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This promises to be a landmark year for libraries in Michigan, and this conference is designed to prepare all of us for the opportunities and challenges ahead. Whether you are attending conference to launch your career, find new ways to approach your career, or to determine whether or not you should re-direct your career, the conference committee has brought together outstanding speakers to address your needs and interests.

As President of MLA, I challenge you to READ Between the Lines this year. Attend a session or a track that you do not think has a thing to do with your job. Listen for the connection to what is happening in your library. Find the similarities between your library type and those that are represented by hundreds of other attendees at conference. We provide topical tracks at conference, but we are hoping that more of you will “jump the tracks” and deliberately explore aspects of library service, technology, advocacy, collections and acquisitions, and management that you know nothing about.

If we expect to advocate for libraries with public officials who govern locally, regionally, and nationally and ask them to READ Between the Lines about the importance of libraries, we need to know as much as we can about what we are all about, too. Enjoy the conference, but while you are here, be bold. Push yourself beyond what is comfortable and familiar. It may launch your career, open up new approaches to a career, or take you in a completely new career direction.

Thanks for being with us for Conference 2007!

Josie Parker
MLA President
EXECUTIVE DIRECTOR’S WELCOME

As the library profession faces significant change, your professional association is working to keep pace. Across the country professional associations are undergoing major changes in the way they are governed and managed to more rapidly meet members’ needs.

This year’s Annual Meeting at Conference is a ‘must attend’ event with an action-packed presentation and discussion about the Michigan Library Association’s governance and organizational restructuring. At the Annual Meeting we will be unveiling and discussing MLA’s newly proposed governance model, structure and operations. The Annual Meeting will be held Thursday at 5:15 p.m. in the Lansing Center, room 201-202.

For those of you who have been following the MLA restructuring blog since August, this won’t be a surprise. But for those of you tuning in for the first time, you may be surprised.

A number of volunteers have been actively engaged in the restructuring process to build a better MLA for today and tomorrow. Members involved in the strategic planning process in 2005 called for organizational restructuring. In January, 2007 the Board of Directors adopted a set of outcomes to guide restructuring and appointed a Restructuring Work Group. This Work Group consists of a cross-section of MLA members and has met regularly through the summer and fall. The Work Group studied trends in association management and alternative association governance models and structures. They looked closely at what has worked in MLA for nearly 150 years to keep what is valuable. And they looked at what needs to change for MLA to be successful in the next 150 years.

The Public Policy Committee and the Membership Committee also contributed. They partnered to develop a membership survey to identify members’ needs and what they value and want from MLA. The results of this survey helped guide the restructuring process and will be used by the Board in the future planning.

Please join us for the Annual Meeting to hear about the recommended changes that will take us into the future.

In addition to the Annual Meeting, this year’s Annual Conference brings you diversity in topics and programming for all types of libraries throughout Michigan. Please join me in thanking the Annual Conference Committee members for their hard work throughout the year. Please also visit our exhibits to learn about new products and services and thank all of our sponsors who help make Annual Conference possible.

Gretchen Couraud, CAE, CFRE
November 1, 2007

Dear MLA Annual Conference Attendee:

It is my sincere pleasure to welcome you to Michigan’s Capital City. We’re pleased that you have selected our hometown as the site of your READ Between the Lines – Michigan Library Association’s Annual Conference 2007, and I trust that you’ll have a successful and enjoyable time in your home away from home.

You’ll find a lively atmosphere in Lansing with countless opportunities for action and adventure or rest and relaxation, all enhanced with countless restaurants and shopping options in a friendly, safe and affordable environment. If your schedule permits, I encourage you to explore the city on foot, whether you’re browsing through the shops in downtown Lansing, touring one of our many magnificent museums, or strolling along more than 8 miles of urban river trail passing by the historic City Market, Old Town Lansing, Potter Park Zoo, Museum Drive and others.

The fun doesn’t end with the setting of the sun. Riverboat cruises, theatre, and nightlife for all ages keep Lansing residents and visitors busy until late into the evening. As night falls, take a ride on our Entertainment Express trolley, a fun and easy way to explore the many nightlife options in our entertainment district.

Once again, welcome to Lansing. Our city has it all, and we look forward to sharing it with you.

Sincerely,

Virg Bernero
Mayor of Lansing

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MICHIGAN LIBRARY ASSOCIATION

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Barbara Glover
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Jean Tabor
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Gretchen Couraud, Executive Director
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PAST MLA PRESIDENTS

2002-2003  Phyllis Jose  1986-1987  Margaret E. Auer
2007 CONFERENCE COMMITTEE

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Jackie Wrosch,
Eastern Michigan University

MICHIGAN LIBRARY ASSOCIATION ADMINISTRATION
Gretchen Couraud,
Executive Director
Polly Ross, Conference Manager
Gen Allen,
Director of Business and Finance
Anne Winkel,
Administrative Assistant
GENERAL CONFERENCE REGISTRATION
Stained Glass Concourse, Lansing Center
Sponsored by: Elsevier
Wednesday and Thursday, 7:00 a.m. – 5:00 p.m.
Friday, 8:00 a.m. – 12:00 p.m.

MORNING NETWORKING RECEPTIONS
Wednesday, 7:00 a.m. – 9:00 a.m.
Lansing Center Café
Sponsored by: Emery-Pratt Company and Oakland University—Kresge Library

Thursday, 7:00 a.m. – 9:00 a.m.
Hall C, Lansing Center
Sponsored by: Grand Valley State University Libraries

Friday, 7:00 a.m. – 9:00 a.m.
Lansing Center Café
Sponsored by: Eastern Michigan University Library and an Anonymous Donor

INTERNET CAFÉ
Room: 204 Lansing Center
Wednesday and Thursday, 8:00 a.m. – 5:00 p.m.
Friday, 8:00 a.m. – 11:00 a.m.
Sponsored by: Library Design Associates, Inc.

WEDNESDAY AND THURSDAY
9:00 a.m. – 4:00 p.m.
Lansing Center, Café
• MLA Store
• MLA Job Desk
• MLA Membership Info Desk
Sponsored by: Schuler Books & Music

EXHIBITS
Hall C, Lansing Center
Wednesday, 10:45 a.m. - 6:00 p.m.
Thursday, 9:00 a.m. - 4:00 p.m.

POSTER SESSIONS
Lansing Center Café
Wednesday, 11:30 a.m. – 1:30 p.m.
Come see your colleague’s presentations on such topics as creating a blog, working with MEL and even partnering with day care providers. These along with other presentations will be part of the poster sessions at the conference this year. Stop by and see your colleague’s work in exciting and unique areas.

SWAP & SHOP
Hall C, Lansing Center
Wednesday and Thursday, 12:00 p.m. – 4:00 p.m.
At Swap & Shop, you’ll find many great library marketing, PR ideas, and newsletter designs of all kinds! Pick up free samples of the best statewide publicity efforts created by your colleagues at the Swap & Shop!

ALL CONFERENCE RECEPTION
Radisson Hotel, Capitol Ballroom Foyer
Sponsored by: GALE CENGAGE Learning

MEETING ROOM SPACE
MLA requests that conference attendees pre-register for conference programs in order to place sessions in rooms which best accommodate the expected audience. If your session is overcrowded, we apologize for the inconvenience.
**CONFERENCE BLOG AND FLICKR PHOTOS**

Chime in with your thoughts about the 2007 Annual Conference on MLA’s Annual Conference blog and check out Conference photos at: http://www.mla.lib.mi.us/events/annual.

**SPECIAL SERVICES**

Conference registration personnel are available throughout the conference to assist those needing special services. Please let the MLA staff at the Conference Registration Desk know if you need assistance.

**CONFERENCE TIPS**

Take time during meals, breaks and during any other free time to talk to the people around you. Librarians are a friendly bunch!

Wear your nametag high so people can see it. Remember to take it off when you leave the conference.

Autographed books make great gifts! Be sure to bring plenty of cash to make purchases at the MLA store.

Remember to turn your cell phone off or set it to vibrate.

Please take time to fill out the evaluation forms. The Conference Committee values your thoughts and comments.

Enjoy and learn!

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**MLA 2007 ANNUAL MEETINGS**

**WEDNESDAY**

**Trustees and Advocates Division**
Room: 102, Lansing Center
5:00 p.m.

**Marketing & PR Roundtable**
Room: 202, Lansing Center
5:15 p.m.

**THURSDAY**

**Multicultural Roundtable**
Room: 104, Lansing Center
10:10 a.m. – 10:40 a.m.

**Access, Collections and Technical Services Roundtable**
Room: Banquet Room 7, Lansing Center
12:00 p.m.

**Reference Division**
Room: 101 & 102, Lansing Center
10:15 a.m.

**Management & Administration Division**
Room: 205, Lansing Center
5:00 p.m.

**Services to Special Populations Roundtable**
Room: 203, Lansing Center
5:00 p.m.

**FRIDAY**

**Library Technology Division Breakfast and Annual Meeting**
Pre registration required
Room: Michigan II & III, Radisson
7:30 a.m. – 8:30 a.m.

