SORKINS
DIRECTORY OF BUSINESS
& GOVERNMENT

A JOB SEARCH &
MARKETING TOOL

Comprehensive Company Profiles
Listed by Name, Location,
Industry & Personnel Names

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MISSOURI - ILLINOIS - KANSAS
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<th>Windsor I</th>
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<td>Preconf: Breaking Down Focus Groups</td>
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<td>Preconf: How To Deal With Difficult Customers (9-noon)</td>
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<td>E-journals, E-books, E-gads!!!</td>
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<td>YA Librarians Meet and Greet (Pool Area)</td>
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<td>Song &amp; Story Swap (Pool Area)</td>
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<td>Public Relations/Publications</td>
<td>Bylaws &amp; Handbook</td>
<td>Intellectual Freedom</td>
<td>Legislative</td>
<td>Long Range Plan.</td>
<td>Membership</td>
<td>YASIG Breakfast (7:30am)</td>
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<td>PEER SIG &amp; PARA SIG</td>
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<td>Up the Career Ladder</td>
<td>Models of Reorganization of Academic Reference Departments</td>
<td>But No One Ever Told Me!</td>
<td>Library Marketing and Fundraising</td>
<td>Legislative Advocacy 101</td>
<td>Twilight Camp</td>
<td>Challenge of Emerging Technologies</td>
<td>Reaching the Reluctant Reader</td>
<td>MOBIUS Focus Group on Cross-Roads</td>
<td>Are You Smarter Than a SMART Board?</td>
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<td>Child's Voice As A Leader ...</td>
<td>Positive Approaches to Organizational Change</td>
<td>Missouri State Publications Access Program</td>
<td>Listening with Your Ears</td>
<td>The Boomers are Coming!</td>
<td>Emerging Technologies Education for Missouri</td>
<td>Recession's Impact on Libraries of All Kinds</td>
<td>The Challenge of Handling Email</td>
<td>Social Bookmarking with Diigo</td>
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<td>What MO Libraries Should Know about TIFs</td>
<td>Print vs. Online Journal Subscriptions</td>
<td>Money Matters 101: Deciphering Financial Jargon</td>
<td>FRBR: First Step to RDA</td>
<td>Keynote: Weinberg</td>
<td>I'm Just a Bill from Capitol Hill</td>
<td>Using Building Block Books for Storytimes and in the Classroom</td>
<td>Therapeutic Laughter Workshop</td>
<td>What's It All About?: MOBIUS Explained for the Non-member</td>
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<td>Special Libraries</td>
<td>MACRL</td>
<td>Trustees &amp; Friends</td>
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<td>The Piano Made Us Do It!</td>
<td>To Rally With the Hearts of Lions</td>
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<td>2.X Tools to Make You Look Cool</td>
<td>Speaking the Unspoken (Salaries...)</td>
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<td>Windsor I</td>
<td>Say What?! Media Training for Librarians and Trustees</td>
<td>Making the Connection</td>
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<td>Washington Briefing Session</td>
<td>Strengthen Ties to Your Community Through Author Visits</td>
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<td>Leading a Science Fiction Discussion Group</td>
<td>Intellectual Privacy, Intellectual Freedom, and Libraries</td>
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<td>Incorporating and Marketing Library 2.0 to Library Users</td>
<td>What Can Certification Do For You?</td>
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<td>Basic Building Blocks for Library Communication Plans</td>
<td>The Unreal City</td>
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<td>Predicting the Future</td>
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<td>Using Historical Material to Understand Current Events</td>
<td>Ask A Librarian</td>
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<td>Intellect Overview Program Description</td>
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<td>MO SourceLink Start and Grow a Business</td>
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<td>Expert Community Experiment Evaluation</td>
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<td>Emerging Leaders Panel Discussion</td>
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<td>APA, MLA, Chicago, Turabian: Do You Have Your Style Right?</td>
<td>Meet MOspace</td>
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Dr. Camila Alire is dean emeritus at the University of New Mexico and Colorado State University. Dr. Alire received her doctorate in higher education administration from the University of Northern Colorado and M.L.S. from the University of Denver. Dr. Alire is currently president of ALA. As ALA president, Dr. Alire is calling on the library community to do what it does best: to educate and inform and to disseminate the knowledge that the library is an indispensable institution, greatly in need of support. She is past-president (2005/06) of the Association for College and Research Libraries (ACRL) and also past-president of national REFORMA. Dr. Alire has co-authored books on library service to Latino communities; disaster planning and recovery; and emotionally intelligent leadership. She has been named by Hispanic Magazine as one of the 100 most influential Hispanics in the U.S.

Steve Weinberg is an author, freelance magazine writer and part-time MU journalism professor. His presentation will discuss his involvement with the Midwestern Innocence Project. The Midwestern Innocence Project is a nonprofit dedicated to providing pro bono legal and investigative services to the innocent in prison. Weinberg worked to expand the reach of this organization by suggesting and implementing a collaboration among the Missouri School of Journalism and the law schools at the University of Missouri and the University of Missouri–Kansas City. Weinberg has been researching, writing and teaching about wrongful convictions and prosecutorial misconduct for many years. His works include the reference books Trade Secrets of Washington Journalists and The Reporter's Handbook: An Investigator's Guide to Documents and Techniques. Weinberg's most recent book is Taking on the Trust: The Epic Battle of Ida Tarbell and John D. Rockefeller, published in hardcover by W.W. Norton last year and in paperback earlier this year.

Ibtisam Barakat is an international author, poet and educator who grew up in Ramallah, West Bank/Palestine. She came to the US to do an internship at The Nation magazine in New York in 1986. Later she earned master's degrees in journalism and in human development from the University of Missouri. She taught language ethics at Stephens College and is the founder of Write Your Life seminars. Speaker of Arabic and English, she believes that personal writing is a powerful form of leadership, allowing people to find and record their voices and experiences and to contribute to the society in lasting ways. Ibtisam's work focuses on healing the hurts of social injustices especially in the lives of young people. Her memoir, Tasting the Sky, A Palestinian Childhood (FSG, 2007) won numerous honors and awards, including the International Reading Association's Best Non-Fiction award for children and youth (2008). An ALA Notable Book, an IRA Book for Global Society, and an USBBY Outstanding International Book, Tasting the Sky has been translated to French, Spanish and Dutch. For more info visit http://us.macmillan.com/tastingthesky; find author at www.ibtisambarakat.com.

