Ideas	Randi Eskridge, Anna Bates & Lauren Drittler	Join other librarians and paraprofessionals from all over the state for a creative exchange of programming ideas and best practices with an emphasis on summer reading. Brief five minute presentations of programming ideas will be made by Lauren Drittler from Pope County Library, Anna Bates from Stuttgart Public Library, and Randi Eskridge from Bob Herzfeld Memorial Library. The remainder of the program will give others a chance to share ideas with the group and will also provide an open forum for discussing ideas for 2010 summer reading.	103
Children's School	Children's Book Awards (Part 2 of 2)	Connie Zimmer	See above.	102

ArLA 2009 Conference Schedule

Sunday, October 25, 2009

3:00 PM - 3:50 PM (Concurrent Sessions)

				Location
Track	Session Title	Speaker	Narrative	
Academic	Web Usability on a Dime (and \$100)	Beth Juhl and Lora Lennertz Jetton	What are your users doing on and with your library's website? University of Arkansas librarians will report on their strategies for conducting quick and easy website usability studies. Gain valuable knowledge of your users' perceptions, misconceptions and expectations without breaking the bank.	102
Public All Others	Customer Service Fundamentals (Part 2 of 2)	Judith Gibbons	See above.	201 & 202
All	<i>Something to Write Home About: Memories of a Presidential Diarist</i>	Janis Kearney, Author	Janis F. Kearney is a former free-lance writer and publisher of the Arkansas State Press newspaper, founded by civil rights legends Daisy and L.C. Bates. <i>Something to Write About</i> offers a peek into the author's days at the White House, the personalities that populated the Clinton era, and the atmosphere during some of the most documented periods of Clinton's eight-year presidency. Kearney served as personal diarist to President William Jefferson "Bill" Clinton.	203
Technology Public Academic	Digital Collection made easy with CONTENTdm	Christine Peterson, Amigos Library Services	As part of the FirstSearch Base Package, you now have the option to use CONTENTdm for your digitized collections. Christine Peterson, the CONTENTdm trainer at Amigos Library Services, will take you through an overview of the software, including the types of collections you can create, as well as the basic CONTENTdm workflow.	103
School	Standards, Laws and Frameworks: What every School Librarian Media Specialist Should Know	Margaret Amps and Shirley Fetherolf	Get an update on Arkansas standards, laws and the new K-12 library-media frameworks.	204
Children's School	Shake It Up Baby: Programming for Musical-and-Not-So-Musical-Librarians	Lela Bloom, Kasey McKinney and Tiffany Hough	Join us as we share simple tips and tricks for integrating music into library programs, no matter what your musical ability. We will show you how to sing books, rap books, utilize recorded music, and make homemade instruments. We will also offer suggestions for creative musical programming. Come ready to sing, dance, and make some noise!	205

4:00 PM - 6:00 PM

GRAND OPENING EXHIBITS, BASKET AUCTION AND RECEPTION	Exhibit Hall B
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Don't forget to visit the baskets!!!

ArLA 2009 Conference Schedule

Sunday, October 25, 2009

4:00 PM - 4:50 PM (Concurrent Sessions)

