

**PROGRAM**



# **every Day ADVOCACY**

**Libraries are Essential  
to Your Community**



**New Jersey Library Association  
Annual Conference**

**April 26-28, 2010**

**Ocean Place, Long Branch**

**Sponsored by NJLA, NJLTA and NJASL**



*The*  
American  
Program  
Bureau

## *Presenting Lisa Scottoline*

**W**e are proud to present Lisa Scottoline as a keynote speaker at the 2010 New Jersey Library Association Conference.

A *New York Times* best-selling author and one of today's most popular writers of legal thrillers, Scottoline draws on her experience as a trial lawyer in creating inventive plots and entertaining characters. Hailed as "sharp, intelligent, funny, and hip" by *USA Today*, her latest book is *Think Twice*.



**Keynote**  
*Wednesday, April 28th*

Contact us today for more information about Lisa Scottoline and the other distinguished authors we represent:

**800.225.4575**

**[www.apbspeakers.com](http://www.apbspeakers.com)**

## President's Message

### NJLA 2010 Conference Welcome

Welcome to the New Jersey Library Association's 2010 annual conference:

#### **Everyday Advocacy: Libraries are Essential to Your Community!**



SUSAN BRIANT

It's time to join with your friends and colleagues to learn, renew, and focus on the future of our libraries. Following National Library Week, this is a time to advocate for and celebrate our libraries, librarians and the NJ library community!

A special thanks to the Conference Committee for their talent in organizing this phenomenal event. Thanks also to the NJLA Committees, Sections, and Roundtables for planning creative and useful programs. The conference promises to be outstanding.

Now, more than ever, take the opportunity to participate in NJLA. Get involved, enjoy, network, and rejuvenate at the NJLA Conference. You, too, can be an Everyday Advocate! Your advocacy counts!

See you at the NJLA Conference!

Susan Briant  
NJLA President



## Conference Sponsors

The New Jersey Library Association gratefully acknowledges the support of our 2010 sponsors.

#### GOLD

**Arcari and Iovino Architects;  
Infogroup Reference; Rutgers University**

#### SILVER

**Book Systems, Inc.;  
Ingram Library Services;  
Tesco Library Furniture**

#### BRONZE

**CWA Local 1031; Davidson Titles, Inc.;  
Dean Equipment & Furniture Company, Inc.;  
LYRASIS**

## Conference Services and Registration

### ■ Hospitality Table

Learn about your NJLA membership. Ask questions of NJLA leaders or just for directions. Browse local restaurant menus and reviews. Pick up conference program handouts and materials. Meet Dine Around friends here, too!

**Member Services Committee**

### ■ NJLA Conference Wiki

<http://njla.pbworks.com/Conference-2010>

### ■ Registration Desk Hours

Monday, April 26 . . . . . 11:00 am – 4:00pm

Tuesday, April 27 . . . . . 7:30am – 5:30pm

Wednesday, April 28. . . . . 7:30am – 3:00pm

### ■ NJLA Store

**Ways and Means Subcommittee**

Check out all our new items! Find the perfect gift. Browse, shop and support NJLA!

Monday, April 26. . . . . 4:30 – 6:30pm

Tuesday, April 27 . . . . . 8:00am – 5:30pm

Wednesday, April 28. . . . . 8:30am – 4:30pm

### ■ Conference Bookstore

Brought to you by Barnes and Noble. Stock up on Garden State Book Award winners, titles by our conference presenters and other favorites. A portion of the sales benefit NJLA!

Monday, April 26. . . . . 4:30 – 6:30pm

Tuesday, April 27 . . . . . 8:00am – 5:30pm

Wednesday, April 28. . . . . 8:30am – 4:30pm

### ■ Dine-Around

<http://njla.pbworks.com/DineAround2010>

**Member Services Committee**

Create conference connections!

Monday, April 26. . . . . 5:00 – 7:00pm

### ■ President's Program featuring Dr. Marc Mappen and Bob Ingle: New Jersey: More than the Soprano State

Monday, April 26. . . . . 7:00 – 9:00pm

### ■ Digital Services Station

**Information Technologies Section**

Learn, create, be seen and heard with text messages and YouTube videos at the NJLA Digital Services Station.

Tuesday, April 27 . . . . . 9:00am – 4:00pm

Wednesday, April 28. . . . . 9:00am – 4:00pm

### ■ IT Tech Lounge

**Information Technologies Section**

Stop by to see (and even try) games and gadgets being used in library programs and services right now. Check out our schedule of "calling hours" where you can ask experienced librarians and library professionals your questions about teen and senior gaming programs, e-readers, computer 1 on 1, open source software, and more!

Tuesday, April 27 . . . . . 9:00am – 4:00pm

Wednesday, April 28. . . . . 9:00am – 4:00pm



Square 2 offers NJLA Conference attendees, program presenters and moderators the opportunity to interact **before, during and after** the conference with discussions, documents, photos, feedback and more.

Square 2 refers to the idea that we are moving on from Square 1, the sitting in a program and receiving a handout stage, to Square 2, a stage where we can begin to work together, engage each other, expand our networks and progress towards collaborative success. Please join us; it's **free**, it's voluntary, and we'd love to have you there. Just look for the logo for participating speakers.

<http://njlaconference.ning.com>

## Exhibits

### ■ Exhibit Hall Hours

Tuesday, April 27 . . . . . 8:00am – 5:00pm

Wednesday, April 28 . . . . . 8:30am – 3:30pm

### ■ Exhibit Special Events

#### **Ribbon Cutting, Grand Opening and Coffee**

Tuesday, April 27 . . . . . 8:00 – 9:00am

*Thank you to our Gold Sponsor Rutgers University.*

#### **Ice Cream Break**

Tuesday, April 27 . . . . . 3:00 – 3:30pm

*Thank you to our Gold Sponsor Arcari & Iovino Architects, P.C.*

#### **Coffee Break**

Wednesday, April 28 . . . . . 10:50 – 11:30am

*Thank you to our Gold Sponsor Infogroup Reference.*

### Booth 102

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One Katherine Street

Little Ferry, NJ 07643

t:201.641.0600

f:201.641.0626



As a courtesy to Conference attendees and presenters, please turn off all cell phones.

## Monday, April 26

**11:00am – 4:00pm Conference Registration Opens**

**1:00 – 4:30pm**

**Preconferences**

### ■ **What Every Accidental Library Marketer Needs to Know**



If you find yourself doing PR, promotion, or marketing as part of your job, but you never formally learned how, then you're an "accidental marketer" — and you're not alone! Hear the basic tenets you never had a chance to learn as well as advanced tactics. Get the real reasons why many patrons don't attend programs and why the media doesn't always cover your events. Learn what "true marketing" is and why it can make your hard work pay off more often. This preconference will be led by the woman who wrote the book (literally) on this topic, and all registrants will receive a copy of *The Accidental Library Marketer*.

Kathy Dempsey, Information Today, Inc. and Libraries Are Essential,

[http://books.infotoday.com/books/Accidental\\_Library\\_Marketer.shtml](http://books.infotoday.com/books/Accidental_Library_Marketer.shtml);

Moderator: To be announced

**Public Relations Committee and Conference Committee**

### ■ **"If You Can Walk You Can Dance, If You Can Talk You Can Sing:" Drumming Drama and Daring**

Join Playtivity in guided movement and music explorations while you connect with other librarians. "These highly interactive sessions offer... choices of personal expression that enhance self-awareness and expand creativity and cooperation. Multicultural themes are incorporated...promoting unity through diversity."



