

Florida Library Association

2012 Annual Conference and Exhibits

Preliminary Conference Guide



April 18 - 20, 2012

Wyndham Orlando Resort

A Message from President Gloria Colvin

My theme for this year is "Florida Libraries - Vibrant and Vital." It is in part a celebration, a message we need to communicate, and a challenge.

Florida's libraries are vibrant centers for learning, connecting, and exploring information and ideas. For a glimpse of the many diverse, innovative, and exciting things happening in varied types of libraries in the state, take a look at the images and data from Snapshot Day; read the articles in Florida Libraries; reflect on our FLA conference programs; talk with colleagues in other libraries; or consider the individuals and programs that received FLA awards. We need to celebrate this vibrant tableau of activities, resources, and services that libraries and library staff provide to communities throughout the state.



At the same time, we need to communicate these so that our constituencies and decision makers understand the vital role that libraries play in 21st century Florida. Libraries have a wonderful tradition and enjoy great support from people who use them, but there are many who don't understand their relevance in the age of the Internet and Google. It's our job to ensure that they know that libraries play essential roles in lifelong learning from early childhood to retirement; in free access to information resources and technology; and in access to government services.

Our challenge is to ensure that libraries continue to be vital institutions. We need to be creative; to be open to change; to be responsive to our constituencies; to continue to embrace new technologies and new roles; and to be willing to give up some that are no longer as important. Rather than debate the future of libraries, let's continue to shape a future in which libraries are vibrant and vital.

Online Conference Information

Everything you need for the FLA Conference in one convenient place online.

Visit: http://www.flalib.org/conference_2012.php

Registration Rates Information (Early registration cutoff—March 1, 2012)

Registration rates for FLA members and non members:

http://www.flalib.org/conference_2012/2012_registration_rates_rev_090211.pdf

How to Register

Registering online is available for all registration types (full day, one day, student, Friends' Day, etc.) except organizational member pre-paid registrations cannot be done online until further notice. Both individual and group registration can be done online.

<http://www.regonline.com/2012FLAattendeereg>

To register by mail or fax, use the form at the end of this Guide.

FLA is grateful for the work of the volunteers on The Florida State University Libraries staff who designed President Colvin's logo and Maria Gebhardt, designer and editor of this Guide.

Information About the Wyndham Orlando Resort

http://www.flalib.org/conference_2012_hotel_info.php

Before you make your hotel reservation, check out these FAQs!

The Wyndham Orlando Resort, FLA's 2012 Conference setting is a beautifully landscaped resort – an oasis of quiet walkways and two-story buildings in the heart of Orlando's International Drive.

FLA encourages you to stay at the Wyndham Orlando Resort, not only because it's a great place to stay at a terrific rate, but also because you're helping FLA meet the guest room commitment required for complimentary meeting space. By staying at the conference hotel, you're helping FLA hold down the cost of the annual conference.

Five food and beverage outlets, a gift shop, business center, arcade room and twenty-four hour health club are available. An easy outdoor walk will take you from your guest room to the conference area, restaurants and other amenities.

What is the hotel room rate and what does it include?

- Single or double occupancy: \$109.00 plus 12.5% tax; \$20 extra per additional person
- Junior Suite \$139.00 plus 12.5% tax
- Conference rates available three days before and three days after the conference dates, based on availability
- Check-in at 4:00 PM and check-out at 11:00 AM
- Complimentary Internet access, either Ethernet or wireless, depending on the room; ask at check-in for login instructions and whether you need an Ethernet cable for your room
- Access to resort amenities at no additional charge
- Complimentary parking

What is the final date I can reserve and get the special rates? March 27, 2012

How close to my arrival date can I cancel without a penalty? Up to 72 hours prior to arrival

Where else in the Resort can I get complimentary Internet access, other than in my room?

- Conference meeting rooms and foyer area
- Gatorville Restaurant, with purchase of food or drink item during hours of operation

Do the two-story guest room buildings have an elevator?

The second story of buildings where guest rooms are located is walk-up only. Hotel bell staff is available at the registration desk to assist guests with luggage. If you prefer a ground floor room or have any special needs, please call the hotel directly at 407-351-2420.

What do I do if I am not able to walk the distance between my room and conference events or if it rains?

Call or ask the front desk for transportation to and from your room if you have difficulty walking the distance or it rains. The Wyndham Orlando Resort staff is prepared to meet your transportation needs. As usual, personal mobility devices such as wheelchairs and scooters are not provided by FLA or the hotel.

To Make a Hotel Reservation

- Register Online: http://www.wyndham.com/groupevents2011/mcowd_floridalibrary/main.wnt

The correct group code will be automatically entered.