				Location
Track	Session Title	Speaker	Narrative	
Academic Reference	Economic data at the St. Louis Federal Reserve and beyond	Katrina Stierholz	A discussion of the various tools for accessing over 20,000 economic time series from the St. Louis Federal Reserve and reasons librarians and their patrons would use them. Stierholz will discuss the data and information that have been particularly interesting during the economic crisis and the recession.	102
Technology Public Academic School	Playing Catch-Up with Technology	Christine Peterson	Technology is constantly changing - so much so that it is difficult to keep up. What did you miss during the past year? Find out - we'll discuss what's new, what's different . . . and what's surprising!	103
ALL	Census 2010: Ways Libraries can help with the U.S. Census in Arkansas	Rich Gerdes Kansas City Regional Office of the U.S. Census	Rich Gerdes will briefly discuss the upcoming 2010 census, how it can impact libraries in Arkansas, and various ways libraries can help reach difficult to count populations.	203
Reference Public Academic School Technology Children's	Simplifying Research	EBSCO	Please join us for a tour through the EBSCO Databases that are provided by the Traveler program, as well as some additional/subject - specific resources that will benefit any School, Academic or Public Library.	204
Children's Public	Building a Teen Program	Kara Propes	Working with teenagers can be a scary, intimidating and quite frankly an annoying task. Guess what, they feel the same way about you. Teenagers are like animals. They sense your fears and your insecurities. The first step in teen programming is to understand them. Work with them and treat them like adults. (Note: they are not adults). You as the Librarian or Youth Services Coordinator have to think like a teenager. Help them develop their ideas into a responsible adult decision. In this session you will learn how to do that and as a result build a successful teen program.	205

4:30 PM - 5:30 PM

ALPS Meeting	201 & 202
AASL Meeting	204
Armlink Meeting	203

6:00 PM - ???

**DINE AROUND - HOT SPRINGS
SIGN UP AT REGISTRATION DESK**

ArLA 2009 Conference Schedule

Monday, October 26, 2009

8:30 AM - 4:00 PM	Exhibits & Basket Auctions	Location Exhibit Hall B
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8:30 AM - 9:20 AM (Concurrent Sessions)

Track	Session Title	Speaker	Narrative	
ALL	<i>The Buffalo Flows</i>	Larry D. Foley, Producer	Larry D. Foley, professor of Journalism at the University of Arkansas, will be discussing his recently completed documentary on the history of the Buffalo River and the process of making it the first national river. He will talk about the process of creating a documentary as well. DVD copies of The Buffalo Flows will be available for purchase during the Conference.	102
Public All Others	"I Wrote a Book - Now What" Resources for Your Patrons with this Question	Darcy Pattison	Annotated list of books and online resources for patrons who have written a book. While traditional publishers are emphasized, information on self-publishing will be included. Resources include: how to write, how to revise, how to get an agent, how to submit to a publisher, pros & cons of self publishing, lists of self publishers.	201 & 202
Academic Public School Reference	Development of Staff Technology Skills	Lanee Dunlap, Systems & Electronic Resources Librarian U of A Monticello and Carol Coffey, Library Services Development CALs	This program will provide practical examples of how academic and public libraries are using web 2.0 tools and technologies for staff development. This program will share how to implement a Technology Petting Zoo, including providing equipment to allow staff to experiment with emerging technologies. The speakers will provide tips, tools and techniques to jump-start staff development programs at your library.	204
School	Young Adult Books that Shine!!!!!!	Jana Dixon and Jil'Lana Heard	Join us for an informative booktalk-style session on our favorite recent reads. Discover what YA books really stand out from the rest and truly SHINE in the world YA literature.	203
Reference All Others	Encyclopedia Britannica		Today, Britannica Digital Learning serves teachers, educators, librarians, and all ages of students better than ever before. Online learning for pre-school students, curriculum correlated science materials for middle schools, the definitive Encyclopedia Britannica for all learners! Learn the latest features of WORKSPACE, and the NEW lessons and learning materials that are correlated to the state standards.	103
Children's YA Public School	The Latest & Greatest in Juvenile Nonfiction	Alyson Low	This presentation, delivered in a fun, conversational style, provides a lengthy list of current high-interest, juvenile nonfiction books, commentary on each of the selections, and some excerpted readings. Accompanying PowerPoint highlights cover art as well as interior pages.	205

ArLA 2009 Conference Schedule

Monday, October 26, 2008

9:30 AM - 9:50 AM

VISIT EXHIBITS	Location Exhibit Hall B
Childrens Services Round Table Meeting	205
Government Documents Round Table Meeting	204
2-Year Colleges Round Table Meeting	203
InformationTechnology Round Table Meeting	201 & 202