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**MLA DIVISION BOARD AND MLA COMMITTEE MEETINGS**

**WEDNESDAY**

**Academic and Research Libraries Division Board**
Room: Board Room I, Lansing Center
10:45 a.m. – 12:00 p.m.

**Continuing Education Committee**
Room: 101 Lansing Center
5:15 p.m.

**FRIDAY**

**Michigan Author Award Committee**
Room: Capitol III & IV, Radisson
1:30 p.m.
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All Conference Reception, Scholarship Bash, and State Legislative Reception

SILVER LEVEL SPONSORS

Advocacy Track

Internet Café

Patron Services Track

Leadership and Management Track

Governmental Consultant Services Inc.

Legislative Day
SILVER LEVEL SPONSORS CONTINUED

President's Reception
Registration Welcome
Collections Track in Honor of Sandra Yee
Exhibitor Lunch
Access Track

Dean Richard and Dr. Jennifer Cochran
Technology Track

BRONZE LEVEL SPONSORS

Central Michigan University Libraries: Academic Luncheon
Coutts Information Services: Marketing/Fundraising Track (co-sponsor)
Eastern Michigan University Library: Friday’s Networking Reception
Emery-Pratt Company: Wednesday’s Networking Reception
Grand Valley State University Libraries: Thursday’s Networking Reception
Lansing Community College Library: Library Technology Division Breakfast
Oakland Community College Libraries: Library Technology Division Breakfast
Oakland University-Kresge Library: Wednesday’s Networking Reception
ProQuest CSA: Library Technology Division Breakfast
Schuler Books & Music: MLA Store, Job Desk, and Membership Table
University of Michigan Dearborn-Mardigian Library: Pre-Conference
University of Michigan - Flint Thompson Library: Library Technology Division Breakfast
Wallaceburg Bookbinding: Pre-Conference
Saginaw Valley State University Library: Academic Luncheon
Jim Rancilio, Director of the Bullard Sanford Memorial Library, has expanded the idea of what library service can mean to a community. An advocate for small and rural libraries, Jim believes in bringing the library to the people—he started a bookmobile program because he was concerned that children in the service area of 80 square miles would not be able to get to the library, especially during the summer. He brings that bookmobile to the juvenile correction facility, which houses 300 boys ages 13-18, because he hopes it will help them change the priorities in their lives. Jim also helped institute the “Read and Feed program” by partnering with other organizations in the community to provide lunches to school children during the summer, as 54% of the children in the library’s service area qualify for the Federal School Lunch program. This is just the tip of the iceberg in terms of his efforts on behalf of his community. As his assistant director Rita Bouvy wrote in her letter of support, “Serving the people and their needs is what Jim stands for. If a greater humanitarian and director could be found, I can’t imagine where.”

Jean Tabor, Director of the Canton Public Library, is well known in the library community as an active member of the Michigan Library Association, the Public Library Association, a founder of the MetroNet Library Consortium, and for her efforts with the Public Library Funding Initiative Group (PLFIG). In addition to these efforts to make the library world a better place, Jean is also known for someone who generously shares her time, experience and expertise, for mentoring her colleagues with a ready smile, and for remaining unflappable in situations that would make many directors quake in their shoes. Perhaps Larry Neal said it best, when he summed up Jean’s excellence in all that she does. “When I think about Jean, the first words that come to mind are ‘class act.’”
Beverly Masters has been a member of the Alpena County Library Board for 18 years. During that time, she has worked on two successful millage campaigns, a fund drive for a new building, construction of that new building, literary conferences, and most recently, the development of the Alpena History Room. She has contributed to the success of the library and the perception of it as the cultural center of the Alpena region. Beverly brings out the best in both library staff and the library community. As Judi Stillion, director of Alpena County Library, writes, “Bev has that special quality that empowers people and makes them want to accomplish something special. As a policymaker, she knows where the lines are drawn and has never attempted to cross them.”

Holly Hibner, reference librarian at the Salem-South Lyon District Library, is recognized as a shining example of service to the customers she serves at her library, and to the library community as well. Holly does not have an office—she works directly from the Reference Desk. She sees firsthand how users interact with library technology and strives to improve their experience. She brings the library to the community through her popular newspaper column, co-authored with her colleague Mary Kelly. Holly shares her experience with other librarians in The Library Network and further afield through publications and presentations. As Doreen Hannon, director of the Salem-South Lyon wrote, “Patron needs are always put first as she makes everyone feel welcomed and valued. Providing personal service with high professional standards is Holly’s trademark.”

Kevin King. When you think about library service to young adults, one of the first names on everyone’s lips is Kevin King. He is a frequent presenter at state and national meetings, he reviews young adult literature for VOYA, and participates on a host of MLA and ALA committees. Teen programming ranging from poetry slams and cartooning workshops, to author visits and dance instruction, are examples of Kevin’s creativity in fostering a love of libraries in his audience. He has promoted teen service throughout the Kalamazoo community by forming alliances with schools, colleges, arts organizations, and residential facilities for troubled teens. Thanks to Kevin, teens in the Kalamazoo community “are discovering the library as a positive force, a place that can inspire them, a place where they can be whatever they want to be,” says his director Ann Rohrbaugh.
Joseph A. Michelli, Ph.D., is an internationally sought-after speaker, organizational psychologist, business consultant and author, who has been described as “catching what is right in the world and playfully sparking people and businesses to grow toward the extraordinary.” His most recent book is *The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary*. In addition to writing best selling books about enduring business principles, he hosts an award-winning daily radio program in Colorado Springs, Colorado.

Josh Jackson is co-founder and editor-in-chief of *Paste*, which is one of the fastest-growing independently published entertainment magazines in the country, receiving “Magazine of the Year” honors at the 2007 and 2006 PLUG Independent Music Awards. Jackson has been named one of *Relevant Magazines 12 Revolutionaries* and one of *Georgia Trends 40 Under 40*. He has served as a regular music and film critic for CNN Headline News and serves on the Independent Magazines advisory board for the Magazine Publishers Association.
LEGISLATIVE DAY

TUESDAY, NOVEMBER 6

Legislative Day
Governor’s Room, Lansing Center
Sponsor: Governmental Consultant Services, Inc.
9:00 a.m. (Registration begins at 8:00 a.m.)

This year’s conference kicks off with a hot legislative day geared to library directors, trustees and advocates. Craig Thiel, Director of State Affairs and Eric Lupher, Director of Local Affairs with Citizens Research Council, will provide a state economic forecast and its impact. Craig Ruff, a master communicator and Lansing insider offers an insightful and fun session “How to Win Friends and Influence Your Enemies: The Other Carnegie Approach,” including role-playing with your Legislator. MLA’s lobbying team, CGSI, will share a legislative update with attendees, followed by Capital Visits.

State Legislative Reception
Lansing Center Café
Sponsor: GALE CENGAGE Learning
6:00 p.m. – 8:00 p.m. (opening remarks at 5:00 p.m.)

Meet with state legislators in an informal reception starting at 6 p.m. Governor Jennifer Granholm is invited to give remarks at 5 p.m.
SPECIAL PROGRAMS AND EVENTS

WEDNESDAY, NOVEMBER 7

6:00 p.m. - 9:00 p.m.
**MLA Awards Dinner**
Room: Capitol Ballroom, Radisson
6:00 p.m. Cocktails; 7:00 p.m. Dinner Served
*Come join us in celebrating the MLA Award recipients for 2007.*

6:00 p.m. - 9:00 p.m.
**Dine Around**
*Enjoy dinner with friends and colleagues! Library staff from the Lansing-area will escort groups to nearby restaurants. Visit the Registration Desk for a list of restaurants and sign-up sheets!*

9:00 p.m. - 11:00 p.m.
**Spring Institute 2008 Presents Karaoke!**
Room: Capitol City Grille, Radisson
Presented by: MLA’s 2008 Spring Institute
*Here is the opportunity to show us you missed your true calling! Songbirds and wannabes are encouraged to sing their favorite tunes in the Radisson bar. Featuring karaoke DJ Matt “The Millionaire” Welz.*

THURSDAY, NOVEMBER 8

8:00 a.m. - 12:00 p.m.
**UnConference**
Room: Governor’s Room, Lansing Center
*The UnConference will employ open space technology methodology to promote meaningful self-organized conversations about library technology issues. Dan Lohrman, Chief Security Officer for the Department of Information Technology for the state of Michigan, will kickoff the event at 8 a.m. with participants guiding the remainder of the day.*