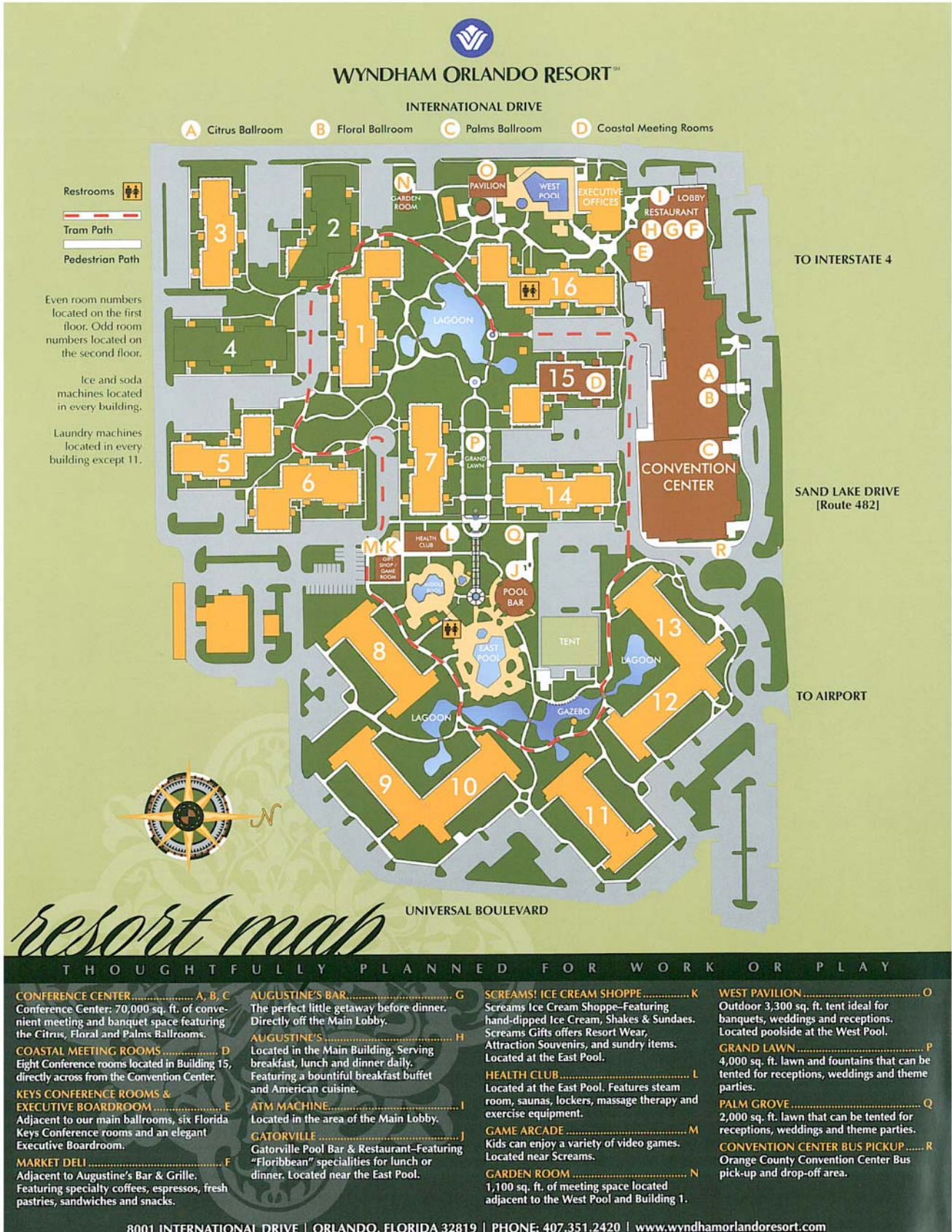
- By phone: 407-331-2420

The group rate is available for the nights from April 14 to April 23, 2012.

The Wyndham Orlando Resort is located at 8001 International Drive, Orlando, FL 32819

Telephone: 407-351-2420

For directions to the hotel, visit: http://www.flalib.org/conference_2012/directions_to_hotel.pdf



Florida Library Association 2012 Annual Conference

CONFERENCE-AT-A-GLANCE

All events are at the Wyndham Orlando Resort

Tuesday, April 17	
5:00 - 7:00 pm	Registration open
6:00 - 7:00 pm	Meet Up at Gatorville Restaurant & Bar/ East Pool (bring badge for discounts)
Wednesday April 18	
7:00 am - 7:00 pm	Registration & Information Desk Open
7:45 - 8:45 am	Coffee Klatch
8:00 – 8:45 am	New Member & First-Time Conference Attendee Orientation
9:15 – 11:15 am	Opening General Session
10:30 am	Approximate time of Opening Session keynote address
11:30 am – 12:30 pm	Continuing Education Committee Roundtable Discussions & Member Group Discussion Tables with lunch available for purchase
11:30 am – 4:30 pm	Poster Sessions
12:00 – 5:00 pm	Committee & Member Group Meetings
1:00 pm - 2:00 pm	Breakout Sessions
2:15 – 3:30 pm	Breakout Sessions
5:00 – 6:30 pm	Exhibits Grand Opening
6:30 – 8:00 pm	Receptions – Florida State University & University of South Florida
Thursday April 19	
7:30 am - 7:00 pm	Registration & Information Desk Open
8:00 am - 4:00 pm	Exhibits Open
8:00 am – 5:00 pm	Committee & Member Group Meetings
8:30 - 9:30 am	Breakout Sessions
9:00 – 4:00 pm	Poster Sessions
9:30 - 10:30 am	Coffee with Exhibitors
10:30 am - 12:00 pm	Breakout Sessions & Performers' Showcase, Part I
12:00 - 1:00 pm	Lunch on your own (available for purchase in Exhibit Hall)
12:15 - 1:45 pm	Friends, Foundations & Boards Member Group – Awards Luncheon & Business Meeting (ticketed event)
1:00 - 2:00 pm	Breakout Sessions & Performers' Showcase, Part II
2:15 – 3:15 pm	Breakout Sessions
4:00 – 5:00 pm	Breakout Sessions
5:30 - 7:00 pm	President's Reception, Silent Auction Finale, Florida Book Awards Book Signing
7:15 - 9:00 pm	Florida Book Awards Banquet (ticketed event)
Friday April 20	
7:30 am - 12:00 pm	Registration & Information Desk Open
8:00 - 9:00 am	Coffee Klatch
8:00 - 11:00 am	Poster Sessions; Committee & Member Group meetings
9:00 - 10:00 am	Breakout Sessions
10:15 - 11:15 am	Breakout Sessions
11:30 am - 1:30 pm	Closing General Session
1:45 - 4:00 pm	FLA Executive Board Meeting

Areas of Interest

Technology

- Nothin' but blue skies do I see: Cloud Computing in the Library
- Open Minded: Moving to an Open Source ILS
- Integrating iPads and Tablet Computers into Your Library
- Implementing Web Scale Discovery without A Map
- Ebooks: What's Hot, What's Not
- Top 10 Mobile Apps for Libraries
- Ebook Reader Lending: the Hardware Side of Ebooks in Libraries
- Find Your Oasis: How Libraries Can Deliver Comprehensive Technology Training in a Financial Desert
- Shaping Kids with Today's Technology for Tomorrow's Future
- Practical Strategies for Developing Broadband Services in Libraries
- Technology Petting Zoo & Tech Talk Tables
- Prezify Yourself!

