October 2–4, 2013
St. Louis, MO
Sheraton Westport Chalet

KEEP CALM AND ASK A LIBRARIAN

October 2–4, 2013
St. Louis, MO
Sheraton Westport Chalet

#molib2013
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# Conference At-A-Glance

**Wednesday, October 2**

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<tr>
<th>Time</th>
<th>Versailles Foyer</th>
<th>Versailles Ballroom</th>
<th>Bern</th>
<th>St. Moritz</th>
<th>Lugano</th>
<th>Zermatt</th>
<th>Matterhorn</th>
<th>Alpine 1</th>
<th>Alpine 2 (MOREnet)</th>
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<tr>
<td>9:30 a.m.</td>
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<td>9:00 a.m.</td>
<td>Pre-Conference:</td>
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<td></td>
<td>Genealogy</td>
<td>LIS Advanced</td>
<td></td>
<td>Librarian's Role in Creating Healthy Communities</td>
<td>Brain Training</td>
<td>How Improv Can Take Customer Service to the Next Level</td>
<td>Basic Book Repair</td>
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<td>11:30 a.m.</td>
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<td>1:00 p.m.</td>
<td>Customer Service Training</td>
<td>Benefits of Taking an Open Course: An Academic Librarian Experience</td>
<td></td>
<td>Beyond Sweet Valley High: The Teen Romance Genre</td>
<td>Digging Databases: How to Get Teachers and Students to Love Them</td>
<td>Digitizing on a Budget</td>
<td>Outreach to the Blind at a Public Library</td>
<td>Do We Really Need to Filter that Website?</td>
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<tr>
<td>2:00 p.m.</td>
<td>Primary Historical Resources from the Government</td>
<td>K-12 Outreach and Special Collections</td>
<td></td>
<td>Student Workers by Design: Using Your Students' Hidden Talents</td>
<td>Wikipedia: The Blog Behind the Bits</td>
<td>Racing to Read to Go: Creating a Community of Early Literacy</td>
<td>Open Lab</td>
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<tr>
<td>3:00 p.m.</td>
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<td>Keynote with ALA President Barbara Stripling</td>
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<tr>
<td>4:30 p.m.</td>
<td>MLA Meet and Greet</td>
<td>Show, Don't Tell</td>
<td>You are a Librarian, a Transformer, and a Leader</td>
<td>Library Advocacy 101</td>
<td>Teen Literature Update 2013</td>
<td></td>
<td>Experience Matters! Building Libraries' Brand Image through Experience Management</td>
<td>iPd Appy Hour</td>
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<tr>
<td>5:30 p.m.</td>
<td>Exhibitor Opening Reception</td>
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# CONFERENCE AT-A-GLANCE

**Thursday, October 3**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>7:15 a.m.</td>
<td>ZURICH</td>
<td>COI/Committee Meetings</td>
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<tr>
<td>7:45 a.m.</td>
<td>GENEVA</td>
<td>COI/Committee Meetings</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>BASEL</td>
<td>Vendor All-Conference Breakfast</td>
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<tr>
<td>9:15 a.m.</td>
<td>VERSAILLES</td>
<td>Healthy Community Partnerships: Bringing Health and Wellness Information to Urban Youth</td>
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<tr>
<td>10:15 a.m.</td>
<td>VERSAILLES</td>
<td>Table Talks &amp; Poster Sessions</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>FOYER</td>
<td>What Makes It Notable</td>
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<tr>
<td>10:15 a.m.</td>
<td>ST. MORITZ</td>
<td>Creating Exhibits Using Items from Archives and Special Collections</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>LUGANO</td>
<td>Libraries in Ireland and the UK: Unique Challenges, Same Mission</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>ZERMATT</td>
<td>I'm New, Now What? How MCIPL Created a Consistent Orientation Program for New Hires</td>
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<tr>
<td>11:00 a.m.</td>
<td>MATTERHORN</td>
<td>How Apps Use You: Data Collection in Mobile Apps</td>
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<tr>
<td>11:00 a.m.</td>
<td>ALPINE 1</td>
<td>Beyond the Bookmobile: Stories for Life</td>
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<tr>
<td>11:00 a.m.</td>
<td>ALPINE 2</td>
<td>Making the Transition from Trainee to Trainer</td>
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<tr>
<td>11:00 a.m.</td>
<td>ZURICH</td>
<td>Open Lab</td>
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<tr>
<td>9:00 a.m.</td>
<td>VERSAILLES</td>
<td>Vender Demo</td>
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<tr>
<td>10:00 a.m.</td>
<td>INTERLAKEN</td>
<td>How to Channel Your Inner Teeth</td>
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<tr>
<td>11:00 a.m.</td>
<td>VERSAILLES</td>
<td>Exhibit Hall Open</td>
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<tr>
<td>11:45 a.m.</td>
<td>MACRL</td>
<td>LUNCH</td>
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<tr>
<td>1:00 p.m.</td>
<td>ZURICH</td>
<td>Understanding and Applying RDA</td>
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<tr>
<td>1:45 p.m.</td>
<td>VERSAILLES</td>
<td>Library Design on a Dime: Creating a Functional, Attractive Circulation and Reference Area</td>
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<tr>
<td>2:00 p.m.</td>
<td>INTERLAKEN</td>
<td>Keep Calm and Visualize Your Data</td>
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<tr>
<td>2:45 p.m.</td>
<td>VERSAILLES</td>
<td>Assess: The Proof of the Paper</td>
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<tr>
<td>3:00 p.m.</td>
<td>ZURICH</td>
<td>From Backlog and Clutter to Efficient and Spacious</td>
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<tr>
<td>3:45 p.m.</td>
<td>GENEVA</td>
<td>Get Appy: Helpful Apps for Youth Services</td>
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<tr>
<td>4:00 p.m.</td>
<td>BASEL</td>
<td>Innovative Usability Techniques for Library Websites</td>
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<tr>
<td>5:00 p.m.</td>
<td>VERSAILLES</td>
<td>Librarian Trading Cards</td>
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<tr>
<td>6:00 p.m.</td>
<td>INTERLAKEN</td>
<td>Find a Need, Fill a Need: Research Workshops</td>
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<tr>
<td>7:00 p.m.</td>
<td>VERSAILLES</td>
<td>MLA Annual Business Meeting</td>
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<tr>
<td>7:00 p.m.</td>
<td>FOYER</td>
<td>MLA Awards Dinner</td>
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<tr>
<td>9:00 p.m.</td>
<td>ST. MORITZ</td>
<td>Dance Party</td>
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<td>10:00 p.m.</td>
<td>LUGANO</td>
<td>open Lab</td>
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<tr>
<td>11:00 p.m.</td>
<td>ZERMATT</td>
<td>Google Calendar Can Help</td>
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<tr>
<td>11:00 p.m.</td>
<td>MATTERHORN</td>
<td>Google Calendar Can Help</td>
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<tr>
<td>11:00 p.m.</td>
<td>ALPINE 1</td>
<td>Google Calendar Can Help</td>
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<tr>
<td>11:00 p.m.</td>
<td>ALPINE 2</td>
<td>Google Calendar Can Help</td>
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# CONFERENCE AT-A-GLANCE
## Friday, October 4

<table>
<thead>
<tr>
<th>Time</th>
<th>VERSAILLES BALLROOM</th>
<th>BERNESE OBERG</th>
<th>ST. MORITZ</th>
<th>LUGANO</th>
<th>ZERMATT</th>
<th>MATTERHORN</th>
<th>ALPINE 1</th>
<th>ALPINE 2 (MOREnet)</th>
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<tr>
<td>7:00 a.m.</td>
<td>Zumba</td>
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<td>8:00 a.m.</td>
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<td>Read Aloud 1-2-3: A Grade Level Reading Initiative</td>
<td>Teaching Social Information Literacy in Undergraduates</td>
<td>Collaborative Partnerships Go to the White House</td>
<td>YA Author Breakfast</td>
<td>Starting from Scratch: A New Recipe for Integrating Outcomes-Based Information Literacy into College Gen-Eds</td>
<td>Librarians and the Common Core: How Librarians Can Become Integral to Common Core Implementation</td>
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<tr>
<td>9:00 a.m.</td>
<td></td>
<td>Status of Academic Librarians in Missouri</td>
<td>Your Large Body (of Text), Visualized</td>
<td>The Joy of Blogging</td>
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<td>Keep Calm and Try Again: The Evolution of a Library Research Assignment</td>
<td>Open Lab</td>
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<tr>
<td>10:00 a.m.</td>
<td>Performers’ Showcase</td>
<td>Wacky, Weird, and Wondrous: Unique Features in Libraries and Their Use in Marketing</td>
<td>Engaging Your Community in a Literacy Initiative</td>
<td>Copyright: Movies and Social Media</td>
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<td>Active Learning Show and Tell</td>
<td>Google Docs in the Library</td>
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<tr>
<td>11:00 a.m.</td>
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<td>Breathing New Life Into Old Data: How Opening Your Collection Can Spark Imagination and Inspire Creative Re-Use</td>
<td>Using Building Blocks in Story Time</td>
<td>Getting in on the Ground Floor: Integrating Information Literacy in New Campus Curricular Initiatives</td>
<td>Tech Tools to Make You Look Cool: The Neverending Story</td>
<td>Playing Catch-up with Technology</td>
<td>Exploring Learning Express Library</td>
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<td>11:45 a.m.</td>
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General Information and Acknowledgments

- Registration and Hospitality desk hours are 7:30 a.m.–6:00 p.m. on Wednesday and Thursday, and 7:30 a.m.–12:00 p.m. on Friday.
- All members are invited to attend the MLA annual business meeting on Thursday, October 3, at 4:00 p.m. in Matterhorn.
- All conference attendees can enjoy free wireless access throughout the conference area and in hotel sleeping rooms.
- Electronic versions of handouts will be made available on www.molib.org after the conference.
- Tweet about conference happenings by using the official conference hashtag #molib2013!
- The MLA Conference App is powered by Boopsie for Libraries.
- Check out great MLA conference souvenirs at www.cafepress.com/mlaconferencestore
- Conference t-shirts are available! See the registration desk for more info.
- Breakout session evaluations can be found at goo.gl/lBHHLA
- The overall conference evaluation can be found at goo.gl/ENp0kg
- All sessions and programs 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.
- Special thanks to Mid-Continent Public Library for providing the conference bags.
- Thanks to SLU Pius Library and St. Louis County Library for providing A/V in the meeting rooms.
- The annual Bohley Scholarship Auction can be found in the Versailles Foyer during the tradeshow hours. All winning items must be picked up by 4:00 p.m. on Thursday, October 3.
- We’re already thinking about the 2014 Conference in Columbia! If you are interested in volunteering for the planning committee, please contact 2014 co-coordinators Seth Smith (ssmith@dbrl.org) and Lauren Williams (lwilliams@dbrl.org).

Be sure to visit and interact with our conference vendors!

Tradeshow Hours:
- Wednesday, October 2, 5:30–7:00 p.m. (Exhibitor Opening Reception)
- Thursday, October 3, 9:00 a.m.–4:00 p.m. (No-Conflict Time 3:00–4:00 p.m. which will include prize giveaways and a beverage break)
- Vendor demos will be in Basel from 9:00 a.m.–3:00 p.m. on Thursday, October 3
- Enjoy the Vendor All-Conference Breakfast in Zurich/Geneva from 8:00–9:00 a.m. on Thursday, October 3
Keynote and Featured Speakers

**Keynote Speaker:**
**Barbara Stripling, ALA President 2013–2014**

Barbara Stripling is an Assistant Professor of Practice in the School of Information Studies, Syracuse University. In her 35-year library career, Stripling has been Director of Library Services for the New York City schools and a school library media specialist and school district director of libraries in Arkansas, a library grant program director in Tennessee, and director of library programs at a local education fund in New York City. She received her Doctorate in Information Management from Syracuse University in May 2011 and has written or edited numerous books and articles. Stripling is a former president of the American Association of School Librarians and is the 2013–2014 President of the American Library Association.

**MLA Awards Banquet Speaker:**
**Missouri State Librarian Barbara Reading**

A life-long Missouri resident who loves to travel, Barbara has worked in libraries since 1975. She received her BA from the University of Missouri-Columbia, and her MLS from the University of Wisconsin. She moved to Jefferson City to work as a children’s librarian for the Thomas Jefferson Library System and along the way conducted youth programs throughout the four-county library district and led the strategic planning team. In 1993, she became Youth Services Consultant for the Missouri State Library, moved to Library Development Director in 1996, and recently has been appointed State Librarian. Barbara is married, with two grown children, and is happy to have a family that enjoys hiking and reading, even if the reading is often on computer screens.

**YA Author Breakfast Speaker:**
**Antony John**

Antony John is the award-winning author of several young adult novels, including Five Flavors of Dumb and the Elemental trilogy. A native of England, he graduated from Oxford University with a degree in music, and received his Ph.D. in composition from Duke University. Along the way, he worked as an ice cream seller on a freezing English beach, a tour guide in the Netherlands, a chauffeur in Switzerland, and a barista in Seattle. He now lives in St. Louis, Missouri, with his wife and children.

**Thusnelda Schmidt Luncheon Speaker:**
**Linda Gorham**

Linda Gorham calls her performance style “Storytelling with Attitude!” so prepare to expect the unexpected! Her engaging stories often have surprising twists and unconventional humor. She performs internationally as a storyteller, speaker, and workshop presenter.