CRAIG NORTON AND VIRGINIA  
ANDERSON OF PLAYTIVITY

Craig Norton and Virginia Anderson of Playtivity, West Hartford, Connecticut,  
<http://jestplaytivity.com/>; Moderator: Pricilla Cordero, Ocean County Library,  
Toms River Branch

**Children's Services Section**

### ■ **Libraries and E-Government:**

#### **Building Collaborative Strategies & Working Together**

Libraries are critical information and service access points within the spectrum of electronic government (e-government) services, programs, and information resources. Libraries have many roles in providing these services, which are not without challenges. This pre-conference explores innovative e-government library practices and partnerships. The workshop also explores issues associated with providing e-government services in libraries, and the building of collaborations to better serve libraries, agencies, and users.



JOHN CARLO BERTOT

Dr. John Carlo Bertot, Associate Director for Research of CIPEG, Professor at the College of Information Studies, and Director of the Center for Library and Information Innovation, University of Maryland, <http://www.cipeg.umd.edu/> and <http://www.liicenter.org/>;

Moderator: Eileen Palmer, LMxAC

**Public Policy Committee and Professional Development Committee**

■ **Exploring the Current Web Toolbox:**

**Super Searcher Research Tips & Techniques**

This session gathers a wide variety of tips and techniques gleaned from today's super searcher presenters for teaching users about performing more practical and sophisticated Web searches. The most popular/best recommended search services will be demonstrated. By the end of this Web Toolbox session, participants will have gained knowledge of and be able to:

- Match up and discuss most popular search services' strengths and weaknesses
- Use advanced search features of a variety of search services to devise complex search strategies
- Utilize tools needed to keep abreast of practical Web research methods

Robert Lackie, Rider University, <http://www.robertlackie.com/>;

Moderator: David Calvanico, Mount Laurel Library

**Reference Section**

**4:30 – 6:30pm**

■ **NJLA Store Preview**

Stop by the NJLA store early and often for the best selection of gifts!

■ **NJLA Bookstore Open**

Check out all the new releases and our conference speakers' titles. A portion of the proceeds goes to support NJLA.

**5:00 – 7:00pm**

■ **2010 NJLA Dine-Around**

NJLA Dine-Around provides a great opportunity to savor the cuisines of one of the area's favorite restaurants while making new contacts. Each dinner party will be composed of 8 – 12 conference attendees. The restaurants selected include a range of cuisines and prices. Vegetarian options are available at all restaurants. All venues are within walking distance of Ocean Place Resort. All restaurants are located in Pier Village. Dine-Around guests order from the menu at each restaurant. You will be responsible for all food and beverage charges, including tax and gratuities. Each diner will receive a separate check. We will be leaving from the Hospitality Table (located near the conference registration area) at 5pm.

<http://njla.pbworks.com/DineAround2010>

**Member Services Committee**

**7:00 – 9:00pm**

■ **President's Program: "NJ: More than the Soprano State"**



DR. MARC MAPPEN



BOB INGLE  
PHOTO: TOM COSTELLO

Two noted NJ authors will discuss different perspectives of NJ, as they relate to the Sopranos and New Jersey history and legend. This interesting discussion will take you on a lively romp through NJ history from the primitive past to the present day. Real, wise, and tall tales filled with zest, humor, scandal, and occasional tragedy will be told by one of NJ's premier historians and

storytellers. The author of *There's More to New Jersey than the Sopranos* will talk about luminaries, such as Annie Oakley, Ulysses S. Grant, Benedict Arnold, Ezra Pound, Shoeless Joe Jackson, and many others and their common bonds with NJ. Step aside Tony Soprano: mobster Al Capone strolled the boards at Atlantic City! The program concludes with another Soprano perspective. The author of *The Soprano State* will answer questions and give his views on NJ politics and government. These renowned authors will entertain and educate you about NJ while

## Program

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offering humor and relaxation. They will also sign their books after the program.

Dr. Marc Mappen former dean at Rutgers University and author of *Jerseyana: the Underside of New Jersey History, Murder and Spies, Lovers and Lies: Settling the Great Controversies of American History* and Bob Ingle, author, journalist and radio personality on Jersey Guys 101.5 show. <http://www.thesopranostate.com>

**Co-Sponsor History and Preservation Section**

**Thank you to our Bronze Sponsors CWA Local 1031; Davidson Titles, Inc.; Dean Equipment & Furniture Co., Inc.; LYRASIS.**

**9:00 – ????**

### ■ Meet and Greet

Stop by the Ocean View Lounge and meet old friends and new. Drinks on your own.

## Tuesday, April 27

**7:30am – 8:15am**

### ■ Yoga for Librarians

With Suzanne Bromberg, MLIS, RYT (Registered Yoga Teacher)

**7:30am – 5:30pm Conference Registration Open**

**8:00am – 9:00am**

### ■ Exhibits Grand Opening Celebration!

Join President Susan Briant for the ceremonial ribbon cutting and enjoy a cup of coffee with the exhibitors. The exhibits will be open until 5:00pm.

**Thank you to our Gold Sponsor Rutgers University.**

**8:00am – 5:30pm**

### ■ NJLA Store Open

### ■ Conference Bookstore Open

**9:00am – 4:00pm**

### ■ Visit the IT Tech Lounge

**9:00am – 9:50am**

### ■ Growing Green Partnerships:

#### **Providing Green Resources for Your Library Community**

Are your patrons looking for answers on how to conserve energy, recycle, take advantage of green tax credits, start their own small business or become a green contractor? Learn how to navigate the NJ Clean Energy website with representatives from the organization and how to provide information to your community. Interested in recycling options? Colleagues will also share resources and tips for building successful green community partnerships from recycling and swaps programs to community shreds.

Kimberly Hoff, NJ Clean Energy Website, Barb Hauck-Mah, Rockaway Township Library; *Moderator:* Cathy Briant, Somerset County Library System

**Professional Development Committee and Reference Committee**

### ■ Partners in Everyday Advocacy:

#### **Public and School Libraries — Strong Together**

Working together school and public librarians can advocate for all the library services in our towns. Creating joint advocacy plans helps both school and public libraries communicate to parents, students and other stakeholders the value of their respective services and programs. Learn how to build solid alliances that help students be information-literate, academically successful, and life-long users of library services. Experienced advocates will share their examples and techniques.

Mary K. Lewis, Kawameeh Middle School (Union, NJ) and Dale Spindel,

Kenilworth Public Library; *Moderator:* Joanne P. Roukens, HRLC

**Conference Committee**



■ **People and Places: Local History in NJ**

A panel of history authors will discuss how to conduct local history research and they will discuss their respective works.

Randall Gabrielan, author of *Long Branch, New Jersey: Reinventing a Resort, Middletown: Monmouth County, New Jersey* and *Jersey City: A Monumental History*, Sharon Hazard, West Long Branch Library, Cynthia Harris, Jersey City Public Library, Cheryl Turkington, Morristown Library;  
Moderator: John Beekman, Jersey City Public Library

**History and Preservation Section**

■ **R U a Real Person?**

**Responding to Student Questions Via Chat and Text Messaging**

This session will provide an overview of virtual reference services at William Paterson University. Discussion will focus on the issues, challenges and usage of the various services and detail the types of questions posed via chat and text, including IM and text messaging as ways for students to ask questions and contact the reference desk. Presenters will offer tips on starting and promoting virtual reference services and will appeal to librarians from all types of libraries.

Tony Joachim, Richard Kearney and Nancy Weiner, William Paterson University, David and Lorraine Cheng Library;

Moderator: Lisa Coats, Monmouth University Library

**Reference Section**

■ **The Hybrid Open Source ILS; Using the Best and Ditching the Rest**

Worldwide libraries are migrating to Open Source systems at a fast clip. One of the two systems that is widely known is Koha — with three installations in NJ. The Middletown Township Public Library went from Classic Dynix to a hybrid Koha system in 10 months in 2009, and its experience could be a model for other libraries. The Middletown Township Public Library ILS Team will present its timeline, preparation, key decisions, costs, results and caveats

Scott Kushner, Frances Bruno, Doreen Kallfish and Gerard Alberse from Middletown Township Public Library;

Moderator: Susan O'Neal, Middletown Township Public Library

**Information Technologies Section**

■ **Mobile Marketing**



Mobile marketing is being touted as the next big thing in marketing. Studies say it is the best way to reach Hispanic and African American parents, 20-somethings, and teens, but is it right for libraries? Hear reports on the NJSL's pilot programs designed to answer this question for small, large, urban, and county libraries and share what was learned — the pros and cons of mobile marketing including specific campaign ideas and costs.

