KEYNOTE SPEAKERS

Ms. Carol Levers has been a library leader for 21 years. As Director of Libraries she oversees five public libraries and 48 school libraries in Kansas City, Kan. She has worked in many areas of public library service including reference, volunteer coordination, Friends liaison and branch management. Carol received the 2008 New York Times and Carnegie Institute “I Love My Librarian Award.” Her keynote address, “Libraries: Inspiration for Life,” will share the story of how public libraries changed her life. When asked, “Has there been a librarian along your life journey that made a difference in your world?” Carol answered: “My first branch manager Pat Gaunce took me under her wing. She supported me when I shared with her that I wanted to get my MLS. She allowed me to use the staff computers at the library after completing my shift, in order to work on my duties. She also encouraged me to talk about my experiences, which was very hard for me because I was socialized into the notion that it is extremely inappropriate to talk of oneself.”

Ms. Lauren Burnett is a champion of libraries and has an inspirational message to share at the Annual Awards Dinner about the magic of libraries. Lauren's insight into human potential development stems from more than 25 years in helping leaders, organizations, teams and individuals achieve professional and personal success and fulfillment. She is principal of the Center for Inner Quality, a Cleveland-based training, coaching and consulting group. She is a certified business coach through the World Wide Association of Coaches, a certified Pre-Cognitive Re-Educator and has served as an adjunct faculty member at Ohio State, Tri-C, Kent State and Cleveland State University. Lauren has appeared on TV and radio, speaking on human potential, development and has written numerous articles in newspapers and trade publications.

Young adult author Ms. Kate Klise has written more than 20 popular titles for young readers, including the “43 Old Cemetery Road” series and “Stand Straight, Ella Kate.” She has won countless literary awards for her books. “Stand Straight, Ella Kate” is a Missouri Show Me Award final nominee for 2012-2013. Her first adult/YA novel “In the Bag” was released in May 2012. This smart and stylish story explores the old-fashioned art of romance in a modern world, where falling in love can be as risky as checking a bag on an international flight. Start your morning off right with Kate Klise at the Young Adult Author Breakfast. When asked the question, “Has there been a librarian along your life journey that made a difference in your world?” Kate answered: “She wasn’t a librarian, but I love the fact that Laura Ingalls Wilder was one of the founders of the Wright County Library, near my current home. She was a staunch supporter of the public library in her adopted hometown of Mansfield, Missouri. I think I love that about Laura Ingalls Wilder even more than I love her books.”

Mr. Michael Levine is the music producer of New York Times best-seller “Pete the Cat I Love My White Shoes!” He is also the co-creator of Atlanta-based “The Learning Groove.” Mr. Levine is a self-proclaimed “music and education geek!” He has more than 15 years of experience in early music education, has taught thousands of children and won many national awards for children's music. Get ready to dance at the Thusnelda Schmidt Luncheon! When asked the question, “How have libraries inspired you?” Michael answered: “I’ve always loved reading, and I especially love reading books and articles on many subjects. And libraries have it all! Whatever mood strikes you, you can find a book or magazine that is sure to inspire.”
WEDNESDAY, OCTOBER 3

8:30 – 11:30 a.m.  **Empowerment Through MarcEdit Pre-Conference**  
**Location:** Arkansas Room  
**Featured Speaker:** Mary Aycock, Head of Metadata Service at Missouri University of Science and Technology’s Curtis Laws Wilson Library  
MarcEdit is a robust program that can empower technical services staff to interact with MARC data outside the catalog. This program was created by Terry Reese of Oregon State University and is widely praised by catalogers and metadata specialists. Participants have access to computers loaded with MarcEdit and can learn how to review records, edit and replace metadata, export MARC fields into comma delimited files, and cross walk metadata from one scheme to another (specifically MARCXML to MARC). Participants work through practical examples that will demonstrate how useful this program can prove to be in their jobs.  
**Proudly sponsored by:** Technical Services Community of Interest

8:30 – 11:30 a.m.  **Making Intellectual Freedom Real on the Ground: How to Combine Ideals and Practicalities to Provide Great Library Service Pre-Conference**  
**Location:** Kansas A Room  
**Featured Speaker:** Barbara Jones, Director of the ALA Office for Intellectual Freedom  
A discussion of the practical aspects of implementing best practices and policies that support the mission of your library and the rights of the people who use it. If you are required to install filters, she can suggest ways to comply and still provide the broadest possible access for your users. If you are pressured to remove a book from the shelves, she will advise you on how to work with your board to achieve the best outcome. If the local press is hounding you about a library policy, she can help you frame the issues in ways that will build support for the library’s position. This workshop will combine ideals and practicalities in areas such as: requests for reconsideration; Internet filtering; accessing social media; preserving patron privacy and confidentiality; defining public forums; and other challenges in the daily operation of your library.  
**Proudly sponsored by:** The Intellectual Freedom Committee
WEDNESDAY, OCTOBER 3

8:30 – 11:30 a.m.  Grants for Libraries Pre-Conference

Location: Kansas C Room

Featured Speakers: Karen S. Mittelman, Deputy Director of the Division of Public Programs at the National Endowment for the Humanities; Geoff Giglierano, Executive Director of the Missouri Humanities Council; Angharad Guy, Program Manager at Arts Midwest; Tammy Flippen, Funding Information Center Coordinator, Springfield-Greene County Library District; Debbie Musselman, LSTA Grants Officer, Missouri State Library

Join this amazing group of speakers to find out how to obtain grants for your library no matter how big or small. Learn how to navigate the grant submission process and understand what granters are looking for.

The workshop will wrap up with an interactive panel discussion between presenters and workshop attendees about ideas, programs and applying for funding opportunities.

Attendees will also receive information about locating and utilizing Foundation Center Cooperating Collections around the state.

Proudly sponsored by: 2012 Conference Planning Committee

8:30 – 11:30 a.m.  Moving Forward with E-readers Pre-Conference

Location: Colorado B Room

Featured Speakers: Brandy Sanchez and Kirk Henley, Daniel Boone Regional Library; Trint Williams, Springfield-Greene County Library District

Your library plays a crucial role as your community’s epicenter for technology, whether you provide skill building resources, free access to the Web or both. Recently, e-book and e-reader technology has exploded into the scene, prompting more e-related questions.

This workshop will provide tips for library staff who are responsible for or wanting to start e-book and e-reader training for library patrons or library staff.

Participants will leave better able to plan, develop, implement and market staff and patron training programs. They will also receive tips on how adults learn, assessing audience needs, how to use training aids, successful training techniques, facilitation skills and handling problem situations.

An e-reader petting zoo will also be available so participants can familiarize themselves with the more popular e-reader and tablet devices.

Proudly underwritten by: Missouri State Library

11:30 a.m. – 1 p.m.  Lunch

Grants for Libraries Pre-Conference continues until 3 p.m.
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11:30 a.m. – 1 p.m.  **MACRL Trivia Luncheon**  
**Location:** Colorado A Room  
Spend all day at the reference desk looking up random bits of knowledge for your patrons? Want to kick off the 2012 MLA Conference with a chance to network, eat, and win fabulous prizes, all while showing off massive brain power? Put your trivia skills and useless knowledge to the test! Join MACRL for a fun-filled, casual lunch program featuring team trivia designed by librarians for librarians. Whether a trivia newbie or seasoned veteran, we promise fun and hopefully a few laughs! Come with a team, or create your own at the event.

12:45 – 1:15 p.m.  **In the MOREnet Room (Texas Room) OPEN LAB**  
Use our bank of laptops to check email, etc.

1:15 – 2 p.m.  **Look at Me! Creating Attention-Grabbing Displays**  
**Location:** Arkansas Room  
**Speaker:** Corie Dugas, Access Services Senior Associate, Saint Louis University Law Library  
Every library has at least one or two display cabinets or shelves, and they are often neglected. We pop a few books in and leave them alone for months. Or we stuff displays with so much wordiness it would take an hour to read it all. And after all our hard work, very few patrons even glance at them! In this session, we’ll explore where display ideas come from and look at resources for developing your ideas into eye-catching displays. We’ll talk about building on a budget, unconventional materials, and a little about the tricky world of copyright restrictions. Plus, we’ll do some hands-on work to get your mind thinking about creative display ideas. Displays aren’t exclusive of one type of library, and neither is this session.  
**Proudly sponsored by:** Access Services Community of Interest

1:15 – 2 p.m.  **Managing Information: Lessons for the 21st Century**  
**Location:** Kansas A Room  
**Speaker:** Robert Hallis, Instructional Design Librarian, University of Central Missouri  
Typically, students trudge to the library for instruction in finding a few scholarly sources for a pending academic paper. Pedagogy has changed. Resources have changed, and students have changed. When assignments use social media, library instruction can be broadened to include intelligent use of the Web. A few examples illustrate this point: When contributing to a discussion board or writing a reflective journal, use of a blog from 9/11 survivors provides a valuable primary source. Tweets sent during the Arab Spring illustrate the sense of chaos participants experienced, and blogs from a veteran’s forum inform a discussion of “The Things They Carried.” As assignments move away from the traditional academic paper, students still need
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to find credible sources to support their ideas. Focusing on methods to locate and evaluate the broader range of information on the Web enables students to make better informed use of these resources when completing their assignments.

**Proudly sponsored by:** Computer & Information Technology Community of Interest and MACRL

1:15 – 2 p.m.

**Building Community Partnerships**

**Location:** Kansas B Room

**Speaker:** Anna Francesca Garcia, Outreach Education Librarian, Kansas City Public Library

Libraries are hubs of our community, but to serve as such, we have to build partnerships. How do we identify who to contact, and how do we establish collaborations? In this presentation, Anna will share examples of some successful connections she has built as Outreach Education Librarian for the Kansas City Public Library. She will also tell the steps that she took to find, contact and work with local organizations and companies. Synergy is key to fulfilling the library’s goals. Whether you are getting started in branching out or have done so for years, come to this workshop for helpful hints in streamlining the outreach process.

**Proudly sponsored by:** Public Relations Committee

1:15 – 2:45 p.m.

**Listen, Lead and Learn: Characteristics of a Wonderful Supervisor**

**Location:** Oklahoma Room

**Speaker:** Vicky Baker, North Regional Manager, Mid-Continent Public Library

Whether you are new to supervision or have been doing it for years or aspire to be a supervisor, Listen, Lead and Learn may be the program that will help you get over a hump to become the very best supervisor your organization has ever had. A supervisor must never forget to learn from the staff that is supervised, from the organization itself, and from continuing education opportunities. We’ve all heard it a million times, but listening is probably the most important tool in a supervisor’s toolkit. And leading is for some people innate, but for others a skill that has to be developed. This session will bring you information and techniques that will improve your success in any organization.

**Proudly sponsored by:** Public Libraries Community of Interest, MACRL, Professionalism, Education, Employment & Recruitment (PEER) Community of Interest and Access Services Community of Interest

“There is just something about walking into a library and seeing all those books on the shelves just waiting for me to pick from. I love the idea of getting to borrow something and then feeling good about getting it back on time for someone else to enjoy the exact same item. I still remember my first time I ever got a library card and I made sure that my kids received that great memory as well when they were young.” — Kim Tasset
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1:15 – 2 p.m.  Taking the Summer Reading Program Out of the Library

**Location:** Illinois Room

**Speaker:** Allison Eckhardt, Outreach Manager, Springfield-Greene County Library District

Regardless of how many children and teens visit your library for your summer reading program, there are likely twice as many who cannot get to a library to participate. Learn easy, innovative and inexpensive ways libraries of all sizes can take their summer reading programs to day camps, child care centers, neighborhood centers, summer schools and other off-site locations. Taking your program where the kids are can offer youth who would not otherwise come to the library the opportunity to maintain reading skills, participate in literacy-based activities and interact with library staff throughout the summer. Learn practical tips for partnership development, promotion and producing a quality outreach summer reading program.

**Proudly sponsored by:** Youth Services Community of Interest

1:15 – 2 p.m.  Survey Essentials: Assessing What Library Users, Non-Users and Likely Voters Are Thinking

**Location:** Colorado B Room

**Speaker:** Dr. Mark Ellickson, President, Opinion Research Specialists, LLC

Drawing upon his 20-plus years of experience conducting surveys for libraries throughout Missouri, Dr. Mark Ellickson discusses from a practitioner’s perspective how to successfully design, implement, and utilize library surveys to measure and assess perceptions among three distinct groups: library users, non-users and, in the case of bond and levy issues, likely voters. Each group has a unique perspective that can significantly impact a library’s long-term viability. Limited budgets and increasing demand for library services make it imperative that libraries periodically conduct scientifically valid surveys of these three groups as part of their strategic planning efforts. Frequently asked questions regarding library surveys will be addressed and illustrated using real-world examples. Participants will learn: how to ask the right questions to acquire actionable information; how to determine the most effective data collection methods; whom and how many to sample, and how often; how to interpret, communicate, and use survey results; and how much it will cost.

**Proudly sponsored by:** Public Relations Committee, MACRL and Reference & Government Information Community of Interest

“Almost every book I read as a child came from the Peoria Public Library. My mother drove my five siblings and me to the downtown library every two weeks for years until we were old enough to drive ourselves or take the bus. It was at the library I met and fell in love with Stuart Little, Mrs. Piggle-Wiggle, Pippi Longstocking, Amelia Bedelia, and later, Atticus Finch, my first literary crush. I’m sure I learned more at the library than I ever learned in school, but I don’t think that’s unusual.” —Kate Klise
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1:15 – 2 p.m.

In the MOREnet Room (Texas Room) with MOREnet Technical Trainer Bob Martin: Taking out the Garbage! Using Chrome Extensions and/or Mobile Apps to Help You Read, Organize and Save Web Content

Sometimes the biggest problem with Web-based content is actually FINDING the article buried in all the ads, links and other garbage on the site. It’s easy to get distracted or click on a link you didn’t want to and get lost. Learn about some of the tools out there that can help your patrons organize, save and easily read content found on the Web.

2:15 – 3 p.m.

Check This Out! Yourself! How We Went From Traditional Checkout to Mostly Self-Check

Location: Arkansas Room

Speakers: Jacqueline Reed, Branch Manager and Robin Hudson, Assistant Branch Manager, Blue Springs South Branch, Mid-Continent Public Library

In November of 2011, the Blue Springs South location of Mid-Continent Public Library implemented a self-service circulation model by converting the traditional circulation desk to all self-check kiosks. Portable technology now allows the staff to handle reference and account questions throughout the building. Additionally, the staff is in a better position to go out into the community to cultivate new service opportunities and outreach partnerships. Session participants will learn the steps that branch management has taken from preparation to implementation. These steps include preparing staff, planning a timeline of installation, who needs to be involved, preparing the customers, creating workflow, and working towards acceptance of change. The role that ongoing plan evaluation has cannot be overemphasized and will be discussed in detail.

Proudly sponsored by: Access Services Community of Interest

2:15 – 3 p.m.

Especially for Your Patrons: Customized Research Spaces in Public Libraries

Location: Kansas A Room

Speaker: Eric S. Petersen, Librarian, H&R Block Business & Career Center, Kansas City Public Library

Customization is king — including in public libraries. Today’s library users expect research spaces and technology that are tailored to meet their information needs. Operating spaces for specific types of work, such as job searching or small business research, offer benefits and challenges for patrons and staff. Patrons can accomplish more, being aided by staff having the right tools for the job. Offering dedicated spaces and enhanced services may also require staff to be mindful that such resources are used appropriately. Spaces devoted to job searching, career research, and small business and nonprofit development have become popular in public libraries since the economic downturn. The H&R Block Business & Career Center
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at Kansas City Public Library attracts a socioeconomically diverse customer base with a wide spectrum of information needs and technological skills. Learn valuable tips from a Block Center staff person that will help you offer specialized research and computing services in your library, whether in a small town or a large city.

Proudly sponsored by: Computer & Information Technology Community of Interest

2:15 – 3 p.m.

Inspired Instruction: How I Learned to Stop Worrying and Love Assessment

Location: Kansas B Room

Speakers: Cynthia Dudenhoffer, Director of Information Resources and Carrie Strodtman-Flaspohler, Information Services Librarian, Central Methodist University

In 2011, Central Methodist University implemented Project SAILS to assess the effectiveness of information literacy instruction. Despite initial trepidation among the library faculty, this form of assessment provided valuable feedback on what student skill sets were and were not being reinforced through library instruction. Based on the outcomes in the Project SAILS report, the library faculty, with the help of the English department, was able to reinvigorate instruction based on these missing skills. Zotero, BiblioBouts, visual literacy and other components were added to the instruction sessions and greeted with (mostly) enthusiasm by students. Implementing standardized assessment also provided positive reinforcement for the practices already in place, and ammunition with which to approach administration. This session will provide practical steps for implementing assessment, ideas on how to use the data to tailor or rejuvenate instruction and, most importantly, steps to lessen assessment anxiety!

