



President's Message 2005 Conference

Ian Campbell



Dear Colleagues:

No matter where we are from, we now work in Nevada's Libraries!

The Nevada Library Association needs you and personally invites you to attend this year's annual conference in Reno. "*Free Minds—Free People*" is this year's conference theme. The conference will be held from Wednesday October 19th through Saturday October 22nd.

The 2005 NLA Conference will be held at Harrah's Hotel and Casino in beautiful Downtown Reno. Harrah's is just two blocks from the refreshing waters of the Truckee River, overlooking project RETRAC, a stone's throw from the Rail City of Sparks, and minutes away from multitudes of places to see and experience. This year's conference is aimed at energizing the Nevada Library Association and making it relevant for all library workers.

Registration, accommodations and entertainment charges have been rolled back to mid-1980s prices. This will make it very affordable for everyone to attend. Scheduled breakout sessions will include exciting learning experiences for all of us who work in libraries. Best of all, you will get to mingle with fellow library workers from across Nevada and compare notes.

National vendors will put their wares on display to educate library workers and provide information on accessibility, prices, innovation and upgrades to the things we use and need in Libraryland.

Transportation, provided by Harrah's, will whisk you to exotic places throughout the Truckee Meadows. A tour of Washoe County's newest libraries is planned as well as a special event hosted by the National Bowling Stadium: *Bowling for Librarians!* Let your hair down.

Blend the special events with the daily learning sessions, combine those with the President's Reception (held at the Downtown Reno Library) and the Nevada Young Reader's Association Breakfast (held at Sammy's Showroom where children, librarians, authors and illustrators will meet) and you will reacquaint yourself with the professional standards, commonly held goals, and camaraderie the Nevada Library Association represents.

Check out the 2005 NLA web page at <http://www.nevadalibraries.org/conference05> for more details.

See you in October at Harrah's--Reno

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**New Student Loan Forgiveness
Opportunity for Librarians**

On July 21, 2005 an amendment to the Higher Education Act, H.R. 609, that would allow librarians to access loan forgiveness for student loans, passed on the House Floor. The amendment, offered by Rep. Grijalva, expands the language of section 428K of the Higher Education Act of 1965 to provide up to \$5,000 in loan forgiveness to highly qualified teachers in low- income communities, bilingual teachers, librarians and child welfare workers (who have completed a baccalaureate or advanced degree and served for 5 consecutive years in "areas of national need" as designated by the Secretary of Education).

The expansion of the loan forgiveness program will offer better incentives for librarians who work in low-income areas.

"Librarians are facing a dire shortage across the nation", said Grijalva. "The numbers represent that 47 percent of our national librarians are expected to reach retirement by 2008. The amendment would provide substantial incentives for tomorrow's leaders to help educate and assist America's children who live in some of the poorest, most impoverished communities in our country."

:
:
Upcoming Events

2005

September 13: Blog-based Publishing for Libraries – BCR workshop at NSLA

September 13: RSS: The Power of Aggregation – BCR workshop at NSLA

September 14: The Wonderful World of Wikis – BCR workshop at NSLA

September 15: Using the Internet as a Reference Tool – BCR workshop at NSLA

September 16: Web-based Search Engines: Making Them Work for You – BCR workshop at NSLA

October:

October 12-15: Joint MPLA – Wyoming Library Association Conference – Jackson Hole, WY

October 17-23: National Teen Read Week

October 19-22: NLA 2005 Conference – Harrah's Casino Hotel, Reno

November:

November 18: Soaring to Excellence
Teleconference 9:00 to 10:30 am
Libraries, the Universe, and Everything: Google and Your Patrons - Speaker: Steven Bell





NEWS FROM MPLA

Martha Greene- MPLA Delegate

Exciting news from Mountain Plains Library Association:

The joint conference with the Wyoming Library Association is Oct. 12 - 15 at the Snow King Resort in Jackson Hole. The theme is "Beyond Borders. Imagination, Innovation, Inspiration".

One creative pre-conference is called Dramatic Presentation Skills for Librarians. This promises to be a fun and informative session for any library employee who makes presentations and/or is a bibliographic instructor. Roy Tennant will be the keynote speaker. He is the author of several books on the internet as well as the monthly column Digital Libraries.

See <http://www.usd.edu/mpla/> for details.

MPLA is considering some innovative ways to streamline the organization. One interesting idea is to eliminate sections and substitute electronic communities. Library employees with like interests could keep in touch electronically. A moderator would preside over the proceedings. Members could check in from time to time; comment on issues being discussed or volunteer for projects suggested by other members.

Another suggestion by the Task Force on Reorganization is to investigate the use of conference calls and video conferencing for board meetings. This would save the organization money by eliminating some of the face-to-face board meetings. Travel expenses for many of the officers to these meetings are paid for by MPLA.

Electronic balloting for MPLA offices will be tried for the first time next spring.

MPLA intends to continue to be an innovative and creative regional library association.

Why Join the Mountain Plains Library Association???

Because it is a great organization with lots of great people! It's small enough, so that you aren't

overwhelmed, but large enough to have members with a variety of different talents which many share at the annual conference. Plus, you get to see new places for a reasonable cost.

This year, you could be looking forward to a wonderful October conference in Jackson Hole, Wyoming (October 12-15, 2005). Each year, MPLA co-sponsors a conference with a state association; it's great to get away while not paying those national conference prices (MPLA members pay in-state rate).

Future conferences will be held in Albuquerque, NM and Salt Lake City, UT. These joint conferences provide more training choices than many state associations and more opportunities for professional involvement than ALA.

You also get to meet librarians from the twelve different members' states--Arizona, Colorado, Kansas, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Utah, and Wyoming. There is a more manageable pace to these conferences--time to meet, mingle, and learn.

Though our twelve states have many differences, we share similar "library stories." Discovering how much we as librarians have in common is another reason to join. You may even get to know the librarians in your state better through MPLA.

Another great "perk" of membership in MPLA is the opportunity to apply for professional development grants to cover the costs of attending conferences, for continuing education, or for developing library-related research projects.

Belonging to this dynamic network of librarians is simply a great idea!!!

For more information - check out the MPLA web page (<http://www.usd.edu/mpla/>) or give me a call!

See you in Jackson Hole!

JaNae Kinikin
MPLA PR/Membership Committee Co-chair
801-626-6093
jkinikin@weber.edu

NLA Scholarships: Winners Announced

Jen Fabbi, NLA Scholarship Committee Chair

This year, the Nevada Library Association Scholarship committee was able to add \$22,000 to its award pool from the second year of the “Mining the 21st Century Librarian” grant. This grant was funded by the Institute for Museum and Library Services (IMLS) for over \$300,000 and aimed to recruit a diverse group of new library school students and to support them through their educational process. The grant partners are Sara Jones from the Nevada State Library and Archives, Yvonne Chandler from the University of North Texas, Bud Pierce from the Las Vegas-Clark County Library District, and Gail Munde and Suzanne Devlin from the University of Nevada Las Vegas.