10:00 AM - 10:50 AM (Concurrent Sessions)

Track	Session Title	Speaker	Narrative	
ALL	Conflict Resolution in the workplace, home or just about any inhabited environment	Dr. Jim Guinee Licensed Psychologist	This program will examine the nature of conflict, how conflict affects people physically and emotionally, styles of conflict resolution, and most importantly, strategies that help individuals work toward better resolutions of workplace and all interpersonal conflict. The presentation will include group discussions, group exercises, and humorous videos.	203
Public All Others	Introduction to Grant Writing (Part 1 of 2)	Judith Gibbons	In today's economy, grant writing is an essential skill that will help you stretch your limited library budget. Learn some of the basics about conceiving, developing and writing winning grant proposals.	102
Academic Reference	Student Library Advisory Committees: A Rollercoaster Ride	Amber Wilson-Caster, Renee Lebeau-Ford & Susan Burks UCA Faculty	Learn how to work cooperatively with students at your university to provide services and resources that students feel are important. Discussion will include how to form a Student Library Advisory Committee, projects or areas the committee could focus on, and how to take action with the feedback solicited from students	204
ALL	<i>Headpots of Northeast Arkansas and Southern Pemiscot County, MO.</i>	James Cherry, Author	In 1981, James F. Cherry embarked on what evolved into a passionate, personal quest to identify and document all the known headpots of Mississippian Indian culture from northeast Arkansas and the boot heel region of southeast Missouri. Cherry's decades of research have culminated in the lavishly illustrated <i>The Headpots of Northeast Arkansas and Southern Pemiscot County, Missouri</i> , a fascinating, comprehensive catalog of 138 identified classical style headpots and an invaluable resource for understanding the meaning of these remarkable ceramic vessels.	201 & 202
Technology	TLC Automation System Users Group	Ron Russ	The Arkansas Library Solution User Group will discuss issues surrounding The Library Corporation's flagship product. This includes, but is not limited to, software upgrades, new features, end user experiences, etc.	103
Children's Public School	Easy Breezy Poetry	Lisa Donovan	Using poetry in library programs is a simple and exciting way to engage children of all ages. Poetry can be used to draw in reluctant readers, give an Early Literacy boost to beginning readers, and enhance your program with fun through a genre most people avoid.	205

ArLA 2009 Conference Schedule

Monday, October 26, 2008

11:00 AM - 11:50 AM (Concurrent Sessions)

				Location
Track	Session Title	Speaker	Narrative	
ALL	Conflict Resolution in the workplace, home, or just about any inhabited environment	Dr. Jim Guinee Licensed Psychologist	This program will examine the nature of conflict, how conflict affects people physically and emotionally, styles of conflict resolution, and most importantly, strategies that help individuals work toward better resolutions of workplace and all interpersonal conflict. The presentation will include group discussions, group exercises, and humorous videos.	203
Public All Others	Introduction to Grant Writing (Part 2 of 2)	Judith Gibbons	See above.	102
Academic Reference	Co-existing with Google. Is Library Instruction still necessary in the age of electronic resources?	Lutishoor Salisbury & Elizabeth McKee	This session will involve the audience participation to discuss whether library instruction is still relevant in its present format for the next generation. Examples from real life experiences will be presented after the discussion to explain what students are really looking for and what they grasp in instruction sessions. This session will also allow brain-storming. Come share your ideas and gather some new techniques.	201 & 202
School Public Academic Technology Children's	Free ESL/ELL/Foreign Language Resources in Traveler	Rachel Shankles	The free Traveler databases have all sorts of ESL/ELL/Foreign Language Resources available. Learn how to reach these for patrons or staff.	204
Children's Public	Multicultural Books in Storytime: Sharing Similarities & Celebrating Differences	Amy Miller	Do you have trouble deciding if the multicultural book you've chosen for storytime is appropriate? This session is designed to help you choose culturally authentic books and avoid books which perpetuate stereotypes. After this session you will be able to share literature steeped in different cultures which provides children with an appreciation for cultural similarities and differences and a clearer view of their world.	205