Linda uses movement, humor, and sometimes zaniness as she tells imaginative multicultural folktales updated “with attitude.” She also tells character education stories, trickster stories, twisted fairy tales, and of course, stories that make your spine tingle and your hair stand on edge. Whether Linda is performing for adults, elementary/middle/high school students, or preschoolers, her energy is contagious and her stories memorable. Linda’s special programs include Greek Mythology stories, stories from the Civil War, and “I Shape Freedom,” stories of African American heroes: Ruby Bridges, Rosa Parks, Dr. Martin Luther King, Jr., Harriet Tubman, Barack Obama, Wilma Rudolph, Madam C.J. Walker, and The Little Rock Nine.
2013 MLA Award Winners

Announcing the 2013 Missouri Library Association Awards Winners!

The Missouri Library Association Awards Committee is pleased to announce the 2013 award winners. Congratulations to all the award winners and many thanks to their thoughtful nominators! All award winners will be recognized at the Awards Banquet on Thursday, October 3 at 7:00 pm.

To learn more about MLA’s awards, visit molib.org/awards.
Remember to nominate a deserving person or library for an award in 2014!

Francis “Bud” Barnes Outstanding Legislator Award

Senator Maria Chappelle-Nadal and Senator Brian Munzlinger

The Francis “Bud” Barnes Outstanding Legislator Award is sponsored by the Legislative Committee and is given annually to a Missouri legislator in recognition of exceptional contributions to the welfare of Missouri’s libraries. The award is named in honor of State Representative Francis (Bud) Barnes (District 96) whose long devotion to Missouri libraries and whose contributions to library-related legislation are gratefully acknowledged.

Missouri Library of the Year

Springfield-Greene County Library District

The Missouri Library of the Year Award is conferred upon any type of Missouri library, library system, or library network for distinguished achievement in service.

Outstanding Library Employee

Stacy Hisle-Chaudri, Assistant Manager
Mid-Continent Public Library, Kansas City

The Outstanding Library Employee Award recognizes a library employee who has made a significant contribution to the improvement and advancement of library and information services.

Outstanding New Librarian:

Elena McVicar, Youth Services Librarian
Kansas City Public Library, Kansas City

The Outstanding New Librarian Award recognizes a librarian who has made a significant contribution to the improvement and advancement of library and information services.

Public Relations Achievement Award

Community Relations Department
Springfield-Greene County Public Library

The Public Relations Achievement Award recognizes a Missouri library for outstanding public relations during the previous year.
2013 MLA Award Winners

**Ronald G. Bohley Award**
Elizabeth MacDonald, Dean of University Library Services
Lindenwood University, St. Charles

The Ronald G. Bohley Award is presented by MLA and Amigos Library Services to an individual or individuals whose actions have led libraries to work better together and who exemplifies the best efforts to reach out beyond his or her own institution to promote cooperative activities among libraries.

**Virginia G. Young Outstanding Service**
Rosie Gerding, Trustee
Daniel Boone Regional Library

The Virginia G. Young Outstanding Service Award recognizes an individual trustee for exemplary service to libraries in Missouri. MLA awarded Virginia G. Young the inaugural Outstanding Service Award in 1994 and named it in her honor.

**Patt Behler Call-to-Conference Award**
Lindsey Taggart, Library Assistant
Forest Institute of Professional Psychology

The Patt Behler Call-to-Conference Award is sponsored by the Youth Services Community of Interest (YSCI) and is offered to introduce working librarians to the activities and programs of MLA and YSCI and to encourage involvement and participation in the activities of these organizations.

**Ronald G. Bohley Scholarship**
Cynthia Stewart Grant, Branch Manager
Mid-Continent Public Library, Dearborn, MO

The Ronald G. Bohley Scholarship is sponsored by the Professionalism, Education, Employment, and Recruitment Community of Interest (PEERCI) 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.

**The American Library Association 2013 Emerging Leaders Program**
Paul Smith, Community Programming Manager
Mid-Continent Public Library, Independence, MO

Beginning in 2012, the MLA has sponsored an American Library Association Emerging Leader from Missouri each year to help cover the costs of participation in this national program.
Program Schedule

8:30–11:00 a.m.
PRE-CONFERENCE: GENEALOGY REFERENCE FOR THE LIBRARIAN
Location: Bern
This pre-conference will provide library staff with the skills necessary to provide service to genealogy patrons. This pre-conference will include an introduction to the basic skills necessary to conduct a genealogy reference interview, assist library staff in becoming familiar with basic genealogy reference tools, and in developing a basic reference collection. Also included will be a review of St. Louis area genealogy resources.
Speaker: Larry Franke, Reference Librarian, St. Louis County Library Special Collections; Cheryl Lang, Manager, Midwest Genealogy Center, Mid-Continent Public Library
Sponsored By: GENECI/MOSL

8:30–11:00 a.m.
PRE-CONFERENCE: LIS ADJUNCT BOOT CAMP
Location: St. Moritz
The LIS program at the University of Missouri is making some educational changes! All LIS adjunct instructors need to attend an orientation session prior to teaching so that we can share those changes and share tips and tricks for distance education. If you have been an adjunct for us in the past or are on the schedule to adjunct for us in the future, please attend! Please note this session is only for MU Faculty.
Speaker: Denice Adkins, Associate Professor, University of Missouri
Sponsored By: SISLT

8:30–11:00 a.m.
PRE-CONFERENCE: LIBRARIAN’S ROLE IN CREATING HEALTHY COMMUNITIES
Location: Lugano
According to the Centers for Disease Control, seven out of ten deaths in the United States are caused by chronic disease. At the same time, 59% of the American adult population uses the Internet to search for health information. The intersection of these statistics has significant implications for the role of library services in the life of communities and their populations. We will discuss finding and using quality health resources for the major chronic diseases. We will then explore ways that librarians can create partnerships to engage community members in bridging the gap between the clinic and the individual with health information needs.
Speaker: Barbara Jones, Missouri Coordinator, National Network of Libraries of Medicine
Sponsored By: 2013 Conference Planning Committee

8:30–11:00 a.m.
PRE-CONFERENCE: BRAIN TRAINING
Location: Zermatt
Our patrons would be shocked to learn that providing top-notch service is a stressful enterprise. Meet that stress with Positive, Active, Clear and Energetic—the keywords of Educational Kinesiology. Edu-K is a multi-faceted program in use in schools and businesses around the world. Through a series of questions and activities, discover your dominant brain profile and the strategies to maximize benefits and minimize stress and frustration. Next, explore simple movements to recover and maintain attention and improve memory. Learn strategic exercises that will help extend concentration and improve listening skills. This deceptively simple system returns benefits for a minimal time investment. Try it for yourself and see.
Speaker: Damaris Schmitt, Professor/Reference Librarian, St. Louis Community College
Sponsored By: 2013 Conference Planning Committee
Program Schedule

8:30–11:00 a.m.
PRE-CONFERENCE: BASIC BOOK REPAIR
Location: Alpine 2 (MOREnet)
Learn the basics of book repair in this three hour workshop meant for anyone curious about the proper repair of books. This workshop will be beneficial to those who perform book repair in their library and for those who would like to train others in their library on proper techniques. In this hands-on course, participants will learn surface cleaning, mending with Filmoplast P and Filmoplast R, tipping in loose pages, hinge tightening, and making a four flap box. Time permitting, we will also cover repair for worn and frayed corners.
Speaker: Rebecca Elder, Adjunct Preservation Field Service Officer, Amigos Library Services
Sponsored By: SLRLN

9:00–11:30 a.m.
PRE-CONFERENCE: HOW IMPROV CAN TAKE CUSTOMER SERVICE TO THE NEXT LEVEL
Location: Alpine 1
This presentation combines the spirit of Chicago-style improv with the nature of relationships with library patrons. You will LOL (learn out loud) participating in Second City Theater games that highlight the spontaneity each workday offers. The 5 elements of successful improvisation—Trust, Communication, Acceptance, Building, Spontaneity—will be combined with our existing customer service model to successfully go where no other library system has gone before!
Speaker: Richard Oberbruner
Sponsored By: PLCI/MOSL

9:30–11:00 a.m.
PRE-CONFERENCE: TOUR OF MERCANTILE LIBRARY
Location: Offsite (Note: Transportation is not provided)
A docent-led tour of the public spaces of the Library with a behind the scenes look at the archives and rare book vault with curator Sean Visintainer. Participants will need to provide their own transportation to the tour site.
Presenter: Sean Visintainer, Curator, Mercantile Library
Sponsored By: RGICI

10:15–11:15 a.m.
PRE-CONFERENCE: TOUR OF CENTRAL LIBRARY
Location: Offsite (Note: transportation is not provided)
The workmen have left the building and the ribbon has been cut so it’s time to see the results of the restoration/renovation at Central Library.
Opened originally in January 1912, this Italian Renaissance building was designed by Cass Gilbert and completed by artisans from all over the world. Central Library closed in June of 2010 and received a complete facelift. New electrical, plumbing, and heating and cooling systems were installed. Gone are the harsh fluorescent lights that were hiding the beauty of the ceilings that were designed to resemble ceilings in some of the most beautiful buildings in Europe.
Tours for those attending the MLA conference will be held on Wednesday, October 2nd at 10:15 a.m. Additional tours will be available on Friday, October 4th, 2013 at 11 a.m. and 2 p.m. Tours will be available for those who reserve a space by sending an email to pparshall@slpl.org. Come see the jewel of the St. Louis Public Library polished and ready to take us through the next 100 years, with updated systems and technology and a restoration that shows the beauty and the grandeur of this architectural masterpiece.
If you are interested in reserving a spot for any of the tours, send an email to Pepi Parshall at pparshall@slpl.org to reserve your spot.
Presenter: SLPL staff and volunteers
Sponsored By: 2013 Conference Planning Committee and St. Louis Public Library
Program Schedule

1:00–1:45 p.m.
CUSTOMER SERVICE TRAINING
Location: Bern
The Kansas City Public Library has developed training for all library employees regarding customer service. After many successful sessions and positive feedback, the Kansas City Public Library would like to share this training with anyone who could benefit. Whether your customer service skills are top notch, or if you just need a refresher, our customer service training covers many aspects of working with the public and with colleagues in a library setting. This training combines a PowerPoint presentation with live action skits, video demonstrations, and real life examples of both good and bad customer service. Everyone is a customer and good customer service skills are a must! Following this presentation, attendees should feel confident in their own customer service skills and feel encouraged to promote excellent customer service at their own locations, no matter their department or position in a library.
Speaker: Megan Garrett, Librarian, Kansas City Public Library; April Roy, Librarian, Kansas City Public Library
Sponsored By: PLCI, ASCI, RGICI, PEER CI

1:00–1:45 p.m.
BENEFITS OF TAKING AN OPEN COURSE: AN ACADEMIC LIBRARIAN’S EXPERIENCE
Location: St. Moritz
Librarians are sometimes required to take a new subject responsibility due to change in staff or loss of a position. One of the solutions is to take advantage of Open Educational Resources or Courses offered by many universities. These courses are free and can be accessed 24/7. Benefits are multidimensional, including learning new subject knowledge, acquiring a new information technology, catching up with the latest developments of a certain trend in our profession, and doing better reference and collection development work. This session will share some of the experiences and useful tips that one academic librarian has had and discuss issues related to the goals of taking a course, how to select a course in a specific university, study time, class interaction, assignment, and self-evaluation.
Speaker: Fu Zhuo, Research and Liaison Librarian III, University of Missouri–Kansas City
Sponsored By: RGICI

1:00–1:45 p.m.
BEYOND SWEET VALLEY HIGH: THE TEEN ROMANCE GENRE
Location: Lugano
The world of teen romance literature has changed dramatically since the days of Sweet Valley High. Cross genre romances have taken the young adult world by storm, with teens demanding literature with realistic relationships and issues whether it is in Missouri or a dystopian society. Using circulation statistics, field surveys, practitioner interviews, best seller lists, and teen pick lists, we will identify what makes this genre so appealing. Suggestions for teen reader’s advisory and exploration of trends in the genre will be documented through a public blog, highlighting the importance of using different platforms to appeal to a technologically advanced generation. Take a look at techniques for providing teen services on this genre without relegating readers to the traditional romance stereotype. An annotated bibliography of all titles discussed will be provided.
Speakers: Paige Knotts, University of Missouri–Columbia; Amanda Graves, University of Missouri–Columbia; Courtney Waters, Youth Services Librarian, Missouri River Regional Library
Sponsored By: YSCI
1:00–1:45 p.m.
DIGGING DATABASES: HOW TO GET TEACHERS AND STUDENTS TO LOVE THEM
Location: Zermatt
How many times have you shown someone a database only to hear, “I had no idea this even existed!”? Amazing information is only useful if people know about it and can access it. Many classes would benefit if they were plugged in to these repositories of current, authoritative data. In the Internet Age, how do you convince digital natives to differentiate between resources? You want your library’s databases to be at the top of their lists when they want to know something. Discover methods for promoting your library’s 24/7 digital resources. You will leave this session knowing how to convince students that resources vary in reliability (a.k.a. not all-things-Google are valid), connect specific projects to the most relevant databases, and demonstrate how to navigate and use your library’s digital resources.
Speaker: Anna Francesca Garcia, Outreach Education Librarian, Kansas City Public Library
Sponsored By: Tech Services CI, RGICI

1:00–1:45 p.m.
DIGITIZING ON A BUDGET
Location: Matterhorn
This workshop will cover the basics of a digitization project and will look at affordable, accessible, and easy to use tools. We will use Missouri S&T’s recently complete yearbook digitization project as an example and look at how techniques used in this project can be employed by other libraries. We will also discuss making our digital expertise available to other libraries through consulting and other services.
Speaker: Roger Weaver, Institutional Repository and Digital Collections Librarian, Missouri University of Science and Technology; Amanda Gulley, Institutional Repository and Digital Collections Librarian, Missouri University of Science and Technology
Sponsored By: GENECI, Tech Services CI

1:00–1:45 p.m.
OUTREACH TO THE BLIND AT A PUBLIC LIBRARY
Location: Alpine 1
The University City Public Library has spent the last several months creating and implementing a plan to reach out to the blind and visually impaired community. Central to the plan is a grant-funded initiative for the summer reading program. This session will focus on the steps taken and relationships created to ensure the success of the plan, as well as the plans for continuation of the outreach project beyond the summer reading program. While the experience of UCPL is focused on the visually impaired, many of the elements of the presentation and discussion could be applied to outreach plans for a wide variety of underserved populations.
Speaker: Kara Krekeler, Science and Technology Librarian, St. Louis Public Library
Sponsored By: PLCI

1:00–1:45 p.m.
DO WE REALLY NEED TO FILTER THAT WEBSITE?
Location: Alpine 2 (MOREnet)
Why do some web pages get filtered and others don’t? Who really makes these decisions? You might be surprised how web filtering decisions are made and how they can differ from library to library. In today’s world, so much information is available on the internet, but you might get more than you bargained for on some websites. In plain English, we will discuss how filtering works and how to cover the basics without getting into trouble. Knowledge about web filtering can help you make informed decisions and guide library users. Connie Stickney manages MOREnet’s filtering services. She has first-hand knowledge of both the people side and technical aspects of web filtering and has spent the last seventeen years helping people use internet-based services.
Speaker: Connie Stickney, Technical Support Services Manager, MOREnet
Sponsored By: MOREnet and the Intellectual Freedom Committee
Program Schedule

2:00–2:45 p.m.

