Great Things Await You at the 2010 Iowa Library Association Annual Conference

In the pages ahead, you’ll find a great lineup of sessions scheduled for this year’s Annual ILA Conference. Start your conference off with a day of focused learning in one of Wednesday’s five pre-conferences. There are excellent offerings for both academic librarians—Jeanette Woodward on The Customer Driven Academic Library; and for teacher librarians—Doug Johnson presenting Facing our Challenges in Positive Ways. In addition, there will be an information-rich session on genealogy, a fascinating guided instructional tour of the City of Literature, and Lauren Burnett returns to ILA to lead a session on Picking up and Moving through: Resiliency and Change. Burnett led two lively and illuminating concurrent sessions, with standing-room-only crowds at the ILA 2009 Annual Conference, so we know her return for a pre-conference session in 2010 will be well attended. Sign up early for your pre-conference choice to guarantee your spot!

Exhibits open at 3:00 p.m. on Wednesday. There will be music, door prizes, complimentary hors d’oeuvres, and a cash bar. The no-conflicts exhibit opening from 3:00 – 6:00 p.m. is a wonderful time to browse and chat with exhibitors at a leisurely pace. It is also the perfect time to peruse the spectacular array of treasures on the ILAF auction tables and begin to formulate your bidding strategies.

ILA is once again teaming up with the Iowa Center for the Book, presenting The Write Stuff: Iowa Author Fair 2010. The Author Fair will be open to the public from 6:30 – 8:30 p.m., and will take place at the newly expanded and renovated Coralville Public Library. Shuttle buses will be available for conference attendees between the Marriott Hotel and Conference Center and the Coralville Public Library throughout the evening. For those who prefer to drive, there is plenty of on-site parking at the library. A reception for ILA conference attendees will take place at the Coralville Public Library beginning at 8:00 p.m., with complimentary refreshments.

Conference continued on page 4

All Iowa Reads Author to Speak at Friday Lunch

David Rhodes, author of the 2010 All Iowa Reads selection, Driftless, is the keynote speaker at the lunch program on Friday, October 15 at 12:15 p.m. In 1977 he was considered one of the country’s finest writers, having published three well received novels: The Last Fair Deal Going Down, The Easter House, and Rock Island Line when he was paralyzed from the sternum down in a motorcycle accident. He did not publish again for thirty-three years.

Rhodes grew up in Des Moines. At the age of fourteen he was sent to Scattergood Friends School near West Branch where he was one of twelve in his graduating class. His college education began in Beloit, Wisconsin, but was interrupted by a move to Philadelphia and a stint of factory work. He later graduated from Marlboro College in Vermont with a degree in contemporary literature. In 1969 he was admitted to the Iowa Writers’ Workshop where he completed work on his first novel. Rhodes currently lives on a 36-acre farm in the Driftless region of southwest Wisconsin.

We are fortunate that in 2004 Milkweed Press Editor Ben Barnhart read Rock Island Line and decided to track down the author and find out what he’d been doing in the decades since it was published. The time was right, and Barnhart received Driftless in 2005. Critics are full of praise for Rhodes’ writing. He has been called a brilliant author with an “eye for detail,” an observation that most readers will agree with.

Since its inception in 2003, with only one exception, the author of the All Iowa Reads selection has been a featured speaker at the Friday lunch program. Another traditional part of the program is the announcement of the title for next year and the winner of the book set from all who have registered events at the Iowa Center for the Book website.
ILA/ACRL Scholarship

The Awards Committee of ILA/ACRL announces the availability of a scholarship to attend the ILA Fall Conference, October 13-15, 2010 in Coralville, IA. The scholarship will cover the registration fee and up to $100 in travel, hotel, and meal expenses.

Applicants must meet one of the following categories:

1) Paid member of ILA/ACRL, working full-time in an Iowa academic or research library, and either attending their first ILA Annual Conference OR working in an Iowa academic or research library for fewer than three years.

2) Library science students and/or support personnel working in an Iowa academic or research library. Student and support personnel applicants do not have to be paid members of ILA/ACRL.

Previous ILA Fall Conference scholarship recipients are not eligible.

Please submit the application and a 500-word essay describing your interest in the scholarship and how you believe the scholarship will benefit your professional development. Scholarship winners are selected by the Awards Committee on the quality of the essay.

The chair of the ILA-ACRL Awards Committee should receive your application and essay no later than August 31 (see address, email, and fax information below). The successful applicant will be notified by September 10.

The application form can be found at: http://www.iowaacrl.org/content/awards/ila

Send your completed application and essay to:

Brett Cloyd
Government Information and Reference Librarian
University of Iowa Libraries
100 Main Library
Iowa City, IA 52242-1420
fax 319-335-5900
brett-cloyd@uiowa.edu

September Catalyst

ILA intends to experiment with publishing one newsletter online this year, the 2010 September/October Catalyst issue. In order to prepare for the migration to the electronic Catalyst, go to the Members Only section of the ILA website (www.iowalibraryassociation.org/) and verify your email address.

Please update or enter your email address into your Personal Profile if necessary.

Annual Planning Meeting

If you currently serve on a committee or are a subdivision officer, or you will be in 2011, please mark your calendar now for the meeting on November 5 at the Urbandale Public Library. Registration form, agenda and other information will be sent to you in the fall.
Reflections from the Library Desk

Have you ever contemplated how many hours we, as a profession, have logged behind a desk, just watching and waiting? There’s still a lot about the job that’s pretty passive. We wait, and they come. At least we hope they come.

I love my local public library. I think it loves me. Sometimes I watch folks asking for help there and I am so impressed with the attention they receive. And sometimes, I’m not. Watching them, I wonder how the students and staff perceive me in my work at my library. Am I doing all I can to be proactive and responsive? How can I find out?

Sheena Iyengar’s new book, *The Art of Choosing*, discusses how she implemented 360-degree feedback systems for her MBA students at Columbia Business School in 2000. “Every year the results have been the same. Over 90 percent of the students found significant discrepancies between how they saw themselves and how others interpreted their actions, a fact they were usually surprised to learn….Many who thought they were popular and valuable team players learned that they were actually seen as average or difficult to work with…Those who were prone to passionate outbursts (which they believed to be justified) were quite upset to learn that they had been pegged by others as emotionally unstable.” (p. 106-107) She points out that people “react only to what they see,” and “interpret…through the lens of their own experience.” Wow, that must mean my perception of myself as the funniest, smartest, most patient librarian in the state is not correct?

Kidding aside, is it important to find out how our patrons perceive us? Does it matter? I contend that it does. As I drive across Iowa, I note the many new community libraries. Lovely facilities, obviously highly prized by even the smallest communities. Our towns and cities and schools have given us wonderful vehicles to build community and relationships. And it IS about relationships. We librarians are the face of the library. Each of us needs to help build the library into an integral part of the community. That means we treat each and every person as we would like to be treated. We are patient and caring even when we don’t feel like it. We make the patron the most important thing, over our library tasks/business and our private phone/personal conversations. Because the reality is that they are paying our salaries. They approach us, virtually or in person, with information needs. It doesn’t take too many experiences of leaving disappointed before they don’t come back. And then what?

Sheena Iyengar expounds in *The Art of Choosing*, “The opinions others have of us can serve as a useful reality check...We need to pay close attention to how people react to our actions and, if possible, talk to them directly about how we come across.” She continues, “If we learn we’re not as great as we thought we were, we can decide to change our behavior so it aligns more with how we want to be perceived.” (p. 108) If we extrapolate these ideas, we must consider the giving and getting of honest feedback as a precious gift. How can a person change if they don’t know they need to? Watching a colleague ignore or be rude to a patron should not be OK. Nor should it be OK for any of us. Regular systems for constructive feedback can help all of us remember why we are there, and what we are supposed to do. It’s a challenge for everyone – we all have our bad days – and no one should feel singled out. To create such a system, we need to begin with a conversation about who we want to be for our communities, and for each other as supportive colleagues. Then we can empower ourselves to make positive change in our organizations and in ourselves.

We all maintain a range of roles in our lives—employee, father, daughter, friend. Sorting out who we really want to be and why is a lifelong journey. “The challenges we face in finding our authentic self and choosing in accordance with it are considerable...Ideally, as we get older, we should have to make fewer and fewer adjustments to bring into alignment how we see ourselves, how others see us, and how we choose.” (p. 109) To help us on this journey, we can choose to request and accept feedback from colleagues—and even from our patrons—to “check in” on how we are perceived. Create a system of feedback in your organization, and then use this feedback as a tool. When we listen to those around us and make conscious choices about changing our behavior and continuing to grow, we can find the process remarkably empowering and hopeful. Who knows? Maybe you will find out you’re the librarian you always wanted to be!

*Katherine Howsare,*
*Urbandale High School Teacher Librarian*
*Public Relations Committee Member*
ments, beverages, and music. The authors will be invited to the reception at the close of the author fair, so this will be an excellent opportunity to mingle with your colleagues as well as our invited author guests.

Beginning on Thursday, and in keeping with the conference theme, Hard Times, Hard Decisions: Iowa Libraries in 2010, attendees will have some hard decisions to make when choosing concurrent sessions to attend. There is a rich array of offerings and something for everyone. A few highlights include Barbara Jones, the director of the ALA Office for Intellectual Freedom, who will speak on Libraries, Social Networking and the First Amendment; Mary Lu Gerke will follow up on her keynote speech with a focused session on Understanding the Quad Matrix: Four Generations in the Workplace; and Matt Goldner will be shedding some light on Computing in the Clouds: The Nexus of Systems, Discovery and Data.

Thursday evening’s banquet promises to be a highlight of the conference. The excellent dinner will be paired with the entertainment of Dan Wardell from Iowa Public Television. He is as engaging for the adult audience as he is for his IPTV Kid’s Club and Summer Reading Roadtrip fans. You won’t want to miss this special conference event – people will be talking about this for years to come.

Friday’s keynote will bring us back to the conference theme. Key elected officials will be addressing the Hard Times, Hard Decisions that are affecting all types and sizes of libraries in Iowa, and will give us some insight into state budget restructuring as well as updates on the direction Iowa is headed as we make our way through economic recovery and look toward the future.

Friday’s concurrent sessions include a presentation by Anne Hughes, the library director from Glen Carbon Centennial Library, winner of the Library Journal’s “Best Small Library in America” award for 2010. Iowa is a state with numerous outstanding small libraries, many of which are considered the best by their patrons! We are looking forward to hearing about Anne’s journey with the Glen Carbon Library to their award winning destination.

