

## SUNDAY, OCTOBER 17

12:00 - 1:00 Welcome to Conference  
Join NELA Membership Chair **Michael Somers** for this introduction to NELA and its annual conference.

1:00 - 2:30 Meeting the Challenge: Libraries in a Time of Change

Libraries and librarians face incredible challenges as we grapple with an information explosion, a new global society, a major recession and incredible technological changes that are transforming the way we live and work. How can we continue to play a vital role in our society? What can we do to strengthen library services and improve library funding? American Library Association Executive Director **Keith Michael Fiels** explores ways we can work together to meet these challenges.

1:00 - 2:30 Early Signs of Communication: Using Sign Language and Massage in Storytimes with Infants

Looking to incorporate new ideas and skills into existing storytimes? **Sheryl White** of Baby Kneads outlines the basics of signing with babies and infant massage. Review the research, benefits, and practice of sign language instruction and learn how to teach American Sign Language to your youngest storytime groups. Learn 52 signs, an ASL song and an ASL story in this program presented by The New England Roundtable of Teen and Children's Librarians (NERTCL).

1:00 - 2:30 Going Mobile @ Your Library

To serve today's on-the-go customers, libraries are going mobile. This panel discussion, sponsored by the Information Technology Section (ITS), discusses designing web sites, implementing database interfaces, providing catalog access and new services friendly to smart phones and similar devices. Panelists include **Barbara Andrews**, Franklin (MA) Public Library, **Marilyn Borgendale**, GMILCS, Inc. in Hooksett, NH, **Steve Butzel**, Portsmouth (NH) Public Library and **Kate Butler**, Rodgers Memorial Library in Hudson, NH.

1:30 - 2:30 Job Interview Strategies

Learn how to ace your next interview! **Bertha Chandler** from Cambridge (MA) Public Library, **Karen Valley** from Walker Memorial Library in Westbrook, ME, and **Michael Somers** from Bridgewater (MA) State College offer perspectives on what they look for in an interview. Time for your questions is included.

1:30 - 2:30 Discussion Group: Friends, Librarians and Trustees as a Team

Join **Carl Nawrocki**, President of Friends of CT Libraries and **Mary Engels**, CT State Library Liaison to the group, to discuss how friends, trustees and librarians can work together effectively to benefit the library and the entire community. An open discussion of issues will draw on your experiences to share best practices.

2:15 - 6:00 Exhibits Open

2:30 - 3:30 Refreshments in the Exhibit Hall

3:30 - 4:30 Spaces for New Services: Ten Things You Can Do Now

Libraries are constantly challenged to reinvent themselves to remain vitally relevant and meet users' current expectations. **Cheryl Bryan**, author of *Managing Facilities for Results*, illustrates how libraries of all sizes have introduced user-based changes in their buildings to make services more visible and offer a commons meeting place. Learn how to consider your building as your community sees it and make small but highly effective improvements.

3:30 - 4:30 Technology Petting Zoo

Kindles and Readers and Nooks, oh my! Drop in to the ITS hands-on demos of some of the latest gadgets making their way into libraries, including netbooks, pocket videos, pen recorders and iThings of all kinds. Bring your own technological wonders to add to the show-and-tell and celebrate all things new and geeky. This program is repeated on Monday and Tuesday.

3:30 - 5:00 Jordan Miller Storytelling Program

Our libraries have been transformed into media centers and sources for digital information. So, too, our concept of literacy could use some expansion. Long the handmaiden of reading and writing, can the ancient art of storytelling now also address social, cultural, and technological literacy? **Judith Black**, nationally recognized storyteller, explores this question through talk and tale.

3:30 - 5:00 Paralibrarians: Up Front and Ready

Paralibrarians working in partnership with librarians are a powerhouse team making libraries the best they can be. Massachusetts paralibrarians **Allison Sloan** and **Gerry Deyermund**, both recognized by *Library Journal* for outstanding library service, discuss the activities of the MA Library Association Paralibrarian Section and their conference programs, the Paralibrarian Recognition of Achievement award (PARA), the ALA Library Support Staff Certification Program (LSSCP) and much more.

