

New Jersey Library Association
Annual Conference
April 27–29, 2009
Ocean Place Resort and Spa, Long Branch
Sponsored by NJLA, NJLTA and NJASL



SOLINET and PALINET members overwhelmingly approved the merger of our two organizations to become Lyrasis, the new leading regional membership organization for libraries and information professionals.

Our primary goal is to support you with the guidance and tools you need to ensure success today, and tomorrow.

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NJLA Conference.

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President's Message

NJLA 2009 Conference Welcome

elcome to the New Jersey Library Association's 2009 annual conference:

New Jersey Libraries Rock!

It's time to join with your colleagues to hear updates on important issues and focus on new ideas. Perhaps most important, this is also a time to celebrate the New Jersey library community.



HEIDI CRAMER

Many thanks to the Conference Committee for their leadership in organizing this signature event and the NJLA Sections, Roundtables, and Committees for planning creative and practical workshops. The program is outstanding.

Consider this your opportunity to experience all NJLA has to offer and your opportunity to get involved.

Enjoy, network, and learn. NJLA Conference is here.

Let it Rock.

Heidi Cramer NJLA President



Conference Sponsors

The New Jersey Library Association gratefully acknowledges the support of our 2009 sponsors.

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SILVER Holt Morgan Russell Architects, PA; Local 108 RWDSU, UFCW; RSC Architects; Rutgers University

BRONZE CWA Local 1031; Davidson Titles, Inc.;
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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 lunch buddies and dine around friends here, too!

Member Services Committee

■ NJLA Conference Wiki

Member Services Committee

http://njla.pbwiki.com/Conference+2009

■ Registration Desk Hours

Monday, April 27	11:00am —	4:00pm
Tuesday, April 28	. 7:30am –	5:30pm
Wednesday, April 29	. 7:30am -	3:00pm

■ NJLA Store

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

Ways and Means Subcommittee

Monday, April 27	4:30 –	6:30pm
Tuesday, April 28	. 8:00am -	5:30pm
Wednesday, April 29	. 8:00am -	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!

Wednesday, April 29...... 8:30am – 4:30pm

■ Battle of the Rock Bands http://njla.pbwiki.com/it

Information Technologies Section

Monday, April 27..... 4:30 – 6:30pm

■ Dine-Around

http://njla.pbwiki.com/Member+Services

Create conference connections!

Member Services Committee

Monday, April 27..... 5:00 – 7:00pm

■ President's Program featuring Will Manley: Snowballs in the Bookdrop: The Lighter Side of Librarianship

■ NJLA Podcasting Station Information Technologies Section

http://njla.pbwiki.com/it

Exhibits

■ Exhibit Hall Hours

Tuesday, April 28 8:00am - 5:00pm Wednesday, April 29 8:30am - 3:30pm

■ Exhibit Special Events

Ribbon Cutting, Grand Opening and Coffee

Tuesday, April 28 8:00 – 9:00am

Thank you to our Gold Sponsor Reference Group

Ice Cream Break

Tuesday, April 28...... 3:00 – 3:30pm

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

Coffee Break

Wednesday, April 29 10:50 – 11:30am

Thank you to our Gold Sponsor Lyrasis





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

Monday, April 27

11:00am - 4:00pm Conference Registration Opens 1:00 - 4:30pm Preconferences

■ Making Sense of Business Reference

Do you wish you felt more confident when faced with a business reference question? This workshop will help familiarize you with sources and strategies for tackling questions on companies, industries, the stock market, consumer demographics and more.

Part business reference therapy, part business reference source class, this workshop will leave you with a better understanding of the business reference process and provide you with a framework for building your business reference expertise.

Celia Ross, Stratham Research, http://www.strathamresearch.com; Moderator: Lisa Coats, Monmouth University Library Reference Section

■ Marketing as a Team Sport

Can everyone on your staff deliver the library's key message? This workshop focuses on what everyone on your staff needs to know about marketing, how it relates to good customer service and their role.

Marketing as a Team Sport will introduce basic marketing principles and give an overview of building an effective marketing plan. Participants will learn basic marketing principles, how to promote good two-way communication between the library and its key audiences, how to develop and deliver an effective message, how to harness the power of word-of-mouth marketing and build the library's "sales force." Exercises will aim to build staff's comfort level and skill in speaking for libraries and identify tools needed to support them.

Peggy Barber, Library Communication Strategies and former Associate Executive Director for Communication for the American Library Association http://www.librarycomm.com;

Moderator: Janet Brown Marler, Atlantic County Library

Public Relations Committee

Naked Reading: Uncovering What Tweens and Teens Want and Need to Become Lifelong Readers

Our speaker will talk about how tweens and young teens develop and how what impact this has on the nature of the books and related materials librarians bring to them. She will also focus on suggestions for connecting these tweens and young teens more intimately to books and reading. Finally, she will discuss the forms, formats, genres, and styles that most appeal to and are most appropriate for this group of readers.



TERI LESESNI

Teri Lesesne, Professor at Sam Houston State University, http://www.professornana.com; Moderator: Susan Fichtelberg, Woodbridge Public Library

Children's Services Section and Young Adult Services Section

■ Libraries and Security: Make It Work!

Are you looking for practical suggestions about how to get your customers to comply with your library's rules? Is your ability to provide a welcoming and safe library environment challenged on a daily basis? Learn from Warren Graham, author of Black Belt Librarians: Every Librarian's Real World Guide to a Safer Workplace, whose security strategies were forged during his time working in libraries.



Our speaker knows from his own experience what works and what does not. His "real world" approach and strategies, developed over time through trial and error, will quickly give you a sense of empowerment and put you well on your way to developing a practical, workable, security program.

Warren Graham, Warren Graham Training and Consulting, formerly (retired) the Security and Safety Manager for the Public Library of Charlotte and Mecklenburg County, NC, http://www.blackbeltlibrarians.com; Moderator: Anne Wodnick, Gloucester County Library, Logan Township Branch

Member Services Committee

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.

■ Battle of the Rock Bands

The wildly popular video game, Rock Band, will be provided for open play. Attendees can stop by to sing, strum or drum to some of their favorite songs of the last 30 years.

Moderator: Amy Kearns, CJRLC

Information Technologies Section

5:00 - 7:00pm 2009 NJLA Dine-Around

Hungry for some of the area's favorite foods? Interested in making new contacts with other conference attendees? Dine-Around offers you the opportunity to do both! A number of area restaurants have been selected based on cuisine and price. Dinner parties of 8-12 guests will meet at the Hospitality Table at 5:00pm and then walk together to nearby restaurants. Each Dine-Around guest will order from the complete menu and is responsible for all food and beverage charges, including tax and gratuities. Each diner will receive a separate check.

(http://njla.pbwiki.com/Conference+2009).

Member Services Committee

7:00 - 9:00pm

■ "Snowballs in the Bookdrop: The Lighter Side of Librarianship"

Will Manley will look back at his 35 years as a librarian with an emphasis on all his weird and wacky experiences. Manley turns the tables on those who make fun of our starchy image by poking fun at the non-librarian world.