Heather Brewer is the author of The Chronicles of Vladimir Tod, a series which follows an unpopular teenage half-vampire. The first book of the series, Eighth Grade Bites, was nominated by the ALA as a Quick Pick for Reluctant Young Adult Readers and was recently listed as a top ten seller at Scholastic book fairs for the ‘08-‘09 school year. Heather is happy to say that she doesn’t have fans, only minions. She doesn’t believe in happy endings...unless they involve blood. For more info on becoming one of Heather’s minions, please visit her website: http://www.heatherbrewer.com.
Keynote and Featured Speakers


Jody Feldman holds a Bachelor of Journalism degree from the University of Missouri and worked in advertising before becoming a full-time author. *The Gollywhopper Games*, her first children’s book, leads readers through the challenges, puzzles and stunts of a nationally televised competition where contestants also face temptation and ethical dilemmas. *The Gollywhopper Games* has received the 2008 Midwest Booksellers Choice Awards Honor Book for Children's Literature, the 2008 Missouri Writers' Guild Best Juvenile Book Award, and is on the 2009-2010 Master Lists of the Texas Bluebonnet Award, Dorothy Canfield Fisher Award (Vermont), Pennsylvania Reader’s Choice Award, and Flicker Tale Award (North Dakota). She lives in St. Louis, where she’s always at work on another novel. Look for her next one, *The Seventh Level* (HarperCollins/Greenwillow) in 2010. Find her online at www.jodyfeldman.com.

Jenifer Grady is director of the American Library Association–Allied Professional Association (ALA–APA): the Organization for the Advancement of Library Employees. ALA–APA was established by the American Library Association to fulfill two missions: supporting salary and status improvement initiatives and certifying library workers in specializations beyond their initial degree, whether it is an M.S.L.S. or a high school diploma. Jenifer manages certification programs for public library managers and support staff (in development), conducts the annual librarian salary surveys, plans conference programs in areas such as negotiation and affordable healthcare, edits the ALA-APA monthly newsletter *Library Worklife*, fund-raises, encourages library employees to celebrate National Library Workers Day on the Tuesday of National Library Week, acts as a liaison for several committees and answers lots of questions about the difference between ALA and ALA-APA. Jenifer received her M.S.L.S. from the University of North Carolina at Chapel Hill. Since then, she has been a medical, academic clinical, special and public librarian. Jenifer completed a Master in Business administration from the Weatherhead School of Management at Case Western Reserve University in her home city of Cleveland, Ohio, specializing in marketing and e-business.

Allan M. Kleiman is a “practicing” librarian with over 25 years experience as a workshop leader, library school educator, author, consultant and advocate on the topic of library service to the three generations of “Older Adults.” A frequent speaker at library conferences, Allan was awarded the Margaret Monroe Award in Adult Services from the American Library Association in 2006 for his longtime commitment to the promotion of services to older adults. Past chair of ALA’s Library Service to an Aging Population Committee, his presentation will focus on ideas to best serve the “baby boomers” who will change the face of retirement and what it means to grow “old.”

Susan McBride is the author of five Debutante Dropout Mysteries for HarperCollins/Avon: *Blue Blood, The Good Girl’s Guide to Murder, The Lone Star Lonely Hearts Club, Night of the Living Deb, and Too Pretty to Die*. She also writes The Debs young adult series for Random House. Her first stand-alone women’s fiction title, *The Cougar Club*, set in St. Louis, will be out from Avon A in trade paperback on January 26, 2010. Once called “The Lou’s Whodunit Queen” by *Sauce Magazine*, Susan was named a “Top Single” in 2005 by St. Louis Magazine but is now very happily married. Susan was the cover girl for the February 2009 issue of *St. Louis Woman Magazine*, where she was featured in the article, “Paperback Princess.” She has won a Lefty Award for Best Humorous Mystery, a Romantic Times Magazine Reviewers’ Choice Award for Best Amateur Sleuth Mystery, was twice nominated for Anthony Awards for Best Paperback Original, and was one of three finalists for the William Rockhill Nelson Award for Literary Excellence (for Kansas and Missouri Authors).

Jessica McGilvray graduated from Florida State University with a master’s degree in library and information studies. While pursuing her degree she worked at the Information Use Management and Policy Institute at Florida State University. There she worked on many different research projects, focusing her attention on e-government issues. She is now working at the American Library Association’s Washington Office as the assistant director of the office of government relations.
Keynote and Featured Speakers

Neil M. Richards is a professor of law at Washington University School of Law. An expert in First Amendment and privacy law, Professor Richards writes about the complex relationships between these two critically-important areas of civil liberties. His current work explores their intersection from both a historical and theoretical perspective. Richards joined the law faculty of Washington University School of Law as an associate professor of law in July 2003, and was promoted to full professor with tenure in July 2008. His scholarship has appeared or is forthcoming in a number of leading law journals, including the Columbia Law Review, Virginia Law Review, California Law Review, Georgetown Law Journal, Texas Law Review, and the UCLA Law Review. In February 2004, Professor Richards was voted Professor of the Year by the Washington University student body. He has appeared as a national radio and television commentator on National Public Radio and CNN, and has been interviewed by print media including The Washington Post, The Wall Street Journal, U.S. News & World Report, the Boston Globe, the Christian Science Monitor, and the St. Louis Post-Dispatch. Richards graduated summa cum laude with a B.A. in history with special honors from George Washington University in 1994, where he was also elected to Phi Beta Kappa. Richards then attended the University of Virginia, where he received both a J.D. and an M.A. in history in 1997. His master’s thesis examined the extent to which the Supreme Court’s uses of history in the 1990s had changed since the Court’s often-criticized use of similar historical materials in the key cases of the Warren Court. Following law school, Richards clerked for Judge Paul V. Niemeyer on the United States Court of Appeals for the Fourth Circuit, and then for Chief Justice William H. Rehnquist. Richards’ tenure with Chief Justice Rehnquist coincided with the Impeachment Trial of President Clinton. After his clerkships, he was the inaugural Hugo Black Faculty Fellow at the University of Alabama School of Law, where he taught courses on property and the First Amendment. He then practiced law for several years in Washington, D.C. at Wilmer, Cutler, and Pickering (now WilmerHale), in that firm’s appellate litigation and electronic commerce practices.

John Wagstaff is head of the music and performing arts library at the University of Illinois at Urbana-Champaign, prior to which he worked in the UK at music libraries at the University of Oxford, University of London, and the BBC. He currently serves as vice-chair of the Commission on Service and Training of IAML (the International Association of Music Libraries, Archives, and Documentation Centres), and is a member of the Music Library Association’s Education Committee. He has been involved for over twenty years with music acquisitions issues, and is also active as a music librarianship educator.

Ken Werne is the manager of the Antioch Neighborhood Library of the Johnson County Library (JCL), Shawnee Mission, KS. Ken received his M.L.S. from Indiana University and is currently the chair-elect for the Public Library Section of the Kansas Library Association. He has been in public libraries for his whole library career of over 24 years. Ken has worked as a reference librarian, a senior services librarian, a children’s librarian and has been a branch manager at JCL for over 16 years. He co-presented Working with Difficult Patrons at PLA in 2008, at the Daniel Boone Regional Library Staff Day in 2009, and has co-presented this session to JCL staff for over 10 years.