Nancy Dowd, New Jersey State Library;

Moderator: Lina Belkewitch, East Orange Public Library

**Public Relations Committee**

■ **Matchmakers: Pairing Popular Fiction and Memoirs**

Romance, crime fiction, chick lit, Oprah's fiction selections, mysteries, even paranormal fiction — whatever popular novels your customers are reading, there are memoirs to match! Find out how you can cross the aisle to match genre fiction to memoirs with crowd appeal in this lively session.

Rosalind Reisner, author of *Read On... Life Stories: Reading Lists for Every Taste*, Yvonne Selander, Somerset Country Library System;

Moderator: Ilene Lefkowitz, Denville Public Library

**Reader's Advisory Roundtable**

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Exhibits open to 5:00pm today

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■ **What You Should Know About  
Implementing an eBook Reader Program**

Is your library considering circulating Kindles, Nooks or other eBook readers, but you really want to know more about the thrills and pitfalls of loaning these devices? Is your college considering the use of eBook readers in the classroom?

The moderator and panelists for this session will address all aspects of incorporating eBook Readers into a circulating collection or within academic environment. Nancy Pressman-Levy, Princeton University, Donald E. Stokes Library, Binky Lush and Anne Behler, Penn State University, Diane Lapsley, Sparta Public Library, Sara Hansen, Osterhout Free Library; *Moderator:* Denise O'Shea, Fairleigh Dickinson University Libraries

**College and University Section  
and Information Technologies Section**



ANNE BEHLER



BINKY LUSH

**10:00am – 10:50am**

■ **Keynote Speaker: Calvin Trillin**

Very few writers have had a career as diverse and lengthy as Calvin Trillin. Beginning as a reporter in the early 1960s he has chronicled with warmth and humor the social history of America. Trillin's works are often characterized by a profound empathy for regular people and a healthy respect for their intelligence. In addition, he is well known for his true love of his family and food. Many of his books, such as *Travels with Alice* and *Feeding a Yen: Savoring Local Specialties from Kansas City to Cuzco* focus on the intoxicating blend of family, food and travel. Trillin is constantly developing and expanding his talents. He has performed on stage with his highly successful one man shows, *Calvin Trillin's Uncle Sam* (1988) and *Calvin Trillin's Words, No Music* (1990) and appeared on television programs such as *Sunday Morning*. Trillin's latest books *Deciding the Next Decider* and *A Heckuva Job* are written completely in rhyme.



CALVIN TRILLIN

**11:00am – 11:50am**

■ **So You Want to Be a Manager?**

Are you making the transition from children's services to management? What does it take and what do you take with you? Come hear this panel discussion for some enlightening information.

Hedra Packman, Director of Library Services, Free Library of Philadelphia and others to be announced; *Moderators:* Christine Hill, Willingboro Public Library, Priscilla Cordero, Ocean County Library, Toms River Branch

**Children's Services Section and Administration and Management Section**

■ **Tips for Successful Staff Development Days**



Panelists from public, academic, and school libraries share their experiences and how-to tips for organizing successful staff development days. Topics will include staff day types, planning, resources for finding speakers/presenters, budgeting, timing and evaluation.

Keith McCoy, Roselle Public Library, Heather Andolsen, Ocean County Library, Jennifer Doderer, Ocean County Library, Givane Hayes, Ocean County Library, Liz Siecke, Ramapo College; *Moderator:* Allen McGinley, Piscataway Public Library  
**Professional Development Committee**

■ **Geocaching — Hi-Tech Hide and Seek**



Geocaching had its beginnings in 2000 after GPS transmissions ceased to be jammed thus increasing a unit's accuracy to within 10 feet. It is essentially hi-tech Hide and Seek; a container is hidden, its coordinates are shared, and people use GPS devices to seek these caches. Ironically, it is using technology to get you away from using

technology. Leave your Wii, Xbox, TiVo behind, go on a treasure hunt where 40.587946,-74.607548 marks the spot!

Monica A. Smith, Somerset County Library System,  
Bridgewater Branch and Cynthia Lambert, Princeton Public Library  
**Information Technologies Section**

■ **Laura Bush 21st Century Librarian Program,  
New Jersey State Library Grant Celebration**



Celebration for past and present students awarded the Laura Bush 21st Century Librarian Program grant through the New Jersey State Library. Enjoy refreshments, learn about the grant, and hear our success stories.

Norma Blake and Kathleen Peiffer, New Jersey State Library, grant recipients and students; *Moderator:* Michele Stricker, New Jersey State Library  
**New Jersey State Library and Conference Committee**

■ **Great Teen Spaces That You Could Have Right Now!**



New Teens Only spaces at Atlantic City Public Library and the Camden County Library provide special places for meeting, study, gaming, technology, and fun! These spaces are gorgeous and follow up on trends set by libraries like the Public Library of Charlotte and Mecklenburg (NC) County's Teen Loft — in an affordable way. You could have these spaces within the building and budget you have right now! Come and find out how. Grant funding for the A+ Teen Space Project was jointly provided by the SJRLC and the New Jersey State Library (NJSL), which is responsible for the coordination, promotion and funding of the New Jersey Library Network.

Jennifer Boyce and Maureen Frank, Atlantic City Public Library, Christen Orbanus and Jennifer Druce, Camden County Library; *Moderator:* Pete Bromberg, SJRLC  
**Young Adult Services Section**

■ **Dewey or Dewey Not? An Introduction!**

If you would like an introduction to the systems that book stores use to display non-fiction, come to this workshop. Hear about the choices that were made by the Albany Public Library System to organize and display non-fiction collections using retail techniques. If you are considering doing this for a few or your overall non-fiction collections, you will learn what to consider and best practices in order to make these decisions.

Mary Coon, Head of Special Collections, Albany Public Library System and Carol Nersinger, Director, Albany Public Library System;  
*Moderator:* Susan Briant, Haddonfield Public Library

**Small Libraries Section and College and University Section**

■ **Book Buzz: Publishers Talk About...**

What's coming out for the rest of 2010? Best-selling fiction and non-fiction, gory thrillers, tell all memoirs... Walk away with everything you need to know about the books your customers will be reading this summer and beyond.

Talia Sherer, Director of Library Marketing, Adult Trade – Macmillan, Virginia Stanley, Director, Library Marketing – HarperCollins Publishers;  
*Moderator:* C. L. Quillen, Old Bridge Public Library

**Reader's Advisory Roundtable**

■ **Mapping New Jersey**

An editor of *Mapping New Jersey: An Evolving Landscape* will discuss the new interpretive atlas of the State of New Jersey.

Maxine Lurie, History Department, Seton Hall University;  
*Moderators:* John Beekman, Jersey City Public Library and Nancy Madacsi, Centenary College of New Jersey, Taylor Memorial Library

**History & Preservation Section**

**11:30am – 2:00pm**

■ **Cash Lunch Bar Open**

■ **Visit the Exhibits**

■ **Check out the NJLA Store**

- Browse the Conference Bookstore
- Visit the Digital Services Station
- Stop by the IT Tech Lounge

12:00pm – 1:30pm

- Leadership Luncheon Honoring President-Elect Mary Romance



MARY ROMANCE

1:30pm – 2:20pm

- Expression and Movement for Children and Families with Special Needs

Learn how to adopt and integrate movement, drumming, and self expression in your programs with children and families with special needs.