Unavoidable circumstances prevented the much sought after Fred Gertler from making his scheduled appearance at ILA in 2009, so we are thrilled to welcome Mr. Gertler to our 2010 conference. He will present a session on Deciphering Professional and Support Staff Relationships, as well as one on Humor in Libraries.

These are just a few of the dozens of sessions that will be offered during the conference. The Conference Planning Committee has worked diligently to ensure that a variety of sessions are offered in each concurrent time slot. The conference schedule is rich with opportunities for expanding your knowledge base and enhancing your professional skills.

Many of you remember that the 2007 ILA Annual Conference in Coralville was the best-attended conference in ILA history. You’ll want to book your hotel room early, and send in your registration so you can start planning your 2010 conference experience. We look forward to seeing you in Coralville!

Alison Ames Galstad
Conference Planning Committee Chair

Serving Genealogists: Helping Your Patrons Climb Their Family Trees

This pre-conference will offer an introduction to genealogical resources and programming that you can use to help your patrons with their research. Assistant State Archivist, Sharon Avery, of the State Historical Society of Iowa, will discuss archival resources of interest to genealogists with Iowa roots available at the State Historical Society in Des Moines. The presentation will touch on census records, vital records, military records, land records and county probate records, among others. Reference Librarian, Teresa Dahlgren and Network Analyst & Information Literacy Coordinator, Kim Van Deest, both of the Waterloo Public Library, will present an overview of free genealogical resources available on the web, give brief demonstrations of subscription products such as HeritageQuest, Footnote.com, and Ancestry.com, and discuss how to create and implement genealogical programming at your library, no matter what your budget.

Local History and Genealogy sponsors this Wednesday, 10:00 a.m. pre-conference. Fees are $30 for ILA members and $40 for non-members and includes lunch.

August Conference Flyer

This July/August Catalyst is being sent to everyone in the ILA database, including past members who have not yet renewed for the current year. As a cost-saving measure, the conference flyer that is usually sent in August will not be mailed this year.

4 - July/August 2010 Catalyst
City of Literature Tour

Iowa City joined the United Nations Educational, Scientific, and Cultural Organization’s Creative Cities Network in November 2008 when it was designated the first City of Literature in the United States and the third in the world. It joins Edinburgh, Scotland and Melbourne, Australia, as a City of Literature and 16 other cities worldwide to form the Creative Cities Network, which honors and connects cultural centers for cinema, music, crafts and folk arts, design, media arts and gastronomy.

The City of Literature tour promises to be educational, entertaining, and engaging as we visit a number of the renowned landmarks that contribute to the rich literary climate in the Iowa City area. The tour will begin at the Conference Center and then head out into the City of Literature. Among the possible tour destinations are the Glenn Schaeffer Archives and Dey House, home of the world-renowned Writers’ Workshop; Shambaugh House, home of the International Writers Program, the Times Club at Prairie Lights Bookstore; the Kurt Vonnegut home; the downtown “Literary Walk”; and a private behind-the-scenes tour of Special Collections at the University of Iowa Library. The tour will finish at the Iowa Writers’ Library at the Coralville Marriott.

Lunch will be at one of the many Northside Market Place restaurants. The Northside Marketplace neighborhood enjoys the cache of being just a little bit funky. As the closest walkable neighborhood to the University of Iowa, the area is attractive to a wide segment of Iowa City’s creative class. From the designers of Guitar Hero, to the writers at the Workshop, to the engineering and medical professors buried in their research, the Northside Market neighborhood offers a respite from the usual and inspiration from the unusual.

Iowa City and the surrounding community has a network of university, grassroots and civic institutions that teach, celebrate, nurture and study great writing. These include the UI Writers’ Workshop, the Translation Workshop, the Playwrights Workshop, the Nonfiction Writing Program, the International Writing Program, the Summer Writing Festival and the Young Writers’ Studio. It has been the home to authors who have won more than 25 Pulitzer Prizes in literature. It also is home to 11 literary presses, dozens of literary events annually and several libraries including the Iowa City Public Library, the busiest library in the state of Iowa.

The Iowa Library Trustee Association sponsors this pre-conference. Fees are $25 for members and $35 for non-members; the fee does not include lunch. Please plan to arrive early so that you have time to receive your registration packet and are on the bus by 10:00 a.m.

Join us for a day of exploration and fun!

The Customer-Driven Academic Library

Are academic libraries doomed? Librarians have been hearing bad news about the future of libraries for some time now. Is this an accurate reflection of trends? Is it based on an awareness of the actual needs of students and scholars in higher education? If our students continue to need guidance and support in navigating our complicated information environment, what is discouraging them from taking advantage of our eagerly offered services? Have we designed our libraries based on how we think students should use them and not in ways that students and faculty actually want them?

Jeannette Woodward has written controversial books challenging some of our most revered sacred cows. Having studied what works and what does not work in current academic library public service and outreach practices, she will guide participants into discovering the ways we can create an environment that actually—not just theoretically—welcomes and engages our patrons. Through experimenting with services and attitudes, we can make our libraries centers for students and faculty, places of learning and personal growth.

Bring your ideas, practices, and an open mind to this exciting session.

Jeannette Woodward began her varied career as an academic librarian with her most recent academic experience as Assistant Director of the Adamany Library at Wayne State University. She began a second career in rural Wyoming in public libraries and is a founder and principal of Wind River Library and Nonprofit Consulting. Woodward is a prolific writer and her publications range over a variety of important library topics. Some of her recent titles are Countdown to a New Library: Managing the Building Project (2nd ed., ALA, 2010); Creating the Customer-Driven Academic Library, (ALA, 2009); What Every Librarian Should Know about Electronic Privacy, (Libraries Unlimited, 2007), and Creating the Customer-Driven Library: Building on the Bookstore Model, (ALA, 2005).

This 10:00 a.m. to 3:00 p.m. pre-conference Wednesday, October 13, is sponsored by ILA/ACRL and the Community College Librarians Roundtable. Registration fee for the pre-conference, which includes lunch at the Coralville Marriott, is $50 for ILA members and $60 for non-ILA members.

Conference Registration Form is on page 27
Facing Our Challenges in Positive Ways

Doug Johnson, Director of Media and Technology, Mankato, (MN) Schools, will present a pre-conference designed to help librarians meet the challenges they face in dealing with the changing landscape of information in the digital age and the changing needs of today’s youth.

Student standards are changing, censorship/blocking is on the rise, and media copyright issues are a confusing mess. This workshop will focus on each of these areas—examining the problems that face us, while offering concrete, positive steps libraries can take to deal with them. Come prepared to share your woes, your best resources, and your secrets to success.

Part One: Libraries for the Net Generation
Part Two: Dealing with Over-Filtering
Part Three: Changing the Mindset on the Librarian’s Role in Copyright
Part Four: Building a Personal Learning Network

Doug is uniquely suited to lead a discussion on these challenges. In addition to his school responsibilities, Doug has written and spoken on these topics to national and international audiences. His many columns and articles are listed on his website: (www.doug-johnson.com/). His Blue Skunk blog (http://doug-johnson.squarespace.com/) is widely read by librarians and technology directors. In addition, Doug has recently published School Libraries Head for the Edge: Rants, Raves and Reflections (Linworth, 2009).

Since 1995 Johnson has been writing the ‘Head for the Edge’ column for Library Media Connection. ...The columns, even those now 15 years old, still challenge us to think about what we do, how we do it, and why we do it, reflecting Johnson’s own educational philosophy. This collection will make media specialists look forward to their next issue of Library Media Connection.

- Booklist
  Please join us for a thoughtful discussion on these relevant topics.

The pre-conference is Wednesday, October 13, 2010, from 9:00 a.m. - 3:00 p.m. Cost for the pre-conference (including lunch) is $50 for ILA members and $60 for non-ILA members.

Bring your laptops for back-channel chatting and tweeting.

Picking Up and Moving Through: Resiliency and Change

Have you had it up to here with all the job changes, budget cuts, and looming uncertainties? Are you angry, anxious, sad, impatient, and stuck? Are you concerned about doing your job along with that of your dismissed colleague? Do you worry about keeping your own job in the next round of cuts?

This ILA pre-conference session may be just what you need. Lauren Burnett, President of the Center for Inner Quality of Cleveland, Ohio, will help you “learn practical ways to be effective and efficient, keep your groove, and ensure your bounce-ability as you face increased work loads and balance challenges.”

Mind:
• Avoid mental space outs
• Sharpen alertness switches
• Quick-check audit through prioritization list
• Time management checks
• Urgency addiction antidotes and emotional labor

Body:
• Sustain your energy and vitality
• Chart your energy cycles
• Determine energy gainers/drainers
• Motivate work with work

Soul:
• Explore what pings true to heart and soul
• Re-connect with passion, purpose and unique potential

A nationally recognized presenter, trainer and personal/group business coach, Lauren Burnett will motivate you to step outside yourself and find new abilities and skills to handle change with grace and resiliency.

Library Leadership and Management Association, Public Library Forum, Leadership Development Committee and the Public Relations Committee co-sponsor this Wednesday pre-conference that begins at 10:00 a.m. Fee for the pre-conference which includes lunch is $50 for ILA members and $60 for non-ILA members.

Conference Registration Form is on page 27
Conference Menu

Thursday Lunch
Mixed Greens Salad
Ranch or Red Wine Vinaigrette
Lemon Chicken Bowtie Pasta
Grilled Chicken Breast with Fresh Lemon and Olive Oil atop bowtie pasta, tomato, spinach and parmesan
Key Lime Pie or Turtle Cheesecake
Coffee, Ice Tea, Milk
Vegetarian Option: Cheese Cannelloni

Thursday Banquet
Salmon & Pork Duet
Porcini Crusted Salmon and Grilled Pork Chop
Asparagus
Garlic Mashed Potatoes
New York Cheesecake or Chocolate cake
Coffee, Ice Tea, Milk
Vegetarian Option: Vegetarian Moussaka

Friday Business Meeting Breakfasts
Plated Hawkeye Breakfast:
Scrambled Eggs
Crisp Bacon and Sausage
Breakfast Potatoes
Fresh Juices
Coffee, Hot Tea

Friday Lunch
Blackened Chicken Salad
Crisp Field Greens, Blackened Chicken, Carrots, Cucumber, Black Olives, Tomatoes and Honey Mustard Vinaigrette
Assorted Rolls and Bread
Tiramisu or Carrot Cake
Coffee, Ice Tea, Milk
Vegetarian Option: Grilled Portobello Salad

Pre-Conference Menu

Assorted Boxed Lunches:
Turkey & Provolone on Croissant
Italian Submarine
Roasted Vegetable Sandwich
Whole Fruit
Potato Chips
Freshly Baked Cookie or Brownie
Assorted Soft Drinks

If you have a specific allergy or dietary need, please attach your request to the registration form. Vegetarian choices are available but the chef cannot guarantee vegan meals.
HARD TIMES, HARD DECISIONS; IOWA LIBRARIES IN 2010

IOWA LIBRARY ASSOCIATION ANNUAL CONFERENCE

OCTOBER 13 - 15, 2010
MARRIOTT CORALVILLE HOTEL AND CONFERENCE CENTER

All events take place in the Marriott Coralville Hotel and Conference Center unless otherwise specified.