Author’s Book Signing Schedule

**Wednesday, October 7**

Author Jody Feldman
4:30 – 5:30 pm, Trade Show Hall

**Thursday, October 8**

YA Author Heather Brewer
10:30 – 11:30 am, Trade Show Hall

YA Non-Fiction Author Ibtisam Barakat
11:30 – 12:30 pm, Trade Show Hall

Author/Illustrator Anna Dewdney
2:00 – 2:45 pm, Trade Show Hall

Journalist Steve Weinberg
2:45 – 3:15 pm, Trade Show Hall

Novelist Susan McBride
3:15 – 4:00 pm, Trade Show Hall

Author books are available for purchase in the MLA Conference Store Booth.
2009 Pre-Conference Workshops

Tuesday, October 6, 2009  1:00 – 4:00 pm

How to Talk About 'Elephants' Without Getting Stomped On...Using Words That Matter
Location: Parliament II

Inspired by the research of Chris Agryris on how people work together to get things done, this workshop provides a framework for discussing how 'elephants' continue to exist in organizations, how employees contribute to the situation at the individual level, where positive change needs to occur, and concludes with a look at how individuals can positively affect change in work relationships, processes, and the work environment.

Speaker: Leo Agnew, University of Missouri Libraries Human Resources Manager
Sponsored by: MACRL, PEER SIG, PLD

Book Repair Triage
Location: Windsor II

Participants in this practical, hands-on pre-conference workshop will be provided with customized solutions for their book repair needs. Attendees may bring specific items in need of repair (and should bring their own supplies) for personal consultation on book repair technique and handling.

Speaker: Dr. Robert Hallis, Director of the Harmon Computer Commons and Associate Professor of Library Services at University of Central Missouri
Sponsored by: TechSvcs SIG

Wednesday, October 7, 2009  9:00 am – noon

Breaking Down Focus Groups: A Step-By-Step Workshop on Conducting Effective Focus Groups
Location: Parliament I

This interactive session will demonstrate how to develop a focus group plan including how to determine the goals, what types of questions to ask, how to train the focus group facilitators, and how to maintain control during the focus group. The presenter will use hands-on examples and mock focus groups to demonstrate the basics and the power of focus groups in the library setting.

Speaker: Christina Pryor, Research Librarian at Covidien in Hazelwood, Missouri
Sponsored by: Public Relations Committee

Music Collection Development/Acquisitions Workshop
Location: Parliament II

Participants in this pre-conference workshop will learn the basic tools and skills for purchasing, selecting and deselecting music materials for their library based on the needs of their user community. The workshop includes a discussion of music vendors, music approval plans/standing orders, and collection development policies. This is one of the Music Library Association's Educational Outreach Programs, and we welcome John Wagstaff as one of the organization's official instructors for it.

Speaker: John Wagstaff, Head of the Music and Performing Arts Library, University of Illinois at Urbana-Champaign
Sponsored by: TechSvcs SIG

How to Deal With Difficult Customers
Location: Windsor II

Ken Werne will present the three hour training that all employees of the Johnson County (KS) Public Library receive on the topic of dealing with difficult external and internal customers.

Speaker: Ken Werne, Manager of the Antioch Neighborhood Library of the Johnson County (Kansas) Library system
Sponsored by: Support Staff/Paraprofessionl SIG, CIRCILL SIG
Program Schedule

Tuesday, October 6

1:00 pm – end  Ronald G. Bohley Golf Tournament
Location: Perche Creek Golf Club

Wednesday, October 7

9:00 – 11:45 am  MLNC Annual Membership Meeting
Location: Windsor I

11:45 am – 12:45 pm  MLNC Board Meeting
Location: Windsor I

11:00 am – 12:00 pm  Welcome to MLA
Location: Parliament III
Speakers: Debbie Luchenbill
Join new members and first-time attendees for an introduction to MLA,
Missouri’s professional library association.
Sponsored by: Membership Committee

1:00 – 2:00 pm  Keynote Speaker - President of ALA
Location: Windsor III
Speaker: Dr. Camila Alire
Sponsored by: ALA Councilor, MLA Conference Coordinators

2:15 – 3:00 pm  E-journals, E-books, E-gads!!!
Location: Truman
This program will offer insight into a team approach to the day-to-day
management of one library’s electronic collection.
Speakers: Jim Dutton, Karla Massia
Sponsored by: Tech Svs SIG

2:15 – 3:00 pm  The Librarian and the First Grade Struggling Reader
Location: Parliament I
This program is designed to enable children’s librarians to help struggling
readers and their desperate parents.
Speaker: Patricia Norton
Sponsored by: CSRT

2:15 – 3:00 pm  Citation Managers for Librarians:
A Comparison of EndNote, RefWorks and Zotero
Location: Parliament II
A demonstration and comparison of popular citation managers and
suggestions of which ones work best for different scenarios.
Speaker: Joshua D. Lambert
Sponsored by: MACRL

2:15 – 3:00 pm  Net Geners Are Calling: Can You Answer?
Location: Parliament III
This program will discuss what academic libraries can do to work with
their patrons with handheld computers.
Speaker: Alice Ruleman
Sponsored by: RISSIG, CIT SIG
Wednesday, October 7

2:15 – 3:00 pm  Reach Them
Location: Windsor I
This workshop will share ideas and information on how to reach out to youth and enjoy it.
Speaker: Pamela Trainer-Burrell
Sponsored by: YA SIG

2:15 – 3:00 pm  From Writing to Wiki: The Evolution and Upkeep of a Reference Notebook
Location: Windsor II
A discussion of the conception, planning and implementation of the Electronic Reference Notebook project and explanation of the challenges faced in ongoing upkeep and maintenance.
Speakers: Melissa Muth, Cindy Thompson
Sponsored by: MACRL, RIS SIG

2:15 – 3:00 pm  Strategic Session with Camila Alire
Location: Windsor III
Join ALA President Camila Alire to learn more about and provide feedback on ALA’s strategic plan.
Speaker: Dr. Camila Alire
Sponsored by: ALA Councilor

2:15 – 3:00 pm  Talking About Listening: Readers’ Advisory and Audio Books
Location: Windsor IV
Understand the importance of using established readers’ advisory techniques with listeners and learn how to evaluate an audiobook.
Speaker: Kaite Stover
Sponsored by: PLD

2:15 – 3:00 pm  The Basics of Google Docs
Location: Polo Room
Google Docs is a suite of tools including a spreadsheet, word processor and presentation tool that can be accessed for free online. Learn how to set up a Google Docs account and use these tools.
Sponsored by: MOREnet

3:15 – 4:00 pm  Connecting to Your Missouri Roots
Location: Truman
A panel of representatives from the State Historical Society of Missouri, Western Historical Manuscript Collection and the State Archives will discuss some of the resources and services of their organizations.
Speakers: Mary Beth Brown, Seth Smith, Patricia Luebbert
Sponsored by: GovDocs SIG

3:15 – 4:00 pm  You Want *Me* to Sit Down With a ... Book?
Location: Parliament I
The author of The Gollywhopper Games will take you through an author’s perspective on trying to gain readership and will share some exciting ways to inspire kids to read.
Speaker: Jody Feldman
Sponsored by: CSRT
Wednesday, October 7