12:00 PM - 1:20 PM

LUNCH	Roy Reed, Author	<i>Looking back at the Arkansas Gazette : An Oral History</i> Longtime Arkansas Gazette reporter Roy Reed discusses his new book, " <i>Looking Back at the Arkansas Gazette</i> ," an oral history of the famed newspaper consisting of interviews from over a hundred former Gazette staffers recalling the stories they reported on and the people they worked with from the late forties to the paper's end in 1991. The Gazette is inextricably linked with Arkansas history, reporting on every major state event until the paper's end after a long newspaper war.	208 & 209
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1:30 PM - 1:50 PM

VISIT EXHIBITS	Exhibit Hall B
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ArLA 2009 Conference Schedule

Monday, October 26, 2008

1:30 PM - 1:50 PM

	Location
Public Libraries & Trustees Division Meeting	203
Special Libraries Division Meeting	205
Reference & Instruction Division Meeting	204
Resource & Technical Services Division Meeting	201 & 202

2:00 PM - 2:50 PM (Concurrent Sessions)

Track	Session Title	Speaker	Narrative	
Technology Public Academic School	Choosing a Digital Camera	Bill Walker, Imaging Field Service Officer, Amigos Library Services	Digital cameras have revolutionized photography, allowing virtually anyone to achieve optimum results with modest skills and minimal effort. Coupled with improvements in printers, inks, storage, media and editing software, digital photography delivers near-professional quality images while eliminating the time, effort and money once spent choosing, purchasing and developing rolls of film. Topics include CCD and CMOS sensors, lenses, LCD displays, digital photograph file types and image sizes.	203
Academic Public Reference	Connecting Inventors with U.S. Patents	Michael Strickland and Elizabeth Danley	Librarians are occasionally asked by inventors about the U.S. patent process. Many inventors assume the process is quick, inexpensive and /or fail to take precautions to protect their legal rights to inventions. Reference librarians from the Arkansas State Library will give a brief overview of U.S. patent information and answer audience questions about the U.S. patent process and the role librarians can play in it.	205
School Public	Multi-type Library Collaboration: The Garland County We Dewey Group	Rachel Shankles, Stoney Evans, Jana Dixon, Lori Bush, Lil'Lana Heard, Wanda Boarg, Beth Stone, Adam Webb & Tiffany Hough	Multi-Type Library Collaborations. The Garland County Library Development Group, Junior and Senior High Libraries in the area, along with YA and Children Librarians at the Garland County Library meet monthly to share programming ideas, bulletin board ideas and event planning.	103
Reference Public	Caring for the Mind: Providing Mental Health Information at Your Library (Part 1 of 2)	Michelle Malizia	Responding to mental health reference questions is challenging for even the most experienced librarian. In this class, participants will learn the best web sites, databases and collection development materials to respond to mental health related questions. This class will increase your knowledge of consumer level mental health resources. MLA CE accredited class.	204
Children's Public	Event Programming for Children - Creating programs for 75+ attendance	Jill Martin	This presentation will describe how to successfully create children's programs that will draw a large number of attendees. All aspects of planning will be discussed, including promotion , budgeting, recruiting volunteers, and implementation. A variety of program ideas with diverse budgets will be discussed. The expected interest level of program ideas discussed is up to age 12.	102

ArLA 2009 Conference Schedule

Monday, October 26, 2008

3:00 PM - 3:50 PM (Concurrent Sessions)