Program Subject to Change • CE Credit Approved for Concurrent Sessions
“Supported by” indicates corporate monetary donations.

Registration
Wednesday ............................................ 8:00 a.m. - 5:30 p.m.
Thursday ................................................ 7:45 a.m. - 6:00 p.m.
Friday ................................................... 7:15 a.m. - 12:00 p.m.

Exhibits
Wednesday ............................................ 3:00 p.m. - 6:00 p.m.
Thursday ................................................ 8:30 a.m. - 11:45 a.m.
Thursday ................................................ 1:45 p.m. - 5:00 p.m.
Friday .................................................... 7:15 a.m. - 12:00 p.m.

ILA and Subdivision Booths
During Exhibit Hours

The Write Stuff: Iowa Author Fair (open to the public)
Wednesday ............................................ 6:30 p.m. - 8:30 p.m.
Coralville Public Library (transportation available)

CONFERENCE PROGRAM

WEDNESDAY, OCTOBER 13

PRE-CONFERENCES
9:00 a.m. – 3:00 p.m.
FACING OUR CHALLENGES IN POSITIVE WAYS
Doug Johnson, Media Coordinator, Mankato Schools, Mankato, MN
Sponsored by Iowa Association of School Librarians

10:00 a.m. – 3:00 p.m.
THE CUSTOMER-DRIVEN ACADEMIC LIBRARY
Jeannette Woodward, Principal, Wind River Library and Nonprofit Consulting, Lander, WY
Sponsored by ILA/ACRL and Community College Librarians Roundtable

PICKING UP AND MOVING THROUGH: RESILIENCY AND CHANGE
Lauren Burnett, Principal, Center for Inner Quality, Cleveland, Ohio
Sponsored by Library Leadership and Management Association, Public Library Forum, Leadership Development Committee and Public Relations Committee

10:00 a.m. – 3:00 p.m.
SERVING GENEALOGISTS: HELPING YOUR PATRONS CLIMB THEIR FAMILY TREES
Sharon Avery, Assistant State Archivist, State Historical Society, Des Moines
Teresa Dahlgren, Reference Librarian, Waterloo Public Library
Kim Van Deest, Network Analyst and Information Literacy Coordinator, Waterloo Public Library
Sponsored by Local History and Genealogy

CITY OF LITERATURE TOUR
Sponsored by Iowa Library Trustee Association

3:00 p.m. – 6:00 p.m.
GRAND OPENING OF EXHIBITS
Supported by Jones Library Sales, Inc. and OPN Architects, Inc.

6:30 p.m. - 8:30 p.m.
THE WRITE STUFF: IOWA AUTHOR FAIR
Sponsored by Iowa Library Association and Iowa Center for the Book
Location: Coralville Public Library (transportation available)
8:00 p.m. - 10:00 p.m.
RECEPTION
Coralville Public Library
Supported by Neumann Monson

THURSDAY, OCTOBER 14

7:30 a.m. – 8:25 a.m.
CONFERENCE ORIENTATION/NEW MEMBERS BREAKFAST
Supported by George Lawson Consulting

7:45 a.m. – 8:30 a.m.
CONTINENTAL BREAKFAST AVAILABLE
Supported by Terry Powell Memorial Fund through the University of Iowa School of Library and Information Science

8:30 a.m. – 10:00 a.m.
OPENING GENERAL SESSION
Welcome by ILA President Dale Vande Haar and Coralville Mayor Jim Fausett

CANDIDATES FORUM
President-Elect Candidates

THE CIRCLE OF LIFE: PERSPECTIVES OF FIVE GENERATIONS
Mary Lu Gerke, VP Nursing and Chief Nursing Officer, Gunderson Lutheran Medical Center, La Crosse, WI
Supported by Iowa Library Association Foundation Endowed Speakers’ Fund

10:00 a.m. – 11:00 a.m.
BREAK IN THE EXHIBIT HALL
Supported by Davidson Titles, Inc.

11:05 a.m. – 11:55 a.m.
CONCURRENT SESSIONS

LIBRARIES, SOCIAL NETWORKING AND THE FIRST AMENDMENT
Barbara Jones, Director, ALA Office for Intellectual Freedom, Chicago, IL
Supported by Intellectual Freedom Committee

IDENTIFYING THE LIBRARY’S CUSTOMERS: WHO ARE THEY AND WHAT ARE THEY LOOKING FOR?
Jeannette Woodward, Principal, Wind River Library and Nonprofit Consulting, Lander, WY
Supported by Library Leadership and Management Association and Public Library Forum

12:00 p.m.– 1:50 p.m.
LUNCH
Introduction of Exhibitors
Jodie Morin, Denny Sharp, Exhibit Co-Chairs
Corporate Member Recognition
Dee Crowner, Membership Committee Chair
Candidates Forum
Executive Board Candidates
State Library Update
Mary Wegner, State Librarian
ILA Membership Business Meeting
Dale Vande Haar, ILA President, Presiding

GIVE THEM WHAT THEY WANT: PATRON-DRIVEN COLLECTION DEVELOPMENT
Karen Fischer, Collections Analysis and Planning Librarian, University of Iowa, Iowa City
Mike Wright, Head of Acquisitions and Rapid Cataloging, University of Iowa, Iowa City
Sponsored by Resources & Technical Services Forum, ILA/ACRL and Public Library Forum

GET THE PICTURE: THE BEST IN FICTION AND NON-FICTION PICTURE BOOKS FOR 2010
Danielle Day, Manager of Youth Services, Carnegie-Stout Public Library, Dubuque
Debb P. Green, Children’s Services Coordinator, Iowa City Public Library
Sponsored by Youth Services Subdivision

GATHERING, SIFTING AND PUTTING TOGETHER PIECES: RESEARCHING YOUR HISTORIC PROPERTY
Paula A. Mohr, Architectural Historian, State Historical Society, Des Moines
Sponsored by Local History and Genealogy

ONLINE LIBRARY DEGREES: ARE THEY A VIABLE OPTION?
Maryann Mori, Director, Waukee Public Library
Elaine Reitz, North Liberty Community Library
Sponsored by Ad Hoc Committee on the Review of Online Library Science Programs

CONSUMER HEALTH GUIDE FOR LIBRARIANS
Chris Childs, Education Outreach Librarian, Hardin Library, Iowa City
Sponsored by Iowa Health Sciences Library Association

RECOGNIZING VALUE, ENCOURAGING GROWTH: THE LIBRARY SUPPORT STAFF CERTIFICATION PROGRAM
Nancy Bolt, Co-Director, Library Support Staff Certification Program, ALA/APA, Golden, CO
Sponsored by Support Personnel

July/August Catalyst - 9
2:00 p.m. – 2:50 p.m.
CONCURRENT SESSIONS

UNDERSTANDING THE QUAD MATRIX: FOUR GENERATIONS IN THE WORKPLACE
Mary Lu Gerke, VP Nursing and Chief Nursing Officer, Gunderson Lutheran Medical Center, La Crosse, WI
Sponsored by Iowa Health Sciences Library Association and Iowa Library Trustee Association

DON'T TELL ME WHAT I CAN'T READ: BOOK CHALLENGES IN THE SCHOOL LIBRARY
Barbara Jones, Director, ALA Office for Intellectual Freedom, Chicago, IL
Sponsored by Intellectual Freedom Committee

INCORPORATING WEB 2.0 INTO DAILY WORK ROUTINE
Kim Van Deest, Network Analyst and Information Literacy Coordinator, Waterloo Public Library
Sponsored by Iowa Small Library Association and Resources and Technical Services Forum

BRINGING GREEN PROGRAMS TO YOUR COMMUNITY
Maeve Clark, Information Services Coordinator, Iowa City Public Library
Jen Jordan, Recycling Coordinator, Iowa City Recycling and Landfill Center, Iowa City
Sponsored by Public Library Forum and Iowa Small Library Association
Supported by Leo A. Daly

GRAPHIC NOVELS: LEADING THE WAY TO TEEN LITERACY AND LEADERSHIP
Maryann Mori, Director, Waukee Public Library
Sponsored by Youth Services Subdivision

READY-SET-TELL: DISCOVER THE STORYTELLER WITHIN YOU
Tina Rohde, Storyteller, WonderWeavers, Eden Prairie, MN
Colleen Shaskin, Storyteller, WonderWeavers, Eden Prairie, MN
Sponsored by Storytellers’ Roundtable and Youth Services Subdivision

BUILDING YOUR IOWA COLLECTION
Steve Semken, Publisher, Author, North Liberty
Hank Zaletel, Librarian, Iowa Department of Transportation, Ames
Sponsored by Local History and Genealogy

REACH OUT AND READ-IOWA: JUST WHAT THE DOCTOR ORDERED!
Molly Olinger Topf, Program Director, Reach Out and Read-Iowa, Johnston
Sponsored by Conference Planning Committee

2:50 p.m. – 3:30 p.m.
BREAK IN THE EXHIBIT HALL
Supported by Public Libraries of Johnson County

3:30 p.m. – 4:20 p.m.
CONCURRENT SESSIONS

DISASTER PREPAREDNESS AND THE D-PLAN
Nancy Kraft, Preservation Librarian, University of Iowa, Iowa City
Jerome Thompson, Administrator, State Historical Society of Iowa, Des Moines
Sponsored by Executive Board