**PRIMARY HISTORICAL RESOURCES FROM THE GOVERNMENT**  
*Location: Bern*

The presenter, a government documents librarian for sixteen years, will show online and tangible historical resources, including diplomatic and presidential correspondence, U.S. Civil War papers, Congressional records, and more. This program will introduce librarians to primary historical resources from the government that they can share with their students and patrons and provide them with a contact for future government information needs.

**Speaker:** Tammy Stewart, Government Documents/Reference Librarian, Missouri State University  
**Sponsored By:** RGICI

2:00–2:45 p.m.

**K-12 OUTREACH AND SPECIAL COLLECTIONS**  
*Location: St. Moritz*

Outreach to elementary and secondary schools is a growing trend in academic libraries, archives, and special collections. A 2006 survey of special collections in ARL libraries found that over half were working with K-12 students and even more planned to do so in the future. In December 2011, Special Collections and Rare Books at the University of Missouri hosted a field trip for 150 sixth graders from Smithton Middle School—with a staff of five, in a reading room that comfortably seats about 25. How, and more importantly, why, did we do it? This presentation will consider the Smithton field trip as a case study to discuss how Special Collections and Rare Books at MU is extending its outreach to K-12 students, including the challenges to this type of outreach, the strategies we have used, the opportunities it has opened, and the outcomes so far. We’ll also talk about the benefits of engaging younger users with rare books, archives, and historical materials, and various directions for this type of outreach in the future, both at MU and for special collections libraries overall.

**Speaker:** Kelli Hansen, Print Collections Librarian, University of Missouri; Karen Witt, Special Collections Reference and Microforms Librarian, University of Missouri Libraries  
**Sponsored By:** MACRL

2:00–2:45 p.m.

**STUDENT WORKERS BY DESIGN: USING YOUR STUDENTS’ HIDDEN TALENTS**  
*Location: Lugano*

Even though student workers are an integral part of the library’s staff, their duties may involve mundane tasks such as shelf reading, Kapcoing paperbacks, and making copies. Your student workers have talents and interests that could be a valuable asset for major library projects. During this presentation, attendees will hear from two Webster University library student workers about how they were able to use their expertise to create library marketing materials, a resource guide for new students, and other projects. Their supervisor will also talk about how to recognize your student workers’ hidden potential and how to effectively use it within your library.

**Speakers:** Jodie Borgerding, Instruction and Liaison Librarian, Webster University; Megan Washausen, Instruction and Reference Services Student Assistant; Laura Gisi, Instruction and Reference Services Student Assistant  
**Sponsored By:** PEER CI

2:00–2:45 p.m.

**WIKIPEDIA: THE BLOG BEHIND THE BITS**  
*Location: Zermatt*

Each article on Wikipedia carries an archive that traces its development. Behind the Talk tab, members of the wiki universe debate the article’s factual content, writing style, and appropriateness. Many articles are rated by editors with regard to their accuracy, classified according to their importance within broader organizations of knowledge, and remind contributors of appropriate etiquette. History captures the evolution of the entry. Despite a rather lengthy discussion of its editorial policies, urban legends continue to color the reception of Wikipedia, and critical comparisons of Wikipedia and more traditionally published resources alternately cite the virtues and faults of this ubiquitous utopia on the information superhighway. Nevertheless, Wikipedia recently surpassed four million entries, and it is used millions of times a day.

**Speaker:** Robert Hallis, Instructional Design Librarian, University of Central Missouri  
**Sponsored By:** GENECI
2:00–2:45 p.m.
RACING TO READ TO GO: CREATING A COMMUNITY OF EARLY LITERACY
Location: Matterhorn
Getting outside the library is vital if librarians are to bring early literacy experiences and information to all families in their community. The Springfield-Greene County Library has worked for several years to connect with previously unreached populations through outreach at Women, Infants, and Children (WIC). This year, that outreach has expanded into Racing to Read to Go, a project that targets community agencies that work with high-risk families. Racing to Read to Go goes beyond typical early literacy outreach by working closely with the staff of these organizations in addition to their clients. By teaching agency staff about early literacy and sharing tips for incorporating it into their everyday interactions, families receive the message that literacy is important everywhere they go in the community. This presentation will describe the background of the project, the procedure used for connecting with agencies, and the types of workshops and programming used with agency staffs and families.
Speaker: Stephanie Smallwood, Early Literacy Specialist, Springfield–Greene County Library District
Sponsored By: YSCI

2:00–2:45 p.m.
OPEN LAB
Location: Alpine 2 (MOREnet)
Sponsored By: MOREnet

3:00–4:15 p.m.
KEYNOTE ADDRESS: SPEAKER ALA PRESIDENT BARBARA STRIPLING
Location: Matterhorn
Sponsored By: Innovative Interfaces

4:30–5:15 p.m.
SHOW, DON’T TELL
Location: Bern
Trails Regional Library has undertaken a project to create a high-quality, efficient video production capability into a small library setting. Kyle Constant will discuss some of the successes and failures of that project and share valuable insights into how their production model can be replicated and scaled. Specifically, Kyle will discuss their process of defining objectives, evaluating tools, acquiring funds, and executing their project plan.
Speaker: Kyle Constant, Digital Services and Marketing Librarian, Trails Regional Library
Sponsored By: PR Committee, CITCI

4:30–5:15 p.m.
YOU ARE A LIBRARIAN, A TRANSFORMER, AND A LEADER
Location: St. Moritz
How do librarians strategically fit themselves in organizations? How do they hold on to the role of catalysts? As they balance their traditional core roles with 21st century roles, how do they demonstrate that they are the authorities who could help their library users solve their worries? Librarians need to go outside their buildings and out of their comfort zones. Their conversations are critical in their role as transformers. Learning new sets of skills based on relationships are significant in engagement with library users.
Speaker: Lu Dayrit, Librarian and President-Elect, SLA Kansas Western Missouri Chapter
Sponsored By: PR Committee, PEER CI
4:30–5:15 p.m.  
**LIBRARY ADVOCACY 101**  
*Location:* Lugano  
The legislative process can be a bit daunting, but advocating for libraries is easy. Nobody knows the value of libraries better than you. This session will give you tips for promoting the library to your legislators and help you set up a simple plan for year-round advocacy, including a trip to the state capitol to make your story relevant to your elected officials.  
*Speaker:* Christa Van Herreweghe, Assistant Director, University City Public Library  
*Sponsored By:* PLCI

4:30–5:15 p.m.  
**TEEN LITERATURE UPDATE 2013**  
*Location:* Zermatt  
Want to know what’s happening in teen lit? Find out what’s hot, what’s trending, and what is so over. Listen to book talks about need to know titles and come away with a list of YA books you need to know.  
*Speaker:* Sarah Bean Thompson, Youth Services Manager, Springfield–Greene County Library District  
*Sponsored By:* YSCI

4:30–5:15 p.m.  
**EXPERIENCE MATTERS! BUILDING LIBRARIES’ BRAND IMAGE THROUGH EXPERIENCE MANAGEMENT**  
*Location:* Alpine 1  
While Web 2.0 technologies are becoming more widely used in society and bring a lot of positives for engaging library customers, these technologies also pose some serious challenges for libraries in the form of competition from Google and other online sources. To enhance and maintain their visibility, libraries need a shift in their service philosophy in order to respond to the prevailing “experience culture” in which the information exchange is no longer solely centered on library products and services, but also on service experience. This presentation will help you gain new insights on how to change your library’s image through branding and deliver an experience that will engage, elevate, and enrich your community.  
*Speaker:* Rajesh Singh, Assistant Professor, School of Library and Information Management, Emporia State University  
*Sponsored By:* PR Committee

4:30–5:15 p.m.  
**iPAD APPY HOUR**  
*Location:* Alpine 2 (MOREnet)  
New apps are released on a daily basis for mobile devices. In this iPad version of Appy Hour, come join the fun as we review as many new apps as we can cover in this one hour, informational session. A list of apps will be provided after the session. This session is BYOD.  
*Speaker:* John Riley, Technical Trainer, MOREnet  
*Sponsored By:* MOREnet

4:30–5:30 p.m.  
**MLA NEW MEMBER MEET AND GREET**  
*Location:* Versailles Foyer  
Are you new to MLA or considering joining? Have you been thinking about joining a Committee of Community of Interest but are not sure which one to join? This event is for you. Meet representatives of MLA including Board and Committee Chairs as well as engage with long-time members of the organization. Attendees will be able to learn about the various MLA Committees and Communities of Interest and learn how they can get involved. Attendees will vote on the most creative booth decorations. Don’t miss the chance to win a door prize and the ribbon cutting for the Exhibit Hall Grand Opening.  
*Sponsored By:* Emporia State University
Program Schedule

5:30–7:00 p.m.
EXHIBITOR OPENING RECEPTION
Location: Versailles Ballroom
Sponsored By: Exhibit Hall Vendors

6:30–9:00 p.m.
ST. LOUIS SLA HOSTED DINE AROUNDS

6:30–10:30 p.m.
BATTLEDECKS AND DESSERT RECEPTION
Location: SLPL Central Library (bus transportation from hotel)
Battledecks 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 (a.k.a. heckling and hooting and hollering) is highly encouraged. Everyone goes home happy, but only one person can be declared the 2013 MLA Battledecks champion. Tours of the Central Library will be offered at 6:30, 7:30, and 8:30 p.m.
Bus transportation will be available from the Sheraton for those who make a reservation beginning at 7:00 p.m. Desserts and coffee provided by Russell’s on Macklind and the St. Louis Public Library.
Sponsored By: SirsiDynix and St. Louis Public Library

7:00–9:00 p.m.
CI MEETUPS AND TECHNICAL SERVICES HAPPY HOUR

7:00–9:00 p.m.
GUERILLA STORY TIME
Location: Zermatt
Join fellow conference attendees for impromptu challenges and demonstrations as librarians get to show off their mad story time skills. The purpose of Guerrilla Story Time is twofold: 1) allow youth services librarians to get advice, new ideas, and inspiration from peers; and 2) demonstrate to non-youth services librarians that story time is much more than “just reading to kids.” Everyone is welcome to watch, and participation is encouraged!
Sponsored By: YSCI

Thursday, October 3

7:15–7:45 a.m.
CI AND COMMITTEE MEETINGS
Bern
Community of Interest Council
Website Committee
Public Relations Committee
Publications Committee

Zermatt
Computer and Information
Technology CI
Genealogy and Local History CI
MACRL
PEER CI

St. Moritz
Awards Committee
Budget and Finance Committee
Bylaws and Handbook Committee
Intellectual Freedom Committee

Alpine 1
Public Libraries CI
Reference and Government Information CI
Tech Services CI
YS CI

Lugano
Legislative Committee
Membership Committee
Nominating Committee
Access Services CI
Program Schedule

Thursday, October 3

8:00–9:00 a.m.
ALL-CONFERENCE BREAKFAST
Location: Zurich/Geneva
Sponsored By: Exhibit Hall Vendors

9:15 a.m.–3:00 p.m.
VENDOR DEMOS
Please refer to the vendor demo schedule in the tradeshow section of the program.
Location: Basel

9:15–10:00 a.m.
HEALTHY COMMUNITY PARTNERSHIPS: BRINGING HEALTH AND WELLNESS INFORMATION TO URBAN YOUTH
Location: Interlaken
This presentation will focus on the Kansas City Public Library’s relationship with the Truman Medical Center. We will discuss how our collaboration works and what benefits we have seen in our communities. We will explore what programs can come from these partnerships (both financed and for free), along with the challenges that we face.
Speaker: Elena McVicar, Youth Services Librarian, Kansas City Public Library; Meghann Henry, Youth Services Librarian, Kansas City Public Library
Sponsored By: PLCI, YSCI

9:15–10:00 a.m.
WHAT MAKES IT NOTABLE
Location: Bern
What makes a Notable Book notable? What is the criteria? How are the discussions conducted? What’s different about working on a list and choosing a Newbery or Caldecott? A past member of the Association for Library Services for Children (ALSC) Notable Books Committee will explain the process and highlight some of the books from past lists (copyright 2011 and 2012). Then, participants will discuss a few titles being considered for the 2013 list. Useful for improving book discussions, collection development, and those wanting a quick update to their knowledge of children’s literature.
Speaker: Patty Carleton, Director of Youth Services, St. Louis Public Library
Sponsored By: PEER CI, YSCI