4:00 - 5:00 Developing Relationships: Friend Raising to Fund Raising

While many focus on the financial aspects of fund raising, an essential and rewarding part of development work is "friend raising," making meaningful connections with patrons beyond direct services. **Irene Herold** from Keene (NH) State College and **Mary Ann List** from Portsmouth (NH) Public Library describe how they develop relationships with their constituencies before, during and after capital campaigns in their respective academic and public libraries.

4:00 - 5:00 Discussion Group: State of the States

Learn how each state is coping with current realities of decreasing funding and increasing service demands. Representatives of each state agency provide up-to-the-minute status reports.

5:00 - 6:00 Reception in the Exhibit Hall  
This all-conference event features food, drink and merry times with our exhibitors. Be sure to thank them for their support - they provide more than 70% of the conference revenue.

6:00 - 7:00 NELA Annual Banquet: *Joy of Censorship*  
Now more than ever our constitutionally guaranteed right of freedom of speech is threatened on all sides. **Joe Raiola** is Senior Editor of *MAD* magazine and a long-time First Amendment champion. His *Joy of Censorship* presentation includes an illuminating, satiric and sometimes disturbing look at censorship and related issues. He also traces the unlikely and colorful history of *MAD* magazine and presents a survey of *MAD*'s most controversial covers and articles.

## MONDAY, OCTOBER 18

7:00 - 8:00 Limber Librarians  
Enjoy this opportunity for exercise and networking.

8:30 - 9:30 Laughing Matters  
Laughter really is the best medicine, and humor can help to lighten the load in a time of stress and pressure. In this interactive workshop **Sandra Boris-Berkowitz**, a certified Laughter Yoga leader, helps you discover how to make laughter a daily part of life and build a healthier less stressful outlook. Laughing exercises and relaxation techniques are included.

8:30 - 10:00 Unions and Libraries: We Really Can Get Along  
What are the secrets for working together effectively when there are unions in the picture? How can you avoid adversarial relationships? A panel of librarians with diverse perspectives addresses these questions and other union issues. Panelists include **Danielle Bowker**, the Director of the Middleborough (MA) Public Library, **Daniel Haacker**, a union member at Milton (MA) Public Library and Vice President of the MA Library Staff Association, and **Gretchen Hanley**, the union steward at Lincoln (RI) Public Library.

8:30 - 10:00 Bridging the Gap: Books & Programs for Early Elementary Children  
What do you offer for kids who are beyond *Henry and Mudge* but not ready for *Diary of a Wimpy Kid*? Learn about collections and programs targeted towards children ages 6 - 9 from **April Mazza**, Wayland (MA) Public Library and **Sandy Leifeld**, Newton (MA) Free Library in this session sponsored by NERTCL. If you run similar programs come prepared to share ideas, booklists, and sample materials.

8:30 - 10:00 The Role of Mentoring in Leadership  
**Kathryn Deiss**, instructor for ALA mentoring training, offers insights into the strength and possibilities of the mentoring relationship. A panel of three NELLs graduates, moderated by **Cheryl Bryan**, reacts to her opening comments. Panelists are **Jean Amaral**, Antioch University in Keene, NH, **Mary Danko**, Hartland (VT) Public Library and **Liz Sturges**, Cambridge (MA) Public Library.

8:30 - 10:00 Trends, Trends, Trends: Innovations in Technical Services, Collections and More  
What is going on that is leading us to change the way we work

“behind the scenes” in our libraries? The Academic Librarians Section (ALS) and the Association of College and Research Libraries/New England chapter (ACRL/NEC) sponsor Consultants **Margaret Lourie** and **Stephen Spohn** to examine issues and trends in technical services, cataloging, and the acquisition and maintenance of physical and virtual collections, e-resources and e-books. Explore the larger issues at work that bring new opportunities to provide more resources to users, make it easier for them to find information they need and do all this more effectively and efficiently.

9:00 - 10:00 Counterparts  
How can you become an effective association leader and make a positive impact on your organization? One of the best ways is to exchange ideas with others who have similar responsibilities in other groups. State association officers are invited to compare policies and practices in separate sessions for presidents (future and past included) treasurers, conference planners, membership chairs, legislative lobbyists, and a general session on improving your association.