Proudly sponsored by: MACRL

2:15 – 3 p.m.

Springfield-Greene County Library District’s Community Cooperatives

Location: Illinois Room

Speakers: Cory Mihalik, Health Librarian and Stephanie Smallwood, Early Literacy Outreach Associate, Springfield-Greene County Library District

Springfield-Greene County Library District has cooperated with the Jordan Valley Community Health Center to provide health and early literacy information to a previously unreached population. This unique partnership brings together three distinct community organizations: the Springfield-Greene County Library District, the Jordan Valley Community Health Center, and Women, Infants, and Children (WIC). Together, these organizations have created an environment where patrons

"Libraries are doorways, windows, portals. You can visit other countries and worlds, learn about absolutely anything, from art to technology, and ask questions of staff who will take you seriously and honor your confidentiality. Everyone is welcome. Is there any other place in the universe like this? I don't think so.” — Anonymous
can access vital health and early literacy support, as well as library information at the same location where they receive health care. We will discuss the two programs the Library has at Jordan Valley (The Health Library and Early Literacy at WIC), how they have impacted the community, and the journey the Library has taken to implement them.

**Proudly sponsored by:** Reference & Government Information Community of Interest and Youth Services Community of Interest

### 2:15 – 3 p.m.  
**Welcome to MLA for Newbies**

**Location:** Colorado B  
Welcome to the Missouri Library Association, your source for inspiration in your professional life! Are you new to the organization? Is this your first time at conference? Come find out more about our statewide organization, meet other new folks, learn how to navigate a conference, how to get involved and more. Members of the MLA Membership Committee will help answer any and all of your questions.

**Proudly sponsored by:** Membership Committee

### 2:15 – 3 p.m.  
**In the MOREnet Room (Texas Room) with MOREnet Technical Trainer Andy King: Collaborating with Google Docs**

Google Docs is a suite of tools including a spreadsheet, form maker, word processor and presentation tool that can be accessed for free. It allows patrons, faculty and staff to collaborate on group projects online. No software required! And you can save, store and share your documents with others quickly and easily.

### 3:15 – 4:30 p.m.  
**Libraries: Inspiration for Life — Keynote Address**

**Location:** Arizona Room in the adjacent Conference Center  
Carol Levers brings with her 21 years of experience as a public library leader. She is currently the Director of Libraries and oversees five public libraries and 48 school libraries in Kansas City, Kan.

Along her career path, she has worked in many areas of public library service including reference services, volunteer coordination, Friends liaison and branch management. Carol was the recipient of the 2008 New York Times and Carnegie Institute “I Love My Librarian Award.” Carol will share the inspiring story of how public libraries have changed her life.

“*The pursuit of betterment. Libraries are notorious for serving people from many walks of life. No matter your economic status, race, religion, or outlook on the world, public institutions such as libraries enjoy the task of providing diverse materials and knowledge that can potentially improve a person’s immediate or long-term goals.*”  — Erwin Matthews
4:45 – 5:30 p.m.  **Going Native: Reaching Out to Digital Natives Through New Forms of Literacy**  
**Location:** Arkansas Room  
**Speaker:** Kristine Stewart, Graduate Assistant and Information Literacy Supervisor, University of Missouri

This session will address critical and digital literacies and the importance these new forms of literacy hold in our Web 2.0-based society. This generation of incoming freshmen and college students is alarmingly deficient in the evaluation of these sources. While this generation has grown up using these highly visual technologies, they were not trained to evaluate these sources critically. Critical and digital literacies go beyond text-based sources and extend to all forms of media they interact with, namely, sources such as YouTube and social networking sites. In this presentation we will discuss how the needs of our users have changed and how we, as information literacy instructors, can address the evaluation deficiencies of this generation of students. We will then focus on possible methods of presenting course content to students and new forms of literacy that need to be addressed, which includes integrating popular resources our students are already referencing into the curriculum.  

**Proudly sponsored by:** Reference & Government Information Community of Interest

4:45 – 5:30 p.m.  **Supporting Mobiles: It’s More Than a Link and a Click**  
**Location:** Kansas A Room  
**Speaker:** Robert Hallis, Instructional Design Librarian, University of Central Missouri

Tablets and smart phones brought a new level of user convenience to access interesting information, and the overwhelming public acceptance of these devices means that our students expect to access content through these gadgets. We have virtually accommodated these devices through insuring Web pages display appropriately on the smaller screen, and functions are compatible across a wide variety of models. Numerous case studies have been published outlining how to overcome technical problems in formatting and transmission, and statistical models have been developed to gauge their effectiveness. However, we have not yet permitted our users to maximize the productive capabilities of their devices. Enabling smart devices to be more productive requires three things: access to the Internet (including storage and printing), connecting to a reasonable display and connecting to a reasonable input device. I will demonstrate docking to a monitor/keyboard station on a tablet with a Windows, Android and Apple operating system.

**Proudly sponsored by:** MACRL and Computer & Information Technology Community of Interest
WEDNESDAY, OCTOBER 3

4:45 – 5:30 p.m.  Oral History Recordings @ Your Library: The “Tell Me A Story” Program at Mid-Continent Public Library  
**Location:** Kansas B Room  
**Speaker:** Cheryl A. Lang, Reference Librarian, Midwest Genealogy Center Branch, Mid-Continent Public Library  
StoryCorps is a nonprofit initiative that records, preserves and shares the stories of Americans. In October 2010, Mid-Continent Public Library was a sponsor that brought the StoryCorps to our community. After StoryCorps left Kansas City, though, there were still many people who wanted to tell their story. To meet that need, the “Tell Me A Story” program was instituted in 2011 at the Midwest Genealogy Center branch of Mid-Continent Public Library. Presenter Cheryl Lang will explain both the in-house recording, preservation and sharing of oral histories and the circulating recording kit. Learn how you can establish this kind of program at your library!  
**Proudly sponsored by:** Genealogy & Local History Community of Interest

4:45 – 5:30 p.m.  Intellectual Freedom in Missouri: Past, Present and Future  
**Location:** Kansas C Room  
**Speaker:** Paula Martin, Instructional and Reference Librarian, Jefferson College  
Interested in Intellectual Freedom? Not sure where to get started? Want to know more about what Missouri librarians have already accomplished? Challenges already faced in Missouri? Librarians from a variety of backgrounds and types of libraries will talk about what new librarians or those new to Missouri need to know if they are interested in promoting intellectual freedom issues in their communities. Ways in which to educate users about censorship, filtering and privacy will be discussed, and practical advice from experienced librarians will be offered.  
**Proudly sponsored by:** 2012 Conference Planning Committee

4:45 – 5:30 p.m.  Marketing Efforts in Libraries: Library Science Students Test the Waters  
**Location:** Colorado A Room  
**Speaker:** Karen Robinson, Assistant Teacher, University of Missouri-St. Louis  
Of the 58 library schools in North America, only about 30 percent offer courses focused on marketing your library. Libraries provide rich resources and services, but people don’t seem to know about them. Libraries of all types increasingly discover that they must reach out and prove their value to administrators, city councils and their communities. During the fall of 2011, MU’s School of Information Science & Learning Technologies offered an introductory course on Marketing & Libraries. In this session, LIS students who took the course and currently work in a library will talk about an aspect of the course that they employed in their library — whether or not it is working, the planning process, and how they intend to evaluate their efforts.  
**Proudly sponsored by:** Public Relations Committee
WEDNESDAY, OCTOBER 3

4:45 – 5:30 p.m.  **Gaming in the Library**

**Location:** Colorado B Room

**Speaker:** Justin Megahan, Patron Services Librarian, Jack C. Taylor Library, Fontbonne University

Justin will present on Fontbonne’s two-year collaboration with the gaming club, Gaming 2gether, on Fontbonne’s campus. We’ve co-hosted several events (Gaming in Libraries Day, Murder Mystery Dinner, movie/game tie-in events, weekly gaming sessions, an upcoming inter-collegiate Quidditch match, and fundraisers) that have benefited the gaming group and helped raise the library’s profile on campus. In addition, Justin will discuss how the program evolved through equipment acquisition, advising the organization and tying it all together with the Jack C. Taylor Library’s mission.

**Proudly sponsored by:** Access Services Community of Interest and Computer & Information Technology Community of Interest

4:45 – 5:30 p.m.  **In the MOREnet Room (Texas Room) with MOREnet Technical Trainer Bob Martin: Learning Express Library**

Learning Express Library provides users with access to hundreds of tests, e-books and e-learning courses for FREE! Setting up an account is easy and once you are in you can take tests, save them for later, score them and even follow references to books or courses to help you understand the material better. Learning Express has also added a completely new section called the Job and Career Accelerator that is loaded with information on how to write resumés and cover letters, search for jobs and build job skills. This informational session will provide you with all the information you need to get your patrons started using Learning Express Library.

5:30 – 7:30 p.m.  **Exhibitor Opening Reception**

**Location:** GA/IA/NE Trade Show Hall in the adjacent Conference Center

Mix and mingle with colleagues, exhibitors and friends in a comfortable and relaxing setting. Enjoy complimentary appetizers and drinks before going out for the evening or participating in Battledecks.

5:30 – 7:30 p.m.  **Technical Services Meetup at Springfield Brewing Company**

Want to meet other members of the Tech Services Community of Interest and get to know each other in a casual setting? Join us at the Springfield Brewing Company, 301 S. Market Ave., (417) 832-8277, www.springfieldbrewingco.com, which is 0.69 miles from the conference site. The hotel has a complimentary shuttle if needed. Have questions about the meetup during conference? Call Dawn Hunsicker, Tech Services Community of Interest Chair, cell (816)288-2299.
WEDNESDAY, OCTOBER 3 – THURSDAY, OCTOBER 4

8 – 11 p.m.  
Battledeps All-Conference Event  
Location: Oklahoma Room  
Battledeps is a fast-paced and fun spectacle where “contestants” have to put together a presentation on the fly as PowerPoint slides are randomly projected for their confusion and the delight of the audience. Contestants are then judged by a panel of fellow librarians. Audience participation (i.e., heckling, hooting and hollering) is highly encouraged. Everyone goes home happy but only one person can be declared the 2012 MLA Battledeps champion.  
Proudly underwritten by: Midwest Tape, LLC

THURSDAY, OCTOBER 4

8:30 – 9:30 a.m.  
Good Morning, Exhibitors! All-Conference Breakfast  
Location: GA/IA/NE Trade Show Hall in the adjacent Conference Center  
Enjoy a complimentary buffet breakfast prior to the day’s events. This is a great opportunity to talk with exhibitors, visit booths and visit Poster Sessions.

8:30 – 9:30 a.m.  
Youth Services Community of Interest  
The Youth Services Community of Interest is conducting its business meeting in the Colorado A Room due to a scheduling conflict on Friday. All other Communities of Interest will be conducting business meetings on Friday at 8 a.m.

8:45 – 9:30 a.m.  
Poster Sessions in the Exhibit Hall  
Location: GA/IA/NE Trade Show Hall in the adjacent Conference Center  
Need info in a quick glance? Poster Sessions offer a variety of information in a concise, easy-to-digest format. This is a great chance to take advantage of your colleagues’ store of knowledge on topics such as:

- Yikes — Bikes in the Library!  
  Presenter: Alice Ruleman, Access Services Librarian, University of Central Missouri  
  Are libraries only about providing access to books and journals, or do other non-information-related services have a place? The University of Central Missouri Library partnered with the Office of Sustainability last year to offer bicycle checkouts at the library. This poster presentation will discuss both the problems and successes with this service and offer suggestions for other libraries when developing this type of program. The service has been popular with the
students, and it was a good opportunity to work with another unit on campus. At the same time, the circulation staff did not embrace the idea with open arms and there have been problems with getting bikes repaired on a timely basis. Responsibilities between the two groups need to be carefully delineated and channels of communication kept open if students are to receive the services that they should.

- **Social Networking with the 417 Librarians!**
  
  **Presenters:** Andrea Miller, Acquisitions Librarian, Duane G. Meyer Library, Missouri State University, and Rebecca Clarke and Heather Cottle-Dillon, both Reference Librarians, Springfield-Greene County Library District

  Are conferences the only time you get to see librarians who do not work at your library? Would you like to meet other people who love libraries as much as you do? Then start mixing business with pleasure! Come see all the fun the 417 Librarians have both online and in person in southwest Missouri. We meet up for social events that range from dinners out to road trips to art walks. Find out how you can get connected with us or with another networking group at a location near you. Please also feel free to join us for the lunch we are hosting during the conference, and get a taste of what you've been missing!

- **Engaging Students in Subject Specific Database Discovery**
  
  **Presenter:** Carrie Carter, Information Literacy Instructor, University of Missouri

  Subject-specific databases are a powerful tool to conduct in-depth research on a topic, but require that students look beyond popular or mainstream databases as a resource. The poster will present different approaches to teaching subject-specific databases to students in semester-long courses as well as one-time workshops. Instructors will learn how to expose students to the existence of subject-specific databases, their purposes, methods of access, and database evaluation skills through a variety of hands-on activities. Course sessions should encourage students to take these evaluation and usage skills outside of class and into their future academic endeavors. This poster will also display the planning process involved in creating and tailoring class sessions based on teaching methods, course demographics, class size and subject area.

- **Improving Health Care Information for Visually Impaired People**
  
  **Presenter:** Emily Smart, Library Associate, University of Missouri

  Having the most accurate and up-to-date information possible is essential to maintaining and advocating for one’s health. However, people who are blind or visually impaired can face special challenges in obtaining the best health care information. This is a matter of grave concern, especially since blindness is often associated with other conditions that require frequent medical care. Therefore, it is of vital importance that health information should be presented in accessible formats, such as large print, Braille or audio formats. This poster
will discuss some of the ways in which visually impaired people access health care information, as well as areas of unmet needs and suggestions for improving access to information, based on literature review and conversations with visually impaired people in Missouri.

■ The Evolution of Map Librarianship as Seen Through My Cartoons

Presenter: Jim Coombs, Maps Librarian, Duane G. Meyer Library, Missouri State University

Jim Coombs has been drawing the cartoon “Great Moments in Map Librarianship” for ALA Map and Geography Round Table’s newsletter base line for 30 years. This poster will contain selected cartoons from the series that will illustrate how map librarianship has changed during that time.

■ Self Service Reader’s Advisory

Presenter: Kathy Bigley, Branch Manager, Mid-Continent Public Library

Not everyone is comfortable chatting with librarians about their personal reading tastes. Learn quick, simple methods to assist your patrons in helping themselves find books of interest. Discover ways to transform your collection to allow a better browsing experience. Explore the many different options you can utilize to provide indirect reader’s advisory to your library patrons.

■ Five Displays You May Not Have Thought of Yet

Presenter: Kira Green, Branch Manager, Mid-Continent Public Library

Struggling to find your next display idea? Want to try something a little bit different? Come learn about some new displays that you may not be doing yet, but will definitely want to try out. Also learn about Five Displays You Should Be Doing, which include five of the fastest, easiest, most effective displays you’re hopefully already doing.

■ Banned Books in Missouri — What You Can Do!

Presenter: Lisa Pritchard, MLA’s Intellectual Freedom Committee Chair

Missouri libraries have had their share of book challenges and filtering debates recently. Learn about how you and your library staff can be prepared for these issues, and learn how to better promote intellectual freedom in your community. This poster will focus on ALA’s annual Banned Books Week and inspire you to do more to promote our freedom to read. We will show examples of promotions, displays, Web pages and read-outs from around the state. Help Missouri celebrate 30 years of Banned Books Week and get motivated to promote the right to read freely.

“When you think about where your property tax money goes, we are the only place that you are welcome to come to and stay and do absolutely nothing, no questions asked...you are always welcome! We offer that friendly smile, helpful assistance, and we hope you leave happier than when you came. :)” — Carrie
The Library Has a Facebook Page, Now What?

**Presenter:** Sarah Ekey, Librarian Assistant, Mid-Continent Public Library

In this social media-driven world, Facebook and other websites have become a normal part of library marketing. Many libraries, understanding the importance of an online presence, have created pages and profiles on these websites. Now what? How do you continuously promote what the library has to offer without becoming redundant or boring? If social media is a conversation, how does the library keep that conversation going? It doesn't always have to be about the library. Most libraries exist in a community setting that has its own activities and discussions. Acknowledge and address those issues. Talk about what local people are seeing and doing. Also, the Internet is a big place with lots of inside jokes called memes roaming around. Many of them reference the library in a positive way. Use that. Get the joke and get inside. To start this conversation, a library must begin with what interests the patrons. Once you have their attention, promotion will follow.

