Letter From The President

Dear ILA Members:

This is the only paper volume of the Catalyst this year and the issue is dedicated to our 2011 Fall ILA Conference in Council Bluffs. As this spring and early summer have been quite wet for most of us, I find myself looking each day at the Des Moines Register to see how high the Missouri River is at Council Bluffs and what the predictions are for major flooding. Our conference site, the Mid-America Center, is in the flood plain of the Missouri River, so let’s all think a mighty group ILA “good thought” that it doesn’t flood!

Inside this issue of the Catalyst you will find all the information you need to get motivated to attend the ILA Conference, October 12, 13, and 14. Don’t delay! Register soon and reserve your rooms early. This is going to be a conference you won’t want to miss. The Conference Planning Committee has worked very hard these past months to create an excellent conference for us, and I want to take this time, as your ILA President, to thank them. Conference Chair, Barbara Peterson; Lorraine Borowski; Barbara Corson; Jennie Garner; Jerri Heid; Carol Kirsch; Mary McInroy; Pat Means; Denise Rehmke; Denny Sharp and ILA Staff, Denise Ballesteros and Roy Kenagy.

See you at the conference, October 12, 13, and 14.

Dale A. Vande Haar, Ph.D., MLS
ILA President

Continued on page 2
**Annual Conference - Continued from page 1**

**2011 Conference Keynote Speakers**

- **Supporting and Engaging the Teens in Your Library: Meeting the Challenge** addresses a timely topic that will help you with ideas on how to better serve the teens in your community. **David Wilmes**, Director of Youth Services, Inc in St. Paul, MN and **Karen Kolb Peterson**, Youth Services Manager, St. Paul Public Library are the presenters of this pre-conference.

After the pre-conferences on Wednesday afternoon, there are several special events you will want to attend. The **Opening of Exhibits**, supported by Jones Library Sales, Inc. and OPN Architects, is always an exciting time. From 3:00-6:00 p.m. visit with the vendors, enjoy good food, and network with colleagues. Come to downtown Council Bluffs for **Treasure Trove – Iowa Author Fair 2011**, 6:30-8:30 p.m. at the Community Hall (across the street from the Council Bluffs Public Library) and the **Conference Reception** at the Council Bluffs Public Library from 7:00-9:30 p.m. Roundtrip transportation from the Mid-America Center to the Library will be provided by the Council Bluffs Area Visitors and Convention Bureau. The **Just Bluffing: Public Art Tour** leaves the Mid-America Center at 6:30 p.m. and arrives at the Library in time to visit Treasure Trove and the Conference Reception. Get ready for this fun-packed evening. If you plan on taking the tour and attending the Conference Reception, please remember to check the boxes for these two events on the registration form.

The must-see conference keynotes lead off with **Creativity in the Workplace**. **Chris Russell** wears many hats at Google, one of which is the manager of the Google data center in Council Bluffs, Iowa. He will be speaking at the Thursday morning General Session about encouraging employee creativity at Google. The Thursday Banquet will feature **Pippa White**. She calls her One’s Company productions “part theatre, part storytelling, and part history.” Pippa is from Lincoln, Nebraska and her presentation, **Saints, Soldiers and Spies: Women and War** reveals the roles women have played in war, showing that women have not only been on the sidelines, but out front and center in many conflicts. The Friday morning General Session features **Dipesh Navsaria MD**, who is on the faculty at the University of Wisconsin School of Medicine and Public Health. His keynote, **Learning, Living, and Liberties: Why Libraries are the Bedrock of the Community**, will start us off on Friday morning. The conference ends with Friday lunch and **Stephanie Kallos**, the All Iowa Reads author of **Sing Them Home**. Ms. Kallos will share her experiences writing this intriguing story. For more information about the Keynote speakers, visit the [ILA Website](http://www.iowalibraryassociation.org).

There are great choices for pre-conferences, many engaging activities Wednesday evening, and Thursday and Friday’s sessions and speakers are going to wow you! Make your reservations now to attend the 2011 ILA Annual Conference in Council Bluffs.

**Barbara Peterson, Chair**

**ILA Conference Planning Committee**

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**The Catalyst**

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[www.iowalibraryassociation.org](http://www.iowalibraryassociation.org)

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ILA/ACRL Conference Scholarship

Help transform YOUR future! The Awards Committee of ILA/ACRL announces the availability of a scholarship to attend the ILA Fall Conference, October 12-14, 2011 in Council Bluffs, IA. The scholarship will cover the registration fee and up to $100 for 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/ACRL 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 their essay.

The chair of the ILA-ACRL Awards Committee should receive your application and essay no later than August 31 (see address and email below).

The successful applicant will be notified by September 9.