9:15–10:00 a.m.
CULTIVATING CURIOSITY: CREATING FUN AND FASCINATING PRESCHOOL SCIENCE PROGRAMS
Location: St. Moritz
Does science belong in the library? Absolutely! Young children are natural scientists because of their inquisitive nature, and there are many opportunities to cultivate that sense of wonder. Science programs can be easy and fun to implement and they give children valuable skills they will need in today’s STEM-centered world. This session will define the goals of science programming for children under six, discuss its benefits, and inspire children’s staff to add science to their programming. Participants will see examples of science activities for young children and receive a list of resources to assist them in planning their own programs.
Speaker: Stephanie Smallwood, Early Literacy Specialist, Springfield–Greene County Library District
Sponsored By: YSCI
9:15–10:00 a.m.  
MANAGING MORALE: WHAT STUDENT EMPLOYEES WANT FROM THEIR SUPERVISORS  
Location: Lugano  
Student workers act as both patrons and employees of academic library circulation departments. Because of this insider/outsider status, supervisors face unique challenges in maintaining their students’ focus and morale and understanding what students want from them as supervisors. This raises an important question—what are the most desirable methods for supervisors in maintaining student employee morale in their circulation work? Utilizing Missouri circulation student survey answers and the presenter’s own experience as both a current supervisor and former student worker to address this question, the presentation will center on trying to establish a better connection between supervisors and their student employees. First, the presenters will give a descriptive picture of who the students working in Missouri circulation departments are and how they view their job’s place in the library. Then, a further breakdown of the questions and responses regarding supervisor communication, discipline, and ideals, and how these all feed into maintaining the morale of students in their jobs will be given.  
Speaker: Peter Johnson, Library Information Specialist 1, University of Missouri  
Sponsored By: ASCI

9:15–10:00 a.m.  
AMP UP YOUR TECHNOLOGY TRAINING  
Location: Zermatt  
More Americans than ever are coming to their libraries to access the Internet and get help connecting with their families, the job market, and online services. Many lack basic computer skills and need to learn the essential technology skills to apply for and land a job. With continual technology change, libraries are challenged to provide quality, up-to-date curriculum for their patrons. OASIS Connections has partnered with urban and rural libraries across the country to provide a cost-effective solution with a curriculum that has helped adults develop technology skills and confidence for over a decade. Libraries can choose from more than 30 courses from basic computer and internet skills to job searching, resumes, completing online applications, and workplace software. Classes are taught by staff or volunteers with training provided for instructors in effective classroom teaching strategies. Learn how different library systems have adopted the program to serve varying local needs.  
Speaker: Amy VanDeVelde, National Connections Program Manager, The OASIS Institute; Sara Nielsen, Manager, Community Branches and Adult Programming, St. Charles City-County Library District  
Sponsored By: PEER CI

9:15–10:00 a.m.  
DON’T PANIC! A GUIDE FOR CATALOGING A COLLECTION FOR UNDER $200  
Location: Matterhorn  
Imagine this scenario: you are faced with updating a small library collection that currently has no digital catalog and little organization. Even the simplest software developed for libraries costs more than your budget allows. What can you do? Don’t panic! With a little ingenuity and research, you can create a professional and usable catalog and circulation system for a minimal cost. Join Lee Anne as she shares how she updated a small school library of six hundred volumes by adding a computer catalog and circulation system for under $200. She will share her journey from start to finish, explain some of the current options available, and offer tips, tricks, and shortcuts, as well as roadblocks to avoid. Whether you are cataloging a school library, a special library, or your personal book collection, this session will give you the background you need to embark on your own organizing adventure.  
Speaker: Lee Anne Litzsinger, Librarian  
Sponsored By: Tech Services CI, ASCI

9:15–11:00 a.m.  
OPEN LAB  
Location: Alpine 2 (MOREnet)  
Sponsored By: MOREnet
Program Schedule
10:15–11:00 a.m.

TABLE TALKS
Location: Versailles Foyer

BABY BOOM LIBRARIANS—GRAYING, BUT STILL GREAT!
Presenter: Betty Evans, Assistant Professor/Reference Librarian, Missouri State University Libraries

DAY ONE FOR RDA HAS COME AND GONE! NOW WHAT?
Presenter: Amy Pennington, Catalog Librarian and Associate Professor, Saint Louis University

EARLY LITERACY APP PETTING ZOO
Presenter: Lisa Campbell, Children’s Coordinator, Mid-Continent Public Library; Branden Portillo, Teen Coordinator, Mid-Continent Public Library

GET TO KNOW THE PRINTZ AWARD
Presenter: Sarah Bean Thompson, Youth Services Manager, Springfield–Greene County Library District

THE LIBRARIANS AND THE LEARNING COMMUNITIES: EMBEDDED LIBRARIANS IN A FIRST YEAR PROGRAM AT MISSOURI STATE UNIVERSITY
Presenter: Ngaire Smith, Reference and Instruction Librarian, Missouri State University Libraries; Crystal Gale, Information Literacy Coordinator, Missouri State University Libraries

MISSOURI EVERGREEN: RESOURCE SHARING AND OPEN SOURCE ILS
Presenter: Debbie Luchenbill, Evergreen Coordinator, MOBIUS

READ, PLAY, LEARN: EARLY LITERACY SPACES IN LITERATURE
Presenter: Nancee Dahms-Stinson, Youth Services, Springfield–Greene County Library District; Christy Schink, Youth Services Manager, Scenic Regional Library

SPINNING PLATES AND BALLS IN THE AIR: BALANCING LIBRARIANSHIP WITH HOME LIFE
Presenter: Kelli Hansen, Print Collections, University of Missouri Libraries; Karen Witt, Special Collections Reference and Microforms Librarian, University of Missouri Libraries
Program Schedule

10:15–11:00 a.m.
POSTER SESSIONS
Location: Versailles Foyer

**BIG BOOKS AND ADULT SUMMER READING**
Presenter: Kathleen Gallagher, Reference and Instruction Librarian, University City Public Library

**BIG READ COMMUNITY PARTNERSHIPS PROVIDE BIG FUN FOR EVERYONE**
Presenter: Jeannine Birkenfeld, Youth Services/Branch Associate, Springfield–Greene County Library District

**FROM PANIC TO A+ PAPERS: STUDENTS IN THE PUBLIC LIBRARY**
Presenters: Anna Huckeby, Assistant Branch Manager, St. Louis County Library; Alaina Culbertson, Assistant Branch Manager, St. Louis County Library

**LICENSE TO KILT: TWO MISSOURI LIBRARY STUDENTS’ ADVENTURES IN SCOTLAND**
Presenter: Megan Durham, OPAC Specialist, MOBIUS

**PUBLICITY ON A NEARLY-ZERO BUDGET**
Presenter: Kara Krekeler, Science and Technology Librarian, St. Louis Public Library

**RETROFITTING AACR2 RECORDS WITH NEW RDA STANDARDS**
Presenter: Felicity Dykas, Head of Cataloging Department, University of Missouri–Columbia

**SIX DEGREES OF READING**
Presenter: Lucy Lockley, Collection Development Manager, St. Charles City–County Library District

**STRANGER THAN FICTION: NON-FICTION FOR RELUCTANT READERS**
Presenter: Katie Schneider, Assistant Branch Manager, Mid-Continent Public Library

**TECHNOLOGY SOLUTIONS FOR SMALL LIBRARIES**
Presenter: Christina Virden, Graduate Reference Assistant, University of Missouri Libraries

**THIS WASN’T ON THE SYLLABUS...**
Presenter: Kathryn Barden, Head, Public Services, Westminster College

**WE GOT OUR GEEK ON—YOU CAN, TOO!**
Presenter: Rachel Grime, Young Adult and Adult Services, Little Dixie Regional Libraries

11:00–11:45 a.m.

**HOW TO CHANNEL YOUR INNER TECH**
Location: Interlaken
Now that so much information is available digitally, as librarians we increasingly find ourselves not just being asked research questions, but also technical questions about the devices that patrons use to access information (PCs, laptops, tablets, mobile phones, printers, and scanners). This presentation will explain how to answer technical questions that are received at library service desks; it includes demonstrations and resources for how to locate additional information.

Do you work at a service desk in a library? Have you ever found yourself scratching your head while trying to answer a technical question? If you answered yes to either of these questions, then this presentation is for you!

**Speaker:** Stacy Hisle-Chaudri, Manager of the Harmon Computer Commons, University of Central Missouri; Maureen Willmann, IT Supervisor, Scenic Regional Library

**Sponsored By:** CITCI
11:00–11:45 a.m.
CREATING EXHIBITS USING ITEMS FROM ARCHIVES AND SPECIAL COLLECTIONS
Location: Bern
Exhibits are a compelling way to highlight the unique or historical materials in your library collections. Historical materials can teach your visitors about local history or your community’s role in broader historical events. Displaying unique collections of maps, cookbooks, photographs, postcards, or other items in an exhibit is an easy and effective way to promote your holdings to the public and to encourage donations to the library. This session will discuss lessons learned and best practices adopted by the Federal Reserve Bank of St. Louis in creating a series of exhibits to commemorate the bank’s centennial. Topics to be discussed include: generating a theme, selecting items for display, writing descriptive content, mounting the exhibit, considering preservation and safety concerns, and promoting the exhibit. The challenges and benefits of hosting exhibits online will also be discussed.
Speaker: Susan Anderson-Bauer, Scanning Coordinator, Federal Reserve Bank of St. Louis
Sponsored By: GENECI

11:00–11:45 a.m.
LIBRARIES IN IRELAND AND THE UK: UNIQUE CHALLENGES, SAME MISSION
Location: St. Moritz
Participants in a recent MLS study-abroad trip to Ireland and the UK share what they learned about the value of international librarianship. Participants will share what they learned about challenges and solutions unique to each library and service community. Photo highlights and narrative elements will be included.
Speaker: Cindy Stewart Grant, Branch Manager, Mid-Continent Public Library; Brian McCann, Assistant Branch Manager, Mid-Continent Public Library
Sponsored By: PEER CI, ASCI

11:00–11:45 a.m.
I'M NEW, NOW WHAT? HOW MCPL CREATED A CONSISTENT ORIENTATION PROGRAM FOR NEW HIRES
Location: Lugano
Mid-Continet created a New Hire Orientation Committee to provide a more consistent onboarding process for all newly hired employees. This presentation goes into the planning, creating, and implementing process involved with the three largest portions of the project: creating a checklist for all managers to complete for required paperwork and key training based on the new employee’s title and location (HQ or in-branch); creating an online training platform based on an example from a PLA presentation; and creating an in-person orientation covering key knowledge to working in our organization and how it fits into the larger public library context (summary of content and process).
Speaker: Amber Wright, Branch Manager, Mid-Continent Public Library
Sponsored By: PLCI, PEER CI

11:00–11:45 a.m.
HOW APPS USE YOU: DATA COLLECTION IN MOBILE APPS
Location: Zermatt
Smart phones and their applications (apps) have revolutionized the way people access information—providing immediate and interactive access to information. Many libraries have adapted their online services to be more accessible to patrons through apps. While this is convenient, useful, and entrenched in our users’ daily lives, librarians should consider how these apps work. A rising issue with mobile apps is the common use of data collection to tailor both the information provided and the advertisements to users’ habits and preferences. Many apps, though, have the capability to access users’ contacts, calendar, and more. Learn more about how and why data collection occurs, and how to choose your apps wisely to maximize your patrons’ privacy. We will also focus on apps for children and adolescents, whose privacy considerations exceed adults’. You will leave this session with ideas for bringing apps into your library that will engage your patrons but won’t compromise their identity.
Speaker: Paige Knotts, MLIS Graduate Student, University of Missouri–Columbia; Dr. Jenny Bossaller, Faculty, University of Missouri–Columbia
Sponsored By: CITCI, Tech Services CI
Program Schedule

11:00–11:45 a.m.
BEYOND THE BOOKMOBILE: STORIES FOR LIFE
Location: Matterhorn
As our aging population grows, we recognize the need to provide services to those who can no longer physically visit the library. But what happens to patrons who lose the ability or desire to read due to vision problems or memory deficits? What can we do to keep these members of society connected to the library and its collection? This presentation will discuss how Springfield-Green County reference staff implemented a monthly reminiscence program in a nearby retirement community to encourage residents to learn, discuss, and share their life experiences. By incorporating multimedia resources from the library’s collection, props, games, and sensory materials, staff are able to include residents with varying cognitive abilities in an engaging and interactive program. Attendees will learn practical tips to plan and execute a reminiscence program and modify it for memory-impaired groups. We’ll discuss materials selection, program format and suggestions for encouraging participation.

Speaker: Eva Pelkey, Reference Associate, Springfield–Greene County Library District; Tysha Shay, Reference Manager, Springfield–Greene County Library District

Sponsored By: ASCI

11:00–11:45 a.m.
MAKING THE TRANSITION FROM TRAINEE TO TRAINER
Location: Alpine 1
Do you know how to do that? Good. Now, teach everyone else! The modern library setting presents challenges to the traditional training structure. Often times, those who have just been trained become the trainer the next day. We will explore the exciting transitions to becoming a trainer by using examples from training concepts and personal experiences pulled from both academic and public libraries. Join the discussion of tips, best practices, and lessons learned in training professional and paraprofessional staff.

Speaker: Jennifer Peters, Head of Technical Services, Rockhurst University; Dan Brower, Branch Manager, Mid-Continent Public Library

Sponsored By: ASCI

11:00–11:45 a.m.
GOOGLE FORMS IN THE LIBRARY
Location: Alpine 2 (MOREnet)
Come and find out how more libraries 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.