Outreach/Programming

- Meeting Seniors in the Community
- Senior Spaces: Creating Your Library as Place for Older Adults
- Serving Older Adults: Generation-by-Generation
- Soy Culto! Connecting with the Hispanic Population
- Survey Says: Assessing and Understanding the Social Impact of Library Programs
- Every Librarian a Filmmaker: Creating Online Videos for Your Library
- Making a Film with Students
- Making Public Library & School Library Partnerships Work in Troubled Times
- Innovative Outreach Ideas: How to Serve Communities without Library Buildings
- Exploring Florida's Vibrant History – Planning and Programs for 2013 Viva Florida 500

Collection Development & Management

- The Choice is Yours: Teen GLBT Titles for a New Era
- Implementing Web Scale Discovery without A Map
- Opening up Open Access: Open Access is Not Just an Academic Library Issue
- Ebooks: What's Hot, What's Not
- Ebook Reader Lending: the Hardware Side of Ebooks in Libraries
- 2011 Florida Book Award Winning Authors Discuss Their Books
- PDA: Putting Your Patrons in the Driver's Seat

Technical Services

- Nothin' but blue skies do I see: Cloud Computing in the Library
- Open Minded: Moving to an Open Source ILS
- Ebooks: What's Hot, What's Not
- Ebook Reader Lending: the Hardware Side of Ebooks in Libraries
- RDA for Beginners
- The Future of Library Technical Services: Moving into the 21st Century
- PDA: Putting Your Patrons in the Driver's Seat

Marketing/PR

- Library Snapshot Day – The Results and How to Use Them
- Social Media & Demographics: Hitting the Right Media for Your Audience
- Award Winning Elevator Speeches: Be Prepared with Anytime, Anywhere Advocacy for Your Library
- Prezify Yourself!

Personal Development

- CChhh Chhanging: A Library Job Isn't Always in a Library: Vibrant and Vital Alternative Career Paths
- One Book, One State
- Navigating the Minefield: Understanding Power and Politics in Organizations

Teaching/Learning & Information Literacy

- Online Presentations
- Find Your Oasis: How Libraries Can Deliver Comprehensive Technology Training in a Financial Desert
- Engaging Students in Information Literacy: The First Year and Beyond
- Serving Older Adults: Generation-by-Generation
- Building In - Instructional Design Principles for Library Instruction
- Making Connections: Strategies to Personalize the First Year College Student Experience
- Organizing for Online Presentation



Management/Leadership

- Nothin' but blue skies do I see: Cloud Computing in the Library
- Meet the Keynoter, Michael Porter
- Library Snapshot Day – The Results and How to Use Them
- Assessment Across Library Types
- Survey Says: Assessing and Understanding the Social Impact of Library Programs
- The Future of Florida Academic Libraries
- Building a Library Foundation from the Ground Up: Hardhats Optional
- Ethnographic Assessment Techniques: A Mini Workshop
- Navigating the Minefield: Understanding Power and Politics in Organizations
- How to Make Your Friends Your “Best Friends”
- Social Media & Demographics: Hitting the Right Media for Your Audience
- One Book, One State
- Making the Most Rather Than Making Do: Repurposing Library Space
- Practical Strategies for Developing Broadband Services in Libraries
- Fair Use: The New Code of Best Practices in Academic Libraries
- Retention Anxiety: What Do You Do For The Employees That Are Not Being Let Go?
- Award Winning Elevator Speeches: Be Prepared with Anytime, Anywhere Advocacy for Your Library
- Designing and Building a Gold Level LEED Certified Library

Authors & Books

- Kee Malesky, author of *All Facts Considered: The Essential Library of Inessential Knowledge*
- Edward Corrado & Heather Moulaison, co-editors of *Getting Started with Cloud Computing: A LITA Guide*
- Sue Polanka, author of *No Shelf Required: Ebooks in Libraries*
- The Choice Is Yours: GLBT Titles for a New Era
- One Book, One State
- 2011 Florida Book Award Winning Authors Discuss Their Books
- Florida Book Award Author Signing
- Florida Book Awards Banquet

Children/Youth Services

- The Choice is Yours: Teen GLBT Titles for a New Era
- *Every Child Ready to Read 2nd Edition*
- Shaping Kids with Today's Technology for Tomorrow's Future
- Telling Tales: Fun Ways to Use Folk Tales with School Age Children
- Performers' Showcase
- Library Clubs for Youth
- Navigating the New NetSmartz
- Making a Film with Students
- Creating Culturally Competent Kids
- 2011 Florida Book Award Winning Authors Discuss Their Books
- Making Public Library & School Library Partnerships Work in Troubled Times
- Exploring Florida's Vibrant History – Planning and Programs for 2013 Viva Florida 500

Information Services/Reference

- Vital Reference in a Vibrant Society
- Back to Work @ Your Library
- Integrating iPads and Tablet Computers into Your Library
- Legal Research – The Basics for Assisting Library Customers
- Building the Next Generation of E-government
- Librarians: Skills, Training and Service
- American FactFinder and Census Data: Vital Information for Your Patrons
- Implementing Web Scale Discovery without A Map
- Opening up Open Access: Open Access is Not Just an Academic Library Issue
- E-Books: What's Hot, What's Not
- Top 10 Mobile Apps for Libraries
- Fair Use: The New Code of Best Practices in Academic Libraries

Leadership Voices Project: Record Your Ideas about Leadership

Wednesday, April 18 and Thursday, April 19

10:00 am to 3:00 pm, Palms Foyer

Tuesday, April 17

Registration open 5:00 – 7:00 PM, Palms Foyer

6:00 – 7:00 PM

Bring your badge to the Meet Up at Gatorville Bar & Grill, East Pool, for discounts on wine and appetizers

Wednesday, April 18

Registration open 7:00 AM – 7:00 PM, Palms Foyer

Exhibits & Silent Auction open 5:00 – 6:30 PM, Palms Ballroom

Poster Sessions 11:30 AM – 4:30 PM, Palms Foyer

Committee & Member Group Meetings 12:00 noon – 5:00 PM, Azalea A & B

7:45 – 8:45 AM

Coffee Klatch

Location: Floral Ballroom

8:00 – 8:45 AM

New Member & First-Time Conference Attendee Orientation

Speakers: Gloria Colvin, FLA President; John Callahan, FLA Past President; Gene Coppola, FLA Board Director; Christy Koontz, FLA Member Sponsor: New Members Round Table Member Group

Location: Tangerine A

This session provides new FLA members and first-time conference attendees with an overview of the Florida Library Association, association involvement, and conference highlights to help “newbies” navigate the program. Speakers will discuss opportunities for getting active in FLA and getting the most out of your FLA membership and conference attendance.