Recipients of this special scholarship have to be admitted to an ALA-accredited Masters degree program in library science, demonstrate involvement in the Nevada Library Association, and submit an NLA Scholarship Application. Recipients of these “IMLS-NLA” scholarships for 2005 are:

- Robert DeBuff from the Las Vegas-Clark County Library District, Sahara West branch, who will be attending Texas Woman’s University
- Martin Hellmann from the University of Nevada, Las Vegas Systems Department, who is attending the University of North Texas
- Susie King, who volunteers at the Douglas County Library and who is attending the University of North Texas
- Gail Santy from the Nellis Air Force Base Library, who will be attending San Jose State University

The NLA James S. McPhee Memorial Scholarship winners for 2005 are:

- Kelli Anastassatos, a library certification student from Reno, NV, who is taking coursework through the University of Nevada, Reno
- Pamela Blair-Sheldon from the Las Vegas-Clark County Library District, West Charleston branch, who is attending the University of North Texas
- Grace Fuller from Incline Village, NV, who is attending the University of North Texas

- Susan Gregg from the Touro University-Nevada medical library, who is attending the University of North Texas
- Katherine Hahn from the University of Nevada, Las Vegas, Curriculum Materials Library, who is attending the University of North Texas
- Linda Hanks from the Henderson District Public Libraries, Paseo Verde Branch, who is attending the University of North Texas
- Debra Hunt from the University of Nevada, Las Vegas Bibliographic & Metadata Services Department, who is attending the University of North Texas
- Rona Johnson from the Las Vegas-Clark County Library District, who is attending the University of North Texas
- Victoria Lum, who is attending the University of North Texas with the goal of working in youth librarianship
- Marcy Martinmaas, a library certification student from Reno, NV, who is taking coursework through the University of Nevada, Reno
- Stacy Oberdin from the Las Vegas-Clark County Library District, Rainbow branch, who is attending the University of North Texas
- Kristy Price from the Henderson District Public Libraries, who is attending the University of North Texas
- Kristy Reck, a library certification student from Minden, NV, who is taking coursework through the University of Nevada, Reno
- Magdalena Sanchez, a library certification student from Reno, NV, who is taking coursework through the University of Nevada, Reno
- Marcie Smedley from the Henderson District Public Libraries, Gibson Branch, who is attending Texas Woman’s University
- Marie Tully, a library certification student from Sparks, NV, who is taking coursework through the University of Nevada, Reno

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Scholarship Winners
Continued from Page 4

- Nicole Winslow from the Las Vegas-Clark County Library District, West Charleston branch, who is attending the University of North Texas

I would also like to especially thank Sara Jones for her generous support of the Nevada Library Association library certification scholarship awards through LSTA funds.

Also, thanks to those who helped with the selection of scholarship recipients this year— Ian Campbell, Holly Van Valkenburgh, Kathy Rankin, Reed Scull, Tom Fay, Sidney Watson, Felton Thomas, and Gregory Robinson.

ALA Delegate Report
Council Highlights and Actions
Vicki Nozero

2005 ALA Annual Conference – Chicago

As the Nevada Chapter Councilor, I submitted a tribute resolution in honor of the Henderson Public Libraries’ attempt at a world reading record. Sidney Watson at the UNLV Libraries helped immeasurably with the drafting of the resolution, and At-Large Councilor Salvador Avila from the Las Vegas-Clark County Library District seconded the Resolution. Three librarians from Henderson who were part of the record-setting group were present at the ALA Membership meeting on Monday, June 27, and were recognized by ALA President Carol Brey-Casiano.

The Chicago Annual Meeting set an attendance record of 27,800, which was 1,000 more than the previous record set in San Francisco.

Council adopted the *ALA: Ahead of 2010* strategic plan with additions related to standards, government information and an increased emphasis on state chapters and unanimously adopted a new policy on Inclusiveness and Mutual Respect moved by the ALA Human Resources Advisory Committee and the Library Support Staff Interest Round Table.

Resolutions adopted by Council included:

- Resolution on Threats to Library Materials Related to Sex, Gender Identity, or Sexual

Orientation

- Resolution on Disinformation, Media Manipulation, and the Destruction of Public Information
- Resolution in Support of Immigrants’ Rights to Free Public Library Access
- Two resolutions moved by the Committee on Legislation: Resolution on the USA PATRIOT Act and Libraries; and Resolution on the Right of Communities to Provide Broadband Internet Services.
- Council adopted a resolution that “Libraries should encourage discussion among library workers, including library administrators of non-confidential professional and policy matters about the operation of the library and matters of public concern within the framework of applicable laws.” ALA provides useful information related to workplace speech in a document entitled, “Questions and Answers on Librarian Speech in the Workplace: An interpretive statement to the ALA Code of Ethics,” amended in January 2004.

Council approved a set of recommendations from the Task Force on Library School Closings. The recommendations address needs for an “early warning” system before schools are threatened with closure, quality control, networking, and equity of access. ALA president Michael Gorman also plans to focus attention on library education during his presidential year. Council also established a new standing committee on Scholarships and Study Grants which will become responsible for scholarship activities currently performed by the Awards Committee. The new committee will also give more attention to the development and promotion of scholarships.

Both ALA Membership meetings exceeded quorum (75 members). Three resolutions were adopted and forwarded to Council for approval. Council adopted 1.) a resolution urging divisions to decrease dues for retired members; and 2.) a resolution on the connection between the Iraq war and libraries. Council initially returned the resolution on equal access to resources in non-roman alphabets in libraries to be re-worked at the second membership meeting. Council defeated the same resolution when it was considered a second time.

NATIONAL LEGISLATIVE DAY IN WASHINGTON, D.C. May 3-4, 2005

NLA sent a strong delegation to ALA's 2005 National Legislative Day. Representing Nevada's Libraries were Ian Campbell, President of NLA; Kimberly Clanton-Green, President-Elect; Daniel Walters, Chair of NLA's Government Relations Committee; Vicki Nozero, ALA Delegate; Sara Jones, Nevada State Librarian; and Lucille Adin, Chair, Board of Library Trustees, Washoe County Library System.

Issues discussed with the Nevada Congressional delegation included funding LSTA at \$221.3 million and \$100 million for the *Improving Literacy Through School Libraries* program, inclusion of libraries in the Head Start reauthorization, support for the *Digital Media Consumers Rights Act of 2005*, open access to government information, support for efforts to protect library patron privacy from the affects of the *USA Patriot Act*, and to continue to support the telecommunications e-rate.

Because the NLA delegation was so diverse, we were able to present sound and relevant examples of the impact of this legislation on Nevada's citizens, and libraries in particular.

The delegation was able to meet in person with Congresswoman Shelley Berkley, and Congressman Jon Porter, who personally took the delegation to the Capitol to visit the new Nevada statue honoring Sara Winnemucca. Congressman Jim Gibbons was able to greet the delegation, and we spoke at length to his legislative staff. Both Senator Reid and Senator Ensign were back in Nevada, but we were able to make contact with their staff.

Attending National Legislative Day in Washington, D.C. is a very interesting and educational experience. If you are interested in attending in 2006, please contact ALA Delegate Vicki Nozero at vnozero@cmail.nevada.edu.

The Henderson Super Six! Ian Campbell

This resolution was passed unanimously at the 2005 ALA Conference in Chicago. ALA Annual Conference Meeting of the Council of the American Library Association June 2005

Tribute Resolution for the Henderson District Public Libraries' Attempt at a World Reading Record, June 13-17, 2005, in Henderson, Nevada

Whereas, Six librarians representing the Henderson District Public Libraries spent 100 consecutive hours at the Paseo Verde Library in Henderson, Nevada, reading aloud to varied audiences in an attempt to break the existing Guinness World Record of 81 hours for reading aloud.

Whereas, The participating librarians were: Shannon Berndt, Bryan Fearn, Mae Giaimo, Michelle Mazzanti, Marcie Smedley, and Joan Vaughan.

Whereas, This event raised money for Henderson Libraries' Mobile Extension Library Program, involved local corporate sponsorships, and gathered support, enthusiasm, and admiration of the surrounding community for its local public libraries.

Whereas, The reading marathon shined a public spotlight on literacy awareness, and revitalized an interest in libraries and reading.

Whereas, This creative and energetic effort to break an existing world record for reading aloud is notably in alignment with ALA's mission regarding public awareness: "ALA will promote the role of librarians and the use of libraries and their resources and services as well as the awareness of their importance to all segments of society" (ALA Mission 1.3: Priority Areas and Goals, Priority Area D).

Resolved, That the American Library Association recognize and celebrate this innovative achievement by the Henderson District Public Libraries to promote the importance of libraries and reading.

Resolved, That copies of this tribute resolution be sent to Ian Campbell, President, Nevada Library Association, Washoe County Library System, P.O. Box 2151 Reno, Nevada 89505 and Tom Fay, Executive Director, Henderson District Public Libraries, 280 S. Green Valley Parkway, Henderson, Nevada 89012-2301.

A special thank you to Vicki Nozero (UNLV) for writing and then sending this tribute to ALA's Resolution Committee and Salvador Avila (LVCCCLD) who seconded the resolution in Chicago.