12:15 p.m. - 1:30 p.m.
**Academic Luncheon**
Room: Banquet Rooms 1 & 3, Lansing Center
*“Sense-Making in the Universe of Scholarly Communications?”*  
With Lee VanOrsdel, Dean, Grand Valley State University Libraries  
Presented by: Academic & Research Libraries Division  
Sponsored by: Central Michigan University Libraries and Saginaw Valley State University Library
*The Scholarly communications universe has become much larger and much more public than academic librarians used to think. “Our” issues are regularly discussed in the scholarly literature, the popular media, and on Capitol Hill. Clearly, they aren’t just our issues any longer, and that’s a very good thing. However, the complexity can be daunting as we try to both understand the issues and explain them to faculty and administrators on our campuses. This presentation will weave together some of the causes and effects that have created the present reality, and connect the issues to strategies that may give us the best chance to shape a more open and effective scholarly communications system.*
12:15 p.m. – 1:30 p.m.
**Children and Teen Librarians Author Luncheon**

Room: Capitol Ballroom II & III, Radisson
Speaker: Author Vivian Vande Velde
Presented by: Children’s Services Division and Teen Services Division

Enjoy wonderful conversation, delicious food and an informative talk by Vivian Vande Velde, who has authored numerous books for young readers. Her writing blends fantasy with mystery elements, or turns fairy tales on their heads with fresh new perspectives and humorous touches.

Vande Velde once commented that she has been “making up stories” since she was a child, just to please herself. Vande Velde’s works have received a host of awards and honors including the Edgar Allan Poe Award for best young adult mystery, the Anne Spencer Lindbergh Prize in Children’s Literature, and inclusions on the Best Books for Young Adults, Quick Picks for Reluctant Readers, and Popular Paperbacks for Young Adults lists to name but a few. Ms. Vande Velde will be available to sign books after the lunch.

12:15 p.m. – 1:30 p.m.
**State Librarian’s Award of Excellence Luncheon**

Room: Banquet Rooms 2 & 4, Lansing Center

*Nancy Robertson, State Librarian, will present this year’s Excellence Award to the “yet to be chosen” library*

5:15 p.m. – 6:15 p.m.
**MLA Annual Meeting**

Room: 201-202, Lansing Center

*This year’s Annual Meeting is a “must attend” session. The Restructuring Work Group will unveil a proposed new governance model and organizational structure for the Michigan Library Association. A number of volunteers have participated in this process over several years to reach this recommendation. Come learn about trends in association management and how MLA must change to meet membership needs in the future.*

6:00 p.m. – 7:30 p.m.
**University of Michigan Alumni Reception**

Room: Regency I, Radisson

*The School of Information invites all alumni and friends to mingle with students, faculty, and fellow alumni at the University of Michigan Reception.*

6:00 p.m. – 7:30 p.m.
**Wayne State University Alumni Reception**

Room: Regency II, Radisson

*The Wayne State University Library and Information Science Program is pleased to invite friends, students, practicum supervisors, and alumni to its annual alumni reception.*
6:30 p.m. – 7:30 p.m.
**All Conference Reception**
Capitol Ballroom Foyer, Radisson
Treat yourself to a “tasty” beverage and complimentary hors d’oeuvres as you mingle with your colleagues, unwind from the day’s events, and gear up for the lively Scholarship Bash with Steppin’ In It.

7:30 p.m.
**First Annual Scholarship Bash with Steppin’ In It!**
Capitol Ballroom, Radisson Hotel
It’s time to party for a purpose! Come enjoy the conference’s new Scholarship Bash, which benefits the Michigan Library Association’s Educational Fund. MLA uses the funds to provide scholarships to members to attend Association workshops and conferences. This past year, eighteen scholarships were awarded. The event features music from Steppin’ In It. This Lansing based group combines old-time country, swing and blues. Join us in building philanthropy at the Michigan Library Association. All donations will be recognized in Michigan Libraries and are tax-deductible.
7:30 a.m. - 8:30 a.m.

**Library Technology Division Breakfast**

Room: Michigan II & III, Radisson

Presented by: Library Technology Division

Sponsored by: Lansing Community College Library, Oakland Community College Libraries, ProQuest CSA, and University of Michigan - Flint Thompson Library

The Library Technology Division invites you to wake up and get wired – on sugar and coffee! Join us for our yearly LTD breakfast and annual meeting. It’s an opportunity to learn about what LTD has planned for the coming year and to network “off-line” with other technology enthusiasts from the local library world. Pre-registration required.

9:00 a.m.-10:30 a.m.

**Everyday Leadership in Challenging Times**

Room: 201 Lansing Center

Presented by: Management & Administration Division

Sponsored by: Michigan State University Libraries

Speaker: Daniel Granholm Mulhern, First Gentleman of Michigan

Presider: Linda Masselink, Chair, Management & Administration Division, and Librarian, Grand Valley State University

Great leaders read between the lines to achieve effective leadership. Leading Michigan libraries will continue to be in the context of constant change and an uncertain economic climate. Mr. Mulhern offers strategies to improve leadership skills, achieve results, serve as catalysts for motivation in the workplace and gain greater satisfaction in these challenging times. Dan Mulhern has a contagious passion for leadership to inspire and challenge all of us to be better leaders.

11:45 a.m.-1:30 p.m.

**Michigan Author Award Luncheon**

Room: Capitol Ballroom, Radisson

Speaker: Sarah Stewart, 2007 Award Recipient

Presider: Linda Masselink, Chair, Michigan Author Award Committee, and Librarian, Grand Valley State University

The Michigan Center for the Book and the Michigan Library Association are pleased to honor Sarah Stewart with the 2007 Michigan Author Award. Sarah Stewart has written five children's books - The Money Tree, The Library, The Gardener, The Journey, and The Friend - all illustrated by her husband David Small. Her books, especially The Gardener, have been recognized with many honors, including being named a Caldecott Honor Book.
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<th>ACCESS</th>
<th>WEDNESDAY NOVEMBER 7</th>
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<td>W10: Putting Wikis to Work</td>
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<td>PATRON SERVICES</td>
<td>W06 Slammin’ in the Stacks</td>
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<td>T13: MeL - Michigan’s Treasure - Unbury It!</td>
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**EDUCATIONAL TRACKS AT A GLANCE**
### THURSDAY NOVEMBER 8
1:45pm-3:00pm

| T17: MLA Legislative Update Room: 203 |
| T18: Michigan Notable Books Programs (with Author Steve Amick) Room: Governor’s Room |
| T19: Recruiting in the 21st Century Room: 104 |
| T16: Health Insurance... HRA, HAS Room: 103 |
| T20: 21st Century Design Room: 201 |
| T21: Lining It Up Room: 205 |
| T22: Catalog 2.0 Room: 101-102 |

### THURSDAY NOVEMBER 8
3:45pm-5:00pm

| T23: Connecting Patrons with Libraries Room: 203 |
| T24: Corporate Sponsorships Room: 205 |
| T25: Steppin' In It: Michigan History and Song Room: Governor’s Room |
| T27: How to Use What’s Cool and New in Children’s Literature Room: 103 |
| T28: What Works - 2.0 in Practice: Room: Banquet Rooms 5 & 7 |

### FRIDAY NOVEMBER 9
9:00am-10:30am

| F01: There’s a Future in Your Past Room: 101 |
| F02: How Legislative Offices Work Room: 102 |
| F03: I Can’t Afford the Textbook Room: 103 |
| F04: Everyday Leadership in Challenging Times Room: 201 |
| F05: How to Start a Teen Readers’ Theater Room: 104 |
| F06: Creative Marketing for Your Information Literacy Program Room: Governor’s Room |
| F07: Tech Tips for Dynamic Web Sites Room: 205 |

### EXHIBITS

**Grand Opening**
Wednesday, November 7, 10:45 a.m.
Exhibits located in Hall C, Lansing Center

**Exhibit Hours**
Wednesday, November 7, 10:45 a.m. - 6:00 p.m.
Thursday, November 8, 9:00 a.m. - 4:00 p.m.

**Exclusive Exhibit Times**
Wednesday, November 7, 10:45 a.m. - 1:30 p.m.
Thursday, November 8, 10:15 a.m. - 10:45 a.m. and 3:00 p.m. - 3:30 p.m.

