

# 2010 New Jersey Library Association Conference

April 26, 27, 28

Ocean Place Resort, Long Branch

Revised 4/19/2010



## TRACK/SPONSOR KEY

AM Administration and Management

CSS Children's Services Section

CC Conference Committee

CUS College and University Section

HP History and Preservation

IF Intellectual Freedom Subcommittee

IT Information Technologies Section

LGBTI Lesbian, Gay, Bisexual, Transgendered & Intersexed Roundtable

MS Member Services Committee

PAC Personnel Administration Subcommittee

PD Professional Development Committee

PP Public Policy Committee

PR Public Relations Committee

PUB Publications Subcommittee

RA Reader's Advisory Roundtable

REF Reference Section

SM Small Libraries

SP Special Populations Section

TS Technical Services Section

YA Young Adult Services Section

UL Urban Libraries Section

NJSL New Jersey State Library

WEB ED Web Editorial Board

RS Resource Sharing

Remember to drop off your "Libraries Are Essential" advocacy postcards at the conference.

- Collection point is conveniently located.
- NJLA will deliver them to Trenton, so you don't have to.

Monday, April 26					
11:00-4:00	Conference Registration Open				
<b>Preconferences</b>					
	<b>Atlantic III</b>	<b>Atlantic IV</b>	<b>Atlantic V</b>	<b>Oceanport</b>	
Monday 1:00-4:30 Preconferences	What Every Accidental Library Marketer Needs to Know PR <b>SQUARE</b> <b>2</b>	"If you can walk you can dance, if you can talk you can sing" CSS	Libraries and E-government PD/PP	Exploring the Current Web Toolbox REF	
4:30-6:30	<b>NJLA Store Preview</b> <i>Shop the NJLA store early. The conference bookstore will also be open. Everyone welcome! Grant &amp; Garfield Rooms</i>				
5:00-7:00	<b>Dine Around</b> -- Delicious dinner at a Long Branch restaurant. Meet at Hospitality Table.				
7:00-9:00	<b>President's Program: "NJ More than the Soprano State"</b> NJLA President Susan Briant welcomes noted New Jersey authors, Dr. Marc Mappen and Bob Ingle for a lively romp through NJ history from the primitive past to the present day, including "The Sopranos." Book signings after program. Join your colleagues at this <b>free</b> event, no ticket or registration required. Everyone welcome. Doors open for dessert reception at 7pm, Program at 7:30. <b>Atlantic I &amp; II</b> <b>Thank you to our Bronze Sponsors: CWA Local 1031; Davidson Titles, Inc.; Dean Equipment &amp; Furniture Co., Inc.; LYRISIS.</b>				
9:00-???	<b>Meet &amp; Greet in the Ocean View Lounge</b> Drinks and snacks on your own.				
Tuesday, April 27					
7:30-8:15	Morning Yoga – Red Bank North				
7:30-5:30	Conference Registration Open				
8:00-9:00	<b>Exhibits Grand Opening Celebration!</b> Join President Susan Briant for the ceremonial ribbon cutting and a welcome coffee with the exhibitors! <b>Thank you to our Gold Sponsor Rutgers University.</b>				
8:00-5:00	<b>Exhibits will be open until 5:00 p.m.</b>				
8:00-5:30	<b>NJLA Store Open</b> Garfield Room				