9:15 – 11:15 AM

Opening General Session

Location: Floral Ballroom

Opening ceremonies followed by keynote speaker Michael Porter who will speak at approximately 10:30 AM. Porter, Communications Manager, Web Junction and President of Library Renewal will talk about the leading role Library Renewal is taking in

charting the future of electronic content delivery in libraries and its work in research, relationships and outreach to assure the future of libraries.

11:30 AM – 12:30 PM

Continuing Education Committee Roundtable Discussions & Member Group Discussion Tables (cash lunch)

Table Leaders: Linda Chancey, Polk County Library Cooperative; Gene Coppola, Palm Harbor Community Library; Elizabeth Henry & Rachel Longstall, Saint Leo University; Kathleen Moeller, University of Florida; Mary Page, University of Central Florida

Sponsors: Continuing Education Committee

Location: Oleander A & B

Pick up some lunch, check-out the Roundtable topics and make your own topic at discussion tables for FLA Member Groups.

1:00 – 2:00 PM

Vital Reference in a Vibrant Society

Tony Garrett & John Phil, Troy University

Location: Jasmine

Making information and reference services vital through using non-traditional tools such as QR codes, Zotero, cloud computing, apps, text/mobile reference, eBook readers – this program covers it all to help you discover ways to bring your services into the 21st Century.

Nothin' but blue skies do I see: Cloud Computing in the Library

Edward Corrado & Heather Moulaison, co-editors of *Getting Started with Cloud Computing: A LITA Guide*

Location: Magnolia

The speakers will cut through the hype about “The Cloud” and dispel some of the myths surrounding cloud computing as they introduce the concept and how it pertains to libraries. They will discuss advantages and disadvantages of moving to the cloud, including issues of privacy, security, staff workload and overall cost.

Meet the Keynote, Michael Porter

Location: Oleander A

Get up close and personal with Michael Porter, President of Library Renewal. This is your chance to get in-depth answers to questions raised by his Opening Session speech.

The Choice is Yours: Teen GLBT Titles for a New Era

Authors David Matthew-Barnes, Steve Berman, Sam Cameron & Greg Herren, Bold Strokes Books
Sponsor: GLBT Library Services Support Member Group

Location: Oleander B

The authors discuss their recent works and the significance of these titles for teens grappling with identity and their place in the world. Future trends in the genre will also be discussed.

Open Minded: Moving to an Open Source ILS
Paul Alford & Adam Brooks, Hernando County Public Library System; Nicole Engard, ByWater Solutions; Cheryl Pulliam, Three Rivers Regional Library System

Sponsor: Learning Support Member Group

Location: Tangerine A

Is an open source integrated library system right for your library? Find out how this software is working out at some libraries that have made the switch. Speakers will share lessons learned and what's happening in this increasingly attractive approach to ILS.

Library Snapshot Day – The Results and How to Use Them

Salena Collier, Sanford-Brown Institute; Lisa Horton, Emerald Cove Middle School; Karen Kaufman, Seminole State College of Florida; Brian Smith, Delray Beach Public Library

Sponsor: Public Relations Committee

Location: Tangerine B

Snapshot Day is more than just the great pictures and customer stories – results from the day are a tool for library advocacy. Learn about the Day in all library types and how you can use the published results to promote services and funding.

2:00 – 2:15 PM

Session Break

2:15 – 3:30 PM

Back to Work @ Your Library

Stephanie Race, Florida Department of State, Division of Library and Information Services and three speakers from public libraries to be identified.

Location: Jasmine

Today's challenging economy brings many people to a library seeking assistance. Learn about the services libraries provide to meet the needs of the unemployed and under-employed, small business owners, and people seeking financial literacy assistance.

Integrating iPads and Tablet Computers into Your Library

Rebecca Miller & Carolyn Meier, University Libraries at Virginia Tech

Location: Magnolia

Tablet devices offer major potential for enhancing library services and instruction as well as increasing staff productivity. The speakers will share their experiences with a multi-faceted tablet program and provide guidance on building your own program, from choosing and purchasing through deployment.

Implementing Web Scale Discovery without A Map

Rhonda Kitchens, State College of Florida, Manatee-Sarasota; Jean Phillips, Florida Center for Library Automation; Danielle Rosenthal, Florida Gulf Coast University; Jane Strudwick, Florida Atlantic University; Dave Whisenant, College Center for Library Automation

Location: Oleander A

Providing a single point of access to a broad range of library materials seems to be emerging as the Holy Grail of the library world and vendors have responded with an array of products. Speakers will discuss a variety of these tools and provide practical, useful information on implementation and whether the tools were successful in their academic library settings.

Every Child Ready to Read 2nd Edition: What's different? What's the same?

Sue McCleaf Nespeca, Kid Lit Plus Consulting

Location: Oleander B

A national expert will bring you up to speed on the updated and expanded 2nd edition of *Every Child Ready To Read* which incorporates simple research-based practices to help parents and other caregivers develop early literacy skills in children from birth to age five.

Engaging Students in Information Literacy: The First Year and Beyond

Elana Karshmer & Jacalyn Bryan, Saint Leo University; Anna Carlin, Florida Gulf Coast University; Diane Fulkerson, University of South Florida Polytechnic; Portia McQueen, Florida State University
Location: Tangerine A

The speakers will present a variety of innovative strategies for teaching information literacy skills with a focus on first-year students. Topics will include creating and using online tutorials, using Google to teach research skills, designing instruction for incoming engineering majors, and creating videos to address problem-based learning situations.