Please join us on Monday evening from 7 - 9:00 pm,

for the President's Program. You can enjoy dessert while listening to Will Manley. Open to all — no ticket or registration necessary.

Thank you to our Bronze Sponsors CWA Local 1031; Davidson Titles, Inc.; Dean Equipment & Furniture Co., Inc.; Garrison Architects; NJ Publishers' Representatives



9:00 - ????

■ Meet and Greet

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

Tuesday, April 28

7:30am - 8:15am

■ Here Comes the Sun: Yoga for Library Workers

Participants will get the day rocking with gentle but invigorating yoga to open body, mind, and spirit. Returning by popular demand to lead our merry band (to which all are welcome, be you like a yoga virgin, a piña colada crooner, or a yoga boss) is Dina Crosta, a popular teacher at several central NJ yoga studios. Turn on, tune in, and drop *in.* Something in the way we move will rock your world.

http://yoga-lila.com

7:30am - 5:30pm Conference Registration Open

8:00am - 9:00am

■ Exhibits Grand Opening Celebration!

Join President Heidi Cramer 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 Reference Group.**

8:00am - 5:30pm

- NJLA Store Open
- Conference Bookstore Open

9:00am - 4:00pm

■ Visit the Podcasting Table

9:00am - 9:50am

■ What's the Big Idea? Math & Science Programs

Learn to incorporate science and math concepts in all your interactions with children, use picture books and investigations to promote conversations, language skills and higher-order thinking. Engage children in hands-on investigations that help them explore math, science and literacy skills and concepts.

Michelle Willis, Scotch Plains Public Library, Vicky Kulikowski, Somerset County Library, Hillsborough Branch, Sharon Rawlins, NJ State Library and Allison Santos, Princeton Public Library

Children's Services Section

■ In Defense of Sex, Drugs and Rock & Roll: How to Talk to Parents about YA Fiction

Why do teens want to read those "bleak" YA books? How do you explain to an angry parent who knows little about YA literature why certain books are in the teen section? Learn how to express why teens prefer "junk" to "classics," why it's okay for their teen to be reading the same book over and over, and why there is nothing wrong with their teen being obsessed with horror or serial killer books!

Jennifer Hubert, Little Red School House & Elisabeth Irwin High School, New York, http://www.readingrants.org/; Moderator: Samantha Marker, Mount Laurel Public Library

Young Adult Services Section and Reader's Advisory Roundtable

■ Reinventing Your Small Library: Trading Spaces in Collingswood

Learn how one library reinvented its 1970s style building into a vibrant community center using the Trading Spaces merchandising model. Hear about the many low-cost methods they used to promote their collection and services, most notably by making changes to space design and their approach to customer service.

Brett Bonfield, Collingswood Library, http://www.sjrlc.org/tradingspaces; Moderator: Kathy Schalk-Greene, Mount Laurel Library

Small Libraries Section

■ What's a Database Anyway? Promoting E-Resources

Today's libraries are faster, easier and more convenient to use than ever thanks to Web sites that are open 365 days a year, 24 hours a day, seven days a week. Find out how to use basic marketing and communications techniques to promote your library's virtual services: Web sites, databases, online reference and e-books. Participants will learn how to develop a plan and strategies for delivering your message.

Peggy Barber, Library Communication Strategies and former Associate Executive Director for Communication for the American Library Association,

http://www.librarycomm.com/;

Moderator: Lisa Coats, Monmouth University Library
Reference Section and Public Relations Committee

■ Our Future Patrons

A brief look at how the upcoming generations will likely use technologies in their professional and social lives and their possible expectations of library services. Presenters will offer advice on how libraries may need to adjust their services in order to accommodate these changes and maintain relevance in future years.

Carlie Webber, BCCLS, http://www.popgoesthelibrary.com/;

Moderator: Amy Kearns, CJRLC
Information Technologies Section

■ Closing In on Retirement

A speaker from the NJ Division of Pensions will talk about what you need to know before you put in your retirement papers.

Speaker to be announced, http://www.nj.gov/treasury/pensions/;

Moderator: Keith McCoy, Roselle Public Library

Investment Committee

■ Mail It? It's In the Bag: Books and More, Netflix Style

Building on the accessibility of remote reference service, the Burlington County and Gloucester County Libraries are mobilizing their collections. In a pilot project sponsored by the South Jersey Regional Library Cooperative, these libraries are providing a free mailing option to their customers for any items in their collection that may be reserved online, in person, or by phone. Presenters will address policy issues, as well as the nuts and bolts information about why and how to implement such service. The presentation will also include a DVD on a day in the life of the Books by Mail Services.

Gail Sweet, Sarah Thomson, and Molly Connor, Burlington County System; Bob Wetherall, Nancy Polhamus, and Karen Shiles, Gloucester County Library System; *Moderator*: Peter Bromberg, SJRLC

Administration and Management Section

■ Imagine No Possessions: Plagiarism, the Net Generation Student, and the Academic Librarian

The increasing presence of plagiarism and its seemingly irresistible lure in scholarly research has clashed with deficient, outdated academic library policies, and the result has been detrimental to higher education and academic integrity. Once immune from the ills of plagiarism, academic librarians now must take direct involvement to stem the tide of academic dishonesty. Cultural change brought from the Net Generation student is now forcing information literacy programs — especially for librarians who conduct bibliographic instruction — to include plagiarism and the

ethical use of primary and secondary research materials in their instructional sessions.

George Germek, Monmouth University Library; Moderator: Eleonora Dubicki, Monmouth University Library College and University Section/ACRL-NJ User Education Committee

10:00am - 10:50am

■ Keynote Speaker: Karen Hyman Do Libraries Rock? Some More than Others...

What makes a library great? Are there shortcuts to greatness? Come to find out what great organizations do that you could borrow, adapt or shamelessly copy to jumpstart your library's move to the next level



As a result of this program participants will:

- Learn what great libraries know about attracting and keeping
- · Make at least one change at their libraries with an instant great effect
- Find the sweet spots: lower cost, lower labor choices with high potential for big results

Karen Hyman has worked in public libraries, as a State Library Consultant, and as Executive Director of the South Jersey Regional Library Cooperative where she develops services for 600 member libraries. Her chief inspiration has been her role as a library user, which "clears the vision wonderfully."

Karen's 12-step Reinventing Your Library programs have been a feature at every Public Library Association Conference since 2000 and have been presented at library conferences, staff days, and trustee workshops in 38 states/provinces in the U.S. and Canada.

Some of her publications include "What Makes a Project Work?" (American Libraries, April 2006); "Struggling in a One-Stop Home-Shopping World, or People Want What They Want When They Want It — Don't You?" in Library Networks in the New Millennium: Top Ten Trends, American Library Association, 2000; and "Customer Service and the Rule of 1965: Stalled on the Way to the New Millennium" in American Libraries, October 1999.

Karen was the 1997 NJLA Librarian of the Year and received the NJLA Library Service Award in 2002. She was also the recipient of the 2003 Leadership Achievement Award from the ASCLA Division of the American Library Association.