Get Involved in ALA Committees: Inspiration for Professional Development

**Presenters:** Deborah Luchenbill, Missouri Evergreen Coordinator at MOBIUS, and Asia Gross, Branch Manager, St. Charles City-County Library

Being involved in ALA and other national committees is fun and rewarding, but knowing how to get connected with the committee you’re interested in, or how much work different committees require, can be daunting. This poster will illustrate different kinds of ALA and divisional committees, how to get involved and what the experience can be like.

Enrich Reference Service by Integrating Technical Services Staff: Make the Most of Their Unique Perspective and Skills

**Presenter:** Tracey Boswell, Librarian, Nelson-Atkins Museum of Art

Integrating technical services staff into reference duties can improve customer service. Technical services staff have different experiences with the resources than the reference staff, who may work primarily by catalog searching. By sharing their specific knowledge of the existence, use and location of resources, some reference transactions can be more efficient and successful. Not only is the reference transaction improved, but by engaging in customer service tasks, technical services staff can increase their knowledge of resources and experience new ways of thinking about access to information. Conversely, reference staff can benefit from the technical services staff’s knowledge of materials and resources.

“Not having been exposed to libraries I was in awe when I first walked into the west Wyandotte library for the first time and a whole new world opened up for me. I could read anything I wanted to, including ‘Roots’ by Alex Haley for the first time because that book was one of many that were banned in South Africa.” — Carol Levers
ThURSDAY, OCTOBER 4

- **It’s Not LibQUAL+: Home Grown Library Assessment**
  **Presenter:** Tracy Stout, Reference & Instruction Librarian, Duane Meyer Library, Missouri State University
  Meyer Library is committed to a plan of assessment, and as part of that plan the library conducted two online surveys, one for students and one for faculty. To make the best use of the data drawn from these surveys, focus groups were then conducted with various users of the library. The overall purpose of the study focused on perceptions of Missouri State University students and faculty regarding four aspects of the library: services, collections, spaces or environment and user dynamics. The results of this study will provide guidance with short and long-term goals with respect to improving these four aspects of library operations. This poster will demonstrate the entire process of developing and refining a constituent survey, along with best practices for follow-up focus groups.

- **READ from the START**
  **Presenter:** Julie Douglas, Family Programs Director, Missouri Humanities Council
  The Missouri Humanities Council’s READ from the START program encourages parents/caregivers to create positive experiences using books and stories with their young children. Participants learn how to make the most of reading to their children, and receive seven excellent children’s books to keep. Learn about how you can use this free, effective program in your library as a tool to reach out to families in your community.

- **Book Challenges in Missouri Public Schools from 2008-2011**
  **Presenter:** Ben Richardson, Doctoral Student in SISLT, University of Missouri
  In February of 2012, a freedom of information request was sent to all 567 school districts in Missouri requesting materials associated with book challenges for the past three years. This presentation will provide a synopsis of key findings as well as discuss certain themes associated with book challenges such as the authority and primary reasons by which books are challenged.

- **Using Building Blocks in Story Time**
  **Presenters:** Julie Schwartz, Building Block Committee Chair, Children’s Librarian, St. Charles City-County Library District, and Amy Held, Building Block Committee Member and Awards Committee Chair, Children’s Librarian, Jefferson County Library
  Committee members will discuss the history and purpose of the Missouri Building Block Picture Book Award. Peruse each of the 10 nominees for 2012 and get ideas for promoting the award in your library and using the nominees in storytime.
Student Attitudes Regarding Academic Work Styles and Social Media

Presenters: Jane Theissen, Reference/Electronic Resources Librarian, and Peggy Ridlen, Reference Librarian/Instruction Liaison, both of Fontbonne University

This poster will present data gathered from student input in Fontbonne University’s information literacy course INT199: Information Navigation & Evaluation — a one-credit hour general education requirement. Data was gathered from discussion board posts by students on two topics in the course: first, student research and academic work styles, and second, privacy in the use of social media, specifically Facebook. This poster will reflect shifts in students’ attitudes toward the course and will include implications for further research based on the data presented.

Table Talks in the Exhibit Hall

Location: GA/IA/NE Trade Show Hall in the adjacent Conference Center

Continue talking with exhibitors and visit with other Missouri Library Association members concerning issues relevant to library service in today’s world. Topics of interest to all types of libraries will be accessible. Topics include:

Current Issues in Collection Development

Lisa Sampley, Collection Development Librarian, Springfield-Greene County Library District, and Terri Clark, Acquisitions Department Manager, Mid-Continent Public Library

Presenter: Come and discuss with others in the field various issues involving the Collection Development world, such as budgeting, weeding challenges or vendor relations. For public libraries.

iPad in Action: Using Technology to Embed Library Services

Presenter: Kristy Steigerwalt, Clinical Medical Librarian, University of Missouri – Kansas City Health Sciences Library

Are you interested in utilizing mobile technology to connect with users? Do you want to know more about using technology in unique ways to enhance patron interactions? How are you using technology “on the go” in your classes or programs? If you are interested in these questions and more, drop by and share your experiences with technology. Find out how librarians are using mobile media to improve visibility and discuss the ways in which others have capitalized on mobile technology. In this talk we will explore the feasibility of using technological enhancements in the library and their role in maintaining relevancy for libraries in the future. Explore all of these topics and more with an embedded librarian who is currently using an iPad for mobile reference. Come away with a better understanding of what these technologies are, ways to use them in your own library setting, and how they are currently being used by others to promote library service.
Project Compass — Helping People Find Jobs

Presenters: Krissy Sinor, Mobile Lab Coordinator, The Edge Community Technology Center, Springfield-Greene County Library District; Ann Roberts, Continuing Education Consultant, Missouri State Library; Lee Williams, Training Specialist, St. Louis Public Library; Robin Westphal, Director, Livingston County Library; Rebecca Wilcox, Director, Doniphan-Ripley County Library

Project Compass is a WebJunction project designed to help address the needs of library patrons across the country in the present economic downturn and “jobless” recovery. The Project Compass team has partnered with the IMLS, Department of Labor, the National Association of Workforce Boards, and the State Library of North Carolina to assess and address patron needs to allow libraries to play a key role in workforce recovery. Come explore and discuss this workplace recovery mission with a knowledgeable panel of guests.

Missouri Evergreen News

Presenters: Donna Bacon, MOBIUS Executive Director and Deborah Luchenbill, Evergreen Coordinator

Have questions about joining the Missouri Evergreen Consortium? Or just want to know more about this project? Come talk to us and we will update you on its current status and what the future will bring.

Using Building Blocks in Storytime

Presenters: Julie Schwartz, Children’s Librarian, St. Charles City-County Library District, and Amy Held, Children’s Librarian, Jefferson County Library

Committee members will discuss the history and purpose of the Missouri Building Block Picture Book Award. Peruse each of the 10 nominees for 2012 and get ideas for promoting the award in your library and using the nominees in storytime.

8:30 – 10 a.m.  In the MOREnet Room (Texas Room) OPEN LAB

Use our bank of laptops to check email, etc.

10:15 – 11:45 a.m.  Librarians in the ‘Hood

Location: Arkansas Room

Speakers: Scarlett Fisher-Herreman, Collection Development & Technical Services Supervisor and Kathy Jennings, Reference Librarian, both from the Topeka & Shawnee County Public Library

Librarians from the Topeka & Shawnee County Public Library, Kan., will discuss how they are designing nonfiction collections for a customer-centered experience through reorganization, visual merchandising and creative programming. They will discuss their library’s decision to continue using Dewey rather than BISAC to create
thematic “neighborhood” collections, and will share ideas for engaging library staff in creating and promoting adult nonfiction materials and programs.

Proudly sponsored by: Access Services Community of Interest and Public Libraries Community of Interest.

10:15 – 11:45 a.m.  
**Library on the Move: Developing a Mobile App**  
**Location:** Kansas A Room  
**Speaker:** Christina Pryor, Reference Manager, St. Louis County Library  
Christina Pryor will discuss the SLCL Mobile app, the differences between a mobile-compliant website, a mobile website, a Web app and a native app. You will learn how to evaluate all of the different options based on your library’s technology resources, necessary software integration, budget and patron needs to determine which options work for your library. A demonstration of SLCL Mobile will be included as well as an overview of statistics and feedback about the app. Chris will cover her approach to technology project management, the app development process, determining app content, tips, lessons learned and challenges. See how SLCL got the word out to patrons about the app through social media and communication efforts.

Proudly sponsored by: Computer & Information Technology Community of Interest and Reference & Government Information Community of Interest

10:15 – 11:45 a.m.  
**Vital Volunteer Programs: How to Start One or Improve the One You Have!**  
**Location:** Kansas B Room  
**Speakers:** Martha Love, Special Projects and Volunteer Coordinator, Springfield-Greene County Library District, and Teri Milbourn, Branch Manager, Northern Resource Center, Cass County Public Library  
Did you know that volunteers can contribute valuable skills to assist almost every department in your library? Would you like to start a library volunteer program or improve the one you have? A panel of library volunteer coordinators will discuss different aspects of running a successful program, including recruitment, screening, training, supervising and recognizing volunteers. Attendees will take away samples of applications, a list of ideas for recognition and lots of useful tips for running a dynamic program.

Proudly sponsored by: Professionalism, Education, Employment & Recruitment (PEER) Community of Interest

“I’ve always loved reading, and I especially love reading books & articles on many subjects. And libraries have it all! Whatever mood strikes you, you can find a book or magazine that is sure to inspire.” — Michael Levine
10:15 – 11:45 a.m. **Libraries 2 Go**  
**Location:** Kansas C Room  
**Speakers:** Melissa Carr, Director, Daniel Boone Regional Library and Steve Potter, Director, Mid-Continent Public Library  
Presenters will talk about the set-up and success of their Library 2 Go stations. Attendees will be given information to consider for their own Libraries 2 Go stations.  
**Proudly sponsored by:** Public Libraries Community of Interest

10:15 – 11:45 a.m. **Web Tools to Make You Look Cool: Ideas and Inspiration**  
**Location:** Oklahoma Room  
**Speaker:** Cynthia Dudenhoffer, Director of Information Resources, Central Methodist University  
In the newest installment of this perennial conference favorite, we will take a look at the new best of the Web. This fun, fast-paced session will share some of the newest, coolest, ever-changing tools to help your library services stay on the cutting edge. Focusing on what is free, accessible and easy to implement, a variety of tools will be provided to cover everything from children's services to reference to administration. Gather some new ideas and inspiration to take back to your library. In the second half of the session, in-depth use of tools will be discussed, as well as time for a Web tool “swap and shop.” Get some practical ideas to take back to your library and share the cool tools that you are using.  
**Proudly sponsored by:** Public Libraries Community of Interest, Computer & Information Technology Community of Interest, Reference & Government Information Community of Interest, and MACRL

10:15 – 11:45 a.m. **Recharge Your Spirit: Balance Work and Life**  
**Location:** Illinois Room  
**Speaker:** Lauren Burnett, Principal of the Center for Inner Quality, Cleveland, Ohio  
Become more flexible and fortified to manage life's curve balls by developing a base of resilient-recovery. Learn and apply tips to balance and support your work and life. Define your own brand of balance. Gain satisfaction and momentum. Prioritize with what's important in mind. Apply a “Task and Relationship Audit.” Learn physical boosters to keep your energy recoverable. Explore how to leverage “energy” for productivity. Create “Islands of Peace.” Take away a list of how we can help ourselves during change.  
**Proudly sponsored by:** 2012 Conference Planning Committee
**THURSDAY, OCTOBER 4**

10:15 – 11:45 a.m. **Assertive Negotiation of Licensing & Pricing Terms**  
**Location:** Colorado A Room  
**Speaker:** Abbie Brown, Library Systems Specialist, Licensing, University of Missouri  
When it comes to the negotiation of license agreements, contract terms and pricing for library electronic resources, there is a balance of power between the librarian and the vendor. Too often, the librarian does not judge the balance correctly and cedes too early in negotiation. A librarian who always accepts prices and terms as they are given is not getting the best possible deal for the library. In this time of budget cuts and uncertainty, a librarian must understand the balance of power and use it well to be an assertive negotiator on behalf of the library. In this presentation, we will discuss successful negotiation strategies for pricing and terms of library e-resources.  
**Proudly sponsored by:** Tech Services Community of Interest

10:15 – 1:45 a.m. **Making Your Library Pinteresting! Using Online Pinboards to Promote Your Services**  
**Location:** Colorado B Room  
**Speaker:** Marty Miller, Reference Librarian, Longview Library, Metropolitan Community College  
Pinterest, one of the newer social media websites, can be a great promotional tool for your library’s collections and services. On a very basic level, it is a virtual bulletin board for organizing website images. Since it is largely image-based rather than text-based and is simple to use, it has great potential for promoting library resources and services to a wide range of library users. The visual aspect can support the needs of users with different learning styles, as well as individual faculty teaching styles. It can also be used as a means to highlight campus and local events, or serve as a teaching enhancement tool. This session will cover the basics of setting up a Pinterest account and provide examples of some of the promotional and curriculum support applications that MCC-Longview Library has found to be particularly effective.  
**Proudly sponsored by:** Public Relations Committee

10:15 – 11:45 a.m. **The United Nations: Ultimately Inspiring**  
**Location:** Taneycomo Board Room  
**Speaker:** Ann Fuhrman, United Nations Librarian, Missouri State University  
The United Nations has been an inspiration for more than 60 years. Human rights are understood as more than just a concept because of the UN, and all of us are affected by the other major fields of UN activities: environment, international law, peacekeeping and humanitarian affairs. As a member of the UN’s “community of knowledge workers,” Ann Fuhrman, Missouri’s only United Nations Documents Specialist, will discuss recent trends and resources regarding dissemination of UN
documents and reports that are of heightened interest, and publicly accessible... if you know where to look. Do you have students who are Model UN delegates, budding diplomats, or foreign policy wonks? Or perhaps you have patrons who raise money for UNICEF, or donate to the World Food Programme through social media because they imagine a world that can and should be better? For those interested in current world events and the history that got us here, come be inspired for life!

**Proudly sponsored by:** Reference & Government Information Community of Interest

**10:15 – 11:45 a.m.**  
**In the MOREnet Room (Texas Room) with MOREnet Technical Trainer Bob Martin: Intro to iBooks Author — Be Your Own Author! (Mac specific)**

Do you have a book, pamphlet, brochure or other document you would like to make available electronically? Easily convert a standard format document into the iBooks format using iBooks Author. Then bring it to life with embedded video, links and other interactive content.

**10:30 a.m. – 12:30 p.m.**  
**SAPP Design Associates Architects Bus Tour of Springfield-Greene County Library Facilities**

Take advantage of free transportation to talk with staff from the Sapp Design Associates. Sapp Design has designed libraries across Missouri. Visit the Library Center or Library Station and discuss the unique and affordable features at both facilities. If interested in this program, stop by the registration desk by 9 a.m. on Thursday. If you signed up in advance via email to Lorraine Sandstrom, meet up to board the tour vehicle outside the lobby doors adjacent to the Colorado room at 10:30 a.m.

**11:45 a.m. – noon**  
**In the MOREnet Room (Texas Room) OPEN LAB**

Use our bank of laptops to check email, etc.

**Noon – 12:45 p.m.**  
**Patron-Driven Acquisitions (PDA): Friend or Foe?**

**Location:** Arkansas Room  
**Speaker:** Katherine Bohnenkamper, Senior Assistant Librarian, Drury University  

Patron-Driven Acquisition is a new trend moving through academic libraries where the patron’s request for a book becomes a book order, not an Interlibrary Loan borrow request. Is it a viable alternative to Interlibrary Loan or the tradition of librarians placing the orders received from department liaison faculty? Has this trend reached Missouri? Come find out the where, what and why.

**Proudly sponsored by:** Access Services Community of Interest
THURSDAY, OCTOBER 4

Noon – 12:45 p.m.  Do We Have to Teach That? Computer Classes in Public Libraries

**Location:** Kansas A Room

**Speakers:** Svetlana Grobman, Librarian, Daniel Boone Regional Library; Ann Dreiling, Customer Services Associate, Central Branch, Kansas City Public Library; Svetlana Grobman, Reference Librarian, Daniel Boone Regional Library; Matthew M. Lakin, Coordinator of Training, St. Louis County Library; Krissy Sinor, Mobile Lab Coordinator, The Edge Community Technology Center, Springfield-Greene County Library District

Did you ever propose new ideas for your library’s computer classes, only to hear that “we do not have to teach that” or “that” does not pertain to your library’s services? Or do you teach about anything that can be described as “cutting edge”? All public libraries offer computer classes. Yet we do that in different ways. Some libraries stick to traditional Microsoft products: Work, Excel and others; some provide information about the Internet, Google products and social sites like Facebook, Twitter, etc. With so much variety, how do we decide on our computer classes offerings? Also, should we train our staff so we could offer even more computer classes or should we rely solely on what they already know? If any of these questions ever occur to you, join us for a panel discussion of computer classes in public libraries in the age of information and digital devices explosion.