3:15 – 4:00 pm  Memories Refreshed, Treasures Unearthed: The Experience of Finding Archival Images Online
Location: Parliament II
This session describes a reference librarian’s process helping students and faculty find World War II propaganda images using a variety of online resources, including social networks.
Speaker: Fu Zhuo
Sponsored by: MACRL

3:15 – 4:00 pm  The Power and the Pitfalls: The Real Work of RFID
Location: Parliament III
A review of the development of Radio-Frequency Identification (RFID) in American libraries over the course of the last decade.
Speaker: Shai Robkin
Sponsored by: TechSvs SIG, CIRCILL SIG

3:15 – 4:00 pm  Statewide Cooperative Database Purchasing Effort for Public Libraries
Location: Windsor I
A panel discussion led by the Electronic Resources Study Group and State Library staff that will focus on the creation of a mechanism for statewide cooperative purchases.
Speakers: Jean Morrison, Barbara Reading, Carolyn Chittenden, Seth Hershberger
Sponsored by: MO State Library, RISSIG

3:15 – 4:00 pm  Subject Guides: The Way You Want Them
Location: Windsor II
Join us to discuss some of the software available today that is designed to enhance library subject guides, as well as one library’s experiences in implementing LibGuides.
Speaker: Melissa Muth, Cindy Thompson
Sponsored by: MACRL, RISSIG

3:15 – 4:00 pm  Meeting Makeover: From Frankly Frustrated to Positively Productive
Location: Windsor III
Learn how to prepare and lead a positively productive meeting.
Speaker: Tracy Rochow Byerly
Sponsored by: PEER SIG

3:15 – 4:00 pm  Technology Show and Tell
Location: Windsor IV
Show off your toys! We want to see your Kindle, your iPhone and your other cool gadgets.
Speaker: Joy Weese Moll
Sponsored by: CIT SIG

3:15 – 4:00 pm  Google Earth: Across the Curriculum
Location: Polo Room
A tour of Google Earth’s interface and features, and an examination of several tools that let your patrons explore the world.
Sponsored by: MOREnet

4:00 – 4:30 pm  Book Cart Drill Team
Location: Exhibit Hall
**Wednesday, October 7**

4:00 – 6:00 pm  
**Exhibitor Reception**  
Location: Exhibit Hall

6:00 – 8:00 pm  
**Young Adult Librarians Meet & Greet**  
Location: Sports Zone  
Join your fellow YA librarians for a drink and a chance to get some free stuff and free books from YALSA!  
Speaker: Sarah Windau  
Sponsored by: YASIG

6:30 – 8:30 pm  
**MLA Divisions Dinner**  
**Libraries: Connecting, Challenging, Changing Lives**  
Location: Windsor IV  
For more than two decades, speaker Todd Baker has helped some of the top charities in North America, assisting them in the development of Mission-Driven Marketing strategies.  
Speaker: Todd Baker  
Sponsored by: MACRL, PLD, SLD, TFD, YSD

8:30 – 10:00 pm  
**Song & Story Swap**  
Location: Breakfast room  
A casual get-together to share stories and songs, or just listen.  
Facilitator: Peggy Northcraft  
Sponsored by: CSRT

**Thursday, October 8**

7:00 – 8:30 am  
**Young Adult Author Breakfast: Heather Brewer**  
Location: Windsor IV  
Speaker: Heather Brewer  
Sponsored by: YASIG

7:30 – 8:00 am  
**Committee Meetings**  
**Budget & Finance**, Location: Truman  
**Public Relations**, Location: Parliament I  
**Publications**, Location: Parliament I  
**Bylaws & Handbook**, Location: Parliament II  
**Intellectual Freedom**, Location: Parliament III  
**Legislative**, Location: Win I  
**Long Range Planning**, Location: Win II  
**Membership**, Location: Win III

8:00 – 8:30 am  
**SIG Business Meetings**  
**CIT**, Location: Truman  
**Tech Svs**, Location: Truman  
**CIRCILL**, Location: Parliament I  
**Genealogy and Local History**, Location: Parliament II  
**Government Documents**, Location: Parliament III  
**Outreach**, Location: Win I  
**RIS**, Location: Win II  
**PEER**, Location: Win III  
**Support Staff/Paraprofessional**, Location: Win III

8:00 – 8:45 am  
**Internet Room Open**  
Location: Polo Room  
Sponsored by: MOREnet
Thursday, October 8

8:45 – 9:30 am  Up the Career Ladder: Preparing for Library Management  
Location: Truman  
A panel of library managers, directors and deans will offer experience and advice on how to move up the ladder, what challenges to expect and help you map out a plan for progression.  
Speakers: Stephanie D. Tolson, John Furlong, Katrina Stierholz  
Sponsored by: PEER SIG

8:45 – 9:30 am  Models of Reorganization of Academic Reference Departments  
Location: Parliament I  
Two administrative librarians will describe recent reorganizational changes in the Reference Departments of Saint Louis University and Washington University libraries where the traditional heads of reference positions were eliminated.  
Speakers: Patricia Gregory and Judy Fox  
Sponsored by: RISSIG

8:45 – 9:30 am  But No One Ever Told Me!: Communicating With Staff & Student Workers  
Location: Parliament II  
A discussion of using Facebook and wikis as a way for staff to keep current and give input.  
Speakers: Alice Ruleman, Tony Garrett  
Sponsored by: CIRCILL SIG

8:45 – 9:30 am  Library Marketing and Fundraising  
Location: Parliament III  
Are libraries necessary? Public relations with library stakeholders and why motivating these stakeholders is critical in the current economy.  
Speakers: Todd Baker, Christina Pryor  
Sponsored by: Public Relations Committee, MACRL

8:45 – 9:30 am  Legislative Advocacy 101  
Location: Windsor I  
MLA Legislative Advocate Randy Scherr will present basic information about how to be an advocate.  
Speakers: Randy Scherr  
Sponsored by: Legislative Committee

8:45 – 9:30 am  Twilight Camp: Connecting With Potential Users  
Location: Windsor II  
This session will share the activities offered at Twilight Camp, a three-day library-based enrichment camp, based on Stephanie Meyer’s best-selling Twilight series.  
Speaker: Cynthia Dudenhoffer  
Sponsored by: MACRL, PLD

8:45 – 9:30 am  The Challenge of Emerging Technologies: Libraries on the Tipping Point  
Location: Windsor III  
While libraries have embraced technology in the ‘80s and ‘90s, in the new millennium libraries have been challenged to integrate new technologies while dealing with legacy technologies.  
Speaker: Chris Le Beau  
Sponsored by: SLD
Thursday, October 8

8:45 – 9:30 am

**Reaching the Reluctant Reader**  
Location: Windsor IV  
Author Heather Brewer discusses ways of reaching the reluctant reader both with books and activities.  
Speaker: Heather Brewer  
Sponsored by: YASIG