11:00am - 11:50am

■ New Books for Tweens and Teens

Discover the best of the new books for tweens and teens presented by this expert in literature for young people.

Teri Lesesne, Professor at Sam Houston State University,

http://www.professornana.com/; Moderator: Susan Fichtelberg,

Woodbridge Public Library

Children's Services Section and Young Adult Services Section

■ Helping Your Patrons Understand the Global Financial Crisis: Looming Economic Meltdown or Useful Teaching and Marketing Tool?

You don't have to be Warren Buffett to help your patrons find useful resources that will help them (and you!) understand what's going on with the global economy. This workshop will highlight a number of useful tools and strategies for helping public and academic library patrons find information on the financial crisis. Also included will be ideas for using this topic to market your library's services and resources to students, faculty, small businesses and community members.

Celia Ross, Stratham Research, http://www.strathamresearch.com/; Moderator: Cathy Prince, Summit Free Public Library

Reference Section

■ A Backstage Glance at Books — History Authors Talk about the Process

Popular history titles have proliferated in recent years, as publishers such as Arcadia, the History Press, Schiffer, and others have expanded the market. Three NJ authors will discuss the creation of books from the concept to the shelf, including their experiences working with a variety of publishers, tips on time management and the creative process, and the importance of libraries as resource and repository.

Randall Gabrielan, Executive Director, Monmouth County Historical Commission; Joseph Bilby, Assistant Curator, National Guard Militia Museum of New Jersey; Bob Golon, Plainfield Public Library; *Moderator*: John Beekman, Jersey City Free Public Library

History and Preservation Section

Advanced YouTubery

YouTube is one of the most popular websites, but it is much more than just a place to watch videos! In this session our speaker reveals some new ways in which YouTube is providing more tools and opportunities for collaboration, annotation and usability than ever before. YouTube is the site for user-generated content and communication, important for community-building for both users



JESSAMYN WEST

and libraries. Come find out some new ways to use YouTube!

Jessamyn West, Library Consultant, http://www.librarian.net; Moderator: Amy Kearns, CJRLC

Information Technologies Section

■ Family Leave Act

This program will entail a presentation on how libraries comply with the laws mandating employee leaves under the Federal Family and Medical Leave Act and the New Jersey Family Leave Act. Specifically, it will cover the nature of the entitlement, employee eligibility requirements, how to calculate leave periods, the similarities and differences between the federal and state family leave laws, and the new statutory developments regarding paid family leave.

Thomas O. Johnston, Porzio, Bromberg and Newman, P.C., http://www.pbnlaw.com/pages/people/curriculumvitae.php?id=81; Moderator: Gian Hasija, Bloomfield Public Library Professional Administration Subcommittee

■ What is a Library Record and Why Do I Care?

In the age of electronic records and subscriptions the concept of "library record" has become blurred. The knowledge of what constitutes a record is critical, because it helps to understand which documents are covered by the NJ confidentiality statute, which documents you can freely provide to law enforcement, and which documents law enforcement must provide to you.

Carol Roehrenbeck, Rutgers-Newark, School of Law; Grayson Barber, Esq. and Carol Weber, v-p Customer Consultant Group, LexisNexis.

http://www.graysonbarber.com/;

Moderator: Carol Roehrenbeck, Rutgers-Newark, School of Law

Intellectual Freedom Subcommittee

■ Mental Health Awareness for Safer Libraries

Learn about current mental health issues and trends, how to identify risk factors, and the importance of information sharing. The Student Concerns Model in place at Georgian Court University will be used as a framework to illustrate how to establish the appropriate structure for your library. Although our emphasis is on the academic setting, public and school libraries will also be discussed.

Dr. Robin Solbach, Director of Counseling, Georgian Court University; Barbara Herbert, Georgian Court University Library; *Moderator*: Richard Kearney, William Paterson University Library

College and University Section/ACRL-NJ

■ Ready...Set...Action! Producing an Award-Winning DVD Collection

"Not just books anymore" has been a library slogan for over two decades. Today's libraries have expanded their services to provide the public with a myriad of resources on different media, like DVDs, and maintaining a well-balanced collection can present numerous challenges. This program will address various issues, such as creating a core collection, presenting and promoting successfully, performing "movie advisory," dealing with damaged DVDs, and more!

Patty Slezak, Wayne Public Library; Moderator: Ilene Lefkowitz, Denville Public Library

Reader's Advisory Roundtable

11:30am - 2:00pm

■ Cash Lunch Bar open

Want to dine with new friends? Visit the Hospitality Table for "Lunch Buddies."

- Visit the Exhibits
- Check out the NILA Store
- **■** Browse the Conference Bookstore
- Let your voice be heard at the Podcasting Table Visit http://njla.pbwiki.com/Conference+2009

12:00pm - 1:30pm

■ Leadership Luncheon to Honor President-Elect Susan Briant



■ The State of Publishing **LGBTI-Themed Picture Books Today**



SUSAN BRIANT

It has been twenty years since the groundbreaking publication of Lesléa Newman's Heather Has Two Mommies. What is the market like today for children's books with lesbian, gay, bisexual, transgender, or intersex-related themes? This broad question will be explored from the lens of an editor/publisher and from an author whose first picture book was published in 2008.

Sarah S. Brannen, author of Uncle Bobby's Wedding and The ABC Book of American Homes, http://sarahbrannen.yellapalooza.com/; and Bobbie Combs, co-founder of Two Lives Publishing, editor and author of A, B, C: A Family Alphabet Book and I,2,3:A Family Counting Book, https://id304.securedata.net/twolives.com/merchantmanager/; Moderator: Enola Romano, Montclair Public Library, Bellevue Avenue Branch

Lesbian, Gay, Bisexual, Transgendered and Intersexed Roundtable and Children's Services Section



■ Vlogging Changed My Life!

Our award-winning author will speak about the video blog that he and his brother Hank have created and how YouTube and other media can be used to promote books and celebrate readers. The Greens' vlogging began with the Brotherhood 2.0 project and morphed into the vlogbrothers. Their YouTube channel has over 46,000 subscribers and a million and a half views.

John Green, author of Looking for Alaska, An Abundance of Katherines, and Paper Towns,

http://www.youtube.com/vlogbrothers; Moderator: Laura Leonard, Hillsdale Public Library

Young Adult Services Section and Information Technologies Section



DIANA LOEVY

■ Showtime! Putting the Reader Center Stage

Too often, book club discussions are rote affairs, taken for granted by patrons who seem to be going through the motions. Invigorate the format with fresh techniques: encourage active reading (with reading tips at each session); develop book lists brimming with variety and depth; be generous, but have a sense of direction at all times. The result? A highly engaged group who can't wait until next month's experience.

Diana Loevy, author of $\dot{T}he~Book~Club~Companion$, founding editor of the reading groups websites for The Literary Guild and Black

Expressions, http://www.dianaloevy.com/home.php; Moderator: C. L. Quillen, Old Bridge Public Library

Readers' Advisory Roundtable

■ Surviving a Genealogy Reference Interview

Genealogists can be a challenge for reference librarians. They can pin you down with lengthy stories of their great-granduncle's Civil War service, befuddle you with arcane questions about probate records, and jam your printers with census records. But genealogy reference work can also be very rewarding for both librarians and patrons. Learn the basic tools and strategies for helping family historians.