COMPUTING IN THE CLOUDS: THE NEXUS OF SYSTEMS, DISCOVERY AND DATA
Matt Goldner, Product and Technology Advocate, OCLC, Dublin, OH
Sponsored by ILA/ACRL and Community College Librarians Roundtable

BETTER EVERY MINUTE: EFFECTIVE STAFF TRAINING IN BITE-SIZED MODULES
Ann Clapp, Head of Reference and Acquisitions, the Brentwood Library, Brentwood, TN
Sponsored by Library Leadership and Management Association and Iowa Small Library Association

BUYING COOL MANGA AND ANIME CHOICES FOR KIDS AND TEENS
Adam Mix, Co-Owner, Daydreams Comics, Iowa City
Sponsored by Youth Services Subdivision

TURNING POINTS™ IF YOU CAN TELL IT, YOU CAN WRITE IT
Tina Rohde, Storyteller, WonderWeavers, Eden Prairie, MN
Colleen Shaskin, Storyteller, WonderWeavers, Eden Prairie, MN
Sponsored by Storytellers’ Roundtable and Youth Services Subdivision

BUILDING YOUR IOWA COLLECTION
Steve Semken, Publisher, Author, North Liberty
Hank Zaletel, Librarian, Iowa Department of Transportation, Ames
Sponsored by Local History and Genealogy

DESIGNING AN EFFECTIVE VOLUNTEER PROGRAM
Sarah Bohlke, Volunteer Services Coordinator, Ames Public Library
Mark Fitkin, Volunteer and Outreach Coordinator, Bettendorf Public Library
Sponsored by Public Library Forum and Library Leadership and Management Association
OPEN SOURCE CONTENT MANAGEMENT SYSTEMS

John Gillette, Young Adult Librarian, Bettendorf Public Library
Marie Harms, Consultant, State Library of Iowa, Des Moines
Ryan Gjerde, Luther College, Decorah

Sponsored by Information Technology Forum

USING YOUR LIBRARY VOICE: WHAT YOUR PROFESSIONAL ORGANIZATIONS OFFER

Karen Appleton, Instructional Media and Technology Consultant, Prairie Lakes Area Education Agency, Spencer

Sponsored by Iowa Association of School Librarians and Public Relations Committee

FRIDAY, OCTOBER 15

7:30 a.m. – 8:25 a.m.

SUBDIVISION BUSINESS MEETINGS

Government Documents Roundtable
Public Library Forum
Special Libraries Roundtable
Storytellers’ Roundtable

8:30 a.m. – 10:00 a.m.

GENERAL SESSION

HARD TIMES, HARD DECISIONS
Elected Officials - TBD

10:00 a.m. – 10:15 a.m.

BEVERAGE BREAK
Supported by Innovative Interfaces

10:20 a.m. – 11:10 a.m.

CONCURRENT SESSIONS

HOLDING YOUR CONGRESS PEOPLE ACCOUNTABLE IN HARD ECONOMIC TIMES
Dave Levinthal, Communications Director, OpenSecrets.org/Center for Responsive Politics, Washington D.C.
Sponsored by Government Documents Roundtable

HUMO(U)R IN LIBRARIES
Fred Gertler, Former Assistant Dean of the University Library, University of the Pacific, Stockton, CA
Sponsored by ILA/ACRL and Community College Librarians Roundtable

GETTING RID OF DEAD WOOD
Heather Woody, Professional Success Coach, Heather Woody Unlimited, Iowa City
Sponsored by Leadership Development Committee

THE EGRANARY DIGITAL LIBRARY: DELIVERING DIGITAL INFORMATION TO UNDERSERVED POPULATIONS
Cliff Missen, Director, WiderNet Project, Based at UI-SLIS, Iowa City
Sponsored by Conference Planning Committee

SMALL LIBRARY EXCELLENCE
Anne Hughes, Director, Glen Carbon Centennial Library, Glen Carbon, IL
Sponsored by Iowa Small Library Association and Public Library Forum

4:30 p.m. – 5:00 p.m.

VISIT THE EXHIBITS (Final Opportunity)

4:30 p.m. – 5:15 p.m.

SUBDIVISION BUSINESS MEETINGS
ILA/ACRL
Iowa Association of School Librarians
Information Technology Forum
Iowa Health Sciences Library Association
Iowa Library Trustees Association
Video Roundtable
Youth Services Subdivision

5:15 p.m. – 6:00 p.m.

SUBDIVISION BUSINESS MEETINGS
Community College Librarians Roundtable
Iowa Small Library Association
Library Administration and Management Association
Local History and Genealogy
Resources & Technical Services Forum
Support Personnel

6:00 p.m. – 6:50 p.m.

SOCIAL HOUR
Final ILAF Auction Bidding

7:00 p.m. – 9:00 p.m.

BANQUET

THERE ARE SUPER HEROES AMONG US!
Dan Wardell, IPTV Kids Club House Host, Iowa Public Television, Johnston
OUR LIBRARY’S GOING TO THE DOGS!
Linda Parker, Youth Services Librarian, Coralville Public Library
Maggie Winegarden, Iowa City R.E.A.D. Program, Iowa City
Sponsored by Youth Services Subdivision

ESSENTIALS FOR PRE-, DURING- AND POST-DISASTER SURVIVAL FOR YOUR LIBRARY
MaryEllin Santiago, Project Manager, Gulf Coast Library Project, Coral Gables, FL
Sponsored by Iowa Health Sciences Library Association

UNVEILING THE GOLDFINCH K-2 BOOK AWARD
Amy Gardner, Teacher Librarian, Cedar Rapids Community School District
Sarah Latcham, Teacher Librarian, Iowa City Community School District
Sponsored by Iowa Association of School Librarians

11:20 a.m. – 12:10 p.m.
CONCURRENT SESSIONS

CRACKING THE CODE: DECIPHERING PROFESSIONAL AND SUPPORT STAFF RELATIONSHIPS
Fred Gertler, Former Assistant Dean of the University Library, University of the Pacific, Stockton, CA
Sponsored by Support Personnel

GETTING THINGS BACK WHILE KEEPING CUSTOMERS
Vicki Hibbert, Director, Clive Public Library
Anne Skaden, Director, Kalona Public Library
Sponsored by Public Library Forum and Iowa Library Trustee Association

ASSESSING THE USER FRIENDLINESS OF YOUR WEBSITE
Nick Wyant, Academic and Research Librarian, University of Iowa, Iowa City
Sponsored by Editorial Committee and Public Relations Committee

MULTICULTURAL GENDER-FAIR RESOURCES FOR CHILDREN AND YOUNG ADULTS
Joan DePrenger, Teacher Librarian, Iowa City Community School District
Jill Hofmockel, Teacher Librarian, Iowa City Community School District
Julie Larson, Teacher Librarian, Iowa City Community School District
Devin Redmond, Teacher Librarian, Iowa City Community School District
Sponsored by Iowa Association of School Librarians and Youth Services Subdivision

THE CARNEGIE LIBRARIES IN IOWA PROJECT: A CELEBRATION OF IOWA’S LIBRARY HISTORY
Shana Stuart, Adjunct Instructor, School of Library and Information Science, University of Iowa, Iowa City
Sponsored by Local History and Genealogy

NUTRITION AND THE LIBRARY: SHAPING UP YOUR PROGRAMMING, SNACK ITEMS AND COOKBOOK COLLECTION
Eileen Hansen, Director, Library and Media Services, Mercy College of Health Sciences, Des Moines
Jan Temple, Nutrition and Health Program Specialist, Iowa City
Susan Uthoff, Retired, ISU Extension Nutrition Program, Iowa City
Sponsored by Iowa Health Sciences Library Association

FREE AND USEFUL WEB TOOLS FOR LIBRARIES
Karen Burns, Administrator, Southwest Iowa Library Service Area, Council Bluffs
Katie Dunneback, Consultant, Southeastern Library Services, Bettendorf
Brian Thompson, Systems Librarian, University of Iowa, Iowa City
Sponsored by Information Technology Forum and Local History and Genealogy

THE FINAL BCR UPDATE
Greg Cotton, Systems Librarian, Cornell College, Mt. Vernon
Mary Wegner, State Librarian, State Library of Iowa, Des Moines

12:15 p.m. – 1:45 p.m.
LUNCH

DRIFTLESS
David Rhodes, Author, Wonewoc, Wisconsin
Reconvene ILA Business Meeting if necessary

Conference Registration Form is on page 27

ILA Needs Your email Address

The September Catalyst will be published on the website and not mailed via snail mail. A listserv notice will be sent when it’s available. If you don’t have a provider, please consider creating an account with a free service such as gmail.
Has Your School Library been Impacted by a Natural Disaster?

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www.ala.org/aasl/disasterrelief
Identifying the Library’s Customers: Who are They and What are They Looking For?

When library customers walk in, what do they see? Is the facility inviting, are we smiling, is the atmosphere welcoming? We all love our libraries; what small changes can we make to improve them?

What about our customers? What do we know about them that will help to improve their experience with us? For example, are some after romance books and never look at genres outside their comfort zone? Are they reading one thing exclusively? How can we use the uniqueness of our customers to serve them better?

Library consultant and author Jeannette Woodward will answer these questions and more at her 11:05 a.m. session on Thursday, October 14.

According to Ms. Woodward, “A few years ago when I was writing a book about computer privacy, I began interviewing the people who used our library’s computer lab to find out more about them and the reasons why they used library computers. Although I could have predicted some of their responses, I discovered that their reasons varied much more than I had anticipated. That led me to ask why customers use other resources and how the library fits into their lives. I’ve come to think that although this is certainly useful for selection purposes, we can do better when we know more about their individual needs. When it comes to the library’s customers, one size doesn’t fit all. The people who come through our doors or click on our websites are all unique individuals. Nevertheless, we know a lot more about our customers than we may think. We can put that knowledge to work to give them a more successful and rewarding library experience.”

Ms. Woodward is a consultant and principal of Wind River Library and Nonprofit Consulting. After a career in academic libraries, most recently serving as Assistant Director of the David Adamany Library at Wayne State University, she began a second career in public libraries, serving as Director of the Vista Grande Public Library in New Mexico and the Fremont County Library System in the foothills of the Wind River Mountains of Wyoming. Woodward is the author of several books including Creating the Customer Driven Library: Building on the Bookstore Model. She is currently working on a book about the future of libraries.

If you want to improve your customers’ library experience, attend this concurrent session that is jointly sponsored by ILA’s Public Library Forum and the Library Leadership and Management Association.