9:45 - 1:00 Exhibits Open

10:00 - 11:00 Refreshments in the Exhibit Hall  
Check out the back of your conference program for instructions on entering the Exhibits Raffle. Start collecting signatures during this refreshment break, sponsored by ProQuest.

11:00 - 12:00 Strategic Thinking in the New Economy  
New times require new techniques. **Kathryn Deiss**, author of *ACRL 2009 Strategic Thinking for Academic Librarians in the New Economy*, outlines the driving forces affecting service in academic libraries. Characteristics of current and incoming students, current technologies, and the impact of the economy on the academic environment are all factors to be considered in strategic planning.

11:00 - 12:00 Reaching Out to Foster Teens: Best Practices for Libraries  
There are young people in foster care in every community and in almost all libraries. It's easy to understand that foster teens may face distinctive challenges and have unique information needs, but what does a program that effectively promotes library services to this underserved group look like? **Jessica Snow**, teen librarian at Boston (MA) Public Library, presents models of successful programs that make the library a welcoming and useful place for teens in foster care. NERTCL is program sponsor.

11:00 - 12:00 Discussion Group: Unions and Libraries  
Come discuss union issues in public libraries, including communication, morale, contract negotiation and the role of steward/management in the library. The discussion is moderated by **Denise van Zanten** from the Manchester (NH) City Library.

11:30 - 12:30 Kermit Was Wrong: It's Easy Being Green  
Kermit the Frog may think it's not easy being green, but that couldn't be further from the truth. **Lisa Alexander** from the MA Department of Environmental Protection shows you how to form a green team and initiate simple, everyday changes to make your library a greener workplace and an example of sustainability.

You don't have to go through a complete retrofit or become LEED certified to be a greener library.

11:30 - 12:30 **MARC Records in North America**  
The Library of Congress recently commissioned a study of cataloging records in the MARC format, with focus on the economics of current practices and the existing incentives and barriers to contribution and availability. New England Technical Services Librarians (NETSL) presents **Ruth Fischer** from R2 Consulting, which conducted the study, to share the results, their interpretation, and the library community reaction.

11:30 - 12:30 **Technology Petting Zoo**  
Kindles and Readers and Nooks, oh my! Drop in to the ITS hands-on demos of some of the latest gadgets making their way into libraries, including netbooks, pocket videos, pen recorders and iThings of all kinds. Bring your own technological wonders to add to the show-and-tell and celebrate all things new and geeky. This program is repeated on Tuesday.

12:30 - 2:00 **NERTCL Luncheon**  
Meet **Janet Taylor Lisle**, the author of more than a dozen books for children and teens, ranging from meticulously researched historical fiction to adventurous fantasy. Her award-winning titles include *Black Duck*, *Afternoon of the Elves* and *The Art of Keeping Cool*, and most recently *Highway Cats*, proclaimed by *Booklist* to be "...a treat for any reader." A brief NERTCL business meeting is included, her books are available for purchase, and autographing follows the program.

12:30 - 2:00 **Digging Deep: Plan and Implement a Community Needs Assessment**  
The most successful strategic plans for libraries are research-based. Consultant **Nancy Davis** of The Ivy Group uses case studies to illustrate the effective use of environmental scans, trend spotting, benchmarking, executive interviews, focus groups, telephone and online surveys and other research techniques with details on how to integrate results into your strategic planning.

1:00 - 2:00 **Saving Today: Adventures in Preserving Born-Digital Material**  
NETSL and ALS present **Andrea Goethals** and **Wendy Marcus Gogel** from the Harvard University Library Office for Information Systems to describe experiences and lessons learned from Harvard's first two projects to preserve born-digital material. The challenges of web and email archiving are addressed from the perspectives of librarians, archivists, technologists and preservationists. They suggest first steps that both small and large libraries can take toward born-digital preservation.

1:00 - 2:00 **Discussion Group: New Librarians**  
Discuss the special challenges and opportunities facing those who are new to the profession in this session facilitated by **Nina Hunt** from Bellingham (MA) Public Library.

1:00 - 2:30 **The Internet is NOT Flat**  
Ten years ago 70 million people used the Internet. There are more than 1.8 billion people online today, and the number is still growing. We can imagine a future where it's possible to

talk to anyone, anywhere in the world. But what will we say to each other? ITS presents **Ethan Zuckerman**, co-founder of Global Voices, to examine how Internet users around the world are connecting with - and frequently misunderstanding - each other. The ITS business meeting is included in this session.