A giant thank you to "The Henderson Super Six"

NSC Kicks off Shakespeare in American Communities at Bartley Ranch

September 17 & 18

Reno, NV - Nevada Shakespeare Company will present Hamlet at 8pm on September 17 and Richard III at 4pm on September 18 at the Hawkins Amphitheater at Bartley Ranch in Southwest Reno. The performances will be presented at no cost, however donations will be accepted on behalf of the company's education programs.

Based in Reno, Nevada Shakespeare Company is a professional, ensemble theater dedicated to meeting the needs of their uniquely challenging and diverse community. With Shakespeare as a touchstone, Nevada Shakespeare Company approaches issues of cultural and social reform with linguistic expression, rhapsodic constructivism and the principles of Universal Access. Founded in 1989 by Artistic Director Jeanmarie Simpson, Nevada Shakespeare Company has presented more than 40 productions of Shakespeare, classic, contemporary and new authors.

For this project, Shakespeare for a New Generation, Nevada Shakespeare Company will expand their existing Shakespeare in School program by remounting their six actor productions of Hamlet (2000) and Richard III (2001). The two productions represent the best of Nevada Shakespeare Company's nontraditional, buoyant and lively stagings of the Bard. Both productions were originally staged and will be remounted by Nevada Shakespeare Company's founding Artistic Director Jeanmarie Simpson.

"Our production of Hamlet is a distillation of Shakespeare's play, with no props or scenery - only six actors and six chairs. The acting is the thing, and we have some tremendous performers coming in to work on the project. I'm thrilled to have the opportunity to stage this treatment of Hamlet again," Simpson said. "As far as Richard III, this may be my favorite of all of the projects we've done - it's a slapstick sendup of a very dark piece that is appropriate for even families with children, it's so visually interesting and colorful."

Nevada Shakespeare Company employs members of Actors' Equity Association, the union of professional actors and stage managers in the United States. For the Shakespeare In American Communities tour, NSC will import actors from New York, Nashville and Sacramento.

In a July 6 letter Senator Harry Reid told NSC's Cameron Crain "This is indeed an honor for which you should be very proud. The educational benefits of your work are a wonderful resource for the people of Nevada... For many years, The NSC has provided Nevadans with productions that celebrate cultural and social reform, while giving

new life to Shakespeare's timeless writing. The company offers beautifully staged performances to diverse communities and audiences, with the goal to take productions and programs to every county in Nevada... The opportunities which the NSC provides to students are unique; many may never again be exposed to theatre in such an intimate and exciting way. I again congratulate the NSC on their recent selection as one of the NEA's Shakespeare in American Communities recipients."

"These are very muscular, fast-paced and demanding productions. The rehearsal schedule is rigorous - 10am - 6pm, six days each week for five weeks. The result are two shows by a six-actor repertory. The performers will be pushed as far as their talent and skill will take them," Crain said.

For more information call 775/324.4198 or visit the Nevada Shakespeare Company's website, www.nevada-shakespeare.org

Northwest District Workshop Was a Great Success

Mona Reno, Chair



Laura Golod and Debbie McGuire

Communication and Effective Group Work was a very rewarding experience for the twenty-four participants. On May 19, 2005 we met at the South Valleys Library for an afternoon of presentation and discussion on working together effectively. Laura and Debbie work together very well to help participants understand the dynamics of personal interaction.

Using the Roger Schwarz & Associates materials for Core Values and Ground Rules when working in groups, the workshop progressed too quickly with much interaction. The participants were from public and special libraries, the private sector, and from State government, so there was a wide range of experiences to be shared.

Laura and Debbie also used the Schwarz Diagnosis-Intervention Cycle for helping to determine when or if to intervene in group behavior. We also analyzed our leadership models: Unilateral Control or Mutual Learning.

All in All a very helpful workshop.

NCRL Call for Professional Papers

The Nevada College and Research Libraries (NCRL) section of the Nevada Library Association is pleased to announce a call for papers to be presented at the NLA 2004 Annual conference being held in Harrah's Casino Hotel, Reno, NV on October 19-22, 2005.

Awards: Three awards of \$250, \$150, and \$75 will be given to the three presenters that best meet the criteria established below.

Guidelines: Our primary focus is to provide a forum where new and creative ideas or research can be shared in a supportive, collegial environment. Papers may cover any area of librarianship and should be from 500 to 1250 words (2-5 pages.) Employees of academic, school, public, and special libraries are all invited to participate. Examples of paper topics include but aren't limited to:

- A case study that yields useful or interesting results.
- A new concept or service that has emerged in your library.
- A description and analysis of a new project that either succeeded or failed.

A small panel will select a group of finalists to present their papers at the NCRL Professional Forum on October 21st from 4:15pm to 5:15pm. The presentations will be evaluated by the panel, and the awards will be given to the presenter who best meets the specified criteria. The papers will be evaluated by the following criteria:

- 40% - clarity of the description/argument
- 30% - organization of the paper
- 30% - intellectual significance or applicability of the presentation to the profession and/or to Nevada Libraries and librarians.

Deadlines: Papers must be submitted to Gregory Robinson by September 15, 2005. Papers will be presented on Friday, October 21st from 4:15pm to 5:15pm

Submission Requirements:

- Authors must be employed by a library in Nevada and must register for and attend the conference.
- Papers should be submitted in both paper and electronic versions, be double spaced and use a 12-point font.

Submit papers to: Gregory Robinson
Nevada State College Library
1125 Nevada State Dr.
Henderson, NV 89015

Or email your paper as an attachment to:
Gregory_Robinson@nsc.nevada.edu

If you have any questions or concerns, please call Gregory Robinson at 702-992-2032

Nevada Young Readers' Award @ 2005 NLA Conference

Come join the winning authors and Nevada students at the NYRA Buffet Breakfast on Saturday, October 22, 2005 at 9:00 a.m. in Sammy's Showroom. This will be a wonderful way to bring to a close the 2005 NLA Conference and have another chance to talk with your colleagues.

Immediately after the breakfast you will have an opportunity to meet the authors in a question and answer session. As of July 1, 2005 both Peg Kehret, author of *The Stranger Next Door* (Young Reader Category) and Ben Mikaelson, author of *Red Midnight* (Intermediate Category) have accepted our invitation



The authors will be signing books after the question and answer session. Breakfast attendees will be given one of the award-winning titles compliments of PermaBound Books while supplies last. Books will also be available for purchase.



The 2005 Nevada Young Readers' Award (NYRA) winning titles are:

Picture Book
Diary of a Worm
by Doreen Cronin
Harry Bliss (Illustrator)

