

Growing Communities

Massachusetts Library Association

Annual Conference
May 6-9, 2008



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Growing Communities

Location Sea Crest Oceanfront Resort & Conference Center, Falmouth, MA
Dates & Hours

Registration Desk:

Tuesday, May 6, 8:30am – 12:00pm
Wednesday, May 7, 7:30am – 6:00pm
Thursday, May 8, 7:30am – 6:00pm
Friday, May 9, 7:30am – 12:30pm

Exhibit Hall Hours:

Thursday May 8: 10:30am – 11:45am & 12:45pm – 6:30pm
*** EXCLUSIVE Hall Hours**
 10:45am – 11:30am
 11:45am – 12:45am - CLOSED for lunch
 3:00pm – 4:00pm
 5:15pm – 6:30pm - Vendor Reception in Exhibit Hall!
Friday May 9: 8:00am – 11:30am
*** EXCLUSIVE Hall Hours**
 9:45am – 11:00am


* No programs are scheduled at this time.


Back by popular demand! Jobseekers, be sure to visit the MLA Conference Career Center, featuring:


- Individual, personalized resume reviews
- Mock interview sessions
- Mini library of print and online career resources

Staff from **BiblioTemps**, a Massachusetts temporary library staffing service, will be available to answer questions about temping opportunities and the ways libraries are using temporary staff.

Kelly Jo Woodside, recent Career Resource Librarian at Simmons College, and experienced volunteers will be on hand to answer your questions about job hunting, networking, salary negotiation, and other career-related topics. Look for additional information at the Conference Registration Desk.

 Programs designated with the “G” symbol are programs that are open to guest attendees. See how to purchase a Guest Pass on the Registration page.

 Program designated with the “S” symbol are part of a special School Library Track on Brain Research developed in cooperation with the Cooperative Library Association.

 Programs designated with the “A” symbol are part of a special Academic Library Track on Advocacy developed in cooperation with the New England Chapter of the Association of College & Research Libraries.

MLA Conference Committee

- Michael Colford**, Conference Co-Chair, Boston Regional Library System
- Gianna Gifford**, Conference Co-Chair, Simmons College Library
- Ellen MJ Keane**, Conference Co-Chair, UMASS Lowell Libraries
- William Adamczyk**, Thomas Crane Public Library, Quincy
- Lee Ann Amend**, Chester C. Corbin Public Library, Webster
- Lorraine Barry**, Reading Public Library
- Katie Baxter**, Cooperative Library Association of Independent Schools Liaison
- Mary Behrle**, Scholarship Subcommittee, Northeast MA Regional Library System
- Nora Blake**, Trivia/Auction Subcommittee, MassCat
- Margaret Cardello**, Central Massachusetts Regional Library System
- Scot Colford**, Boston Public Library
- Beth Gallaway**, Library Consultant
- Carol Geary**, Sutton Public Library
- Danielle Kovacs**, Scholarship Subcommittee, UMASS Amherst
- Kathleen Miksis**, Reading Public Library
- Carol Myles**, ACRL/New England Representative, Assumption College
- Ann Murdock**, Vendor Liaison, EBSCO Subscription Services
- Mary Puleo**, Everett Libraries, Everett
- Jennifer Sirrico**, Falmouth Public Library
- Merrily Sparling**, Trivia/Auction Subcommittee, Bancroft Memorial Library

MLA Representatives to the Conference Committee

- Rachael Stark**, Library Consultant
- Kirsten Underwood**, Scholarship Subcommittee, Nevins Memorial Library, Methuen
- MLA Representatives to the Conference Committee**
- Jeanne Sill**, Paralibrarian Section Liaison
- Elizabeth Hacala**, Executive Manager/Publications Manager
- Barbara Flaherty**, Legislative Committee Liaison
- Sarah Sogigian**, Youth Services Section Liaison
- Cecile Bianco**, Technical Services Section Liaison
- Theresa Parise**, Intellectual Freedom Liaison, PR Subcommittee
- Special thanks to MLA Officers:**
- Kimberly Lynn**, President
- Richard Callaghan**, Vice President
- Kathy Glick-Weil**, Past President
- Gianna Gifford**, Secretary
- Nora Blake**, Treasurer
- Very Special Thanks:**
- Diane Klaiber**, Former Executive Manager

Tuesday, May 6th - ILS Pre Conference

MLA's Technical Service Section Presents a Preconference:

The Future of the ILS

8:30am - 10:00am - Registration

9:30am - 10:30pm

THE FUTURE OF THE INTEGRATED LIBRARY SYSTEM

Libraries demand choice. No matter which ILS (Integrated Library System) a library uses, the future is changing rapidly and libraries are facing difficult choices. This presentation will provide a review of the business and industry trends affecting ILSs as well as forecast what emerging technologies in the next generation ILS will bring to libraries.



Speaker: Marshall Breeding, Director of Innovative Technologies and Research, is part of the senior management team at Vanderbilt University Libraries, focusing on issues related to the Libraries' strategic use of technology as well as designing and developing digital library resources for the Libraries. He is the creator and editor of Library Technology Guides: Key Resources in the Field of Library Automation (www.librarytechnology.org) and the lib-web-cats online directory of libraries on the Web. His monthly column "Systems Librarian" appears in *Computers in Libraries*.

10:40 - 12:00am

GEORGIA PINES:

Adventures in Statewide ILS Development

Begun in 1999 as a Y2K project, PINES (Public Information Network for Electronic Services) is fulfilling its promise as a centrally administered, state-wide library consortium with 270 libraries and more than 1.7 million active cardholders. In September 2006, PINES migrated from a commercial ILS to Evergreen, an in-house developed, open-source platform. This program will examine the good, the challenging, and the wonderful encountered in the development of this innovative approach.



Speaker: David W. Singleton, Deputy State Librarian, Georgia, served as Acting Director for the Georgia Public Library Service from 1998 - 2000, during which time he helped to start the Georgia Library PINES program, which is considered a national model for library cooperation and resource sharing. David is the 2007 recipient of the Georgia Library Association's the Nix-Jones Award for significant and lasting contributions to Georgia libraries.

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BUST OUT OF THE BOX AND MAKE YOUR OPAC MATTER: An Insider's Look at Koha, an Open Source ILS

Tired of being shackled to your card catalog? Sick of nagging from patrons for nifty Amazon features? Librarians of the Commonwealth unite! You have nothing to lose but

your dilapidated interfaces. Take a step back and rethink what we do, commiserate about MARC, and hear about how life on the cutting and bleeding edge has transitioned to life in the early majority.

Speaker: BWS Johnson

Lunch: 12:15 - 2:00pm

Lunch & Vendor Demos

Enjoy a fine sit-down lunch while learning about the latest technologies from a group of cutting-edge vendors. **Lunch is complimentary to all Pre-Conference Attendees.**

Lunch: 12:15 - 2:00pm

DEVELOPMENTS IN THE OPAC WORLD:

Endeca - the Phoenix Public Library's experience

The catalog is the most important piece of the ILS for our customers and today, many libraries and agencies are unbundling the OPAC from the ILS. In 2007, Phoenix Public Library implemented the "guided navigation" of Endeca for Libraries, as well as Book Industry Systems Advisory Committee (BISAC) headings for its library OPAC. This program will showcase this innovative system and examine what led to undertaking this action.

Speakers: Ross McLachlan, Deputy Director, Technical Services, Phoenix Public Library; **Jesse Haro**, Web Manager, Phoenix Public Library.

VUFIND: A RESOURCE DISCOVERY PORTAL

Contemporary libraries need state-of-the-art software to make their collections and services visible and attractive to Web users accustomed to the one stop-shopping aspects of Google and the customer-oriented features of commercial sites such as Amazon. **VuFind**, an open-source resource discovery portal developed for libraries by libraries, has harnessed the power of contemporary Web search technology that enables users to query and browse the library's resources in a simple yet sophisticated manner. Andrew Nagy, the lead developer, will discuss the uses and needs of a Next Generation Catalog and demonstrate the power of VuFind.

Speaker: Andrew Nagy, Technology Development Specialist, Villanova University

3:30 - 4:15pm

Break in the Exhibit Hall

Spend time chatting with ILS vendors while you stretch your legs.

4:20 - 5:40pm

SCRIBLIO: A Web 2.0-Native OPAC

Scriblio is a catalog replacement designed to help libraries create a stronger online presence. Developed by Casey Bisson of Plymouth State University, it was recognized by the Andrew W. Mellon Foundation with a prestigious Mellon Award for Technology Collaboration in 2006. It provides keyword searching, faceted searching and browsing, per-

sistent URLs for easy linking, and full integration of website and catalog content.

Speaker: Casey Bisson, Information Architect, Plymouth State University

**BEYOND THE NEXT GENERATION
Library Catalog with WorldCat Local**

Jan Ison will discuss the implementation of OCLC's WorldCat Local product in the Lincoln Trail Libraries System, a multi-type consortium of academic, public, school and special libraries in East Central Illinois. She will share her perspectives on the benefits, challenges and opportunities presented by adopting this system.

Speaker: Jan Ison, Executive Director, Lincoln Trail Libraries System, Champaign, IL

6:30pm - 9:00pm

**Dinner & Dialogue
Blazing a Trail for the Commonwealth**

Pre-conference attendees enjoy a complimentary dinner while enjoying a lively, entertaining talk by Elizabeth Thomson, Member Services Manager and Cataloger for the North of Boston Library Exchange (NOBLE). After dinner, it will be time to the discussion about open source in the Commonwealth. Key players in Massachusetts libraries will be invited to join any interested parties to join a facilitated open discussion on the future of the ILS in Massachusetts. After a day's worth of discussion and learning about the new, exciting possibilities available to libraries and their ILS's, the time will be at hand to look at where we are and where we will need to be in the coming years. Together Massachusetts libraries must map out the first few steps toward a cooperative future. This reception/discussion is sponsored by the Boston Public Library. **If you are not registered for the Pre-conference, you can purchase a ticket for dinner. All are invited to attend the facilitated discussion at no charge.**

Wednesday, May 7th

9:30am - 10:45am

**MLA's Technical Service Section Presents a Preconference:
The FUTURE OF the ILS (Continued from May 6th)**

Prepaid Registration Required

Next GENERATION DATA FORMAT: What does the Future Hold - Issues and Perspectives

Library catalogs traditionally use the MARC standard for bibliographic records. Many questions revolve around the future of MARC and how it interacts with other metadata standards such as Dublin Core, MODS, and VRA. This presentation will explore these and other issues related to the next generation catalog.