8:45 – 9:30 am

**MOBIUS Crossroads Task Force**  
Location: Exhibit Hall  
The MOBIUS Crossroads Task Force will provide background on its purpose and an update on its progress to reinvent and re-engineer the organization and the online union catalog.  
Speaker: Erlene Dudley  
Sponsored by: MOBIUS

8:45 – 9:30 am

**Are You Smarter Than a SMART Board?: Using Technology for Research Instruction**  
Location: Polo Room  
This presentation will highlight the SMART Board set-up, navigational tools to engage learners using multi-modal learning strategies and assessment of instructional content.  
Speakers: Kim B. Cullinan, Mandi Sonneberg  
Sponsored by: MACRL

8:45 – 10:45 am

**Poster Sessions**  
Location: Exhibit Hall  
- Government 2.0 - Social Media and the Federal Government, Sandy Schiefer  
- Youth Volunteers in the Library, Lynn Bosso  
- Using Copyrighted Materials, Barbara Rehkop  
- About the Jacque Flach Collection, Erin Zellers  
- Part-time Librarians: A Survey of Academic Librarians in Missouri, Brent Husher  
- Every Child Ready to Read, Megan Garrett  
- Teen Video Challenge, Sarah Windau  
- Google Books and Libraries, Drew Kupsky  
- Applying Web Analytics in a K-12 Electronic Resource Inventory: Understanding Users and Uses, Xin Wang

9:45 – 10:45 am

**The Child’s Voice as a Leader Toward Healing and Creating Social Change**  
Location: Truman  
Ibtisam Barakat, award-winning author of the book *Tasting the Sky: A Palestinian Childhood*, will talk about translating her childhood at war and under occupation to young adult literature.  
Speaker: Ibtisam Barakat  
Sponsored by: CSRT, YASIG

9:45 – 10:45 am

**Positive Approaches to Organizational Change:**  
**Techniques Anyone at Any Level Can Use in Libraries**  
Location: Parliament I  
This session highlights several positive approaches to leading, influencing and managing change in all types of libraries.  
Speakers: Leo Agnew, M. Jean Darbyshire, Keith Russell  
Sponsored by: MACRL
Thursday, October 8

9:45 – 10:45 am  
**Missouri State Publications Access Program: Transitioning to CONTENTdm**  
Location: Parliament II  
Hear about the new user interface for the Missouri State Publications Access Program and how the Missouri State Library is continuing to build its collection of electronic state documents.  
Speaker: Annie Moots  
Sponsored by: Gov Docs SIG

9:45 – 10:45 am  
**Listening With Your Ears**  
Location: Parliament III  
Find out about some of the hot audiobooks in the last couple of years with appeal to teens. Tips on providing readers advisory for audiobooks will also be discussed.  
Speaker: Jamie Mayo  
Sponsored by: YASIG

9:45 – 10:45 am  
**The Boomers Are Coming! Is Your Library Ready?**  
Location: Windsor I  
This workshop focuses on developing programs for the Baby Boomers on topics such as social networking and civic engagement.  
Speaker: Allan M. Kleiman  
Sponsored by: Outreach SIG

9:45 – 10:45 am  
**Emerging Technologies Education for Missouri: A Focus Group Session**  
Location: Windsor II  
This focus group session is an opportunity for you to provide feedback about emerging technologies education and training in Missouri libraries.  
Speakers: Carol Smith, Jodie Borgerding, Cynthia Dudenhoffer and Brandy Sanchez  
Sponsored by: RISSIG, CIT SIG

9:45 – 10:45 am  
**The Recession's Impact on Libraries of All Kinds**  
Location: Windsor III  
Panel of three librarians from public, academic and special librarianship will discuss how the recession has impacted their libraries.  
Speakers: Kathy Cosgrove (moderator), Susan Baerwald, Sally Beck, Tammy Stewart  
Sponsored by: SLD

9:45 – 10:45 am  
**The Challenge of Handling E-mail**  
Location: Exhibit Hall  
Christina Miller, Electronic Records Archivist at the Secretary of State's Office, will demystify the common misconceptions about e-mail and look at the realities of managing e-mails.  
Speaker: Christina Miller  
Sponsored by: PLD

9:45 – 10:45 am  
**Social Bookmarking With Diigo**  
Location: Polo Room  
Learn how to set up a great and easy-to-use tool called Diigo that allows you to gather your bookmarks online and can be used for collaborative research.  
Sponsored by: MOREnet

11:00 am – Noon  
**Trade Show No Conflict Time**  
Location: Exhibit Hall  
Shop, network and try a chance on an exhibitor’s drawing.
Thursday, October 8

Noon – 1:00 pm  
**Internet Room Open**  
Location: Polo Room  
Sponsored by: MOREnet

Noon – 1:15 pm  
**CSRT Lunch**  
**Crias Have Feelings, Too: How Little Llamas Can Make a Big Difference**  
Location: Windsor IV  
Award-winning children’s author/illustrator Anna Dewdney will detail the how and why of her creative process and discuss literacy and the value of reading with children.  
Speaker: Anna Dewdney  
Sponsored by: CSRT

1:15 – 2:00 pm  
**What Missouri Libraries Should Know About TIFs**  
Location: Truman  
Participants will hear from Terry Ward, of Doolin/Ward LLC, about his research on Tax Increment Financing and how public libraries have been adversely affected.  
Speaker: Terry Ward  
Sponsored by: Legislative Committee

1:15 – 2:00 pm  
**Print vs. Online Journal Subscriptions: Cancel Paper? Only Online? Huh?**  
Location: Parliament I  
This presentation explores the current discussion taking place in the professional literature, reviews the pros and cons of making this decision and provides an open forum to discuss the concept.  
Speaker: Edward Walton  
Sponsored by: MACRL

1:15 – 2:15 pm  
**Money Matters 101: Deciphering Financial Jargon**  
Location: Parliament II  
Just like libraries, accountants have acronyms that seem meaningless to everyone else. Attend this presentation and you will learn a whole new language!  
Speaker: Tracy Rochow Byerly  
Sponsored by: MACRL

1:15 – 2:00 pm  
**FRBR: First Step to RDA**  
Location: Parliament III  
Presenters will review basic concepts covered in the Functional Requirements for Bibliographic Records (FRBR) and their application in Resource Description and Access (RDA).  
Speakers: Felicity Dykas, Jee Davis  
Sponsored by: Tech Svs SIG

1:15 – 2:00 pm  
**Keynote Address: It Takes a Village (Sometimes Including Librarians and Authors) to Free the Innocent From Prison**  
Location: Windsor I  
Journalist Steve Weinberg will discuss his involvement with the Midwestern Innocence Project and “the literature of wrongful conviction.”  
Speaker: Steve Weinberg  
Sponsored by: MLA Conference Coordinators
Thursday, October 8

1:15 – 2:00 pm  I’m Just a Bill From Capitol Hill  
Location: Windsor II  
A review of Congress and their publications. Come learn about the process our legislators follow in order to transfer their ideas into law.  
Speaker: Sandra Schiefer  
Sponsored by: Gov Docs SIG