Meeting Seniors in the Community

Isabelle Fetherston & Mary Keesling, Pasco County Library System; Kathy Mayo, Lee County Library System; Roberta Reiss, Collier County Public Library
Location: Tangerine B

Librarians from three public library systems describe how they delight seniors and enrich lives with personalized services such as teen tech tutors, senior socials, blogs, and more. Some services are taken to seniors where they live and gather.

3:30 – 3:45 PM

Refreshment Break

Location: Palms Foyer

3:45 – 4:45 PM

Legal Research – The Basics for Assisting Library Customers

Eric Young, Shepard Broad Law Center, Nova Southeastern University; a public librarian to be named
Location: Jasmine

Florida citizens need access to legal information and a basic ability to navigate its complexities. Learn how you can help your customers when they have legal information needs.

Top 10 Mobile Apps for Libraries

Chad Mairn, Novare Library Services
Location: Magnolia

Smartphones are everywhere! Hear about the best of the best apps for library staff and users from

librarians who are in the app development business.

Soy Culto! Connecting with the Hispanic Population

Wendi Bost, Orange County Library System; Sami Haiman-Marrero, Urbander Business Development & Marketing; Joyce Nutta & Alison Youngblood, University of Central Florida School of Teaching, Learning & Leadership
Location: Oleander A

Orange County Library System's partnership with UCF is breaking down barriers to serving Hispanic residents through a concentrated effort involving collection development, English language classes, and education about available resources.

Shaping Kids with Today's Technology for Tomorrow's Future

Brian Knoll, Tony Orenge & Ormillá Vengersammy, Orange County Library System
Location: Oleander B

Technology programs for kids enhance learning, exploration and creativity. The speakers share their motivating and educational programs developed using instructional design principles.

Opening up Open Access: Open Access is Not Just an Academic Library Issue

Lee Dotson, University of Central Florida; Christine Ross, University of Florida; Jonathan Miller, Rollins College; Isabelle Silver, University of Florida; Micah Vandegrift, Florida State University
Location: Tangerine B

The panel will discuss how open access has been, and can be, brought out of the academic library and into the broader community through efforts such as institutional open access mandates and public library advocacy. The future of open access as a movement will also be discussed.

Designing and Building a Gold Level Certified LEED Library

Cay Hohmeister, LeRoy Collins Leon County Public Library and others to be identified
Location: Tangerine A

The new Eastside Branch of the Leon County system opened in fall 2011 and has all the latest bells and whistles to sustain and protect our environment. The library director, architect, and county facilities planner take you on the grand tour, sharing what worked and what didn't as they sought gold level LEED certification for the building.

Wednesday Evening Events

5:00 – 6:30 PM

Exhibits Grand Opening & Reception

Location: Palms Ballroom

6:30 – 8:00 PM

Florida State University Alumni Reception

University of South Florida Alumni Reception

Locations will be in final program

Thursday, April 19

Registration open 7:30 AM – 7:00 PM, Palms Foyer

Exhibits & Silent Auction open 8:00 AM – 4:00 PM, Palms Ballroom

Poster Sessions 9:00 AM – 4:00 PM, Palms Foyer

Committee & Member Group Meetings 8:00-9:30 AM & 10:30 AM – 5:00 PM, Azalea A & B

8:00 – 9:30 AM

Coffee Klatch

Location: Palms Ballroom

8:30 – 9:30 AM

Ebooks: What's Hot, What's Not

Sue Polanka, Wright State University, author of *No Shelf Required* and an ebook blog

Location: Jasmine

Well known for her blog and other ebook-related activities, Sue Polanka brings her expertise and a national view to provide the latest information on ebook trends such as business models, new technologies, statistics, and innovations in libraries.

Telling Tales: Fun Ways to Use Folk Tales with School Age Children

Sue McCleaf Nespeca, Kid Lit Plus Consulting

Location: Oleander B

Need some ideas for programming for elementary

age children? Explore ways to share folk literature with children through story sharing, poetry, music, creative dramatics reader's theatre and puppetry.

Survey Says: Assessing the Value of Library Sponsored Tutoring in Higher Education

Michelle Demeter & Rebecca Reibman, Florida State University

Location: Tangerine A

Florida State University's library tutoring service will be described along with the methods for assessing its success, including how to implement and interpret a social survey.

Award Winning Elevator Speeches: Be Prepared with Anywhere, Anytime Advocacy for your Library

Meg Scharf, University of Central Florida and another speaker to be named

Location: Oleander A

Learn all about elevator speeches – those short but very to the point advocacy talks so fast they can be delivered in an elevator ride. Participants will develop their own elevator speeches and try them out on partners. Chocolate goes to the best!

Organizing for Online Presentation

Christie Koontz and Michelle Kazmer, Florida State University College of Communication & Information, School of Library & Information Services

Location: Magnolia

Organization is key to presenting online. Learn from speakers who have been teaching online for many years and have learned the hard way how to be prepared to present webinars, classes and other online events.

Prezify Yourself!

Gary Scott Brown, Nova Southeastern University and Loanis Menendez-Cuesta, Delray Beach Public Library

Location: Tangerine B

Meet Prezi, a new and intuitive web-based presentation program that uses time, space and

Wednesday, April 18

• Thursday, April 19

movement to develop a unique way of sharing your story. Prezi takes your presentation skills to the cloud so get ready to purge the linear presentation mind-set and enter the Prezi Zone. Best of all, you can get started for FREE!

9:30 – 10:30 AM

Coffee with the Exhibitors
Location: Palms Ballroom

10:30 AM – 12:00 PM

Ebook Reader Lending: The Hardware Side of Ebooks in Libraries
Sue Polanka, Wright State University, author of *No Shelf Required* and an ebook blog
Location: Jasmine

The *No Shelf Required* librarian continues her discussion of ebooks in libraries from the early morning session by getting into the nitty-gritty of ebook hardware. She will discuss types of devices and lending programs, provide guidelines for establishing such programs, device purchasing and training.