**Proudly sponsored by:** Computer & Information Technology Community of Interest

Noon – 12:45 p.m.  Implementing Large-scale Youth Programming: “The Hunger Games”

**Location:** Kansas B Room

**Speaker:** Chelsea Estes, Youth Services Associate, Springfield-Greene County Library District

This presentation will discuss how large-scale programs can be implemented across library districts, especially in remote branches, in a cohesive manner. By identifying trends and combining resources, teen staff is able to plan high-caliber and high-quality programming. We will also discuss the key role that communication and organization play in a successful group venture. This presentation will detail the practices used by the Springfield-Greene County Library District Teen Committee to implement Hunger Games-themed programs in March 2012. These programs represented an effort on behalf of the Teen Committee, Youth Services, IT staff and Community Relations staff. The programs varied from high-involvement “Survival Training Skills” events to after-school passive programming. Attendees will see first-hand examples of the cooperative effort needed to bring this type of programming to teen library users, and the increasingly important role library programming plays in many teens’ lives.

**Proudly sponsored by:** Youth Services Community of Interest
THURSDAY, OCTOBER 4

Noon – 12:45 p.m. **Create and Explore: Developmentally Appropriate Art Activities for Storytime**  
**Location:** Kansas C Room  
**Speaker:** Stephanie Smallwood, Early Literacy Outreach Associate, Springfield-Greene County Library District  
Make your storytimes spectacular by planning programs for young children with art activities that inspire creativity and nurture their curiosity. This session will introduce children’s staff to the world of open-ended art and show them how to plan activities that are fun, creative, and developmentally appropriate for children under the age of 6. Participants will learn about developmentally appropriate art activities for young children, get several examples of activities to try, and receive a list of resources to help them plan their programs.  
**Proudly sponsored by:** Youth Services Community of Interest

Noon – 12:45 p.m. **A Day in the Life**  
**Location:** Oklahoma Room  
**Speakers:** Anna Strackeljahn, Branch Manager, St. Louis County Library; Gerald Brooks, Director of Marketing and Public Relations, St. Louis Public Library; Tracy Byerly, Chief Communications and Member Development Officer, Amigo Library Services; Amy Pennington, Catalog Librarian, Pius XII Memorial Library, St. Louis University; and Chris Pryor, Reference Manager, St. Louis County Library  
Many are surprised to discover how diverse career experiences in the library and information science field can be. Explore the various aspects of librarianship with this panel discussion featuring library professionals from various types of institutions in Missouri. Participants will be able to learn about a wide range of on-the-job experiences and how they relate to daily life in public, academic and special libraries.  
**Proudly sponsored by:** Professionalism, Education, Employment & Recruitment (PEER) Community of Interest and Reference & Government Information Community of Interest

Noon – 12:45 p.m. **Training Without Travel**  
**Location:** Illinois Room  
**Speaker:** Jazy Mihalik, Training Coordinator, Springfield-Greene County Library District  
Would you like to participate in or provide high quality staff training but can’t afford the time or expense of traveling? Come learn how you can get great training conveniently in your own library. This session will cover sources of free and inexpensive Webinars; creating, recording and posting your own in-house Webinars; online courses; learning through tutorials; using training videos & interactive CD-ROMs; utilizing in-house experts; guest speakers and yes, even books!
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Proudly sponsored by: Professionalism, Education, Employment & Recruitment (PEER) Community of Interest, Computer & Information Technology Community of Interest, Access Services Community of Interest, and Reference & Government Information Community of Interest

Noon – 12:45 p.m.  
**Stress Less, Stay Motivated and Avoid Burnout**  
**Location:** Colorado A Room  
**Speaker:** Katie Hopkins, Reference Associate, Springfield-Greene County Library District

Through the presenter’s personal anecdotes and factual information, this session highlights the primary sources of stress for librarians, how those stressors often lead to job dissatisfaction and burnout, symptoms of burnout and how to combat burnout. Learn what can happen when you avoid symptoms of burnout — clinical depression, anxiety — and learn about resources for librarians and support staff to find help. We all suffer from symptoms of burnout to some degree, but that doesn’t make us abnormal or bad at our jobs — it just makes us human.

Proudly sponsored by: Professionalism, Education, Employment & Recruitment (PEER) Community of Interest and Access Services Community of Interest

Noon – 12:45 p.m.  
**Chromebooks for Checkout**  
**Location:** Taneycomo Board Room  
**Speaker:** David Patillo, IT Director

Hear about the implementation of an LSTA Technology Mini-Grant, Chromebook Lending. The presentation will discuss all aspects of the grant including acquisition, documentation, lending procedures and statistical analysis for checking out Google Chromebooks to the public.

Proudly sponsored by: 2012 Conference Planning Committee

Noon – 12:45 p.m.  
**Replacing MARC: Visions of a Future Bibliographic Framework**  
**Location:** Colorado B Room  
**Speaker:** Dawn Hunsicker, Cataloger, Nelson-Atkins Museum of Art

This presentation will give an overview of the new Library of Congress Bibliographic Framework Initiative launched in June 2011. The initiative will look for ways to develop a better framework for the encoding and distribution of bibliographic data, which would involve revising or replacing the current framework, MARC21. This project began after the June 2011 report of the recommendations of the US RDA Test Coordinating Committee, which found that a replacement for MARC was needed in order to fully realize the benefits of RDA. In this presentation, the audience will learn who’s involved, how the work is being carried out and what problems and issues are being discussed about this important, impending change to the way we create and share cataloging metadata.

Proudly sponsored by: Tech Services Community of Interest
THURSDAY, OCTOBER 4

Noon – 12:45 p.m.  📅 In the MOREnet Room (Texas Room) with MOREnet Technical Trainer Andy King: Google Forms in the Library

Come find out how more colleges are using this powerful FREE online tool with patrons and staff to collect, organize, compare and structure all kinds of data. Google forms can help you do everything from surveying groups, helping with inventory and even creating maintenance records. We will create a form, capture and collate responses, create charts and discuss ideas for using this tool.

12:45 – 1:30 p.m.  🍽 Lunch Break with the Exhibitors

**Location:** GA/IA/NE Trade Show Hall in the adjacent Conference Center

Enjoy a complimentary buffet lunch with colleagues and exhibitors.

1:30 – 2:15 p.m.  📚 Librarian as Ally: Resources to Combat LGBTQ Bullying

**Location:** Arkansas Room

**Speaker:** Betty S. Evans, Assistant Professor/Reference Librarian, Missouri State University

In the latest GLSEN School Climate Survey, nearly nine out of 10 students had experienced harassment at school and two-thirds did not feel safe. Many times the library is one of the few safe zones for LGBTQ students. If a student came to you and said he/she was being bullied, would you know about or have the proper resources to help? How about suitable books that say, “It gets better; don’t give up”? If you think you could be a better ally to our LGBTQ students, then this presentation is for you!

**Proudly sponsored by:** Youth Services Community of Interest

1:30 – 2:15 p.m.  📚 A Like, a Tweet and a Blog: Marketing Libraries in the Social Networking Age

**Location:** Kansas A Room

**Speakers:** Jim Staley, Marketing Director, Mariah Hone, Information and Reader Services, and Rick Gath, Assistant Branch Manager, all of the Mid-Continent Public Library System

This is a dynamic presentation on the many different social networking outlets and how to best use them to the library’s advantage. Attendees will take away concrete ways to use social networking to promote library services.

**Proudly sponsored by:** Public Libraries Community of Interest

“Libraries level the playing field for people who do not have access to digital or print resources due to geographic or economic limitations. Imagine not being able to apply for a job because of no computer. Imagine how a computer at the library benefits a child who never has touched one but is in the same kindergarden class with the child who often plays with an iPad. Imagine how many fewer books would be read without libraries.” — Marie Vallee
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1:30 – 2:15 p.m.  
**Dual Credit: Skills that Transfer**  
**Location:** Kansas B Room  
**Speaker:** Ngaire Smith, Reference Librarian, Duane G. Meyer Missouri State University  
Missouri State University administers a dual credit program that allows high school students to dual enroll in classes that earn both high school and university credits. Many teachers with dual credit classes bring their students to the library to learn how to do college-level research. Teaching dual credit and other high school groups gives academic librarians the opportunity to introduce students to important research tools and resources at a critical, transitional phase. This presentation will cover the challenges of teaching dual credit library instruction classes, how to engage students so that they find appropriate resources and master basic library research skills (and do not treat the class period as free time), and how to ensure that students master skills that they can build upon when they arrive at university.  
**Proudly sponsored by:** MACRL

1:30 – 2:15 p.m.  
**I Found It! Using MPLP and Student Workers to Process Archival Backlogs**  
**Location:** Kansas C Room  
**Speaker:** Susan Kromrie, Reference Services Librarian, Southwest Baptist University  
Is your “Archives” a bunch of unlabeled boxes? Is “Archivist” only one part of your duties, and probably not the priority? Are there items that you know are probably in the archives, somewhere? What about that backlog that you just never quite get to? “More Product — Less Processing” is a technique for processing 20th century collections quickly and efficiently, which can help you make some real progress on your collections. See how Southwest Baptist University is using MPLP techniques combined with student worker projects to get collections processed. Learn to evaluate and plan your processing projects, break the projects down in order to share the work, and not lose sight of the big picture — access!  
**Proudly sponsored by:** Genealogy & Local History Community of Interest

1:30 – 2:15 p.m.  
**Fun Killer: Negativity in the Workplace**  
**Location:** Illinois Room  
**Speaker:** Vicky Baker, North Regional Manager, Mid-Continent Public Library System  
Have you ever worked with someone who was the most negative person in the world about their job? Oh, sure, if you go out to lunch and stay off work topics, they’re really fun, but about work — too much of a downer! This session will focus attention on this type of person, identify why they might be that way, and give you techniques to deal with them.  
**Proudly sponsored by:** MACRL and Access Services Community of Interest
Candidate Forum for the Office of Missouri Secretary of State

**Location:** Colorado A Room

Missouri Library Association members are invited to a forum to talk with candidates for office of Missouri Secretary of State. The Secretary of State office is home to the Missouri State Library. Candidates will be available to talk about the future of library service.

**Proudly sponsored by:** The Legislative Committee

Creating Cataloging Efficiencies: Managing Metadata for E-book Collections

**Location:** Taneycomo Board Room

**Speaker:** Eric Forte, Member Services Consultant with OCLC

With the prevalence of e-book packages, patron-driven acquisitions and budget-forced staffing reductions, item-by-item copy cataloging is fast diminishing. Join OCLC member librarians and discover how they are managing their metadata at the collection level. We’ll talk about best practices for batch processes, managing sets of electronic titles and learn about upcoming OCLC services to help manage metadata at the collection level. The session will include discussion time where all can share ideas. Attendees will: learn best practices for e-book collection management from fellow librarians, have time to discuss and share best practices with colleagues during discussion time and learn about upcoming enhancements to their OCLC services to improve handling of e-book collections.

**Proudly sponsored by:** Tech Services Community of Interest

Students’ College Readiness Through Information Skills

**Location:** Colorado B Room

**Speaker:** Bill Edgar, Coordinator of Library Science Education, Missouri State University

This session will be a panel-led dialogue. Panel members will include academic librarians, school librarians, a school library coordinator and a library science faculty member. Panel members will briefly describe their experience in preparing or supporting college freshmen to be information-literate. Patterned after College Readiness Dialogues, http://college-readiness-dialogue.wikidot.com/, held in Kansas City in 2010 and 2011, the session will provide an open, relaxed and informal dialogue between high school and academic librarians on students’ college readiness (information skills). How prepared are our high school seniors for college research? What strengths do they take with them during this transition? In what areas do they need support? What can we do to help them achieve success?” (College Readiness Wiki). The session will extend the community of Missouri librarians and educators working to enhance K-12 and college students’ information literacy.

**Proudly sponsored by:** MACRL

**Proudly underwritten by:** Duane G. Meyer Library at Missouri State University
THURSDAY, OCTOBER 4

1:30 – 2:15 p.m.  In the MOREnet Room (Texas Room) with MOREnet Technical Trainers Bob Martin & Andy King: Mobile Device Comparison

Hear about the ins and outs of three different platforms of mobile devices. Come see, play with an iPad, Galaxy (Android) or Chromebook and see what they can do for you!

2:30 – 3:15 p.m.  Connecting Teens With Books

Location: Arkansas Room

Speaker: Sarah Bean Thompson, Youth Services Manager, Springfield-Greene County Library District

This presentation will give attendees ideas on how staff at Springfield-Greene are working to promote teen authorship and literacy, as well as connecting teens with authors in a library setting in new and inventive ways. Programs such as Skype Book Club, Virtual Book Chat, and teen self-publishing will be discussed.

Proudly sponsored by: Youth Services Community of Interest

2:30 – 3:15 p.m.  Game On! Leveling Up Your Library’s Video Game Collection

Location: Kansas A Room

Speakers: Jodie Borgerding, Instruction & Liaison Librarian, Webster University, and Cynthia Dudenhoffer, Director of Information Resources, Central Methodist University

As video games increase in popularity, academic libraries are taking different approaches on how to integrate video games into their collection. In 2006, the School of Communication at Webster University began offering a class on video game design. In six years, the video game design program has grown into one of the most popular degree emphases in the school. Jodie Borgerding will discuss how Webster University Library has developed a video game collection to support the curriculum and turned a study room into a full-fledged gaming center for students. She will also talk about creating a collection development policy for video games, outreach with students and faculty, and how keep up with this constantly changing field. In 2008, Smiley Library at Central Methodist University partnered with the Student Government Association to build a popular DVD and video game collection. Over the past four years, this collection has grown from Wii systems to a retro gaming collection accessible to the campus community and funded by students and donations. Cynthia Dudenhoffer will discuss issues and challenges with maintaining the collection, instructional use of the materials and how gaming has found a place in this academic library.

Proudly sponsored by: Computer & Information Technology Community of Interest
THURSDAY, OCTOBER 4

2:30 – 3:15 p.m.  Oral History Collections in Missouri’s Libraries and Archives

**Location:** Kansas C Room

**Speakers:** David E. Richards, Head of Special Collections and Archives Department, Missouri State University, and Jeff Corrigan, Oral Historian, The State Historical Society of Missouri

This presentation will provide information on a newly created guide to oral history collections held in various Missouri libraries and archives. The presentation will also provide an overview of oral history collections in the state as well as an assessment of the status of oral history projects/programs around Missouri including their funding, preservation and access issues. The program will show attendees how to access oral history collections across the state and will introduce them to older, well-known projects such as the state’s well-established political and jazz-related collections, the Route 66 project, and projects recently initiated in Springfield and Kansas City on the gay and lesbian experience.

**Proudly sponsored by:** Genealogy & Local History Community of Interest

2:30 – 3:15 p.m.  High Impact/Low Cost: Creating Appealing Public Spaces

**Location:** Illinois Room

**Speakers:** Vicky Baker, North Regional Manager, Mid-Continent Library System, and Eric Button, Community Services Administrator, St. Louis County Library

Short of new construction or a major renovation project, is it possible to transform the look and feel of a library on a limited budget? Even the largest public libraries in Missouri wrestle with this question. Without the luxury of additional capital funding, Mid-Continent Public Library, MCPL, and St. Louis County Library, SLCL, initiated many changes in recent years to improve the look and functionality of their libraries. Hear about changes such as modified service desks, improved signage and way-finding, upgrades in furnishings and more effective merchandising of the collection, and learn how these changes increased library usage and enhanced the customer experience. Vicky Baker and Eric Button will share ideas that could be implemented at your library.

**Proudly sponsored by:** Professionalism, Education, Employment & Recruitment (PEER) Community of Interest and Access Services Community of Interest

2:30 – 3:15 p.m.  Using Social Technology Tools in Public Library Subject Guides: A Case Study

**Location:** Colorado A Room

**Speakers:** Lauren Williams and Seth Smith, Public Services Librarians, Daniel Boone Regional Library

The Public Service Librarians will use the context of their own library’s subject guide revision project to discuss what belongs in a public library’s online guides and illustrate how social media can be used to provide relevant and up-to-date information to patrons on current topics. Presenters will discuss social bookmarking
tools (Delicious, Diigo), RSS feeds, and wikis, using their own library’s guides and those of other public libraries to provide tips for using these technologies.

Proudly sponsored by: Reference & Government Information Community of Interest

2:30 – 3:15 p.m.  OCLC’s Perceptions of Libraries, 2010
Location: Kansas B Room
Speaker: Eric Forte, Member Services Consultant with OCLC
Eric Forte will speak at length about the OCLC Report, “Perceptions of Libraries, 2010.” Attendees will learn more about the general public’s perceptions of libraries and will then be in a prime position to plan appropriate library services well into the future.