1:15 – 2:00 pm  Using Building Block Books for Storytimes and in the Classroom  
Location: Windsor III  
This program will offer a brief history of the Missouri Building Block Books Picture Award along with program ideas for library storytimes and activities to accompany the 2009 Building Block Books Picture Award nominees.  
Speaker: Hollis Stolz  
Sponsored by: CSRT

1:15 – 2:00 pm  Therapeutic Laughter Workshop  
Location: Windsor IV  
Participate in a hands-on session using therapeutic laughter techniques from the World Laughter Tour and learn how to use these techniques for programming at your library.  
Speaker: Glenda Hunt  
Sponsored by: PLD

1:15 – 2:00 pm  What’s It All About?: MOBIUS Explained for the Non-Member  
Location: Exhibit Hall  
This presentation is designed for those who would like to know how the MOBIUS consortium is organized and will provide a demonstration of the union catalog and its user-initiated loaning system.  
Speaker: Marian G. Davis  
Sponsored by: CIRCILL SIG

1:15 – 2:00 pm  Adobe Buzzword: Easy Online Collaboration  
Location: Polo Room  
An examination of Buzzword, a free online word processor from Adobe, and how it can be used in your library.  
Sponsored by: MOREnet

1:15 – 2:00 pm  Table Talks  
Location: Exhibit Hall  
- Missouri State Agency Databases, Annie Moots  
- Show Me the World and the Get Connected Courier Service, Carl Wingo  
- Reaching Out to Faculty and Students: Beaten Paths and New Ways, Alla Barabtarlo and Katie Carr  
- After School at the Library: Engaging and Serving Teens, Anna Kwiatkowski and Sarah Windau  
- Excellence in Library Service Grants, Debbie Musselman  
- Cost Cutting Measures to Stretch Materials Budgets, Lynn Cline  
- Everyday Library Greening, Rachel Brekhus and Jim Schmidt

2:15 – 3:00 pm  Business Meetings  
PLD, Location: Truman  
SLD, Location: Parliament I  
MACRL, Location: Parliament II  
TFD, Location: Parliament III  
CSRT, YASIG, YSD, Location: Windsor I

Thursday, October 8

2:15 – 4:00 pm  Internet Room Open
Location: Polo Room
Sponsored by: MOREnet

3:00 pm – 4:00 pm  Trade Show No Conflict Time
Location: Exhibit Hall
Shop, network and try a chance on an exhibitor’s drawing.

4:00 – 5:00 pm  MLA Annual Business Meeting
Location: Windsor III
Open to all MLA members.

5:00 – 6:30 pm  SISLT Reception
Location: Atrium
Sponsored by: SISLT

7:00 – 9:00 pm  MLA Awards Banquet
Location: Windsor I-IV

9:30 – 11:30 pm  Games, Guitars and Gadgets!
Location: Windsor IV
Bowl a few frames, test your guitar skills or join the dance dance revolution.
Cuddle up with a Kindle2, mini netbook or bring your cool gadgets to share. Or
play it old school with some board games!
Organizer: Cynthia Dudenhoffer

Friday, October 9

7:30 – 9:00 am  MLA All Conference Breakfast and Member Forum
Location: Windsor IV
All members are encouraged to attend this breakfast and forum and to join
the discussion and share their ideas about how MLA can best serve them and all
librarians in Missouri. Topics may include networking, communication,
advocacy, professional development and other MLA members concerns.
Forum facilitator: Leo Agnew
Forum sponsored by: Long Range Planning Committee
Breakfast sponsored by: Integrated Technology Group, MOBIUS,
MU Department of IT and MU Libraries

8:00 – 9:00 am  Internet Room Open
Location: Polo Room
Sponsored by: MOREnet

9:15 –10:15 am  The Piano Made Us Do It! Student Performances at the Library
Location: Truman
This program will address how an academic library can harness student talent to
energize library space and promote it as a cultural and learning hub on campus.
Speakers: Carol Smith, Karla Massia, Alice Ruleman, Dawn Cumpton
Sponsored by: RISSIG

9:15 –10:15 am  To Rally With the Hearts of Lions: African-American Soldiers in the Civil War
Location: Parliament I
A discussion of the history of the United States Colored Troops and about
war-time and post-war records of the service of these valiant individuals.
Speaker: Tom Pearson
Sponsored by: Gene SIG
Friday, October 9

9:15 –10:15 am
2.x Tools to Make You Look Cool: Connecting With the Best of the Web
Location: Parliament II
An overview of cutting-edge web sites for searching, web development, content management, social networking and RSS tools.
Speaker: Cynthia Dudenhoffer
Sponsored by: MACRL, PLD

9:15 –10:15 am
Speaking the Unspeakable
Location: Parliament III
What do people not want to talk about? Salaries! Learn about salary data tools and how to use what you find to make your life better.
Speaker: Jenifer Grady
Sponsored by: PEER SIG

9:15 –10:15 am
Say What?! Media Training for Librarians and Trustees
Location: Windsor I
Jessica Robinson, a seasoned communications professional, will offer a toolkit of basic media training and interviewing skills for library advocates.
Speaker: Jessica Robinson
Sponsored by: PLD

9:15 –10:15 am
Making the Connection:
The Basics of Marketing Research and How to Use It in Your Library
Location: Windsor II
This program provides an introduction to common marketing research methods.
Speaker: Christina Pryor
Sponsored by: Public Relations Committee

9:15 –10:15 am
Washington Briefing Session: What's In It for Your Library?
Location: Windsor III
An overview and Q&A on federal legislation and programs available to assist libraries.
Speaker: Jessica McGilvray
Sponsored by: ALA Councilor, TFD

9:15 –10:15 am
Strengthen Ties to Your Community Through Author Visits
Location: Windsor IV
Learn how to arrange author visits and build community partnerships in the process. St. Louis Public Library’s “Read It Forward” author program for young adults will be highlighted.
Speaker: Carrie Dietz
Sponsored by: YA SIG

9:15 –10:15 am
Gale Periodical Overview
Location: Polo Room
Join us for an overview of the new Gale collection provided by the Missouri State Library and MOREnet. The focus will be on the content of the databases, the search interfaces and search tips.
Sponsored by: MOREnet

10:30 –11:15 am
Gale Periodical Heavy Hitters
Location: Polo Room
Join us as we explore Academic OneFile and General OneFile, which each contain approximately 5,500 unique titles.
Sponsored by: MOREnet
10:30 –11:30 am  Leading a Science Fiction Discussion Group: Ray Bradbury’s *Fahrenheit 451*  
Location: Truman  
Tom Pearson will demonstrate to audience members how to lead a discussion of one of the great novels of the science fiction genre, *Fahrenheit 451*.  
Speaker: Tom Pearson  
Sponsored by: RISSIG  