Speaker: Eric Lease Morgan, Head of Digital Access and Information Architecture, University Libraries of Notre Dame, considers himself to be a librarian first and a computer user second. His professional

goal is to discover new ways to use computers to increase library collections and improve library services. Some of his notable investigations have surrounded the automatic collection of electronic serials, the indexing of open access content, and the personalization of library websites.

The Massachusetts Library Association's Annual Conference Grows Up!

**Join us May 5 - 8, 2009
in Springfield's Massachusetts Mutual Center!**

For the first time, MLA will hold its annual conference in a Conference Center. Spacious program rooms, a voluminous ballroom, and an expansive Exhibit Hall will provide MLA's growing annual conference the needed room to expand and broaden its scope. In 2009 you will see an exciting collaboration with the Massachusetts School Library Association focusing on graphic novels and education, as well as a deepening partnership with the New England Chapter of the Association of College and Research Libraries and the Cooperative Library Association.

*2009 is the year
MLA Explodes!*



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Wednesday, May 7th



MLA's Annual Conference:

Growing Communities

Registration begins at 7:30am

Continental breakfast will be served near the Registration Desk until 9:00am.

8:45am - 10:45am

OPENING BOOKS, Opening Doors: Providing Effective Readers' Advisory Service

To effectively match a reader with the right book, it's helpful to apply the concept of "doorways" in suggesting reading material. This session will focus on defining, identifying, and using doorways in RA situations. We'll also discuss how mood and motivation affects whether or not a reader will enjoy a particular book. Finally, Nancy will offer tips on how to grow your knowledge of books and how to conquer

"desk paralysis."

Speaker: Nancy Pearl, former director of the Washington Center for the Book at the Seattle Public Library, speaks to library and community groups across the country. She is the author of *Book Lust: Recommended Reading for Every Mood, Moment, and Reason* (Sasquatch Books, 2003); *More Book Lust: 1,000 New Reading Recommendations*



for Every Mood, Moment, and Reason (Sasquatch Books, 2005); *Now Read This: A Guide to Mainstream Fiction, 1978 - 1998* (Libraries Unlimited, 1999) and *Now Read This II: A Guide to Mainstream Fiction, 1990-2001* (Libraries Unlimited, 2002).

9:30am - 10:45am

HAVING A PHONE: IM REFERENCE

Think Instant Messaging (IM) is the death of grammar as we know it? It just might be a whole new language invented by a bilingual (and genius!) millennial generation! More than 250 million people use instant messaging regularly, and it is

a primary method of communication for teens, a historically underserved population. Discover the nuts and bolts of harnessing instant messaging for library services from Aaron Schmidt, and learn about best practices in virtual reference from a panel of librarians that includes James Capobianco and Emily Center.

Speaker: Aaron Schmidt, Director, North Plains Public Library, OR, a 2005 *Library Journal Mover & Shaker*.

Panelists: James Capobianco, Coordinator of Web Development and Reference Librarian, Emerson College; Emily Center, Young Adult Librarian, Framingham Public Library.

TOOLS FOR REACHING OUT

to Spanish Speakers in Your Community

Are you wondering how to reach out to Spanish speakers in your community? Hear how three libraries have used a new tool to do just that. Panelists will share what has worked in their highly effective programs. Learn how they reached out to Spanish speakers in their communities and increased their access to technology. Come hear how to market the public library and public computers to Spanish speakers and build strong community partnerships with the Spanish-speaking community.

Speakers: To be announced

11:00am - 12:00pm



KEYNOTE SPEAKER

David Weinberger

presents **THE NEW SHAPE OF KNOWLEDGE**



Called a "marketing guru" by the Wall Street Journal, Mr. Weinberger co-authored *The Cluetrain Manifesto*, which cut through the hype and told business what the Web was really about. His book *Small Pieces Loosely Joined* has been hailed as the first book to put the Internet in its deepest context. His most recent book is *Everything is Miscellaneous: The Power of the New Digital Disorder*. A frequent commentator on National Public Radio's "All Things Considered," and author of the well-known daily blog, *Joho the Blog*, he has also written for the "Fortune 500" of business and tech journals, including *The New York Times*, *Harvard Business Review*, and *Wired*. He was a comedy writer for Woody Allen for 7 years, a humor columnist for Oregon's major daily newspaper, an early dot.com entrepreneur, and a strategic marketing consultant to both familiar multinationals and innovative startups. A philosophy professor for 6 years, he is currently a Fellow at the prestigious Harvard Berkman Center for Internet & Society.

Linch 12pm-1:15pm

Café Style Buffet Lunch.
Prepaid ticket required.

1:15pm – 4:00pm



**Nancy Pearl presents Book Buzz 2008:
 Hot New Titles & Authors at MLA**

Nancy Pearl's Book Buzz was a sellout smash at PLA 2006 in Boston, and she recreated the excitement at last year's MLA with Book Buzz Encore! Now Nancy is back at MLA along with a couple of Library Marketing reps. to tell you about the exciting titles being released in 2008. They will talk about trends in the book industry and discuss ways that Library Marketers can work with libraries of all types.



Nancy will also engage three popular authors, Linda Barnes, Katherine Hall Page and Mameve Medwed in a conversation.

Speakers: Nancy Pearl, former director of the Washington Center for the Book at the Seattle Public Library, speaks to library and community groups across the country. She is the author of *Book Lust: Recommended Reading for Every Mood, Moment, and Reason* (Sasquatch Books, 2003); *More Book Lust: 1,000 New Reading Recommendations for Every Mood, Moment, and Reason* (Sasquatch Books, 2005); *Now Read This: A Guide to Mainstream Fiction, 1978 - 1998* (Libraries Unlimited, 1999) and *Now Read This II: A Guide to Mainstream Fiction, 1990-2001* (Libraries Unlimited, 2002).



Linda Barnes has written fifteen mystery novels, eleven featuring her 6'1" red-headed Boston private eye Carlotta Carlyle, and four featuring actor/detective Michael Spraggue, an amateur sleuth. In addition to best selling mysteries, she has also written award-winning plays and short stories. Barnes's celebrated Carlotta Carlyle first appeared in 1985 with the Anthony Award winning short story "Lucky Penny". *Lie Down with the Devil*, the most recent Carlyle novel, is scheduled for publication in August 2008.



Mameve Medwed is the author of four novels: *Mail*, *Host Family*, *The End of an Error*, and *How Elizabeth Barrett Browning Saved My Life*, which was selected as an Honor Book for 2007 by the Massachusetts Book Awards. Her next book, *Of Men and Their Mothers*, will be published on April 22, 2008. Her first novel, *Mail*, has been optioned for motion picture development and will be directed by Sharon Maguire (*Bridget Jones Diary*) with a screenplay by Wendy Wasserstein.



Katherine Hall Page is the author of seventeen Faith Fairchild mysteries and the only author to have received the Agatha award in three separate categories.

Page got her career off to a stellar start in 1990 when she was awarded an Agatha Award for her first Faith Fairchild mystery, *The Body in the Belfry*. She has since gone on to receive Agathas for "The Would Be Widower" (Best Short Story) and for *The Body in the Snowdrift* (Best Novel).

Talia Ross is the Director of Library Marketing for Macmillan's (formerly Holtzbrinck Publishers) adult trade publishers whose members include St. Martin's Press, Tor/Forge, Farrar, Straus & Giroux, Henry Holt, Picador, and Thomas Dunne Books, among others. Prior to that she spent several years in academic marketing at Perseus and was briefly with Springer. Please visit her on the web at www.MacmillanLibrary.com Talia is a rabid reader of dark mysteries, the grislier, the better.



Virginia Stanley is Associate Director, Library Marketing, General Books Group, HarperCollins Publishers. She began her publishing career at Doubleday & Co., working in the Art Department from 1984-1988. In 1988, she moved to Harper & Row, where by the mid '90s she had switched her focus entirely to Library Marketing as the Associate Director of Library Marketing. She was featured in *Library Journal's* Movers & Shakers issue in 2002. Virginia was instrumental in making HarperCollins a corporate member of Friends of Libraries USA (FOLUSA) and is responsible for the \$10,000 FOLUSA/HarperCollins Award in honor of Barbara Kingsolver, given annually to a Friend's group in a library with a small budget.



1:15pm – 2:30pm

NOT YOUR GRANDMOTHER'S LIBRARY: Keeping Our Competitive Edge

Now more than ever, libraries are facing stiff competition. We are no longer the center of the information universe and it is incumbent upon us as librarians to prove our worth. Will your library survive and thrive in the age of Google? Can we compete? How will we maintain our public support which is so key to gaining political support? Marshall Keys, former Executive Director of NELINET, and a library consultant specializing in environmental scanning and strategic planning, will share his thoughts on what we ought to be doing to insure our future. Presented by the MLA Legislative Committee.

Speaker: Marshall Keys, former Executive Director of NELINET, founded MDA Consulting to pursue his interest in the effects of large-scale social, economic, political, and technological change on libraries and other information-intensive organizations. He encourages librarians to think strategically by serving as a facilitator in their planning processes and by demonstrating and teaching the art of environmental scanning. Mr. Keys won the 1999 Emerson Greenaway Award, given by the New England Library Association for outstanding career contributions to librarianship.

THE EMERGING CATALOGING FUTURE: RDA, DCMI, and the Semantic Web

The future of cataloging is taking shape, and the shape of things to come is being influenced by the Dublin Core Metadata Initiative and the Semantic Web Community. What are the implications of the inclusion of these new “players” in the RDA process? What will be the effect on cataloging and the work of catalogers? Are catalogers ready to participate fully in this emerging new world? Presented by the MLA Technical Services Section.

Speaker: Diane L. Hillmann, Research Librarian, Cornell University Library, was the Project Manager and Metadata Specialist for the National Science Digital Library Project at Cornell University from 2000-2005. She has been a member of MARBI (the American Library Association’s Committee on Machine Readable Bibliographic Information) and is currently the editor of “Using Dublin Core” (the official usage guidelines for Dublin Core) and is a member of the Advisory Board of the Dublin Core Metadata Initiative.

g Learn, Laugh and Let Go: A Comic Stress Management Program

Learn, Laugh and Let Go offers both comic relief and practical stress relieving techniques. Participants will learn how to build concentration, calm the body and quiet the mind. With Robert’s warm sense of humor and engaging style, librarians and library staff will find stress reduction natural and easy.