Proudly sponsored by: Public Libraries Community of Interest

2:30 – 3:15 p.m.  What’s Up with LCGFT (LC’s Genre/Form Terms for Library and Archival Materials)?
Location: Taneycomo Board Room
Speaker: Amy Pennington, Catalog Librarian, Pius XII Memorial Library, St. Louis University
The addition of Library of Congress Genre/Form Terms for Library and Archival Materials, LCGFT, to your catalog records can be extremely useful for patrons looking for material in a variety of disciplines. Development of these terms is still in process, so we’ll learn which disciplines are already represented in LCGFT and which are still in the works. We’ll also cover current MARC coding and discuss best practices for various types of materials.

Proudly sponsored by: Tech Services Community of Interest

2:30 – 3:15 p.m.  In the MOREnet Room (Texas Room) with MOREnet Technical Trainer Andy King: Google Calendar
Plan, organize and keep everyone on the same page with Google calendars. See how easy it is to organize, share and collaborate with this free resource. Learn how to set up and control your Google calendars, create events, share calendars set up reminders to organize your workload and more in this fast-paced, one-hour demonstration.

3:20 – 3:55 p.m.  Fun with the Exhibitors — Drawings, Prizes and More!
Location: GA/IA/NE Trade Show Hall in the adjacent Conference Center
This will be your opportunity to win great prizes and visit one last time with exhibitors.
THURSDAY, OCTOBER 4

4 – 5 p.m.  Annual Business Meeting — Open to all MLA Members  
Location: Colorado A/B Room

4 – 5 p.m.  In the MOREnet Room (Texas Room) OPEN LAB  
Use our bank of laptops to check email, etc.

5 – 7 p.m.  SISLT Reception — All-Conference Event  
Location: Illinois Room  
You’re invited! Join us for the annual all-conference reception sponsored by School of Information Science & Learning Technologies, University of Missouri. Students, alumni, faculty and area librarians are all welcome!  
Proudly underwritten by the University of Missouri, School of Information Science & Learning Technologies.

7 – 9 p.m.  Missouri Library Association’s Annual Awards Dinner — The Magic of Libraries*  
Location: Oklahoma Room  
We all know library colleagues who have gone above and beyond in their dedication to libraries and/or librarianship. Join us as we reveal the slate of winners for the Missouri Library Association’s 2012 Awards.

Lauren Burnett is a champion of libraries and has an inspirational message to share about the magic of libraries. Ms. Burnett is the principal of the Center for Inner Quality, a Cleveland-based training, coaching and consulting organization.

Ms. Burnett will speak first during dinner, with the awards presentations to follow. Come toast the winners as we celebrate the magic of libraries in Missouri!

Wine service proudly underwritten by Gale/Cengage  
*Those without meal tickets may take their seats at or after 5:45 p.m.

9 – 11 p.m.  Ernie Biggs Piano Bar Duel  
Location: 312 South Ave., Springfield  
Need a ride? Catch the free hotel shuttle downtown.

Piano bars have always carried a fun and classic reputation, and Ernie Biggs Chicago Style Dueling Piano Bar is no different. With more than 27 years of experience, Ernie Biggs Chicago Style Dueling Piano Bar features talented pianists. They LOVE librarians. They have invited us over to their downtown location at 312 South Ave. If you joined us back in 2007, then we don’t have to explain further. If this is your first time, trust us — this is fun! Sing at the top of your lungs or sit quietly in the corner; all are welcome at no charge. Just let the door guy know you are with the librarians and you get in for free. No kidding.
FRIDAY OCTOBER 5

8 – 8:45 a.m. Community of Interest Business Meetings
This is a dedicated time for the Community of Interest members to gather in the prospective groups to conduct business.
- Access Services Community of Interest, Arkansas
- Computer & Information Technology Community of Interest, Kansas A
- Public Libraries Community of Interest, Kansas B
- MACRL, Kansas C
- Genealogy and Local History Community of Interest, Illinois (splitting the room)
- Reference and Government Information Community of Interest, Illinois (splitting the room)
- PEER Community of Interest, Colorado B
- Tech Services Community of Interest, Taneycomo Board Room

Please note: Youth Services Community of Interest met at 8:30 a.m. Thursday due to a scheduling conflict with the Young Adult Author Breakfast.

8 – 9 a.m. In the MOREnet Room (Texas Room) OPEN LAB
Use our bank of laptops to check email, etc.

8 – 9:30 a.m. Young Adult Author Breakfast*
Location: Colorado A Room
Featuring Young Adult Author, Kate Klise
Ms. Klise is the author of more than 20 popular titles for young readers including the “43 Old Cemetery Road” series and “Stand Straight, Ella Kate.” She has won countless literary awards for her books. “Stand Straight, Ella Kate” is a Missouri Show Me Award Final Nominee for 2012-2013. Her first adult/YA novel, “In the Bag,” was released in May 2012. A European vacation...a luggage mix-up...a note from a secret admirer...“In the Bag” is a smart and stylish story that explores the old-fashioned art of romance in a modern world, where falling in love can be as risky as checking a bag on an international flight. Buckle your seat belt—it’s going to be a bumpy vacation!
* Those without meal tickets may take their seats at or after 8:30 a.m.

8:30 – 10:30 a.m. Human Resources Summit
Location: Oklahoma Room
Facilitator: Lori Strawhun, Human Resources Director, Springfield-Greene County Library District.
This HR Summit provides an opportunity to learn from each other. Whether yours is a large library with a dedicated HR department or a small library
where you wear all the hats, come with your questions and share best practices, how-tos, what-ifs and if-thens on all things HR including selection/termination, policies, compensation/benefits and legal matters that you should not ignore.

Proudly sponsored by: The Conference Planning Committee

9 – 9:45 a.m.

Basic Genealogy Reference for Library Staff

Location: Arkansas Room

Speaker: Janice Schultz, Genealogy Librarian, Midwest Genealogy Center, Mid-Continent Public Library

Genealogy is more popular than ever. The NBC television series “Who Do You Think You Are?” has generated a lot of interest and people are coming to the library to find out how to research their own families. This class will arm library staff with the basics of genealogy. Free websites for doing genealogy will be covered.

Proudly sponsored by: Reference & Government Information Community of Interest and Genealogy & Local History Community of Interest

9 – 9:45 a.m.

Humanities Programming as the “Inspiration for Life” in Your Community

Location: Kansas A Room

Speaker: Geoff Giglierano, Executive Director, Missouri Humanities Council

Attend this session and learn how to use Missouri Humanities Council resources to enrich and inspire the life of your community through outstanding library programming. You will leave knowing about a wide range of program options, grant funding available and the assistance staff provides to support programs that will make your library the talk of the town. Staff and board members of the Missouri Humanities Council will also gather information about the programming needs of Missouri public libraries. The Missouri Humanities Council is committed to helping build a thoughtful, informed and engaged society through programs that facilitate the sharing of our stories, and generate public conversation on topics including history, religion, archaeology, anthropology, philosophy, literature, law and languages. We want to become your best partner in providing programs that will help Missourians experience the connection between ideas and participatory democracy. The programs and events we support through grants and other services help unlock energies that enrich our lives and contribute to an appreciation of both our differences and what we hold in common.

Proudly sponsored by: 2012 Conference Planning Committee

“Libraries inspire me because they provide a never-ending atmosphere for learning. I have worked in a public library for over 30 years and I have very few days go by that I don’t learn something new. Not to mention that it is a wonderful place to meet and interact with so many people.” — Pam Howard
FRIDAY, OCTOBER 5

9 – 9:45 a.m.  Training Without Travel (Encore presentation)

Location: Kansas B/C Room
Speaker: Jazy Mihalik, Training Coordinator, Springfield-Greene County Library District

Would you like to participate in or provide high quality staff training but can’t afford the time or expense of traveling? Come learn how you can get great training conveniently in your own library. This session will cover: sources of free and inexpensive Webinars; creating, recording and posting your own in-house Webinars; online courses, learning through tutorials, using training videos & interactive CD-ROMs and utilizing in-house experts, guest speakers, and yes, even books!

Proudly sponsored by: Professionalism, Education, Employment & Recruitment (PEER) Community of Interest, Computer & Information Technology Community of Interest, Access Services Community of Interest and Reference & Government Information Community of Interest

9 – 9:45 a.m.  Everything But the Popcorn: Providing Access to Multiple Movie Formats

Location: Illinois Room
Speakers: Jodie Borgerding, Instruction and Liaison Librarian, Webster University, and Lisa Farrell, Director, Library Services, East Central College

Jodie Borgerding will discuss how Webster University Library is making a concerted effort to purchase DVDs and Blu-rays, collection development policies for feature films and television series versus educational films, and cataloging challenges with DVD/Blu-ray combo packs. Lisa Farrell will talk about East Central College’s “everything in one place” shelving of their educational/documentary DVDs with their main collection of print materials and including security cases and additional subject headings. This is a unique presentation that will offer two different perspectives on how libraries are handling the challenges of keeping pace with an ever-changing film collection. Even though the presenters are from academic libraries, the topics discussed have implications for all library types.

Proudly sponsored by: Tech Services Community of Interest and MACRL

9 – 9:45 a.m.  In the MOREnet Room (Texas Room) with MOREnet Technical Trainer Andy King: What’s New with MOREnet’s Online Resources

Whether you are new to our Online Resources or have been using them for some time, MOREnet’s Online Resources are always making new upgrades and changes such as the move back to Ebsco as our main database. In this session we’ll examine all of our resources and the changes that have been made over the last year. Join us for an overview of these exciting tools and learn how they can be valuable resources for you and your students.
FRIDAY, OCTOBER 5

10:30 – 11 a.m. Hotel checkout time

10:30 a.m. – noon Collection Services Summit

**Location:** Oklahoma Room

**Facilitator:** Lisa Sampley, Collection Services Manager for the Springfield-Greene County Library District.

This audience-led summit is the place to swap information, share experiences and gain insight from other users. This session will focus on any collection topic, such as acquiring materials, weeding, floating collections, budget management, emerging technology, challenges to materials, etc. Come and discuss issues, get ideas or just meet others working with similar tasks in other libraries. Staff members from all types of libraries are welcome to join in on the discussion.

**Proudly sponsored by:** The Conference Planning Committee

10:30 a.m. – noon Web Tools to Make You Look Cool: Ideas and Inspiration (Encore presentation)

**Location:** Arkansas Room

**Speaker:** Cynthia Dudenhoffer, Director of Information Resources, Central Methodist University

In the newest installment of this perennial conference favorite, we will take a look at the new best of the Web. This fun, fast-paced session will share some of the newest, coolest, ever-changing tools to help your library services stay on the cutting edge. Focusing on what is free, accessible and easy to implement, a variety of tools will be provided to cover everything from children's services to reference to administration. Gather some new ideas and inspiration to take back to your library! In the second half of the session we will discuss in-depth use of tools and have a Web tool “swap and shop”? Get some practical ideas to take back to your library and share the cool tools that you are using.

**Proudly sponsored by:** Public Libraries Community of Interest, Computer & Information Technology Community of Interest, Reference & Government Information Community of Interest, and MACRL

10:30 a.m. – noon Listen, Learn and Lead: Characteristics of a Wonderful Supervisor (Encore presentation)

**Location:** Kansas A Room

**Speaker:** Vicky Baker, North Regional Manager, Mid-Continent Public Library

Whether you are new to supervision, or have been doing it for years or aspire to be a supervisor, Listen, Learn and Lead may be the program that will help you get over a hump to become the very best supervisor your organization has ever had. A supervisor must never forget to learn from the staff that are supervised, from the organization itself and from continuing education opportunities. We’ve all heard it
a million times, but listening is probably the most important tool in a supervisor’s toolkit. Leading is for some people innate, but for others a skill that has to be developed. This session will bring you information and techniques that will improve your success in any organization.

**Proudly sponsored by:** Public Libraries Community of Interest, MACRL, Professionalism, Education, Employment & Recruitment (PEER) Community of Interest and Access Services Community of Interest

**10:30 a.m. – noon**

**Going Digital: Bringing Missouri’s History to the Web**

**Location:** Kansas B Room

**Speakers:** John Dougan, Chris Gordon, Gerald Hirsch, Debra Loguda-Summers, Stacie Petersen and Brian Grubbs

Panelists will showcase digital collections on Missouri history from their respective institutions: Dougan, Missouri State Archives; Gordon, Missouri History Museum; Hirsch, State Historical Society of Missouri; Loguda-Summers, Museum of Osteopathic Medicine; Petersen, National WWI Museum; and Grubbs, Springfield-Greene County Library District. Presentations will use a mixture of PowerPoint and live Internet demonstrations to exhibit the types of resources available online. Best practices in digitization and insight into implementing digitization projects will be discussed. Following the individual presentations, the panelists will discuss a new digital imaging project. “Over There: Missouri and the Great War” will tell the stories of Missourians at home and abroad during the war. Program attendees will have an opportunity to ask questions about digitization and learn how their organization can join the statewide initiative to document Missouri’s World War I history.

**Proudly sponsored by:** 2012 Conference Planning Committee and Genealogy & Local History Community of Interest

**10:30 a.m. – noon**

**Sing a Story, Read and Play**

**Location:** Kansas C Room

**Speaker:** Melody Bean, Vocal Music Instructor, Olathe Unified School District

Story times can be more than just reading books. They can also be times of imaginative play, moving to music, singing songs and exploring with scarves, ribbons, puppets and other manipulatives. In this presentation we’ll explore why children need to move, how movement and music stimulate children’s brain development and how to expand story times to include music and creative movement in imaginative ways. Be prepared to think out of the box!

**Proudly sponsored by:** Youth Services Community of Interest
FRIDAY, OCTOBER 5

10:30 a.m. – noon  **Survey Essentials: Assessing What Library Users, Non-Users and Likely Voters Are Thinking (Encore presentation)**  
**Location:** Colorado B Room  
**Speaker:** Dr. Mark Ellickson, President, Opinion Research Specialists, LLC  
Drawing upon his 20-plus years of experience conducting surveys for libraries throughout Missouri, Dr. Mark Ellickson discusses from a practitioner’s perspective how to successfully design, implement and utilize library surveys to measure and assess perceptions among three distinct groups: library users, non-users and, in the case of bond and levy issues, likely voters. Each group has a unique perspective that can significantly impact a library’s long-term viability. Limited budgets and increasing demand for library services make it imperative that libraries periodically conduct scientifically valid surveys of these three groups as part of their strategic planning efforts. Frequently asked questions regarding library surveys will be addressed and illustrated using real-world examples. Participants will learn how to ask the right questions to acquire actionable information; how to determine the most effective data collection methods; whom and how many to sample, how and how often to interpret, communicate, and use survey results; and how much it will cost.  
**Proudly sponsored by:** Public Relations Committee, MACRL, and Reference & Government Information Community of Interest

10:30 a.m. – noon  ![Image](https://example.com/171x358) **In the MOREnet Room (Texas Room) with MOREnet Technical Trainer Bob Martin: Google Sites**  
Quickly and easily create free websites with Google Sites. Embed your Google calendar, embed a Google form, share resources and more. Google Sites is a great resource for libraries and makes for an excellent class to offer to your patrons.

11 a.m. – 1 p.m.  ![Image](https://example.com/171x262) **Thusnelda Schmidt Luncheon***  
**Location:** Illinois Room  
Featuring Music Producer & Educator, “Mr. Michael” Levine  
Mr. Levine is the music producer of New York Times best-seller “Pete the Cat I Love My White Shoes!” He is also the co-creator of the Atlanta-based company “The Learning Groove.” He is a self-proclaimed “music and education geek!” He has more than 15 years of experience in early music education, has taught thousands of children and won many national awards for children's music. He will present on the topic of Interactive Music & Literacy at Storytime. Get ready to dance!  
* Those without meal tickets are invited to take their seats at or after noon.
Noon – 1:15 p.m.  
**Librarians Who Lunch**

All Librarians Who Lunch networking groups across Missouri (and anyone else interested in joining us) are invited to eat lunch together at Big Whiskey’s downtown, 311 Park Central East.

Come relax, chat and meet new friends! Also be sure to check out the ultra-cool Park Central Branch of the Springfield-Greene County Libraries nearby! As usual, everything will be Dutch treat. Hosted by the 417 Librarians.

1:30 – 3:30 p.m.  
**Public Relations Summit**

*Location:* Oklahoma Room

**Facilitator:** Kathleen O’Dell, Community Relations Director, Springfield-Greene County Library District; with Gerald Brooks, Director of Marketing and Public Relations, St. Louis Public Library; and Jim Staley, Director of Marketing, Mid-Continent Public Library

This interactive summit with the audience and panel will highlight ideas for publicizing library programs and services to the media and other target groups — no matter what size your library or district is. The session will focus on how to recognize a library story and how to pitch it to the media; how to build an email blast list; how to market and publicize your electronic resources; how to tell the story of the library’s value; how to use community partnerships to help promote your events; using Facebook and Twitter to build a community of library advocates, and more. Share your own success stories, trade tips and take home a toolbox of practical, low-cost ideas for promoting your library.