Jack Simpson, Curator of Local and Family History, the Newberry Library, Chicago; *Moderator*: Jenny Lichtenwalner, Scotch Plains Public Library

Reference Section and History and Preservation Section

■ The Disconnected — Who These 3.8 Million People Are and Why Libraries Need to Serve Them

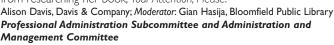
Roughly one in six people nationwide between the ages of 18 and 24 are neither in school nor employed, according to the National League of Cities. While described as "disconnected youth" by those who serve them, the vast majority of the "disconnected" self-identify as adults, with adult needs and adult problems. This program will offer practical advice on serving this growing demographic in libraries.

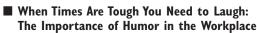
Kathleen Degyansky, Queens Borough Public Library; Moderator: K. Ellen Stringer, Morris County Library Special Populations Section

■ Your Attention Please

Today's audiences—including your staff and your board—are so busy and overloaded that they're getting increasingly difficult to reach. Breaking through the clutter does not mean communicating more—it requires taking a different approach that incorporates smart techniques from Hollywood, Madison Avenue, politics, consumer magazines and even anthropology.

In this interactive session, Alison will share what she's learned about getting people's attention from researching her book, *Your Attention, Please*.





Your tax base is eroding and your budget is evaporating. Don't get stressed and depressed by our great depression. You need to keep your sense of humor and bask in the glorious reality that our communities need us now more than ever.

Will Manley, Booklist columnist The Manley Arts Moderator: John Hurley, Woodbridge Public Library Conference Committee



■ College Students as Wikipedia Authors: **New Pathways to Information Literacy**

Is there a role for Wikipedia in undergraduate library instruction? At the New Jersey Institute of Technology, Wikipedia provided the basis for an assignment that resulted in a constructivist learning experience that integrated research, writing, and presentation skills. A collaborative teaching approach produced a rubric to evaluate student work and refine the curriculum assignment, and this presentation will describe the process, pedagogy, and outcomes. This presentation aims to suggest a new approach to the incorporation of Web 2.0 technology into information literacy instruction.

Prof. James Lipuma, Humanities Dept, NJIT; Moderator: Davida Scharf, Van Houten Library, NJIT

College and University Section/ACRL-NJ User Education Committee

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.pbwiki.com/Conference+2009

Creating an Online Local Newspaper Archive

Barb Hauck-Mah, Reference Librarian, Rockaway Township Library.

Promotion, Branding, Marketing and Advertising OCL

Heather Andolsen Ocean County Library.

Anti-Drug Resources for Children and the Library

Judit Ward, Director, Center of Alcohol Studies (CAS) Library, Molly Stewart, Reference Assistant, CAS Library; Nicole Frisone, Archives Intern, CAS Library; and James Cox, MA, MLIS, Information Specialist, CAS Library.

New Jersey Train-the Trainer:

Training Librarians and Staff for the 21st Century

Nicole A. Cooke, Montclair State University; Jeff Teichmann, Rutgers University; and Peggy Cadigan, New Jersey State Library.

We Read Together: A Year of Family Literacy

Julie DuBois, Mount Laurel Library

One Book New Jersey Kate Vasilik, 2008/2009 Chair, One Book New Jersey.

Shared Services: a Joint Self-Development Day

Christine Hill, Willingboro Public Library.

Ocean County Library's Professional Development Workshops for Educators

Sally Harrison, Ocean County Library, Beachwood, and Kristen Kirk, Ocean County Library, Toms River.

3:00pm - 3:30pm

■ Ice Cream Break! Visit the Exhibits!

Thank you to our Gold Sponsor Arcari & Iovino Architects.

3:30pm - 4:20pm

■ Paired Reading Lists

Matching fiction and non-fiction titles with core curriculum requirements enhances children's learning experiences and leads them to literature they might not otherwise discover. View fiction and non-fiction titles that work well together and tie into curriculum units and learn tips for providing this service for your students and teachers.

Susan Fichtelberg, Woodbridge Public Library; Pat Vasilik, Clifton Public Library; Moderator: Lisa Sedita, Ridgefield Public Library

Children's Services Section

■ Best Books for Young Adults

Two former members of YALSA's Best Books for Young Adults committee will booktalk 50 titles from the current BBYA list. Kimberly Paone, Elizabeth Public Library; Sharon Rawlins, NJ State Library; Moderator: Laura Leonard, Hillsdale Public Library Young Adult Services Section

■ Make Mine A Mystery

A program for librarians interested in developing readers' advisory skills by combining BASIC READERS ADVISORY training with a genre study of crime and mystery fiction.

Gary Warren Niebuhr, Library Director, Village of Greendale in Wisconsin, author of Make Mine A Mystery and Read 'Em Their Writes: A Handbook For Mystery Book Discussions; Moderator: C.L. Quillen, Old Bridge Public Library

Readers' Advisory Roundtable

Extended program, ends @ 5:20pm

■ Reference Excellence Challenges: Realities & Possibilities

We all know that library budgets are really tight and users have high expectations for reference service. Coping with constant change, technology upgrades, and multiple demands on our time threaten our professional equilibrium. Despite these realities, this program challenges you to consider the possibility of outstanding and personalized service to every library user. Come to this engaging and provocative presentation to be inspired and to reaffirm excellent service as a core library value. Marie L. Radford, Ph.D., Rutgers University, School of Communication, Information, and Library Studies; Moderator: Lisa Florio, New Providence Memorial Library Reference Section

■ Firefox and Other Free Web Tools: **Practical Technology Tips for Small Libraries**

Few small libraries can afford a dedicated IT person or a generous technology budget. But it's surprising how much you can do "on the cheap," using free Web tools, software and plug-ins. In this program you'll learn how to customize Firefox for patrons with low vision, optimize your searching, find free online tools (including online staff scheduling tools), and more. The second half of the program will be a "show and tell," so bring your own "cheap, quick, and dirty" technology tips and tricks (and your questions) to share with your fellow librarians.

Jessamyn West, Library Consultant, http://www.librarian.net/; Moderator: Amy Kearns, CIRLC

Executive Director NJLA; Moderator: Eileen M. Palmer, LMXAC

Small Libraries Section and Information Technologies Section Extended program, ends @ 5:20pm

■ From Awareness to Funding

In 2008 OCLC, with funding from the Gates Foundation, published the From Awareness to Funding report. Key findings include that funding is only marginally related to library visits; perceptions of librarians are an important predictor of library funding support and voters who see the library as a 'transformational' force are more likely to increase taxes in its support. Join our speaker for a discussion of this report and its implications for library advocacy. This session will also include an update on local and statewide public policy issues presented by NJLA's Executive Director. A demonstration of the CAPWIZ library advocacy web tool will round out this session on library funding and public policy issues. George Needham, OCLC Vice President for Member Services; Pat Tumulty,

Public Policy Committee

Extended program, ends @ 5:20pm

■ Technology Innovation Forum

Presentation from the nominees and winner(s) of the 2009 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: Mary Mallery, Montclair State University Library College and University Section/ACRL-NJ Technology Committee Extended program, ends @ 5:20pm

■ Toot Your Own Horn!