Speaker: John Riley, Technical Trainer, MOREnet

Sponsored By: MOREnet

11:00 a.m.–1:00 p.m.
THUSNELDA SCHMIDT LUNCHEON: LINDA GORHAM
Location: Zurich

11:00 a.m.–1:00 p.m.
MACRL LUNCHEON
Location: Geneva
Join other Missouri academic librarians as we dive into what are important issues at our libraries right now and help think of creative solutions together. We’ll be conducting a mini-unconference and will be seeking ideas for what topics to address in the near future. Please plan to join this lively discussion and walk away with some new tools or ideas to try out!
Program Schedule

1:00–1:45 p.m.
UNDERSTANDING AND APPLYING RDA
Location: Interlaken
A brief introduction to the new cataloging code, Resource Description and Access (RDA), explaining how it builds on the Functional Requirements for Bibliographic Records (FRBR). FRBR is an entity-relationship model that defines the entities, attributes, and relationships that underlie the process of cataloging. Understanding the FRBR model is essential for understanding the structure of RDA. Catalogers and public services librarians and staff alike will find this of interest.
Speaker: Charles Croissant, Librarian, Saint Louis University
Sponsored By: Tech Services CI

1:00–1:45 p.m.
(LIBRARY) DESIGN ON A DIME: CREATING A FUNCTIONAL, ATTRACTIVE CIRCULATION AND REFERENCE AREA
Location: Bern
In the summer of 2011, a small, private academic library began to redesign the library’s physical space in order to reflect a changing philosophy of public services. This process began with a revamp of reference and instruction services which had positive results, and started a change in the shape of the circulation and reference area. In 2013, the Public Services department revisited the circulation area, focusing on both staff utility and the patron experience. Working on a limited budget, we had to prioritize what would have the most impact for the least amount of money. This new model was generated by examining and touring nearby public and academic libraries and configuring existing furniture to determine the circulation area’s footprint before any purchase was made. This presentation focuses on the decision making process of redesign and addresses structural limitations, budget considerations, ergonomics, and safety concerns as well as design and function. The presenters will also discuss successes and missteps along the way, and future initiatives.
Speaker: Ellie Kohler, Public Services Supervisor, Rockhurst University
Sponsored By: MACRL, ASCI, PEER CI, PLCI

1:00–1:45 p.m.
FROM BACKLOG AND CLUTTER TO EFFICIENT AND SPACIOUS
Location: St. Moritz
Delivering 21st century library service in a forty year old building had the Thornhill Branch of the St. Louis County Library bursting at the seams. In four months, we cleared the backlog by slashing the turnaround time from days to hours, redesigned not only the public space but also staff space without hiring a consultant, and made “change” a good thing. This session will cover changing from direct sorting to on-cart sorting and shelving, evaluating work area efficiency, and planning and redesigning when you only have an MLS. Leave this program with practical efficiency and design tips to use when you get home.
Speakers: Amy Hanaway, Branch Manager, St. Louis County Library; Alaina Culbertson, Assistant Branch Manager, St. Louis County Library
Sponsored By: PLCI

1:00–1:45 p.m.
GET APPY: HELPFUL APPS FOR YOUTH SERVICES
Location: Lugano
According to the Pew Research Center, 22 percent of U.S. adults now own a tablet of some form. As a result, more and more libraries are integrating them into their delivery of services, collections, and programming. Learn about mobile apps that will help youth services staff enhance story time, engage older children, and connect with teens.
Speakers: Brandy Sanchez, Public Services Librarian, Daniel Boone Regional Library; Angela Scott, Children’s Librarian, Daniel Boone Regional Library
Sponsored By: YSCI
Program Schedule

1:00–1:45 p.m.
INNOVATIVE USABILITY TECHNIQUES FOR LIBRARY WEBSITES
Location: Zermatt
Often the minutia of library website re-design intersects with library and information literacy skills. This makes developing effective library interfaces cumbersome as those skills need to be accounted for within the site’s information architecture while creating an aesthetically pleasing environment that by necessity needs to limit the clutter and focus of the library’s website. This presentation will discuss an innovative approach towards addressing this challenge in the re-design of an academic library. This method consisted of four phases. Phase one consisted of using analytics to determine the most common uses of the library and then having participants place those terms into categories that they identified using natural language. The second phase dealt with determining the information architecture of those categories and identifying primary access points. The third phase used prototype testing to determine the best elements and locations of key library website features. Finally, the fourth phase constituted a full usability analysis of the proposed re-design. Anyone with an interest in the functionality or desire to enhance a library website will benefit from attending this presentation. The key take away will be a greater understanding of the future directions and potential of library websites.
Speaker: Ben Richardson, Graduate Assistant at the Information Experience Lab, University of Missouri; Borchuluun Yadamsuren, User Experience Researcher, University of Missouri; Kenneth Haggerty, Research Assistant at the Information Experience Lab, University of Missouri
Sponsored By: RGICI

1:00–1:45 p.m.
LIBRARIAN TRADING CARDS
Location: Matterhorn
Want a creative, attention-getting method for promoting your library staff and their skills? Librarian trading cards are designed as fun and less formal versions of your business cards and can be used in person or online to share your contact information, professional skills, and personal interests with your patrons. Academic and public libraries across the country are beginning to implement librarian trading cards as a part of gamifying their reference and instruction services, as a personalized marketing method, and as a nontraditional outreach strategy. Come and learn how you can set up a trading cards program at your library and share your library super powers and specialized skills with your patrons.
Speaker: Rebecca Carlson, Nursing Library Director, Southwest Baptist University; Susan Kromrie, Reference Services Librarian and University Archivist, Southwest Baptist University
Sponsored By: PR Committee

1:00–1:45 p.m.
FIND A NEED, FILL A NEED: RESEARCH WORKSHOPS
Location: Alpine 1
A team of librarians at UMKC provides help with databases, Zotero citation management, borrowing materials, and Microsoft Applications by teaching a series of Research Rescue workshops. The Research Rescue team’s goal is to go beyond the one-shot instruction session to form sustaining library experiences between the UMKC University Libraries and the international, graduate, and transfer students’ success in meeting their research needs. The UMKC students are diverse in many respects, including work and life experience. Working adults can find a traditional, full-time academic schedule to be restrictive, and therefore their needs are different from those of a traditional student.
Speaker: Gloria Tibbs, Teaching and Learning Services Librarian, University of Missouri-Kansas City; Fu Zhuo, Research and Liaison Librarian, University of Missouri-Kansas City; Susan Sanders, Clinical Medical Librarian, University of Missouri-Kansas City; Jen Salvo-Eaton, Head of Resource Sharing and Graduate Student Services, University of Missouri-Kansas City
Sponsored By: MACRL, RGICI
Program Schedule

1:00–1:45 p.m.
MY LIBRARY GOOGLE SITE
Location: Alpine 2 (MOREnet)
What can you do with a Google Site in your library? Come and get ideas for setting up a library web site using Google Sites and take advantage of all the great features that Google has to offer. We will look at embedding calendars, forms, and docs in your site. Explore ways to use file cabinet, list pages, use comment pages as a blog or a “what’s new” section, and more.
Speaker: Denise Tate-Kuhler, Technical Trainer Supervisor, MOREnet
Sponsored By: MOREnet

2:00–2:45 p.m.
KEEP CALM AND VISUALIZE YOUR DATA
Location: Interlaken
Give your statistics a makeover! We all gather data about services, usage, and reference questions, but what do we do with these numbers? This session will discuss the creative, easy, and cheap ways you can leverage your data using visualization techniques. Infographics, dynamic graphs, statistical dashboards, and other graphic representations make it easy to share library data with patrons and make this data easier to consume and understand. Different methods of basic data visualization will be discussed, examples will be given, and tips will be shared. Make your statistics come alive for your library board or administration. Tools like Visualy and Google Fusion will be demonstrated. Attendees will receive information to assist with their own data and learn how to leverage visualization to make their data work for them!
Speaker: Cynthia Dudenhoffer, Director of Information Resources, Central Methodist University; Megan Durham, OPAC Specialist, MOBIUS Consortium Office
Sponsored By: CITCI, RGICI

2:00–2:45 p.m.
ASSESSMENT: THE PROOF OF THE PAPER
Location: Bern
Assessing the value of library instruction is daunting at best. Traditionally delivered in an hour or less, instructional sessions frequently devolve into a speed-dating exercise: “How many databases can one introduce to a moderately interested suitor?” and assessing these sessions goes no further than vague subjective reflections. This session explores the extent to which student’s papers may give clues to the effectiveness of library instruction. Beginning in Fall 2011, the library at UCM began working with second-semester writing courses to design expanded library instruction sessions to two-class periods. In Fall 2012, I began examining students’ research papers to see the extent to which the sources they used were consistent with material covered in instructional sessions. Over two semesters, I worked with four faculty, ten sections and nearly 250 students. This session traces the development of an assessment rubric based on the papers students turn in as their research paper, and briefly surveys the process of working with the university’s IRB, working with English faculty, and analyzing papers.
Speaker: Robert Hallis, Instructional Design Librarian, University of Central Missouri
Sponsored By: MACRL

2:00–2:45 p.m.
CORETTA SCOTT KING AWARD: ALMOST 45, AND STILL NEEDED!
Location: St. Moritz
The Coretta Scott King Award was first given in 1970. How have the books honored changed? How have the publishing industry and libraries responded to the award? How can you use CSK titles in your library programs? As a past CSK jury member and chair of the CSK Marketing Committee, I will highlight the variety and range of books honored and activities, displays, and programs to bring these titles to the attention of library patrons.
Speaker: Patty Carleton, Director of Youth Services, St. Louis Public Library
Sponsored By: YSCI
2:00–2:45 p.m.
DIGITAL STORY TIMES: ADDING TABLET TECHNOLOGY TO EARLY LITERACY PROGRAMS
Location: Lugano
Have you considered adding digital elements to your story times? Are you looking for research to justify purchasing a programming tablet for your library? Tablets are a story time tool just like a puppet or a ukulele; they allow library staff to develop children’s early literacy skills while engaging them and their caregivers in new ways. This session will explore the benefits of adding tablet technology to programs for preschool children. Participants will see demonstrations of ways to add digital elements to the story time programs they already offer, including creating and using digital felt stories, sharing books and apps with interactive elements, supplementing themed programs with non-fiction resources, and making songs and rhymes more accessible to audiences. The session will also highlight some of the exciting new programs libraries can offer when tablets are added to the story time toolbox.
Speaker: Amy Koester, Children’s Librarian, St. Charles City–County Library District
Sponsored By: YSCI

2:00–2:45 p.m.
COOL, CALM, AND COLLECTED: GETTING BETTER SEARCH RESULTS WITH WORSE SEARCH TERMS
Location: Zermatt
Most library users are not trained librarians who calmly and expertly search library resources, yet the search tools libraries provide are often not very flexible, nor are they robust enough to handle inaccurate search terms. We see that superior search mechanisms exist every time we input an inaccurate search term in Google, but Google-like capabilities are not necessarily present in library systems. This presentation will discuss the difficulties that both patrons and librarians run into when attempting to execute a search in online catalogs or discovery tools using vernacular language versus LC Subject Headings. What can be done to improve the user experience in order to get the user the correct information? After looking at the issues, we will suggest a number of solutions.
Speaker: Jeffrey A. Berkbigler, Library Assistant, University of Missouri–St. Louis
Sponsored By: MACRL, ASCI, Tech Services CI

2:00–2:45 p.m.
PART-TIME LIBRARIANS PROVIDE FULL-TIME BENEFIT
Location: Matterhorn
During the summer of 2012, the Jack C. Taylor Library at Fontbonne University redesigned itself during a series of major transitions. One piece of that redesign was an upgrade in our evening and weekend reference service, during which we hired four part-time librarians. This panel session will explore the practical side of that hiring process (salary, job requirements, etc.) and the benefits we have seen. Our new librarians will have an opportunity to share their perspectives and experiences about their “part-time” involvement with Fontbonne.
Speaker: Jane Theissen, Reference and Learning Commons Librarian, Fontbonne University; Anne Bradley, Part-Time Reference Librarian, Fontbonne University; Erica Milspaugh, Part-Time Reference Librarian, Fontbonne University; Rebecca van Kniest, Part-Time Reference Librarian/Adjunct Instructor, Fontbonne University; Peggy Ridlen, Reference and Instructional Librarian, Fontbonne University
Sponsored By: MACRL, RGICI
Program Schedule

2:00–2:45 p.m.
**BATS IN YOUR LIBRARY: HOW ENCOURAGING CUSTOMERS TO BOOK-A-TRAINER FOR ONE-ON-ONE TECHNOLOGY ASSISTANCE DRIVES INFORMATION LITERACY**

**Location:** Alpine 1

The St. Louis County Library formalized and publicized its Book-a-Trainer program in 2012. Since that time, more than one thousand customers have benefited. From job seekers, to homeschoolers, to Kindle owners, to those wanting to excel at Excel, our trainers have faced challenges and experienced rewards as we have guided our patrons through the latest technologies. Join us to discover how and why we do it and what our trainers have learned along the way. This session is about providing one-on-one technology training for the public. The session will include the Training Coordinator and one library Computer Lab Trainer furnishing an overview of the program and explaining many of the components involved in setting up a similar and successful program.

**Speakers:** Matt Lakin, Coordinator of Training, St. Louis County Library; Andrew Bono, Computer Lab Trainer, St. Louis County Library

**Sponsored By:** PEER CI

2:00–2:45 p.m.
**GOOGLE CALENDAR CAN HELP!**

**Location:** Alpine 2 (MOREnet)

Google has a great suite of tools to make your life much easier. Google Calendar is simple and easy to use. The real power of this tool is how easy it is to share and collaborate. Google Calendar is perfect to add to your classroom blog or website! Learn how to setup and control your Google Calendar, create events, share calendars, embed them in websites and much more in this fast paced, one hour demonstration. Need to schedule your library and computer lab for your staff? Google Calendar can help! Using Google Calendar can allow your staff to schedule the lab themselves online.