Speaker: Robert Rivest, Mime

2:30pm - 4:00pm

MEET AND SEE: YSS Annual Meeting and Walden Media Program

Join the Youth Services Section for something new this year! Our annual meeting will still take place, but with a twist. Join the YSS group for a special event with Walden Media. After we take care of some committee business, Randy Testa of Walden Media, will show some previews from upcoming Walden releases and share some stories about making these fantastic films! Coffee and dessert are being sponsored by Walden Media. Presented by the MLA Youth Services Section

Speaker: Randy Testa, Ed.D. is Vice President of Education and Professional Development at Walden Media. He holds his Ed.D. in Teaching, Curriculum and Learning Environments, and his Ed.M. in Reading Education, both from the Harvard Graduate School of Education. He is the 2005 Recipient of the President’s Award from the Florida Council of Teachers of English “for significant contribution to the teaching of English in Florida.”

2:45pm – 4:00pm

MANAGERS LISTEN UP! Why Social Networking and Web 2.0 is Important for your Library

Managers - listen up! You don’t have to have a MySpace page, Twitter constantly, or create YouTube videos in your

spare time, but you DO need to understand global web trends and how they affect your library!

This session provides practical guidelines for implementing emerging 2.0 trends including tips on working with your staff and best practices. Discussion will also cover why we should pay attention to 2.0 trends and how to trend-watch (and how to impress your techie staff in the process!).



Speaker: David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library has years of experience in website creation, planning, and design. He has spoken in the U.S. and Canada about website usability and management, digital experience planning, and managing techie staff, and has been published in many library-related journals. David writes the Internet Spotlight column in *Public Libraries Magazine* with Michael Porter and maintains a blog at <http://www.davidleeking.com>

KEEPING COLLECTIONS OPEN : The Boston Library Consortium and the Open Content Alliance Join Forces

The Boston Library Consortium’s partnership with the Open Content Alliance made the national blogs this fall as the first consortium to self-finance a large scale digitization project. Why didn’t the BLC go Google? Keeping material open and freely accessible to the public is the Consortium’s goal and the OCA is the perfect venue for this project. The scanning center, run by the Internet Archive, is located in the Boston Public Library. Come learn why the 19 BLC libraries decided to keep materials free and open and how they are doing it.

Speakers: Maura Marx, Digital Services Manager, Boston Public Library; **Cathy Norton**, Director, Marine Biological Laboratory, Woods Hole Oceanographic Institute; **Barbara Preece**, Executive Director, Boston Library Consortium, Inc.

4:15 - 6:30pm



AN EVENING AT THE FALMOUTH PUBLIC LIBRARY

The Falmouth Public Library staff welcomes you Wednesday, May 7th for reception and behind the scenes tour. Slated to open spring 2008, be among the first to tour the newly renovated and expanded Falmouth Public Library. The overcrowded shelves, hanging wires, stained carpets and the leaky roof are gone, replaced with an efficiently redesigned space that balances modern décor with an eye to historic preservation. Custom designed furniture, the latest technology, and artwork from local artists accentuate the meticulously designed space, the 8,000 square foot expansion includes the Reference wing and “smart” public meeting rooms. We provide the tour, treats and the transportation to lovely Main Street Falmouth. Once you are on Main Street take advantage of ‘MLA Days’. The Falmouth Chamber of Commerce and Village Association are offering incentives, promotions and discounts through local businesses exclusively for conference participants. Check your welcome packets for details!

Buses leave from the front entrance of SeaCrest at 4:15pm and 4:30pm. Return trips at 6:15pm and 6:30pm

Dinner in the Sea Crest Dining Room

**Prepaid Ticket required
7:00 - 9:00pm**

Guest Speaker: Dorothea Benton Frank

Enjoy a delicious dinner in the Sea Crest Dining Room overlooking the beach. Author Dorothea Benton Frank will entertain attendees after dinner focusing on her latest novel, *Bulls Island*.



Dorothea Benton Frank is the New York Times bestselling author of *The Land of Mango Sunsets* (William Morrow 2007), *Full of Grace* (William Morrow 2006), *Pawleys Island* (Berkley 2005), *Shem Creek* (Berkley 2004), *Isle of Palms* (Berkley 2003), *Plantation* (Jove 2001) and *Sullivans Island* (Jove 2000). *Bulls Island* (William Morrow 2008) is her latest.

Before beginning her writing career, Ms. Frank was involved extensively in the arts and education, raising awareness and funding for various non profits in New Jersey and New York. She serves on the NJ Cultural Trust and is a trustee of the

SC Coastal Conservation League. She is also a member of Writers for Readers. The author was born and raised on Sullivan's Island in South Carolina. Visit her on the web at www.doffrank.com

9:00pm - 10:30pm

President's Reception

Kimberly Lynn, MLA's current President, invites you to the Annual Conference with a wine reception in her suite. This is a great opportunity to say hello to friends old and new. It's a fantastic networking opportunity as well! All are encouraged to stop by.

9:00pm - 11:00pm

Wii will, Wii will Rock You: A Gaming Night with YSS

It's your turn to play! Join Cathy Livingstone, YSS Chair and Maureen Ambrosino, Youth Services Consultant for the Central Massachusetts Regional Library System, for a fun and competitive night of video gaming. Games and snacks will be provided. A reminder: Dance Dance Revolution is no fun without comfy clothes and socks! Guitar Hero and a Nintendo Wii will also be on hand to test out. Presented by the MLA Youth Services Section.

TECHNOLOGY PETTING ZOO

**Technology
Petting Zoo**

New!! This year at MLA, we are pleased to debut the Technology Petting Zoo featuring a variety of gadgets of interest to you and your patrons. If you've never seen an iPhone; are considering video game consoles for your library; or are thinking about jumping on the podcasting bandwagon; come to the Zoo. If you're wondering about the devices your patrons may bring into your library to plug into your library computers, come to the Zoo. Come check out these and more in a comfortable, non-threatening atmosphere. Get demos of Web 2.0 applications like del.icio.us, flickr, Blogger, PBWiki, Second Life, and more! Nothing bites or induces allergies - we promise! It's all happening at the Zoo! The Technology Petting Zoo will be open during Exhibit Hall Hours.

TECHNOLOGY PETTING ZOO

Thursday, May 8th

Registration begins at 7:30am
Exhibits Open: 10:45am - 11:45am and
12:45pm - 6:30pm
Coffee and pastries until 11:30am in the Exhibit Hall

8:30am - 9:30am

MLA Technical Services Section Breakfast & Annual Meeting

Join the Technical Services Section Annual Breakfast Meeting to elect officers, get the news on exciting TSS programs, the latest trends in technical services and technology, and more. Everyone is welcome to the breakfast and discussions. MLA members will vote on officers. Presented by the MLA Technical Services Section.

Speaker: Wei Jeng - Chu, Chair TSS, Worcester Public Library; **Cecile Bianco**, Vice-Chair/Chair Elect TSS, University of Massachusetts, Worcester.

MLA Paralibrarian Section Breakfast & Annual Meeting

The Paralibrarian Section had an exciting year! Join us for breakfast, election of officers and hear what happened this past year and what the exciting plans the Section has for next year! You will have an opportunity for networking -- fill your "dance card" with names of colleagues you meet and earn points for the PARA! MLA members will vote for officers. Presented by the MLA Paralibrarian Section

Speaker: Gerry Deyermund, Chair PLS, Sr. Memorial Hall Library, Andover



New Members Breakfast

MLA provides many opportunities for members to network with other colleagues from around the state and to acquire tools and skills that can benefit your library. New and prospective MLA members, Kay Bader Scholarship winners, as well as longtime MLA members who are looking to become more involved in the organization, are invited to this breakfast. Come chat with MLA Section and Committee Chairs and learn about ways you can become more active in MLA. Co-presented by the MLA Membership Committee and the Conference Committee's Scholarship Sub-Committee.

Speakers: Kathy Lussier, Membership Chair, Southeastern Massachusetts Library System

8:30am - 10:30am

Reaching Out to Users Wherever They Are: Keeping Up-To-Date with QuestionPoint

QuestionPoint product manager, Susan McGlamery, will discuss the new QP widget, which offers new opportunities to reach your users. She will also give an update on the 24/7 Reference Cooperative and other news. Learn about what's going on in the global QuestionPoint community of librarians! During the second hour the MassAnswers Users Group will

meet to discuss issues surrounding staffing and promoting the service, and the continued plan for expansion to other libraries, both public and academic. Current and potential MassAnswers service providers are encouraged to attend.

Speaker: Susan McGlamery, Global Product Manager, OCLC's QuestionPoint, is the founder and director of the 24/7 Reference Cooperative, a service that provides around the clock live reference help through the cooperative efforts of participating member libraries.

8:30am - 10:00am



Keynote Address

Positioning the Academic Library for the 21st Century: A New Model of Library Centrality

This address will be the opening session for a day built around library advocacy for academic libraries. To ensure funding, libraries must develop a new model of centrality including technological innovation, increased visibility, access to outside funding, and the development of strategic goals which reflect the larger University mission. Co-presented by the New England Chapter of the Association of College and Research Libraries

Speakers: Susan Parker Ph.D., Deputy University Librarian and CFO, UCLA Library conducts research in the area of testing theories about the role of academic libraries. Her responsibilities at UCLA include fiscal and facilities oversight, and strategic and capital space planning for the library. She also worked at CSU-Northridge from 1997-2005, Harvard Law School Library from 1986-1997, and began her career at the Tisch Library at Tufts University.

President Susan C. Scrimshaw, an internationally respected public health scholar, is President of Simmons College in Boston, was formerly dean of the University of Illinois at Chicago (UIC) School of Public Health and professor of community health sciences and anthropology at UIC. She is the author of five books or monographs and 65 journal articles and book chapters. Her interdisciplinary research has focused on gender, race, ethnicity, and culture, and their impact on public health.



9:30am - 10:45am

The Future of Bibliographic Control: Predictions, Pratfalls, Dread or Delight?