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

Send your completed application and essay to:

Mary Iber
Cole Library, Cornell College
620 3rd Street SW
Mount Vernon, IA 52314
Email: miber@cornellcollege.edu

ILA and ILAF Board Members

Listed below is the slate of candidates for the ILA Executive Board and ILA Foundation. The were unanimously approved by the ILA Board on Thursday June 16, 2011. Information on each candidate will be published in the September Catalyst. Candidate forums will be held on Thursday, October 13 in Council Bluffs.

ILA Vice President/President Elect:
Ryan Gjerde, Luther College
Mary Heinzman, St. Ambrose College

ILA Executive Board: (four candidates for two positions)
Mary Cameron, Instructor, UI School of Library and Information Science
Mary Iber, Consulting Librarian for Natural Sciences and Kinesiology, Cornell College
Karla Krueger, Assistant Professor, School Library Studies, University of Northern Iowa
Kristin Steingreaber, Media Specialist, Great Prairie Area Educatin Agency

ILA Foundation nominee:
Kay Runge, Library Consultant

Any other nominations signed by not less than thirty members and filed with the Executive Board 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.

ILA Annual Planning Meeting

Who should attend?
Current and 2012 committee members and subdivision officers.

When?
November 4, 2011 from 10:00 a.m. – 3:00 p.m.

Where?
Urbandale Public Library

Why me?
The annual planning meeting is the opportunity for committee and subdivision members to learn more about ILA, to give their input to ILA leadership and to help plan for the 2012 annual conference.

Start discussing conference program ideas now with your colleagues so that you are prepared for this meeting. The more input that ILA has from its members, the better our annual conferences will be at giving us the tools we need to do an outstanding job.

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 for a $1500.00 scholarship to assist you with your educational expenses. Applications are due September 1, 2011.
Davenport Eastern Avenue Branch Library Wins LJ Award

The Davenport Public Library is pleased to announce that its Eastern Avenue Branch Library, which opened in July 2010, was recently designated as a New Landmark Library by Library Journal. It’s one of 20 libraries in the United States so designated and the only Iowa library represented.

The New Landmark Libraries program was established by Library Journal to promote green design. In the Spring 2011 Library By Design issue, Louise Shaper, chair of the sixteen member national committee, composed of architects and library directors, states, “As prototypes or think tanks, these twenty exciting libraries will inspire the next generation of library buildings.” All of them were constructed within the last six years and all have been or are in the process of receiving LEED certification from the U. S. Green Building Council, www.usgbc.org.

The six criteria the panel used in making its selections were: overall design and construction; response to community context and constraints; sustainability; functionality; innovation; and, beauty and delight. Ten of the buildings, including the Eastern Avenue Branch, were listed as New Landmark Library Honorable Mentions.

A reception for the 20 New Landmark Libraries was held during the American Library Association’s Annual Meeting in New Orleans on June 26th, 2011.
121st Iowa Library Association Conference

Treasuring the Past, Transforming the Future

October 12, 2011 through October 14, 2011
Mid-America Center • Council Bluffs, IA 51501

All events take place in the Mid-America Center unless otherwise specified in the program.

“Supported by” indicates corporate monetary donations.

Program Subject to Change • CE Credit Approved for Concurrent Sessions

Pre-Conferences

10:00 a.m. - 2:00 p.m.

THE MANY FACES OF BULLYING: TRADITIONAL AND ONLINE – CAUSES, EFFECTS AND WHAT TO DO ABOUT IT
Corinne Gregory, SocialSmarts
Supported by Iowa Library Association Foundation Endowed Speakers Fund
Sponsored by Intellectual Freedom Committee

10:00 a.m. - 3:00 p.m.

PIECING TOGETHER THE PUZZLE: INCLUDING FEDERAL RECORDS IN GENEALOGICAL RESEARCH
Jessica Edgar, Archives Specialist, National Archives, Kansas City, MO
Sponsored by Local History and Genealogy and Government Documents Roundtable

LIBRARIES AT THE FRONT LINES OF WORKFORCE RECOVERY
Kendra Morgan, WebJunction
Sponsored by Public Library Forum and Public Relations Committee

USE YOUR WORDS: BREAKING UP WITH DEWEY
Bob Pasicznyuk, Director, Cedar Rapids Public Library, Cedar Rapids, IA
Melissa Rice, Head of Adult Services, Frankfort Public Library District, Frankfort, IL
Susan Varssak, Library Transitions Coordinator, Maricopa County Library District, AZ
Elaine Hayes, Adult Services Librarian, North Liberty Community Library, IA
Rachel Fewell, Collection Development Manager, Anythink Libraries, Adams County, CO
Sponsored by Iowa Small Library Association and Public Relations Committee

SUPPORTING AND ENGAGING THE TEENS IN YOUR LIBRARY: MEETING THE CHALLENGE
David Wilmes, Director of St. Paul Youth Services, Inc.
Karen Kolb Peterson, Youth Services Manager, St. Paul Public Library
Sponsored by Youth Services Subdivision

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.