**Speaker:** John Riley, Technical Trainer, MOREnet

**Sponsored By:** MOREnet

3:00–3:45 p.m.
**EXHIBIT HALL NO-CONFLICT TIME, BEVERAGE BREAK, AND PRIZE GIVEAWAYS**

**Location:** Versailles Ballroom

4:00–5:00 p.m.
**MISSOURI LIBRARY ASSOCIATION ANNUAL BUSINESS MEETING**

**Location:** Matterhorn

5:00–7:00 p.m.
**SISLT RECEPTION**

**Location:** Geneva

**Sponsored By:** MU School of Information Science and Learning Technologies

7:00–9:00 p.m.
**MISSOURI LIBRARY ASSOCIATION AWARDS DINNER: SPEAKER MISSOURI STATE LIBRARIAN BARBARA READING**

**Location:** Zurich

9:00–11:00 p.m.
**MLA DANCE PARTY**

Let loose with our spinning librarian and special guest live performer!

**Location:** Zurich/Geneva

**Sponsored By:** Boopsie for Libraries
Program Schedule

7:00–8:00 a.m.
FUN WITH ZUMBA GOLD FOR THE MLA CONFERENCE GOER!
Location: St. Moritz
This will be a participation activity that should be 45 to 55 minutes in length. The presenter will explain a bit about Zumba Gold Fitness classes and lead an introductory class with Latin themed music and dance and exercise moves. Zumba Gold is designed to be lower impact and somewhat slower paced than regular Zumba and thus perfect for anyone who wants to try a fun fitness program that does NOT seem like exercise! Attendees should wear comfortable workout clothing and supportive sneakers. You might want a bottle of water!
Presenter: Mollie Dinwiddie
Sponsored By: 2013 Conference Planning Committee

8:00–8:45 a.m.
READ ALOUD 1-2-3: A GRADE LEVEL READING INITIATIVE
Location: Bern
This program discusses the creation and implementation of a six week reading program focusing on bridging the gap between learning to read and reading to learn. In conjunction with Kansas City Mayor Sly James’s reading initiative, “Turn the Page KC,” Mid-Continent Public Library and the Local Investment Council (LINC) partnered to promote a program that would work to boost reading proficiency throughout the KC metro area. The program was designed to be implanted through outreach to local elementary schools with a Title One and after school program focus. Through joint sharing of information, MCPL and local schools collaborated to measure the program’s impact toward excellence in grade level reading.
Speaker: Lisa Campbell, Children’s Coordinator, Mid-Continent Public Library; Shari Ellison, Youth Services Manager, Mid-Continent Public Library; Katie Gregory, Assistant Branch Manager, Mid-Continent Public Library
Sponsored By: YSCI

8:00–8:45 a.m.
TEACHING SOCIAL INFORMATION LITERACY TO UNDERGRADUATES
Location: Lugano
This session will present methods for teaching undergraduates new literacies relating to social content as well as updating older literacies for a social context. Social media has been proclaimed by some to be the AP Wire service of the current generation, yet few students critically engage with the information they are presented online. They do not consider the quality of the information, nor how it reaches them. In this session, I will discuss core concepts students will need to evaluate social information and how these differ with print and even other aspects of the web, as well as techniques I’ve found effective in relating those concepts. The presentation will also discuss how issues such as copyright are affected by social networking and social media as well as how these can be best presented to students.
Speaker: Carl Hess, University of Missouri–Columbia
Sponsored By: MACRL, RGICI

8:00–8:45 a.m.
COLLABORATIVE PARTNERSHIPS GO TO THE WHITE HOUSE
Location: Zermatt
How does a collection development moment combined with a marketing and outreach initiative result in an invitation from the White House? Working as a campus cornerstone of collaborative partnerships, a librarian can be invited to represent her college at the White House’s conference on the Presidential Interfaith and Community Service Campus Challenge. It is all in a day’s work as a librarian to be the college’s coordinator for the Presidential Initiative Proposal because leveraging the collection as more than books and journals and subscriptions makes the students and programs become part of the collection. Whether it is implementing, recruiting, training, or marketing, your college can become the college community’s interdisciplinary bridge. There is a toll, but the results are—as they say—priceless.
Speaker: Kathryn Barden, Head, Public Services, Westminster College
Sponsored By: PR Committee
8:00–8:45 a.m.
STARTING FROM SCRATCH: A NEW RECIPE FOR INTEGRATING OUTCOMES-BASED INFORMATION LITERACY INTO COLLEGE GEN-EDS
Location: Alpine 1
What do you do when your institution completely revamps their general education curriculum and gives your library the opportunity to be involved? You get excited about creating a brand new, cutting edge information literacy component that will be taught to every student on campus! Using the framework of an Assessment Design Cycle, we’ll discuss how our task force moved through the design process, from beginning with our outcome goals to creating a set of modular lesson plans that include innovative classroom techniques, learning technologies, and online components. Get a behind the scenes look at how we managed the project, what tools we used, and how we turned big picture outcomes into a functioning, institutionally-integrated program. With a focus on combining learning activities and assessment, learn how to create a seamlessly interactive experience for your students.
Speaker: Jessica Williams, Teaching and Learning Services Librarian, University of Missouri–Kansas City; Dani Wellemeyer, Teaching and Learning Services Librarian, University of Missouri–Kansas City
Sponsored By: MACRL

8:00–8:45 a.m.
LIBRARIANS AND THE COMMON CORE: HOW LIBRARIANS CAN BECOME INTEGRAL TO COMMON CORE IMPLEMENTATION
Location: Alpine 2 (MOREnet)
The Common Core Standards will be implemented in the 2014-2015 school year. Along with the new SMARTER Balanced Assessments, the Common Core will revolutionize the way content and skills are taught in the classroom. The emphasis on informational text, text complexity, and literacy skills give librarians of all kinds an opportunity to support teachers and students of all ages in all subjects and grades. What are the skills librarians need to learn to become a Common Core implementer? How can academic and public libraries make the Common Core a priority? This session will look at the Common Core State Standards and determine the strategies librarians can use to ensure they are a part of this major curriculum shift. We will discuss the language of the Common Core, the demands that will be placed on teachers and students, and the need for librarians to support the Common Core and its message of rigor and academic excellence.
Speaker: Lisa Stock, Teaching Assistant, University of Missouri–Columbia
Sponsored By: YSCI

8:00–9:30 a.m.
YOUNG ADULT AUTHOR BREAKFAST: SPEAKER ANTONY JOHN
Location: Matterhorn

9:00–9:45 a.m.
STATUS OF ACADEMIC LIBRARIANS IN MISSOURI
Location: Bern
In 2011–2012, UMKC Libraries underwent a lengthy process to affirm faculty status for our librarians. As a part of that project, we realized that there was very little information available regarding the status of librarians in our state. Thus, our own status affirmed, in the spring of 2013, we conducted a survey to gather information about how other librarians are regarded in their institutions. A similar survey conducted in Arkansas and the typology of academic librarians as established by Mary Bolin (2008) were the basis for the study, which aimed to gather information on how the different aspects of faculty status are applied in Missouri academic libraries. This presentation will summarize our findings and provide a snapshot of the status of academic librarians in Missouri in 2013.
Speaker: Cindy Thompson, Director of Public Services, University of Missouri–Kansas City
Sponsored By: MACRL
Program Schedule

9:00–9:45 a.m.
YOUR LARGE BODY (OF TEXT), VISUALIZED
Location: Lugano
Learn about free, open access tools that will help you visualize the words and relationships within large bodies of text (1000+ documents). Visualizations will include word clouds (whole-corpus and subsets), phrase nets, heat maps, and topic clusters. Tools will be demonstrated and real-world applications discussed: who is using them, and what research do they enable humanities and social science researchers to do? Which library databases work best with them? Tools to be discussed will include Paper Machines (MetaLab, Harvard) and possibly tools introduced at the 2012 Hathi Trust Research Center Uncamp.
Speaker: Rachel Brekhus, Humanities Librarian, University of Missouri Libraries
Sponsored By: CITCI

9:00–9:45 a.m.
THE JOY OF BLOGGING
Location: Zermatt
This session, in conjunction with Annie Moots from the Missouri State Library and Laura Pirondi from St. Charles City-County Library District, will explain the joy of library blogging and discuss the benefits to libraries and the employees who develop and maintain an active blog. Topics will include using a blog as a readers’ advisory tool, a marketing tool, and a team building activity.
Speakers: Christa Van Herreweghe, Assistant Director, University City Public Library; Laura Pirondi, Librarian, St. Charles City–County Library District; Annie Moots, Reference Librarian, Missouri State Library
Sponsored By: PEER CI, ASCI

9:00–9:45 a.m.
KEEP CALM AND TRY AGAIN: THE EVOLUTION OF A LIBRARY RESEARCH ASSIGNMENT
Location: Alpine 1
Question: is this article popular or peer-reviewed? Answer: it’s both! Yes, that was one of the surprising answers we saw the first time we introduced a library research assignment to undergraduate nursing students at the University of Missouri–Saint Louis. This adventure launched in the fall of 2011, when the presenters teamed up to create a relatively simple assignment with the aim of engaging undergraduate students in a guided search of nursing literature. Through formative assessment of students’ responses and perspectives, the assignment evolved into what is now offered in the Introduction to Nursing course. In this session, you will learn about collaboration from both the librarian and the Nursing faculty member. We will cover the challenges faced in creating the library assignment, how the assignment evolved to meet learning goals, and the power of faculty/librarian collaboration. While this assignment was designed for undergraduate nursing students, the concept of evaluating information and the advantages of collaboration apply to other disciplines as well.
Speakers: Betsy Williams, Senior Reference Librarian, University of Missouri–St. Louis; Jennifer Taylor, Associate Professor, School of Nursing and Allied Health Science, Lindenwood University
Sponsored By: MACRL, RGICI

9:00–9:45 a.m.
OPEN LAB
Location: Alpine 2 (MOREnet)
Sponsored By: MOREnet
Program Schedule

10:00–10:45 a.m.
**WACKY, WEIRD, AND WONDERFUL: UNIQUE FEATURES IN LIBRARIES AND THEIR USE IN MARKETING**

Location: Bern

Does your library have an unusual feature? Do you check out exercise equipment? Do you have a ghost roaming your stacks? Do you have a bird, cat, or fish named Dewey? Learn about some of the weirdest and wackiest things found in libraries across the country and share your library’s own oddity. Discover how to capitalize on your library’s uniqueness through marketing and promotion.

**Speaker:** Carrie Strodtman, Information Services Librarian, Central Methodist University

**Sponsored By:** PR Committee, PLCI

10:00–10:45 a.m.
**ENGAGING YOUR COMMUNITY IN A LITERACY INITIATIVE**

Location: Lugano

The St. Charles City-County Library Foundation launched a county-wide literacy campaign to raise awareness of the importance of early literacy and lifelong learning by challenging everyone to “Take 20 and Read!” Take 20 and Read is a campaign that engages individuals, families, non-profits, and corporations. Participants will learn what it takes to engage an entire county in a unified campaign, how they can garner support, utilize technology (or not), tie it into existing programs, and connect an entire community! The goal will be to walk away with a new way of thinking about how to utilize the strength of the library to inspire a community into action. To get a glimpse of what it is all about, check out our website, www.take20andread.org!

**Speaker:** Kristin Williams, Planning and Development, St. Charles City–County Library

**Sponsored By:** PR Committee, YSCI

10:00–10:45 a.m.
**COPYRIGHT: MOVIES AND SOCIAL MEDIA**

Location: Zermatt

The presenters will discuss the public performance aspect of copyright law, the use of movies, and social media. Speakers will take questions from the audience, as time permits, and incorporate some audience interaction.

**Speaker:** Chris LeBeau, Assistant Teaching Professor, University of Missouri; Bonnie Taylor, Adjunct Instructor, University of Missouri

**Sponsored By:** PLCI

10:00–10:45 a.m.
**ACTIVE LEARNING SHOW AND TELL**

Location: Alpine 1

Keeping your students’ attention during a library instruction session can be a difficult task. Integrating active learning activities into your lesson plan provides a fun opportunity for your students to learn and understand the concepts being taught. However, sometimes coming up with effective activities can be a nearly impossible task. This show and tell style session will provide librarians an opportunity to demonstrate successful active learning activities they have used with their students and, in return, hopefully learn a new task or two they can bring back to the classroom.