The Working Group on the Future of Bibliographic Control delivered its report to the Library of Congress in the fall of 2007, will Janet Swan Hill, a member of the LC Working Group, report on the group's work, discussing such questions as: What was the scope of work? What were the surprises? What changes have we seen, and what is in the works? How will these changes affect us? What's in store for the future of technical services? Presented by the MLA Technical Services Section.



Speaker: Janet Swan Hill, Professor, Asso-

ciate Director for Technical Services, University of Colorado Libraries, has been active in ALA for nearly thirty years. In 2007, she finished her term as a member of the ALA Executive Board, and is now serving her fifth term on ALA Council as a Member at Large. She represented ALA on the Library of Congress Working Group on the Future of Bibliographic Control. Other positions have included: President of ALCTS; eleven years on the Committee on Cataloging: Description and Access, Secretary of the Cataloging and Classification Section; Chair of Catalog Form and Function; ALA President's Task force on Outsourcing; Chair of ALA Committee on Organization.

**"I'll never need to remember this stuff"
Teach Real World Skills
and learn how to Mix in Math**

Learn how fun and simple mixing in math to your lessons and programs can be. These tips are three things librarians love: quick, easy and free! Discover ways to add math to existing after-school programs such as sports, snack time, arts and crafts, and playground games. It's easy to prepare and easy to lead. You don't need a math background or any special training. Children will benefit from learning time sense, size sense, recording keeping and math talk. Mixing in Math is based on work funded in part and supported by the National Science Foundation under Grant No. ESI-0406675. Presented by the MLA Youth Services Section.
Speaker: Marlene Kliman, Mixing in Math, TERC.

**And the winner is... Paralibrarian Awards
and PARA Presentations**

Cheer for library staffers who have gone above and beyond to shine as library champions. Share the surprise and honor of two of your co-workers who will receive Paralibrarian Section awards. The MLA Outstanding Paralibrarian of the Year goes to the paralibrarian who has met high standards of service and excellence. The MLS Paralibrarian Advocate of the Year recognizes an individual who has worked to increase visibility and opportunities for non-MLS staff and demonstrated outstanding support of paralibrarians. Congratulate the recipients of the PARA (PARalibrarian Recognition of Achievement) program for their academic and professional accomplishments and contributions. Presented by the MLA Paralibrarian Section.
Speaker: Gerry Deyermond, Chair PLS, Memorial Hall Library, Andover; **Debbie Pennino**, Snell Library, Northeastern University, Boston.

**Journal, Journal on the Wall - Who's the
Fairest of them All? A Conversation
with the Book Review Editors from
Publisher's Weekly and Library Journal**

Have you ever wondered how book review journals select the books they review or how they find the reviewers to read and review all the books they receive? Librarians Nancy Aberman and Kathy Miksis will facilitate a conversation with Jonathan Segura, Deputy Reviews Editor from *Publisher's Weekly* and Barbara Hoffert, senior editor from *Library Journal*.
Speakers: Barbara Hoffert, Editor of *Library Journal's* book review, assigns fiction and poetry reviews and also



writes the Prepub Alert column. She has been chair of the Materials Selection Committee of the RUSA (Reference and User Services Assn.) division of the American Library Association and president of the National Book Critics Circle. In 2006, she won ALA-RUSA's Louis Shores—Greenwood Publishing Group award for excellence in reviewing.



Jonathan Segura, Deputy Reviews Editor, *Publishers Weekly*, has an MFA from Columbia University. His first novel, *Occupational Hazards*, will be published in July by Simon & Schuster.

Nancy Aberman, Adult Services, Reading Public Library, Reading, MA; **Kathy Miksis**, Promotional Services, Reading Public Library, Reading, MA.

10:00am - 11:00am

**a Academic Libraries have Friends
(and Donors!)**

Wondering about raising awareness and money for your library? Events, friends groups, director's councils, advisory boards, corporate sponsorships, gifts, and endowment funds can all play a part in effective library fundraising and advocacy. This program will highlight a successful friends group and provide information about other tools libraries can use to connect with their communities. Co-presented by the New England Chapter of the Association of College and Research Libraries
Speaker: Emily S. Silverman, Director of Library Development and Communication, W.E.B. Du Bois Library, University of Massachusetts Amherst.

10:45am - 11:30am EXCLUSIVE Exhibit Time!

11:30am - 12:45pm

**UR Research at the University of Rochester:
an Institutional Repository case study**

Many universities are exploring the creation and use of Institutional Repositories. How does an institution get started with a repository? How can you successfully recruit content, and what kinds should you go for? Suzanne Bell, "Projects Coordinator" for the institutional repository at Rochester, will talk about their work practice studies of faculty and graduate students, lessons learned, and changes to recruitment strategies and policy (un)making. Presented by the MLA Technical Services Section.
Speaker: Suzanne Bell, Economics/Data Librarian and UR Research Projects Coordinator, Rush Rhees Library, University of Rochester.

Financial Literacy for Teens

National studies show that many high school graduates lack basic money management skills and learn through trial and error--often with disastrous results. You don't have to be a CPA to offer personal financial literacy workshops that empower youth to make better financial decision. If you are interested in

endowing kids and teens with practical life-skills, find out how simple financial literacy programs can bring rewarding returns to your youth services library programming efforts. Presented by the MLA Youth Services Section.

Speaker: Vickie Beene-Beavers, Assistant Administrator for Youth Services, Southeastern Massachusetts Library System.

Finding Your Message: Brands, Logos, and Taglines

What's the difference between a brand, a logo, and a tagline? In what order does a library think of these as it develops a marketing strategy? Discover how to think about your message and its look; tell why your library is unique; and match your message to your audience. This program is for staff in all library types who are interested in learning how to begin the marketing process.

Speaker: Elisabeth Doucett, Director, Curtis Memorial Library, Brunswick, ME.

Genre Blocks: Fantasy

Susan Fichtelberg and Bonnie Kunzel will talk about the fantasy genre and its appeal to people of all ages. They will also offer their picks for the best in the genre. Fantasy novelist Elizabeth Haydon will talk about the art of writing fantasy for both adults and children.

Speakers: Elizabeth Haydon's first novel, *Rhapsody*, was published to overwhelming critical acclaim, drawing readers into a fantasy world based on music, folklore and mythic tradition. The story of *Rhapsody* has since grown into The Symphony of Ages series, and the sixth installment, *The Assassin King* was published in November 2007. Ms. Haydon's latest series for young adults is entitled The Lost Journals of Ven Polypheme, the second installment of which, *The Thief Queen's Daughter*, was published in June of 2007. Drawing upon her expertise Ms. Haydon has developed a curriculum based on this series that she is offering free to educators.

Susan Fichtelberg, Children's Librarian, Woodbridge Public Library; **Bonnie Kunzel**, Youth Services and Adolescent Literacy Consultant.

If you build it, will they come?: Marketing from an Academic Library Point-of-View

As libraries seek to advocate at their institutions, effective promotion of important programs and services is critical. In this session, you'll learn about successful marketing and promotion initiatives at Brandeis University as well as some approaches that you can use on your own campus. Come prepared to engage with your colleagues, share best practices and be inspired. Co-presented by the Association of College and Research Libraries/New England Chapter.

Speakers: Lisa Wiecki, Assistant Director for Public Services and Outreach, Library and Technology Services, Brandeis University; **Joshua Wilson**, Associate Director, Library and Technology Services, Brandeis University.

12:45pm – 1:45pm

**Buffet Lunch served in the Dining Room.
Prepaid ticket required.**

1:45pm – 3:00 pm

Employment Options for Library Professionals and Para-professionals

Staffing library public service desks is often a challenge for library directors. Finding a position to fit the family dynamic is often a problem for library professionals seeking a position. There are solutions for both situations, and this panel of librarians has gathered to discuss some of the different employment options available today. Job sharing, seasonal, float librarians and Bibliotemps are some alternatives to full time employment that allow flexibility for both employers and employees alike. This panel will explore the rewards and challenges of these staffing options in the public library setting. Presented by MLA's Personnel Committee.

Speakers: Margaret Cardello, Assistant Administrator, Central Massachusetts Regional Library System; **Mary Johnson-Lally**, Interim Director, Haverhill Public Library; **Jane Flanders**, Children's Librarian, Lincoln Library; **Amy Gavalis**, Children's Librarian, Lincoln Public Library; **Kelly Jo Woodside**, Information Literacy Librarian, Simmons College Library; **Kate Leppanen**, Public Services/Technology Librarian, Carey Memorial Library.



Liberating the Reading Habits of Children

Join Roger Sutton, the editor of *Horn Book Magazine* and former children's and young adult librarian, in a discussion of children's librarianship and the balance between encouraging parental involvement and upholding children's freedom. In Sutton's own words, "just because parents have the right to restrict what their children read does not mean that we should encourage them to do so." This program will examine the issues that librarians face when children are alone in the library and they choose materials their parents have restricted. How do parental concerns influence material selection and programming and how do we make choices in the best interests of children? Co-presented by MLA's Intellectual Freedom Committee and Youth Services Section

Speakers: Roger Sutton, Editor in Chief, *The Horn Book Magazine* and *The Horn Book Guide*.

Stuck in a Rut

Stuck in a rut? Meet some shining stars! Looking for inspiration? Meet Directors, an award winner, and Paralibrarian Recognition of Achievement (PARA) role model. Talk to impressive people who have brought energy and creativity to their libraries and will share stories, tips and enthusiasm. Get motivated and revitalized to become a shining star yourself. Presented by MLA's Paralibrarian Section.