				Location
Track	Session Title	Speaker	Narrative	
School Public Technology Academic	What new Flip Video Cameras can do	Rachel Shankels	Flip Video cameras are the new rage in the library environment. These inexpensive gadgets are user friendly since they have the look and feel of an IPOD. These little cuties will allow you to make video clips of your programming events to load easily onto your websites, blogs, wikis, Facebook, or MySpace accounts. Rachel will demo and give info on what models are available and where to find them.	102
Public School Children's	Storytime with Arkansas Author Darcy Pattison	Darcy Pattison, Author	Free lesson plans and activities to accompany Darcy Pattison's picture books. <i>The Journey of Oliver K. Woodman</i> (Harcourt), <i>Searching for Oliver K Woodman</i> (Harcourt), and <i>19 Girls and Me</i> (Philomel/Putnam).	203
Academic	What? Not the Academic Librarians' Survey Again!! A Discussion of the 2009 Results	Britt Anne Murphy, Kathie Buckman & Jim Robb	In 2007, ArLA's College and University Division surveyed the 45 academic libraries in Arkansas. It was decided to do this every two years. Come and hear the results of the 2009 Arkansas Academic Librarians' Survey. ***COLLEGE AND UNIVERSITIES DIVISION MEETING***	205
Reference Public	Caring for the Mind: Providing Mental Health Information at Your Library (Part 2 of 2)	Michelle Malizia	See above.	204
School Public	Librarians & Classroom Teachers Unite!!	Diann Byers	Would you like additional tools for empowering teachers to get excited about using books in the classroom? This workshop will give you the tools you need to assist teachers in employing literature as an important component to engage students and enhance instruction. Young adult books for use in Foreign Language and History classrooms will be highlighted. The presenter is a National Board Certified Teacher who works closely with the Media Center Specialist to effectively utilize books in classroom instruction.	103

4:00 PM

EXHIBITS CLOSE	Exhibit Hall B
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4:00 PM - 4:30 PM

FINAL AUCTION BIDDING	Exhibit Hall B
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ArLA 2009 Conference Schedule

Monday, October 26, 2008

4:00 PM - 4:50 PM (Concurrent Sessions)

				Location
Track	Session Title	Speaker	Narrative	
Public All Others	Young Library Professionals Meet & Greet	Ashley Parker	Young Arkansas librarians or perspective librarians are invited to attend an informal meet and greet designed with the intent of networking and enjoying fellowship with age similar peers.	203
Academic Public Reference	Ask about RISD: The Reference & Instruction Services Division	Kathy Davis and Panel of Librarians	A panel will discuss the benefits and opportunities of becoming involved in RISD with a question and answer session to follow.	205
Children's	Puppet Mania!	Amanda Freeman & Jonathan Nichols	Puppet Mania is a program that was developed from our love of puppets- working with them and creating them. This program, in addition to being extremely fun, helps children of all ages express their creativity and channel it into the creation of a socializing tool. Puppets allow even the shyest of children to interact with others. Puppets also foster the retelling and invention of stories. In addition to these aspects, our program also demonstrates that puppets can be made from anything which then introduces the concept of "creative recycling".	201 & 202
Public All Others	Book Club 2.0	Crystal Long	Book Club 2.0 is an introduction to the Arkansas Center for the Book at the Arkansas State Library's implementation of Web 2.0 applications to reach its Book Club groups across the state. An overview of other state Centers for the Book and their uses for Web 2.0 applications will be presented. Tips will be provided to attendees on ways in which they can incorporate Web 2.0 applications to reach their book club groups and other user populations.	204

4:30 PM - 5:00 PM

ANNOUNCEMENT OF WINNING BIDS - COLLECTION OF BASKETS	Exhibit Hall B
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6:00 PM - 7:00 PM

Paul Lake, Author One Book One Conference Sponsored by the Center for the Book at the Arkansas State Library	The Arkansas Center for the Book at the Arkansas State Library and the Garland County Library invite conference attendees to participate in One Book, One Conference. We encourage ArLA members across the state to read one book and attend a presentation and signing by its author. CRY WOLF, by Paul Lake uses the ancient tradition of the animal fable to explore hot button topics.	GARLAND COUNTY LIBRARY
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**VOTE FOR BOARD NOMINEES AND YOUR FAVORITE LICENSE PLATE!!
BALLOTS FOUND IN YOUR PACKET**