Craig Norton and Virginia Anderson of Playtivity, West Hartford, Connecticut, <http://jestplaytivity.com/>; Moderator: Priscilla Cordero, Ocean County Library, Toms River Branch

**Children's Services Section**

- I Stole It from John Green:

### Using Ning.com Closed Social Networking with Teens



Inspired by the success of John and Hank Green's Nerdfighters.com Ning social network, learn how one librarian developed a thriving online community that has her teens asking "Are you TABbin?!" This presentation will provide an overview of Ning.com's features, as well as discussion of the highlights and challenges of the first year managing a closed social network.

Samantha Marker, Mount Laurel Library;

Moderator: Kate Vasilik, Franklin Lakes Public Library

**Young Adult Services Section and Information Technologies Section**

- Dimensions of Digital Preservation

The program will cover planning and procedure involved in digital preservation projects. The program will focus on digitization projects where there is a limited budget.

Paul Martinez, Montclair University, Harry A. Sprague Library and Brigid Burke, Fairleigh Dickinson University, College at Florham Library

**History and Preservation Section, Information Technologies Section and College and University Section**

- 2010 Public Policy Landscape

This program will review the major public policy issues affecting New Jersey libraries in 2010. With losses in state funding, decreased property valuations and a new Governor, we will survey the landscape and outline the steps we need to take to make sure that library funding and library services remain central to our New Jersey communities. Join the Executive Director of NJLA and the Chair of the Public Policy Committee for an in depth discussion of these issues and NJLA's future advocacy strategies.

Patricia Tumulty, NJLA and Eileen M. Palmer, LMXAC

**Public Policy Committee**

- Continuous Staff Development on a Shoestring



You probably have an annual staff development day and send librarians to conferences and workshops. Maybe you'd like to do more for the non-librarian staff. Yet, upgrading the skills of non-librarian staff is one of the most effective ways of increasing their job satisfaction and putting librarians and non-librarians to work as equals on a task is one of the most effective ways of fostering teamwork. This workshop will demonstrate methods of developing librarian and non-librarian staff that cost little or nothing. Included will be using in-house skills inventories,

## Exhibits open to 5:00pm today

skills sharing and coaching, job shadowing, fostering leadership through committee work, and shared governmental services.

Christine Hill, Willingboro Public Library;

*Moderator:* Julie DuBois, Mount Laurel Library

**Professional Development Committee  
and Administration and Management Section**

### ■ E-Marketing: Best Practices for Your Online Newsletter



Thinking about email marketing through an online publication?

Listen to the NJLA Newsletter Production Manager discuss best practices in publishing online newsletters. She will discuss everything from how to sign up for an online service to content ideas. The NJLA President will contribute her perspective and experience with "Constant Contact."

Anita O'Malley, NJLA Production Mgr., Marketing Communications Specialist and Susan Briant, Haddonfield Public Library; *Moderator:* Jane Crocker, Gloucester County College Library

**Web Editorial Board**

### ■ Using Gaming and Graphic Novels to Market Library Services



From sneakers to Hollywood movies to the cover of *Library Journal*, the intellectual properties for gaming and comic

companies are highly recognizable and can help us connect our materials collections to users and increase attendance numbers for programming. Join us as we share successful practices for marketing existing programs and collections, give bibliographies to build and increase recognizability in materials collections, and tie our programs and collections together to add value to our users' experience.

Chris Murray, Somerset County Library System, Bridgewater Branch,

JP Porcaro, New Jersey City University Library;

*Moderator:* Nancy Dowd, New Jersey State Library

**Information Technologies Section**

### ■ Taking Your Library Mobile: Free Tools for Creating a Fast and Easy Mobile Website



Our library patrons are accessing digital content more and more using mobile devices. Many library websites look fine in computer web browsers, but are difficult to navigate and use when rendered on a mobile device. This presentation will introduce several free (with ads) and easy to use editors to create an optimized and dynamic mobile version of your library website. It will also cover ways to add aggregated content like RSS feed to make the site more dynamic.

Douglas Baldwin, Cranbury Public Library

**Information Technologies Section**

## 2:25pm – 3:15pm

### ■ NJLA Business Meeting

Everyone welcome!

## 2:30pm – 3:30pm

### ■ Poster Sessions

Share ideas and accomplishments! For more information, please see

<http://njla.pbworks.com/Posters2010>

## 3:00pm – 3:30pm

Ice Cream Break! Visit the Exhibits!

**Thank you to our Gold Sponsor**

**Arcari + Iovino Architects, P.C.**

3:30pm – 4:20pm

■ **Summer Reading Committee Presents**

**David Wiesner, Illustrator**

Water, water everywhere! The Summer Reading Committee is sure you will be inspired by this program by this award winning illustrator's interpretation of our theme.

David Wiesner, Illustrator;

Moderator: Allison Santos, Princeton Public Library

**Children's Services Section**



DAVID WIESNER  
PHOTO: PEGGY MORSECH

■ **Teen Author Spotlight: A Panel Discussion featuring Matt de la Peña, Elizabeth Scott, & Patricia McCormick**

Extended program, ends @ 5:20pm



PATRICIA MCCORMICK

These three heavy-hitters of YA literature will discuss their writing, publishing trends, and other topics of interest in an informal panel chat. Questions from the audience are welcome and encouraged. A signing will follow and books will be available for sale.

Matt de la Peña, author of *Mexican Whiteboy*, *Ball Don't Lie* and *We Were*

Here, <http://www.mattdelapena.com/>, Elizabeth Scott, author of *The Unwritten Rule*, *Living Dead Girl*, *Perfect You*, *Something, Maybe*, *Love You Hate You Miss You*,

<http://www.elizabethwrites.com/>, Patricia McCormick, author of *Purple Heart*, *Sold and Cut*, [http://www.patty-](http://www.patty-mccormick.com/)

[mccormick.com/](http://www.patty-mccormick.com/); Moderator: Kimberly Paone, Elizabeth Public Library

**Young Adult Services Section**



MATT DE LA PEÑA  
PHOTO: MATT MENDELSON



ELIZABETH SCOTT

■ **Readers' Advisory: What We Didn't Learn in Library School**



JOYCE SARICKS

Helping a reader find their next great book can be quite a challenge. Our speaker will teach you how to think and talk about books, how to read and remember books, and important considerations for collection development from an RA point of view. You will also learn how to keep current while still doing everything else, how to promote readers' advisory services and how to hire staff to provide readers advisory.

Joyce Saricks, retired librarian and author of *Readers' Advisory Service in the Public Library*, *The Readers' Advisory*

*Guide to Genre Fiction* and Booklist's "At Leisure" Readers' Advisory column;

Moderator: C.L. Quillen, Old Bridge Public Library

**Reader's Advisory Roundtable**

■ **Getting Staff to Buy Into New Technologies**

Getting staff to embrace and use new technologies can feel like a losing battle. Learn different techniques you can use to help staff embrace new technologies that will help your library provide better services to your patrons.