This empowering program explores all the things that librarians need to do to increase their impact and expand their sphere of influence — for themselves and their entire profession.

Attendees will learn how to:

- · Increase their own visibility
- · Improve their professional image
- · Boost their credibility
- Position themselves as experts

Donna Cardillo, RN, MA, President, National Speakers Association - NJ Chapter, "Dear Donna" columnist for Nursing Spectrum and NurseWeek, Cardillo & Associates, http://www.dcardillo.com/; Moderator: Dale Spindel, Kenilworth Public Library

Personnel Administration Subcommittee Extended program, ends @ 5:20pm

4:30pm - 5:20pm

■ A Visit with Children's Author, Lenore Look

Lenore Look, author of picture books like *Uncle Peter's Chinese Wedding* and transitional chapter books including *Ruby Lu, Brave and True*, an ALA Notable Book, and *Alvin Ho*, will discuss her work featuring Asian-American characters.

Moderator: Jeri Gunther, Ocean County Library, Pt. Pleasant Beach Branch Children's Services Section



LENORE LOOK

■ YALSA Happy Hour Road Show

Join other librarians serving teens for an informal networking session where attendees can chat and learn about YALSA. Discover what YALSA can do for you and how you can participate in the fastest growing section of the American Library Association.

Moderator: Sarah Debraski, President, YALSA

Young Adult Services Section

■ Make Mine A Mystery

Extended program, begins @ 3:30pm

Readers' Advisory Roundtable

■ Radical Reference

This is an online reference service provided by volunteer library workers in a collaborative virtual setting using free/open source technology. Come learn more about how you can use this model to deliver services in your own communities (social, political, familial, spiritual, etc.). Presenters will share the five year history of the group and discuss how it collaborates, as well as give an accessible history of free/open source software.

Julie Crawford Tozer, Ocean County Library, Toms River Branch; Eric Goldhagen, Senior Partner at Openflows Community Technology Lab,

http://radicalreference.info/ and http://eric.openflows.com/;

Moderator: Lisa Coats, Monmouth University Library

Reference Section

■ Firefox and Other Free Web Tools:

Practical Technology Tips for Small Libraries

Extended program, begins @ 3:30pm

Small Libraries Section and Information Technologies Section

■ Technology Innovation Forum

Extended program, begins @ 3:30pm

College and University Section/ACRL-NJ Technology Committee

■ Toot Your Own Horn!

Extended program, begins @ 3:30pm

Personnel Administration Subcommittee

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 Holt Morgan Russell Architects, P.A.; Local 108 RWDSU, UFCW; RSC Architects; Rutgers University

7:30pm - 9:00pm

■ New Jersey Library Trustee Association Program Empowering Trustees

Who is the most important library player in the political arena especially in today's tough economy? It's the library trustee. Librarians need to empower their trustees, and trustees need to wield that power!

Will Manley, Booklist Columnist The Manley Arts

New Jersey Library Trustee Association

■ 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 Heidi Cramer 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 29

7:30am - 3:00pm Conference Registration Open

7:30am - 8:15am

■ Here Comes the Sun: Yoga for Library Workers

Participants will get the day rocking with gentle but invigorating yoga to open body, mind, and spirit. Returning by popular demand to lead our merry band (to which all are welcome, be you like a yoga virgin, a pina colada crooner, or a yoga boss) is Dina Crosta, a popular teacher at several central NJ yoga studios. Turn on, tune in, and drop *in.* Something in the way we move will rock your world.

http://yoga-lila.com

8:00am - 4:30pm

■ NJLA Store Open

8:00am - 9:00am

■ Coffee with the State Librarian

Come and chat over coffee and pastries with the New Jersey State Librarian and her staff.

8:30am - 4:30pm

■ Conference Bookstore Open

8:30am - 3:30pm

■ Visit the Exhibits

9:00am - 4:00pm

■ Visit the Podcasting Table

9:00am - 9:50am

■ Picture This: Art Exploration for Kids

Looking for ideas for art-based programming for this year's Summer Reading Program? Our speaker will share ideas from a program that merges literature, art, and creativity, and will present program plans for everything from prehistoric cave paintings to Pointillism, Cubism to Chagall, Escher, O'Keefe, Matisse, and many more. This program is suitable for both public libraries and school settings.

Carol Simon Levin, Somerset County Library, Bridgewater Branch; Moderator: Jeri Gunther, Ocean County Library, Pt. Pleasant Beach Branch Children's Services Section

■ Fandom, Fan Life, and Participatory Culture

A teen's experience with a book doesn't just begin on page one and finish with the book's conclusion. From birthday parties and proms to fanfiction and role-playing games, teens find many ways to recreate a book's universe in their lives, forming fandoms. Our speakers will demystify the weird and wonderful world of fandom and show you how to use the elements of participatory culture to plan interactive, fan-friendly programs for your libraries and classrooms.

Liz Burns, NJ State Library, Library for the Blind and Handicapped; Carlie Webber, BCCLS; Moderator: Laura Leonard, Hillsdale Public Library

Young Adult Services Section

■ Read 'Em Their Writes

A program for anyone interested in learning book discussion leadership skills and how to select great crime and mystery books for a book

Gary Warren Niebuhr, Library Director, Village of Greendale in Wisconsin, author of Make Mine A Mystery and Read 'Em Their Writes: A Handbook For Mystery Book Discussions; Moderator: Ilene Lefkowitz, Denville Public Library

Readers' Advisory Roundtable

■ Tweet What!? 6 Sweet Ways to Connect with Your Customers in 140 Characters or Less

Two top twitterers will show you how to use this popular application to connect with your customers for reference, customer service, and more! Tweet your way to a network of customers and colleagues, reach new users, and get 24/7 personal and professional development using "Twitterbrarians." Learn how to start tweeting and connecting with those who use their computers and mobile devices to send and receive updates using this simple tool.

Julie Strange, Statewide Coordinator of Maryland AskUsNow!; Amy Kearns, CJRLC; Moderator: Michael Maziekien, Nutley Public Library

Reference Section and Information Technologies Section

■ The Lubuto Library Project

The Lubuto Library Project grew from a librarian's work with street children living in Zambia, Africa, where a library housed in a shipping container dramatically changed their lives. Now Lubuto, with support from many prominent professionals and organizations, builds libraries that offer an array of services to Africa's children, along with carefully selected collections organized by a unique classification system. Learn about these groundbreaking efforts and how you may contribute.

Jane Kinney Meyers, Lubuto Library Project, Washington, DC, http://www.lubuto.org/; Moderator: K. Ellen Stringer, Morris County Library Special Populations Committee

■ New Jersey State Librarian's State of the State

Representatives from the State Library will speak about the future of libraries.