# 2010 New Jersey Library Association Conference

April 26, 27, 28

Ocean Place Resort, Long Branch

Revised 4/19/2010

8:00-5:30	<b>Conference Bookstore Open</b> Grant Room							
9:00-4:00	<b>Visit the IT Tech Lounge!</b>							
	<b>Atlantic III</b>	<b>Atlantic IV</b>	<b>Atlantic V</b>	<b>McKinley</b>	<b>Wilson</b>	<b>SeaBright North</b>	<b>SeaBright South</b>	<b>Oceanport</b>
Tuesday 9:00-9:50 Program Slot 1	Growing Green Partnerships REF/PD	Partners in Everyday Advocacy CC	People and Places HP	RU A Real Person REF	The Hybrid Open Source ILS IT	Mobile Marketing PR <b>SQUARE</b> <b>2</b>	Matchmakers: Pairing Popular Fiction and Memoirs RA	What You Should... Ebook Reader Program CUS/IT
Tuesday 10:00-10:50	<b>Keynote: Calvin Trillin</b> Atlantic I & II							
	<b>Atlantic III</b>	<b>Atlantic IV</b>	<b>Atlantic V</b>	<b>McKinley</b>	<b>Wilson</b>	<b>SeaBright North</b>	<b>SeaBright South</b>	<b>Oceanport</b>
Tuesday 11:00-11:50 Program Slot 2	So You Want To Be A Manager CSS/AM	Tips For Successful Staff Dev Days PD <b>SQUARE</b> <b>2</b>	Mapping New Jersey HP	Geocaching Hi-Tech Hide & Seek IT <b>SQUARE</b> <b>2</b>	Laura Bush 21st Century Library Scholarship NJSL/CC	Great Teen Spaces You Could Have Right Now YA <b>SQUARE</b> <b>2</b>	Dewey or Dewey Not SM/CU	Book Buzz RA
11:00-11:50	<b>Rutgers' Focus Group - Shrewsbury</b>							
11:30-2:00	Cash Lunch Bar Open/Exhibits/NJLA Store/Tech Lounge							
12:00-1:30	<b>Leadership Luncheon to Honor President-Elect Mary Romance</b> Atlantic I & II							
	<b>Atlantic III</b>	<b>Atlantic IV</b>	<b>Atlantic V</b>	<b>McKinley</b>	<b>Wilson</b>	<b>SeaBright North</b>	<b>SeaBright South</b>	<b>Oceanport</b>
Tuesday 1:30-2:20 Program Slot 3	Using Gaming & Graphic Novels Market Lib Services IT <b>SQUARE</b> <b>2</b>	I Stole It From John Green YA/IT <b>SQUARE</b> <b>2</b>	Dimensions Of Digital Pres HP/IT/CUS	Taking Your Library Mobile IT <b>SQUARE</b> <b>2</b>	Expression and Movement CSS	Continuous Professional Dev on a Shoestring PD & AM <b>SQUARE</b> <b>2</b>	E-Marketing: Best Practices for Your Online Newsletter WEB ED <b>SQUARE</b> <b>2</b>	2010 Public Policy Landscape PP
2:00-4:30	<b>Rutgers' Afternoon Tea Reception - Shrewsbury</b>							
2:25-3:15	<b>NJLA Business Meeting</b> Everyone welcome! Room: Oceanport							
2:30-3:30	<b>Poster Sessions</b> located on the 2nd Floor Mezzanine (near Sea Bright and Oceanport)							
Tuesday 3:00-3:30	<b>Free time in the exhibit hall!</b> Join us for an Ice Cream Break while you visit the vendors. <i>Thank you to our Gold Sponsor Arcari + Iovino Architects, P.C.</i>							

# 2010 New Jersey Library Association Conference

April 26, 27, 28

Ocean Place Resort, Long Branch

Revised 4/19/2010











	Atlantic III	Atlantic IV	Atlantic V	McKinley	Wilson	SeaBright North	SeaBright South	Oceanport
Tuesday 3:30-4:20 Program Slot 4	Summer Reading Presents David Wiesner CSS	Teen Author Spotlight YA (Double)	Readers' Advisory - What we didn't learn RA	Getting Staff To Buy Into New Tech IT/AM	Open Source ILS for Libraries TS/IT <b>SQUARE</b> <b>2</b>	Intro to Libraries and E-Government PP/PD (Double)	Technology Innovation Forum CUS (Double)	Google Wave & Library Service IT <b>SQUARE</b> <b>2</b>
Tuesday 4:30-5:20 Program Slot 5	From 1 to 93: Bringing Authors To Your Library RA	Teen Author Spotlight YA (con't)	Texting NJ Style IT/CUS	Building Partnerships That Work UL/PR	One Library Community: Universal Borrowing CUS/RS	Intro to Libraries and E-Government PP/PD (con't)	Technology Innovation Forum CUS (con't)	On The Scene REF
Tuesday 5:30-7:30	<p align="center"><b>NJLA Awards Reception</b> Everyone is welcome to attend! Join your colleagues for refreshments at this <b>free</b> event. No ticket required. Public relations, power of the press, library service awards, and the Librarian of the Year will all be honored! Presented by the Honors and Awards Subcommittee. Atlantic I &amp; II <b>Thank you to our Silver Sponsors: Book Systems, Inc.; Tesco Library Furniture; Ingram Library Services.</b></p>							
Tuesday 7:30-9:00	<p align="center"><b>New Jersey Library Trustee Association Program: "Pat and Norma Answer the Tough Questions"</b> Speakers: Pat Tumulty &amp; Norma Blake</p>							
Tuesday 7:30-9:00	<p align="center"><b>Bonfire at the Beach: EVERYONE WELCOME</b></p>							
Tuesday 9:00-???	<p align="center">Join NJLA President Susan Briant and evening refreshments in the President's suite. (Check at Hospitality or Registration for room number!) <i>Everyone welcome.</i> The Ocean View Lounge will also be open for drinks and snacks on your own.</p>							
<b>Wednesday, April 28</b>								
7:30-3:00	Conference Registration Open							
7:30-8:15	Morning Yoga – Red Bank North							
8:00-9:00	Continental Breakfast with the State Librarian - Oceanport							
8:30-4:30	NJLA Store Open Garfield Room							
8:30-4:30	Conference Bookstore Open Grant Room							
8:30-3:30	Visit the Exhibits							
9:00-4:00	Visit the IT Tech Lounge!							
	Atlantic III	Atlantic IV	Atlantic V	McKinley	Wilson	SeaBright North	SeaBright South	Oceanport North
Wednesday 9:00-9:50 Program Slot 6	Every Child Ready To Read 10 Years Later CSS	Still In The Closet LGBTI/CUS	Genres Without Borders RA	The Best Party Games For Your Library IT	All You Wanted to Know about Civil Service PAC	Testing, Testing: Using Google Docs CUS/IT	Scaling The Tower of Babel SP	EuroChic: Cutting Edge Libraries of the Netherlands CC
Wednesday 10:00-10:50	<p align="center"><b>Keynote: Lisa Scottoline</b> Atlantic I &amp; II</p>							
Wednesday 10:50-11:30	<p align="center"><b>Free time in the exhibit hall!</b> Join us for a Coffee Break while you visit the vendors.</p>							
Wednesday 11:30-12:30	<p align="center"><b>Poster Sessions</b> located on the 2nd Floor Mezzanine (near Sea Bright and Oceanport rooms)</p>							