Sara Hansen, Osterhout Free Library;

Moderator: Tyler Rousseau, Monroe Township Public Library

**Information Technologies Section and**

**Administration and Management Section**

■ **Open Source ILS for Libraries**



What is open source and how can it be of use to you and your patrons? This non-technical discussion explains the concept of open source software and how it is a viable alternative to traditional vendor-supplied products. Considering replacing your current integrated library system (ILS) with open source alternatives? We'll show you the

various options you have to consider and tell you where these products stand in terms of development, functionality, and support. Kurt Wagner, William Paterson University, David and Lorraine Cheng Library, Eric P. Lozauskas, BCCLS; *Moderator:* Helen Imre, Franklin Township Public Library  
**Technical Services Section and Information Technologies Section**

### ■ Intro to Libraries and E-Government

Extended program, ends @ 5:20pm

Libraries serve as partners with government in delivering services. This session will introduce different levels of libraries as e-government service providers. Models of collaboration between government and libraries will be discussed. Best practices in dealing with the ever increasing demand for e-government will be shared. Examples of effective partnerships with government agencies to serve those with employment, immigration, citizenship, computer training, housing and other needs will be shared. Dr. John Carlo Bertot, Associate Director for Research of CIPEG, Professor at the College of Information Studies, and Director of the Center for Library and Information Innovation, University of Maryland, <http://www.cipeg.umd.edu/> and <http://www.liicenter.org/>; *Moderator:* Eileen Palmer, LMxAC  
**Public Policy Committee and Professional Development Committee**

### ■ Technology Innovation Forum

Extended program, ends @ 5:20pm

Presentation from the nominees and winner(s) of the 2010 NJLA College and University Section Technology Innovation Award, which honors a librarian or group of librarians for innovative use and application of technology in a New Jersey academic library. The purpose of the award is to recognize distinguished leadership in developing new technologies for academic libraries.

*Moderator:* Denise O'Shea, Fairleigh Dickinson University Libraries  
**College and University Section/ACRL-NJ Technology Committee**

### ■ Google Wave and Library Service



What's all the fuss about Google Wave? Part email, part wiki, part discussion board, part live chat, this is a new form of communicating and sharing ideas over the internet. A wave is a hosted conversation that any invited person can contribute to, and it is set to improve digital communicating among professionals. Let us introduce the service to you and help you integrate "the waves" into your own library service.

Robert Keith, New Jersey State Library;  
*Moderator:* JP Porcaro, New Jersey City University Library  
**Information Technologies Section**

## 4:30pm – 5:20pm

### ■ From 1 to 93:

#### Bringing Authors to Your Library

Learn the components of putting together a book event — a book festival or a visit with one author and anything in between. With a little planning, your library can host an author program of any size and scale and have a wildly successful event. Learn how to put together author visits and author panels for a wide-range of audiences of all ages and interests. Leave with an extensive list of authors, many local, who are committed to libraries and readers.

Ilene Lefkowitz, Denville Library  
**Reader's Advisory Roundtable**

### ■ Teen Author Spotlight: A Panel Discussion featuring Matt de la Peña, Elizabeth Scott, & Patricia McCormick

Extended program, begins @ 3:30pm

**Young Adult Services Section**



## Exhibits open to 5:00pm today

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### ■ Texting NJ Style

Text messaging may be the hottest thing for libraries right now, but are you wondering how it could be used in your library? Come see a panel discussion on how different libraries in New Jersey are using text messaging for reference, marketing and general communication. Libraries represented will include members of the NJSL Mobile Marketing pilot and the QandANJ Text Reference pilot.

Leslie Kahn, Newark Public Library, Andy Woodworth, Burlington County Library System, Karen Klapperstuck, Monroe Township Public Library;

Moderator: Beth Cackowski, QandANJ.org

**Information Technologies Section and College and University Section**

### ■ Building Partnerships That Work: Marketing Library Services

Discover ground-breaking projects shared by libraries and their partners across the country, identify potential partner organizations for your library, and learn how to approach potential partners. A New Jersey case study will examine a local library tri-partner collaborative effort to market libraries, programs and services to teens and adolescents through films made by teens for teens. The first film, *Expand Your Universe*, promoted gaming in NJ libraries for the 2009 National Gaming Day.

Kathy Dempsey, Information Today, Inc. and Libraries Are Essential,

[http://books.infotoday.com/books/Accidental\\_Library\\_Marketer.shtml](http://books.infotoday.com/books/Accidental_Library_Marketer.shtml),

Paul Pattwell, Newark Public Library;

Moderator: Karen Brodsky, Bernardsville Public Library

**Public Relations Committee and Urban Libraries Section**

### ■ Intro to Libraries and E-Government

Extended program, begins @ 3:30

**Public Policy Committee and Professional Development Committee**

### ■ One Library Community:

#### Universal Borrowing Survey Results Shared

What if you could walk into any library in the state, public or academic, and check out a book? Libraries promote open access, common use, and resource sharing, and yet statewide universal borrowing is scarcely practiced. Or is it? Come find out the results to a national survey of resource sharing practices, along with stories of successes and failures of universal borrowing programs. Please bring your opinions to this controversial issue.

Julie Maginn, Raritan Valley Community College, Evelyn S. Field Library

**College and University Section and Resource Sharing Roundtable**

### ■ Technology Innovation Forum

Extended program, begins @ 3:30pm

**College and University Section/ACRL-NJ Technology Committee**

### ■ On the Scene:

#### Reference for Film, Music, Television and Video Games

Libraries are hot among film buffs, audiophiles, TV watchers and gamers. With good reason: we're home to amazing multimedia collections, film festivals, gaming tournaments, and concerts. At this seminar, you'll learn about the top resources for audiovisual information, and techniques to become an entertainment guru. We'll discuss how to answer the most common, challenging, and captivating media questions. Build your library's knowledge base, and find common ground with a colossal, sophisticated, and expanding audience.

Michael Maziekien, Nutley Free Public Library;

Moderator: Cathy Prince, Summit Free Public Library

**Reference Section**



**5:30pm – 7:30pm**

■ **NJLA Awards Reception**

Join us in celebrating the accomplishments of our friends and colleagues as we present this year's NJLA honors and awards to a distinguished list of recipients. Among the honors are the Intellectual Freedom, Library Champion, Librarian of the Year and NJLA/NJASL Partnership awards. The reception is open to all conference attendees and light refreshments will be served.

**Honors and Awards Subcommittee**

**Thank you to our Silver Sponsors Book Systems, Inc.; Tesco Library Furniture; Ingram Library Services.**

**7:30pm – 9:00pm**

■ **Pat and Norma Answer the Tough Questions**



PAT TUMULTY

Join NJLA Executive Director Pat Tumulty and New Jersey State Librarian and *Library Journal's* 2008 Librarian of Year Norma Blake in a session designed to answer your questions about the state-level cuts to library funding and the latest legislation.

**New Jersey Library Trustee Association**



NORMA BLAKE

■ **Bonfire and Leadership Reunion**

Relax and unwind at the sandy shore. Catch up with colleagues. Everyone welcome!

**9:00pm – ????**

■ **After Hours Soirée**

Join NJLA President Susan Briant for evening refreshments in the President's suite. (Check at Hospitality or Registration for room number!) Everyone welcome.

■ **Meet and Greet**

The Ocean View Lounge will also be open for drinks and snacks on your own.

**Wednesday, April 28**

**7:30am – 3:00pm**

■ **Conference Registration Open**

**7:30am – 8:15am**

■ **Yoga for Librarians**

With Suzanne Bromberg, MLIS, RYT (Registered Yoga Teacher)

**8:00 – 9:00am**

■ **Continental Breakfast with the State Librarian**

**8:00am – 4:30pm**

■ **NJLA Store Open**

**8:30am – 4:30pm**

■ **Conference Bookstore Open**

**8:30am – 3:30pm**

■ **Visit the Exhibits**

## Program

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**9:00am – 4:00pm**

■ **Visit the IT Tech Lounge**

**9:00am – 9:50am**

■ **Every Child Ready to Read 10 Years Later; Still Relevant?**

New children's librarians will want to know about research concerning early literacy, how it affects story programs and everything else they do and experienced librarians will want to be brought up to date on the status of this ground breaking program.

Jan Johnson, Princeton Public Library;

Moderator: Pricilla Cordero, Ocean County Library, Toms River Branch

**Children's Services Section**

■ **Still In the Closet:**

**Subject Headings for LGBTIQ Identities**

The Library of Congress Subject Headings has a long and thorny history with regards to prescriptive access points about marginalized groups and sexualities. This session will address ways in which LCSH language differs from language commonly used by community members, and will additionally explore alternative taxonomies created by LGBTIQ scholars to describe their own collections.