*Proudly sponsored by:* The Conference Planning Committee

1:30 – 4 p.m.  
**Performers Showcase — All-Conference Event**

*Location:* Colorado A/B Room

Have you ever attended the Performers Showcase before? Are you in the market for entertaining performances for your upcoming library events? Come see what all the excitement is about as each performer is given eight minutes to perform for the attendees. These performers offer quality programming appropriate for children, families or teens at a reasonable cost. All conference-goers are welcome to attend, and we have strategically placed the event a safe, acoustical distance from other sessions. So...as long as you don’t suffer from coulrophobia, melophobia, lutraphobia or pupaphobia, you may wish to join us in the Colorado Room.

*Proudly sponsored by:* Youth Services Community of Interest

“From my office window I get to see children literally running to the children’s area to find a book, play at the train table, figure out one of the educational computer games, select a movie and, the most important, share their excitement of a new story with us — the librarians.”

— Glenda Hunt
# MISSOURI LIBRARIES: INSPIRATION FOR LIFE

## CONFERENCE AT-A-GLANCE

### Wednesday, October 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Exhibit Hall</th>
<th>Arizona</th>
<th>Colorado A</th>
<th>Colorado B</th>
<th>Illinois</th>
<th>Oklahoma</th>
<th>Kansas A</th>
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<th>Kansas C</th>
<th>Arkansas</th>
<th>Texas</th>
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<tr>
<td>8:30–11:30 a.m.</td>
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<td>Moving Forward with E-Readers pre-conference</td>
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<td>Making Intellectual Freedom Real pre-conference</td>
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<td>Empowerment through MarcEdit pre-conference</td>
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<td>11:30 a.m.–1 p.m.</td>
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<td>MACRL Luncheon (10:45-11:45 a.m.)</td>
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<td>Grants for Libraries pre-conference</td>
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<td>1:15–2 p.m.</td>
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<td>Survey Essentials</td>
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<td>Taking Summer Reading Out of the Library</td>
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<td>Listen, Lead, and Learn (90 minutes)</td>
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<td>Look at Me! Displays</td>
<td>Taking Out the Garbage!</td>
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<td>2:15–3 p.m.</td>
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<td>Welcome to MLA for Newbies</td>
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<td>Springfield-Greene’s Community Cooperatives</td>
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<td>Managing Information</td>
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<td>3:15–4:30 p.m.</td>
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<td>Keynote Address Libraries: Inspiration for Life</td>
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<td>Supporting Mobiles: More than Link, Click</td>
<td>Oral History Recordings</td>
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<td>4:45–5:30 p.m.</td>
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<td>Marketing Efforts in Libraries</td>
<td>Gaming in the Library</td>
<td>Supporting Mobiles: More than Link, Click</td>
<td>Oral History Recordings</td>
<td>Intellectual Freedom in Missouri</td>
<td>Going Native: Reaching Out to Digital Natives</td>
<td>Learning Express Library</td>
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<td>5:30–8 p.m.</td>
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<td>Mix and Mingle with Exhibitors</td>
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<td>Battledecks Social Event</td>
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**Off-site Event:** Technical Services Meetup at Springfield Brewing Company (301 S. Market) 5:30 - 7:30 p.m.
### Thursday, October 4

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<tr>
<th>Time</th>
<th>Exhibit Hall</th>
<th>Arizona</th>
<th>Colorado A</th>
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<th>Kansas C</th>
<th>Arkansas</th>
<th>Texas</th>
<th>Taneycomo Board Rm</th>
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<tr>
<td>8:30–9:30 a.m.</td>
<td>Good Morning, Exhibitors! Breakfast</td>
<td>Youth Services Meeting</td>
<td>No-conflict Time</td>
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<td>OPEN LAB (8:30–10 a.m.)</td>
<td>No-conflict Time</td>
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<tr>
<td>9:30–10 a.m.</td>
<td>Table Talks</td>
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<tr>
<td>Noon–12:45 p.m.</td>
<td>Exhibits Open</td>
<td>Stress Less, Stay Motivated, Avoid Burnout</td>
<td>Replacing Marc</td>
<td>Training without Travel</td>
<td>Day in the Life</td>
<td>Do We Have to Teach That?</td>
<td>Large Scale Youth Programming</td>
<td>Create &amp; Explore Art in Storytime</td>
<td>Patron-driven Acquisitions</td>
<td>Google Forms in the Library</td>
<td>Chromebooks for Checkout</td>
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<td>12:45–1:30 p.m.</td>
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<td>Lunch Break</td>
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<tr>
<td>1:30–2:15 p.m.</td>
<td>Exhibits Open</td>
<td>Secretary of State Candidate Forum</td>
<td>Student’s College Readiness Through Information Skills (90 minutes)</td>
<td>Fun Killer: Negativity in the Workplace</td>
<td>A Like, a Tweet, and a Blog</td>
<td>Dual Credit: Skills that Transfer</td>
<td>I Found It! Using MPLP</td>
<td>Combat LGBTQ Bullying</td>
<td>Mobile Device Comparison (1:30–2:45 p.m.)</td>
<td>Creating Cataloging Efficiencies</td>
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<tr>
<td>2:30–3:15 p.m.</td>
<td>Exhibits Open</td>
<td>Using Social Technology Case Study</td>
<td>High Impact, Low Cost Public Spaces</td>
<td>Game On! Leveling Up Video Game Collections</td>
<td>OCLC’s Perceptions of Libraries, 2010</td>
<td>Oral History Collections</td>
<td>Connecting Teens with Books</td>
<td>Google calendar</td>
<td>What’s Up with LCGFT</td>
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<tr>
<td>3:20–3:55 p.m.</td>
<td>Fun with the Exhibitors Prizes &amp; More!</td>
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<tr>
<td>4–5 p.m.</td>
<td>Exhibit Hall Closes at 4 p.m.</td>
<td>Annual Business Meeting</td>
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<td>Open Lab</td>
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<td>5–7 p.m.</td>
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<td>SISLT Reception</td>
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<td>7–9 p.m.</td>
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<td>MLA’s Annual Awards Dinner</td>
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<td>9–11 p.m.</td>
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<td></td>
<td>Ernie Biggs Piano Bar Duel at Ernie Biggs, 312 South Ave. No cover charge, 9–11 p.m.</td>
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</tbody>
</table>

**Off-site Field Trip:** SAPP Design Associates Architects Bus Tour of Springfield-Greene County Libraries Facilities, 10:30 a.m.–2:30 p.m.
<table>
<thead>
<tr>
<th>Time</th>
<th>Exhibit Hall</th>
<th>Arizona</th>
<th>Colorado A</th>
<th>Colorado B</th>
<th>Illinois</th>
<th>Oklahoma</th>
<th>Kansas A</th>
<th>Kansas B</th>
<th>Kansas C</th>
<th>Arkansas</th>
<th>Texas A&amp;B (MOREnet Room)</th>
<th>Taneycomo Board Rm</th>
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<tr>
<td>8–9:45 a.m.</td>
<td>PEER Meeting</td>
<td>GENE and RGI Meetings</td>
<td>Human Resources Summit</td>
<td>Computer Information Tech. Meeting</td>
<td>Public Libraries Meeting</td>
<td>MACRL Meeting</td>
<td>Access Services Meeting</td>
<td>OPEN LAB</td>
<td>Tech Services Meeting</td>
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<tr>
<td>9–9:45 a.m.</td>
<td>Young Adult Author Breakfast</td>
<td>Everything but the Popcorn: Multiple Movie Formats</td>
<td>Humanities Programming</td>
<td>Training without Travel (Encore)</td>
<td>Basic Genealogy Reference</td>
<td>What’s New with MOREnet</td>
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<tr>
<td>10:30 a.m.–noon</td>
<td>Survey Essentials (Encore)</td>
<td>Thusnelda Schmidt Luncheon (11 a.m.)</td>
<td>Collections Summit</td>
<td>Listen, Lead, and Learn (Encore)</td>
<td>Going Digital: Bring MO’s History to the Web</td>
<td>Sing a Story, Read and Play</td>
<td>Web Tools to Make You Look Cool (Encore)</td>
<td>Google Sites</td>
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<tr>
<td>noon–1:15 p.m.</td>
<td>Performers Showcase Event</td>
<td>Public Relations Summit (10:30–1:15 p.m.)</td>
<td>Librarians Who Lunch meets at Big Whiskey’s, 311 Park Central East</td>
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<td>1–4 p.m.</td>
<td>Public Relations Summit (10:30–1:15 p.m.)</td>
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“My favorite part of my job is when I get to see kids experiencing something new, whether it’s being amazed at a summer magic show, cracking up at a book, feeling the freedom of a rock show, or creating artwork. I feel like my job is to give kids the tools to enjoy the world for the rest of their lives. All of my favorite adults are people who really delight in experiencing the world. It’s easy to lose that ability as you get older, so I want to help kids connect to the world through books and music and people and art so they’ll be familiar with lots of different ways to feel really alive.” — Grace Bentley

“Libraries are a place to be in the company of the thoughtful scholar, in the thrall of the gripping storyteller, in the whirlwind of events belonging to times, places or peoples not your own...surrounded by other human beings who desire to be in such a place, too.” — Rachel Brekhus

“Being able to enter any world at any time is pretty spectacular. We’ve heard it before, reading can take you anywhere...and being able to share that with other people? Truly remarkable.” — Rachael Grime

“They delight, provide insight, make things right and shed light on weighty issues of the day.” — John Bradley
TRADE SHOW EXHIBITS

3Branch ........................................... 16
Manufacturers of the “magbox,” “maglstd” and introducing the new “maglbrowz” acrylic display products.

Amigos Library Services ............... 37
Amigos Library Services is one of America’s largest consortia of libraries and cultural heritage institutions. Members access the latest library programs and services, continuing education opportunities and group discounts.

AWE ................................................... 57
AWE is a provider of digital learning solutions to libraries, schools, child care centers, and other educational entities. Our products are designed to be easy for kids to use and even easier for you to manage.

Baker & Taylor ......................... 51
Baker & Taylor, Inc. is an information and entertainment services company offering print and digital books, and entertainment products along with value-added services to libraries, education institutions and retailers.

Between Friends Gift Shops at the Library ............... 75-77
Find exclusive Library merchandise and unusual book-themed gifts, home décor and jewelry, including designs by local Ozarks artists. All purchases are tax-free and all proceeds benefit the Springfield-Greene County Library District.

Bond Architects Inc. .................. 31
We provide architecture, interiors and planning services.

Bound to Stay Bound Books ....................... 53
Prebound, juvenile library books with full processing and automation support available.

Brodart Company .......................... 12
Brodart delivers shelf-ready books, serving libraries exclusively since 1939.

BWI .................................................... 6
BWI offers books, A/V and more to public libraries. For specialized collection development and personal service, choose BWI.

Children’s Plus, Inc. ............... 46
Children’s Plus is a bindery and distributor of K-Young Adult books for schools and libraries. Free processing and shipping. www.childrensplusinc.com

Davidson Titles, Inc. ............... 27
Davidson Titles, Inc. is a distributor of print materials, e-books, audiovisual materials, bilingual materials, reference and professional resources.

EBE Office Solutions .................. 56
EBE is the exclusive reseller of the ScanPro 2000 microform reader/printer/scanners. They are compact, easy to use and ideal for image optimization.

EBSCO ............................................. 40

Emporia State University School of Library and Information Management ....... 58
The Emporia State University School of Library and Information Management (SLIM) Master of Library Science program brings the campus to where its students live, offering programs in the Kansas City Metro Area.

Express Press ...................... 8
Express Press has been around since 1981 and is ready to meet all your screen printing and embroidery needs. We not only do custom T-shirts, but almost everything else. The Conference Volunteer T-shirts were provided by Express Press.

Findaway World ...................... 15
Findaway World is the creator of digital content delivered your way. Playaway and Playaway View give you best-selling audiobooks and highly acclaimed video programs, pre-loaded for grab-and-go convenience. Just press play!

Grooms Office Environments .............. 9
Grooms, a Herman Miller dealership, represents hundreds of furniture and finish lines, and specializes in interior design and project management.

Ingram Content Group ............. 14
Ingram Content Group Inc. is the world’s largest and most trusted distributor of physical and digital content.
Innovative Interfaces

Innovative Interfaces creates cutting-edge products that allow libraries to succeed in a modern technology environment and the freedom to implement solutions that best meet their specific needs. www.iii.com

Librarian411 Missouri Department of Mental Health

Through our website and in person, Librarian411.org provides training and resources for library staff on a wide range of disability-related issues. This outreach to library staff relates to the Missouri Department of Mental Health's mission — the prevention, treatment and promotion of public understanding for Missourians with mental illnesses, developmental disability, and addictions.

Library & Information Science University of Missouri

An interdisciplinary graduate program dedicated to excellence in librarianship. The only fully ALA-accredited MLIS program in Missouri.

Missouri Association of School Librarians

The Missouri Association of School Librarians (MASL) is the premier professional organization for library media specialists who work in Missouri schools.

Missouri Humanities Council

MHC supports and presents programs promoting the humanities and assists museums, libraries, schools and community organizations with similar goals.

Missouri Library Association

Come by the booth in the trade show hall to sign up for drawings, ask questions or chat with friendly members of the association. We are here to help! www.molib.org.

Missouri State Library

The Missouri State Library promotes the development and improvement of library services throughout the state, provides direct library and information service in support of the executive and legislative branches of Missouri state government and strives to ensure all Missourians have equal access to library services.

Missouri Writers’ Guild

The only statewide organization of authors in Missouri, encompassing fiction, nonfiction, children’s, magazine and other types of authors.

MOBIUS

MOBIUS member organizations collaborate to provide quality information resources and services to the people of Missouri.

MOREnet

MOREnet is a technology partner that provides Internet access, training, technical support and many other technology-related services to member organizations.

OverDrive

Create your Virtual Branch! OverDrive® enables you to offer best-selling audiobooks, e-books, music and video—online 24/7—from your library’s website. www.overdrive.com

PaperWise, Inc.

PaperWise is a global document and process management software company that helps enable organizations to innovate and streamline their business operation by simplifying workflow procedures and connecting line of business (LOB) systems.

Paragon Architecture

Paragon Architecture’s proactive project management style combined with years of collaborative experience will provide the appropriate solution, backed by thorough documentation and on-time delivery.

Polaris Library Systems

Today’s libraries are looking for better ways to serve their patrons and streamline staff work flow. And that’s precisely what we do at Polaris Library Systems. As a forward-thinking library automation company, our goal is to keep you at the leading edge of technology.

Possum Grape RHK

Possum Grape is a distributor of small press, current titles, fiction and nonfiction adult and children books.

ProQuest/Bowker

ProQuest connects people with vetted, reliable information. Key to serious research, the company has forged a 70-year reputation as a gateway to the world’s knowledge. Bowker is a member of the ProQuest® family of companies.
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<td>Random House, Inc.</td>
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<td>Recorded Books</td>
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<td>RTI-DVD/CD Repair Machines</td>
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<td>Salem Press Div./EBSCO</td>
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<td>Sapp Design Associates Architects, P.C.</td>
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<td>School of Library &amp; Information Management, Emporia State University</td>
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<td>Sebco Books/eSebco.com</td>
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<td>SFS Architecture</td>
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<td>SirsiDynix</td>
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<td>Southwest Solutions Group</td>
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<td>Springer Science+Business Media</td>
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<td>ST Imaging, Inc.</td>
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<td>Tales From Missouri</td>
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<td>The Book Farm, Inc.</td>
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<td>The Clark Enersen Partners</td>
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<td>Today's Business Solutions</td>
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<td>UNIQUE BOOKS, Inc.</td>
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<td>WT Cox Information Services</td>
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Quality Books Inc. specializes in distributing small press print and non-print materials to libraries. We offer approval, annotation, standing order plans and shelf-ready library processing.

Random House, Inc. is the world’s largest English-language general trade book publisher. Bringing you the best in fiction, nonfiction, children’s and audiobooks.

Unabridged audiobooks, digital databases, language-learning programs, films and other audio products for libraries. Thousands of audiobook titles available.

RTI ECO Professional Industrial Products are precision computer controlled machines that automatically perform maintenance through deep scratch repairs on CDs, DVDs, Blu-ray and Books-on-Disc.

E-books, digital and print databases in the areas of literature, history, science and health.

Architectural Firm creating 21st century destination libraries to respond to a society’s craving to research and learn in unique environments. Our team’s award-winning experience will lead the community step by step in designing these Great Places!

Emporia State University’s School of Library & Information Management offers an ALA-accredited MLS degree in the Kansas City Metro area.