GRAND OPENING OF EXHIBITS
CB Ambassadors, Mayor Thomas P. Hanafan, Council Bluffs
Dale Vande Haar, ILA President
Supported by Jones Library Sales, Inc. and OPN Architects, Inc.

6:30 p.m. – 8:30 p.m.

TREASURE TROVE - IOWA AUTHOR FAIR 2011
Supported by Iowa Library Association, Iowa Center for the Book and The Friends of the Council Bluffs Public Library
Location: Community Hall - Across the street from the Library

JUST BLUFFING: PUBLIC ART BUS TOUR
Leave from Mid-America Center at 6:30 p.m. and end at the Council Bluffs Public Library
Supported by Iowa West Foundation - Rich Sorich

7:00 p.m. – 9:30 p.m.

CONFERENCE RECEPTION
Supported by Leo A Daly, Friends of the Council Bluffs Public Library, and Council Bluffs Public Library Foundation.
Location: Council Bluffs Public Library

STORM CENTER VIEWING AND DISCUSSION
Michael May, Librarian, Carnegie-Stout Public Library, Dubuque
Sponsored by Video Roundtable and Intellectual Freedom Committee
Location: Council Bluffs Public Library, Meeting Room A/B

ILAF Silent Auction
Stop by to place your bid on auction items
Wednesday from 3:00 p.m. - 6:00 p.m. and Thursday from 8:30 a.m. - 6:50 p.m.
CONTINENTAL BREAKFAST
7:30 a.m. - 8:25 a.m.
Co-Supported by Wal-Mart, Council Bluffs and University of Iowa School of Library and Information Science

CONFERENCE ORIENTATION/NEW MEMBERS BREAKFAST
7:45 a.m. – 8:30 a.m.
Supported by George Lawson Consulting

GENERAL SESSION
8:30 a.m. – 10:00 a.m.

WELCOME by ILA President, Dale Vande Haar and Council Bluffs Mayor Thomas P. Hanafan

CANDIDATES FORUM
President-Elect Candidates

CREATIVITY IN THE WORKPLACE: USING THE GOOGLE MODEL
Chris Russell, Midwest Data Center Operations Manager, Google, Council Bluffs
Supported by Iowa Library Association

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

 Concurrent Sessions
11:05 a.m. – 11:55 a.m.

FROM CHAOS TO ENGAGING CONNECTIONS WITH CHALLENGING YOUTH
David Wilmes, Director, St. Paul Youth Services, Inc.
Karen Kolb Peterson, Youth Services Manager, St. Paul Public Library
Sponsored by Youth Services Subdivision

NAVIGATING THE NATIONAL ARCHIVES WEBSITE: EXPLORING INTERNET RESOURCES FOR GENEALOGY
Jessica Edgar, Archives Specialist, National Archives, Kansas City, MO
Sponsored by Government Documents Roundtable and Local History and Genealogy

L2L: LIBRARY TO LIBRARY COLLABORATIONS BETWEEN SCHOOL, PUBLIC, AND ACADEMIC LIBRARIES
Betsy Thompson, Director, Sioux City Public Library
Rebecca Funke, Director of Library Resources, Des Moines Area Community College
Dan Chibnall, User Services and Instruction Design Librarian, Grand View University, Des Moines
Sponsored by ILA/ACRL and Community College Libraries

ADULT HEALTH LITERACY: FOCUS ON SENIORS
Ruth Holst, Associate Director, Greater Midwest Region at National Network of Libraries of Medicine, Chicago, IL
Chris Childs, Education and Outreach Librarian, Hardin Library for the Health Sciences, University of Iowa
Sponsored by Iowa Health Sciences Library Association

ADULT PROGRAMMING IN LIBRARIES
Brett Lear, Director, Martin County Library System, Stuart, FL
Sponsored by Public Library Forum

ARE YOU TRUSTEE-WORTHY: ETHICS FOR LIBRARY TRUSTEES
Gina Millsap, Director, Topeka and Shawnee County Public Library, Topeka, KS
Sponsored by Iowa Library Trustee Association

PD IN YOUR PJ’S: 24/7 PROFESSIONAL DEVELOPMENT USING SOCIAL MEDIA TOOLS
Kathy Kaldenberg, Media Specialist, Solon Community School District
Sponsored by Iowa Association of School Librarians Subdivision

SEVEN STEPS TO ELIMINATE BULLYING: AN INSIDE-OUT APPROACH
Corinne Gregory, SocialSmarts, Bellevue, WA
Sponsored by Intellectual Freedom Committee and Public Relations Committee

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

 Concurrent Sessions
2:00 p.m. – 2:50 p.m.