Norma Blake and Peggy Cadigan, NJ State Library; Moderator: Nancy Dowd, NJ State Library **New Jersey State Library**

■ One is Silver and the Other Gold: Harmonizing Iconic and Iconoclastic Librarianship

How can traditional and iconoclastic "2.0" librarians learn to work together when their definitions of the profession seem so different? Our speaker will use examples of reference encounters to analyze the shift from systemcentered librarianship to user-centered librarianship — and beyond. Hannah Kwon, Ph.D. student, Rutgers University, School of Communication, Information, and Library Studies; Moderator: Leslie Kahn, Newark Public Library Administration and Management Section, Information Technologies

■ Information Literacy Progression Standards: A Discussion Forum

Section and Reference Section

Over recent months, a Task Force of NJ librarians involved with information literacy has been working on a set of information literacy progression standards for students moving between two- and four-year colleges. These standards have been created to show the expectations of information literacy competencies at different stages in the life of a college student. The Task Force would like to invite feedback from a wider audience. If you would like to contribute to this document, please attend this session ready to talk!

Eleonora Dubicki, Monmouth University; Gary Schmidt, Ocean County College; Moderator: Jacqui DaCosta, The College of New Jersey Library College and University Section/ACRL-NJ Technology Committee

10:00 - 10:50am

■ Keynote Speaker: Paco Underhill

Paco Underhill is Founder, CEO, and President of Envirosell, Inc., a global research and consulting firm. The firm, among other specialties, is the principal testing agent for prototype stores and bank branches around the world.

Paco and his colleagues have spent more than 25 years conducting research on the interaction among people, places, services, and things. Paco helps companies understand what



motivates the behaviors of today's consumer. His research shows how today's retail world is ruled by factors such as gender, "trial and touch," and human anatomy. Beyond merchants, Envirosell's major clients include Microsoft, Hewlett Packard, Kraft, Unilever, Adidas, Nokia, and Coca-Cola.

Paco Underhill and Envirosell have been profiled by major publications, such as The New Yorker, Fortune, Fast Company, Business Week, and Smithsonian Magazine, and have been featured on ABC's 20/20, CBS's 48 Hours, Good Morning America, The News Hour with Jim Lehrer, and the National Geographic Channel, just to list a few. Paco is also a regular contributor to NPR and BBC Radio. His columns and editorials have appeared in The New York Times, Money Magazine, and The Wall Street Journal. His first book, Why We Buy: The Science of Shopping, was published in 1999 and is now out in twenty-seven languages, selling more copies than any other retail book in history. Call of the Mall: The Geography of Shopping, a dark, humorous walking tour of an American shopping mall, was released in February 2004 by Simon & Schuster. And his new book, Why We Buy: Updated and Revised for the Internet, the Global Consumer and Beyond?, is an updated edition of the global bestseller.

Paco is currently working on another book; the working title is *The Female Factor* — *The Worship of Goddesses*, in which he reviews how the changing status of women is affecting the physical world.

10:50am - 11:30am

■ Coffee Break with the Exhibitors
Thank you to our Gold Sponsor Lyrasis.

11:00am - 12:00pm

■ Poster Sessions

Share ideas and accomplishments! For more information, please see

http://njla.pbwiki.com/Conference+2009

The New Jersey Digital Highway

Linda Langschied, Digital Projects Manager, Rutgers University Libraries.

The Best of E-book Image File Formats

Brian Hancock, Systems Librarian, Montclair State University, and Jeffery Triggs, Applications Developer, Rutgers University Libraries.

The Perfect MLA Citation:

In Search of the Automatic Bibliography

Roberta L. Tipton, Rutgers University Libraries Rutgers-Newark.

Copyright: What's New, What's Right

Angela Camack, Sussex County Community College.

More Accountability + More Interaction = Improved Learning Rebecca A. Hodd, County College of Morris.

Web-based Citation Management Software and Metadata Quality Yuji Tosaka, Cataloging/Metadata Librarian, The College of New Jersey.

Managing our Message: Branding the Rutgers U. Libraries Harry Glazer, Communications Director, Rutgers University Libraries, and John Brennan, RUL Branding Subcommittee Chair.

Fungus Among Us?

Tips for handling mold outbreaks in your library

Paul Martinez, Montclair State University, and Michele Stricker, New Jersey State Library. Sponsored by the NJLA History & Preservation Section.

11:30am - 12:20pm

■ Summer Reading Committee Presents Floyd Cooper, Illustrator

The theme for the upcoming Summer Reading program is "the Arts" and the 2009 Summer Reading Committee would like to inspire you with artistic ideas so you to can "Be Creative @ Your Library." Join us for this expressive and dramatic presentation of art and illustration.



FLOYD COOPER

Floyd Cooper has won many awards, including the Coretta Scott King Honor for Brown Honey in Broomwheat Tea (1994), Meet Danitra Brown (1995), and I Have Heard of a Land (1999).

http://www.floydcooper.com/ Moderator: Allison Santos, Princeton Public Library Children's Services Committee

■ Pop Goes the Library: Public Relations Tips & Tricks to Connect with Your Whole Community

If you buy it, will they come? What do you do with the popular materials your patrons request? Get serious about marketing and promoting your pop culture collections! Learn about internal as well as external marketing, create a PR campaign for local stakeholders, and develop & execute a pop culture advocacy plan to make your collections and programs really POP @ your library!

Sophie Brookover, Eastern Regional High School, Voorhees, NJ; Elizabeth Burns, NJ State Library, Library for the Blind and Handicapped; Moderator: Laura Leonard, Hillsdale Public Library

Young Adult Services Section and Public Relations Committee

■ To Dewey or Not to Dewey

The buzz among libraries around the country has been the recent development of the Dewey-less library: arranging books based on words rather than numbers. The speaker will talk about steps to consider when planning such a change, as well as discussing the various Dewey-less library models from around the U.S. and Canada.

Allan M. Kleiman, Library Consultant; Moderator: Ilene Lefkowitz, Denville Public Library Reference Section and Reader's Advisory Roundtable

■ Histories that Rock! Award-Winning Titles in New Jersey Studies

Want the best bang for your collection development buck? The NJ Studies Academic Alliance is here to help! Come hear the 2008 Book Award winners discuss their works, which combine excellent research on timely topics to create compelling reading. Subjects discussed will include a look at how school funding has shaped students and state politicians alike from "Abbott" to the present, the development of Newark's Beth Israel Hospital and the private hospital movement in America, and a visual history of the lime industry in colonial NJ as discovered by a man and his dog.

Deborah Yaffe, author of Other of People's Children; Alan M. Kraut & Deborah Kraut, authors of Covenant of Care: Newark Beth Israel and the Jewish Hospital in America; Frank Curcio, author of Hunterdon County's Forgotten Lime Industry; Moderator: Chad Leinaweaver, Newark Public Library

History and Preservation Section

■ Library Mashups: Exploring New Ways to Deliver Library Data

Our speaker will explain what mashups are, how they can be used and share examples from libraries around the world. Attendees will learn tools to use to mash up library data with content from the web to reach more patrons. Examples include using maps to enhance library data, using Flickr for digital collections and creating library websites with data from several information sources.