### SPECIAL EVENTS AND MEETINGS

**Wednesday, November 7**
3:00 p.m. – 3:45 p.m.
**W08: MLA’s Restructure Update**
Capitol Ballroom, Radisson

**Thursday, November 8**
8:00 a.m. – 12:00 p.m.
**T01: UnConference**
Governor’s Room, Lansing Center

5:15 p.m. – 6:15 pm.
**T29: MLA Annual Meeting**
201-202, Lansing Center
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REGISTRATION SPONSORED BY ELSEVIER:
7:00 a.m. – 5:00 p.m., Stained Glass Concourse, Lansing Center

MORNING NETWORKING RECEPTION SPONSORED BY EMERY-PRATT COMPANY AND OAKLAND UNIVERSITY – KRESGE LIBRARY:
7:00 a.m. – 9:00 a.m., Lansing Center Café

INTERNET CAFÉ SPONSORED BY LIBRARY DESIGN ASSOCIATES, INC.:
8:00 a.m. – 5:00 p.m., Room 204, Lansing Center

MEMBERSHIP SERVICES (MLA STORE, JOB DESK, & INFORMATION DESK) SPONSORED BY SCHULER BOOKS & MUSIC:
9:00 a.m. – 4:00 p.m., Lansing Center Café

EXHIBITS:
10:45 a.m. – 6:00 p.m., Hall C, Lansing Center

9:30 a.m. – 10:30 a.m.
Keynote Address: Joseph Michelli
Hall B

11:30 a.m. – 1:15 p.m.
A Buffet Lunch will be served in the Exhibit Hall
Pre registration required

10:45 a.m. – 11:30 a.m.
Exhibits Grand Opening
Exclusive Vendor Time
Hall C

11:30 a.m. – 1:30 p.m.
Poster Sessions
Lansing Center Café
Come see your colleague’s presentations on such topics as creating a blog, working with MeL and even partnering with day care providers.

1:30 p.m. – 2:45 p.m.

Room: 101
W01: Digitization on a Dime: How a Small Library and a Big Team of Volunteers Digitized 15,000 Obituaries in Under a Year
Track: Access
Sponsored by: Michigan Library Consortium
Speakers: Elizabeth Goldman, Adult Services Librarian, Chelsea District Library; Marie Brooks, former Volunteer Services Coordinator, Chelsea District Library
In 2005, Chelsea District Library, a Class IV library, embarked on a project to digitize a collection of more than 15,000 obituary cards dating back to the community’s founding in the 1830s. Learn how the library was able to complete the bulk of the project on a small budget in less than a year with a team of nearly 50 volunteers, creating an innovative and user-friendly database that utilizes open source software. The database goes beyond traditional obituary indexes by including full scans of obituaries where possible. It is designed to be adaptable for future interactive uses such as accepting community contributions of family photos and inclusion of audio and video clips from oral histories.
**WEDNESDAY, NOVEMBER 7**

All the programs, events and services listed on this page take place in the Lansing Center unless otherwise noted.

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**Programs: 1:30 p.m. - 2:45 p.m. cont.**

Room: 102

**W02: Internal Controls for Fraud and Financial Abuse**

Track: Advocacy  
Presented by: Trustees & Advocates Division  
Sponsored by: Law, Weathers & Richardson, PC  
Speaker: Sy Adler, CPA & Partner, Plante & Moran, PLLC

"Follow the money!" Financial abuses and fraud by library employees are major potential dangers for all library directors and trustees. This time-proven presentation by a CPA professional will cover the dangerous preconditions that can set the stage for employees and/or suppliers to take advantage of the library, as well as the proper procedures and systems to put in place to detect or prevent improper diversions of library funds.

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Room: 103

**W03: Best Books for Teens**

Track: Collections  
Presented by: Teen Services Division  
Sponsored by: OCLC in honor of Sandra Yee  
Panelists: Karen Persello, Head of Youth and Teen Services, McKune Memorial Library; Katie Rosen, Youth Services Librarian, Rochester Hills Public Library; Kathleen Gallagher, Youth Services Librarian, Grosse Pointe Public Library  
Presider: Anne Heidemann, Children’s, Tween, and Teen Services Department Head, Canton Public Library

Three members of the 2007 Thumbs Up! Award committee will share their expertise on the latest best books for teens. They have read hundreds of books and have a lot to say about them. They will also share great ideas about how to use these hot titles with teens at your library.

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Room: 202

**W04: What, So What Now: Moving Information to Action**

Track: Leadership & Management  
Sponsored by: Michigan State University Libraries  
Speakers: Carla Brooks, Head, Library Research Center, University of Michigan-Dearborn; Timothy Richards, Director, University of Michigan-Dearborn Mardigian Library; John A. Seeley, Senior Partner, Formative Evaluation Research Associates (FERA)

The Mardigian Library at the University of Michigan-Dearborn strives to be a “learning organization” that uses data and information to anticipate and respond to user behavior, preferences, and needs. In an effort to improve its ability to collect “actionable” data, the library contracted with Formative Evaluation Research Associates (FERA), an Ann-Arbor based firm that works with non-profit organizations, to conduct program evaluation and strategic planning.

The library wanted to achieve two key results from this partnership: collection of “actionable” information that can be used to improve organizational performance and internalization of data-gathering, analysis techniques, and principles as a core component of the library’s management process. This session will describe the process that the library and FERA employed to gather and analyze data, and some of the changes that resulted from this partnership.
Room: 104

W05: Destination Library: How to Attract Every Elementary Child in Your Community

Track: Marketing & Fundraising
Presented by: Children’s Services Division Services and University of Michigan University Library
Sponsored by: Coutts Information Force Chair and Children’s Librarian, Dayton Metro Library; Nicole Allen, Director of Traffic and Business Affairs, Global Hue (Advertising Firm); Kelli Hughes, Paraprofessional, Farmington Community Library
Speakers: Stephanie Bange, ALSC Task
Members of the Association for Library Service to Children (ALSC) created “The Public Awareness Committee” to promote library services to youth in first through fourth grades. Discover how their fabulous toolkit can make your library a community hotspot. Easy and effective publicity tips will also be shared to ensure that parents and children will go out of their way to visit YOUR library.

Room: Governor’s Room

W06: Slammin’ in the Stacks: A Readers’ Advisory Slam
Track: Patron Services
Presented by: Public Library Division
Panelists: Amy Cochran, Reference Librarian, Grand Rapids Public Library; Kelly Helder, Reference Librarian, Grand Rapids Public Library; Troy Hoyles, Collection Development Supervisor, Grand Rapids Public Library; Sarah Redman, Adult Selection Specialist, Capital Area District Library; Jessica M. Trotter, Public Services Head, Capital Area District Library
Presider: Marla Ehlers, Reference and Adult Services Coordinator, Grand Rapids Public Library
Need some readers’ advisory tips? Eager to see expert book-talkers in action or just ready for some reader’s advisory fun? Then join our Slammin’ in the Stacks crew for an entertaining session of head-to-head book-talking. You’ll come away bursting with ideas for connecting readers to books, plus you’ll see a variety of book-talking styles modeled. Who ever thought readers advisory could be so hip, so edgy, so now?

Room: 205

W07: Open Source Secrets: What the 3rd Party Doesn’t Want You to Know!
Track: Technology
Sponsored by: Dean Richard & Dr. Jennifer Cochran
Speaker: Garrett Hungerford, Network Manager, Salem-South Lyon District Library
Presider: Derek Engi, Senior Network Technician, The Library Network

3:00 p.m. – 3:45 p.m.

Room: Capitol Ballroom, Radisson

W08: MLA’s Restructure Update
Panelists: Christine Berro, Director, Portage District Library, Chair, Public Policy Committee; Elizabeth Bollinger, Systems Librarian, Michigan State University, Membership Committee
Chair; Josie Parker, Director, Ann Arbor District Library, MLA President
Come hear the results of the MLA membership/advocacy survey. What membership services and benefits are important to MLA members? What are members’ advocacy priorities? Learn why MLA needs to restructure, how MLA stacks up to other professional associations, and what governance model will be recommended. Participate in a Q & A session to share your questions, ideas and concerns. At the MLA Annual Meeting, Thursday, 5:15 p.m. -6:15 p.m. a new organizational model will be proposed.

4:00 p.m. - 5:15 p.m.

Room: 201

W09: Research and Publishing in the Library World, or What Goes on Behind the Mirror!
Track: Leadership & Management
Presented by: Academic & Research Libraries Division and the Michigan Center for the Book
Sponsored by: Michigan State University Libraries
Panelists: Judy Matthews, Head of the Biomedical & Physical Sciences Library, Michigan State University; Joseph J. Mika, Professor, Library and Information Science Program, Wayne State University; Corey Seeman, Director, Kresge Business Administration Library, University of Michigan; Stephen M. Ross, School of Business, University of Michigan; Sonya Norris, Library Web Site Administrator, Library of Michigan; Anita Ezzo, Food Science and Technology Librarian & editor of The Journal of Agricultural & Food Information, Michigan State University
Presider: Karren Reish, Library Grants and Center for the Book Coordinator, Library of Michigan
Join a panel discussion on library related research and publishing through the eyes of those involved. Learn what goes on in
All the programs, events and services listed on this page take place in the Lansing Center unless otherwise noted.