Libraries, Social Networking, and the First Amendment

My patrons are hogging our computers using Facebook, MySpace and Twitter. Why can’t they use them for something worthwhile? Lots of people are out of work and using our computers, but they don’t seem to be working on anything meaningful! Have you had these thoughts? Have you voiced them out loud? Are trustees questioning computer use in your library?

Barbara Jones, Director of ALA’s Office for Intellectual Freedom will discuss why social networking should be introduced and encouraged, especially during hard economic times. As librarians, we need to work to convince policy makers of the importance of protecting patrons’ intellectual freedom rights as they relate to social networking in the library.

Feeling uncomfortable with these ideas? This is not unusual when it comes to something new or foreign to us. Barbara will help attendees understand how to support, encourage and protect our patrons as they harness the potential power of social networking. Maybe helping your patron find a work contact through social networking will be the most important thing you do this month!

This 11:05 a.m. Thursday concurrent session is sponsored by the Intellectual Freedom Committee.

Get the Picture: The Best In Fiction and Non-Fiction Picture Books for 2010

Is a limited budget or limited space making it hard to find just the right picture books for your collection? If so, this Youth Services Subdivision-sponsored session at 11:05 a.m. Thursday is perfect for you. Two Iowa experts will review the latest picture books and share their recommendations with you. Join Danielle Day and Debb P. Green as they help you find the best of the best for your library.

Danielle Day, manager of Youth Services at Carnegie-Stout Public Library in Dubuque was also a children’s librarian for the Kansas City Public Library system. Debb P. Green, Children’s Services Coordinator at the Iowa City Public Library, has been in children’s services for almost 30 years, working in libraries of all sizes in Iowa, Florida and Illinois.
Recognizing Value, Encouraging Growth: The Library Support Staff Certification Program

When budgets are tight, staff development is often the first line that is slashed from the budget. What seems like an easy solution for maximizing your budget dollars is actually short-changing your patrons and de-motivating your support staff! Voluntary certification through the Library Support Staff Certification Program (LSSCP) at the American Library Association offers Library Support Staff an opportunity to develop knowledge and skills and recognition for their accomplishments.

The LSSCP offers employers a meaningful staff development path for library support staff that results in employees who better understand and participate in the broader issues facing libraries. This session will focus on the benefits and value of the program to individuals, organizations, and the communities that they serve. We will also provide practical information about how to get started with the program and details about its eligibility and requirements.

Nancy Bolt, Co-Director of the LSSCP, will invite conference attendees who are LSSC candidates or employers of candidates to join us at the session and offer their perspectives. If you are interested in keeping all of your staff involved and interested in providing top quality service to the patrons at your library, the Support Personnel Subdivision invites you to join us for this 11:05 a.m. Thursday presentation.

Online Library Degrees: Are They a Viable Option?

If you’d like to acquire an MLS but think you can’t afford “leave time” in order to do so, think again. Online learning environments may provide the way for you to keep your current job and achieve your MLS. Learn what the ILA ad hoc committee for online library degrees discovered, and get your questions answered by degreed librarians who participated in online courses.

Maryann Mori, Waukee Public Library Director; and Elaine Reitz, North Liberty Community Library Adult Services Librarian are both members of the ILA Ad Hoc Committee on the Review of Online Library Science Programs. The Committee sponsors this 11:05 a.m. Thursday session.

Consumer Health Guide for Librarians

Want to know where to find high quality consumer health information? Look no further! The University of Iowa’s Hardin Library for the Health Sciences has a Consumer Health Resource guide that is free and can be accessed from any Internet computer.

Included in the list of resources on various health topics is the National Library of Medicine’s MedlinePlus website. MedlinePlus contains information on over 800 different health topics. It’s medical encyclopedia has over 4,000 articles, plus interactive tutorials, surgery videos, and prescription drug and herbal information. On top of all that, it offers patient handouts in 40 different languages. All pages within MedlinePlus can be converted from English to Spanish.

Join Chris Childs, an Education and Outreach Librarian from Hardin for an introduction to these resources.

Iowa Health Sciences Library Association sponsors this 11:05 a.m. Thursday session.

Gathering, Sifting and Putting Together the Pieces: Researching Your Historic Property

This presentation will be an overview of the strategies and sources helpful in doing research on historic buildings in Iowa. Included in this talk will be a discussion of reference materials useful for determining a building’s architectural style and describing its physical characteristics using appropriate architectural terminology. The value of local public records, census materials, city directories, fire insurance maps, and other primary documents will also be discussed.

A particular focus of State Historical Society Architectural Historian Paula Mohr’s talk will be the array of Internet sources where researchers can find maps, historic photographs, postcards, historic newspapers, and other materials.

Local History and Genealogy Subdivision sponsors this 11:05 a.m. Thursday session.
Give Them What They Want: Patron-Driven Collection Development

It’s unorthodox: a small number of libraries nationwide are opening up their acquisitions process for e-books and letting their users make the picks. Known as patron-driven acquisition (PDA), the process involves working with a vendor to develop an e-book subject profile, and then loading MARC records for e-books matching the profile into the library’s catalog. After a certain number of uses, the library owns the e-book and the vendor deducts payment from a deposit account. There is no intervention by subject-specialist librarians or even acquisitions staff.

Karen Fischer, Collections Analysis and Planning Librarian at the University of Iowa, and Michael Wright, Head of Acquisitions and Rapid Cataloging at the University of Iowa, will discuss the PDA pilot that was implemented by the University of Iowa in September 2009 which has proven to be extremely popular with users even while it turns traditional notions of collection development upside down. PDA has many advantages, but there are potential pitfalls. Learn how they have tailored our profile over the past year to best address patron needs and library budget limitations. The UI Libraries are not buying e-books that aren’t used.

This 11:05 a.m. Thursday session is co-sponsored by Resources and Technical Services Forum, ILA/ACRL and Public Library Forum.

Bringing Green Programs to Your Community

This presentation will provide ideas for libraries on partnering with their city or county agencies as well as other community groups to present programs and share information on creating a more sustainable earth. Many programs can be done at little or no expense.

In early 2009 the Iowa City Public Library and the City of Iowa City Department of Public Works/Wastewater and Landfill Division received a $57,000 Library Innovation Grant from the International City and County Management Association. Out of that grant grew ECO Iowa City. The focus of ECO Iowa City was on creating community partnerships based on sustainability and relating specifically to local foods and compost, urban storm water management, energy efficiency and smart waste disposal.

Maeve Clark, Information Services Coordinator, Iowa City Public Library and Jen Jordan, Recycling Coordinator, Iowa City Recycling and Landfill Center will share how your library can partner with local non-profits, schools, faith communities, businesses and governmental entities to present programs ranging from how to build a rain barrel, compost traditionally or with worms, or grow a better garden. Learn how to work with other groups to present a food film festival or celebrate Earth Day with a green fair in your library. Find out how to collaborate with other groups to collect outdated pharmaceuticals and e-waste, create community gardens and most importantly build a community of environmentally aware and active citizens.

This 2:00 p.m. Thursday session is sponsored by Public Library Forum and Iowa Small Library Association.

Ready, Set, Tell—Discovering the Storyteller Within You

In this workshop you will discover fun ways to bring stories to life. Professional storytellers, Tina Rohde and Colleen Shaskin, will lead you through six simple steps to becoming an effective storyteller. They will explore the elements needed for crafting stories that will engage your listeners’ imaginations and will describe the types of stories that work with specific audiences, as well as point you in the direction of where to find stories that you will enjoy telling.

“You need to tell your story,” writes Walt Crawford (WebJunction.org). “Whether you call it storytelling, marketing, advocacy, promotion, or community outreach, you need to make the library’s story heard in your community...you need to know what you’re about, how you’re central, what you offer and what you should offer.”

Begin building your storytelling skills at this 2:00 p.m. Thursday session, co-sponsored by Storytellers’ Roundtable and Youth Services Subdivision.

Incorporating Web 2.0 into Daily Work Routine

Web 2.0 tools comprise a large group of popular formats. How do you sort which ones are most useful on a small budget, as a solo librarian, or tiny team? Use online social networking tools to address rural isolation for staff, to participate in readers’ advisory, and to network, collaborate, communicate, and build community coalitions.

Kim Van Deest, Network Analyst and Information Literacy Coordinator, Waterloo Public Library will share how to participate, on a small scale, in online social networking sites, and what content or services small and rural libraries can include.

Iowa Small Library Association and Resources and Technical Services Forum co-sponsor this Thursday, 2:00 p.m. session.
Understanding the Quad Matrix: Four Generations In the Workplace

Can the gray haired baby boomer in sensible shoes work peacefully alongside the spiked haired millennial in flip flops? For the first time in history four generations are working together in the workplace. With different values, motivations, lifestyles, and hairstyles it is a real challenge to create a harmonious library.

Join keynote speaker Mary Lu Gerke for a session that will focus on methods to resolve the conflicts that might arise across the generations. She has written and presented extensively on generational differences in the workplace. Ms. Gerke is Vice President of Nursing Services and Chief Nursing Officer at Gunderson Lutheran Medical Center in LaCrosse, Wisconsin.

Iowa Health Sciences Library Association and Iowa Library Trustee Association co-sponsor this 2:00 p.m. Thursday session.

Don’t Tell Me What I Can’t Read: Book Challenges in the School Library

Huffy Mom walks into the library media center and asks about the blue book with the girl on the cover. You know, the one all the kids are reading? She wants to know what it is doing on her school’s library shelves and she wants it removed right now.

Sad Dad walks into the superintendent’s office and says his wife and her bridge club are talking about the book their students are reading in their 10th grade literature class. He hasn’t actually read the book, but the paragraph he saw was pretty disgusting. The superintendent agrees, calls the principal and tells him to make that third year teacher stop using that book and while you are at it, get it off the library shelves too.

Three well-meaning couples have just purchased a set of wholesome Christian fiction books to be placed in your library. They were printed in the early 1920s, but have shiny new covers and are fresh off the press. They haven’t been reviewed in any recent journals, have quite a slant to the right, and you doubt they will ever be read by anyone in your school. Your principal wants them prominently displayed.

And we haven’t even gotten to books on penguins yet!

These scenarios actually happened in Iowa schools in the previous three years and they could happen in your school too. Administrators educated in Iowa in the past twenty years have had little to no training on how to deal with libraries and censorship issues. When someone comes storming into their office, it often catches them off guard.