Speakers: Marnie Oakes, Director, Reuben Hoar Library, Littleton; **Kathleen Swetish**, Director, Wheldon Library, West Barnstable; **Diane Faye**, Boston Public Library Retired; **Helen Graham**, PARA Recipient, Reuben Hoar Library, Littleton

Program Tracks

Academic Library Track		
Having a phone: IM Reference	W	9:30 - 10:45am
Emerging Catalog Future	W	1:15 - 2:30pm
Managers Listen Up!	W	2:45 - 4:00pm
Keeping Collections Open	W	2:45 - 4:00pm
*Positioning the Academic Library	Th	8:30 - 10:00am
*Academic Libraries Have Friends	Th	10:00 - 11:00am
UR Research : Institutional Repository	Th	11:30am - 12:45pm
*Finding Your Message	Th	11:30am - 12:45pm
*If You Build It They Will Come	Th	11:30am - 12:45pm
*Community, Curriculum and Communication	Th	1:45 - 3:00pm
Spanning the Distance	Th	4:00 - 5:15pm
Not Your Mother's ILL	F	11:00am - 12:15pm
Open Source in Your Library	F	3:15 - 4:30pm
To iPods and Beyond	F	3:15 - 4:30pm
School Library Track		
Teach Real World Math Skills	Th	9:30 - 10:45am
Financial Literacy	Th	11:30am - 12:45pm
Finding Your Message	Th	11:30am - 12:45pm
Liberating the Reading Habits of Children	Th	1:45 - 3:00pm
Get Your Game On	Th	4:00 - 5:15pm
*Collective Brains: Building a Community for Learning	F	8:30 - 9:45am
FREE Resources for Libraries from PBS Kids	F	11:00am - 12:15pm
*Whole Brain, Open Mind:Co-Constructing through Digital Reference	F	11:00am - 12:15pm
*Round Table: A Whole New Mind	F	1:45 - 3:00pm
Getting Rid of Dewey	F	3:15 - 4:30pm
*Creating and Using the Brain Friendly School Library	F	3:15 - 4:30pm
Administrative Track		
Not Your Grandmother's Library	W	1:15 - 2:30pm
Managers Listen Up!	W	2:45 - 4:00pm
Keeping Collections Open	W	2:45 - 4:00pm
Finding Your Message	Th	11:30am - 12:45pm
If You Build It Will They Come?	Th	11:30am - 12:45pm
Employment Options for Library Professionals and Paraprofessionals	Th	1:45 - 3:00pm
Making the Case: What Research Tells Us About the Value of Libraries	F	8:30 - 9:45am
The Universal Library: Access for the New Millennium	F	8:30 - 9:45am
Technology of Inclusion on a Shoestring	F	11:00am - 12:15pm
Library Leadership Follow-Up: On Negotiation	F	1:45 - 4:30pm
Round Table: Director Essentials	F	1:45 - 3:00pm
Books and Reading		
Opening Books	W	8:45 - 10:45am
Book Buzz 2008	W	1:15 - 4:00pm
Journal, Journal on the Wall	Th	9:30 - 10:45am
Genre Blocks: Fantasy	Th	11:30am - 12:45pm
Reaching More Readers	Th	1:45 - 3:00pm
Genre Blocks Street Lit	Th	4:00 - 5:15pm
Genre Blocks: Romance	F	11:00am - 12:15pm
Community		
Tools for Reaching Out	W	9:30 - 10:45am
Community, Curriculum and Communication	Th	1:45 - 3:00pm
English Conversation Circles	Th	4:00 - 5:15pm
Libraries Collaborating with Community Organizations	F	8:30 - 9:45am
Building Community through Photographs	F	8:30 - 9:45am
The Universal Library: Access for the New Millennium	F	8:30 - 9:45am
Collective Brains: Building a Community for Learning	F	8:30 - 9:45am
FREE Resources for Libraries from PBS Kids	F	11:00am - 12:15pm
Technology of Inclusion on a Shoestring	F	11:00am - 12:15pm
Just Don't Call them Seniors	F	1:45 - 3:00pm
A Funny Thing Happened on the Way to the Library	F	1:45 - 3:00pm
Paralibrarian Issues		
MLA Paralibrarian Section Breakfast	W	8:30 - 9:30am

W wednesday **Th** Thursday **F** Friday

Program Tracks

And the Winner Is...	Th	9:30 - 10:45am
Employment Options for Library Professionals and Paraprofessionals	Th	1:45 - 3:00pm
Stuck in a Rut	Th	1:45 - 3:00pm
Dancing with the Book Carts	Th	4:00 - 5:15pm
Spanning the Distance	Th	4:00 - 5:15pm

Public Services

Having a Phone: IM Reference	W	9:30 - 10:45am
Tools for Reaching Out	W	9:30 - 10:45am
Reaching Out to Users: QuestionPoint	Th	8:30 - 10:30am
Teach Real World Math Skills	Th	9:30 - 10:45am
Journal, Journal on the Wall	Th	9:30 - 10:45am
Finding Your Message	Th	11:30am - 12:45pm
Reaching More Readers	Th	1:45 - 3:00pm
English Conversation Circles	Th	4:00 - 5:15pm
Building Community Through Photographs	F	8:30 - 9:45am
Not Your Mother's ILL	F	11:00am - 12:15pm
Whole Brain, Open Mind: Co-constructing Through Digital Reference	F	11:00am - 12:15pm
Just Don't Call Them Seniors	F	1:45 - 3:00pm
Round Table: What's Next for Reference	F	1:45 - 3:00pm
Getting Rid of Dewey	F	3:15 - 4:30pm
To iPods and Beyond	F	3:15 - 4:30pm

Self-Improvement

Learn, Laugh and Let Go	W	1:15 - 2:30pm
Employment Options for Library Professionals and Paraprofessionals	Th	1:45 - 3:00pm
Stuck in a Rut	Th	1:45 - 3:00pm
Dancing with the Book Carts!	Th	4:00 - 5:15pm
A More Professional Me	F	8:30 - 9:45am
Library Leadership Follow-Up: On Negotiation	F	1:45 - 4:30pm
A Funny Things Happened on the Way to the Library	F	1:45 - 3:00pm

Technical Services

Emerging Cataloging Future	W	1:15 - 2:30pm
MLA Technical Services Section Breakfast	Th	8:30 - 9:30am
The Future of Bibliographic Control	Th	9:30 - 10:45am
UR Research: Institutional Repository	Th	11:30 - 12:45pm
Not Your Mother's ILL	F	11:00am - 12:15pm
Open Source in Your Library	F	3:15 - 4:30pm

Technology

Having a Phone: IM Reference	W	9:30 - 10:45am
Manager's Listen Up!	W	2:45 - 4:00pm
Reaching Out to Users, QuestionPoint	Th	8:30 - 10:30am
Get Your Game On	Th	4:00 - 5:15pm
Spanning the Distance	Th	4:00 - 5:15pm
Building Community Through Photographs	F	8:30 - 9:45am
Technology of Inclusion on a Shoestring	F	11:00am - 12:15pm
Whole Brain, Open Mind: Co-constructing Through Digital Reference	F	11:00am - 12:15pm
Open Source in Your Library	F	3:15 - 4:30pm
To iPods and Beyond	F	3:15 - 4:30pm

Youth Services

Having a Phone: IM Reference	W	9:30 - 10:45am
Wait & See, YSS, WaldenMedia	W	2:30 - 4:00pm
Teach Real World Math Skills	Th	9:30 - 10:45am
Financial Literacy	Th	11:30am - 12:45pm
Liberating the Reading Habits of Children	Th	1:45 - 3:00pm
Get Your Game On	Th	4:00 - 5:15pm
Collective Brains: Building a Community of Learning	F	8:30 - 9:45am
FREE Resources for Libraries from PBS Kids	F	11:00am - 12:15pm
Whole Brain, Open Mind: Co-Constructing Through Digital Reference	F	11:00am - 12:15pm
Round Table: A Whole New Mind	F	1:45 - 3:00pm
Creating and Using the Brain Friendly School Library	F	3:15 - 4:30pm

Reaching More Readers: Online Readers' Advisory Services

Do you want to take your Readers' Advisory services to the next level? How can you reach a seemingly limitless number of patrons? Try taking RA to the web. A good online RA presence will allow you to offer your services to a vast number of online, computer-friendly patrons. Learn how to keep RA a personal service, but to offer it in a new way. This program will provide you with the tools to initiate and publicize an online, form-based RA service, and will also look at other ways to reach readers through technology.

Speakers: **Barry Trott**, Director of Adult Services, Williamsburg (VA) Regional Library oversees reference and readers' advisory services and collection development of all adult materials, chairs the library's Web committee, and helps to manage several of the library's strategic partnerships. He is the chair of the RUSA CODES Readers' Advisory Committee, edits the readers' advisory column for RUSQ, and develops read alike lists for the NovelList readers' advisory database.



Community Curriculum & Communication: thoughts from a successful liaison program

Carleton College Gould Library has organized the reference and instruction department around a liaison model for the past eight years. Liaisons work closely with faculty to provide reference and instruction services in departments based on the academic divisions of the college. The success of this model has led to an array of individualized services, including a robust individual appointment program with over 1100 appointments last year. Our speakers will share the history and evolution of this model at Carleton, and how the liaison relationships with faculty and students have resulted in opportunities to be involved with campus and curricular initiatives.

Speakers: **Heather Tompkins**, Reference & Instruction Librarian for the Humanities, Gould Library, Carleton College; **Ann Zawistoski**, Reference & Instruction Librarian for the Sciences, Gould Library, Carleton College

3:00pm - 4:00pm EXCLUSIVE Exhibit Time!

4:00pm - 5:15pm

Get Your Game On: Gaming at the Library

The average age of the gamer is 33 and rising, and an estimated 80% of the population under age 34 has played a video game. In this brief overview, participants will test their knowledge of gaming in an interactive quiz format, and discover why video games matter to your library in terms of entertainment, culture, learning, literacy, and youth development. Bring your questions about advocacy, programs and collections! Don't forget to visit the YSS Gaming Night and the Technology Petting Zoo for a hands-on test of a variety of games.



Speaker: **Beth Gallaway**, independent library trainer & consultant, was named a *Library Journal* Mover & Shaker in 2006. Her book on video gaming @ the library is due to be published by Neal Schuman in 2008.

English Conversation Circles

Often budget constraints make it impossible to develop a full-scale literacy program to serve patrons who are struggling with English. Conversation groups and "Talk Times" are one way to reach out to this population and provide them with an opportunity to practice their English skills in a non-threatening, supportive environment. Confidence comes with practice and adult learners are often very eager to practice with others in their own situation. Come learn how several different libraries are conducting their conversation groups and see if it could work for you.

Speakers: **Paris Baillie**, Assistant Coordinator, Literacy Volunteers of Worcester, Worcester Public Library; **Tina Blood**, Literacy Coordinator, Literacy Volunteers of America – Morrill Memorial Library; **JoAnn Butler**, Literacy Coordinator, Dudley Literacy Center, Boston Public Library.



Dancing with the Book Carts!

New! Exciting! A first at MLA! Come cheer on your favorite library drill team. Watch precision drills, choreography and be dazzled by the costumes! Listen to some toe-tapping music while the teams twist, turn and move! Want to compete? Sign up your team to compete in the first ever Bookcart Drill Team Competition at MLA! Details on the registration form. Presented by the MLA Paralibrarian Section.