Programs: 4:00 p.m. - 5:15 p.m. cont.

the development, review, and publishing of library research. Panelists will discuss how to select topics and do quality research, what journal editors look for, what peer reviewers look for and add to the process, and the experiences of a published scholarly researcher and a published action (practical programs) researcher.

Room: Governor's Room

W10: Putting Wikis to Work: How to Make Interactive Pathfinders, Forums, and Intranets
Track: Access
Sponsored by: Michigan Library Consortium
Speakers: Rebecca Near, Librarian I, Grand Rapids Public Library; Kelly Helder, Librarian I, Grand Rapids Public Library; Kolene Allen, Information Systems Technician, Grand Rapids Public Library

Creating dynamic pathfinders that never need updating, designing book forums that provide patrons with a collaborative space for discussion, and providing a central location to link various digital resources by topic are just a few of the ways that wikis can be utilized in a library. This session will demonstrate the steps to get started, show examples of creative and eye-catching designs, and provide attendees with ideas and options for putting wikis to work.

Room: 101

W11: Meeting Room Policies
Track: Advocacy
Sponsored by: Law, Weathers & Richardson, PC
Speaker: Laurie Kelly, Attorney, Law, Weathers & Richardson, PLLC

Library meeting rooms provide a valuable community facility. Structuring meeting room policies that enhance access and service patrons while meeting constitutional requirements is a challenge, but not an insurmountable one.

Room: 205

W12: How to Add 7 Million Books
Track: Collections
Presented by: Library of Michigan
Sponsored by: OCLC in honor of Sandra Yee
Speakers: Sheryl Mase, Director of Statewide Services, Library of Michigan; Louise Bugg, MeLCat Project Coordinator, Michigan Library Consortium

Have you heard about MeLCat but wondered how it works and what it takes to join? Come hear what the buzz is all about! You will learn how the statewide lending and borrowing system works, both for your patrons and behind the scenes for your staff. We can help you understand the benefits of joining MeLCat to further extend your local library service. We will share current statistics on usage, and patron and staff testimonials. We’ll have time for questions, too!

Room: 102

W13: Library Director Performance Evaluations: Process & Forms
Track: Leadership & Management
Presented by: Trustees & Advocates Division
Sponsored by: Michigan State University Libraries
Speakers: Ed Repik, Trustee, Howell Carnegie District Library; George Galic, Trustee, Traverse Area District Library

This is the one essential job of every trustee. Each year, library directors and trustees engage each other in an attempt to reach a meeting of the minds on library director performance evaluations. By following these process steps and using suitable forms, hard feelings and miscommunication can be minimized. Setting measurable and attainable goals for the coming year keeps the team forward-looking.
Room: 202
**W14: Libraries Can GASP with Excitement!**
Track: Marketing & Fundraising
Presented by: Marketing and Public Relations Roundtable
Sponsored by: Coutts Information Services and University of Michigan University Library
Speaker: Michelle Boisvenue-Fox, Assistant Branch Manager, Kent District Library – East Grand Rapids Branch

Is your library tired looking? Does it lack that something special that will keep your community coming back? Learn about a great tool borrowed from the hospitality industry that will help you define your library in terms of Graphics, Ambience, Style, and Presentation to better define what you want your library to be and help focus your planning. Come and let the dream begin!

Room: 103
**W16: Celebrating Teen Tech Week**
Track: Technology
Presented by: Teen Services Division
Sponsored by: Dean Richard & Dr. Jennifer Cochran
Panelists: Janice Heilman, Youth Services Librarian, Howell Carnegie District Library; Monique Geiman, Young Adult Paraprofessional, Ypsilanti District Library; Ken Bignotti, Teen Services Librarian, Livonia Alfred Noble Library
Presider: Angela Semifero, Deputy Director/Head of Technical Services, Marshall District Library

Podcast Academy? MySpace Makeover? Video Game Days? Author Chats? Teen Tech Week is a national initiative from YALSA meant to encourage teens to use libraries virtually or in person for computers, DVDs, audiobooks, databases, and other electronic resources. Learn how libraries in Michigan are using this initiative to create programming and services for teens in their communities and how your library can embrace this initiative year-round.

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### SPECIAL EVENTS

6:00 p.m. – 9:00 p.m.
**MLA Awards Dinner**
Room: Capitol Ballroom, Radisson
6:00 p.m. Cocktails; 7:00 p.m. Dinner Served
*Come join us in celebrating the MLA Award recipients for 2007.*

6:00 p.m. – 9:00 p.m.
**Dine Around**
*Enjoy dinner with friends and colleagues! Library staff from the Lansing-area will escort groups to nearby restaurants. Visit the Registration Desk for a list of restaurants and sign-up sheets!*

9:00 p.m. – 11:00 p.m.
**Karaoke at Annual!**
Room: Capitol City Grille, Radisson
Presented by: MLA’s 2008 Spring Institute
*Here is the opportunity to show us you missed your true calling! Songbirds and wannabes are encouraged to sing their favorite tunes in the Radisson bar. Featuring karaoke DJ Matt “The Millionaire” Welz.*

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THURSDAY, NOVEMBER 8

All the programs, events and services listed on this page take place in the Lansing Center unless otherwise noted.

REGISTRATION SPONSORED BY ELSEVIER:
7:00 a.m. – 5:00 p.m., Stained Glass Concourse, Lansing Center

MORNING NETWORKING RECEPTION SPONSORED BY GRAND VALLEY STATE UNIVERSITY LIBRARIES:
7:00 a.m. – 9:00 a.m., Lansing Center Café

INTERNET CAFÉ SPONSORED BY LIBRARY DESIGN ASSOCIATES, INC.:
8:00 a.m. – 5:00 p.m., Room 204, Lansing Center

MEMBERSHIP SERVICES (MLA STORE, JOB DESK, & INFORMATION DESK) SPONSORED BY SCHULER BOOKS & MUSIC:
9:00 a.m. – 4:00 p.m., Lansing Center Café

EXHIBITS:
9:00 a.m. – 4:00 p.m., Hall C, Lansing Center

8:00 a.m. – 12:00 p.m.

Room: Governor’s Room
**T01: Unconference**
Track: Technology
Sponsored by: Dean Richard & Dr. Jennifer Cochran

The Unconference will provide an open space meeting area for the discussion of technology related topics. The content of the sessions will be driven and created by the participants as well as through postings on a wiki in advance.

8:45 a.m. – 10:00 a.m.

Room: 103
**T02: Doing More With Less**
Track: Access
Sponsored by: Michigan Library Consortium
Speakers: Margaret Wolfe, Librarian Coordinator, Washtenaw County Library for the Blind and Physically Disabled; Cheryl Terpening Frueh, Occupational Therapist & Owner, Mobile Eyes

“Doing More with Less” provides an opportunity for people to learn about common eye problems, free library services, and resources, both low and high tech, for all aspects of daily living. Attendees will have a hands-on opportunity to try many useful items that may be new technologies to them.

Room: Banquet Room 7
**T03: Managing Your Message to Meet Your Audience**
Track: Advocacy
Presented by: Conference Committee
Sponsored by: Law, Weathers & Richardson, PC
Speaker: Helen L. Wilbur, Vice President, Consortia and Major Accounts, GALE CENGAGE Learning
Presider: Christine Berro, Director, Portage District Library

Library advocates can succeed in the competitive marketplace for social funding by tailoring their message to the audience needs whether talking to legislators, vendors, media, or patrons. Learn to identify key audience values, create concise persuasive messages, and forge relationships which bring results.
Room: 201
**T04: MeL Databases: New Gems and Trusted Standards**
Track: Collections  
Presented by: Library of Michigan  
Sponsored by: OCLC in honor of Sandra Yee  
Speakers: Sheryl Mase, Director of Statewide Services, Library of Michigan; Suzanne Robinson, Databases Training Coordinator, Michigan Library Consortium  
What’s new? How have your favorite databases changed? What cool new features can you show your patrons? This is your chance to get detailed information on new features and enhancements for the new three-year slate of MeL databases. Discover new and innovative ways to use the MeL databases in your academic, public, school, or special library. There will be time for your questions.