Maybe you have been fortunate in your career not to have dealt with an irate parent or misguided administrator. Consider yourself lucky, and attend this session to be prepared for the day it happens.

Barbara Jones, ALA’s Director of the Office for Intellectual Freedom will discuss what documents should be part of your school’s policies, who to contact for support and information, how to determine if a book is worth fighting for and other issues associated with a book challenge. Knowledge is power. The best way to handle a book challenge is to be prepared.

This 2:00 p.m. Thursday session is sponsored by the Intellectual Freedom Committee.

Graphic Novels: Leading the Way to Teen Literacy and Leadership

Still not sure what to do about graphic novels? This session will examine types of graphic novels and their jargon, reveal the myths behind the controversies, and present proven success stories of ways graphic novels promote literacy and leadership among middle-and high-school students. You’ll also get new ideas for creating or improving your own anime/manga club!

Formerly a Teen Specialist Librarian for the Evansville Vanderburgh Public Library (Indiana), Maryann Mori is currently Director of the Waukee Public Library. She achieved her MSLIS from the University of Illinois in 2006.

This 2:00 p.m. Thursday session is sponsored by Youth Services Subdivision.

Building Your Iowa Collection

Explore living in Iowa and how to enrich this experience by reading, writing and researching our great state with Steve Semkin, Publisher, Ice Cube Press. Hank Zaletel, Librarian, Iowa Department of Transportation will consider the pros and cons of establishing a local/historical collection in your library; short and long term implications, necessary policies, and the need to preserve community memories for future generations and researchers. Local History and Genealogy Subdivision sponsors this 2:00 p.m. Thursday session.
Reach Out and Read-Iowa: Just What the Doctor Ordered!

Did you know that 35% of children entering kindergarten today lack the basic language skills they will need as they learn to read? That only 48% of U.S. parents read to their young children daily? Join Molly Olinger Topf, Program Director of Reach Out and Read-Iowa, as she outlines the Reach Out and Read (ROR) program, a group whose mission is to prepare young children to succeed in school by partnering with doctors to “prescribe” books and to encourage families to read together.

Reach Out and Read is a national, nonprofit, school-readiness organization founded in 1989 at a Boston hospital through a collaboration of pediatricians and early childhood educators. Flash forward to 2010, when there are ROR programs in more than 4,500 hospitals and health centers in all 50 states, the District of Columbia, Puerto Rico, and the Virgin Islands. So far, ROR programs have given out a total of 6.2 million children’s books and served 3.9 million children and families. Fourteen published studies on the ROR program confirm that their model works to help those children most at risk for school and reading difficulties—families served by Reach Out and Read read together more often, and their children enter kindergarten with larger vocabularies and stronger language skills, better prepared to achieve their potential.

ROR-Iowa, has grown significantly since its inception in early 2006. Beginning with 17 sites in the state, ROR-IA (as of January 2010) has grown to 72 urban and rural sites and currently serves over 51,000 children, targeting those children ages six months to five years of age at most risk for reading difficulties. An integral part of the Iowa Chapter of the American Academy of Pediatrics (IA-AAP), ROR-IA recruits and supports all prospective ROR programs and providers, especially clinics serving Iowa and children with risk factors for school failure, such as low income status, public or no health insurance, being of minority race or ethnicity, or not having English as a primary language.

Effective Staff Training in Bite-Sized Pieces

Develop your staff into library experts. Learn how to create a comprehensive self-guided training program that fits into 15-minute sessions at the desk or between tasks. Attendees will return to their libraries with digital templates for a complete training and advanced library skills development program.

Anne Clapp, Head of Reference & Acquisitions, The Brentwood Library in Brentwood, Tennessee is also the co-chair of the Tennessee Library Association’s Staff Development Committee.

Library Leadership and Management Association and Iowa Small Library Association are co-sponsoring this Thursday, 3:30 p.m. session.

Turning Points™: If You Can Tell It - You Can Write It!

We all have places and moments in our lives that are part of our personal memories. In this workshop you will experience an oral editing process that will serve as a marvelous tool for mining those memories. Adding universal truths to those memories, you will create your own stories. Whether your goal is to tell or to write personal tales, this workshop is for you.

Storytellers Tina Rohde and Colleen Shaskin are from Eden Prairie, Minnesota. Both have received the National Storytelling Network’s Oracle Award for Outstanding Leadership and Service in Storytelling. They are co-owners of WonderWeavers, a company dedicated to providing quality youth and family entertainment and educational opportunities.

Storytellers’ Roundtable and Youth Services Subdivision co-sponsor this 3:30 p.m. Thursday session.

Designing an Effective Volunteer Program

Volunteers can be wonderful assets to any public library. They can mean the difference between good customer service and exceptional customer service. Have a discussion about the rewards and challenges of using volunteers and learn some ideas about how to create a successful and vibrant volunteer program.

Sarah Bohlke is the Volunteer Services Coordinator at Ames Public Library. Mark Fitkin is the Volunteer and Outreach Coordinator at Bettendorf Public Library.

Public Library Forum and Library Leadership and Management Association co-sponsor this 3:30 p.m. Thursday session.
Computing in the Clouds: The Nexus of Systems, Discovery, and Data

Heard the buzz about “cloud computing” and curious to learn more? **Matt Goldner** will fill you in on what it means for managing library services.

The provision of management applications online, accessible through a web browser, with software and data hosted “in the cloud” is a model now in common use in many business environments. Goldner will explore what it means for libraries to have management services delivered in this way. Will a technology shift trigger similar systemic change? And in what ways can we expect library workflows to be enhanced and streamlined by a shift of services to the web? OCLC’s announcement to develop the first cooperative web scale management service will be the focus of this presentation.

Mr. Goldner joined OCLC in October 2004 and is currently the Product and Technology Advocate for the library community. He has been active in library technology development since entering the library profession in 1978, including stints at Fretwell-Downing Informatics and Geac Computers.

ILA/ACRL and the Community College Librarians Roundtable co-sponsor this 3:30 p.m. Thursday session.

Disaster Preparedness and the D-Plan

It’s time to change our ways and be prepared! According to a recent survey, almost half of our Iowa cultural institutions, including libraries do not have a disaster preparedness plan. Another 25% have an out-of-date plan. This session will give an introduction to the D-Plan, an easy-to-use web tool for developing a disaster plan for your institution. The survey and D-Plan training are part of an IMLS grant-funded effort to develop a statewide plan to help the stewards of cultural property plan for protection and disaster recovery of collections. The presentation will also discuss the seven-step plan for creating a state of better preparedness for Iowa’s libraries and other cultural repositories for large and small disasters.

The Iowa Conservation and Preservation Consortium, Iowa Museum Association, the State Historical Society of Iowa and the State Library are collaborating in this statewide effort.

Presenters are **Nancy Kraft**, Preservation Librarian, University of Iowa and **Jerome Thompson**, Administrator, State Historical Society of Iowa in Des Moines
The Iowa Library Association Executive Board sponsors this 3:30 p.m. Thursday session.

Use Your Library Voice: What Your Professional Organizations Offer

“Use your library voice!” No, these are not the stern words of your local librarian admonishing you to be quiet. It is the voice of participation, activism, and advocacy. **Karen Appleton**, Instructional Media and Technology consultant for Prairie Lakes AEA, will discuss the impact of membership in your professional organizations.

Karen has been an active member of ALA and ILA. During her years of participation, Karen has served the organization in a variety of ways. In Iowa Association of School Librarian’s predecessor, IEMA, she was a member of the Intellectual Freedom committee and chair of the Professional Growth committee. She was recently a delegate to the American Association of School Librarians’ Affiliate Assembly. The purpose of the assembly is to provide grassroots access for AASL members on the professional issues that concern them most. From Affiliate Assembly, concerns and recommendations work through AASL’s hierarchy to give the individual a voice in the decision-making process of the entire organization. The process is akin to grassroots political campaigns and serves a similar purpose. But grassroots requires active participation from individuals. Whether a school, public or academic librarian, the future for all programs depends on the active involvement of professionals.

Please join Karen for ideas and inspiration in making your ideas and needs heard on a larger level in the professional organization. Use Your Library Voice.

Iowa Association of School Librarians and Public Relations Committee co-sponsor this 3:30 p.m. session.
**Open Source Content Management Systems**

Do you like your library website, but feel constrained by the limitations of your Content Management System (CMS – the administrative backbone of most websites)? Are you simply looking for an option that gives you more freedom? Are you looking for an option that’s largely FREE? Open Source Content Management Systems might be what you’re looking for. Open Source is an exciting concept in software development, where the code is made available to multiple developers in a largely open environment, allowing for creativity and customizability. There are a number of Content Management Systems for creating websites which have been developed in the open source environment.

Joomla and Wordpress MU are content management systems which allow for many people to create and add content to a web portal through a simple WYSIWYG (what you see is what you get) editor. They are both highly customizable, and each has strength and weaknesses. Both provide for pages, blogs, RSS feeds, etc. Either system would provide the library a web portal that meets today’s web expectations. **John Gillette**, Young Adult Librarian, Bettendorf Public Library will discuss how he used these two tools together to create a dynamic, useable library website.

Drupal is another open source CMS, also highly customizable and very powerful, used increasingly in library website development. **Ryan Gjerde**, Digital Initiatives Lead, Library and Information Services, Luther College, will present Drupal’s capabilities, and discuss its potential applications in libraries.

Plone is the open source CMS used in the PLOW project championed by the State Library of Iowa. **Marie Harms**, Library Consultant, State Library of Iowa, will discuss Plone’s capabilities, how you can use it to set up a quick, free library website, and what it can offer once you’re up and running.

Information Technology Forum sponsors this 3:30 p.m. Thursday session.

**Buying Cool Manga And Animae Choices for Kids and Teens**

Anime and Manga have become popular viewing and reading choices for kids and teens today. Do you know how to choose the right DVDs and graphic novels for your patrons? **Adam Mix**, co-owner of Daydreams Comics in Iowa City, will discuss how you can make informed choices for the youth in your community. Adam brings years of experience in reviewing and selecting anime and manga material for his store so take advantage of his expertise to wow your kids and teens with your newfound knowledge and increase your library’s circulation.

Youth Services Subdivision sponsors this 3:30 p.m. Thursday session.