**Speaker:** Jodie Borgerding, Instruction and Liaison Librarian, Webster University

**Sponsored By:** MACRL
Program Schedule

10:00–10:45 a.m.
GOOGLE DOCS IN THE LIBRARY
Location: Alpine 2 (MOREnet)
Google Documents is a great tool that allows you to easily create, share, and edit documents online. You decide exactly who can access and edit documents. It is the perfect tool for collaboration. Librarians are using Google Docs both to publish announcements about upcoming events and give guidance in real time. If you have a Google account, you already have Google Docs. Attendees will use MOREnet’s lab to create, share, and edit documents online in this hands-on fast moving presentation. Come experience how it can transform your library and how easy it is to get started.
Speaker: John Riley, Technical Trainer, MOREnet
Sponsored By: MOREnet

10:00 a.m.–1:00 p.m.
PERFORMERS’ SHOWCASE
Location: Versailles Ballroom

11:00–11:45 a.m.
BREATHING NEW LIFE INTO OLD DATA: HOW OPENING YOUR COLLECTION CAN SPARK IMAGINATION AND INSPIRE CREATIVE RE-USE
Location: Bern
Attendees will learn about a significant online literature and image repository called the Biodiversity Heritage Library (BHL) that has been developed right here in St. Louis at the Missouri Botanical Garden. Content from this repository has inspired a range of users to re-contextualize the BHL data in new, previously unimagined roles including scientists creating visualizations of species names publishing, citizen scientists blogging about fascinating creatures, designers incorporating marine life into wedding invitations, artists creating collages of animal illustrations and nature photography, and home decorators adding punch and wit to the walls of their kid’s bedrooms. Attendees will learn what open data is and how they can expand the impact and reach of their collections through open data methods.
Speaker: Trish Rose-Sandler, Data Analyst/Principal Investigator, Missouri Botanical Garden; Doug Holland, Library Director, Peter Raven Library, Missouri Botanical Garden
Sponsored By: PLCI, Tech Services CI

11:00–11:45 a.m.
USING BUILDING BLOCKS IN STORY TIME
Location: Lugano
Learn about the history and purpose of the Missouri Building Block Picture Book Award. Get a preview of the ten nominees for 2013 and ideas for how to use these books in your programs. Share ideas on how to incorporate and promote the award in your library.
Speaker: Julie Schwartz, 2012 Missouri Building Block Committee Chair
Sponsored By: YSCI
11:00–11:45 a.m.
**GETTING IN ON THE GROUND FLOOR: INTEGRATING INFORMATION LITERACY IN NEW CAMPUS CURRICULAR INITIATIVES**

Location: Zermatt

New curricular initiatives open the door for incorporating librarian-provided information literacy as a core component. Our university is revamping the undergraduate experience by revising the general education curriculum, developing a university college, adding an honors college, and strengthening the undergraduate research program. Through participation on planning committees and connections with key faculty and administrators, information literacy taught by librarians is planned as a core component of these initiatives and will be included in student assessment. Support of so many new initiatives has been made possible by a library administrative reorganization that created a department responsible for information literacy instruction for most of these new classes. Attendees of this presentation will recognize opportunities for incorporating information literacy in new ways on their own campuses, involve the library in curricular changes at their universities or colleges, and solve perceived budgetary impediments to new information literacy initiatives.

**Speaker:** Diane Hunter, Head of Teaching and Learning Services, University of Missouri–Kansas City; Fiona Holly, Graduate Assistant, Teaching and Learning Services, University of Missouri–Kansas City; Barbara Varanka, Graduate Assistant, Teaching and Learning Services, University of Missouri–Kansas City

**Sponsored By:** MACRL, RGICI

11:00–11:45 a.m.
**TECH TOOLS TO MAKE YOU LOOK COOL: THE NEVERENDING STORY**

Location: Matterhorn

In the latest installment of this conference favorite, we will take a look at what’s here, what’s coming, and what’s on the bleeding edge. This fun, fast-paced session will share some of the newest, coolest, ever-changing tools, tech, and library trends to help your library services stay on the cutting edge. Focusing on what is free, accessible, and easy to implement, but also what is just plain cool, a variety of tools and tech 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. We will also have time for a “swap and shop” to share what are the latest trends in tech at your library.

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

**Sponsored By:** CITCI

11:00–11:45 a.m.
**PLAYING CATCH-UP WITH TECHNOLOGY**

Location: Alpine 1

Technology is constantly changing—so much so that it is difficult to keep up. What did you miss during the past year? Find out—we’ll discuss what’s new, what’s different... and what’s surprising!

**Speaker:** Christine Peterson, Continuing Education Librarian, Amigos Library Services

**Sponsored By:** CITCI

11:00–11:45 a.m.
**EXPLORING LEARNINGEXPRESS LIBRARY**

Location: Alpine 2 (MOREnet)

LearningExpress Library provides users with access to hundreds of tests, ebooks, and elearning 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. LearningExpress has also added a completely new section called the Job and Career Accelerator that is loaded with information on how to write resumes and cover letters, search for jobs, and build job skills. Soon, there will be an updated version 3.0 of LearningExpress Library! Get the latest information on this powerful resource for your students and staff.

**Speaker:** Denise Tate-Kuhler, Technical Trainer, MOREnet

**Sponsored By:** MOREnet
# Trade Show Map

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Vendor Demos

Make sure to stop by the NEW Vendor Expo Demo area on Thursday, October 3. Learn about the latest products and innovations by attending brief 25 minute full product demonstration presentations by Exhibit Hall vendors and other companies from the comfort of a meeting room. The Vendor Demo schedule is as follows:

9:00–9:25 a.m.
PROQUEST
PDA—Patron Driven Acquisition—is a very cost-effective way for libraries to provide patrons with access to the e-books of their choice and only purchase those used significantly. Libraries may provide access to hundreds of thousands of eligible titles, or narrow their selection by subject, publisher, price, date, and other key parameters.

9:30–9:55 a.m.
POLARIS LIBRARY SYSTEMS
Polaris Library Systems earns the highest customer satisfaction ratings by focusing on one goal: helping librarians serve their communities. Established in 2003, Polaris provides libraries with an integrated library system that boosts productivity, improves patron satisfaction and transforms how libraries connect, communicate and collaborate in the modern world.

10:00–10:25 a.m.
EX LIBRIS
Steve Hargis will share a high level introduction to Ex Libris’ next-generation library management system, Alma, and how it provides a platform for the library of the future to manage every aspect of library. We will also discuss Primo, the most widely used advanced discovery tool in the library market.

10:30–10:55 a.m.
REFERENCE USA
The premier source of business and residential information for reference and research. We will review basic tips when using ReferenceUSA, and exciting new features. Used by entrepreneurs, businesses, or anyone wanting information on millions of businesses and hundreds of millions of consumers in an easy to search format.

11:00–11:25 a.m.
OVERDRIVE
“Next Generation Coming Attractions: In-Library Media Stations, Streaming Videos and more!”
See how OverDrive continues to improve every aspect of its library eBook ecosystem, including in-library media stations, advanced collection tools for librarians, deep integration with library discovery tools, instant-access eBooks and streaming video.

11:30–11:55 a.m.
BOOPSIE FOR LIBRARIES
The mobile space is complicated. Should libraries deliver content to their patrons on tablets or smart phones, with the mobile web or native apps, on Apple or Android? Boopsie connects all of these worlds together, uncovering surprising trends in digital content delivery and patron engagement with mobile content.

12:00–12:25 p.m.
PROQUEST
ProQuest Central is the largest multidisciplinary full-text database available in the market today. This resource provides access to 27 of ProQuest’s most highly used databases, with a variety of content types across over 160 subjects, making this the broadest single research resource in the world.
Vendor Demos

12:30–12:55 p.m.
PROQUEST
Digital Archiving & Access Program (DAAP)—Your institution’s scholarly record is too impressive to languish in obscurity, too important to entrust to perishable media (print). Our Digital Archiving & Access Program (DAAP) is the affordable way to preserve your intellectual heritage. Keep the doctoral dissertations and master’s theses of generations of scholars alive for researchers around the world, now and in the future.

1:00–1:25 p.m.
PROQUEST
What is Summon 2.0? The Summon service is still the only discovery service designed around a single, unified index of content. Its introduction in 2009 revolutionized discovery by making it possible for libraries and their users to move beyond federated search and database silos.

1:30–1:55 p.m.
SIRSIDYNIX
Technology has greatly impacted how people find and access information. Libraries are trying to adjust their services to this changing landscape, while still serving traditional patrons. How do we make patrons aware of the services we offer and bring attention back to the library as the main source of information?

2:00–2:25 p.m.
SPEAKER AND GLOBETROTTER GIG GWIN
Having completed a lifelong goal to visit all 320 countries, this well-known globetrotter and travel agent shares his stories and knowledge with both armchair and active travelers. His book, “Travel Dreams Sold Here”, received solid reviews and a finalist book award. Come meet with Gig to bring this energetic speaker to your library. Library speeches are complimentary and his pictorial presentation will give your audience a magic carpet to the world.

2:30–2:55 p.m.
PROQUEST
Genealogy and HeritageQuest Online (HQO) is an essential collection of unique material for both genealogical and historical researchers. With coverage dating back to the late 1700s, researchers can find their ancestors, trace their paths across America, and learn what life was like in the areas where they settled.
2013 MLA Governance CPC and Volunteers

2013 Missouri Library Association Governance

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Member-at-Large 2013–2014
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Stacy Hisle-Chaudri

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Sharon McCaslin

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Mollie Dinwiddie

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Anna Strackeljahn

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2015 Joint MLA/KLA Coordinator
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Susan Bushnell

Technical Services (Tech Services) Community of Interest
Jennifer Peters

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2013 MLA Governance CPC and Volunteers

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Tradeshow Chair
Anne Arthur

Table Talks Chair
Amy Held

Poster Sessions Chairs
Karen Robinson and Lindsey Schmitz

Performers' Showcase Chairs
Melissa Horak-Hern and Peg Hulse

Transportation Chair
Paula Martin

Pre-Conferences Chair
Katy Smith

Emerging Technologies Chair
Amy Pennington

Vendor/Sponsor Development Chair
Betsy Williams

Tradeshow Consultants
Brette Doris and Susan Pruchnicki

President (Ex-Officio)
Carol Smith

Consultant (Ex-Officio)
Tracy Byerly

Past Conference Chairs (Ex-Officio)
Mel Davis and Jim Schmidt

Conference Volunteers:

Shelley Akins  Kathy Cosgrove  Amy Hanaway  Stacey Lewis  Teresa Romano
Liz Aleshunas  Tiffany Davis  Fiona Holly  Shannon Mawhiney  Julie Schwartz
Todd Beckett  Andrea Degener  Edith Isele  Sharon McCaslin  Helen Shaw
Eliot Boden  Sue Dittmar  Natalie Junkin  Allison McCue  Amy Suiter
Stephany Boyd  Corie Dugas  Deborah Katz  Carol Nolte  Heather Wefel
Donna Church  Deanne Fix  Laura Kirk  Lisa Pritchard  Amber Wright
Jennifer Conley  Lisa Haddox  Rebecca Klemme Eliceiri

Special thanks to the Communications department of the Saint Louis County Library for designing the conference logo and printed program.

Thank you to the St. Louis Metro Area Chapter of the Special Libraries Association for hosting dine-arounds on Wednesday night.

Management Firm:
Thanks to Linda, Keith, and Tracy at Amigos Library Services for all of their hard work and dedication to MLA and the conference. We couldn’t have done it without you!

Underwriters:
The Missouri State Library (MOSL) is proud to support the Missouri Library Association Conference. For more than seventeen years, the Missouri State Library has sponsored Internet access and training for the MLA Conference. Through MOREnet, hands-on training and e-mail access are available in Alpine 2 (the MOREnet room). The Improv and Genealogy pre-conferences are supported by the Missouri State Library.
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SPECIAL MENTION

Thanks to Polaris Library Systems for sponsoring beverage service during the MLA Awards Dinner
Performers’ Showcase

Abra-Kid-Abra
314-608-6547 / jlefton@abrakid.com / www.abrakid.com
Fizz Boom Seuss! Come with us on a magical journey through Dr. Seuss’ children’s book classics. Combining magic, puppets, comedy, and audience interaction, this program has something for everyone. If you’ve read Seuss before you’ll enjoy reliving Seussical adventures. If you’re new to Dr. Seuss, fasten your seatbelt and check out some books after the program!
Cost: $250 + travel from St. Louis for 45–60 minute program.

Animal Tales LLC
270-804-5182 / jared@animaledzoocation.com / www.animaledzoocation.com
Book before November 15th and save! Our Summer 2014 “Animal Science” program is filling up FAST! Animal Science will focus on classifications and will feature 5 live animals including a bird, reptile, amphibian, mammal and invertebrate complimenting your 2014 Summer Reading Program theme “Fizz, Boom, Read!” perfectly! Don’t forget to check out our “Creepy Critters” program for Halloween and “Holiday Safari” for this winter! Programs are 45 to 50 minutes of highly interactive fun for any age.
Cost: $295 booked before 11/15/13, $325 booked after 11/15/13. Please contact performer for travel expense and multiple program pricing.

Babaloo
888-583-9514 / babaloomusicandfun@gmail.com / www.babaloomusicandfun.com
Babaloo is a highly interactive and energetic one-man musical comedy act for kids. With a guitar and a trailer full of props, Babaloo connects with kids from preschool through elementary with a full hour of wacky songs, interactive play and goofy gags guaranteed to fill your library with laughter. Parents have a good time, too!
Cost: Please contact performer for pricing.

Brian Wendling: Juggling! Comedy! Energy!
816-561-4695 / brianwendling@kc.rr.com / www.brianwendling.com
2014 program: Anti-Gravity Fun! Come see award-winning juggler Brian Wendling use the laws of nature and science to display amazing feats of juggling and object manipulation.
Cost: $220 in KC Metro, $220 + mileage outside KC Metro for 45 minute program.

Christian the Magician: Totally Magic Productions
321-947-0840 / christianmisner@gmail.com / www.theschoolmagician.com
THE JIM CARREY OF MAGIC! A clean, family-oriented, high-octane comedy magic show for ages 4-104. The show is filled with music, audience participation, and laughter. One lucky kid will get to float in the air as the Grand Finale!!!
Cost: Please see performer at his table for a geographically-based fee card.

Circus Kaput
314-803-2503 / josh@circuskaput.com / www.circuskaputllc.com
The Adventures of Dr. Gigglewatt (aka Oh My Gosh Josh) Join Dr. Gigglewatt for a stupefying and semi-accurate telling of his scientifically invented adventures. You can expect: madcap experiments of balance with a skunk, a tissue that comes alive like Frankenstein, and the whole audience learns that what goes up doesn’t always come down. Oh My Gosh Josh’s unique storytelling, magic, juggling, and circus stunts will have your audiences laughing, learning, and ready to read!
Cost: $275/show, $250/program for 3+ programs in a district. Please contact performer for travel expense information.
Performers’ Showcase

Dino O’Dell Industries
816-309-7636 / dino@dinoodell.com / www.dinoodell.com
Dinosaur O’Dell’s “Boom, Fizz, Take Me to Your Library!” “Boom”—the sound of a spaceship’s crash-landing. “Fizz”—that’s how an alien says “hello.” “Take me to your library”—time for summer reading at your interstellar branch library. Join Dino for an interactive music and storytelling adventure that features a pond filled with peanut butter (kerplunk), a plate of pancakes (gulp) and a surprise visit from a space alien (boom).
Cost: $300 + travel for 45 minute program. Please contact performer for multiple program pricing.