Intermediate
Red Midnight
by Ben Mikaelson

Young Reader
The Stranger Next Door
by Peg Kehret

Young Adult
The House of the Scorpion
by Nancy Farmer

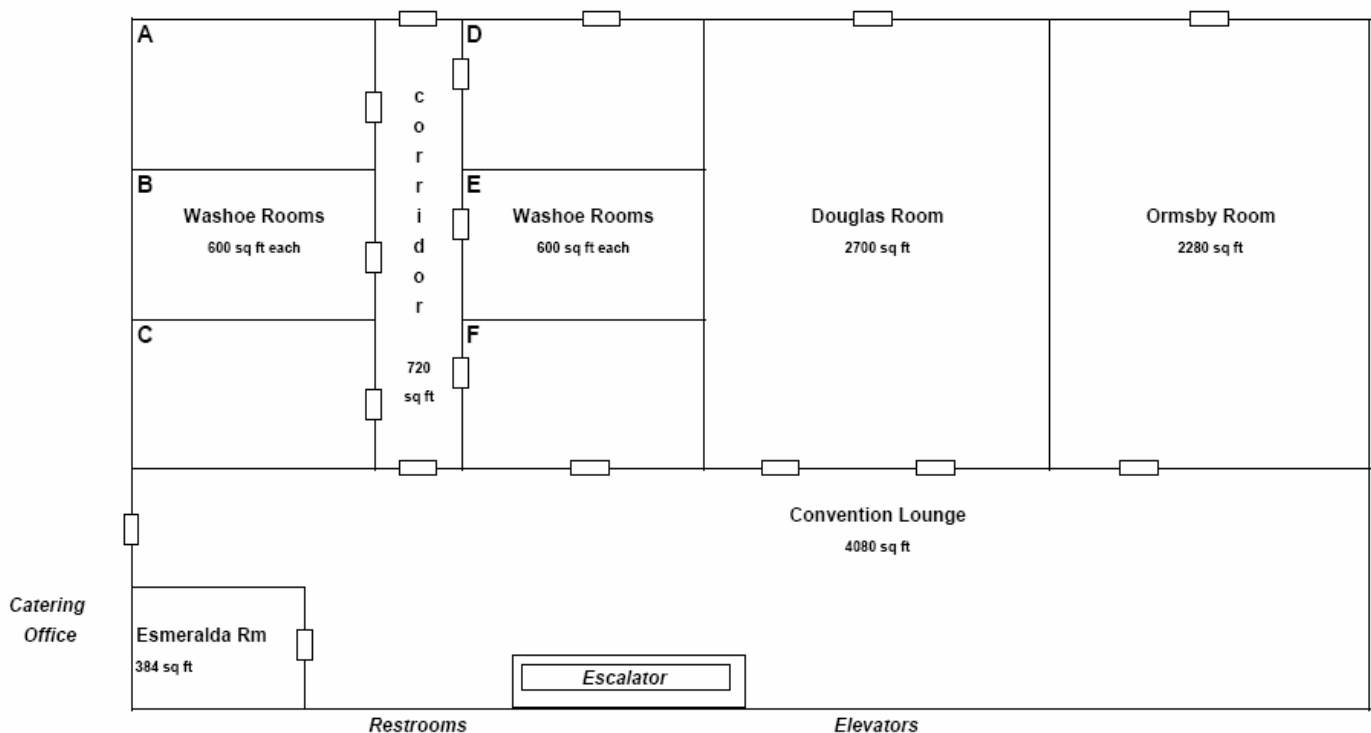
Free Minds, Free People **NLA Annual Conference 2005**

Mark your calendars! NLA conference is October 20 through October 22 at Harrah's, Reno. This year's theme is "Intellectual Freedom : Free Minds, Free People." Pre-conference will be held on Wednesday, October 19, with the theme of "Marketing Your Library."

Harrah's has offered us great room prices this year. Tuesday through Thursday nights are \$49.00 for single and double-occupancy. Additional persons in each room are \$10.00. Friday night is \$69.00 and Saturday night is \$109.00. **Room Reservations: Call 1-800-HARRAHS (1-800-427-7247) Ask for Reno reservations. Use the Group Code S10NLA. Please do not make room reservations on Harrah's website.**

The latest conference information is posted on the NLA website, www.nevadalibraries.org. See you in October!

RENO CONVENTION CENTER FLOOR PLAN





Nevada Library Association - Annual Conference October 19 -22, 2005

Please Note: This is a preliminary program.

Please check the final Conference Program for last-minute schedule changes.■

Wednesday October 19th **Pre-conference: Marketing Your Library**

8:00am - 10:00am Registration and Poster Sessions
Washoe E-F

10:00am -11:30am Keynote: The Little Library That Could
Washoe E-F

Cindy Wigen,
Public Services Manager & Associate
Director, Whitman County Library, Colfax, Washington
<http://www.whitco.lib.wa.us/>

From when we had a revolving door of directors and nearly zero in reserves to our present situation of success and prominence in our community. Mentioned on the College of DuPage Library Marketing teleconference, Cindy Wigen will talk about Whitman County Library coming out of the “dark days”, turning themselves around by forming community partnerships, and how to get Bill Gates to come to your library – in person!

11:45am - 12:45pm Box Lunch - Local Marketing
Washoe E-F

Luise Davis
Douglas County Library

“**The Great Marketing Adventure**”: The making of a promotional library video using community volunteers, staff and a paid videographer. Includes presentation of 34 minute video.

1:00pm - 3:00pm Concurrent Sessions:

Rural Libraries
Marketing Your Rural Library (Part I): “Marketing Begins with a State of Mind and Ends with a Story
Washoe A

Cindy Wigen,
Public Services Manager & Associate Director,
Whitman County Library, Colfax, Washington
<http://www.whitco.lib.wa.us/>
Maranne Thieme,
Branch Manager
Lyon County Central Branch Library, Yerington, Nevada
mthieme@clan.lib.nv.us

These two passionate public library service managers will team up to share tips, techniques and strategies for working smarter, not harder at marketing and promotion of your rural library. *Visibility is the key* and this workshop will help you get started by building an effective and

successful marketing plan for your library.

Urban Libraries
Working with the Media
 Washoe B

Robert Harmon
 Public Information Officer
 Nevada Department of Cultural Affairs

The first step in working with the media is understanding the media.

Academic & Special Libraries
Creating and Marketing a Specialized Multilingual Open Access Database
 Washoe C

Kathryn Etcheverria and Donnelly Curtis
 University of Nevada, Reno
 Basque Library

This session will focus on the experience of publicizing the Basque Database created at UNR with a grant from NEH. The presenters will also briefly cover and answer questions about applying for the grant, adjusting the plan, and carrying out the two-year project.

3:00pm - 4:00pm

Concurrent Sessions:

Marketing the Library and Staying Sane
 Washoe D

Jeanne Munk - Director
 Pershing County Library
jmmunk@clan.lib.nv.us

Pershing County Library is marketing the library to new, existing and old patrons to help them re-discover their library. The library has entered into partnership with several organizations to reach this goal: the local PBS K14Kq graphics department to develop a brochure and flyer; Even Start Spanish speaking student to translation materials into Spanish; the University of Phoenix Marketing 421 Learning Team A to develop future marketing ideas for the county's Hispanic population and the use of the resources of the Chamber of Commerce to help distribute the flyer through the mail. .

Marketing Project for Esmeralda County Libraries

Pat Wright - Pershing County Library Trustee
 A Marketing Plan created and implemented for the Esmeralda County Libraries

Marketing Your Rural Library (Part II): "Starting From Scratch Without Scratch"

Washoe E-F

Maranne Thieme, Branch Manager
 Lyon County Central Branch Library, Yerington, Nevada
mthieme@clan.lib.nv.us
 Cindy Wigen, Public Services Manager & Associate Director,
 Whitman County Library, Colfax, Washington
<http://www.whitco.lib.wa.us/>

Learn how to create programs on a low-to-no budget, inventing library celebrations that highlight existing collections, develop new interest in the library with service club speaking engagements, building library-community partnerships that bring new people into the library, and tips on writing news releases, briefs and public service announcements that tickle the reader's curiosity. This workshop will help library systems without a public relations staff to work effectively with local media.

Marketing Your Library With a Health Fair

Elaine Wing and Paul Gardner
LV-CCLD

Marketing your library with an annual health fair is easy and economical and is excellent for good public relations.

**4:00pm - 5:30pm Marketing Your Library through Special Events:
In The Prospector's Room at Harrah's**

Sharon Honig-Bear,
Development Officer, Washoe County Library, Reno
shonig@mail.co.washoe.nv.us

Want to attract BIG attention to your library? Consider special events or programs. This session will help you clarify the purpose of your activity ("friend raiser" or fund raiser), how to make your event a "signature" event for your library and how to open new markets through special events. The session will culminate with a creative session in which thematic baskets will be assembled, for auction at the dinner which follows. *Please bring some items that could be used in baskets with a Romance/Relaxation theme; a Nevada theme; or a Christmas theme.*

Session presented by Sharon Honig-Bear, Development Officer, Washoe County Library; basket assistance by Shirie Wallace, Susan Bruno and Charlotte Voitoff, members of the Friends of Washoe County Library

5:30pm - 7:00pm (All Conference attendees invited to participate)

**Buffet dinner
Silent Auction for Baskets**

6:45pm Silent Auction closing for "A Tisket a Tasket" NLA Fund Raiser

7:00pm – 9:00pm Bowling at the National Bowling Stadium

**Thursday, October 20th
Regular Sessions**

8:00am – 8:45am Business Meetings:

Washoe County Libraries All Staff Meeting
Sammy's Showroom

**CAPTAIN - Collections, Automation, Preservation, Technical Services &
Acquisitions in Nevada**
Washoe A

GODIG - Government Documents Interest Group
Washoe B

NNAG - Nevada Networking and Automation Group
Washoe C

Susan Williams
NNAG Chair
LVCCLD

What's new with Library Networking and Automation in Nevada? What **should** be new? ILS questions? Electronic Content? Federated searching? Join the business meeting, and give your input! There will be bagels, cream cheese, and coffee, for any attendee who at least says "Hello." Yes, food and bribery.