Nicole C. Engard, LibLime, editor of Library Mashups: Exploring New Ways to Deliver Library Data, http://mashups.web2learning.net/; Moderator: Amy Kearns, CJRLC Information Technologies Section

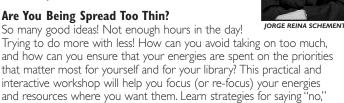
■ Preparing New Professionals for Library Work

Join the new Dean of Rutgers SCILS as he discusses how library schools are preparing our new professionals for library work.

Jorge Reina Schement, Rutgers University, School of Communication, Information, and Library Studies; Moderator: Karen Klapperstuck, Bradley Beach Public Library Leadership and Education Subcommittee

■ Are You Being Spread Too Thin?

So many good ideas! Not enough hours in the day! Trying to do more with less! How can you avoid taking on too much,



for using time effectively, and for managing perfectionism. Dr. Eileen Kennedy-Moore, clinical psychologist, http://www.eileenkennedymoore.com/; Moderator: Dale Spindel, Kenilworth Library **Small Libraries Committee**

■ Open Source Library System Developments

Members of this panel session will present on the progress of three distinctly different open source library system (OLS) projects: Project Conifer for the Evergreen Library System, the WALDO Koha/Liblime OLS Project, and the Open Source Library Environment (Project OLE), a multinational project to develop an alternative to the current model of an Integrated Library System.

Michael Giarlo, Project Conifer Consultant; John Stromquist, Executive Director, WALDO; Judy Gardner, Project OLE Team, Rutgers University Libraries; Moderator: Mary Mallery, Montclair State University Library

College & University Section/ACRL-NJ Technology Committee

11:30am - 2:30pm

■ Cash Lunch Bar open

Want to dine with new friends? Visit the Hospitality Table for "Lunch Buddies."

- Visit the Exhibits
- Check out the NJLA Store
- Browse the Conference Bookstore
- Let your voice be heard at the Podcasting Table Visit http://njla.pbwiki.com/Conference+2009

12:30 - 2:30pm

■ Garden State Book Awards Luncheon: John Green

Celebrate this year's winners of the Garden State Book Awards with award-winning and highly acclaimed YA author John Green. Green's debut novel, Looking for Alaska, received the 2006 Michael L. Printz Award, followed by a 2007 Printz Honor for An Abundance of Katherines. His latest novel, Paper Towns, has received multiple starred reviews. In addition to his writing accomplishments, John and his brother Hank have created a major following on YouTube with their vlogbrothers channel. Book signing to follow. http://www.youtube.com/vlogbrothers and

http://www.sparksflyup.com/

Moderator: Laura Leonard, Hillsdale Public Library

College and University Section/ACRL-NJ Chapter Luncheon: Eileen Fenton

The Section's annual luncheon features our Distinguished Service Award and guest speaker Eileen Fenton. Eileen Fenton is a librarian and founding Executive Director of Portico, a not-for-profit organization which provides a permanent archive of scholarly literature published in electronic form. Since Portico began its digital preservation work in 2006 almost 8,500 journals and over 5,600 e-books from



EILEEN FENTON

nearly 70 publishers have been committed to the archive and over 10.5 million articles have been preserved. Previously Eileen was Director of Production at JSTOR, where she oversaw the addition of more than 13 million pages to the archival collection. She has also worked in various positions at the Vanderbilt and Yale University libraries. Eileen is a librarian and earned her Masters of Science in Information from the University of Michigan and a Master of Arts in English Literature from the University of Kentucky.

Moderator: Richard Kearney, William Paterson University Library

■ Past Presidents' Luncheon

1:30pm - 2:30pm

■ Informal Brown Bag Lunch Programs

Developing Senior Spaces:

The Step-by-Step Approach and Grandma's Got a Wii!

The Old Bridge Public Library's Senior Spaces project saw the potential for developing a model program of gaming with older adults. Using the library's Teen Advisory Board as mentors, the teens introduced the seniors to a variety of Wii games and activities. Outcomes of gaming with seniors have created an inter-generational understanding between seniors and teens, as well as introduced technology to seniors in a non-threatening, full-filled environment.

Allan M. Kleiman, Library Consultant, http://libraryolderadults.blogspot.com/; Moderator: K. Ellen Stringer, Morris County Library

Special Populations Section

Promoting and Marketing Reader's Advisory

Join us for a discussion on how to promote the library's fiction and nonfiction titles using a variety of fast, cheap, and easy reader's advisory tools including booklists, displays, programs, and websites.

llene Lefkowitz, Denville Public Library; Brenda Muhlbaier, Gloucester County Library System; *Moderator*: C. L. Quillen, Old Bridge Public Library **Reader's Advisory Roundtable**

2:30pm - 3:20pm

■ Serving the Homeschoolers

Public libraries are serving an ever growing grassroots educational movement. This workshop will include the following: how we can best tap into this market, educating staff to serve this diverse population, and evaluating your libraries' resources. In addition we will address how book discussion groups can be a valuable tool for this population and providing computer services and college prep information for the Homeschooling community.

Nancy Voiko, Ocean County Library;

Moderator: Jeri Gunther, Pt. Pleasant Beach Branch, Ocean County Library

Children's Services Section

■ Keeping It Real: A YA Author's Perspective in Writing Realistic Fiction

Three wildly popular and highly acclaimed Young Adult authors will speak about their experiences as writers of realistic fiction for teens, and about handling book challenges. The session will include a panel discussion and Q&A.

Maureen Johnson, author of Suite Scarlett, Girl at Sea, and Devilish; Christopher Krovatin, author of Heavy Metal and You and Venemous; E. Lockhart, author of The Treasure Map of Boys, Fly on the Wall, and The Disreputable History of Frankie Landau-Banks; Moderators: Sophie Brookover, Eastern Regional High School, Voorhees, NJ and Kimberly Paone, Elizabeth Public Library

Young Adult Services Section

Extended Program, ends @ 4:20pm

■ Beyond Google: Three Free Tools to Optimize Your Library's Web Presence

This non-techie presentation will demonstrate how libraries can use three free Google tools to improve their websites. Create a customized search of your library's site, embed Google Maps on your page for your library and community, and find out what users do on your site — track where they come from and how long they stay. Come find out how these free "non-techie friendly" Google tools can improve your website! Ranjna Das, Burlington County Library System; Moderator: Amy Kearns, CJRLC Information Technologies Section

■ Research Forum

This program features NJ librarians discussing their current library research projects. The forum presentations include the winner of the 2009 Research Award for the best published research of 2008, along with other librarians whose presentations have been selected on a competitive basis by the Research Committee.