PROGRAMMING FOR OLDER ADULTS
Brett Lear, Director, Martin County Library System, Stuart, FL
Lorraine Borowski, Director, Decorah Public Library, Decorah, IA
Sponsored by Iowa Small Library Association Subdivision and Public Library Forum

TWENTY-FIRST CENTURY LIBRARIAN
Gina Millsap, Director, Topeka and Shawnee County Public Library, Topeka, KS
Sponsored by Leadership Development Committee

INTELLECTUAL FREEDOM: THEIR RIGHT, OUR RESPONSIBILITY
Art Weeks, Director, Ames Public Library, Ames, IA
Dan Chibnall, User Services and Design Librarian, Grand View University, Des Moines, IA
Kelly Fischbach, Director, Carroll Public Library, Carroll, IA
Sponsored by Intellectual Freedom Committee
FIND THE MAGIC: BEST PICTURE BOOKS OF 2011!
Jerri Heid, Youth Services Specialist, Ames Public Library
Sponsored by Youth Services Subdivision

SMELL THE COFFEE AND HAVE A DONUT: HOW TO PLAN AND HAVE A SUCCESSFUL LEGISLATIVE COFFEE
Kelli O’Brien, Director of Public Policy, Council Bluffs Area Chamber of Commerce
Senator Michael E. Gronstal, Majority Leader, Iowa Senate
Representative Mark Brandenburg, District 100, Pottawattamie County
Representative Mary Ann Hanusa, District 99, Pottawattamie County
Sponsored by Governmental Affairs Committee

MOBILE GRAMMAR: WHAT’S ACCEPTABLE ON TWITTER, FACEBOOK, TEXTING, AND MORE?
Brittany Cottrill, Assistant Professor of English, Grand View University, Des Moines, IA
Sponsored by Editorial Committee

RESOURCE DESCRIPTION & ACCESS: WHAT DOES IT MEAN FOR LIBRARY CATALOGING?
Dreama Deskins, DKD Consulting, Ankeny, IA
Sponsored by Resource and Technical Services Forum

BEING ACTIVE IN ILA
Dale Vande Haar, President, Iowa Library Association
Sarah Willford, Director, Ankeny Public Library, Ankeny, IA
Lorraine Borowski, Director of Decorah Public Library
Andrea Heisterkamp, Diversified Management Services (DMS)
Sponsored by Iowa Library Association

BREAK IN THE EXHIBIT HALL
2:50 p.m. – 3:30 p.m.

Concurrent Sessions
3:30 p.m. – 4:20 p.m.

READING THE GARDEN: UNIQUE LIBRARY COLLECTIONS AT SEED SAVERS EXCHANGE
Bill Musser, Robert Becker Memorial Library Seed Saver Exchange, Decorah, IA
Sponsored by Iowa ACRL and Community College Librarians

USING ILS REPORTS FOR COLLECTION MANAGEMENT
Dreama Deskins, DKD Consulting, Ankeny, IA
Sponsored by Public Library Forum

HOW TO SHOW MOVIES IN LIBRARIES AND CLASSROOMS WITHOUT LANDING IN THE SLAMMER
Michael May, Librarian, Carnegie-Stout Public Library, Dubuque, IA
Sponsored by Video Roundtable

LOBBYING LOCALLY, ADVOCATING LOCALLY
Gina Millisp, Director, Topeka and Shawnee County Public Library, Topeka, KS
Sponsored by Library Leadership Management Association

COLLEGE AND CAREER READY: WHAT DOES THAT MEAN? WHAT CAN WE DO?
Dr. Jean Donham, Associate Professor, School Library Studies, University of Northern Iowa
Sponsored by Iowa Association of School Librarians

STRATEGIC PLANNING THROUGH COMMUNITY ENGAGEMENT
Gary Wasdin, Director, Omaha Public Library
Sponsored by Strategic Planning Committee

HELPING PATRONS SEARCH FOR BIRTH RELATIVES SEPARATED BY ADOPTION
Karen Alderson, Iowa Association of Private Investigators and Free-Lance Librarian, Cedar Rapids, IA
Sponsored by Local History and Genealogy

THE YIN AND YANG OF TEEN SERVICES
Anna Hartmann, Teen Services Librarian, Council Bluffs Public Library
Paul Christopherson, Youth Services Librarian, Omaha Public Library, Millard Branch
Sponsored by Youth Services Subdivision

VISIT THE EXHIBITS (Final Opportunity)
4:30 p.m. – 5:00 p.m.