Speakers: **Allison DaSilva**, Past Chair, Paralibrarian Section, Reading Public Library.



Genre Blocks: Street Lit

Sometimes called Street Lit, sometimes Urban Lit, this genre of fiction is growing in popularity in areas beyond big cities. It is probably one of the more misunderstood genres as well. A pair of urban librarians will give an overview on Street Lit, pointing out the characteristics of the genre and its audience, and spotlighting some of its more popular authors and titles. Speaking of popular Street Lit, Tracy Brown has written some of it! Ms. Brown will provide her insights to working in the genre and her life as a writer.



Speakers: **Tracy Brown** is the author of *Black and Dime Piece*, published by the groundbreaking Triple Crown Publications, and most recently *Criminal Minded* published by St. Martin's Press, which was nominated for YALSA's "Quick Picks for Reluctant Young Adult Readers." She is also a spoken word performer and lives in Staten Island, New York. *photo by P. Wilson*
Sara Slymon, Branch Librarian, Mattapan Branch of the Boston Public Library, and **Carin O'Connor**, Acting Branch Librarian Dudley Branch of the Boston Public Library



Spanning the Distance: Framingham State College's Embedded Librarian Program

The goal of the academic library staff is to ensure that all library services are available to faculty and students, on and off campus. The challenge is how to best meet the evolving and increasingly sophisticated needs of our user populations. The Henry Whittemore Library at Framingham State College has taken an innovative approach to meeting these changing needs with their Embedded Librarian program. Librarians, faculty, and Academic Technology and Distance Education personnel collaborated to create a unique solution to satisfy patron demand. Hear and learn about the planning and launching of this project.

Speakers: **Bonnie Mitchell**, Director of Library Services, Framingham State College; **Peg Snyder**, Circulation Librarian, Framingham State College; **Robin Robinson**, Director Distance Education, Framingham State College; **Andrea Pickles**, Director of Academic Technology, Framingham State College

5:15pm - 6:30pm

Vendor Reception in the Exhibit Hall!

Enjoy wine, cheese & crackers in the Exhibit Hall while you chat with the vendors who support our conference. Find out about the latest products and services being offered to libraries today and win great prizes while you do so!

6:30pm - 10:30pm

Dinner, Trivia, and Auction in the Ballroom

Prepaid Ticket for Dinner and Trivia Game Required

After a lovely dinner, MLA will be hosting a Trivia Night Fundraising Contest combined with a small silent auction. Some special items will also be auctioned off live between rounds of trivia by our favorite auctioneer and American Library Association's Executive Director, Keith Fiels.

Trivia Night is back and better than ever! We've assembled a crack team of fact finders to help put together this year's questions. There should be no mistakes and there will be no library-related questions this time! This event is your opportunity to show off your boundless knowledge. You can try answering questions on your own, or form a team of trivia-loving friends to combine your areas of knowledge into one unstoppable trivia-answering machine! Challenge other libraries or library-related organizations to bring a team and match wits against yours. Costumes are encouraged. This event is the primary way that MLA raises funds for the Continuing Education Fund and library advocacy, so register early for this event and challenge your friends to come and play! To register for Trivia go to registration form on page 22.

Attention!

MLS Candidates and First Time Attendees may apply for the **Kay Bader Scholarship** to attend the Massachusetts Library Association Conference 2008

The MLA is offering 8 scholarships to help defray the costs of attending the annual MLA Conference. The scholarships are available to current and future library staff who wish to attend the conference at the SeaCrest in Falmouth MA, May 6-9, 2008.

Who is eligible?

- ▶ Applicants must be first time MLA Annual Conference attendees.
- ▶ Applicants must be able to attend at least one day of the conference.
- ▶ Applicants must be students in an M.L.S. program OR currently employed in a Massachusetts library.

How do I apply?

Applicants must fill out the application form and write a short statement on:

- 1 ▶ How do libraries grow communities, and why is it important? OR
- 2 ▶ How would you apply what you learn at conference to you professional or personal growth? OR
- 3 ▶ Describe a time the library played an unexpected role in your life, or the life of a patron.

Application forms must be completed online at <http://www.masslib.org/conference/2008Conference/ScholarshipApplication.htm>.

When is the deadline and when are winners announced?

Completed applications must be received by 3/15/08. Winners will be notified by telephone by 4/1/08

What does the scholarship cover?

The scholarships cover the cost of registration on the days of attendance. MLA will also cover half the cost of accommodations (single or double room) for scholarship winners. The scholarship does not cover transportation. Scholarship winners will also receive a complimentary one-year membership to the Massachusetts Library Association.

If I win a scholarship, what are my obligations?

Scholarship winners need only to attend one day of the conference and are free to choose whatever sessions most interest them. Scholarship winners may be asked to write a brief account of their MLA conference experience for the MLA newsletter, Bay State Libraries.

If you have questions about the scholarships please contact:
Mary Behrle at 978-762-4433 x14; email: mary@nmrls.org.
Danielle Kovacs at 413-545-2784; email: dkovacs@library.umass.edu

Friday, May 9th

Registration begins at 7:30am
Coffee and pastries until 11:00am in the Exhibit Hall
Exhibits Open: 8:00am - 11:30am

8:30am - 9:45am

Libraries Collaborating with Community Organizations

Collaborations between libraries and other community organizations are no longer something extra; they are essential. Hear how the Hudson Public Library involved the schools, senior center, local businesses, and made a social impact with their One Book One Community program. The Hispanic Writer's Week event is a project that brings Latino literary artists from the United States and Latin America to Boston for week-long workshops aimed at introducing students to literature and its importance to educational advancement and social communication. The project consists of partnerships between the Boston Public Library, University of Massachusetts' William Joiner Center, El Jolgorio de Massachusetts, Inc., and the Boston Public Schools.

Speakers: **Debbie Backman**, Children's Librarian, Hudson Public Library; **Melissa Caissie**, Interlibrary Loan Librarian, Hudson Public Library, **Rubi Simon**, Assistant Neighborhood Services Manager, Boston Public Library.

Making the Case: What Research Tells Us About the Value of Libraries

Everyone agrees that libraries are an invaluable resource. Now research is documenting this. American Library Association Executive Director Keith Michael Fiels will provide a fast-moving overview of some of the research on the educational, economic and social impacts of public, school and academic libraries. How exactly does a school library impact student achievement? How much is a library worth in dollars to a community? What are some of the creative approaches that have been used to document the value of libraries on health, democracy, crime reduction, literacy, property values and other measurable results? What are some of the creative ways this research can be used to make that case for increased support? Find out about the many ways research has shown that your library impacts your users, while discovering that statistics can be not only useful – they can actually be fun! Presented by the MLA Legislative Committee.



Speaker: Keith Michael Fiels, Executive Director of the American Library Association, served as the director of the Massachusetts Board of Library Commissioners. He has been President of the Chief Officers of State Library Agencies (COSLA), the director of a library network, and a staff consultant for the New York and New Jersey State Libraries.

He is the recipient of the Association of Specialized and Co-operative Library Agencies (ASCLA) Leadership Achievement Award and a Library Public Relations Council Award. He was

named to the ALA Association for Library Trustees and Advocates (ALTA) National Advocacy Honor Roll in 2000 and the Massachusetts Library Association Hall of Fame in 2002.

Building Community Through Photographs

Photographs, help us think about how we see ourselves as individuals and members of a group. They can be a powerful tool for building a sense of community. Digital cameras make it simple for us to capture and instantly share images of our library everyday services and special programs, as well as other aspects of our larger community. Sharing old photographs helps people see the past as a way of understanding the present.

This session will touch on many different ways your library can use photography to build a sense of community, including the use of photosharing sites like Flickr, the use of geocoding so your photos can be explored on maps and Google Earth, and more.

Speaker: Elizabeth Thomsen, Member Services Manager, NOBLE.

A More Professional Me: How to Dress Every Body Well



Discover how to look put together and professional regardless of your budget or body type. Emily Neill specializes in addressing the challenges of finding the right styles and cuts of clothing to help maximize your fashion impact without being a slave to trends that just aren't you. Learn the basics of making what you already have in your closet work most effectively for you, and get more deliberate about fashion choices that enhance your personal style and figure.

Speaker: Emily Neil was working on a PhD in Feminist



Theology at Harvard Divinity school when she stumbled upon her TRUE calling, helping those around her feel more confident and empowered from the outside in! She founded the company Closet Smarts (www.closetsmarts.com), and has since worked with hundreds of women of all shapes and sizes in good and bad looks for their body types.

The Universal Library: Access for the New Millennium

Universal Design has become a buzzword, but what exactly is it? How can you use the principles of universal design and the new definition of disability to enhance your services and environment for users and employees. This talk will include media examples and resources and will give opportunities for attendees to bring in real life accessibility issues from their libraries to explore solutions as a group.

Speakers: Mary-Anne Parker O'Toole, Director of Information Management/Librarian, Institute for Human Centered Design, Adaptive Environments; **Linda Stetson**, Director, Millis Public Library.



Collective Brains Building a Community for Learning

Neurologists are learning about learning and teenage brain development? Hear what the neuroscientists and leading librarians are suggesting as effective strategies for helping teens seize the day and get the most out of their developing brains. Co-presented by the Cooperative Library Association.

Speakers: Our school track speakers **Judith Anne Sykes, Dr. Lesley Farmer**; Local neuroscientists and authors on the teen brain comprise this distinguished panel.

9:45am - 11:00am EXCLUSIVE Exhibit Time!

11:00am - 12:15pm

Not Your Mother's ILL Rethinking Resource Sharing

Does your ILL workflow come straight out of the 1950's? What changes have you made to ILL policies and workflows to better serve today's users? This session will describe ideas generated by the Rethinking Resource Sharing Initiative and invite lively discussion about new ways in which every library can improve resource sharing today. Presented by Rethinking Resource Sharing, Northeast Chapter

Speakers: **Barbara Preece**, Executive Director, Boston Library Consortium, Inc.; **Gail Wanner**, Resource Sharing Market Manager, SirsiDynix.

FREE Resources for Libraries from PBS Kids!