ACTION - All Classifications Teamed in One Network (Paraprofessionals)
Washoe D

NLA Members' Meeting
Washoe E-F

PLATO – Public Library and Trustee Organization
Esmeralda Room

8:45am – 9:00am 15 Minute Break

9:00am – 10:00am Keynote Speaker: Matt Bowles
Sammy's Showroom

ACLU National Field Organizer
and Special Guests: the **Asha Belly Dancers**



Matt Bowles is a National Field Organizer for the American Civil Liberties Union Washington Legislative Office. He is working to mobilize civil liberties activists nationwide to defend their local communities from government abuse and to pressure Congress to roll back repressive post 9-11 policies. Before joining the ACLU Bowles worked as a labor organizer with American Federation of State, County, and Municipal Employees (AFSCME) and as the Issues Advocacy Director for the Irish American Unity Conference.

10:00am – 10:30am Exhibits No-Conflict Time

10:30am – 12:00pm Concurrent Sessions:

The Tahoe Project: Building a Web Site with Team Work and Technology
Washoe A

Duncan Aldrich
Data Services Coordinator
University of Nevada, Reno Libraries

Bob Blesse
Head, Special Collections
University of Nevada, Reno Libraries

Araby Greene
Web Development Librarian
University of Nevada, Reno Libraries

Amy Shannon
Head, Life and Health Sciences Library

University of Nevada, Reno Libraries

Mary Taylor
Metadata Services Coordinator
University of Nevada, Reno Libraries

“Tahoe Research, Scholarship & Outreach” is a new web site created by University of Nevada, Reno librarians with contributed content from academic faculty, Cooperative Extension, Teaching & Learning Technologies, and the Lake Tahoe Environmental Education Coalition, as well as the University Libraries' own DataWorks and Special Collections Departments. The site combines text and photos from faculty; bibliographies, digital collections of historic photographs, art, maps and documents; multi-layered interactive maps; and streaming videos. Combining such a wide variety of resources for a broad community audience was a challenge! We survived and so did the project, a data-driven site where content is organized by topics, fun to use, easy to navigate, and easily updated. We learned many new skills building this site and would like to share them with you.

Statewide Summer Reading Program

Washoe B

Susan Graf
Literacy Coordinator
Nevada Literacy Coalition

Betsy Johnson
Children's Librarian
Henderson Dist Public Libraries

Cory King
Children's Librarian
Carson City Library

PAWS, CLAWS, SCALES, & TALES is the 2006 theme of our statewide Summer Reading Program. Artwork supporting the theme will be drawn by David Shannon. The YA theme is CREATURE FEATURE @ your library. Manuals will be distributed--Please join us and share your summer successes from 2005.

Providing Library Services to Latinos: 5 Core Values

REFORMA

Washoe C

Sandra Rios Balderrama

Everyone associated with libraries (trustees, administrators, aides, managers, technical service people etc..) plays a role in connecting with newcomer communities. Understanding a few cultural values increases our capabilities for communicating, interacting, and increasing access to library services. The audience will leave with a list of steps for bringing these core values to life. This session will include introduction of the core values, interactive exercises and discussion.

Bio: Sandra Rios Balderrama is especially known as a recruiter for diversity for libraries but also provides consultation to libraries on issues related to leadership, management, organizational change and communication. Her 20 year library work life has included children's librarianship, branch management, bookmobile services, storytelling, collection development, administration, human resources (staff development, recruitment, retention), and association management. Diversity, globalism, and multiculturalism have always remained at the core of this work. Her grandparents were once newcomers from Zacatecas and Chihuahua, Mexico.

Body Language: Send What You Intend / Recognize What You Receive

Southern District
Washoe D

Debra McGuire
Youth Services Coordinator -LVCCLD

Laura Golod
Clark County Library Branch Manager - LVCCLD

“I know that you believe that you understand what you think I said, but I am not sure you realize that what you heard is not what I meant.” – Unknown

Human communication incorporates many factors beyond words being spoken. When working with both the public and coworkers, it is very important to be able to interpret and use body language to our advantage. In this informative workshop, D & L Communications Group will share some of the tips and techniques of interpreting and sending deliberate non-verbal signals.

Raising a Difficult Book: The Joys of Parenting Your Own Ideas

NSCLS
Washoe E-F

Teri Sloat - author/illustrator/teacher

AUTHOR/ILLUSTRATOR Teri Sloat will speak about the process of collaboration with another culture and a writer of a different age to produce BERRY MAGIC. Here's a chance to see how writing and illustrating come together to support an idea with a mind of it's own. Teri will also discuss the role her husband and children have played in her art and writing.

NCIS: Nevada Career Information System

Esmeralda Room

Darragh Huggins
Economist
DETR

Need additional resources for careers in your library? Need a great web-based FREE resume writing software for your public access computers? Want another resource for reference staff to use for economic questions regarding Nevada's local forecasting and resources? Join us for an online demonstration of NVCIS.

12:00pm – 1:30pm Luncheon at Café Andreotti and Exhibits

Nevada Academic Librarians' Luncheon
El Dorado Buffet

A Joint Academic Librarians' Luncheon is being planned for Thursday, October 20th. The luncheon will be a good time for people to relax and renew acquaintances with various counterparts throughout the state. *If you have any questions, please contact Brad Eden (beden@ccmail.nevada.edu) or Vicki Toy-Smith (vicki@unr.edu) for further details.*

1:30pm – 3:00pm Concurrent Sessions:

Libraries and Legislators: the ABCs of Lobbying

Washoe A
Presenter: TBA

This program will take you through the basics of lobbying for your issues---from who can lobby to how to do it most effectively.

Finding Government Information Across 50 States

GODIG

Washoe B

Daniel Cornwall
Government Publications/Technical Services Librarian
Alaska State Library

While all states are different, they all produce similar kinds of information. Learn how to find statistics, laws, court opinions, occupational licensing, and more for most states. Learn about web and print resources that help you find information across many states. Bring your questions about other states.

Librarians Abroad

Southern District

Washoe C

Florica Hagendorn
Library Assistant - HDPL

Nancy Hutchinson
Branch Manager - LVCCLD

Deanna Causey
Librarian - LVCCLD

Enjoy inspiring accounts of library staff who have developed their professional skills overseas. This exciting presentation features pictures, cultural anecdotes, and accomplishments shared by Florica Hagendorn, Nancy Hutchinson, and Deanna Causey, when they journeyed to Costa Rica, England, South Africa, and Thailand for professional enrichment. Information packets explaining how you too could share in the adventure will be provided.

The Reference Interview

ACRL Utah Chapter

Washoe D

Leticia Camacho
Business Librarian - Brigham Young University

Betsy Spackman
Science Librarian - Brigham Young University

This presentation will focus on the reference interview and will provide you with tips for working with patrons to determine their actual information needs.

How My Parents Learned to Eat: Dim Sum, Fry Bread, Collard greens and Tacos in the Library

Past President's Program

Washoe E-F

Felton Thomas, Jr.
Regional Branch Services Director - LVCCLD

Debra Lynn McGuire
Youth Services Coordinator - LVCCLD

Salvador Avila
Community Outreach / Adult Services Coordinator - LVCCLD

Are you hungry for strategies and best practices for reaching out to your increasingly diverse communities? Treat yourself to a complete course, where we'll dish out an appetizing menu of inclusive approaches to reaching the emerging segments of your community. Become familiar with the following important ingredients: Collections; Multicultural Programming and Staff Development. The icing on the cake will be the insights from members of LVCCLD's award winning Diversity / Competitive Workplace Committee. Don't dessert us. Low carb, Fat-Free, No MSG.