Room: 203
**T05: Strategies for Shared Decision Making**  
Track: Leadership & Management  
Sponsored by: Michigan State University Libraries  
Speaker: Karen Liston, Public Services Librarian, Wayne State University  
*Shared decision-making is a synergistic, empowering strategy to increase the quality, implementation, and effectiveness of decisions, as well as the participation, buy-in, and commitment of staff involved in crafting decisions and carrying them out. Discover what kinds of decisions can be approached collaboratively, experience interactive techniques for arriving at decisions in groups, and learn how to minimize disadvantages and pitfalls.*

Room: 202
**T07: Serving the Virtual Client: Electronic Content, Service, and Benchmarks for Improved Performance in the Academic Virtual Library**  
Track: Patron Services  
Sponsored by: University of Michigan University Library  
Speaker: Pamela R. Christensen, Director, Peter White Public Library  
*Best of the Best is a collection of innovative library programs, services, facilities, exhibits, and more from libraries throughout Michigan. This program will inspire you and provide lots of great ideas for activities that you can replicate in your library.*

Room: 205
**T06: Best of the Best V**  
Track: Marketing & Fundraising  
Sponsored by: Rural and Small Libraries Roundtable  
Speaker: Pamela R. Christensen, Director, Peter White Public Library  
*What’s new? How have your favorite databases changed? What cool new features can you show your patrons? This is your chance to get detailed information on new features and enhancements for the new three-year slate of MeL databases. Discover new and innovative ways to use the MeL databases in your academic, public, school, or special library. There will be time for your questions.*

10:15 a.m. – 10:45 a.m.  
*Exclusive Exhibitor Time  
Hall C*

10:45 a.m. – 12:00 p.m.

Room: 205
**T09: Bringing Second Life into Your First Life: Expanding Your Library’s – and Librarians’ – Reach Beyond the Physical Plane**  
Track: Access  
Sponsored by: Michigan Library Consortium  
Speaker: Evette Atkin, Network Librarian and Training Consultant, Michigan Library Consortium  
*Libraries continuously need to find ways both to reach their patrons and to keep their staff up-to-date on the latest in library innovation. Second Life provides an excellent means of reaching the gamer generation, the tech savvy geeks, and those unable to use physical library facilities. It also allows librarians to network instantly and to collaborate, keeping all involved current with the latest library trends. Attendees will learn what Second Life is, about networking and other cool stuff available to libraries in Second Life, what other libraries are doing in Second Life, and the benefits of your library having a presence in Second Life.*
THURSDAY, NOVEMBER 8

All the programs, events and services listed on this page take place in the Lansing Center unless otherwise noted.

Programs: 10:45 a.m. – 12:00 p.m. cont.

Room: 203

**T10: Win That Budget Battle: Nine Steps to More Effective Library Advocacy**

Track: Advocacy

Presented by: Conference Committee

Sponsored by: Law, Weathers & Richardson, PC

Speaker: Keith Michael Fiels, Executive Director, American Library Association

Presider: Josie Parker, Director, Ann Arbor District Library, MLA President

Whether you’re seeking a budget increase or fighting budget cuts, trying to build a new library or keep a branch from closing, you’re part of the political process - whether you like it or not. Whether you’re trying to achieve your budgetary goals at the local, state, or national level, library supporters can be very effective if they know - and use - some of the ‘secrets’ of successful advocacy. What’s more, being a library advocate and achieving your budgetary goals turns out to be not only fulfilling, but quite a bit of fun! American Library Association Executive Director Keith Michael Fiels will share his tried and true strategies for winning your budget ‘battle.’

Room: 201

**T11: Library Space Cadets: Hanging with the RSS, MySpace, and Second Life Crowd**

Track: Collections

Presented by: Academic & Research Libraries Division

Sponsored by: OCLC in honor of Sandra Yee

Panelists: Rikhei Harris, Librarian, Grand Valley State University; Paula M. Storm, Science and Technology Librarian, Eastern Michigan University; Bob Kelly, Collection Development Librarian, Eastern Michigan University

Presider: Bob Kelly, Collection Development Librarian, Eastern Michigan University

You’ve heard the hype and now come learn the facts as three librarians describe how they have invaded and integrated social software (RSS, MySpace, and Second Life) into their library’s reference and information literacy programs. This live demonstration/panel discussion illustrates the highlights and challenges in working in this new realm. You will see and learn how to utilize effectively these new community commons in your daily work by “taking the library to where your patrons are going.”

Room: Banquet Room 7

**T12: Optimizing Library Workflows: Using “Lean” to Do More With Less**

Track: Leadership & Management

Presented by: Access, Collections & Technical Services Roundtable

Sponsored by: Michigan State University Libraries

Speaker: Michele Montague, Coordinator, Circulation and Technical Services, Grand Rapids Public Library

Panelists: Sophia Brewer, Cataloging Specialist, Grand Rapids Public Library; Asante Cain, Regional Branch Manager, Seymour Square Branch Library, Grand Rapids Public Library; Kristen Krueger, Marketing & Communications Manager, Grand Rapids Public Library; Bill Ott, Information Systems Manager, Grand Rapids Public Library

Presider: Barbara Bolek, Associate Librarian, University of Michigan-Dearborn

Cut the days (or weeks!) it takes to reshelve materials, or select, catalog and process new items. Automate paper-based tasks (timesheets, handwritten records). “Process improvement” methods like Six Sigma and Lean aren’t just for manufacturing anymore. Use Lean to analyze workflows, eliminate unnecessary steps, and cut the waste in time and money. Staff from Grand Rapids Public Library share their “before” and “after” stories, and offer an opportunity to discuss how Lean can work for you.

Room: 103

**T13: MeL - Michigan’s Treasure - Unbury It!**

Track: Marketing & Fundraising

Presented by: Library of Michigan
Sponsored by: Coutts Information Services and University of Michigan University Library

Speaker: Sheryl Mase, Director of State-wide Services, Library of Michigan

In order to convert the Michigan eLibrary from a buried treasure to a well-known, well-used, and much valued resource, we need to talk about MeL every chance we have. We are collaborating with the Michigan Department of Education on the Michigan Educators' Resources, and are reaching out to state government employees and departments for further collaborations. We need your help and ideas to spread the word about this free resource for Michigan residents filled with full-text magazine articles, test resources, vetted websites, a statewide catalog of books, CDs, DVDs, etc. ready for loan via statewide delivery, digitized local resources and much more! Come learn what tools are available to you and share ideas about effective advocacy and marketing for the Michigan eLibrary.

**Room: 104**

**T14: Law @ the Library**

Track: Patron Services

Sponsored by: University of Michigan University Library

Speakers: Martha Lohrstorfer, Lead Law Librarian, Kalamazoo Public Library; Ryan Gage, Reference Librarian, Kalamazoo Public Library

What do you say when one of your patrons asks for information on eviction? Do you cringe when a patron says they need to file for divorce - and do you have “the form?” Have you ever wondered how to help the patron who says their identity has been stolen? Did you know that there really is such a thing as a free credit report - mandated by law? These are just a few of the everyday legal situations every library can and should be able to address. Legal information does not have to be beyond the reach of public library patrons. Through this program, you will hear about the hundreds of resources available to help your patrons better understand the law. You will also learn about some great collaborations that can enhance library services and referral networks to improve access for patrons needing legal services.

Room: 101-102

**T15: Using Blogs and Wikis for Staff Communication in the Reference Department**

Track: Technology

Presented by: Reference Division

Sponsored by: Dean Richard & Dr. Jennifer Cochran

Speakers: Emily Barton, Reference and Technology Librarian, Michigan State University; Arlene Weismantel, Head of Main Library Reference, Michigan State University

Blogs are a great way for reference librarians to share information about reference queries and search tips. The searchable interface makes them ideal for looking up resources used in the past on difficult questions and recurring school assignments.

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**12:15 p.m. – 1:30 p.m.**

**LUNCHEONS** Pre registration required

Room: Banquet Rooms 1 & 3, Lansing Center

**Academic Luncheon**

Presented by: Academic & Research Libraries Division

Sponsored by: Central Michigan University Libraries and Saginaw Valley State University Library

“Sense-Making in the Universe of Scholarly Communications?” With Lee VanOrsdel, Dean, Grand Valley State University Libraries

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Room: Banquet Rooms 2 & 4, Lansing Center

**State Librarian’s Excellence Award Luncheon**

Nancy Robertson, State Librarian, will present this year’s Excellence Award to the “yet to be chosen” library.

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Room: Capitol Ballroom II & III, Radisson

**Children and Teen Librarians Author Luncheon**

Presented by: Children’s Services Division and Teen Services Division

Enjoy wonderful conversation, delicious food, and an informative talk by author Vivian Vande Velde.