The Future of Florida Academic Libraries
Jim Corey, Florida Center for Library Automation; Don Muccino, College Center for Library Automation; Jim Morris, Florida Gateway College; Shirley Hallblade, University of North Florida
Sponsor: LINCC Users Forum & State University Libraries Member Groups
Location: Magnolia

A Florida legislative mandate to form a new organization out of FCLA and CCLA resulted in the work of the Academic Libraries Task Force. Speakers will summarize Task Force results but the main focus will be on implementation and the future.

Building a Library Foundation from the Ground Up: Hardhats Optional
Sarabeth Kalajian, Sarasota County Library System; Peter Pearson, Library Foundation for the St. Paul (MN) Public Library
Location: Oleander A

The public library support groups in St. Paul are leaders in taking assistance to libraries to the highest levels. One of their leaders and a Florida director who has recently gone through the process describe the role private funding should play in a public library's budget and how to form a foundation. Success stories from around the country will also be presented.

RDA for Beginners
Jeanne Piascik, University of Central Florida
Sponsor: Technical Services Member Group
Location: Oleander B

The why and how of RDA (Resource Description & Access), the new cataloging code, will be explained with examples and interactive exercises.

Ethnographic Assessment Techniques: A Mini Workshop, Part One
Rachel Besara, Rebecca Bichel & Kirsten Kinsley, Florida State University
Location: Tangerine A

This two part mini-workshop offers hands-on experience on how to use less common qualitative assessment techniques such as charrettes, photo diaries, and photos of users in the library. Workshop leaders will teach several alternate assessment techniques, when to use them, data gathering techniques and data analysis.

Serving Older Adults: Generation-by-Generation
Allan Kleiman, Library Consultant
Location: Tangerine B

Seniors come in all shapes, sizes and generations. Learn how libraries can develop programs and services to meet the needs of Baby Boomers, the Silent Generation and the Greatest Generation with more than just large print books and homebound services! Models of successful programs will be provided.

Performers' Showcase I
Location: Lime
Watch and participate in eight minute sketches by performers from all over the state! A great way to audition acts for your summer youth programs and lots of fun, too. A directory of these and other performers will be provided and performers will offer informational materials about their services.

12:00 – 1:00 PM

Cash Lunch in Exhibits
Location: Palms Ballroom

12:15 – 1:45 PM

Friends, Foundations & Boards Member Group Luncheon & Business Meeting (ticketed event)
Location: Cedar/Marathon

1:00 – 2:00 PM

Building the Next Generation of E-government Librarians: Skills, Training and Service

John Bertot, University of Maryland, College of Information Studies; Nancy Fredericks, Pasco County Library Cooperative; Lawrence Mello, Florida Atlantic University; Janet Norton, West Palm Beach Public Library
Location: Jasmine

Panelists will discuss development of the next generation of e-government librarians with a focus on skills and training needed to successfully engage in e-government services and develop needed partnerships. Trends in e-government and the impact of this service will be discussed.

Every Librarian a Filmmaker: Creating Online Videos for Your Library

Chris Zabriskie, Orange County Library System
Location: Magnolia

Videos promoting library events and services can be easily and inexpensively made. Learn the many ways original video content can be used and about basic equipment, software and know-how.

Navigating the Minefield: Understanding Power and Politics in Organizations

Caroline Shepard, LYRASIS
Location: Oleander A

In this lively presentation participants will look at who has power in organizations, what impact organizational politics can have on your career and how to navigate the minefield and come out on top!

Find Your Oasis: How Libraries Can Deliver Comprehensive Technology Training in a Financial Desert

Peggy Remis, Oasis Connections; Hayley St. John-Ayre & Tara Zimmermann, Broward County Library
Location: Oleander B

Comprehensive volunteer-based technology training is the answer! Speakers will discuss resources, best practices and finding funding for technology training.

Ethnographic Assessment Techniques: A Mini Workshop, Part Two

Rachel Besara, Rebecca Bichel & Kirsten Kinsley, Florida State University
Location: Tangerine A

Continuation of mini-workshop from the morning session.

The Future of Library Technical Services: Moving into the 21st Century

Annie Glerum, Michael Luesebrink, Amy Weiss, & Ruth Zeigler, Florida State University
Location: Tangerine B

Key functions provided by technical services staff evolve through adoption of new technologies, restructuring of functions and change in use of personnel. Current trends and possible futures for administration, acquisitions, cataloging and authority control will be discussed.

Performers' Showcase II

Location: Lime

More performer sketches and fun!

2:00 – 2:15 PM

Session Break

2:15 – 3:15 PM

Building In - Instructional Design Principles for Library Instruction

Corinne Bishop, University of Central Florida
Location: Jasmine

This session examines instructional design principles and popular models like ADDIE and Understanding by Design. Explore how learning works, steps for creating objectives, and ideas on design. The session will also include a handout of F2F instruction and online learning strategies.

Social Media & Demographics: Hitting the Right Media for Your Audience

Diana Silveira, Novare Library Services
Location: Magnolia

The number of social media continue to grow exponentially and with a multitude of sites developed daily, one size no longer fits all. The speakers will help you sort through the tangled web of social media sites and learn how to use different outlets in order to target and tailor messages to different audiences and for specific purposes.

How to Make Your Friends Your "Best Friends"

Phyllis Gorshe, Dunedin Public Library; Linda

Harcrow & Patricia Ross, Dunedin Friends of the Library; Deborah Hohler, Friends, Foundations & Boards Member Group
Sponsor: Friends, Foundations & Boards Member Group
Location: Oleander A

Friends of the Library – a lifeline for many public library programs and services. The panel will address Friends Group and staff collaboration, creative ideas, and promoting the library through the Friends.