Moderator: Mark Thompson, Bergen Community College Library College & University Section/ACRL-NJ Research Committee Extended Program, ends @ 4:20pm

■ FRBR and RDA for Real People: A Practical Approach

This two-part program will offer practical information and explain the context of FRBR (Functional Requirements for Bibliographic Records) and RDA (Resource Description and Access). The first part of the program will focus on FRBR, and include examples of how FRBR is helping developers design catalogs and search interfaces to more clearly show users what is available from a library's collection. The second part of the program will focus on RDA, the successor to our current cataloging rules (AACR2). The development of the new cataloging code relies heavily on the FRBR model of bibliographic entities. The program is intended to provide a forum to discuss such questions as: Will catalog records change? How will it affect our daily work and processing workflow? Will our ILS be able to handle the changes brought on by RDA? How will our library users benefit from this change? (And could someone please tell me how much this will cost us?)

Diane Hillmann, Director of Metadata Initiatives, Information Institute of Syracuse, metadata.maven@gmail.com; Moderator: Rhonda Marker, Rutgers University Libraries

Technical Services Section and Administration and Management Section Extended Program, ends @ $4:20 \,\mathrm{pm}$

■ The Year's Best Graphic Novels 2008

Update your library's graphic novel collection with suggestions from librarians around the state. Hear about the best graphic novels published during 2008 in adult, young adult, and children's categories.

Karla İvarson, Ocean County Library; David Lisa, NJ State Library; Laverne Mann, Mercer County Library; Tyler Rousseau, Ocean County Library

Reference Section, Young Adult Services Section and Readers' Advisory Roundtable

■ NJVid State of the Art Video Access

NJVid is a statewide online digital video portal and repository currently in development in New Jersey that serves the state's K-20 educational institutions, libraries, museums, archives and cultural centers. NJVid enables these institutions to provide online access to their moving image material to educate and enlighten their audiences with an open source architecture using FEDORA. IMLS awarded an approximately million dollar grant to create this resource.

Grace J. Agnew, Rutgers, the State University of New Jersey, and Sandra L. Miller, Ed.D., William Paterson University, http://www.wpunj.edu/njvid/; Moderator: Mary Mallery, Montclair State University Library

College and University Section/ACRL-NJ Technology Committee

3:30pm - 4:20pm

Welcoming Library Programs for the Special Needs Community and Their Families

Library personnel will learn how to develop and execute library programs that invite special needs children and typically developing children to participate together. This program is an outgrowth of the INFOLINK initiative "Welcoming Library Spaces for the Autism Community and their Families." It is geared towards responding to the challenge of NJ residents whose children have been diagnosed on the autism spectrum and other high functioning children who are participating in inclusion programs in their public schools.

Carrie Banks, Supervisor, The Child's Place for Children with Special Needs/Kidsmobile, Brooklyn Public Library,

http://www.perceptions4people.org/component/content/article/51-general/75-the-child-place-for-children-with-;

Moderator: MaryEllen Firestone, East Brunswick Public Library Special Populations and Children's Services Section

Keeping It Real: A YA Author's Perspective in Writing Realistic Fiction

Young Adult Services Section

Extended Program, begins @ 2:30pm

Are We Half-Way on the Long Road towards Subject Guide 2.0?

What are subject guides 2.0? In contrast to 1.0 subject guides, Library 2.0 subject guides are created with Web 2.0 technologies and support many advanced features such as two-way RSS feed, search box, browsing capability, interactivity, collaboration, tag cloud, social bookmarking, and statistics reporting. In addition, 2.0 subject guides are multi-media, multi-format, and database-driven. This presentation will discuss these new features in detail with demos and examples. There will be a review of the technological tools used in creating 2.0 subject guides, followed by an evaluation on how much 2.0 those tools can provide.

Sharon Yang, Rider University Library;
Moderator: Denise O'Shea, Fairleigh Dickinson University Library
College and University Section/ACRL-NJ Technology Committee

■ Research Forum

Extended Program, begins @ 2:30pm

College & University Section/ACRL-NJ Research Committee

■ FRBR and RDA for Real People: A Practical Approach

Extended Program, begins @ 2:30pm

Technical Services Section and Administration and Management Section

■ Why is that Column in the Middle of the Room? Designing Functional, Flexible, and Forgiving Spaces for Library Instruction

Hands-on instruction is central to the information literacy curriculum, and spaces that support instructional goals are key. Through responsive design decisions, libraries can create flexible and forgiving electronic classrooms. Discover how to get started and what questions to ask for a plan that insures success. Panelists, including an instruction librarian, an instructional technology specialist, and an architect specializing in learning environments, will illustrate several prototypes and will address the design process from multiple perspectives.

Steven Mervine, Manager of Multimedia Center, Monmouth University; Jeffrey D. Venezia, AIA, Managing Principal, Principal In Charge of Marketing, Design Ideas Group, Architecture + Planning

Moderator: Paul Glassman, Felician College Library College and University Section/ACRL-NJ

■ Vampires, Werewolves, and Witches, Oh My!

Do you (or your patrons!) have a thing for the paranormal? These hot reads are found everywhere in your collection. We'll talk about how the paranormal is invading your stacks in all genres, from romance to mystery, horror to mainstream fiction.

llene Lefkowitz, Denville Public Library; C. L. Quillen, Old Bridge Public Library; Yvonne Selander, Somerset County Library System; Moderator: Ilene Lefkowitz, Denville Public Library

Reader's Advisory Roundtable

■ Future Reference Visions: Getting There from Here

Through increasingly sophisticated chat tools and services, full immersion in virtual worlds, board slamming, application embedding on toolbars or in courseware, and a variety of other means, reference librarians are working hard to make their high-touch presence felt and valued in a high-tech information world. What future should we build for reference services, and how might we chart our course? Our distinguished panel will address these questions and invite your thoughts. Bring your compass!



Jim Rettig, President, American Library Association, http://jimrettig.org/; Michael Maziekien, Nutley Public Library; Marie L. Radford, Ph.D., Rutgers University, School of Communication, Information, and Library Studies; Moderator: Trevor A. Dawes, Princeton University Libraries

College and University Section/ACRL-NJ and Reference Section

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 3:30 - 4:20pm slot. You must be present to win. Good luck!

Save the Date! 2010 Conference April 26, 27 and 28

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Conference Committee

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Berkeley Heights Public Library

Paula Baratta

Newark Public Library

North End Branch

Marian Bauman

Neptune Public Library

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Heidi Cramer

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Montclair State University Library

Judy Mansbach

Edison Township Public Library

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Enola Romano

Montclair Public Library Bellevue Ave. Branch

Kathy Schalk-Greene Mount Laurel Library Conference Committee Co-Chair

Katherine Stringer Morris County Library

Patricia Tumulty NILA

Special Thanks to the NJLA Webmaster Ranjna Das, Burlington County Library for maintaining the NJLA Conference Webpage.



NJLA 2008 - 2009

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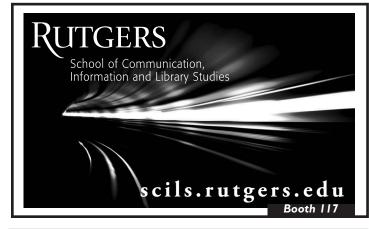




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