**Essentials for Pre-, During- and Post-Disaster Survival for Your Library**

Floods, tornadoes, and other weather and non-weather related disasters can happen anywhere, especially in Iowa! Is your library prepared to handle a disaster? Have you updated your library disaster plan recently? Do you even have a disaster plan? Learn the steps needed to create a disaster plan that makes practical sense for your library. This session will provide checklists, resources, and how-to’s for post disaster activities.

As Project Manager of the Gulf Coast Library Project **MaryEllin Santigo** headed a team to support Louisiana and Mississippi public library disaster recovery following Hurricanes Katrina and Rita. Principal consultant at Santiago Library Consulting, Inc, Mary-Ellin has extensive experience in library planning, organizational change, building design, and human resource issues in addition to her expertise on disaster response.

Iowa Health Science Library Association sponsors this 10:20 a.m. Friday session.

**Unveiling the Goldfinch K-2 Book Award**

Hear a preview of the new Iowa Goldfinch book award. Learn about the new titles for the upcoming year and have a chance to ask questions. This session is a must for any librarian working with PreK-6th grade children.

Presented by **Amy Gardner**, Cedar Rapids Community School District and **Sarah Latcham**, Iowa City Community School District and IASL Awards Chair.

This session is sponsored by Iowa Association of School Librarians at 10:20 a.m. Friday, October 15.
Humo(u)r in Libraries: Making Fun at Work and Staying Productive

- Appearing LIVE and in 3-D at the ILA Comedy Club (aka ILA Annual Conference) -- Fred Gertler, the great FADULUP*!
- For one session only -- Friday, October 15 at 10:20 a.m. -11:10 a.m.!
- Appearance made possible by the ILA/ACRL and Community College Librarians Roundtable.
- Rated LL (for all library types and laughter).

This fast-paced, highly interactive session will focus on a range of topics all under the general heading of Humo(u)r in Libraries. This topic never goes out of season. We welcome the Great FADULUP who missed being with us last year because of illness and who is happy to join us now. We'll talk about what humor is or isn’t, and if it makes any difference whether or not it can be defined as long as it can be appreciated; how it contributes to team building and esprit de corps; risks and opportunities of using humor; humor as a leadership attribute (think Lincoln); and finally, and throughout the program, examples of humor in libraries that have worked and some that haven’t. And, if there is time permitting, we might even write a joke—for example, how many librarians and of what type does it take to change a light bulb.

So come with your funny bone primed and ready for fun. Ready. Set. Go!

*Former Assistant Dean of the University Library, University of the Pacific

Small Library Excellence

Anne Hughes, Director, Glen Carbon Centennial Library, Illinois, will share how and why her library staff decided to apply for this award. Learn about the steps their small library took to motivate themselves and win Best Small Library in America 2010. The discussion will include services and programs offered that can be replicated by other libraries, partnerships the library has developed, and evidence of how all our libraries are at the heart of our communities.

Iowa Small Library Association and Public Library Forum co-sponsors this Friday, 10:20 a.m. session.

Holding Your Congress People Accountable in Hard Economic Times

As library employees and supporters, we know that political decisions can have critical impacts on libraries. Government funding pays for many of the library services provided in Iowa, and deep cuts in that funding can prove devastating. Laws such as the Children’s Internet Protection Act (CIPA) define the bounds within which libraries operate, even when those laws conflict with our professional code of ethics. Because of this, many of us are politically active. As individuals, through the American Library Association and the Iowa Library Association, we advocate for more funding for libraries, for more user-friendly copyright laws, for privacy for library patron’s records, for uncensored Internet access for everyone, and for enhanced access to federally-funded research, among other things.

Have you ever wondered who is advocating on the other side of these issues? Have you considered how much money powerful special interests have spent lobbying your congressperson to vote against laws that are important to libraries, or how many deep-pocketed corporate interests donate to your congressperson’s re-election campaign?

In this Friday session, Dave Levinthal, Communications Director for the Center for Responsive Politics, and editor of OpenSecrets.org, will talk about how campaign donations and lobbying affect politics, our communities, and our libraries. He’ll empower attendees to hold their congressional representatives accountable in these hard economic times.

The Center for Responsive Politics is a nonpartisan, not-for-profit group that seeks to shine a light on the effect that campaign contributions, lobbying, and other forms of political spending have upon who gets elected and which policies are enacted. The website, OpenSecrets.org, is a valuable resource for data on money in politics, with searchable databases of information on campaign finance and lobbying expenditures. Levinthal spent six years reporting on Dallas and national politics for the Dallas Morning News before joining the Center for Responsive Politics in 2009. He studied political philosophy and journalism at Syracuse University, then broke into journalism as a reporter covering New Hampshire politics for the Eagle-Tribune of Lawrence, Mass.

Government Documents Roundtable sponsors this 10:20 a.m. Friday session.
The eGranary Digital Library: Delivering Digital Information to Underserved Populations

The Internet in a Box? Impossible, right? Not for the 300 institutions worldwide who have an eGranary Digital Library. Join Cliff Missen, Director of the UI’s WiderNet Project, as he explains the past, present and future of the eGranary Digital Library. Possibly you could be involved in that future.

Developed by the University of Iowa’s WiderNet Project, an eGranary library is basically a plug-and-play server that provides instant access to millions of digital documents without the need of a connection to the Internet. WiderNet, a service organization based at the University of Iowa’s School of Library and Information Science, was launched in 2000 in an attempt to disseminate digital information and materials to developing nations unable to access the Internet. The WiderNet Project’s premier development is dubbed “the eGranary Digital Library” because it holds the seeds of knowledge, just as an African granary holds the seeds of a future crop.

No access is an all-too-common situation abroad, but is also found closer to home – eGranary libraries are installed in a number of U.S. locations, including three Iowa prisons. Along with installation of eGranary libraries in institutions around the world, ranging from primary schools to medical schools, businesses to libraries, and hospitals to U.S. Embas- sies, the WiderNet Project volunteers have shipped more than 1,200 computers and 10,000 books for use in African universities.

Cliff Missen, has over 20 years professional experience in computers, networking, multimedia design, and applications development, as well as a long-term interest in international development. The seeds for eGranary were sown while Cliff was teaching as a Senior Fulbright Scholar in Nigeria. From a first CD, created by Cliff and a fellow student and containing previously inaccessible web pages, Cliff created the first eGranary digital library. In early 2010, after two years of development, the WiderNet Project made its first shipment of a new 2 terabyte (2TB) eGranary.

Is there a role in the eGranary project for you, your school or library? Is there a population you serve who could be better served with off-line information storage? Come hear it all began and find out what’s next and how you can fit in.

The Conference Planning Committee sponsors this 10:20 a.m. Friday session.

Our Library’s Going To The Dogs

The Iowa City Public Library is lucky to participate in the R.E.A.D program. R.E.A.D. or Reading Education Assistance Dogs has been in existence since 1999. This non-profit organization was launched by Inter- mountain Therapy Animals and is the first comprehensive literacy program built around the idea of reading to dogs. Today, hundreds of registered R.E.A.D. teams work throughout the world.

The goal of R.E.A.D. is to provide children the opportunity to read for fun, in a non-judgmental environment. A child can calmly read aloud to a dog (maybe petting him, or using him as a pillow) and not worry about being corrected. This puts the child at ease and drives away some of his/her performance anxiety.

Attend this Youth Services Subdivision sponsored session at 10:20 a.m. Friday to meet presenters Maggie Winegarden and Linda Parker as well as a R.E.A.D dog. You will learn about the benefits of reading to dogs and find out how to conduct the program at your library.

Maggie Winegarden began the Iowa City R.E.A.D. program almost four years ago. Linda Parker works at the Coralville Public Library, which has been presenting R.E.A.D. events on Sundays since the fall of 2009.

Our Library’s Going To The Dogs

Getting Rid of Dead Wood

Just as “Dead Wood” drifting down a beautiful, serene river or lake offers this perfect space hazard, dysfunction and sometimes pain to boaters nearby, so too are the difficulties that we experience within our workplace. Dead Wood in our organizations shows up as difficult people, situations and outcomes. And as we go about the clearing of these hazards, we find many strategies and ways of creating a new, clear and highly functional place to work, live and play to our strengths. The space is renewed and flowing once again.

In this session, Professional Success Coach Heather Woody, will provide insights, examples and ideas about how we deal with our own personal “Dead Wood” as well as the difficulties that others may present to our workplace. She will offer strategies that when applied, can relieve the environment, refocusing people on the core purpose of their important work.

Heather resides in Iowa City and is a high energy speaker who loves her work in supporting people. Leadership Development Committee sponsors this 10:20 a.m. Friday session.
Assessing the User Friendliness of Your Website

Building a library website is easy; knowing if it is a good website is not easy. This session will focus on methods of evaluation for all types of library websites. There are numerous tools that librarians can use to create a website—flashy programs with odd names like Dreamweaver, Drupal and others. With these tools it is easy to build a monstrous website that rarely addresses the real needs of the user. We often lose sight of why we are building a presence on the Internet in the first place—the patron.

Nick Wyant, Academic and Research Librarian, University of Iowa will give librarians a critical view of their web-presence by examining why we build websites and how we know when they need to change. Anyone who has tried to make the work schedule by committee knows what a headache that can be. When librarians design, evaluate and maintain a library website “by committee” we too often end up with an albatross.

Evaluation of a library’s website is crucial and doesn’t necessarily have to be difficult. This session will demonstrate no-cost evaluation tools that librarians can use to evaluate, and hopefully improve, their websites.

This 11:20 a.m. Friday session is co-sponsored by the Editorial Committee and the Public Relations Committee.
Free and Useful Web Tools for Libraries

In this era of budget crunches and cuts, every library is in need of a little help. Karen Burns, Katie Dunneback and Brian Thompson will be presenting free tools, plug-ins and apps that can help you stretch your dollars to provide blue-ribbon service to your patrons. Some examples include Meebo, LibraryThing, Scriblink, Doodle, Picnik, Dim-Dim, Flickr, and Picasa. Tools for communicating with patrons and each other, tools for working with images, for promoting library resources and services, tools for scheduling, and so much more!

Southwest Library Service Area Administrator Karen Burns happily explores the computer and web and social media world. She loves to play with gadgets and widgets and think about how libraries might make good use of them. And she’s happy that using computers no longer requires punch cards, and searching databases doesn’t mean settling the phone receiver into an acoustic coupler.