1:00 - 2:30 **Reader's Advisory 101**  
What is a good book to read? It's a simple and expected question, but the pressure and anxiety can sometimes build. Do you suffer from a lack of reader's advisory confidence? Are you unsure how to locate resources to help your patrons find the books they want? **Clare Bass**, Reader's Services Librarian in the public library in Raleigh, NC, offers ideas, tips and resources to develop a great reader's advisory program.

2:00 - 4:30 **Exhibits Open**

2:30 - 3:30 **Refreshments in the Exhibit Hall**  
Visit with our many exhibitors and discover what's new. About 20% of the companies are new to NELA each year, so there are sure to be products and services that are new to you.

3:30 - 5:00 **Building and Leading High Performing Library Teams**

Due to the overwhelming impact of change on the work environment and the individual, teamwork is the one sustainable competitive advantage to organizations. Development Consultant **Kenya Rutland** focuses on teams versus groups, the importance of teams, and how to build productive teams based on positive, trusting relationships.

3:30 - 5:00 **Expect the Unexpected: Policies and Practices for Dealing with Book Challenges**

Want to develop a Challenged Materials policy, but not sure where to start? Or do you have a policy, but need some strategies for dealing with patrons concerned about content in materials for children and teens? In this NERTCL program, **Kelley McDaniel**, Maine Library Association Intellectual Freedom Committee Chair, focuses on tips, resources, and best practices for dealing with this sometimes contentious issue.

3:30 - 5:00 **Resume Review**  
Three experienced library administrators review your resume and offer tips for improvement. Reviewers in this session are **Christine Donohue**, retired founder of The Donohue Group, **Bertha Chandler** from Cambridge (MA) Public Library, and **Randi Ashton-Pritting** from the University of Hartford (CT) Libraries. Drop in anytime to take advantage of their expertise.

4:00 - 5:00 **Self Service in Libraries**  
Patron self service is one of the hottest trends in libraries. **Charles Matthews** from Nashua (NH) Public Library describes adding a self-service kiosk to a staffed circulation desk in a busy department with audiovisual materials as well as books. **Carol Verny** and **Catherine Page** from Haverhill (MA) Public Library discuss the transition to a self-service model that includes open reserves, self-check, and an automated materials handling system, and the impact of these changes on library staffing.

4:00 - 5:00      **Serving Transgender Patrons**  
Discover how to overcome the barriers and obstacles that transgender people face in trying to access library services and resources. Learn cultural information about transgender people, terminology, actual or perceived barriers, and reference materials. HQ76.3 sponsors this program presented by **Gunner Scott** of the MA Transgender Political Coalition, and their business meeting is included.

5:00 - 6:00      **NELA Games**  
Two years ago our exhibitors won the NELA version of Trivial Pursuit, and now they are challenging New England libraryland to wrest the NELA Games Trivial title away from them.

6:00 - 7:30      **Dinner with Dewey and the Decibels**  
*Dewey and the Decibels* provide tunes to accompany all the pizza you can eat. Miss rush hour traffic, enjoy a light dinner and network with your colleagues. The appearance of *Dewey and the Decibels* is sponsored by Plymouth Rocket.

## TUESDAY, OCTOBER 19

7:00 - 8:00      **Limber Librarians**  
Wake up to a chance for exercising and socializing

8:00 - 8:30      **NELA Business Meeting**  
Coffee and pastries are served at this annual meeting.

8:30 - 10:00    **Bite Sized Marketing: Realistic Solutions for the Overworked Librarian**  
**Nancy Dowd**, Director of Marketing for the New Jersey State Library and co-author of *Bite Sized Marketing*, offers tangible marketing ideas that can be done in bite-sized chunks. Marketing need not be grand. It can be manageable and integrated into everyday operations. The real secret of marketing is, "Just try." From word of mouth to Web 2.0 tools, mobile marketing and traditional print, you can use these tips to market your library in a cost-effective way that won't wear down your staff.