ArLA 2009 Conference Schedule

Tuesday, October 27, 2009

8:30 AM - 9:20 AM	GENERAL BUSINESS MEETING	Location 201 & 202
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9:30 AM - 10:20 AM (Concurrent Sessions)

Track	Session Title	Speaker	Narrative	
Public School Trustee	Marketing on a Shoestring - A Real Case Study from Palm Beach, FL	Nicole Stroud	Have you ever wondered if your library should or could do marketing? Are you deterred by lack of funds? Find out what basic marketing can do for you, and learn how to put together a marketing plan on a shoestring budget. This interactive session will walk participants through evaluating 1.) their organization's mission and goals, 2) their organization's strengths, weaknesses, opportunities, and threats and 3) other key elements used to develop marketing strategies.	204
Academic Public School Technology	Libraries Collaboration Unconference	George Fowler and Michael Strickland	What was the Collaboration UnConference? How was it conceived? What did it accomplish? This program will detail the steps in planning, organizing, and conducting the CuC, along with the results and an un-planning toolkit to allow others to more easily have their own UnConference.	205
School	Citing Our Free Online Resources the Easy Way	Rachel Shankles	Rachel will show attendees how to do MLA citations for the Traveler database products using the cut and paste and add local info method. This method makes sense to students and can help them with this chore where online citation machines fail to correctly cite items.	103
YA Public	Teen Advisory Boards; Two Approches	Ashley Parker & Jessica McGrath	The Teen Advisory Board (TAB) provides teens the opportunity to become active in their local library. TAB programs can be designed in a variety of ways to best meet the needs of the teens involved and the community being served. Two different approaches are currently in use at the Malvern-Hot Spring County Library and the Saline County Library, respectively. In this session, aspects of planning and implementing TAB programs, along with activity ideas, will be discussed.	102
ALL	<i>The Barling Darling: Hal Smith in American Baseball</i>	Billy Higgins, Author History Professor U of A - Ft. Smith	As a kid, Hal Smith built up his arm by throwing a baseball at a Dr. Pepper sign on the side of a building in tiny Barling, Arkansas near Fort Smith. A two-time All-Star, Smith is the subject of a new book by Billy D. Higgins entitled <i>The Barling Darling</i> , published by Butler Center Books in Little Rock. Nicknamed "the Barling Darling" by former Cardinal announcer Harry Caray, Smith persevered through many years in the minor leagues before becoming one of baseball's best catchers in the post-World War II era. Higgins shows how baseball was affected by the post-war boom, using the life of Smith as a microcosm of American society.	201 & 202

ArLA 2009 Conference Schedule

Tuesday, October 27, 2009

10:30 AM - 11:20 AM (Concurrent Sessions)

				Location
Track	Session Title	Speaker	Narrative	
Public Children's	Youth Services in the Arkansas Delta	Wendy Rickman	During the summer of 2008, Dr. Wendy Rickman and four other researchers visited the public libraries of the Mississippi Delta (Arkansas, Louisiana, & Mississippi) region as representatives of the Kellogg Foundation & the Mid South Delta Initiative (MSDI) to observe the state of children's and young adult collections and services. This review will also include original photos, anecdotal observations, and ideas to build upon.	204
ALL	<i>Cry Wolf: A Political Fable</i>	Paul Lake, Author	Arkansas poet and novelist Paul Lake will read from his new novel <i>Cry Wolf: A Political Fable</i> . A satire in the tradition of Aesop and Orwell, <i>Cry Wolf</i> uses the ancient tradition of the animal fable to explore such hot button topics as multiculturalism, political correctness, illegal immigration, identity politics, and a host of other contemporary issues. Written in the wake of 9/11, the novel explores how free speech, women's rights, and constitutional democracy are threatened equally by terrorism and well-intentioned efforts to reshape a culture's spiritual underpinnings, ideals, and traditions to accommodate alien ideologies. Ultimately, the novel delves into the mysteries of good and evil and explores how civilizations fail. In his introductory remarks, the author will describe how he came to write and publish his novel. A question and answer session will follow the reading and discussion, and the author will then sign books. This program is sponsored by the Arkansas Center for the Book at the Arkansas State Library.	201 & 202
Children's YA Public	Library Gaming in Arkansas	Adam Webb	A primer for library gaming programs geared towards young adults. This program will explain how to get it done (relatively) cheaply, which games and systems to pick depending on what you want to accomplish, how many staff you'll need, how to get them in the door, and what to expect once they start showing up.	102
Reference Public Academic School Technology	Simplifying Research	EBSCO	Please join us for a tour through the EBSCO Databases that are provided by the Traveler program, as well as some additional/subject-specific resources that will benefit any School, Academic, or Public Library.	205