K.R. Roberto, University of Denver, editor of *Radical Cataloging: Essays from the Front*;

Moderator: Enola Romano, Montclair Free Public Library, Bellevue Ave Branch

**Lesbian, Gay, Bisexual, Transgendered & Intersexed Roundtable and College and University Section**



■ **Genres without Borders**

Learn about the characteristics and key authors in the genres your customers are asking about. Discover the appeal of the popular genres and get advice on how to talk to people about the genres they love even if you don't read them yourself. Learn the differences between Adrenaline Genres, Emotion Genres, Intellect Genres and Landscape Genres and get some "Sure Bets" for each one that you can take home and use tomorrow.

Joyce Saricks, retired librarian and author of *Readers' Advisory Service in the Public Library*, *The Readers' Advisory Guide to Genre Fiction* and Booklist's "At Leisure"

Reader's Advisory column; Moderator: C. L. Quillen, Old Bridge Public Library

**Reader's Advisory Roundtable**

■ **The Best Party Games for Your Library**

Want to have gaming party at your library but aren't sure what game to pick? Gaming experts offer their picks of best social games that promote a fun and relaxed atmosphere. Selection will cover all systems, age groups and player levels.

Elias Vazquez, Ocean County Library;

Moderator: Tyler Rousseau, Monroe Township Public Library

**Information Technologies Section**

■ **All You Wanted to Know About Civil Service**

Consultants from the Civil Service Commission will discuss rules and regulations at length pertaining to civil service and non-civil service titles with emphasis on unclassified, classified and non-competitive positions, complete or incomplete list for competitive titles. This back to back session will entail lot of interaction between the attendees and presenters in form of Q and A. This session is a must for civil service libraries.

Tony Laric and Carmen Peers, consultants, Civil Service Commission;

Moderator: Gian Hasija

**Professional Administration Subcommittee**

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**Exhibits open to 3:30pm today**

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■ **EuroChic: Cutting Edge Libraries of the Netherlands**

In September 2009, sixteen New Jersey librarians toured three libraries in the Netherlands: DOK, the Amsterdam Public Library and the Delft University of Technology Library. We have brought back fabulous photos and innovative ideas to share with you. Come and be inspired by what our European colleagues are doing in their libraries!

Norma Blake, New Jersey State Library, Kathy Schalk-Greene, Mount Laurel Public Library, Joanne Roukens HRLC;  
 Moderator: Peggy Cadigan, New Jersey State Library

**Conference Committee**

■ **Scaling the Tower of Babel: Building Collections in Languages You Don't Read or Understand**

Building collections in languages other than English might seem like an impossible task, but it doesn't have to be. This workshop will help libraries plan a budget, target a population, and build a collection of timely and relevant materials in languages that aren't spoken by any member of the staff. The program will also demonstrate BCCLS' World Language Catalog and consider other technological solutions for meeting the needs of our most underserved populations. Attendees will leave with an extensive list of vendors who are familiar with the needs of public libraries.

Len LoPinto, Paramus Public Library;  
 Moderator: Matthew Mitchel, Paramus Public Library

**Special Population Section**

■ **Testing, Testing: Using Google Docs for Assessment**

Google Docs provides a no-cost, low-threshold method of constructing online tests, quizzes, and other assessments. Three librarians from different New Jersey schools talk about how they use this tool for home-grown assessments that look professional and live online.

Diane Campbell, Rider University, Moore Library, Nancy Weiner, William Paterson University, David and Lorraine Cheng Library, Roberta Tipton, John Cotton Dana Library, Rutgers University; Moderator: Ma Lei Hsieh, Rider University, Moore Library

**College and University Section and Information Technologies Section**

**10:00 – 10:50am**

■ **Keynote Speaker: Lisa Scottoline**



LISA SCOTTOLINE

Named a "PW Innovator" by *Publisher's Weekly*, Edgar Award winning author Lisa Scottoline has been writing bestselling books focused on her beloved Philadelphia for over a decade. She is recognized for writing about what she knows and what she loves. Thus, many of her characters have heart as well as smarts, including her latest heroine Ellen Gleeson of *Look Again*. Although primarily known for her humorous legal thrillers, Scottoline's popular "Chick Wit" columns for the *Philadelphia Inquirer* were recently collected and

published as *Why My Third Husband Will Be a Dog: The Amazing Adventures of an Ordinary Woman*. In addition to writing Scottoline also continues exploring her long held passion for the law by serving as a contributing editor to *Justice* magazine and teaching a course called "Justice and Fiction" at her alma matter, the University of Pennsylvania Law School. With her world filled with writing, animals, the law and her Harvard educated daughter, Lisa Scottoline is anything but an ordinary woman.

**10:50am – 11:30am**

■ **Coffee Break with the Exhibitors**

*Thank you to our Gold Sponsor Infogroup Reference.*

### 11:30am – 12:30pm

#### ■ Poster Sessions

Share ideas and accomplishments! For more information, please see <http://njla.pbworks.com/Posters2010>

### 11:30am – 12:20pm


#### ■ Library Renovation: Dos and Don'ts

Whether a library renovation is a bane or a blessing depends on its responsiveness to patron needs, its recasting of the library image, and its improvement of the built environment. What are the essential components of an appropriate, flexible, functional, and inviting set of library spaces? What are the effects of virtual collections on the physical aspects of the project? How can the design process generate spaces that are agile, expandable, friendly, and forgiving? Three panelists, among them a member of the State Library's SWAT Team of Library Transformers, will share their experience with library renovations of various scales.


Kathy Schalk-Greene, Mount Laurel Library, Pamela Price, Mercer County Community College Library; *Moderator:* Paul Glassman, Felician College Library  
**College and University Section**

#### ■ “New Jersey Summer Reader:”

##### The Statewide Online Summer Reading Registration Program


 The New Jersey State Library is funding a statewide online summer reading registration for all New Jersey public libraries using “Summer Reader” developed by Evanced Solutions. NJ Summer Reader will track registrations, prizes, and statistics. A panel of public librarians will share their experiences working with NJ Summer Reader and answer any questions you might have about using it in your library. Adrienne Basso, Westfield Memorial Library, Laura A. Butler, Mount Laurel Library, Elise Weber, Ocean County Library, Sharon Rawlins, New Jersey State Library; *Moderator:* Priscilla Cordero, Ocean County Library, Toms River Branch  
**Children's Services Section and Young Adult Services Section**

#### ■ The Best Graphic Novels of 2009

 Update your library's graphic novel collection with suggestions from librarians around the state. Hear about the best graphic novels published during 2009 in adult, young adult, and children's categories.

David Lisa, New Jersey State Library, Laverne Mann, Piscataway Public Library, Karla Ivarson, Ocean County Library;  
*Moderator:* Tyler Rousseau, Monroe Township Library  
**Reference Section and Reader's Advisory Roundtable**


#### ■ Reach Your Library Customers through Webinars

 Learn how to plan and present a webinar to reach your library customers in their homes. Teach them how to use your electronic databases, make a resume, or do research. We will discuss planning, presenting, and practical tips to use as you journey into virtual teaching. Information about the CJRLC pilot project that is taking place in three New Jersey libraries will be included.

Scherelene Schatz, New Jersey State Library, Amy Kearns, CJRLC;  
*Moderator:* Julie DuBois, Mount Laurel Library  
**Professional Development Committee**

#### ■ Mobility & Brevity:

##### Twitter and Evolving Libraries

 Explore what Twitter is, why it is important, and what its impacts are for libraries. Discuss the new skills library staff may need for providing service in the 140 character landscape. Learn how to successfully implement a Twitter service in your library. Explore the evolving roles of Twitter in education, access, discovery, and scholarly communication.