Teaching Library Technology Through Distance Education: The 21st Century Version

Esmeralda Room - (60 minutes)

W. Reed Scull
Coordinator of Academic Credit Programs - UNR Extended Studies

Karen Starr
Assistant Administrator for Library and Archives Development
Nevada State Library and Archives

Mark S. Knudson
Educational Technology Specialist - Nevada Department of Education

Members of the Nevada library community are pursuing MLS degrees, librarian certification, and continuing education through distance education. Academic library staff provide support for distance education in their institutions. This session will give participants an opportunity to explore a vision for 21st century distance education using UNR Extended Studies' hybrid course "Technology in the Library" as a case study. A hybrid course combines face-to-face instruction and web-based learning using state-of-the-art software which allows for real time audio and video input from both teacher and student. Common hybrid course features include the delivery of the lectures, readings and assignments on web pages; discussions and presentations through message boards, e-mail and chat software; interactive tutorials and labs; and on-line assessments.

3:00pm – 3:30pm Exhibits No-Conflict Time

3:30pm – 4:30pm Concurrent Sessions:

Many Voices: Creating Multicultural Books
Washoe A

Suzanne M. Williams - author

Nevadan, Suzanne Williams is author of 10 nonfiction children's books. In the past years, she has worked with experts from several Indian tribes and Inuit people on various projects. She discusses the process of working with tribal and cultural experts, site visits, and cultural review in creating honest children's books. She will share her experiences through photos, art, and stories. She discusses the librarians' role, or perceived role, in the children's book publishing process. And she challenges you to be the final link in getting often overlooked cultural information to the public.

Nevada Go Local: Consumer Health Information

Washoe B

Jim Curtis
Director, Savitt Medical Library and Information Technology Services
University of Nevada School of Medicine

Florence Jakus
Health Science Library Department Head - LVCCCLD

Carole Keith
Project Director - Savitt Medical Library

The Savitt Medical Library at the University of Nevada, School of Medicine in Reno and the Health Science Library of the Las Vegas-Clark County Library District are developing a database of health services and resources for the state of Nevada that will be linked to the National Library of Medicine's MedlinePlus online consumer health database.

MedlinePlus provides authoritative medical information on diseases, conditions and wellness issues, and links users to Go Local sites for nearby health programs, services and providers. This project will seek wide involvement to identify programs and services throughout the state and enter them into a database that will provide users the capability of identifying health resources in their locales. This paper will describe the national and local components of MedlinePlus, the process to be followed in implementing the project, and strategies for reaching the populations to be served by the resulting product. This program should appeal to and address both public and academic libraries.

Six Degrees of Separation: A Look at the Interconnectivity of Computer Use Policies in Nevada's Public and Academic Libraries

Washoe C

Sidney Watson
Science & Engineering Librarian - Lied Library, University of Nevada, Las Vegas

Victoria Nozero
Head, Research & Information - Lied Library, University of Nevada, Las Vegas

Academic libraries vary in their approaches to computer use policies for community patrons who have no campus affiliation. In January 2005, UNLV Libraries launched a new policy that limits access to library computers by persons who are not university students, faculty or staff. Public library computer use policies appear to be more open because they serve a broader client base, but may be more restrictive in other ways. This program will provide an overview and an interactive discussion of selected Nevada academic and public libraries' computer use policies, the ways in which they are both similar and different, and also how they impact each other. Join us for some energetic dialogue and mutual enlightenment!

Digging for Non-Profit Money in Nevada

RAISON

Washoe D

Shelly Weiner
Foundations & Grants Collection Supervisor
Clark County Library

The Foundation Center's Cooperating Collections are free funding information centers in nonprofit resource centers that provide a core collection of publications and a variety of supplementary materials and services in areas useful to grant seekers. This program will give an overview of the Cooperating Collection program, what resources are available for non-profit organizations and a

quick overview of using the Collection. In addition, tips and pointers will be given for referring library patrons to one of the three Cooperating Collections for the state of Nevada.

The Future of Technical Services

CAPTAIN

Washoe E-F

Presenters: TBA

The meeting will focus on “The Future of Technical Services” with special attention paid to the issues and challenges that face technical services professionals in today’s library environment.

Within this topic there are a variety of potential areas of discussion including, but not limited to:

- 1. Outsourcing
- 2. Digital projects
- 3. Metadata
- 4. Cataloging new types of material such as integrating resources

Is Your Library Building User Friendly?

MPLA

Esmeralda Room

Beth Avery

President - Mountain Plains Library Association

Want to make your library a more inviting place, both for users and staff? The principles of library ecology and feng shui will give you valuable insights about how even small changes can make a world of difference. Beth Avery, President of the Mountain Plains Library Association and Library Director at Colorado's Western State College will show us how.

4:30pm – 4:45pm 15 Minute Break

4:45pm – 5:45pm *Concurrent Sessions:*

Collaborative Collection Development

Washoe A

Reeta Sinha

Head, Collection Development - University of Nevada, Las Vegas

Rick Anderson

Dir. of Resource Acquisition - University of Nevada, Reno Libraries

The program discusses the many resource-sharing activities UNR and UNLV participate in with each other and with other groups in the state, the region and nationally. From identifying vendors and products that benefit Nevada's academic users, to negotiating prices and licenses, the speakers will describe how the two libraries have worked together in the past three years to provide increased access to electronic information resources in a cost-effective manner.

Understanding Portal Technologies

Washoe B

Brad Whittle

Vice President - Dynix

The notion of an information portal in libraries has been around for years. A defining moment in

the evolution of library automation systems was the development of the Web-based online public access catalog (the Web OPAC. Some libraries and library automation suppliers are using the term portal in a slightly wider sense, to embrace the traditional OPAC, the federate searching tools and the user services such as renewals and inter-library loan requests. This portal concept and its supporting technologies are of critical importance to the next stage of information technology development, and some observers are suggesting that this is emerging as a key new technology paradigm, which may start to re-define the architecture of new computer systems in the same way as the transition from mainframes to minicomputers to client-server characterized the key technology shifts of the past.

Objectives: What are libraries doing to manage the world of electronic resources for their patrons? What are RSS feeds and why libraries should care? How can information management via portlets and channels help your library more effectively manage the growing needs of patrons?

Opening Doors and Improving Communication Between Managers and Staff
Washoe C

Ken Bierman
Director, Knowledge Access Management Division – University of Nevada, Las Vegas
Speaker will address ways to create an esprit de corps that encourages team playing and consensus-building. Examples will be drawn from academic and public libraries. Attendees will be invited to share their success stories at encouraging team playing and consensus-building.

Family Literacy @ Your Library
Nevada Literacy Coalition
Washoe D

Susan Graf
Literacy Coordinator - Nevada Literacy Coalition

What is No Child Left Behind's impact on public library services to youth and families? How can public libraries support young students to achieve their formal education goals in learning to read? Is this a role for public libraries and their staff?

Please join Nevada Literacy Coalition staff and review current print resources for family literacy in your community. Each participant will receive a copy of the new Nevada Family Literacy manual, updated by Carole Talan in 2004.

Capturing E-Docs on the Last Frontier
GODIG
Washoe E-F

Daniel Cornwall
Government Publications/Technical Services Library - Alaska State Library

For reasons of economy and convenience, Alaska state agencies, like their counterparts in other states have been increasingly moving publications to the Internet. Learn how Alaska has been trying to meet the challenges of identifying, capturing, and preserving state publications in electronic format since 1998.

Pre-Cocktail Yoga Chill
Esmeralda Room

Debbie McGuire
Youth Services Coordinator - LV-CCLD

Unwind, breathe, lengthen and chill in this hour long session of Yoga. Please feel free to join in, even if this is your first experience. Bring your mat and small towel if possible.

6:00pm – 7:30pm Vendor’s Reception

Friday, October 21st
Regular Sessions

8:00am – 8:45am Business Meetings:

NSCLS - Nevada School and Children Librarians' Section
Washoe A

State Publications Distribution Center (NSLA)
Washoe B

State Publications Librarian - NSLA

Kathy Rush
State Publications Coordinator - NSLA

This is a business meeting for participants in the Nevada State Publications Depository System to get together and discuss issues/concerns with the State Publications Distribution Center program.