2010 Membership Renewal in your packet!!
Join a committee for 2010

ArLA 2009 Conference Schedule

Tuesday, October 27, 2009

11:30 AM - 12:20 PM (Concurrent Sessions)

				Location
Track	Session Title	Speaker	Narrative	
Public	Arkansas Literacy Council	Marie Bruno Ms. Bruno has served as Executive Director of Arkansas Literacy Councils, Inc., (ALC) since July 2004.	Arkansas Literacy Councils and the Adult Education Division of the Department of Workforce Education work to support the grassroots work of adult literacy providers at the local level. Many libraries have opened their doors to volunteer tutors who meet their students to tutor in a comfortable and inviting environment. Find out what is happening with adult literacy efforts in Arkansas and receive a list of the adult literacy providers in your county.	204
ALL	America Library Association Focus Groups		How can ALA help you, your library and your users during the next five years? Join ALA leaders and staff for a discussion to let them know where ALA should be focusing its energy to help you and the libraries in Arkansas. ALA members and nonmembers encouraged to participate.	103
Technology	One interface, many formats: Worldcat.org access to OCLC electronic resources	Ron Glass, OCLC Presenter	Session provides an introduction to OCLC's single search access to your libraries OCLC eContent throughout the familiar WorldCat.org interface. Ron Glass will share the OCLC vision and strategy for increasing the visibility and access to all content licensable from OCLC. A demonstration of the enhanced WorldCat.org platform and user interface is included.	203
Children's Technology	Seasonal Sampler: Books and Activities to Share Throughout the Year	Tiffany Hough & Teah Edgin	Join us on a whirlwind journey through the calendar as we share the best seasonal and holiday titles to use with your Pre-K through Elementary-aged students. We will focus on new, unusual, or exceptional books, with an emphasis on winter and spring titles. Along the way learn simple and fun art and musical extensions to enhance your story times or curriculums. Come ready to laugh, learn and maybe even dance!	102
Reference All Others	Encyclopedia Britannica		Today, Britannica Digital Learning serves teachers, educators, librarians, and all ages of students better than ever before. Online learning for pre-school students, curriculum correlated science materials for middle schools, the definitive Encyclopedia Britannica for all learners! Learn the latest features of WORKSPACE and the NEW lessons and learning materials that are correlated to the state standards.	205
ALL	Arkansas Studies Institute	David Stricklin, Kay Bland and Linda Bly	Central Arkansas Library System in collaboration with the University of Arkansas at Little Rock have combined three buildings from three different centuries to create a facility with over 66,000 square feet devoted to providing researchers of all ages information pertaining to Arkansas's history. Located in the CALS Main Library Complex, ASI's main entrance is across the street from the Little Rock River Market. ASI is home to Butler Center Collections including: the online Encyclopedia of Arkansas, CALS Art Galleries, Clinton State Government Project, UALR Archives and Special Collections, and UofA Clinton School for Public Service.	201 & 202