Justin Hoenke, Cape May County Library, John LeMasney, Rider University, Moore Library; *Moderator:* Trevor A. Dawes, Princeton University Library  
**College and University Section, Information Technologies Section, Public Relations Committee and Young Adult Services Section**

■ **To the Jedi Council — and Beyond!  
How Older Teens and Young Adults Are Revitalizing Services  
at the New York Public Library**

Conversation rages about services to tweens — patrons moving from the children's room to teen services. But what about older teens growing into adulthood? Dedicated groups of teens at the Jefferson Market Branch and the Grand Central Branch are making this transition now, and we are going with them. Find out how these young people are inspiring space renovations, instituting internships, and forging a road for patron-led services that recognizes libraries as community spaces, redefines reference, and brings librarianship into the 21st century. Join a panel of librarians and the young adults they serve from the New York Public Library.

Sarah Couri, NYPL, Frank Collierius, NYPL, Marie Hansen, Jefferson Market Branch, NYPL, Corinne Neary, Jefferson Market Branch, NYPL, Jedi Council teen members (TBD); *Moderator:* Kate Vasilik, Franklin Lakes Library

**Young Adult Services Section and Reference Section**

■ **LibGuides: Research Guides and Websites Made Easier**

New Web 2.0 tools are simplifying the creation of research guides and library websites. An academic and public librarian will discuss how they are using the LibGuides content management tool to quickly develop user-friendly web pages for library services. Presenters will cover creation of the guides, usage, patron feedback, and benefits of implementation. Expect to glimpse various successful uses of the LibGuides tool, incorporating links to databases and the Internet, RSS feeds, videos, and podcasts.

Eleonora Dubicki, Monmouth University Library, Allison Moonitz, Ocean City Free Public Library; *Moderator:* Ruth Hamann, Passaic County Community College Library

**College and University Section and Information Technologies Section**

■ **Developing People to Lead: Growing Staff in Your Library**



REGINA GOLIA

Leaders can be developed at all levels. In fact, the more we assist, encourage, and support all our staff members in developing their leadership abilities, the more we all benefit. Leadership skills include solving problems, taking initiative, building collaborative teams, being innovative, and trying new things. This session will provide a variety of ideas for helping staff develop their leadership skills, the presenter's experience using various strategies, and an opportunity to share ideas and resources.

Regina Golia, Ed.D., Consultant, Facilitator, Coach;

*Moderator:* Christine Hill, Willingboro Public Library

**College and University Section and Administration  
and Management Section**

**11:30am – 2:30pm**

- **Cash Lunch Bar Open**
- **Visit the Exhibits**
- **Check out the NJLA Store**
- **Browse the Conference Bookstore**
- **Visit the Digital Services Station**
- **Stop by the IT Tech Lounge**

**12:30pm – 2:30pm**

■ **Garden State Book Awards Luncheon:  
Rachel Vail**

Celebrate with this year's award winners while listening to the author of the young adult series the *Avery Sisters Trilogy*. She is also the author of a number of titles for younger audiences, including *Sometimes I'm Bombaloo*, *Righty and Lefty* and *Over the Moon*. Her latest picture book, *Jibberwillies at Night*, is about Katie Honors, a young girl who



RACHEL VAIL

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## Exhibits open to 3:30pm today

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experiences night terrors or “jibberwillies” at bedtime. Her aim in writing *Jibberwillies at Night* is to provide comfort and an effective coping strategy to young readers suffering from fear or anxiety.

<http://www.rachelvail.com/>

### ■ College and University Section/ACRL-NJ Chapter Luncheon

This year's special luncheon will celebrate the 25th anniversary of our section's Research Committee. The Research Committee, formed in 1985, has given the Research Award for the best published research by a NJ librarian since 1988. The 39 past award winners will be recognized at the luncheon and two of the original founding members will speak. The Section's annual luncheon features our Distinguished Service Award.

<http://www.njla.org/njacrl/>

Sister Anita Talar, Seton Hall University and Dan O'Connor, Rutgers University; *Moderator:* Richard Kearney, William Paterson University, David and Lorraine Cheng Library

### ■ Past Presidents' Luncheon

## 12:45pm – 1:30pm

### ■ Informal Brown Bag Lunch Programs

#### ■ Jedi Librarianship:

#### **How to Succeed in Library School & Start Your Career**

A recent library school graduate will take you on tour through the galaxy of library education choices including where you can go to school, what curricula you can follow once you're there, and ways you can be involved in the library community as a student. Next, the world of opportunities that are available to a new librarian will be explored. Finally, there will be lots of time for questions.

Mary Fran Daley, Alexandria Middle School (Alexandria Twp., NJ) and Somerset County Library System

### ■ Management Issues in Adult Services

A freewheeling discussion of hot topics in adult services from the management point of view, including training adult services staff, career ladders for adult services staff, what to do when the adult services budget is cut and more!

Christine Hill, Willingboro Public Library

## 1:30pm – 2:20pm

### ■ Informal Brown Bag Lunch Programs

#### ■ Lightning Lunch! Current Trends & Innovations

Bring your lunch and listen a series of 5-minute talks on current trends and innovations in libraries.

Andy Woodworth, Burlington County Library System and Amy Kearns, CJRLC *Information Technologies Section*

### ■ “Help Wanted?”

#### **Marketing Yourself in a Discouraging Job Market**

Main Street hasn't been the same since the stormy economic crisis hit. Join us for a lively discussion on how to best navigate the current employment waters and career advice useful in any weather. Topics to include; advice for new (or soon to be) graduates, interview and résumé tips, resources to build or add to your skills set, and how to best highlight and market yourself for any library position. Be sure to bring a lunch, your interest and questions!

Lisa Coats, Monmouth University and Zarita Mattox, Ocean County Library; *Moderator:* Lorie Harding, Bunn Library, The Lawrenceville School

*Professional Development Section*

2:30pm – 3:20pm

### ■ **Escape the Noise of the Internet Superhighway: Providing Quiet, Comfort, Safety, and Stability in the Online Environment through Information Literacy**

This session will address the delivery of Information Literacy in the online environment. Various Web 2.0 technologies will be discussed as well as the need to keep up with technology. It will cover online teaching, instructional design, use of learning objects, rubrics, assessment methods, faculty outreach, gaining institutional support, and addressing the needs of millennial and special online cohorts such as the military student will be discussed.

Leslin Charles, Berkeley College Library;

*Moderator:* Jacqui DaCosta, The College of New Jersey Library  
**College and University Section**

### ■ **What Really Works in Library Advocacy**

Extended Program, ends @4:20pm

“Geek the Library” is a community-based public awareness campaign designed to highlight the vital role of public libraries in today’s challenging environment and raise awareness about the critical funding issues public libraries face. OCLC will give a report on the results of the “Geek the Library” pilot, and provide information for libraries interested in participating.

Jenny Johnson, OCLC; *Moderator:* Samantha Marker, Mount Laurel Library  
**Member Services Committee**

### ■ **Making the Most of Your Digital Photography**



Nothing should get in the way of making great designs. An overview of various free and open source software that will help improve the overall quality of your photographs and create custom designed logos for your library.

John Lemasney, Rider University, Moore Library;

*Moderator:* Tyler Rousseau, Monroe Township Public Library  
**Information Technologies Section**

### ■ **Research Forum & 25th Anniversary Talks**

Extended Program, ends @4:20pm

NJLA/ACRL-NJ’s Research Committee will celebrate its 25th anniversary by calling back past winners of its Research Award, which annually recognizes the best published research by a NJ librarian from the previous year. The 2010 Research Award winner will give a presentation and past award winners, from 1988 and later, will speak about where their work has led them since winning the award.