Sebco Books is a distributor of books and e-books offering pre-K through adult titles from more than 300 trusted publishers. Visit SebcoBooks.com for more information.

SFS Architecture provides planning, architecture and interior design services to libraries, institutes of education and communities throughout Missouri, Kansas and the Midwest.

Provides library automation systems, electronic networking services and other related services for libraries.

Southwest Solutions Group is a full-service storage and filing solutions company, providing equipment, design, installation and ongoing service to all types of museums and archival storage facilities.

Springer Science+Business Media is a leading global scientific publisher, providing researchers in academia, scientific institutions and corporate R&D departments with quality content via innovative information products and services. www.springer.com

ST Imaging ViewScan Digital Library Reader/Printer and Book Scanners allows libraries and their patrons the ability to quickly scan, print, save, e-mail and OCR both microfilm and book material.

Ross Malone is the author of several books about Missouri.

Wholesale children’s library books. Puppets, puzzles and educational toys.

Full service architecture and engineering firm that specializes in library design.

Founded in 1991, TBS is a hardware and software solution provider specializing in the Public Library and Higher Education sectors.

UNIQUE BOOKS is the premier distributor of hard-to-find non-fiction books and media. Specializing in popular reading, high-circulating nonfiction categories.

WT Cox is committed to providing personalized information and subscription services to libraries nationwide. Allow us to evaluate your collection and provide the most cost-effective solution to your library.
Missouri Library Association 2012 Annual Conference

Ronald G. Bohley Silent Auction
Begins Wednesday, October 3, 5:30 p.m.
Ends Thursday, October 4, 3 p.m.
Exhibit Hall east side

Come and bid on delightful gifts and prizes generously donated by your fellow library professionals and corporate partners. All proceeds to benefit the Ronald G. Bohley Scholarship. Revisit the Exhibit Hall throughout Wednesday evening and Thursday to bid as often as you like. Please remember all bids must be entered by Thursday at 3 p.m.

Return to the Exhibit Hall at auction’s end to pay for and pick up your winning purchases with cash or check.

Have an item to donate? Drop it off at the Hospitality Desk located in the hotel’s north lobby between 7:30 a.m. and 4 p.m. on Wednesday, October 3.

The Ronald G. Bohley Scholarship is sponsored by the Professionalism, Education, Employment, and Recruitment (PEER) Community of Interest and is awarded annually to an individual enrolled in or recently accepted into an ALA-accredited program in pursuit of a master’s degree in Library/Information Science.

Ronald G. Bohley, 1942–1991, was the director of the University of Missouri-Rolla Library from 1976 until his death in 1991. Ron earned a Bachelor of Arts degree in social studies/English from Purdue and an Master of Library Science from Indiana University. He was very active in the Missouri Library Association, serving as president in 1989-1990, several years as a member of the MLA Legislative Committee as well as other MLA committees. Bohley also served several terms as MLNC President. In addition, he served on the Library Advisory Board for Higher Education, the Southwest Missouri Library Network and the Missouri State Library Automation Advisory Group. He was a Dixieland enthusiast, an author and a champion of libraries. He died in a fatal car crash near Cuba, Mo., and the Bohley scholarship was developed in 1995 to recognize his zest for libraries.

Who are the past recipients and where are they now?

1995 Jack Neely Springfield-Greene County Library District — Library Station, Reference Librarian
1996 Theresa Robben
1997 Linda Railsback — MCPL, Boardwalk Branch
1998 Nancy Campbell — is now Nancy Studebaker, Niles District Library in Michigan
1999 Linda Creibaum — Arkansas State University, Acquisitions Librarian
2000 Elly Lensch — Mayo Health System in LaCrosse Wisconsin, Health Science Librarian
2001 Laura Vinograd — St. Charles City-County Library District, Youth Librarian
2002 Joy Wright — Laumeier Sculpture Park in St. Louis, Librarian
2003 Hilary Davis — North Caroline State University, Associate Head of Collection Management
2004 Jacque Gage — Director, Joplin Public Library
2005 Jessie Alexander-East — Springfield-Greene County Library District, Brentwood Branch, Youth Services Manager
2006 Heather Bemis
2007 Anna Foote — Johnson County Library, Youth Information Specialist
2008 Karen Moore — MCPL South Independence Branch
2009 not awarded
2010 Rebecca van Kniest — Library Student Journal and Freelance in St. Louis
2011 Nadia Ghasedi — Washington University in St. Louis.
GENERAL INFORMATION AND ACKNOWLEDGEMENTS

- Tweet about conference happenings by using hashtag #MLA2012
- Printed session materials will be made available after conference at both molib.org and mla2012.thelibrary.org
- Session evaluations may be completed electronically by capturing the QR-Code at the back of each breakout room or manually by completing a paper evaluation and leaving it at the back of the breakout room.
- 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. Refer to program listings for specific times.
- Breakout sessions are organized well in advance of conference for maximum attendance and comfort. The sessions with five or more sponsoring groups will be offered again on Friday as Encore presentations because large attendance numbers are anticipated based on demand.
- Interested in getting involved in conference planning for the 2013 MLA Conference in St. Louis? Contact the 2013 co-coordinators: Candice Oliver, candicegoliver@gmail.com, and Christina Pryor cnpryor@gmail.com.

Hospitality Desk Hours (University Plaza Hotel's North Lobby)
Wednesday, October 3, 7:30 a.m. – 6 p.m.
Thursday, October 4, 7:30 a.m. – 6 p.m.
Friday, October 5, 7:30 a.m. – 1:30 p.m.

Registration Desk Hours (University Plaza Hotel's North Lobby)
Wednesday, October 3, 7:30 a.m. – 6 p.m.
Thursday, October 4, 7:30 a.m. – 6 p.m.
Friday, October 5, 7:30 a.m. – 1:30 p.m.

What do you love about libraries?
“That I am surrounded by people that dream big and work hard.” — Gay Wilson
“EVERYTHING, starting with the concept itself!!” — Ann Fuhrman
“The fact that library embodies so many of our shared cultural values. Education, creativity, ingenuity, and even freedom itself are all concepts that the library brings down from their abstract realms through practice and service to the community.” — Seth Moses
“Libraries are the heartbeat of the community.” — Gina Marie Walden
“There is always something new to read, or you can re-read old favorites.” — Mary Lapham
“Libraries are...unlimited possibility.” — Jane Theissen
2012 MISSOURI LIBRARY ASSOCIATION GOVERNANCE

Executive Board Members
President
Glenda Hunt
President-Elect
Carol Smith
ALA Councilor
Pam Klipsch
Member-at-Large 2012
Stephanie Tolson
Member-at-Large 2011-2012
Marian Davis
Member-at-Large 2012-2013
Keri Cascio
Member-at-Large 2012-2013/Secretary
April Roy
Member-at-Large 2012-2013/Treasurer
Brandy Sanchez

Committee and Community of Interest Chairs
Archivist 2011-2012
Debbie Luchenbill
Webmistress 2012-2013
Rachel Brekhus
Community of Interest Council Chair
Jane Theissen
2012 Conference Co-Coordinators
Melissa (Mel) Davis
Jim Schmidt
2013 Conference Co-Coordinators
Candice Oliver
Christina Pryor
Awards Committee Chair
Katy Smith
Budget & Finance Committee Chair
Brandy Sanchez
Bylaws & Handbook Committee Chair
Jane Theissen

Intellectual Freedom Committee
Lisa Pritchard
Legislative Committee Chair
Steve Potter
Membership Committee Chair
Laura Pironi
2012 Nominating Committee Chair
Karen Hicklin
Public Relations Committee Chair
Christina Pryor
Publications Committee Chair
Christina Prucha
2014 Conference Site Selection Committee Chair
Brent Husher
Access Services Community of Interest Chair
Karen Fiegenbaum
Computer and Information Technology Community of Interest Chair
Jim Dutton
Genealogy and Local History Community of Interest Chair
Erika Van Vranken
MACRL Community of Interest Chair
Cynthia Dudenhoffer
Professionalism Education Employment Recruitment (PEER) Community of Interest Chair
Anna Strackeljahn
Public Libraries Community of Interest Chair
Betty Martin
Reference and Government Information Community of Interest Chair
Annie Moots
Technical Services Community of Interest Chair
Dawn Hunsicker
Youth Services Community of Interest Chair
Christy Schink
Thank you! We couldn’t have done it without you.

MLA 2012 CONFERENCE PLANNING DREAM TEAM

Whitney Austin
Katherine Bohnenkamper
Polly Boruff-Jones
Tracy Byerly
Rebecca Clarke
Nancee Dahms-Stinson
Brette Dorris
Gail Gourley
Erin Gray
Margaret Hulse
Glenda Hunt
Brent Husher
Joshua Lambert
Andrea Miller
Kelly Miller
Kathleen O’Dell
Candice Oliver
Geri Olmstead
David Patillo
Tammy Stewart
Jacqueline Týgart
Gay Wilson

Kim Flores
Sarah Francka-Jones
Michael Glenn
Amy Hanaway
Holli Henslee
Cindy Miller
Nathan Neuschwander
Sarah Rosendahl
Lisa Sampley
Lorraine Sandstrom
Ngaire Smith
Betty Thompson

Douglas County Public Library
Drury University
Emporia State University – SLIM
Federal Reserve Bank of Saint Louis
Fontbonne University
Foundation for Restoration of Ste. Genevieve
Hannibal Free Public Library
Howard County Public Library
Jefferson County Library
Lincoln University
Little Dixie Regional Libraries
Logan College of Chiropractic University Programs
Macon Public Library
Mid-Continent Public Library
Missouri Baptist University
Missouri Library Network Corporation
Missouri State Library
Missouri State University – Meyer Library
Missouri Valley College
MOBIUS
Norborne Public Library
Park Hills Public Library
Ranken Technical College
Rolling Hills Consolidated Library
Sapp Design Associates Architects, PC.
Scenic Regional Library
Springfield-Greene County Library District
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To our amigos Tracy Byerly, Linda Enlow and Keith Gaertner at MLNC/Amigos:

We can’t thank you enough for all of your assistance over the past year. For the countless emails sent, the many phone calls taken, the revisions completed, the help offered and the support given, always with a smile and good humor, we are truly grateful.

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UNDERWRITERS

The Missouri State Library (MOSL) is proud to support the Missouri Library Association Conference. For more than 16 years, the Missouri State Library has sponsored Internet access and training for the MLA Conference. Through the REAL program and MOREnet, all meeting rooms feature free Wi-Fi for conference attendees. Hands-on training and email access are available in the MOREnet room. The E-reader pre-conference is supported by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act as administered by the Missouri State Library.

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Donna Bacon
Jared Baker
Vicky Baker
Melody Bean
Sarah Bean Thompson
Kathy Bigley
Katherine Bohnenkamper
Jodie Borgerging
Tracey Boswell
Gerald Brooks
Abbie Brown
Lauren Burnett
Eric Button
Tracey Byerly
Jay Cady
Leslie Cady
Chris Camp
Melissa Carr
Carrie Carter
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Heather Cottle-Dillon
John Dougan
Julie Douglas
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Mark Ellickson
Sarah Ekey
Chelsea Estes
Betty Evans
Eric Forte
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Ann Fuhrman
Geoff Giglierano
Chris Gordon
Kira Green
Svetlana Grobman
Asia Gross
Brian Grubbs
Angharad Guy
Robert Hallis
Amy Hallis
Kirk Henley
Gerald Hirsch
Katie Hopkins
Priscilla Howe
Robin Hudson
Dawn Hunsicker
Barbara Jones
Andy King
Larry Kinsella
Kate Klise
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Cheryl Lang
Carol Levers
Michael Levine
Debra Loguda-Summers
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Seth Smith
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Kristy Steigerwalt
Kristine Stewart
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Anna Strackeljahn
Lori Strawhun
Carrie Strodtman-Flaspohler
Sandi Sylver
Jan Syrigos
Jane Theissen
Brian Wendling
Robin Westphal
Rebecca Wilcox
Lauren Williams
Lee Williams
Trint Williams
**Amycakes** is a bakery featuring cinnamon rolls, cupcakes, cookies and custom cakes and pies. Kim says: “Folks heading downtown should be sure to stop in at AmyCakes for a sweet treat!” *Located at 308 W. McDaniel Ave.*

**Aviary Café and Creperie** is Springfield’s only creperie and a perfect gathering spot for fun and inspired food. Heather recommends the Berries and Cream Crepes for a sweet start to your day. *Located at 400 E. Walnut St.*

**Big Whiskey’s American Bar & Grill** has quick lunches and one of the best steak dinners downtown. Rebecca advises that you just can’t go there without trying the delicious Buffalo Chicken Dip appetizer. There is certainly enough for sharing, but you might choose not to. *Located at 311 Park Central East.*

**Bistro Market** offers creative and positive grocery shopping in downtown. Melissa says: “Pick up breakfast, lunch or dinner and don’t forget the gelato! Oh, and did I mention this is the closest Starbucks?” *Located at 401 South Ave.*

**BluSesame** is Downtown’s refreshing Asian takeout. Roni says: “The sushi is top notch!” *Located at 431 S. Jefferson Ave., Suite 172.*

**Boca Mocha** serves Haitian coffee in the Ozarks and offers lunch and dinner options. Regina says: “The atmosphere is nice, coffee and food are good, especially pastries and desserts.” *Located at 320 Park Central West.*

**Brown Egg Café & Coffeehouse** serves breakfast all day. Kim points out: “It’s very librarian-friendly with the decor...bookshelves and lots of large tables as well as some comfy seating...great for conversation time.” *Located at 607 E. Madison St.*

**Chicago Cheese Steak Company** offers Springfield’s best cheesesteaks. Dave tells us, “You get your money’s worth here.” *Located at 319 E. Walnut St.*

**Coffee Ethic** offers a selection of four Single-Origin coffees from PT’s Coffee Roasters. Each is prepared by the cup, made to order, on their Clover Brewer. Greg touts the mocha as the best in the universe. In fact, he put it in an Ozarks magazine article once for just that reason. *Located at 124 Park Central Square.*

**The Cup** is a cupcake bakery serving at least 10 flavors of home-style gourmet cupcakes each day. John recommends the Tuxedo. Enough said. *Located at 325 E. Walnut St.*

**Farmers Gastropub** offers fresh local foods cooked with passion. Mel says: “Order the Cottage Pie. Yummm!” *Located at 431 S. Jefferson Ave.*

**Fedora Social House** is Downtown’s hottest spot for fondue and drinks. Becca’s favorite is the Ale & Aged Cheddar Cheese Fondue. *Located at 300 Park Central East.*

**Flame Steakhouse and Wine Bar** is an upscale steak house offering an award-winning wine bar. Tracy comments: “Flame is very nice! I remember good martinis and steak.” *Located at 314 W. Walnut St.*
Gailey’s Breakfast Café is located in The Seville on Walnut Street. Rebecca offers the following advice: “You must try the sweet potato hash browns.” Located at 220 E. Walnut St.

Grad School is an all-American lunch and dinner spot. Kat recommends their burgers. In fact, she calls them “super delicious” with extra cheese. Located at 434 S. Jefferson Ave.

Harbell’s Grill and Sports Bar is Downtown’s best sports bar and grill. Jim says: “For many years Harbell’s was the place to buy your high school team sports paraphernalia, so it was brilliant to turn it into a sports bar! Give it a try.” Located at 315 Park Central West.

Kai offers delicious Japanese cuisine and fresh tapas. Kelly recommends the Bodhi Tree which consists of a seaweed salad, avocado roll and cucumber roll; simple, but fresh and clean. Located at 306 S. Campbell Ave.

Maria’s Mexican Restaurant is a locally owned and operated Mexican restaurant serving Springfield for more than 12 years. Sam says: “You must try the Fried Seafood Taco and an order of guacamole!” Located at 406 South Ave.

Mille’s Café is Downtown’s only urban casual café. Krissy suggests you bring a big appetite or plan to share the fabulous Caliente Chicken Nachos. Located at 313 S. Jefferson Ave.

Mudhouse offers sandwiches, soups and salads in combination plus fresh fruit smoothies, coffee drinks and desserts. Meggan says: “You should try the Frozen Mudturtle or muffins or anything...” Located at 323 South Ave., #B.

Nonna’s Italian American Café serves up a menu of traditional Italian-American favorites including seafood lasagna, cioppino, spaghetti and fettuccine alfredo. Whitney loves the lasagna! Located at 306 South Ave.

Ophelia’s is a favorite spot for one of the largest selections of wines by the glass, classic cocktails and exceptional food. David recommends any of the tapas selections and describes them as excellent! Located at 216 E. Walnut St.

Panera Bread offers freshly made sandwiches, soups and salads paired with artisan breads. Melissa likes the Strawberry Poppyseed & Chicken Salad for a light, tasty meal. Located at 500 S. National Ave.