10:30 –11:30 am  Intellectual Privacy, Intellectual Freedom and Libraries  
Location: Parliament I  
Washington University law professor Neil Richards will discuss how libraries and librarians remain critically important to the exercise of the rights of free speech and free thought in the modern age.  
Speaker: Neil Richards  
Sponsored by: Gov Docs SIG, MACRL, Intellectual Freedom Committee  

10:30 –11:30 am  Incorporating and Marketing Library 2.0 to Library Users  
Location: Parliament II  
A discussion of how the Southwest Baptist University Springfield Campus uses Web 2.0 tools to reach out to students and faculty.  
Speaker: Holli Henslee  
Sponsored by: MACRL  

10:30 –11:30 am  What Can Certification Do For You?  
Location: Parliament III  
A discussion of what certification means, why certification was introduced to librarians and support staff, who determines professional standards, and how certification can be beneficial for Participants.  
Speaker: Jenifer Grady  
Sponsored by: PEER SIG  

10:30 –11:30 am  Basic Building Blocks for Library Communication Plans  
Location: Windsor I  
Learn the fundamentals for creating a communications plan for your library. This session will provide the foundation to empower you to build a communications plan for your library from the ground up.  
Speaker: Jessica Robinson  
Sponsored by: PLD  

10:30 –11:30 am  The Unreal City  
Location: Windsor II  
The Unreal City is a digital resource built around the St. Louis fire insurance maps from the late 19th century. David Straight will discuss the use of the data and ways to navigate and provide access to map images.  
Speaker: David Straight  
Sponsored by: Gene SIG  

10:30 –11:30 am  Predicting the Future: Our Picks for the Best of the Best in YA Books  
Location: Windsor III  
Kimberly Patton will give Booktalks predictions for winners of the annual awards lists, along with booktalking tips and instructions.  
Speaker: Kimberly Patton  
Sponsored by: YASIG
Friday, October 9

10:30 –11:30 am  Servicios Esenciales: Planning, Marketing and Implementing Outstanding Services Programs and Collections to Latino Children and Their Families
Location: Windsor IV
Author Tim Wadham will provide an overview of services to Spanish-speaking customers with a focus on children, parents and caregivers.
Speaker: Tim Wadham
Sponsored by: Outreach SIG, CSRT

11:15 am – noon  Internet Room Open
Location: Polo Room
Sponsored by: MOREnet

1:00 –1:45 pm  Using READ From the START as an Outreach Tool
Location: Truman
Learn about this lively and interactive program that helps “at risk” parents discover the joy of reading and telling stories to their children.
Speaker: Julie Douglas
Sponsored by: CSRT

1:00 –1:45 pm  Dangerous Liaisons: Customer Service Reps to Faculty
Location: Parliament I
An examination of liaison work between librarians and faculty. Data from an ALA survey on this topic will be presented along with a discussion of best practices in embedded librarianship.
Speaker: Peggy Ridlen
Sponsored by: MACRL

1:00 –1:45 pm  Using Historical Material to Understand Current Events: The Library’s Role
Location: Parliament II
A discussion of the digitization efforts of the St. Louis Federal Reserve in response to the current financial crisis. Will feature government publications, statistical releases and archival policy material.
Speaker: Julia Seiter
Sponsored by: SLD

1:00 –1:45 pm  Ask a Librarian: Tales From the Darkside of the Reference Desk
Location: Parliament III
This humorous presentation explores reference interviewing techniques with role-playing, tales of woe, successful examples and helpful advice to help you improve your reference skills and those of your staff.
Speaker: Diane Hunter, Katy Smith
Sponsored by: MACRL, PLD

1:00 –1:45 pm  Intellectual Property Overview Program
Location: Windsor I
Intellectual property overview with a focus on patents and trademarks.
Speaker: Carol Giles-Straight
Sponsored by: Gov Docs SIG

1:00 –1:45 pm  Big Changes to MOREnet’s Online Resources
Location: Windsor II
Gale is now the major provider for MOREnet’s online resources. This session will discuss and demo some fantastic new options and a new interface.
Speaker: Bob Martin
Sponsored by: MOREnet
Friday, October 9

1:00 – 1:45 pm

**Gale Periodical Nuggets**
Location: Polo Room
Get to know some of the exceptional features provided in the Gale periodical collection.
Sponsored by: MOREnet

1:00 – 3:00 pm

**Tour UMLD–Module 2**
Location: Meet at Registration Desk (attendees provide own transportation)
Participants will travel to the UMLD2 underground storage facility where they will see demonstrations of item transfers to remote storage, the services provided and how materials are processed.
Speakers: James Keyzer-Andre, Brian Cain
Sponsored by: MACRL, CAC

2:00 – 2:45 pm

**You Can Be an International Librarian!**
Location: Truman
Two SISLT Professors will share volunteer and paid opportunities to do library-related work in foreign countries and what you need to do to prepare for those opportunities.
Speakers: Denice Adkins, Kim Thompson
Sponsored by: SISLT

2:00 – 2:45 pm

**MOSourceLink: Start and Grow a Business**
Location: Parliament I
A discussion of MOSourceLink, which partners with the hundreds of organizations across the state that provide business-building services and create quick resource connections for small businesses.
Speaker: Maria Meyers
Sponsored by: RISSIG, Gov Docs SIG

2:00 – 2:45 pm

**Expert Community Experiment Evaluation**
Location: Parliament II
A discussion of how catalog librarians have incorporated editing functions into their workflows through OCLC’s Expert Community Experiment, and an assessment of the Experiment.
Speaker: Elizabeth Madson
Sponsored by: Tech Svs SIG

2:00 – 2:45 pm

**Read More With ReadMOre**
Location: Parliament III
Learn more about the one-book yearly reading celebration sponsored by the Missouri Humanities Council. Enter to win a free book discussion led by Mark Twain scholar and impersonator George Frein.
Speaker: Sara Nielsen
Sponsored by: MACRL, PLD

2:00 – 2:45 pm

**Emerging Leaders Panel Discussion**
Location: Windsor I
Emerging leaders will discuss this ALA program, which enables newer librarians to participate in problem-solving work groups, network with peers and gain an inside look at ALA.
Speakers: Jennifer Millikan, Carol Smith and Candice Oliver
Sponsored by: PEER SIG
Friday, October 9

2:00 – 2:45 pm  
**Uniting Librarians and Learners via Streaming Video: What Can United Streaming Provide?**  
Location: Windsor II  
This presentation will focus on use of United Streaming, a web-based product, to support instructional content across the curriculum for K–higher education.  
Speakers: Kim B. Cullinan, Mandi Sonneberg  
Sponsored by: MACRL

2:00 – 4:30 pm  
**Performer Showcase**  
Location: Windsor III & IV  
Sponsored by: YSD

2:00 – 2:45 pm  
**Let the Web Do the Work With RSS**  
Location: Polo Room  
This informational session will demonstrate how to set up an RSS reader, collect Web site feeds and organize them.  
Sponsored by: MOREnet