*Moderator:* Mark S. Thompson, Bergen County College Library

**College and University Section /ACRL-NJ Research Committee**

### ■ **Best Books for Young Adults AND MORE!**

Extended Program, ends @4:20pm



Our experts return to let you know about their picks from the 2010 Best Books for Young Adults list. Plus, they’ll be joined by some colleagues to discuss the importance and use of YALSA lists and award-winning books, how to get on book selection committees, and more information about the YALSA experience.

Kimberly Paone, Elizabeth Public Library and Sharon Rawlins, New Jersey State Library; *Moderator:* Kate Vasilik, Franklin Lakes Public Library

**Young Adult Services Section**

### ■ **Beyond the Traditional Reference Desk**



This presentation will explore alternative ways to deliver reference service to users beyond the traditional reference desk such as roving, consultation, outreach, virtual reference, IM, twitter, etc.

Kay Ann Cassell, MLIS Program, Rutgers University;

*Moderator:* Lisa Coats, Monmouth University Library  
**Reference Section**

## Program — Wednesday

### ■ **Going Green Without Building**

Extended Program, ends @4:20pm



You don't have to build or buy new to go green. In these days of budget cut backs, you could be sitting on numerous ways to green your operations and uncover unexpected savings. A case study on space planning will be presented.

Learn what going green really means, how to conduct a building audit, how to audit your operations, your library space, and how to create a sustainable community among your staff and library customers. Leave with a checklist of low cost steps to sustainability, questions to ask vendors before you buy and current resources including funding resources. A case study on space planning will be presented.

Suzan Globus, LEED AP, Globus Design Associates;

*Moderator:* Barbara Hauck-Mah, Rockaway Township Public Library

**Professional Development Committee**



SUSAN GLOBUS

### ■ **The Google Book Settlement**

Extended Program, ends @4:20pm

The panel will discuss the impact of the settlement on libraries, readers and the publishing industry.

Marvin Bielawski, Princeton University, Firestone Library; Jan Constantine, General Counsel, The Authors Guild; Kenneth Crews, Columbia University, Director of the Copyright Advisory Office; Bernard A. Margolis, New York State Librarian and Assistant Commissioner for Libraries;

*Moderator:* Carol Roehrenbeck, Rutgers Law Library

**Intellectual Freedom Subcommittee**

## 3:30pm – 4:20pm

### ■ **Teaching Children & Teens Design, Critical Thinking and Programming Skills with Scratch**

Scratch is a free graphical programming language that uses blocks to mix graphics, photos, music and sound. It is intended to teach children from ages 8 through 16 critical thinking skills, design concepts, mathematical and computational ideas. The presentation will be a demonstration and explanation of how Scratch was introduced to children ages 9 to 12 in a public library setting. Scratch was created by the Lifelong Kindergarten group at the MIT Media Lab.

Selwa Shamy, Somerset County Library System, Bridgewater Branch;

*Moderator:* Beth Cackowski, QandANJ.org

**Information Technologies Section, Children's Services Section and Young Adult Services Section**

### ■ **What Really Works in Library Advocacy**

Extended Program, begins @ 2:30pm

**Member Services Section**

### ■ **TBBC's Downloadable Audio Books Program**

Imagine providing a service that could double the titles available to your disabled veterans, seniors with macular degeneration, and children with dyslexia. The NJ State Library's Talking Book & Braille Center (TBBC) now offers qualified customers thousands of downloadable audiobooks and magazines. Many of these books aren't available in audio format anywhere else. Digital book cartridges are also available via our free books by mail program. Find out all about this exciting new free technology!

Maria Baratta, New Jersey State Library, Talking Book & Braille Center; *Moderator:*

Liz Burns, New Jersey State Library, Talking Book & Braille Center

**Information Technologies Section and Special Populations Section**

### ■ **Research Forum & 25th Anniversary Talks**

Extended Program, begins @ 2:30pm

**College & University Section/ACRL-NJ Research Committee**



■ **Best Books for Young Adults AND MORE!**



Extended Program, begins @ 2:30pm  
*Young Adult Services Section*

■ **When Love Hurts:**

**Taking the Pain Out of Romance Readers' Advisory**

This session will give attendees a crash course in the Romance genre and some of its more popular subgenres, examine the genre's popularity and reader base. Learn how to break free from stereotypes regarding Romance novels. Attendees will come away with several tools for future use: a list of romance resources for librarians and patrons and assorted annotated reading lists and read-a-likes to use with patrons.

Yvonne Selander, Somerset County Library System, C.L. Quillen, Old Bridge Public Library; *Moderator*: Ilene Lefkowitz, Denville Public Library  
*Reader's Advisory Roundtable*

■ **Going Green Without Building**



Extended Program, begins @ 2:30pm  
*Professional Development Committee*

■ **The Google Book Settlement**

Extended Program, begins @ 2:30pm  
*Intellectual Freedom Subcommittee*

**4:20pm**

■ **End of Conference Raffle Drawings**

As a "thank you" for your conference attendance and participation, drawings will be held in each of the programs in the 3:30pm – 4:20pm slot. You must be present to win. Good luck!

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## 2011 Conference

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## Conference Committees

### Conference Committee

E. Kim Adams, New Brunswick Public Library and Rutgers University, Special Collections and University Archives

Stephanie Bakos,  
Berkeley Heights Public Library

Paula Baratta, Newark Public Library,  
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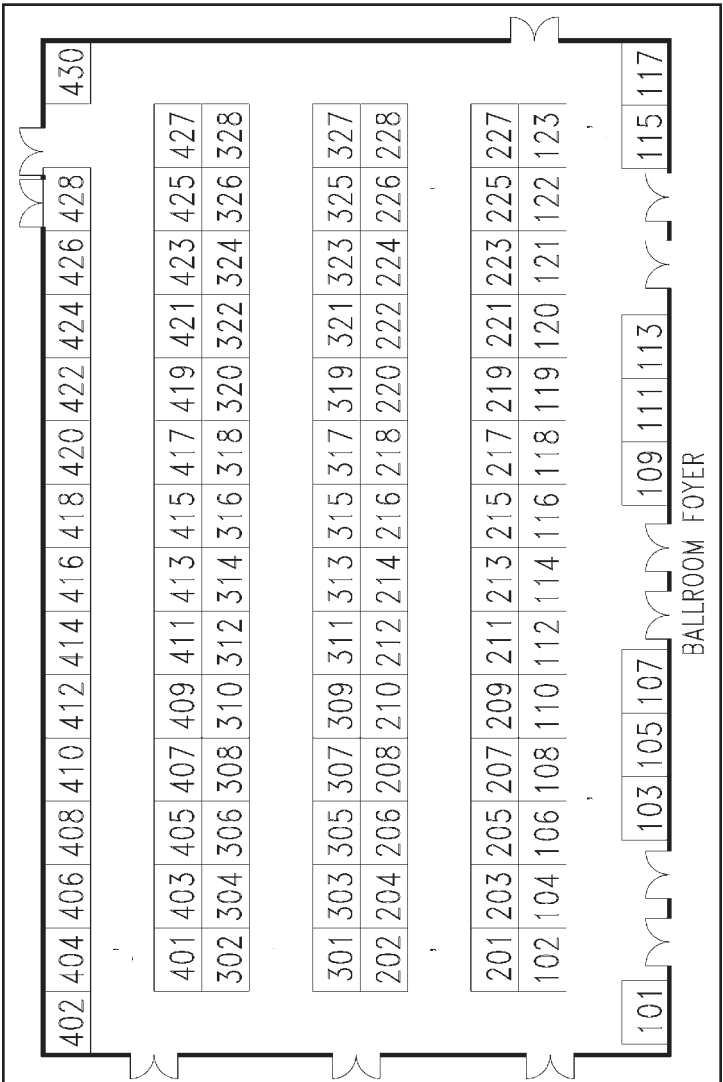
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