Fanfare
314-752-4378 / vincent@fanfareband.com / www.fanfareband.com
Fanfare plays a variety of styles of music with a great deal of, well…FANFARE! Fanfare features the lead vocalist Kittie Moller whose vocals will capture and enthrall you. The music they play will take you all over the sound spectrum with music that includes Motown, R&B, Classic Rock, Disco, Pop, Country, Standards & Jazz, Big Band and music of today. A fun and educational look at the foundation of the pop music of today that kids and adults alike are listening to.
Cost: Please contact performers for pricing.

Flavia Everman
314-517-3437 / flaviaev@gmail.com
Using puppets, voice inflections, and dramatic movements, stories come to life, teach lessons, and take you on a journey far from your chair. Whether you are young or just young at heart, these stories will make you laugh, cry, and cheer. Programs are available for all ages and can be tailored in themes.
Cost: $100–150+ per program.

The Hanser-McClellan Guitar Duo
314-602-8460 / khanser@sbcglobal.net / www.hansermcclellan.com
The Hanser-McClellan Guitar Duo (Kirk Hanser & John McClellan) performs a wide range of music written over the past 500 years. Much of the music in their current program was written for them by some of today’s most notable guitar composers including Jorge Morel, Paulo Bellinati, and Kim Portnoy. Since 1996, they have performed for such diverse events as the International Guitar Foundation of America Conference to the Chet Atkins Appreciation Society Festival for general classical music series, guitar societies, and much more.
Cost: Please contact performers for pricing.

Historic Hannibal Tours LLC
573-248-1819 / lisa@hannibalhistorymuseum.com / www.hannibalhistorymuseum.com
Historian Lisa Marks brings the “Unsinkable” Molly Brown to life in this live performance. Hear the amazing life story of Margaret Tobin Brown: her birth in Hannibal in 1867, the childhood years during Hannibal’s Gilded Age, her migration to Colorado in 1886, the road to wealth and fame, her experiences aboard Titanic, and more! Learn the socioeconomic and cultural factors that shaped Margaret during her childhood in Hannibal, leading her to not only become the heroine of the Titanic tragedy but also one of the most important human rights activists and social reformers of her generation. Our target audience ranges from 5 to 105 years old and the performance!
Cost: $250 within 100 miles of Hannibal, $350 beyond for 60 minute program; $50 each additional hour. Please contact performer for multiple program pricing.
Performers’ Showcase

Jay & Leslie’s Laughing Matters
913-660-3162 / laughing@leslieandjay.com / www.leslieandjay.com
2014 Summer Reading Show: “Chain Reaction” Science helps us understand the world and this show helps kids understand science. Juggling balls become atoms and molecules. Mysteries are solved with experiments and logic. One thing leads to another in a hilarious chain reaction machine created with audience volunteers. Come enjoy this science adventure with Jay and Leslie Cady of Laughing Matters! Terrific for ages 4 and up.
Cost: $250 + mileage for 45 minute program.

Johanna Ballou
314-807-6460 / johannaballou@hotmail.com / www.johannaballou.com
Bring children’s books to life by weaving together music and spoken word! Audience members enjoy a performance of classic children’s literature with a musical twist. Then, under the direction of pianist Johanna Ballou, they participate in their own musical performance to go along with a favorite children’s book. Using voices, ordinary objects, and provided instruments, participants become performers and learn about elements of rhythm, pitch, and music’s power to tell an amazing story with or without words!
Cost: Please contact performer for pricing.

Juggling Jeff
314-852-1134 / jeff@jugglingjeffstl.com / www.jugglingjeffstl.com
The Juggling Jeff show—a high energy, interactive comedy show for the whole family. Laugh! Smile! Watch Jeff juggle! See the giant pink ball of Doom! Witness a straightjacket escape unlike any you have seen before! And don’t forget about the audience participation!
Cost: $250–300+ in STL area; please contact performer for pricing outside STL area.

Mad Science
913-888-8877 / kathy@madsciencegkc.com / kansascity.madscience.org
We make it our mission to spark imaginative learning! Mad Science is the leading science enrichment provider for children in kindergarten through to grade 6. We deliver unique, hands-on science experiences to children. See a sample of 8 interactive minutes of Spin, Pop, Boom! This is to go with the new reading program for 2014.
Cost: $270 + mileage for 45 minute program.

Mahkeedah Arts
636-222-1520 / sherrie.brown78@yahoo.com
www.facebook.com/MahkeedahArtsAndEntertainment
The Trans-Atlantic History of African Music. This is an interactive family presentation. We allow the audience to experience traditional African life through song, dance and hand percussion instruments. We will share how music transformed as conditions of the Africans changed in the Americas from Ole Spirituals to the Conscience sound of the 1960s. Genres include traditional African rhythms, folk, blues, jazz during a 45–120 min. presentation.
Cost: Please contact performer for pricing.
Performers’ Showcase

Comedian, Ventriloquist, Magician Mike Niehaus
314-691-0507 / mrniehaus@sbcglobal.net / www.mikeniehaus.com
Comedian, Magician, Ventriloquist Mike Niehaus is one of the top Children’s Entertainers in St. Louis. Mike performed over 225 clean, hilarious, and interactive children and family shows in 2012. Mike mixes magic and ventriloquism with a uniquely hilarious and interactive personal style. His many talents have allowed him to perform for all types of audiences across America. Mike’s performances have been received with great enthusiasm and compliments.
Cost: Please contact performer for pricing.

Music Works
217-473-5889 / mworks@fgi.net
The combination of music, storytelling and humor has made Mike Anderson one of the most sought-after performers for all ages programming from the Atlantic coast to Canada to the Gulf and all points in between. 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 latest recording entitled The Great Sled Race and Anna’s Old Boot both won Parents’ Choice® awards. Anna’s Old Boot also won a Children’s Music Web award for best children’s song 2003.
Cost: $500 per day including 2 programs at 1 site. $225–275 per program for multiple sites.

Nitro Joe Science
314-917-6911 / joe@nitrojoe.org / www.nitrojoe.org
This is one of the most entertaining and interactive science shows that you’ve ever seen! Nitro Joe’s energy and enthusiasm will keep audiences of any age fully engaged. All science shows are targets at kids ages 3–12.
Cost: $300 per program; $0.50/mile travel fee round trip from 63111. Please contact performer for multiple program pricing.

Puppets by Paul Vandivort
314-620-7927 / paulspuppets@gmail.com / www.puppetsbypaul.com
Turn Off the Lights! It’s Shadow Puppets! Shadow Puppets resemble silhouettes more than traditional puppets and require the lights to be turned off or down low. This brings a special excitement to any children’s performance and the realistic nature of shadow puppets only enhances that. As usual, Paul makes all of his puppets himself and every puppet made for this show is completely new and perfect for diverse audiences of all ages. For examples of a live performance, please search Youtube for Paul Vandivort.
Cost: $300 for a 45 minute program. Please contact performer for multiple program pricing.

The Rockin Rob Show!
913-963-1513 / rob@therockinrobshow.com / www.therockinrobshow.com
Over the past 15 years, Rockin Rob has hosted over 200 music and vocal workshops across the country for children and students all over the world. Rockin Rob brings a traditional and original style of children’s music, mixing Folk/A Cappella/Oldies/Blues/Freestyle/Doo Wop/Gospel/and Rock and Roll. Educating and interacting with children through the benefits of music, movement, storytelling and FUN is not only a passion, but a mission. The Rockin Rob Show is a completely interactive and educational musical kids’ show geared for children ages 2–10 and families brought to you by way of Music and Movement.
Cost: $250 first program, $200 each additional program. Travel expenses may apply.
Performers’ Showcase

Todd Mosby Music
314-973-2882 / todd@toddmosbymusic.com / www.toddmosbymusic.com
Specializing in classical North Indian Imrat guitar, traditional jazz guitar, and acoustic blues guitar, Mosby binds the improvisational and compositional aspects of these highly specialized genres into one beautiful artistic statement. Mosby made history as being the only guitarist to become a member of the famed Imdad Khani Gharana, India’s royal family of sitar ustadt musicians with an unbroken chain dating back 500 years. He’s an intrepid artistic adventurer deeply exploring traditional jazz, contemporary jazz, classical composition, modern classical, new music, classical North Indian rags, and acoustic music.
Cost: Please contact performer for pricing.

W.E.A.K. Entertainment
417-213-0798 / cybersis@platwls.com / www.weakentertainment.com
Our Fizz Boom Read Library show will feature “Professor Von Nightmare” our famous...or not so famous scientist. He will have magical mishaps and lots of audience participation along with his assistant Sonshine D Clown who will provide ventriloquism, magic, and stories all with the theme of Fizz Boom Read.
Cost: Please contact performer for pricing.

WildHeart
573-229-8815 / syrigos@juno.com / www.wildheartmusic.com
Hiss Boom Explore with WildHeart! Begin with a bowlful of nature, add a backpack and walking stick, stir in a summer day and Boom! It’s time to Explore! Join in our musical adventure “exploding” with encouragement to get outside and discover nature! WildHeart is the Parent’s Choice® and Emmy Award® winning family group conservation educators and entertainers who have performed at the St. Louis Arch, Silver Dollar City, Missouri State Capitol, and schools and libraries throughout the Midwest. Also be prepared to meet two mini backyard critters that are sure to encourage you to explore more! It’s WildHeart, bringing the heart of the wild to the heart of the child.
Cost: $200–300 + travel expenses for 60 minute program.

Directory-Only Performers

Byrd Productions
816-305-8188 / beth@byrdproductions.org / www.byrdproductions.org
YOU CAN BE ANYTHING!; (grades 1–12) You can be a clown, a little girl a baseball player, a daisy, a butterfly—and more! Beth becomes all of these and more in this show that shows how YOU can be ANYTHING! (when you’re a mime!)
Cost: Please contact performer for pricing.

EVEN CLOWNS READ: (grades K–12) Tweets brings her book bag of tricks to school today to show the importance of reading and writing in EVERYONE’S lives, even clowns.
Cost: Please contact performer for pricing.

Flying Debris
785-819-1993 / richard@flyingdebrisshow.com / www.flyingdebrisshow.com
The Flying Debris Show is an interactive comedy variety show that incorporates juggling, magic, unicycling, basketball spinning, audience, participation and, of course, lots of comedy. Juggling workshops where everyone makes and keeps his/her own juggling balls are also available.
Cost: Please contact performer for pricing.
Performers’ Showcase

T.A. Hamilton Magic Productions LLC
785-260-6040 / tahamilton@tahamilton.com / www.tahamilton.com
Celebrity Master Magician, Comedian, Illusionist, and Ventriloquist T.A. Hamilton brings one of the most beloved programs to the library. Featuring the National Library Program Theme each year and touching upon his exclusive “The Magic of Reading Just One Book” this program is designed to produce both wonder and laughter in levels rarely seen in library programs. The program is designed to appeal to children, tweens and adults alike.
Cost: Please contact performer for pricing.

Happy Faces Entertainment
816-309-2460 / dennis@happyfacesentertainment.biz / www.happyfacesentertainment.biz
Established in 2001, Happy Faces Entertainment has brought smiles to thousands of people. With fun for the whole family, laughter is guaranteed during every program. Happy Faces Entertainment provides a variety of programs and workshops; including magic, interactive storytelling, balloon art improvisational theater and clowning. Sit back and enjoy a show, be a part of the fun on-stage or get hands-on in a workshop. A variety of programs are offered to encourage creativity or story making and highlight themes like the circus or the 1950’s. Let Happy Faces Entertainment bring smiles to your library.
Cost: Please contact performer for pricing.

Parasol Puppets
660-684-6825 / dlpallen@grm.net / www.parasolpuppets.com
Peter Allen and Debbie Lutzky Allen have been performing and teaching puppetry for over thirty years. Their live performances featuring hand puppets, marionettes, and shadow puppets inspire audience involvement and enthusiastic participation. The performance styles range from gentle (nursery rhymes and tales for young children and their families) to lively family fun (GEORGE AND THE DRAGON and THE AMAZING MYSTO’S MAGIC SHOW). Their new PUNCH AND JUDY show is just the thing for outdoor festivals and performances for family audiences! DISCOVER SHADOW PUPPETRY! a performance/ workshop, is also new this year. Family audiences enjoy creating and performing with their own shadow puppets. Parasol Puppets is proud to be included in the Missouri Arts Council Touring Roster!
Cost: Please contact performer for pricing.

Joyce Slater, Storyteller
816-523-5038 / joyceslater20@gmail.com / www.slatertales.com
Summer Reading Programs 2014 and 2015 Fizz, Boom, Read
1. Crazy World of Inventions and Inventors (Age 4 and up)
2. Pourquoi Stories: The Animal Kingdom (Ages 2–5)
3. Sleep Comes to All: Shakespearean stories and reenactments of the plays with sleep. (All ages)
5. Stars, Moons, and Our Wild Solar System: Stories and Myths of the Constellations and Planets (Adaptable to all ages)
6. Under the Deep Blue Sea with Gilda the Gold Fish: Gilda, a giant body puppet, will tell stories of the sea with puppets and props (All ages)
Cost: Please contact performer for pricing.

Link-Only Performers

Miss Jubilee
314-645-7220 / thehumdingers@gmail.com / www.miss-jubilee.com
Cost: Please contact performer for pricing.
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