RAISON - Reference and Information Searchers of Nevada
Washoe C

Southern District
Washoe D

Northwest District
Washoe E-F

NYRA – Nevada Young Readers' Award
Esmeralda

Debbie Jacobs
Chairperson -NYRA

NYRA business meeting to elect new Chairperson, welcome new members, update procedure handbook, and much more.

8:45am – 9:00am 15 Minute Break

9:00am – 10:00am NLA Membership Meeting
Sammy's Showroom

10:00am – 10:30am Exhibits No-Conflict Time

10:30am – 12:00pm Concurrent Sessions:

It's Time to Rhyme: Jelly Beans and Phonemic Awareness / Addressing Nevada's Pre-K Through Story Time
Washoe A

Lyn Wren
Family Services Librarian - North Las Vegas Library District

Evelyn Walkowicz
Youth Outreach Librarian/WOW - LVCCLD

Betsy Johnson
Youth Services Department Head/Paseo Verde Library

Who is Mother Goose—really, and what does she have to do with emergent literacy, early childhood education, and the new Pre-K standards? Join us for a fun and informative program on the origin of Mother Goose and traditional nursery rhyme; explore how the new Pre-K standards inform the way we program for preschoolers and their care givers; and enjoy a hands-on presentation of puppets, flannel board stories, props, finger rhymes, and songs that celebrate contemporary use of old time favorites.

Going Places With Teen Outreach
NSCLS
Washoe B

Cory King
Youth Services Librarian - Carson City Library

Amy Johnson
Library Technician II - Curriculum Materials Library, University of Nevada, Las Vegas

Angela Pfeil - Author
"Going Places with Youth Outreach: Smart Marketing Strategies for Your Library" (ALA Editions, 2005)

Library outreach, such as through collaboration with schools and community organizations, is an effective way to market public library services and boost teen library use. And why do we want more teens to come to the library? The real question is, why don't we? Join Nevada's own YALSA Serving the Underserved trainers to learn more about hitting the pavement to promote your services to teens.

Who's Government Information? Our Government Information!
GODIG
Washoe C

Shinjoung Yeo
Reference Librarian - University of California San Diego

Jim Jacobs
Data Service Librarian - University of California @ San Diego

James R. Jacobs
Government Information Librarian - University of California @ San Diego

The issue of access to and preservation of government information is critical to the proper functioning of a democracy. Free Government Information (FGI) was launched to create a community with various government information stakeholders -- librarians, scholars, citizens, journalists, activists -- in order to engage in a critical dialogue on the preservation of and access to government information in the digital age.

Government information belongs to citizens who have a right to know their government's activities in order to participate fully in the democratic process. However, this fundamental right is

endangered by various social and political forces.

For the last 10 years, more and more government information has been available online, but there has been no system in place to collect, preserve and distribute that information. In late 2004, the Government Printing Office (GPO), who is in charge of printing and distributing government information to libraries and the public, proposed a new "Future Digital System." This system may jeopardize citizens' access to government information, the preservation of government information, and citizens' privacy in the long run. We will discuss the critical issues involved and the roles that we envision for the various stakeholders to collect, distribute, and preserve government information in the digital age.

Free Minds, discover the Nevada Young Readers' Program

NYRA
Washoe D

Karen Deadmond – Librarian @ Sparks High School Library

Beth Heggeness – Librarian @ Traner Middle School Library
Debbie Jacobs – Librarian @ Clayton Middle School Library

Linda Mitchell – Librarian @ Gomes Elementary Library

Carol Sara – Librarian @ Gomm Elementary Library

Discover and explore ideas for the Nevada Young Readers' Program for 2006. Come learn what this program is all about, receive summaries for each book written, and obtain the website for expanded activities for each book. You will leave this workshop with all the work done and waiting to be used! This information is available to everyone with a computer that has Internet access.

Creative Power of Oral Storytelling

NSCLS
Washoe E-F

James Cogan - Storyteller

The timeless magnetism of oral storytelling awakens the minds of children and adults to the magic of human interaction. Jim Cogan is a long-time member of the National Storytelling Association and frequent presenter in Nevada Schools. The workshop is a hands-on, interactive laboratory for swapping, playing-with and honing techniques to make oral storytelling a vibrant part of every librarians program.

Making the Connection

Nevada Literacy Coalition
Esmeralda Room

Susan Graf
NLC Coordinator - Nevada Literacy Coalition

Schools and public library staff serving youth--how do we make the connections necessary to best serve young people in Nevada? The program will explore collaborations, with specific examples of successful partnerships around the state. A manual will be provided to all participants.

12:00pm – 1:30pm Luncheon at Café Andreotti and Exhibits

1:30pm – 2:30pm Concurrent Sessions:

Measuring Achievement using a Balanced Scorecard Approach

NSCLS
Washoe A

Dan Fuller
Assistant Professor - School of Library and Information Science, San Jose State University

In the age of high stakes testing, traditional school library measurements lack impact. The session provides an overview of a balanced scorecard approach that compliments test scores. A variety of input measurements are presented with impact for administration and faculty. It also emphasizes the importance of effectively communicating measurements and evidence based practice.

The Glory of the Coretta Scott King Book Awards
NSCLS
Washoe B

Loretta Dowell
Manager, Fisher Children's Center - San Francisco Public Library

A history of the Coretta Scott King Book Awards

Build Literacy @ Your Library
Nevada Literacy Coalition
Washoe C

Dale Lipshultz
Literacy Officer - Office for Literacy and Outreach Services American Library

Join Dale Lipschultz, Literacy Officer in ALA'S Office for Literacy and Outreach Services, to learn about exciting new library literacy partnerships and projects taking place in public libraries across the country. As Literacy Officer, Dr. Lipschultz has represented libraries and literacy in national and regional venues for the last six years. This will be an interesting and informative look at what is happening on both the national scene and regional landscape.

Participation Tales in Story Hour
NSCLS
Washoe D

James Cogan - Storyteller

Storytelling for younger ages (preschool to 3rd grade).

Wikis, Blogs, and Your Library
Washoe E-F

Ellen Fox
Manager, R&D - BCR

Wikis and blogs are collaborative creation tools that can be put to good use in your library. Learn more about these tools and see how other libraries have made use of them.

Building Your Legal Reference and Referral Confidence
Esmeralda Room

Kevin Clanton
Library Director - Clark County Law Library

Karen Byrd
Office Services Manager - Clark County Law Library

Cristin Haake
 Law Librarian - Clark County Law Library

Reference librarians who receive hard-to-answer questions relating to legal research issues will enjoy this very visual one hour workshop. The goal is to introduce the many resources available through your Nevada law libraries, and to familiarize the reference librarian with an easy-to-learn grid-based process that can be utilized during the reference interview to assist the librarian in locating informative reading materials.

Absolutely no prior legal experience is required. Let us teach you, in sixty minutes, how to throw aside those shackles of reference trepidation!

2:30pm - 3:00pm Exhibits No-Conflict Time

3:00pm – 4:00pm Concurrent Sessions:

Jokes in the Library

NSCLS
 Washoe A

Carol Sneddon
 Librarian @ Florence Drake Elementary School

Using joke books in an elementary school library for first to sixth grades as a model for writing, this tool will make stressful times easier. Hand outs will be available.

Electronic Reserves at UNR and Beyond

Washoe B

Maggie Ressel
 Reference Librarian - UNR

The UNR Libraries started electronic reserves in 1997. Since then, many changes have taken place. Expansion of services, improvement in equipment and image quality, enhancements in maintenance and organization, and delving into copyright clearance are some of these changes. Issues and trends in e-reserves at UNR and other libraries will be presented.

eBooks and dBooks - Digital Content to Go!

NNAG
 Washoe C

Lauren Stokes
 Virtual Library Branch Manager - LVCCCLD

Marie Cuglietta
 Collection Development Director - LVCCCLD

eBooks aren't only print any more! Crank up your MP3 player, and download an audiobook! LVCCCLD has been providing eBooks and eAudioBooks for their patrons. With two vendors and five platforms, there's been a lot of adapting to do! How does each vendor work? What are the good points, bad points and challenges? What did the library face, bringing the programs up and running? How do you market a book you can't touch? And, the bottom line, how do the patrons like it?