Library Clubs for Youth

Sharon Fiske & Theresa Owen, Flagler County Public Library; Tanci Mishler, Tampa-Hillsborough County Public Library Cooperative; Ron Moore, Lake County Library System
Sponsor: Youth Services Member Group
Location: Oleander B

Libraries are a great place for young people to interact in groups and these speakers have lots of ideas for making that happen at your library. Clubs for model kit building, Legos, trading cards, duct tape for teens and book clubs are among the ideas to be presented. Homeschooling groups will be on the agenda, too.

One Book, One State

Elizabeth Curry, Florida State College at Jacksonville; Anne Haywood, Bruton Memorial Library; Jaime Goldman, Nova Southeastern University; Lisa Manners, Broward County Library
Sponsor: Leadership Development Committee
Location: Tangerine A

An adaptation of One City, One Book and similar events, this program will be an open discussion of a book title to be announced for reading in preparation for the conference.

Senior Spaces: Creating Your Library as Place for Older Adults

Allan Kleiman, Library Consultant
Location: Tangerine B

Libraries are developing spaces that serve as focal points of service to seniors. The speaker has been helping to shape services for seniors all over the nation for many years. Learn about the kinds of spaces that make this age group feel welcome, hear what other libraries are doing, and learn how you can create such a space in your library.

3:15 – 4:00 PM

Refreshment Break in Exhibits
Location: Palms Ballroom

4:00 – 5:00 PM

Making the Most Rather Than Making Do: Repurposing Library Space
David R. Moore, McMillan Pazdan Smith Architecture
Location: Jasmine

Space is the place where all your stuff goes and it's quite possible you're out of it – or will be real soon. When building projects are off the agenda, seeing opportunities for progress and optimization become increasingly difficult. Learn how to make the most of your space and review several case studies involving large and small libraries with this experienced library architect.

Practical Strategies for Developing Broadband Services in Libraries

Laura Brenkus, Lauren Mandel & Charles McClure, Information Use Management and Policy Institute, Florida State University
Location: Magnolia

What is broadband and what can you do with it? The speakers answer these and related questions while reporting on rural library research that demonstrates practical strategies and resources for developing broadband services.

2011 Florida Book Award Winning Authors Discuss Their Books

Location: Oleander A

Selected authors from the winners list of the 2011 Florida Book Awards discuss their winning books.

Navigating the New NetSmartz

Ed Russo, National Center for Missing & Exploited Children; Renelda Sells, Tampa-Hillsborough County Public Library Cooperative
Location: Oleander B

The modern library is a Cyber Café without the expensive coffee. Protecting computer users' personal safety through education about appropriate online behaviors is vital and NetSmartz provides a way. Learn about this tool for reducing online risks.

PDA: Putting Your Patrons in the Driver's Seat
Natalie Henri-Bennett & Cherie McCraw, College Center for Library Automation; Becky Donlan, Florida Gulf Coast University; Claire Dygert, Florida Center for Library Automation; Sharon Lokken, Polk State College
Location: Tangerine A

PDA (Patron Driven Acquisition) is a national trend that has placed Florida's academic libraries on the cusp of change. Join representatives from the Florida College System and the State University System as they discuss two pilot programs conducted this year.

Cchhh Chhanging: A Library Job Isn't Always in a Library
Susan Wald Berkman, Research-Ability; Lisa Chinn, University of Florida; Nora Everlove, Everlove & Associates; Bethany Sehon, PricewaterhouseCoopers
Sponsor: Library Personnel Recruitment Committee
Location: Tangerine B

What do librarians offer that non-library employers want? Hear from four who revitalized their careers by taking their skills down a different path.

Thursday Evening Events

5:30 – 7:00 PM

President's Reception, Silent Auction Finale & Florida Book Award Author Signing
Location: Poolside Pavilion

7:15 – 9:00 PM

Florida Book Awards Banquet (ticketed event)
Location: Jasmine

Friday, April 20

Registration open 7:30 AM – 12:00 PM, Palms Foyer

Poster Sessions 8:00 – 11:00 AM, Palms Foyer

Committee & Member Group Meetings 8:00 – 11:00 AM, Azalea A & B

8:00 – 9:00 AM

Coffee Klatch
Location: Palms Foyer

9:00 – 10:00 AM

Film Making with Students

Banks Helfrich, Filmmaker

Location: Oleander A

Award winning filmmaker Helfrich will teach you how to take an idea and make it a film. Examples of his work will be presented.

Making Public Library & School Library Partnerships Work in Troubled Times

Bill Harris, Tampa-Hillsborough County Public Library; Carol Sivard, Hillsborough County Public Schools

Location: Oleander B

Budget restrictions at public and school libraries/media centers are causing staff and service cuts. Increased standardized testing in the schools restricts what school librarians can do. Learn how you can make a partnership work under these restrictions. An example partnership will be discussed as a model.

Fair Use: The New Code of Best Practices in Academic Libraries

Peter Jaszi, American University

Location: Tangerine A

American University coordinated development of the new Code of Best Practices released in winter of 2012. Peter Jaszi, a Professor of Law, had a lead role in developing the Code. Hear from him how it will impact your work as an academic librarian assisting students and faculty with their research.

Innovative Outreach Ideas: How to Serve Communities without Library Buildings

Linda Chancey, Tina Peak & Gladys Roberts, Polk County Library Cooperative, Michael Sullivan, Jacksonville Public Library

Sponsor: Outreach & Programming Member Group

Location: Tangerine B

Communities without library buildings can be served locally with new and tried and true methods. Hear about some of the methods Florida libraries are using such as electronic lockers for pickup of reserved items and material vending machines.

Retention Anxiety: What do you do for the employees that are not being let go?

Steve Rosenthal, The Training Tree

Location: Magnolia

Thursday, April 19



Friday, April 20

Human Resources expert and training professional Steve Rosenthal provides inspiration and ideas on keeping staff morale positive after staff cuts have been made.

9:00 – 11:00 AM

Technology Petting Zoo & Tech Talk Tables

Location: Jasmine

The Petting Zoo is back, bigger and better than ever with more room this year to fondle those electronic goodies and learn about them from experts! Tech Talk Tables in the same room will be an extra added attraction – a place to discuss what you saw and how you can use it in your library or personal life with others of like mind.