SUBDIVISION BUSINESS MEETINGS
4:30 p.m. – 5:15 p.m.

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.

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

SOCIAL HOUR / FINAL ILAF AUCTION BIDDING
6:00 p.m. – 6:50 p.m.

BANQUET
7:00 p.m. – 9:00 p.m.

SAINTS, SOLDIERS, AND SPIES: WOMEN AND WAR
Pippa White, One’s Company, Lincoln, NE
Supported by Iowa Library Association Foundation Endowed Speakers' Fund and Storytellers Roundtable
BREAKFAST AND BUSINESS MEETINGS
7:30 a.m. – 8:25 a.m.
Government Documents Roundtable
Suzanne Araas Vesely, Chairperson
Public Library Forum
Mary Markwalter, Chairperson
Storytellers Roundtable
Kolleen Taylor-Berven, Chairperson

THE ACADEMIC LIBRARY’S PLACE IN THE INFORMATION ECONOMY
John Buschman, Associate University Librarian, Scholarly Research and Services, Georgetown University, Washington, DC
Sponsored by ILA/ACRL and Community College Libraries

INFORMATION FOR EVERYONE: FINDING WHAT YOU NEED ON IOWA STATE GOVERNMENT WEBSITES
Tom Keyser, Tom Keyser, State Documents Librarian, State Library of Iowa
Sponsored by ILA/GODORT

WEB 2.0 TOOLS AND STRATEGIES FOR ARCHIVES & SPECIAL COLLECTIONS
Lynne Thomas, Curator of Rare Books & Special Collections, University of Northern Illinois
Sponsored by Local History and Genealogy and Information Technology

GENERAL SESSION
8:30 a.m. – 10:00 a.m.
LEARNING, LIVING, AND LIBERTIES: WHY LIBRARIES ARE THE BEDROCK OF THE COMMUNITY
Dr. Dipesh Navsaria, MD, Faculty, University of Wisconsin School of Medicine & Public Health, Madison, WI
Supported by Iowa Library Association Foundation Endowed Speakers Fund

BEVERAGE BREAK
10:00 a.m. – 10:15 a.m.
Supported by Innovative Interfaces

BEVERAGE BREAK
10:00 a.m. – 10:15 a.m.
Supported by Innovative Interfaces

Concurrent Sessions
10:20 a.m. – 11:10 a.m.

COUNCIL BLUFFS – PROUD PAST...BRIGHT FUTURE: PRESERVING THE HISTORIC LEGACY OF YOUR COMMUNITY
Dianne Herzog, Youth Services Manager, Council Bluffs Public Library
Patricia LaBounty, Outreach Coordinator, Union Pacific Museum, General Dodge House and Trails West Museum, Council Bluffs
Sponsored by Iowa Small Library Association and Iowa Association of School Librarians

ACCOUNTABLE KIDS
Tracy Briseno, Teen and Youth Services Librarian, Ames Public Library
Sponsored by Youth Services Subdivision

RECLAIM YOUR HOLIDAYS: PROGRAM AND DISPLAY IDEAS FOR LIBRARIES
Susan Salterberg, University of Northern Iowa, Center for Energy & Environmental Education
Maev Clark, Information Services Coordinator, Iowa City Public Library, Iowa City, IA
Sponsored by Youth Services Subdivision

EBOOKS: NO SHELVING, NO LOSS
Kim Van Deest, Network Analyst and Information Literacy Coordinator, Waterloo Public Library, Waterloo, IA
Sponsored by Iowa Small Library Association

THE HOW WE SAY
Pippa White, One’s Company, Lincoln, NE
Sponsored by Storytellers Subdivision and Public Relations Committee

WELCOME TO YOUR LIBRARY VIDEO FOR ETHNIC GROUPS
Judy Anghelescu, Adult Collection Development Manager, Omaha Public Library
Sponsored by Video Roundtable

TOOTING YOUR LIBRARY’S HORN: HITTING THE RIGHT NOTES FOR WINNING AWARDS (AND GRANTS)
Carol Barta, Assistant Director/Consultant, North Central Kansas Library System, Manhattan, KS
Sponsored by Public Library Forum and Iowa Small Library Association

POINTER, SHOOT AND EDUCATE: USING QR CODES TO INFORM YOUR PATRONS
Louise Alcorn, Reference Technology Librarian, West Des Moines Public Library, West Des Moines, IA
Sponsored by Information Technology