Katie Dunneback learned about modems and the beginnings of the Internet at the age of eight or thereabouts thanks to an uncle in the business. These days, she’s the Consultant with East Central Library Services dealing primarily with continuing education, technology, and adult services issues.

Brian Thompson is a systems librarian at the University of Iowa Libraries in the Library Information Technology department. He has worked for the University since 2000 to provide software support and solutions for the Library’s vended enterprise applications as well as those applications developed in-house.

Information Technology Forum and Local History and Genealogy co-sponsor this Friday, 11:20 a.m. session.

Getting Things Back While Keeping Customers

Maintaining good customer relations while recovering costs for overdue, lost or stolen materials is the focus of this session.

Vicki Hibbert, Director, Clive Public Library and Anne Skaden, Director, Kalona Public Library will focus on some practical techniques that public libraries use to recover long overdue materials, especially materials considered lost or stolen under Chapter 714, the Theft of Library Materials Law.

Public Library Forum and Iowa Library Trustee Association co-sponsor this Friday, 11:20 a.m. session.

Cracking the Code: Deciphering Professional and Support Staff Relationships

Is your library staff experiencing tension between professional librarians and non-professional library staff? Lack of trust between the groups (and library administrators, for that matter) is often at the heart of the problem. A feeling of disenfranchisement and a lack of appreciation are occasionally noted as symptoms of that tension.

Where does mistrust come from? How can it be identified? How can/should it be resolved? There are no magic answers. However, this interactive session will attempt to identify some basic strategies for developing trust with (and between) support staff that are nonthreatening, easy to implement and contribute to the greater good of the library.

Join Fred Gertler, former Assistant Dean of the University Library at the University of the Pacific, for a discussion of these topics. Please bring your questions, answers, frustrations and hopes to this Friday session at 11:20 a.m., sponsored by the Support Personnel Subdivision.

The Final BCR Update

BCR board members Greg Cotton and Mary Wegner will lead the discussion of the impact on Iowa libraries of BCR’s phase-out of operations by the end of December.

Greg Cotton is the Systems Librarian at Cornell College in Mt. Vernon. Mary Wegner is the State Librarian at the State Library of Iowa in Des Moines.

This session is Friday at 11:20 a.m.

Executive Board Minutes

June meeting posted to the website: www.iowalibraryassociation.org
The Write Stuff: Iowa Author Fair 2010

The Iowa Center for the Book and ILA, are partnering with the Iowa City UNESCO City of Literature and the Coralville and Iowa City Public Libraries to bring together an amazing array of Iowa authors. The Write Stuff will feature approximately 50 authors who are living and writing in Iowa and who have published a recent book of general interest. The fair will be on Wednesday evening, October 13 from 6:30 p.m. to 8:30 p.m. in the meeting rooms of the Coralville Public Library. It is free and open to ILA conference attendees as well as the general public. Barnes & Noble of Coralville will sell copies of participating authors’ works on site that evening. Last year’s fair drew nearly 500 people. Can we beat that record? Don’t miss this opportunity to spend some time visiting with your favorite authors, discover new writers, purchase books and have them signed.

Shuttle service will operate between the conference site and the Coralville Public Library.

Annual Conference Hotel

Marriott Coralville Hotel & Conference Center
300 E 9th St, Coralville
1-888-236-2427 or 1-319-688-4000

Single/Double/Triple/Quad: $115.00 plus applicable state and local taxes
- rate includes complimentary parking
- identify yourself as an ILA Conference attendee

Online reservations are available on the ILA website.

“It’s a Bird... It’s a Plane... It’s Superman...”

No it is not Superman but it is Thursday banquet speaker Dan Wardell, producer and host of the IPTV Kids Clubhouse at Iowa Public Television. You may have seen him flying into libraries across Iowa—well not literally. He does wear a super yellow cape during his adventures that takes him to schools and libraries across the state. But it is not to catch the villains or stop crime. He is teaching kids to turn off their TVs, to go outside and play, to use their imaginations, but most importantly, to read a good book.

Wardell’s Reading Road Trip is an exclusive 60-stop library tour each summer. He has performed for over 50,000 children and grownups during the past four years. His travels to libraries and schools across Iowa share the same message—reading is important and your library, whether home, public or school, is an important connection. Additionally he connects to each of our homes through IPTV’s Healthy Minutes and IPTV Kids Clubhouse. Segments or photos can be found at his “dantastic” blog site www.iptv.org/dantastic

Dan grew up in Maynard, Iowa, and now lives in Ankeny with his wife, Melissa, and their children, Max and Charlotte. Although he wears a super hero cape, he believes librarians are the real super heroes.

Bedtime Stories

The Storytellers’ Roundtable will sponsor bedtime stories in the Coralville Mariott Hotel Library 10:00 to 11:00 p.m. on Thursday, October 14, 2010. The theme is “My Favorite Pet/Animal Story” Come and listen and share.

Greening the ILA Annual Conference

A special webpage has been created on the ILA website. Check it frequently for further information and ideas on experiencing a green conference.

www.iowalibraryassociation.org
Do you want to have fun, purchase something unique or useful and help the Iowa Library Association Foundation (ILAF)? We have just the event for you. Join your fellow 2010 conference attendees and bid on items at the auction and buy a raffle ticket or two, ten or more.

The 2009 silent auction and raffle raised $9,552. Let’s try to surpass that number in 2010.

Another way to participate is to contribute an item to the silent auction. Visit the ILAF section of the ILA website to complete your auction donation form. Handcrafted items are very popular as are theme baskets. Library themes and cat motifs are a big draw; or libraries and cats together! If you can’t decide, you can always bring something you’ve always wanted and see what others will bid.

Raffle items will be announced in the near future via the listserv.

All the proceeds from the ILA Foundation auction and raffle support the work of ILAF. The Foundation supports speakers at the Annual Conference, scholarships, the Leadership Institute and continuing education for library staff. For more information about contributing, please contact Barbara Corson at barb.corson@lib.state.ia.us or 515-281-4352.

ILAF Scholarships

If you are a Library School student at University of Iowa or University of Northern Iowa, please visit the ILAF section of the ILA website and review the scholarship information to see if you qualify. Applications are due September 11.

Show Us What You’ve Got

The ILA Public Relations Committee is once again coordinating the PR Extravaganza: Show Us What You’ve Got. Send your electronic promotional pieces to Kim Kietzman (kkietzman@alttoona.lib.ia.us) at least one week before the conference. Be sure to watch the slideshow at the ILA booth.

Every library that contributes to the electronic slideshow will be eligible to register for a prize drawing.

We can’t wait to see what you’ve got!
ILA CONFERENCE REGISTRATION
OCTOBER 13-15, 2010 • Coralville Marriott Hotel and Conference Center, Coralville

Conference preregistration and request for meals must be received with payment by October 1. Payment is by check or credit card.

Name_______________________________________________
(Use only one form per person – please print as you wish it to appear on badge)

Library or Institution___________________________________
Library Type:  Academic☐  Public☐  School☐  Special☐  Other☐

City________________________________________________

Email address________________________________________
(Please include if you would like confirmation- please print clearly)

REGISTRATION

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<th>Description</th>
<th>Member ILA</th>
<th>Trustee</th>
<th>First-Time Attendee</th>
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<tr>
<td>Member Full Conference</td>
<td>$90.00</td>
<td>$120.00</td>
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<tr>
<td>Member Thursday Only</td>
<td>$75.00</td>
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<td>Nonmember Full Conference</td>
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<tr>
<td>Exhibits Only</td>
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(on-site registration add $20 to the after Oct 1 registration fee)

PRE-CONFERENCE REGISTRATION

(*Includes Lunch) (Must pre-register by October 1)

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<th>Description</th>
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<tr>
<td>Facing Our Challenges*</td>
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<td>Customer-Driven Academic Library*</td>
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<td>Picking Up and Moving Through*</td>
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<tr>
<td>Serving Genealogists*</td>
<td>$30.00</td>
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<tr>
<td>City of Literature Tour</td>
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Vegetarian Wednesday Lunch ☐

*Below three as package            | $76.00 ☐  VEG
* Thursday Lunch                   | $23.00 ☐
* Thursday Banquet                 | $37.00 ☐
* Friday Lunch                     | $23.00 ☐
GODORT Breakfast                   | $15.00 ☐
Public Library Forum Breakfast     | $15.00 ☐
Special Libraries RT Breakfast     | $15.00 ☐
Storytellers’ RT Breakfast         | $15.00 ☐

Meal tickets will not be sold at the conference and no changes can be made in selections.

*Optional vegetarian meals are available. Please indicate by checking the “VEG” box at each meal selection.

Total for Meals $__________
Registration $__________
Pre-Conference $__________
TOTAL ENCLOSED $__________

If you have a disability that may limit your participation, or special dietary need, attach a statement describing your needs.

*Spouses may attend only the meal functions without paying registration fees. Please use a separate form to order their meals.

*All others must register for conference to be able to purchase meals

• Prepaid tickets, badges, and conference packets may be picked up at the registration desk.
• No refunds will be made until after the Conference and then only if notification has been received by noon October 4.
  • Membership forms available at the registration desk.

Please assist the Conference Planning Committee in the planning process by checking here if you plan to attend the free Wednesday Reception ☐

Please retain a copy for your records.
ILA Board Candidates

Information on each candidate will be published in the September Catalyst. Candidate forums will be held on Thursday, October 14 in Coralville.

**Vice President Candidates**

Lorraine Borowski, Decorah Public Library  
Nancy Medema, Bettendorf Public Library

**Executive Board Director Candidates**

Kathy Bottaro, Sioux City Community School District  
Maeve Clark, Iowa City Public Library  
Dorothy DeGroot, Prairie Lakes Area Education Agency, Pocahontas  
Duncan Stewart, University of Iowa, Iowa City

**ALA Councilor Candidates**

Susan Henricks, Carnegie-Stout Public Library, Dubuque  
Kathy A. Parsons, Iowa State University, Ames

Any other nominations signed by not less than thirty members and filed with the Executive Director no later than September 1 will be included on the official ballot sent to all personal members provided the written consent of the nominee has also been received. Write-ins will not be tallied.

Annual Conference Information

- Preliminary program pages 8 - 12  
- Pre-conferences pages 4 - 6  
- Registration form page 27  
  (if paying via credit card, online registration available)  
- Hotel Information page 25

Be a part of the Celebration of ILA’s 120th Anniversary at the 2010 Annual Conference