# 2010 New Jersey Library Association Conference

April 26, 27, 28

Ocean Place Resort, Long Branch

Revised 4/19/2010

	Atlantic III	Atlantic IV	Atlantic V	McKinley	Wilson	SeaBright North	SeaBright South	Oceanport North
Wednesday 11:30-12:20 Program Slot 7	Library Renovations: Dos and Don'ts CUS	The NJ Summer Reader CSS/YA <b>SQUARE</b> 	The Best Graphic Novels of 2009 REF/RA <b>SQUARE</b> 	Reach Your Library Customers Through Webinars PD <b>SQUARE</b> 	Mobility and Brevity: Twitter and Evolving Libraries CUS/IT/PR/YA <b>SQUARE</b> 	To The Jedi Council -- And Beyond! YA/REF	Libguides: Research Guides & Websites Made Easier CUS/IT	Developing People to Lead CUS/AM
Wednesday 11:30-2:30	Cash Lunch Bar Open/NJLA Store/Exhibits/Tech Lounge							
Wednesday 12:30-2:30	<b>Garden State Book Awards Luncheon</b> Speaker: Rachel Vail <i>Book signing to follow.</i> Room: Atlantic I & II							
Wednesday 12:30-2:30	<b>College &amp; University Luncheon</b> Speakers: Sister Anita Talar & Dan O'Connor Room: Oceanport South							
Wednesday 12:30-2:30	<b>Past Presidents' Luncheon</b> Room: Shrewsbury							
	<b>Atlantic III</b>				<b>Atlantic IV</b>			
Wednesday 12:45-1:30	Brown Bag Lunch: Jedi Librarianship—How to Succeed in Library School & Start Your Career				Brown Bag Lunch: Management Issues in Adult Services			
Wednesday 1:30-2:20	Brown Bag Lunch: "Help Wanted?" Marketing Yourself in a Discouraging Job Market PD				Brown Bag Lunch: Lightning Lunch! IT			
	<b>Visit the Exhibits today until 3:30 p.m.</b>							
	Atlantic III	Atlantic IV	Atlantic V	McKinley	Wilson	SeaBright North	SeaBright South	Oceanport
Wednesday 2:30-3:20 Program Slot 8	Escape The Noise Of The Internet Superhighway CUS	What Really Works in Library Advocacy MS (Double)	Making the Most of Digital Photography IT <b>SQUARE</b> 	Research Forum & 25th Ann. CUS (Double)	Best Books for Young Adults and More YA (Double) <b>SQUARE</b> 	Beyond the Traditional Reference Desk REF <b>SQUARE</b> 	Going Green Without Building PD (Double) <b>SQUARE</b> 	The Google Book Settlement IF (Double)
Wednesday 3:30-4:20 Program Slot 9	Teaching Children & Teens Design CSS/YA/IT	What Really Works in Library Advocacy MS (con't)	TBBC's Downloadable Audio Books Program IT/SP	Research Forum & 25th Ann. CUS (con't)	Best Books for Young Adults and More YA (con't) <b>SQUARE</b> 	When Love Hurts RA	Going Green Without Building PD (con't) <b>SQUARE</b> 	The Google Book Settlement IF (con't)
4:20	<i>End of Conference Door Prizes: A drawing will be held in each of the programs in the 3:30 program slot.</i>							



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.

<http://njlaconference.ning.com>

<http://www.njla.org/conference/2010>