Accessing Government Information at Home or Your Local Library
Washoe D

Kathy Edwards
Federal Publications Librarian - Nevada State Library and Archives

State Publications Librarian - Nevada State Library and Archives

Learn how to access government information for your patrons at your library or over the telephone on their personal computers. Every library can be a depository library.

Washoe E-F
Finding Diamonds: Building a Database of Read-Alouds for All Ages
NSCLS

Teri Sloat - Author/Illustrator/Educator

A call to librarians to give recognition to books that read well orally, from Picture Books to YA to Adult Novels, especially as we work more with readers from other cultures in our communities. Author/Illustrator, Teri Sloat will address the need for writers to read their work out-loud, for librarians to develop an accessible list of books that read well orally, and for the those working in schools and community libraries to find the books that make them comfortable with their own oral reading skills. Those attending will be encouraged to share the diamonds they have found.

Unit Cost Studies in Libraries: Why are there so few? Does it matter?
Esmeralda Room

Ken Bierman
Director, Knowledge Access Management Division – University of Nevada, Las Vegas

The speaker will summarize the state of published unit cost studies in libraries. Examples will be drawn from academic and public libraries. The speaker will speculate on why there are so few published unit cost studies and consider their importance--imagined or real.

4:00pm – 4:15pm 15 Minute Break

4:15pm – 5:15pm Concurrent Sessions:

Story Hour Favorites for Older Listeners (Age 10 and up)
NSCLS
Washoe A

James Cogan - Storyteller

Librarian Storytelling for older children, age 10 and above.

Reading Research and School Librarianship
NSCLS
Washoe B

Susie Goodin, LMT
UC Berkeley Graduate School of Education - MA candidate, Language, Literacy and Culture

The Intersection in Secondary Practice Take a close look at how reading research in comprehension intersects with school librarianship. Learn some strategies, along with a summary of research, to

inform your practice in ways that will promote literacy and academic success in your secondary library.

Google and Libraries

Washoe C

Priscilla Finley
Humanities Librarian - University of Nevada, Las Vegas

Araby Greene
Web Development Librarian - University of Nevada, Reno

Mary Taylor
Metadata Services Librarian - University of Nevada, Reno

In the bricks and mortar world, libraries operate in the public sector. However in the digital environment, they compete side-by-side with private sector firms such as Google. As that company continues to increase the size of its search engine by incorporating scholarly materials, how will this impact Nevada's academic libraries? Especially when many of these changes to Google are in partnership with large academic publishers and research libraries? Will these initiatives further increase user expectations about the depth of collections and resource offered to them in the digital environment? Librarians from both UNR and UNLV will speak about how their experiences with Google Scholar and the Google Search Appliance.

NCRL Professional Forum

NCRL

Washoe D

NCRL is sponsoring a forum designed to encourage new ideas and research in library and information science. Library professionals may submit a paper on any library related topic, which will be peer reviewed. The author of the paper that is judged to be the best will receive a fiscal reward.

Information Literacy Panel

Washoe E-F

Ellen Fockler
Library Coordinator - Washoe County School District

Frankie Lukasko

Bill Strader
State Dept. of Education

Sherida C. Steffen
Librarian @ Lucille S. Rogers Elementary School

If Information literacy forms the basis for lifelong learning what role does the librarian play? To implement the standards fully, we should first review its mission and educational goals to determine how information literacy would improve learning and enhance the Library's effectiveness. Come join this expert panel which will include Library Coordinator's, Department of Education, School Librarians, and more! This workshop is the kickoff to the post-conference.

Library Learning to the Desktop: Reality Now

Esmeralda Room

Philip Turner

Vice Provost for Learning Enhancement - Univ. of North Texas

Gary Werchan
Continuing Education Coordinator - Univ of North Texas School of Library & Information Sciences

Learn how to provide compelling, low-cost, current library education for ALL your staff members. Attendees will see live demonstrations of courses and understand the essential elements in assessing, selecting, and integrating an online library education program that produces quantifiable learning outcomes.

6:00pm – 7:30pm **Downtown Library**
President’s Reception

Saturday, October 22nd
Post-Conferences and NYRA activities

9:00am – 4:00pm **Post Conference:**
NSLA - IMLS Project

Rural Libraries
Washoe A-B

Sara Jones
State Librarian - NSLA

George V. Smith
Associate Deputy Director - Institute of Museums and Library Services

Paul Thompson
Dartmouth College

This post conference is designed for library students in the IMLS supported project: "Mining the 21st Century Librarian" and will discuss and promote the rewards of professional library careers in rural library settings in the west. George Smith from IMLS and formally of the Alaska State Library and Sara Jones will be two of the speakers.

9:00am – 11:00am **NYRA Breakfast**
Sammy’s Showroom

Debbie Jacobs
Librarian @ Clayton Middle School

Come have breakfast with the winning authors/illustrators of the 2005 NYRA Award and fellow librarians.

11:00am – 12:30pm **NYRA Meet the Authors**
Sammy’s Showroom

Come meet the winning authors and illustrators for the 2005 Nevada Young Readers' Award. You will have an opportunity to speak with the authors and ask them questions. After the session they will be signing their books and we will have additional books available for purchase.

2005 Winners

Picture Book

Diary of a Worm by Doreen Cronin

Young Reader

The Stranger Next Door by Peg Kehret

Intermediate

Red Midnight by Ben Mikaelson

Young Adult

The House of the Scorpion by Nancy Farmer

12:30pm – 5:00pm Post Conference:

MARKETING YOUR SCHOOL LIBRARY

Washoe E-F

Keynote:

Marketing K-20 Information Literacy.

Jackie Siminitus, MLS

SBC Library Advocate

School librarians and higher education librarians are both tackling info literacy, but not together

Marketing the Library and Staying Sane

Jeanne Munk

Pershing County Library

This marketing program is a collaborative effort between Pershing County Library, Even Start, PBS K14KQ, Art Dept. of Pershing Co. High School and University of Phoenix Marketing 421 Learning Team A.

Information Literacy

Ellen Fockler - Washoe County School District

Gift Books and Author Presentation Raffle for Attendees

***Please Note: This is a preliminary program.
Please check the final Conference Program for last-minute
schedule changes.***

Amount Paid

| | |
|---|-------|
| Full Registration | _____ |
| Daily Registration (mark only one) | _____ |
| <input type="checkbox"/> Thursday <input type="checkbox"/> Friday | |
| Registration Subtotal: | _____ |

Separate Meals and Events

| | | |
|--|-------------------------|--------------------|
| Event | | |
| <u>Wednesday, Oct. 19th 2005</u> | Price per person | Amount Paid |
| All Conference Buffet Dinner and Silent Auction 5:30 pm – 7:00 pm | 30.00 | _____ |
| <u>Wednesday, Oct. 19th 2005</u> | | |
| Bowling for Librarians 7:00 pm – 9:00 pm | 15.00 | _____ |
| <u>Friday, Oct. 21st 2005</u> | | |
| President’s Reception 6:00 pm – 7:30 pm | 10.00 | _____ |
| Play – “A Single Woman” 8:15 pm – 10:00 pm (Seating limited to 99) | 10.00 | _____ |
| <u>Saturday, Oct. 22nd 2005</u> | | |
| NYRA Breakfast | 20.00 | _____ |
| Meal/Event Subtotal: | | _____ |
| Total (Pre-Conference, Conference, Meals and Events): | | _____ |

Registration forms must be postmarked on or before 9/16/05 in order to qualify for the Early Registration rate. Membership must be current in order to receive the Member rate. Registrations not meeting these criteria will be billed for the difference. NO EXCEPTIONS. No refunds will be given after 9/30/05. All refunds are subject to a \$10.00 service charge. **Payment must accompany registration form.**

3 Payment options:

1. **Check payable to NLA Conference**
2. **Memberclicks** (See NLA website <http://nevadalibraries.org/conference05/index.html>)

Mail Registration form and check (if applicable) to:

*Joanne Ross
8224 Spanish Meadows Ave.
Las Vegas, NV 89131
702.233.8576 (home)
702.507.3827 (work)
702.507.3838 (fax)*

ADA Assistance: 775-684-3314



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www.nevadalibraries.org

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NLA Conference 2005
Free Minds, Free People!