STORYTELLING WITH THE HEALING CONNECTION
Tim Tingle, Author, Speaker, Storyteller, Canyon Lake, TX
Sponsored by Storytellers Roundtable
BOOKS BUILD BETTER BRAINS: LITERACY AND EARLY BRAIN DEVELOPMENT
Dr. Dipesh Navsaria, MD, Faculty, University of Wisconsin School of Medicine & Public Health, Madison, WI
Sponsored by Iowa Health Sciences Library Association and Youth Services Subdivision

LIBRARY WEBSITE REDESIGN: 20 DOs AND DON’Ts
Elaine Chen, Instructional Design Specialist and Evening Reference, Rod Library, University of Northern Iowa
Sponsored by Support Personnel

THINKING VISUAL: EXPLORING PUBLIC ART AT IOWA STATE UNIVERSITY THROUGH THE EYES OF GRANT WOOD AND CHRISTIAN PETERSEN
Lynette Pohlman, Director, University Museums, Iowa State University, Ames
Sponsored by Public Library Forum

LUNCH
12:15 p.m. – 1:45 p.m.

SING THEM HOME
Stephanie Kallos, Author, Seattle, Washington
Supported by The Friends of the Council Bluffs Public Library

RECONVENE ILA BUSINESS MEETING (if necessary)
1:45 p.m. - 3:00 p.m.

A Special Thank You
To Our Sponsors,
Exhibitors
and
Corporate Members

For a full listing of the organizations that contribute to the success of ILA’s Annual Conference please visit our website,
Supporting and Engaging the Teens in Your Library: Meeting the Challenge

Looking for practical solutions to behavioral issues among the teens who frequent your library? Seeking ways to welcome teens into your library community while also teaching them to become respectful life-long “citizens of the library”?

David Wilmes, Director of Saint Paul Youth Services, and Karen Kolb Peterson, Youth Services Manager, Saint Paul Public Library, will provide practical solutions and share their experience welcoming diverse populations of teens while preserving the behavioral norms of the library.

This training will
• outline the stages of youth development and how to establish positive behavior norms
• provide insight into bullying and the minimization of environmental factors
• explain common struggles for power and respect, especially with survival-based youth, including growth versus survival and teaching youth to use their personal power in a constructive way
• teach behavior management tools including understanding typical stages, turning problem behavior into educational opportunity for youth, and focusing on limits that instruct
• focus on planning, including an overview of social marketing concepts and building a plan for staff success.

Youth Services Subdivision sponsors this Wednesday pre-conference from 10:00 a.m. to 3:00 p.m. The fee is $30.00 for ILA members and $40.00 for non-ILA members.

The Many Faces of Bullying: Traditional and Online - Causes, Effects and What To Do About It

Cyberbullying is the hot topic these days. Everywhere we turn there’s another story in the media about this latest trend in electronic harassment. In this 3-hour session you’ll learn the definition of cyberbullying, how it is both similar and different to other forms of traditional bullying, what can and must be done to prevent it. Also covered are topics in current legislation and case examples.

Corinne Gregory of SocialSmarts, presenter for this pre-conference, speaks to groups of all types across the country and internationally sharing the importance of social skills. This pre-conference is sponsored by ILAF and the Intellectual Freedom Committee. It is held on Wednesday from 10:00 a.m. to 2:00 p.m. and the cost is $30.00 for ILA members and $40.00 for non-members.

Piecing Together the Puzzle: Including Federal Records in Genealogical Research

From politicians to movie stars to store clerks, everyone’s lives in some way intersect with the federal government. Whether they fill out the census forms or serve in the military, they contribute to the government’s treasure trove of documents that historians and genealogists wade through at the National Archives.

With over 4 billion paper documents, 5.5 million maps, charts, and architectural drawings, and nearly 35 million still pictures in the nationwide holdings of the National Archives, it is easy for researchers to become confused and overwhelmed with the size and breadth of information. Join Archives staff member, Jessica Edgar, as she explains how to chart a course through the National Archives website. Learn how to navigate and locate essential information and records in order to assist and answer historians’ and genealogists’ inquiries including:

• Military records, including pre and post WWI service files, and Civil War
• Census records with a mention of the 1940 census release
• Immigration records including naturalization, A-files, and passenger arrival lists
• Federal Penitentiary inmate records of inmates who spent time at Leavenworth Federal Penitentiary
• Court records
• Land records
• Two online search engines: Online Public Access and Access to Archival Database.

The National Archives at Kansas City is one of 13 facilities nationwide where the public has access to Federal archival records. It is home to more than 50,000 cubic feet of historical records dating from the 1820s to the 1990s created or received by nearly 100 Federal agencies. Serving the Central Plains Region, the archives holds records from the states of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota. For more information visit www.archives.gov/central-plains.