WGBH Boston, America's preeminent public broadcasting producer, is a leading producer of educational programs and materials designed for educators, librarians, and parents. Come hear about their FREE educational resources related to their award winning, curriculum-based series, such as, *Arthur*, *Curious George*, and *Design Squad*. Learn how to use the appeal of WGBH's K-12 programming to bring kids and families to your library and get them excited about a variety of educational topics, from literacy, to health, to engineering.

Speaker: **Mary Haggerty**, Outreach Manager, WGBH Educational Outreach.

Presidential Power And The Rule Of Law



The winner of the 2007 Pulitzer Prize for national reporting, Charlie Savage will be speaking on the growth of executive power under the Bush-Cheney administration, the future of executive power and what we might expect from the 2008 candidates. Savage covers the Supreme Court and the Departments of Justice and Homeland Security, with a focus on legal and policy issues related to the war on terrorism, including articles on the Patriot Act. He is the author of the recent *Takeover: the return of the imperial Presidency and our subversion of the American Presidency*. Presented by MLA's Intellectual Freedom Section.

Speaker: **Charlie Savage**, National Reporter, *Boston Globe*



Genre Blocks: Romance

The Romance genre is one of the most popular genres of fiction, yet perhaps the most misunderstood! Our librarian speaker will clear up those misconceptions and give you a snapshot on the genre for those who've never peeked inside a romance novel. New York Times best-selling novelist Cathy Maxwell will offer her take on the misunderstood genre as one of its writers.



Speakers: **Cathy Maxwell** *New York Times* bestselling author of *In the Bed of a Duke* as well as eleven other Avon romances. is a former US Navy officer presently lives in Virginia. Learn more about Cathy at cathy-maxwell.com.

Nanci Milone Hill, Head of Reference Services, Nevins Memorial Library, Methuen.

The Technology of Inclusion on a Shoestring!

Libraries strive to provide services to all populations, however, there is often a level of anxiety that develops when trying to provide services to populations with disabilities. With the aging of the baby boomers, the population of people with disabilities is expanding. What issues and solutions will they present. What part can technology play in helping libraries welcome users and how can you do it without breaking the bank (or the budget)?

Experts will discuss the good and bad points of providing technology that works across a range of needs, and demonstrate why things such as web sites need to be accessible (not just because the law says so).

Speakers: **Mary-Anne Parker O'Toole**, Director of Information Management/Librarian, Institute for Human Centered Design, Adaptive Environments; **Linda Stetson**, Director, Millis Public Library.



Whole Brain, Open Mind: Co-Constructing through Digital Reference for Today's Students

Co-presented by the Cooperative Library Association.

Speaker: **Dr. Lesley Farmer**, Professor, California State University, Long Beach, CA, member of the ALA Literacy Assembly, published researcher, consultant and author of numerous works including: *You Go, Girl: Girls and Technology* (in press), *The Human Side of Reference* and *Information Service*, and *Digital Inclusion, Teens and Your Library*.

12:15pm - 1:45pm

Lunch, Business Meeting, State of the State Prepaid Ticket required

Enjoy a delicious luncheon in the Ballroom -- and hear what's going on with MLA at a brief business meeting. After honoring a series of award-winners, including MLA Hall of Fame inductees, honorees of the Intellectual Freedom Committee and Paralibrarian Section, and the recipient of MLA's new Innovation Award, Rob Maier, Director of the Board of Library Commissioners, will present his State of the

State address for librarians of all types.

Speaker: Rob Maier, Executive Director, Massachusetts Board of Library Commissioners.

1:45pm - 4:30pm

Library Leadership Follow-Up: On Negotiation

Maureen Sullivan will return with a follow-up to last summer's Library Leadership Institute focusing her work on effective negotiation.

Participants will have the opportunity to:

- Learn and practice the skills for effective negotiation
- Understand the key steps in the negotiation process
- Determine specific steps to improve their effectiveness in negotiation and exercising influence
- Identify next steps in their leadership development

Speaker: Maureen Sullivan, an organizational development consultant focusing on the delivery of consulting and training services to libraries and other information organizations, designed and facilitated Library leadership Massachusetts 2007 with Jack Siggins. She is on the faculty of the annual ACRL/Harvard Leadership Institute and is a professor of practice in the new Ph.D./Managerial Leadership in the Information Professions program at Simmons College.



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1:45pm - 3:00pm

Just Don't Call Them Seniors

The first wave of the 76 million baby boomers has already turned 60. Is your library doing all it can to engage them? Learn about the Lifelong Access model of service to active older adults and view examples of specific library projects, which you can adapt to meet your community's needs.

Speakers: Diantha Schull, President, Libraries for the Future; **Nancy Aberman**, Adult Services Librarian, Reading Public Library; **Kate Cosgrove**, Coordinator, Fifty Plus Transition Center, New Haven Free Public Library and Executive Director, Volunteer Center of Greater New Haven.



A Funny Thing Happened on the Way to the Library

Bill Barnes and Gene Ambaum, creators of Unshelved, a comic strip about a library, deliver the laughs as they take you on a tour of the world's only library comic strip. The staff and patrons of the Mallville Public Library are supposed to be fictional, but they are instantly recognizable, giving you a unique opportunity to gently laugh at yourselves and the people you work with. Bill and Gene deconstruct some of their greatest hits, and tell the true library stories that inspired them. Gene talks about what it's like to transfer his daily life as a real-life librarian to paper, the events that become strips more or less unchanged, the ones that get altered and why, and the ones he has to leave out. Bill and Gene's peculiar (and we do mean peculiar) insights into librarianship always leave attendees smiling and talking



among themselves as they depart energized, validated, and uplifted.

Speakers: Bill Barnes is a native New Yorker who was dragged all around the world by his parents at a very formative age and finally ended up in the wilds of Seattle. He is a trained software designer and very much an untrained cartoonist.

Gene Ambaum is the pen name of a public librarian from the



Seattle area. He loves graphic novels, television shows from his childhood, pina colodas, and getting caught in the rain. He continues to make the mistake of letting Bill write his bios.

Round Table Discussion: Director Essentials

Where do Library Directors go to figure out Massachusetts library requirements, for help solving problems and implementing best practices? Soon you will be able to go to Director Essentials, a new website that is being developed by a team of Regional staff and Library Directors from academic, public, school and special libraries all across the state. Come hear about this exciting LSTA funded project.

Facilitator: Margaret Cardello, Assistant Regional Administrator, Central Massachusetts Regional Library System.

Round Table Discussion: What's Next for Reference?

Reference is Not Dead! Yet, the "Reference Desk" is certainly a much more fluid concept. How do we manage this new digital and physical space? Come take a fresh look as we discuss new trends in reference collections, spaces and methods of service.

Facilitator: Donna Maturi, Head of Reference and Information Services, Peabody Institute Library, Danvers.

Round Table Discussion: A Whole New Mind: Why Right-Brainers Will Rule the Future by Daniel Pink



Transitioning out of the Information Age and into the Conceptual Age will require both left and right brained thinking. As librarians we have much to offer our patrons who are creating the global workplace and inspiration-centered approaches. Whether you've read Pink's book or not, participate in a book discussion about how school libraries can play a role in supporting a learning environment of holistic thinking. Pink's book will be available at the conference. Co-presented by the Cooperative Library Association.

Facilitator: Katie Baxter, Library Director, Noble and Greenough School, Dedham, MA.

3:00pm - 3:15pm Refreshment Break

3:15pm - 4:30pm

Open Source in Your Library

Curious about open source software, but not sure what it means for you? In this presentation you'll learn what "open source" means and how the concept relates to conventional software. We'll discuss some of the open source applica-

tions that are making an impact in libraries today, including Evergreen, Koha and DSpace. Most importantly, we'll talk about some of the issues to keep in mind if you're thinking about taking the plunge yourself, including:

- Free beer vs. free kittens
- Staffing impacts
- Communities and sustainability

Sponsored by the New England Library Association

Speaker: Ed Sperr, Program Director, NELINET Digital Solutions.

Getting Rid of Dewey: the Public Services Ramifications

Now that a few libraries have taken the lead and are switching from Dewey to BISAC, what are the ramifications for the public services staff? Are they finding that patrons are having an easier time locating materials? And what do the patrons think about the change? Hear two public libraries' stories.

Speakers: Bonnie Peirce, Head of Children's Services, Dover Town Library; **Marshall Shore**, Adult Services Coordinator, Perry Branch Library, Maricopa County (AZ) Library District.

To iPods & Beyond

Music is a vital part of library collections, and the way we acquire, curate, circulate and preserve music is changing. What are the implications for libraries as music goes digital? Do you know the difference between CDs and MP3s? Ripping and scrobbling? This program will highlight the ways libraries can use new and emerging technologies to connect teens with digital music collections.

Speakers: Joseph Wilk, Teen Librarian, Carnegie Library of Pittsburgh.



Creating and Using the Brain Friendly School Library

Author, Librarian and Principal Judith Anne Sykes leads participants through a session in which you decide how to best use your learning and thinking style to connect with today's teenage learner. Explore techniques for increasing input to the brain, engaging students in effective decision making, making the most of interdisciplinary content and offering resources with the brain in mind. Co-presented by the Cooperative Library Association.

Speaker: Judith Anne Sykes, author of *Brain Friendly School Libraries* (Libraries Unlimited), has an extensive, varied educational background as a junior high school language/arts drama teacher, an elementary teacher-librarian, School Library Specialist for the Calgary Board of Education, Assistant Principal, and Principal. She is also the author of *Library Centers: Teaching Information Literacy, Skills, and Process K-6* and *Action Research: Practical Tips for Transforming Your School Library*.



announces its first ever Innovation Award

MLA encourages and recognizes the creative and meaningful work that libraries do on a daily basis. This award honors exceptional, cutting-edge programs, services, products or projects that show innovation, leadership, and make a significant impact on the community of users. **All Massachusetts libraries, of any type and size, are eligible for this award.** The winning library must commit to having a representative(s) speak on the innovative work at a future MLA program. Nominations for the MLA Innovation Award may be made by library staff members, trustees, institution staff, or members of the community. Library staff members are encouraged to self-nominate the ground-breaking programs, services, products, projects in their libraries.

Nominations must be received electronically by March 10, 2008. Additionally, a paper copy of the nomination form should be mailed by March 10, 2008 if there are supporting materials that cannot be sent electronically. **Applicants must be current members of MLA.**

Nominees will be judged on the creativity and uniqueness of service, program, product or project; its measurable impact and importance; its collaborative efforts (staff/clientele/community/etc); the value to other libraries; and the quality of application and supporting materials. Please see the MLA site at www.masslib.org for more details and submission information or contact Kimberly Lynn, klynn@mhl.org with questions.