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**1:45 p.m. – 3:00 p.m.**

Room: 103

**T16: Health Insurance… HRA, HSA – Where Do We Go From Here?**

Track: Leadership & Management

Presented by: Conference Committee

Sponsored by: Michigan State University Libraries

Speaker: Kim Nicholson, Consultant, Owner, K&M Professional Services and current President of the Grant Area Chamber of Commerce

For the past three years, Kim Nicholson has been working with employers and unions to discover how to save money and cut benefits as painlessly as possible. Discover how you and your organization can benefit from her expertise.
**Program Descriptions**

**Thursday, November 8**

All the programs, events and services listed on this page take place in the Lansing Center unless otherwise noted.

**Programs: 1:45 p.m. – 3:00 p.m. cont.**

Room: 203

**T17: MLA Legislative Update**
Track: Advocacy
Presented by: Public Policy Committee
Sponsored by: Law, Weathers & Richardson, PC
Speakers: Nell Kuhnmuench, Director, GCSI; Erik Hingst, GCSI
Presider: Christine Berro, Director, Portage District Library

Receive the most current update on legislative issues including state budget, personal property tax, Mel. funding, tax capture, and more. Learn the results of MLA's membership survey to strengthen library advocacy. Review MLA's 2007-08 legislative agenda.

Room: Governor's Room

**T18: Promoting Michigan Books, Authors, and Libraries through the Michigan Notable Books Programs with Steve Amick, Author, The Lake, the River, and the Other Lake**
Track: Collections
Presented by: Conference Committee and Library of Michigan
Sponsored by: OCLC in honor of Sandra Yee
Panelists: Steve Amick, Author; Kris Rzepczynski, Michigan and Genealogy Coordinator, Library of Michigan
Presider: Randy Riley, Special Collections Manager, Library of Michigan

Michigan Notable Books (MNB) is a statewide program that annually recognizes the talents of authors writing about Michigan and the Great Lakes. The program recognizes 20 books and sponsors a statewide author tour to various Michigan libraries. This session will discuss the program, explain how books are selected, and provide information on how your library can participate in the program. The session will also explore ways libraries can use the MNB program as a model for creating unique programs for your individual libraries.

Room: 104

**T19: Recruiting in the 21st Century**
Track: Leadership & Management
Presented by: Multicultural Roundtable
Sponsored by: Michigan State University Libraries
Panelists: Duryea Callaway, Librarian II/IMLS Project Coordinator, Wayne State University; Joseph J. Mika, Professor, Library and Information Science Program, Wayne State University; Marcia A. Warner, Director, Grand Rapids Public Library
Presider: Julie Beukema, Teen Services Librarian, Dearborn Heights Public Library

The panel will discuss issues and best practices related to recruiting library professionals from underrepresented groups, and will focus on the benefits of creating a more diverse workforce. Program panelists include Michigan academic and public librarians who will discuss their experiences with recruitment and their recommendations to other libraries. At the conclusion of the program, you will have a better understanding of why recruitment of underrepresented groups is necessary in the 21st century.

Room: 201

**T20: 21st Century Design**
Track: Marketing & Fundraising
Sponsored by: Coutts Information Services and University of Michigan University Library
Speakers: Cheryl Garrison, Assistant Director, Programs, Communication, and Outreach, Kent District Library; Pamela VanderPloeg, Assistant Director, Facilities, Circulation, and Collections, Kent District Library

Looking for ways to make your library the place to be? Libraries of all shapes and sizes are realizing the positive impact of creating inviting 21st century library environments. See how your library can create playful early literacy centers, dynamic teen spaces, and cozy library living room areas. Learn two techniques for adapting library environments to current and emerging services such as self-checkout and roving reference.
Room: 205  
**T21: Lining It Up: Timing and Sequencing of Academic Library Instruction**  
Track: Patron Services  
Sponsored by: University of Michigan University Library  
Panelists: Elizabeth R. Bucciarelli, Health Sciences Librarian, Eastern Michigan University; Kate Pittsley, Business Librarian, Eastern Michigan University; Eric Owen, History Librarian, Eastern Michigan University; Robert Stevens, Humanities Librarian, Eastern Michigan University  
Timing is a key element in delivering library instruction to undergraduate students. Working with department faculty to optimize the time and sequence of library instruction can be challenging as issues and approaches depend on many variables, including: the academic standing of students; discipline-based research methods; culture of the department; and the personalities of individual librarians and faculty members. In this session, experienced librarians from four academic disciplines (English, history, nursing, and business) share insights from their efforts to organize and deliver research instruction.

Room: 101-102  
**T22: Catalog 2.0**  
Track: Technology  
Presented by: Library Technology Division  
Sponsored by: Dean Richard & Dr. Jennifer Cochran  
Panelists: Dao Rong Gong, Catalog Librarian, Michigan State University; Jackie Wrosch, Systems Librarian, Eastern Michigan University; Krista Graham, Electronic Resources Coordinator/Reference Librarian, Central Michigan University; Juliane Morian, Head of Electronic Services, Clinton Macomb Public Library  
Library users can tag items, post comments and reviews, or get RSS feeds of new, popular, and recently circulated items in the online catalog. They can see the relationships between their search term(s) and other characteristics of the catalog through clustering displays and other improved navigation features. Join this panel as they discuss how they have improved their public catalogs – from the basic to the advanced, and learn about tools, resources, and products that may be used in your own conversion.

3:00 p.m. – 3:30 p.m.  
**Exclusive Exhibitor Time**  
Hall C  
Raffle winner will be announced at 3:30 p.m.

3:45 p.m. – 5:00 p.m.  
Room: 203  
**T23: Connecting Patrons with Libraries - Homebound Services Panel Discussion**  
Track: Access  
Presented by: Services to Special Populations Roundtable  
Sponsored by: Michigan Library Consortium  
Panelists: Ken Miller, Director, Bayliss Public Library and Hiawathaland Library Cooperative; Bill Nelton, Outreach Coordinator, Capital Area District Library; Michelle Wisniewski, Outreach & Bookmobile Services Manager, Rochester Hills Public Library  
How do you connect with patrons who are not able to come into your library in person? Our panel of librarians will share their experience in providing services to homebound patrons. They will describe several different systems for delivering library materials and discuss funding and grant opportunities.

Room: 205  
**T24: Corporate Sponsorships: Effective Solicitation and Management**  
Track: Advocacy  
Presented by: Conference Committee  
Sponsored by: Law, Weathers & Richardson, PC  
Speaker: Shelby Bailer, Sponsorship Manager, Lansing Entertainment and Public Facilities Authority  
This program will cover how to build relationships and deliver your message in an engaging, persuasive manner to connect with the sponsor, or potential sponsor, and convince them that your event is worth the investment. Concrete solicitation tools and techniques to build your message and track your contacts will be discussed. You can even practice making your pitch!
Program Descriptions

THURSDAY, NOVEMBER 8

All the programs, events and services listed on this page take place in the Lansing Center unless otherwise noted.

Programs: 3:45 p.m. – 5:00 p.m. cont.

Room: Governor’s Room

T25: Steppin’ In It: Michigan History and Song
Track: Collections
Presented by: Conference Program Committee
Sponsored by: OCLC in honor of Sandra Yee
Presider: Kevin King, Head of Loan and Outreach Services, Kalamazoo Public Library and Conference Program Committee Chair

Joshua Davis, singer/songwriter for the Lansing folk outfit Steppin’ In It, has always included Michigan history and folklore in his original songs. Recently, he’s been digging deeper into the haunts of the Great Lakes, writing songs about the lives of sailors and miners, and the roads they’ve traveled. He’ll be joined by members of Steppin’ In It for a ‘Song and Salvage Workshop’ highlighting his work with the Michigan Historical Center.

Room: 101-102

T26: Gen Y: Who Are They? And What Do They Want?
Track: Marketing & Fundraising
Presented by: Teen Services Division
Sponsored by: Coutts Information Services and University of Michigan University Library
Speaker: Amy McGinnis, Director of Strategy & Organizational Development, Central Michigan University

What makes Generation Y so different from other generations? Come learn what characteristics define this generation, and what expectations this group has so that you can better understand and serve them.

Room: 103

T27: How to Use What’s Cool and New in Children’s Literature
Track: Patron Services
Presented by: Children’s Services Division

What makes Generation Y so different from other generations? Come learn what characteristics define this generation, and what expectations this group has so that you can better understand and serve them.