8:30 - 10:00    **Making Music in Storytime**  
Songs, rhymes, and movement are vital in early childhood development, inviting children into music, language, imaginary play and shared human experience. How can you sprinkle songs and rhymes into your storytimes to help children become confident, happy and engaged? In this NERTCL program, with a lot of singing and moving and a little talking, **Betsy Zahniser** of The Music Box presents more than 40 songs, fingerplays and movements and introduces a method to plan the flow of songs and activities in your programs.

8:30 - 10:00    **More Than Home Delivery: Outreach Outside the Box**  
Is your library serving **all** of your community? **Claudia Mayer** from Manchester (NH) City Library and **Sandy Whipple** from Goffstown (NH) Public Library discuss the who, what, when and why of outreach service, with examples of what has worked (and what has not) in each of their communities.

8:30 - 10:00    **The Balanced Scorecard: Making Academic Library Assessment Strategic**  
Academic libraries regularly undertake strategic planning, yet sometimes the result is a long list of ideas rather than an

actionable number of key priorities. Libraries also collect lots of statistics and may use data for assessment, but these efforts may not be connected to strategic planning. ALS and ACRL/NEC present **Rayna Bowlby**, consultant and Simmons GSLIS professor, to introduce the Balanced Scorecard (BCS), a strategic planning and management system that translates an organization's mission into a set of performance measures in order to monitor performance against goals.

9:00 - 10:00    **Technology Petting Zoo**  
Kindles and Readers and Nooks, oh my! Drop in to this ITS hands-on demos of some of the latest gadget making their way into libraries, including netbooks, pocket video, pen recorders and iThings of all kinds. Bring your own technological wonders to add to the show-and-tell and celebrate all things new and geeky.

9:45 - 1:00      **Exhibits Open**

10:00 - 10:30    **Refreshments in the Exhibit Hall**  
Our exhibitors offer a wide variety of products and services for your library. Check out their offerings as you collect raffle ticket signatures.

10:30 - 11:30    **Technical Services Consolidation**  
Budget realities are forcing libraries to start looking at the consolidation of technical services among libraries. What are the trends in this area, the reasons, the planning, and personnel issues involved? NETSL presents **Robert Wolven** from Columbia University in NY to describe the "2CUL" cooperative project between Columbia and Cornell universities.

10:30 - 12:00    **Paddling Her Own Canoe: Louisa May Alcott in Literary History**  
Louisa May Alcott was a unique individual who grew up in an unusual, eccentric, family in extraordinary times. Born into a family that often suffered extreme poverty, she eventually claimed a place in literary history as one of the best-paid writers of her time. **Lis Adams**, Director of Education at Orchard House, the Alcott home and museum, details how Louisa May Alcott found a way to turn her experiences into lasting literature, writing 30 books and hundreds of short stories, including her most famous and enduring novel, *Little Women*.

10:30 - 12:00    **Trends in Reference**  
A panel of experienced reference librarians explores the ever-changing landscape of reference service, with particular emphasis on implementing new and emerging technologies. Panelists include **Laura Kohl** from Bryant University in Smithfield, RI, **Eleanor Sathan** from Memorial Hall Library in Andover, MA, and **Pingsheng Chen** from Worcester (MA) Public Library.

10:30 - 12:00    **Resume Review**  
Three experienced library administrators review your resume and offer tips for improvement. Reviewers in this session are **Christine Donohue**, retired founder of The Donohue Group, **Cheryl Kohen** from Simmons College Library, and **Randi Ashton-Pritting**, from the University of Hartford (CT) Libraries. Drop in anytime to take advantage of their expertise.

11:00 - 12:00 Tough Times Call for Tough Leaders  
Now more than ever, libraries need strong leaders. Consultant **Nancy Davis** from The Ivy Group helps you assess the effectiveness of your leadership style in the midst of turmoil and uncertainty. Learn how to apply the best leadership techniques when your library is confronted with budget cuts that require skilled dialogues with decision makers.

11:00 - 12:00 Discussion Group: The Language of Gender  
The language surrounding gender entails societal understanding of men and women. But are those two categories expansive enough to describe our diverse society? **Elisabeth Woronzoff** from Bowling Green (OH) State University leads a discussion of the varying terms applied to gender and how libraries can use them in applications from storytimes to subject headings.