Jessica Edgar has been with the National Archives at Kansas City since 2007. As an archives specialist, her roles include: providing reference services to genealogists, historians, and scholars; physically controlling and managing the databases related to the region’s 50,000 cubic feet of records; creating and designing print and web-based marketing materials; and assisting with K-12 educational outreach. Sponsored by Local History and Genealogy and the Government Documents Roundtable, this pre-conference is Wednesday from 10:00 a.m. – 3:00 p.m. Cost for the pre-conference, which includes lunch, is $30.00 for ILA members and $40.00 for non-ILA members.
Libraries at the Front Lines of Workforce Recovery

Library staff are first-responders to current increases in the need for job-related assistance. Yet during these tough times, increased demands often outstrip our time to build resources and services. This IMLS-funded Project Compass session will provide participants with real-world success stories and a foundation of skills to take the guess-work out of building programs and services in response to patron workforce recovery needs in the 21st century. We will explore best practices for building programs and services for job seekers and local business development, building partnerships with your local workforce agency, and providing financial literacy and technology training.

Participants will learn from successful programs – what made them work and what challenges they faced. Kendra Morgan is a Program Manager at WebJunction with an interest in technology planning and management.

Sponsored by Public Library Forum and the Public Relations Committee, this pre-conference is Wednesday from 10:00 a.m. – 3:00 p.m. Thanks to WebJunction, there is no cost for this pre-conference or the lunch, which will be provided.

Use Your Words: Breaking Up With Dewey

Would you like to see the Dewey number 641.5 become COOKING on the spine label and signage? Numbers or words: which works best for your library? Come to this pre-conference to learn more about a different type of classification system.

Attendees will hear from librarians in Arizona, Colorado, Illinois and Iowa as they discuss their local experiences with bookstore/retail classification. In this unique preconference, presenters will be brought in remotely using technology to span the four states.

In the morning, panelists will talk about the decision to change to a new classification system, the process, patron reactions and more. The panel for the morning discussion includes Susan Varscsak, Library Transitions Coordinator, Maricopa County Library District, Maricopa County, AZ; Rachel Fewell, Collection Development Manager, Anythink Libraries, Adams County, CO; Melissa Rice, Head of Adult Services, Frankfort Public Library District, Frankfort, IL; and Elaine Hayes, Adult Services Librarian, North Liberty Community Liberty, North Liberty, IA. Bob Pasicznyuk, Director of the Cedar Rapids Public Library, will act as panel moderator and present the afternoon portion of the pre-conference where we’ll discuss how to apply a word-based classification system at the local level and whether or not it’s right for your library.

Sponsored by Iowa Small Library Association and Public Relations Committee, this pre-conference is Wednesday from 10:00 a.m. – 3:00 p.m. Cost for the pre-conference, which includes lunch, is $30.00 for ILA members and $40.00 for non-ILA members.

Just Bluffing: Public Art Bus Tour

Council Bluffs is home to an amazing public art collection. Whether you are a resident of Council Bluffs or a visitor, we invite you to explore our city as Iowa West Public Art expands its city-wide collection. Many of Council Bluffs’ historic figures and events are celebrated in the form of local monuments and artwork located throughout the community. Recently, Iowa West Foundation has added new pieces of modern public art in the community. With more than 50 sites designated for potential placement of public art, the collection will continue to grow over the years.

The Wednesday tour will leave the Mid-America Center at 6:30 p.m. and end at the Council Bluffs Public Library. This free tour is supported by the Iowa West Foundation - Rich Sorich. Be sure to sign up for the tour when you fill out your registration form.

Storm Center Viewing And Discussion

Video Roundtable and Intellectual Freedom Committee are proud to present the free movie Storm Center at 7:00 p.m. on Wednesday, October 12, 2011 at Council Bluffs Public Library in Meeting Rooms A/B.

Storm Center, a 1956 drama, features Bette Davis as a small town librarian who stands up to local pressure to remove a controversial book from the shelves. It is 86 minutes long and is in black and white. Friendly discussion will be encouraged after the show.

Admission is free, but seating is limited. Bus transportation will be available between the Mid-America Center and Council Bluffs Public Library.

“In all the years no picture has said this!”

BETTE DAVIS. STORM CENTER

“I have no intention of leaving. I’m going to stay here and I’m going to help rebuild this library. And if anybody ever again tries to remove a book from it, he’ll have to do it over my dead body!”

-- Bette Davis in Storm Center
Iowa Library Association Foundation Auction

Look what’s new at this year’s ILAF Silent Auction! A Gift Basket Challenge! Who will raise the highest bid? We hope that you or your organization will consider participating this year by contributing a gift basket, a piece of art or a craft for the ILAF Silent Auction. The silent action has raised more than $20,450 in the last three years to benefit Iowa libraries and librarians.