Sponsored by: University of Michigan University Library
Panelists: Lisa Mulvenna, Youth Services Librarian, Clinton-Macomb Public Library; Laurie Slagenwhite, Youth Services Librarian, Baldwin Public Library; Kristen Remenar, Youth Services Librarian, Orion Township Public Library; Nancy Yetman, Children’s Librarian, Herrick District Library; Julie Beukema, Youth/Teen Services Librarian, Dearborn Heights City Libraries
Presider: Jennifer Mackey, Youth Services Librarian, Salem-South Lyon District Library

The Michigan Library Association’s 2006 Mitten Committee has read more than 150 books to find what’s new and cool. Discover innovative ways to use the best of the new books in your library. Stay on top of the latest trends in books, discover fresh programming ideas, and gain readers’ advisory ideas.

Room: Banquet Rooms 5 & 7

Track: Technology
Presented by: Library Technology Division
Sponsored by: Dean Richard & Dr. Jennifer Cochran
Speaker: Jessamyn West, Community Technology Librarian, Technical Career Center

Blogs, wikis, IM, RSS are all buzz words that have entered the library sphere, but what does it really mean to engage in social software? Join acclaimed technology librarian, Jessamyn West, and learn about what can happen when the library meets the patron, OR when a patron meets patrons, in the online world. This program will also take a look at the challenges of introducing social software in a library setting and include the topics of patron privacy and motivating staff to learn new technology.

Sponsored by: Dean Richard & Dr. Jennifer Cochran
Speaker: Jessamyn West, Community Technology Librarian, Technical Career Center

Blogs, wikis, IM, RSS are all buzz words that have entered the library sphere, but what does it really mean to engage in social software? Join acclaimed technology librarian, Jessamyn West, and learn about what can happen when the library meets the patron, OR when a patron meets patrons, in the online world. This program will also take a look at the challenges of introducing social software in a library setting and include the topics of patron privacy and motivating staff to learn new technology.

Room: Banquet Rooms 5 & 7
5:15 p.m. – 6:15 p.m.

Room: 201-202

**T29: MLA Annual Meeting**

This year's Annual Meeting is a “must attend” session. The Restructuring Work Group will unveil a proposed new governance model and organizational structure for the Michigan Library Association. A number of volunteers have participated in this process over several years to reach this recommendation.

**EVENING EVENTS**

6:00 p.m. – 7:30 p.m.
Room: Regency I, Radisson

**University of Michigan Alumni Reception**

6:30 p.m. – 7:30 p.m.
Room: Capitol Ballroom Foyer, Radisson

**All Conference Reception**

7:30 p.m. – 10:00 p.m.
Room: Capitol Ballroom, Radisson

**Scholarship Bash - Steppin’ In It**

Sponsored by: GALE CENGAGE Learning

Come learn about trends in association management and how MLA must change to meet membership needs in the future.
Room: 101  
**F01: There’s a Future in Your Past**  
Track: Access  
Sponsored by: Michigan Library Consortium  
Speakers: Joan Rogers, Director/Board Chair, Waterford Township Public Library/Oakland County Historical Resources, Inc.; Judi Rudisill, LAN/Web Coordinator/Database Administrator, Orion Township Public Library/Oakland County Historical Resources, Inc.  
*Find out about the Oakland County Historical Resources project. Discover how this county-wide collaborative venture between public libraries and local historical societies is making local history available via the Internet at no cost to the user. The goal of the project is development of a database of digitized materials that is both browsable and searchable by Boolean operators using metadata tags subject to authority control. A combination of staff and trained volunteers can make this a reality in your community. The presentation will include details on the organization and development of the project, a brief review of hardware and software requirements, and a demonstration of the database.*
passion for leadership to inspire and motivate in the workplace, and gain skills, achieve results, serve as catalysts for effective leadership. Leading Great leaders read between the lines to achieve effective leadership. Leading Michigan libraries will continue to be in the context of constant change and an uncertain economic climate. Mr. Mulhern offers strategies to improve leadership skills, achieve results, serve as catalysts for motivation in the workplace, and gain greater satisfaction in these challenging times. Dan Mulhern has a contagious passion for leadership to inspire and challenge all of us to be better leaders.

Room: 104
F05: How to Start a Teen Readers’ Theater
Track: Patron Services
Sponsored by: University of Michigan Library
Speakers: Rori Bielak, Young Adult Librarian, Detroit Public Library; Oneka Wilson, Youth Librarian, Detroit Public Library
By starting a Readers’ Theater, you can introduce your teens to great literature and allow them to learn how to speak in front of an audience in a stress-free way. The script is read onstage, so there is no need to memorize for this kind of play. Details on promoting the production, choosing scripts, adapting plays, recruiting teens, holding rehearsals, purchasing costumes and props on a shoestring budget, and getting ready for that final performance will be shared.

Room: 205
F07: Tech Tips for Dynamic Web Sites
Track: Technology
Sponsored by: Dean Richard & Dr. Jennifer Cochran
Speaker: Emily Barton, Reference and Technology Librarian, Michigan State University
Want to create a customized search engine or have the new items or news automatically updated on your web page or research guide? Find out how to do this and more with freely available technologies that can help you create dynamic web content to better serve your patrons.

SPECIAL EVENTS
10:45 a.m. – 11:30 a.m.
Room: Banquet Rooms 1-4, Lansing Center
Keynote Address
Josh Jackson, Editor, Paste Magazine

11:45 a.m. – 1:30 p.m.
Room: Capitol Ballroom, Radisson
Michigan Author Award Luncheon
Speaker: Sarah Stewart, 2007 Award Recipient
Presider: Linda Masselink, Chair, Michigan Author Award Committee, and Librarian, Grand Valley State University
The Michigan Center for the Book, a program of the Library of Michigan, and the Michigan Library Association present the Michigan Author Award annually to recognize a Michigan writer for his or her literary merit. This year, we are pleased to recognize author Sarah Stewart.
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Mary Spencer
State Librarian
1842-1923
Education & Literature
2007 Michigan Walk of Fame Inductee

When Mary Spencer became state librarian in 1893, she immediately unlocked the library’s bookcases, giving users free access to their contents. Recognizing that “the trend of library work at the present time is democratic,” she worked for thirty years to make the library available and useful to citizens throughout the state.

Spencer built one of the nation’s earliest traveling library programs, sending cases of books for extended periods to Grange Halls, YMCAs, ladies’ clubs and church organizations. She also promoted collegiality and professional collaboration, allowing local libraries in the state to become “associates” of the state library, with access to its collections.
What is the Michigan Walk of Fame?

Created in 2006, the Michigan Walk of Fame is dedicated to honoring the ingenuity and resourcefulness of Michigan residents, whose contributions have made a significant impact upon our state, nation or the world. Those honored have achieved a culmination of exceptional life service or accomplishments of a lasting nature.

Inductees are honored with a bronze plaque embedded in the sidewalks of our capitol city, Lansing, Michigan. A brief biographical sketch of the inductee’s life and accomplishments are featured on each plaque and on the Michigan Walk of Fame Web site.

Considered to be the most comprehensive state-wide citizen recognition program in the nation, the Michigan Walk of Fame is a strategic partnership between the Lansing Principal Shopping District, Michigan Historical Center and the City of Lansing.

Michigan Walk of Fame Inductees

**Agriculture, Business & Industry**
- William Crapo Durant, auto pioneer, 2007
- Henry Ford, auto pioneer, 2006
- Will K. Kellogg, Kellogg’s Cereal, 2006
- Elijah McCoy, inventor, 2006

**Arts & Entertainment**
- Jeff Daniels, actor, 2006
- Eero Saarinen, architect, 2007
- Stevie Wonder, musician, 2006

**Athletics & Recreation**
- Joe Louis Barrow, boxer, 2007
- Emma Genevieve Gillette, state parks advocate, 2006
- Ernie Harwell, sports broadcaster, 2006
- Gordie Howe, hockey legend, 2007

**Civic & Community Leadership**
- Gerald R. Ford, President, 2006
- Rosa Parks, Civil Rights pioneer, 2006
- Walter Reuther, union leader, 2007
- Danny Thomas/ Muzyad Yahkoob, St. Jude Childrens Research Hospital, 2007

**Education & Literature**
- Andrew J. Blackbird/ Mack-e-te-be-nessy, educator, 2007
- Fannie Richards, Detroit teacher, 2006
- Mary Spencer, state librarian, 2007
- Helen Thomas, political journalist, 2006

**Medicine, Science & Technology**
- Herbert Henry Dow, Dow Chemical Company, 2006
- Dr. Grace Eldering, Whooping Cough vaccine, 2007
- Thomas Edison, inventor, 2006
- Dr. Pearl Kendrick, Whooping Cough vaccine, 2007
- Dr. Jonas Salk, polio vaccine, 2007

For additional information about the Michigan Walk of Fame please visit [www.michiganwalkoffame.com](http://www.michiganwalkoffame.com) or call 517.487.3322
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