12:00 - 1:00 Last Chance to Visit the Exhibits  
Be sure to be in the hall for the raffle drawing at the end of the hour and thank our exhibitors for attending NELA in 2010.

1:00 - 2:00 Online Information Literacy Tutorials  
In this session sponsored by ALS and ACRL/NEC, **Christine Brown** and **Pamela Hayes-Bohanan** from Bridgewater (MA) State College summarize design recommendations for online training modules and tutorials and describe assessment strategies in the online environment.

1:00 - 2:00 Discussion Group: Bringing Them In: YA Program Ideas  
Programming for young adults can be a challenge. Join **Andrea Bunker** of Newburyport (MA) Public Library and **Aaron Coutu** from Greenville (RI) Public Library to share your bright ideas for successful teen programs that bring them in and keep them coming to the library, and confess to those that flopped.

1:00 - 2:30 Tech Topic Poster Sessions  
Check out cutting-edge projects and talk to the librarians implementing them at this informal drop-in session. Among the topics covered: marketing the library on YouTube, PowerPoint marketing at the circulation desk, GoogleDocs for tracking data, producing "help" videos using Camtasia and open source alternatives, technology training for staff, circulating ebook readers, and much much more.

1:00 - 2:30 Author Luncheon: Speaker Marilyn Johnson, author of *This Book is Overdue*  
Join **Marilyn Johnson**, acclaimed author of *Dead Beat* and *This Book Is Overdue*, as she celebrates libraries and librarians and answers the question "What is it like to be a librarian in a world of too much information?" She describes in humorous fashion how today's librarians meet the challenges of constant change, exploding technology, and shrinking budgets. Marilyn Johnson's books will be available for purchase and autographing follows the program.

2:30 - 3:45 Collaboration and Outreach: Information Literacy Partnerships  
**Brenda Collins**, Coordinator of Library Services at Cape Cod Community College, describes how information literacy has

been successfully adopted and integrated across the Nursing, Dental and Allied Health curriculums at her college. Including efforts with the outside community, the ultimate result is an evidence-based research literature project developed from years of collaboration. The program is sponsored by ALS and ACRL/NEC.

2:30 - 3:45 Open Source Integrated Library Systems  
Many libraries, networks and consortia are now looking at relatively new open source ILS options as replacements for their commercial systems. Learn about the implications, pro and con, of going this route from libraries who have tried various open source systems. **Stephanie Chase** from the Green Mountain Library Consortium describes their use of the Koha system and **Pamela Soren Smith** from Howe Library in Hanover, NH, discusses their Evergreen system. NETSL is the program sponsor and their business meeting is included.

2:30 - 3:45 Beyond the Resume: Strategies for Career Success  
**Cheryl Kohen** from Simmons College and **Kelly Jo Woodside** from Assumption College outline a comprehensive and proactive approach to job searching, covering informational interviewing, networking and other strategies to help you land the job you want.

2:30 - 5:00 Virtual Marketing: Reach Out to Teens  
You've carefully planned the programs, set dates for the book discussion groups, and created a tech-savvy YA area, but where are the teens? How do you reach out to a population who sees "being connected" as a birthright? Libraries are in an optimal position to reach out to teens through online and social networking methods. NERTCL presents **Geri Diorio** from the Ridgefield (CT) Library to explain how virtual marketing meets the needs of teens. There will be a break from 3:45 - 4:00.

4:00 - 5:00 Hidden Treasure: Ballard Puppetry Museum and Library  
**Dr. John Bell**, Director of the Ballard Institute and Museum of Puppetry (BIMP) at the University of CT, describes the evolution of BIMP from the all-volunteer Puppet Preservation Committee to its present status as the official Museum of Puppetry of the State of Connecticut. He describes the collection, the primary source material in the research library, and plans to make the collection virtually accessible. A sampling from the puppet collection is also displayed.

4:00 - 5:00 Providing Database Content as an Online Airport Newsstand  
Libraries are rich in licensed online content, which patrons frequently overlook. How can we give visibility to the material in our databases when users don't know what a database is? How can we make it easy to access our online periodicals? **Steve Butzel** describes how Portsmouth (NH) Public Library showcases content on its web site with its Online Newstand, which uses persistent URLs to link directly to articles in sixteen popular magazines.