2:00 – 4:00 pm  
**Tour the Quad Libraries**  
Location: Meet at Registration Desk (attendees will provide own transportation)  
Tour the libraries (and a museum) located on the MU Francis Quadrangle: Engineering Library and Technology Commons, Frank Lee Martin Journalism Library and the Museum of Art and Archaeology.  
Sponsored by: CAC

3:00 – 3:45 pm  
**United Way Missouri 2-1-1 Health & Human Service Information and Referral**  
Location: Parliament I  
Learn how Missouri 2-1-1, a free, 24-hour information and referral service, can provide librarians with detailed information about non-profit and government health and human services.  
Speakers: Haley Schwarz, Martha Love  
Sponsored by: RISSIG

3:00 – 3:45 pm  
**Gale Session and Q&A on New Gale Products**  
Location: Parliament II  
Sponsored by: MOREnet

3:00 – 3:45 pm  
**APA, MLA, Chicago, Turabian: Do You Have Your Style Right?**  
Location: Parliament III  
The presenter will share an overview of her survey of 256 undergraduate libraries in an eight state region regarding the type of citation reference services and instruction provided.  
Speaker: Connie Ury  
Sponsored by: MACRL

3:00 – 3:45 pm  
**Meet MOspace!**  
Location: Windsor II  
Come see what MOspace, an online repository for scholarly work and resources created by faculty, staff and students at the University of Missouri System, is all about and learn more about repositories and open access.  
Speakers: Ann Campion Riley, Kurt Kopp  
Sponsored by: MACRL

3:00 – 3:45 pm  
**Learning Express Library**  
Location: Polo Room  
Learn how to use Learning Express Library, a simple and free tool that gives users access to tools, tests, study guides and more.  
Sponsored by: MOREnet
General Information

Meeting Room Logistics
Sessions are open to conference attendees in accordance with published safety capacities.

Back-of-room seating is available on a first-come, first-served basis to those who wish to attend meal event programs without the purchase of a meal ticket. Meal event programs will begin approximately 30 minutes following meal service.

Breakout sessions are organized for maximum attendance and comfort.

Conference Registration & Hospitality Desk Schedule
Tuesday, October 6, 12:30 to 4 pm
Wednesday, October 7, 8:30 am to 6 pm
Thursday, October 8, 7 am to 6:30 pm
Friday, October 9, 7 am to 4:30 pm

Acronyms

ALA: American Library Association
ALA–APA: ALA Allied Professional Association
CAC: Conference Arrangements Committee
CIRCILL SIG: Circulation and Interlibrary Loan
CIT SIG: Computer and Information Technology
CSRT: Children’s Services Round Table
ERSG: Electronic Resources Study Group
Gene SIG: Genealogy and Local History
Gov Docs SIG: Government Documents
MACRL: Missouri Association of College and Research Libraries, a division of MLA
MLA: Missouri Library Association
MLNC: Missouri Library Network Corporation
MOREnet: Missouri Research and Education Network
PEER SIG: Professionalism, Education, Employment & Recruitment
PLD: Public Libraries Division
RISSIG: Reference and Information Services
SIG: Special Interest Group
SISLT: University of Missouri School of Information Science and Learning Technologies
SLD: Special Libraries Division
Tech Svs SIG: Technical Services
TFD: Trustees and Friends Division
UMLD: University of Missouri System Libraries Depository
YASIG: Young Adult
YALSA: Young Adult Library Services Association
YSD: Youth Services Division
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Offers books, DVDs and music products, and services to libraries and educational institutions

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Belfor Property Restoration 45
A full-service property restoration company specializing in document restoration

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Book Systems, Inc. 34
A company with a long, successful history of producing solid products built the way librarians and IT support staff want them to work: fast, easy-to-use, and trouble-free

Books on Tape/Listening Library 20
High-circulation, unabridged audiobooks for adults, children, and teens

Bound to Stay Bound Books 36
Prebound juvenile library books with full processing and automation support available

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Brodart Books & Automation is the premier supplier of shelf-ready materials to libraries

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Davidson Titles is a full-service library jobber. Collection analysis and development is available online, www.davidsontitles.com

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EBSCO Subscription Services, Publishing, and Book Services form the Information Services group, a worldwide leader in providing information access and management solutions

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Award-winning reference material in print and electronic formats

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Certified library book bindery

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A full-service distributor of books and A/V products, supplying the most books and fastest delivery in the industry

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Primary distribution of librarian411.org materials is provided online or through DVD’s rather than on paper

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Our booth features a working demo of the new Lock-A-Shelf and 24/7 Patron Reserve systems featured in the July issue of Library Journal

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Specializes in branch office connectivity and security

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Supports a $2000 scholarship award to an individual pursuing a Master’s Degree in Library Science and is a PEER SIG production

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Provides high quality metal and wood shelving

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Self-taught from a library book, Sylver tours nationally with “The Girls”, her family of soft faced ventriloquist puppets, a guitar, and an overflowing suitcase full of “pro-reading, character counts” interactive stories

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Publisher of a unique decodable “easy reader” book series designed for early and struggling readers

Show Me Books, Inc. 32
Overstock book distributor

SirsiDynix 18
Offers a comprehensive suite of superior library management and user experience solutions

Sorkins 3
Publisher of detailed information on Missouri, Illinois, and Kansas businesses and government agencies; the only regional provider of this information

Spacesaver Corporation 72
Cantilever library shelving and mobile shelving systems

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The leader in automated material handling and self-service systems for libraries

TLC-The Library Corporation 24
A family owned company that has served libraries for 33+ years, offering low maintenance automation and other solutions

Unique Books, Inc. 14
Distributor of non-fiction books and media for adults, young adults, and juveniles

Usborne Books and More 81
The world’s largest publisher of children’s non-fiction

World Book, Inc. 25
Print and online reference products

WT Cox Subscriptions, Inc. 21
A trusted provider of subscription services for over 35 years, providing serials as well as e-journal management

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MLA is pleased to thank the following sponsors for their important contributions to this year’s conference:

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The Missouri State Library is proud to support the Missouri Library Association. Since 1996, the Missouri State Library has sponsored Internet access and training for the MLA Conference. Through the REAL program and MOREnet, meeting rooms are “connected,” and hands-on training and e-mail access are available in the MOREnet Room and Trade Show Booth.

Thank you to:
- Central Methodist University’s Smiley Memorial Library and Cindy Dudenhoffer, Director, for providing games and equipment for Game Night
- Columbia College and the University of Missouri for providing equipment
- The Columbia Convention and Visitors Bureau for generous speaker gifts, conference banner, apples for attendees and brochures
- Columbia Mayor Darwin Hindman and First Lady Axie Hindman for their gracious welcome to the MLA 2009 attendees

Sustainability @ MLA

Thanks to all conference participants who took the Greener MLA Conference Pledge! Look for the Leaf on the Trade Show placards of vendors who identified their “green” practices to us prior to the conference.

Please see http://mlaconference.wordpress.com/greenermla/ for a list of conference vendors’ “green” practices.
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