Pickleman’s Gourmet Café is an upscale, fast casual sandwich shop. Dave says: “This was formerly the location of the MSU Art Gallery. Pickleman’s serves great BLTC and Turkey Bacon Club sandwiches.” Located at 333 E. Walnut St.

The Rebecca Grille & Olive Juice Lounge offers American contemporary fine dining. David highly recommends the scallops by saying: “The Bacon-Wrapped Scallops are wonderful and the Scallop a la Gnocchi is incredible.” Located at 209 E. Walnut St.

Springfield Brewing Company is a cornerstone of Downtown Springfield dining and nightlife. Meggan recommends the warm artichoke and spinach dip followed by the Buffalo Chicken Sandwich. Located at 305 S. Market Ave.
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Many of the
performers in this guide
will be presenting
sample performances at the

Performers’
Showcase Event
Friday, October 5
1:30 p.m. – 4 p.m.
Colorado A/B Room

All are welcome to attend
the Showcase Event!

*Listings in this guide are paid advertisements and do not constitute endorsement by the Missouri Library Association
Performers’ Showcase

Chris Camp, The Whip Guy
www.elsenpeterproductions.com

Program description: Chris’ upbeat, high-energy show is filled with stunts, history, physics, lots of great whip cracking and jokes that are just so-so. In the tradition of Vaudeville, Circus and Wild West entertainment, Chris’ show is filled with thrilling entertainment that keeps the audience captivated, involved and wondering what will happen next.

Chris’ intricate double-handed musical rhythm routines and daring tricks provide family-friendly entertainment that will be remembered long after the show is over.

Chris travels the United States and overseas, performing single shows as well as multiple day and weekly shows that can be theme-based and tailored to your needs!

As the bullwhip moves at speeds in excess of 900 miles per hour, you will see Chris cut targets out of his own mouth and off the top of his head.

Targeted age group: All ages
Average length of program: 45 minutes
Cost: $450 – Prices flexible, depending on date, time, number of programs and number of libraries. Travel expenses may apply.

Marilyn & Larry Kinsella — Stories and Stones
www.elsenpeterproductions.com

Program description: As an avocational archaeologist for more than 30 years, Larry has presented primitive technology and experimental archaeology to all ages through fun and educational programs. Larry presents his unique programs to schools, libraries, museums, colleges, knap-ins and primitive-skill gatherings around the country.

Larry has instructed at Dickson Mounds, Center for American Archaeology and Cahokia Mounds. His work is on display at locations such as the Gilcrease Institute, Tulsa, Okla.; Cahokia Mounds; Giant City; and the Illinois State Museum. Larry’s work has also been featured on the Discovery Channel, BBC and the History Channel.

Larry will demonstrate the use of primitive tools in his program with a stone axe, atlatls, banner stones, flint knives and arrow points. This 45-minute program is suitable for first-graders through adults. An additional 15 minutes will be required if a question-and-answer session is to follow.

Targeted age group: All ages
Average length of program: 45 minutes
Cost: $450 – Prices flexible, depending on date, time, number of programs and number of libraries. Travel expenses may apply.
Performers’ Showcase

Swords & Roses Pirate Program

www.elsenpeterproductions.com

Program description: Swords and Roses is a singing, sword-swinging, all-female stunt show dedicated to entertaining and informing. From two to 12 actresses (in period-authentic costumes) will perform a program that will feature a play, an original song and includes family-friendly comedy, audience participation, singing, choreographed sword play with rapiers and swashbuckling fun. There are two possible endings written for every show and the audience will get to choose how their show will end.

Swords and Roses started as a sister act whose mission was to educate and entertain – values that are carried out to this day – but now is celebrating more than 10 years of swashbuckling fun.

Swords and Roses was founded by real-life sisters Maria and Susan Romine. As a professional actress, Maria holds a Bachelor of Arts in Communications and Theater. Susan holds a Master of Arts in Education and is a reading consultant.

Targeted age group: All ages

Average length of program: 45 minutes

Cost: $450 Prices flexible, depending on date, time, number of programs and number of libraries. Travel expenses may apply.

Jay and Leslie’s Laughing Matters

www.leslieandjay.com

Mailing address: P.O. Box 1312, Mission, KS 66222

Phone: (913) 660-3162

Email: laughing@leslieandjay.com

Program description:

• “Toss, Catch, Dig” – 2013 Summer Library Program: Juggling, mime and wacky stories are just part of the fun when Jay and Leslie dig into their big bag of tricks. Get the scoop on a humorous juggling lesson, an improvised baseball game and other laughable plots. The whole family will dig this treasure trove of laughs!

• “Laughing Matters” – available anytime: Jay and Leslie’s signature program of juggling, mime, magic and other nonsense. They have performed “Laughing Matters” in 34 states and seven foreign countries. With many routines to choose from, Jay and Leslie can craft a show for your audience and event.

“Delightful, engaging, and wonderfully funny!” – The Kansas City Star

Targeted age group: Pre-K and up

Average length of performance: 45 minutes

Cost: $250 plus mileage
Performers’ Showcase

Brian Wendling, Juggling!  
Comedy! Energy!  
www.brianwendling.com

Mailing address: 1200 West 48 St., Kansas City, MO 64112
Phone: (816) 561-4695
Email: brianwendling@kc.rr.com

Program description: Brian Wendling’s 2013 summer reading program, which uses award-winning juggling, humor and audience antics, is “Plant the seed for reading!” This award-winning juggler starts reading his summer book, but somehow his juggling keeps getting in the way! Watch him find a way to dig into his summer reading!

Targeted age group: All ages
Average length of performance: 45 to 50 minutes
Cost: $220 in the KC Metro area; $200 plus mileage (50 cents per mile) outside of KC Metro area. I highly encourage library systems or individual libraries to coordinate so that multiple libraries can schedule on the same day, as well as on consecutive days. Then the mileage fee, which can be steep for out-state libraries, can be shared and greatly reduced!

WildHeart  
www.wildheartmusic.com

Mailing address: 212 Walnut Spring Trail, Meta, MO 65058
Phone: (573) 645-7076
Email: syrigos@juno.com

Program description: New for Summer Reading 2013 – Missouri Dig into Nature with WildHeart! Do you “dig” nature? Come along on a musical journey digging into the deep roots that nature has to offer you. Discover how you can unplug from electronics and connect to wild things right in your own backyard. Learn how to call in a barred owl or sniff out a spider. Wild critters are closer than you think!

WildHeart is the Parent’s Choice® and Emmy Award® -winning family group and conservation educators and entertainers. They have performed at Silver Dollar City, Mo., Botanical Gardens, Missouri State Capitol and schools and libraries throughout the Midwest. Kids and families will “dig” their original music and groovy actions. Also, take a peek at their portable, mini, backyard zoo! It’s WildHeart...

Targeted age group: Pre-K through 5th grade
Average length of performance: 60 minutes
Cost: $200-$300 plus travel expenses
Wings of Love, Inc. Bird Shows

www.wingsofloveinc.org

Mailing address: 4630 Blue Ridge Blvd., Kansas City, MO 64133
Phone: (816) 645-3601
Email: performingbirds@gmail.com

Program description:

- **Most popular program:** Awesome Birds, $295 plus travel – Featuring some Awesome Birds from the well-known Wings of Love, Inc. programs with birds from around the world. Audience participants do a magic trick, discover live birds in a book, demonstrate how birds waterproof themselves and have a hat race with birds. Meet the naughty Tiki Toco Toucan. Parrots Uala and Mr. Bo Jangles play basketball, bowl, skate, spell words and raise the flag. Milonga the lory hip-hops, break-dances and drives a fire truck. Gizmo the amazing talking Amazon parrot, Swoop the eagle-owl and sometimes Talon the spectacled owl are present.

- **Rare Jewels of the Rainforests:** Endangered species and extinction are topics. It begins with two of the most severely endangered parrots who do natural behaviors. The owl, a talking parrot, the naughty toucan and Live Birds Inside a Book equal $220 plus travel expenses. We have lower-priced programs; these are the two most popular. Please see our “Programs” page on our website.

**Targeted age group:** All ages

**Average length of performance:** 30 to 40 minutes

**Cost:** $150 - $300 plus travel expenses

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Sandi Sylver, Ventriloquist

www.sandisylver.com

Mailing address: 227 April Lane, North Aurora, IL 60542
Phone: (630) 896-8242
Email: sandisylver@yahoo.com

Program description: Interactive stories and songs and soft-faced ventriloquist puppets RULE!! Having taught myself ventriloquism from a library book, I present very “pro-reading and character counts” programs, all the while with a great amount of fun, whimsy and attitude! My story bag is chock-full of folk and world tales, Dr. Seuss, Shel Silverstein and so much more (including songs with guitar). Adult shows are entitled “Life, Love and Laughter,” and feature stories, music and puppets, too.

**Targeted age group:** All ages

**Average length of performance:** 45 to 60 minutes

**Cost:** $275 to $800, depending upon number of block bookings
Animal Tales, LLC
www.animalxedzoocation.com
Mailing address: 330 Johnnie Road, Mayfield, KY 42066
Phone: 1 (800) 589-5408
Email: info@animalxedzoocation.com

Program description: With a commitment to educate, entertain and inspire, Animal Tales provides live animal educational programs in a safe and controlled environment with highly trained presenters. We don’t simply lecture but interact with and involve participants through a variety of engaging activities.

Animal Tales will make themselves available for three weeks during the summer of 2013 to visit any Missouri library outside our free travel range (see map) at absolutely no travel cost. Specifically, we will bring an animal program to any Missouri library for only $295 during the following weeks:

- June 3-8: Reptile Scales and Tails – Our all-time favorite program featuring six animals
- July 1-6: Animals Underground – Variety of five animals that complement “Dig Into Reading”
- Aug 5-10: Animals Underground – Variety of five animals that complement “Dig Into Reading”

$25 Referral Discount available to any libraries relatively close to one another that book the same day (each get the discount). See website for individual program descriptions and animal pictures.

Targeted age group: All ages
Average length of performance: 45 to 50 minutes
Cost: $295 Special Conference Rate (Please see travel range map on “Pricing Page” of website.)

Troy Roark, Glow-in-the-Dark Program
www.elsenpeterproductions.com

Program description: Thousands of educators already know: Troy Roark, master entertainer, presents some of the funniest and most insightful educational programs of any entertainer. For more than 25 years, Troy Roark has enriched the lives of children all over the Midwest. Troy’s show, filled with juggling, magic and comedy, sends home a message that will be remembered long after the show is over.

Targeted age group: All ages
Average length of program: 45 minutes
Cost: $450 – Prices flexible, depending on date, time, number of programs and number of libraries. Travel expenses may apply.
Best of Mad Science

www.madscience.org/locations/kansascity/

Mailing address: 11368 Strang Line Road, Lenexa, KS 66215
Phone: (913) 888-8877
Email: kathy@madsciencegkc.com

Program description:
• Mad Science After Dark – Discover what makes a lightning bug light up, glow sticks glow, and the secrets within household chemicals.
• Journey Around the World Through a Scientist’s Eyes – This show will consist of mini stories of various scientists around the different parts of the world.
• It’s Not Magic – This fun special event demonstrates the Science of Magic Tricks.
• Bugs, Habitats and Hives, Oh My! – What makes a bug an insect? Where do they live and how do insects protect themselves from all those creatures out there that want them for lunch?
• Crime Lab – Help the Mad Scientist solve a mystery using clues, forensic science and observation. Come along as we check for clues at the scene and reveal the perpetrator!
• Fire and Ice – Explores exothermic chemical reactions and the wonders of dry ice with Mad Science flash paper, Eggbert, a crazy bubble shower and creepy, foggy effects.
• Fire and Ice 2 – See a Cheeto burn like a blowtorch, indoor fireworks and end with a hydrogen bang!
• Mad Lab Live – An interactive science story where the audience participates using science effects to make the tale come alive!
• Up, Up and Away! – Introduces the principles of air pressure through Vortex Generator, levitating balls, a real hovercraft and movie special effects.

Targeted age group: Pre-K and up
Average length of performance: 45 minutes
Cost: $270 plus mileage

Priscilla Howe, Storyteller

priscillahowe.com

Mailing address: 613 Sandusky Ave., Kansas City, KS 66101
Phone: (785) 331-6181
Email: Priscilla@priscillahowe.com

Program description: Hot-Diggity Dig In! Join storyteller Priscilla Howe and her mouthy hand puppets for a taste of ridiculous stories, songs and puppet hilarity about food, glorious food. (Many other programs available on Priscilla’s website.)

Targeted age group: All ages
Average length of performance: 35 to 45 minutes
Cost: $200 plus mileage and lodging, if necessary
**Performers’ Showcase**

**Christian the Magician**

**www.TheSchoolMagician.com**

**Mailing address:** 915 Olive St. #502, Saint Louis, MO 63101

**Phone:** (321) 947-0840

**Email:** christianmisner@gmail.com

**Program description:** A family-friendly comedy magic show with tons of audience participation, fun music, juggling and floating a kid from the audience! This show has become very popular with the summer library families and is guaranteed to be a crowd pleaser at your library or school!

**Targeted age group:** K-12

**Average length of performance:** 45 to 60 minutes

**Cost:** $249-plus, depending on location and number of shows in the area.

**Parasol Puppets**

**www.parasolpuppets.com**

**Mailing address:** 32529 State Highway F, Jamesport, MO 64648

**Phone:** (660) 684-6825

**Email:** dlpallen@grm.net

**Program description:**
Parasol Puppets offers quality puppet shows and puppetry workshops for family audiences. We usually create a special show for summer library reading programs. In 2012, we decided to dream big and offer two different programs. Librarians chose either our exciting hand puppet show, “George and the Dragon,” or turned their patrons into puppeteers with our new shadow puppetry workshop. For 2013, we’ll dig deep and find something fun for librarians and their patrons.

Peter Allen has been performing as a puppeteer and actor for almost 50 years. Born in England, he began doing puppet shows at the age of 8. Peter has performed puppet shows in England, Scotland, Germany, Canada and the United States. Peter moved to Hawaii when he married puppeteer Debbie Lutzky in 1986.

Debbie Lutzky Allen has a master’s degree in Theatre and Puppetry and has been a working puppeteer since 1979. She has taught in numerous schools, conducting residencies to emphasize language arts through puppetry.

Parasol Puppets is included in the Missouri Arts Council Missouri Touring Roster Directory.

**Targeted age group:** All ages

**Average length of performance:** 45 minutes

**Cost:** $235 plus travel expenses per show
Performers’ Showcase

Dino O’Dell

www.DinoODell.com

Phone: (816) 309-7636
Email: dino@dinoodell.com

Program description: “Dig Deep with Dino O’Dell!”
Dig for delicious worms. Swim in peanut butter. And hike to an underground cave! This interactive show engages with funny characters, lots of action, music, jokes and stories.

Targeted age group: Pre-K through 5th grade
Average length of performance: 45 minutes
Cost: $325

Mike Anderson, Folk Performer

www.dulcimerGuy.com

Mailing address: P.O. Box 35, Jacksonville, IL 62651
Phone: (217) 473-5889
Email: mike@dulcimerGuy.com

Program description:
Mike Anderson is one of the most versatile folk performers and educators in the Midwest. He is also nationally known, appearing at the National Mountain Music Festival, holding a prestigious position on the faculty of the Mountain Dulcimer Workshops at Appalachian State University, Boone, N.C., and West Carolina University, N.C., Dulcimer Workshops, and presenting workshops and concerts across the United States.

The combination of music, storytelling and humor has made Mike Anderson one of the most sought-after performers from the Atlantic coast to Canada to the Gulf. His storytelling recording, a collection of original writing entitled “The Great Sled Race,” won a Parents’ Choice 2000 Silver Honor. Another combination music and storytelling recording, “Anna’s Old Boot,” received 2003 Parents’ Choice Honors, 2004 iParenting Media Honors and also won the Children’s Music Web’s Best Children’s Song 2003 for “I Dropped It.”

While the mountain dulcimer, guitar, banjo, jaw harp and nose flute are a part of his musical storytelling trade, his power to guide teachers to help students is among his greatest strengths. His workshops on “Promoting Higher Level Thinking Through Classroom Activities” and “Storytelling for Literacy for Early Childhood Teachers and Parents” have been nationally recognized.

Targeted age group: Pre-K and up
Average length of performance: 45 to 60 minutes
Cost: $500 per day for up to two shows
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“Libraries make sense.  
Unlike this silly haiku.  
Refrigerator.” — Rebecca Clarke
“I have always loved books. I have been reading since I was four years old. I just finished re-reading a book I remember reading as a child, and found out it was published the year I was born!” — Anonymous
“Customer service and patrons. Patrons, or at least most patrons, are such a joy to work for and with in libraries. I have worked almost 30 years and it is the patrons that keep me going daily.” — Becky