10:00 – 10:15 AM

Session Break

10:15 – 11:15 AM

American FactFinder and Census Data: Vital Information for Your Patrons

Paul McDonough & Jan Swanbeck, University of Florida

Sponsor: Government Documents Member Group

Location: Magnolia

2010 U.S. Census results offer information vital to your customers making business decisions, supporting grant proposals, determining political boundaries and creating maps. It's even used for library planning! Learn how to navigate and map the Census data using the American Fact Finder.

Creating Culturally Competent Kids

Kristen Arnett & Jonathan Dolce, Maitland Public Library

Location: Oleander A

Take the kids in your library to other lands on virtual visits on a shoestring budget. The speakers present their model for bringing together multimedia, library materials, local residents from other cultures and countries, businesses, and authentic food, music and crafts to create fantastic trips.

Assessment across Library Types

Rachel Besara, Florida State University & others to be identified

Location: Oleander B

Get a broader perspective and new ideas on how to use assessment at all library types to improve services. Take advantage of this opportunity to start

a cross-library dialog on effective assessment.

Making Connections: Strategies to Personalize the First-Year College Student Experience

Kim Copenhaver, Lakeisha Hall, Alyssa Koclanes & Stephanie Henderson, Eckerd College

Location: Tangerine A

An innovative first-year student experience initiated in 2011 by the Eckerd College Library will be described. It included an orientation event based on the television show *The Amazing Race*, a self directed online tutorial on plagiarism prevention, and an individualized personal librarian program.

Exploring Florida's Vibrant History – Planning and Programs for 2013 Viva Florida 500

Rachel Porter, Florida Department of State, Office of the Deputy Secretary for Cultural, Historical and Information Programs; Jennifer Obermaier, Clearwater Public Library & FLA Board Fellow; Patricia Romig, Florida Department of State, Division of Library and Information Services

Location: Tangerine B

FLA is a partner in planning Viva Florida 500, the commemoration celebration of the 500 years since the Spanish first landed in Florida. Learn how your library can be a cornerstone in planning community events and also about ideas for related youth programs.

11:30 AM – 1:30 PM

Closing General Session, FLA Business Meeting, & Awards Ceremony

Keynote Speaker: Kee Malesky, National Public Radio

Location: Orange & Lemon

National Public Radio listeners hear her name every day! Kee Malesky, Librarian for NPR will inform and entertain as she talks about her very unique job.

The program also includes the FLA Annual Business meeting and presentation of the 2012 FLA Awards.

1:45 – 4:00 PM

FLA Executive Board Meeting (open to all)

Location: Marathon



2012 Annual Florida Library Association Conference & Exhibits
 April 18-20, 2012 Orlando, Florida
 Register online at http://www.flalib.org/conference_2012.php



Attendee Registration Form

Name: _____
 Organization: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Fax: _____
 Email: _____

Please print clearly. All communication will be through email.

Registration – Early Registration valid through March 1, 2012

Member Registration	Early	Late	Non-Member Registration	Early	Late
Full Conference	<input type="checkbox"/> \$150	<input type="checkbox"/> \$190	Full Conference	<input type="checkbox"/> \$275	<input type="checkbox"/> \$300
Prepaid FLA organizational registration	<input type="checkbox"/> Organization: _____				
Single Day – Circle choice: Wed Thu	<input type="checkbox"/> \$100	<input type="checkbox"/> \$125	Single Day – Circle choice: Wed Thu	<input type="checkbox"/> \$200	<input type="checkbox"/> \$225
Single Day – Friday (no exhibits)	<input type="checkbox"/> \$60	<input type="checkbox"/> \$80	Single Day – Friday (no exhibits)	<input type="checkbox"/> \$70	<input type="checkbox"/> \$90
Exhibit Hall Only	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	Exhibit Hall Only	<input type="checkbox"/> \$70	<input type="checkbox"/> \$80
Student Member – Full Conference	<input type="checkbox"/> \$100				
Student Member – Single Day	<input type="checkbox"/> \$75 Circle one: Wednesday Thursday or \$60 Friday				
Friends Day Pass – Includes luncheon	<input type="checkbox"/> \$60				
Ticketed Events					
<ul style="list-style-type: none"> • Friends, Foundation & Board Luncheon & Awards <input type="checkbox"/> \$38 • Florida Book Awards Banquet <input type="checkbox"/> \$58 (Check one: __ Salmon __ Chicken __ Vegan) • Closing Session with lunch (no conference registration) <input type="checkbox"/> \$40 (Check if require vegetarian __) 					

Do you need accommodation under the Americans with Disabilities Act? ___ Yes ___ No

Grand Total _____

Method of Payment: Please circle one: Visa MasterCard Check Purchase Order (send copy of PO with registration)
 I agree to pay the Grand Total amount for the 2012 Florida Library Association Annual Conference and authorize Florida Library Association to charge my credit card for the above amount.

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If paying by credit card, please fax or mail only. For your protection, do not scan and send via email.

Substitutions, made in writing, are welcome at any time. Requests for full-conference registration **cancellations** must be made in writing and submitted to Sharon Gray at aplantomeet@earthlink.net. Faxed to (850) 877-7022 or mailed (FLA c/o A Plan to Meet, P.O. Box 6838, Tallahassee, FL 32314) by March 7, 2012. Full-conference cancellation requests received on or before March 7, 2012 will result in a full refund less a \$40 processing fee. No phone cancellations will be accepted. There will be absolutely no refunds for cancellations submitted after March 7, 2012. Only registrations for full-conference qualify for refunds under this cancellation policy. Refunds will be processed after the Annual Conference.

Mail or fax this form to:

A Plan to Meet, Inc. * P.O. Box 6838 * Tallahassee, FL 32314-6838
 850-224-6222 – phone 850-877-7022 – fax

Questions? Contact Meeting Planner Sharon Gray at aplantomeet@earthlink.net