ILS Pre-Conference & Growing Communities Registration Form

*****Must be Postmarked Before April 18 or Register at the Conference*****

Please print clearly or type information for badge.

Name _____

Affiliation _____

Mailing Address _____

City/State/Zip _____

Daytime phone _____ Evening Phone _____

E-mail Address _____
(Required for Receipt)

_____ This is my first MLA Conference



Guest Passes may be purchased by conference attendees for their guests.

Passes allow access to Exhibit Hall and programs marked in brochure. Guests may also purchase meal tickets.

_____ I am a Library School Student paying half the registration fee. I am enrolled at: _____

_____ I am a member of: ACRL/New England Cooperative Libraries Association MSLA Paying MLA member rate.

_____ Group Rate Special – Register 3 people from your library and get the 4th lowest price registration free.

All registrations must be received at the same time. Meals not included.

REGISTRATION

	Member		Non-Member		TOTAL
	Advanced: postmarked before 4/18/08	Walk-in Registration	Advanced: postmarked before 4/18/08	Walk-in Registration	
ILS Preconference Tuesday	\$75	\$100	\$135	\$150	
One Day	\$60	\$75	\$100	\$125	
Two Days (Not including Preconference)	\$100	\$125	\$175	\$200	
Three Days (Not including Preconference)	\$150	\$175	\$250	\$275	
Special 4 Day Package	\$200	\$225	\$325	\$350	
Guest Pass		\$50		\$60	
					TOTAL

MEALS: ✓ Choices

	Lunch	Price	Dinner	Price
Tuesday, May 6 w/ Pre-conference Registration	___ Sesame Salmon / ___ Vegetarian	incl. w-reg.	___ Chicken New England ___ Vegetarian	incl. w-reg.
Tuesday, May 6 w/ out Pre-conference Registration			___ Chicken New England ___ Vegetarian	\$30.00
Wednesday, May 7	___ Buffet Lunch / ___ Vegetarian	\$20.00	___ Poached Salmon / ___ Roast Sirloin ___ Vegetarian	\$30.00
Thursday, May 8	___ Buffet Lunch / ___ Vegetarian	\$20.00	___ Roast Turkey / ___ Broiled Scrod ___ Vegetarian	\$33.00
Friday, May 9	___ Chicken & Pasta Primavera ___ Backed Sole / ___ Vegetarian	\$20.00		
		TOTAL		

Badges and tickets will be distributed at the Conference. The conference facilities are handicapped accessible, If you require assistance, please indicate on this form

Save Money with an MLA Membership

You'll receive a considerable discount in your conference registration if you register as an MLA member. Your MLA membership also provides:

- **Advocacy** – MLA is your voice for increased library funding at the State House.
- **Networking opportunities** - With more academic, public, school and special library staff joining MLA, there's someone new to meet and learn from at every event.
- **Great discounts** – Your membership will get you discounts on Drexel University distance-education courses and Mackinac Island Books.
- **A subscription to Bay State Libraries** – Keep up to date with important news from MLAs quarterly newsletter.

PAYMENT INSTRUCTION

Register at Member Rates and Support MLA! I'd like to join MLA to register at member rates for this conference.

Please check one:

- | | |
|--|--|
| <input type="checkbox"/> \$20 Personnel earning under \$19,999 | <input type="checkbox"/> \$90 Personnel earning under \$59,999 |
| <input type="checkbox"/> \$40 Personnel earning under \$29,999 | <input type="checkbox"/> \$110 Personnel earning over \$60,000 |
| <input type="checkbox"/> \$65 Personnel earning under \$39,999 | <input type="checkbox"/> \$20 Retirees, students, unemployed |
| <input type="checkbox"/> \$80 Personnel earning under \$49,999 | <input type="checkbox"/> \$35 Library Friends and Trustees |
| | <input type="checkbox"/> \$150 Sustaining |

Pre-payment work Sheet: Please include dues (if applicable), meals, and registration in one check.

- | | |
|----------------------------------|--------------------------|
| \$ _____ Conference Registration | \$ _____ Thursday Dinner |
| \$ _____ Tuesday Dinner | \$ _____ Friday Lunch |
| \$ _____ Wednesday Lunch | \$ _____ Dues |
| \$ _____ Wednesday Dinner | \$ _____ Total |
| \$ _____ Thursday Lunch | |

PAYMENT OPTIONS

*****Please make a copy for your records*****

MLA accepts both checks and credit cards

You can ALSO register online at <http://www.masslib.org/conference/2008Conference/Register.htm>

For Check send to: **MLA Annual Conference**
c/o Elizabeth Hacala
POBox 535
Bedford, MA 01730-0535

My **check** is enclosed for \$ _____

For Credit Card Payment: **Massachusetts Library Association (MLA)**
POBox 535
Bedford, MA 01730

Charge \$ _____ to my (please circle one) **VISA** **MASTERCARD** **AMERICAN EXPRESS**

Credit Card # _____ Card Security Code (three digit) _____

Expiration Date _____ Name on Card _____

Signature _____ Email _____

Your membership will run from the date of registration for 1 year.

Trivia Night Fundraiser Contest & Book Cart Drill Team Competition

Registration form for 2008 MLA Trivia Night Fundraiser Contest

Player Name: _____

Team Name (if part of a team, indicate Team Name here): _____

Mailing Address: _____

City/State/Zip: _____

Daytime phone: _____ **Evening Phone:** _____

E-mail Address: _____

If registering an entire team, list team member names below (teams are limited to 10 participants)

Team Name: _____

Player #1: _____	Player #6: _____
Player #2: _____	Player #7: _____
Player #3: _____	Player #8: _____
Player #4: _____	Player #9: _____
Player #5: _____	Player #10: _____

Admission is \$25 per player. Please indicate number of players you are paying for below:
 _____ player(s) x \$25.00 = _____ **amount due**

Please make check out to the Massachusetts Library Association and include this form with your check.
 Please feel free to contact Nora Blake with any questions: 413-665-5511 or nblake@masscat.org

MLA Book Cart Drill Competition Registration

NAME OF TEAM and LIBRARY REPRESENTING _____

CONTACT NAME _____

ADDRESS _____

PHONE/FAX _____ EMAIL _____

NUMBER OF PARTICIPANTS _____ NUMBER OF BOOK CARTS NEEDED _____

DEMCO WILL SUPPLY UP TO 10 CARTS FOR YOUR TEAM'S USE; Teams are not allowed to bring in their own carts.

Please provide a brief description of music selection, team theme, and performance. This information will be used by the emcee.

MUSIC (circle one) YES NO **IF PROVIDING MUSIC** (circle one) RECORDED LIVE **IF RECORDED, a CD is required. Music must be submitted by April 15, 2008.**

COST TO ENTER: \$25 DEADLINE FOR ENTRY: April 18, 2008. Payment must accompany application.

Please send completed application, fee & music to: Gerry Deyermond, Memorial Hall Library, 2 Elm Square, Andover, MA 01810

Limit of 8 teams will be accepted

NO REFUNDS WILL BE MADE FOR CANCELLATIONS AFTER APRIL 27, 2008.



Please Note Our New Address and Contact Information!

Mail Registrations to:
 MLA Annual Conference
 c/o Elizabeth Hacala
 PO Box 535
 Bedford, MA 01730-0535
 Tel: 781-275-7729 - Fax: 781-998-0393 mloffice@masslib.org

Lodging and Travel Directions

Lodging Information:

Discounted rates are available until April 20, 2008. For reservations, please call the Sea Crest Resort and Conference Center, at 508-540-9400 or 1-800-225-3110 and identify yourself with the Massachusetts Library Association Annual Conference May 6-9, 2008. The room rate includes free wireless service and access to the health and racquetball courts.

Room	Single Rate	Double Rate	Triple Rate	Quad Rate
	\$125.00	\$125.00	\$145.00	\$165.00

Overnight room rate subject to a 9.7% occupancy tax subject to change and mandated by state law. The Sea Crest Host will honor these rates three days prior and three days after the convention dates of May 6-9, 2008.

Travel Directions:

BY BUS:

Service to Falmouth is provided by Bonanza Bus Line (800/556-3815) from Logan Airport and South Station in Boston, MA, T.F. Green Airport in Providence, RI and from the terminal on 41st and 8th Ave. in New York City, NY.

BY AIR:

Logan International Airport in Boston, MA And T.F. Green Airport in Providence, RI provide easy access for International and US travelers. Frequent connecting flights to Hyannis are available from Boston, Newark and LaGuardia, NY airports.

BY AUTOMOBILE:

From Metropolitan Boston area:

Southeast Expressway To Route 3. Take Exit 1A to Route 6 West. Take first exit at Bourne Bridge rotary to Route 28 (Falmouth and the Islands), to Bourne Bridge over Cape Cod Canal.

From Points North and West of Boston:

Take Interstate 495 South, Route 25 South to Bourne Bridge over Cape Cod Canal.

From Bourne Bridge and Cape Cod Canal:

Route 28 (Falmouth and the Islands) to Route 151 exit, left at bottom of exit Ramp, left at traffic signals (Route 28A South) one mile to Rotary, take first exit then 1 mile to SEA CREST.

350 Quaker Road ◆ North Falmouth, MA 02556 ◆ Tel: 508-540-9400 ◆ Fax: 508-548-0556
 ◆ Web Site: www.seacrest-resort.com



Need to get to the Conference? *Each morning of the main conference a bus will be leaving from Springfield, and stopping in Worcester before heading to the Conference site in Falmouth. The bus will also return to Worcester and Springfield at the end of each day.*

Watch the MLA website, and e-mail listserve for more information on the Conference bus!

(Pick-Up Locations to be determined)

Wednesday, May 7

Leave Springfield: 5:00 a.m.
 Leave Worcester: 6:30 a.m.
 Leave Falmouth: 4:30 p.m.

Thursday, May 8

Leave Springfield: 5:00 a.m.
 Leave Worcester: 6:30 a.m.
 Leave Falmouth: 6:30 p.m.

Friday, May 9

Leave Springfield: 5:00 a.m.
 Leave Worcester: 6:30 a.m.
 Leave Falmouth: 5:00 p.m.

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