Purchase raffle tickets to win an iPad2 or an all-expenses paid trip to the ILA Conference in Dubuque in 2012. Join your fellow 2011 conference attendees and bid on the items at the auction, and buy a raffle ticket or two, ten or more.

ILAF provides scholarships for library education, helps fund national speakers for ILA conferences, and provides financial support for a variety of other initiatives to support ILA and the Iowa library community.

We look forward to seeing you at the conference in Council Bluffs!

To contribute on-line go to the ILA homepage at www.iowalibraryassociation.org and click on the ILA Foundation link.

For more information about contributing, please contact auction co-chairs, Marlys Lien at mlien@cbpl.lib.ia.us or 712-323-7553 EXT 118 or Linda Adams at fayettelib@iowatelecom.net or 563-425-3344.

Treasure Trove
Iowa Author Fair

You are cordially invited to the Treasure Trove - Iowa Author Fair, on Wednesday, October 12, 2011, from 6:30 p.m. to 8:30 p.m. at the Community Hall across the street from the Council Bluffs Public Library.

This is a unique opportunity for you to meet and to encourage our local Iowa/Nebraska authors. The authors will answer questions about their writing and sign their books, which will be available for purchase with the assistance of Barnes and Noble Booksellers and our Friends of the Council Bluffs Public Library.

Sponsors of this event are the Iowa Center for the Book, whose mission is to stimulate public interest in books, reading, literacy and libraries; the Iowa Library Association, whose members work for quality library services for all Iowans; and the Friends of the Council Bluffs Public Library.

From Chaos to Engaging Connections with Challenging Youth

Looking for practical solutions to behavioral issues among the teens who frequent your library? Seeking ways to welcome teens into your library community while also teaching them to become respectful life-long “citizens of the library”?

From Chaos to Engaging Connection with Challenging Youth will provide you some of those answers through David Wilmes, Director of Saint Paul Youth Services and Karen Kolb Peterson, Youth Services Manager, Saint Paul Public Library. They will provide practical solutions and share their experience welcoming diverse populations of teens while preserving the behavioral norms of the library.

Youth Services Subdivision sponsors this Thursday session at 11:05 a.m.
L2L: Library to Library
Collaborations Between School, Public, and Academic Libraries

OMG, L2L is so TTLY rad. Do you know that K12, public, and academic libraries can be BFAW? Come hear three librarians describe their experiences in creating collaborations with other types of libraries in their communities.

**Betsy Thompson**, Director, Sioux City Public Library, will talk about the Sioux City Library Cooperative, founded in 1986. She will share examples of projects that have built trust among libraries in the Sioux City area and will address the “why and how of cooperation”.

**Dan Chibnall**, User Services and Instruction Design Librarian, Grand View University, will describe his library’s program visiting local high school AP classes. Librarians present learning techniques, used in colleges, which involve real life activities and then require the students to think about complex ideas in a new light. They also touch on personal responsibility in college, the failures of Google and Wikipedia, and the use of on-campus resources.

**Rebecca Funke**, Director of Library Resources, Des Moines Area Community College, will speak about her library’s partnership with the Kirkendall Public Library in Ankeny for joint programming activities surrounding the One Book One College One Community project. She will also address collaborations with local high schools regarding information literacy—providing library instruction to dual credit students and sharing the need for and importance of good research skills in college. Discussions between K12 and higher education librarians from across the state, where potential partnerships and initiatives to better meet the needs of our high school students and information literacy as they transition to college, will be investigated.

The audience should come prepared to participate by sharing examples of collaboration and cooperation among their local libraries whether in the same town, county, or region and to inspire colleagues by sharing “aha” insights—something they want to go back and do that was triggered by this program. ILA/ACRL and Community College Libraries sponsor this 11:05 a.m. Thursday session.

Are You Trustee-Worthy: Ethics for Library Trustees

The duties of public library trustees are clearly delineated by law and policy, but what defines how those responsibilities are performed? How should a board of trustees hold itself and its members accountable for their actions and decisions? Why should someone serve on a library board? Why should someone not be appointed, decline to serve or choose to resign? Trustees must exercise their authority with care, place the library’s interests before their own personal and professional interests, and uphold the library’s policies while advancing its mission.

Learn how you and your board can make sure you’re trustee-worthy with **Gina Millsap**, Director, Topeka and Shawnee County Public Library in Topeka, KS.

This Thursday morning session begins at 11:05 a.m. and is sponsored by Iowa Library Trustee Association.

Adult Health Literacy: Focus on Seniors

Have you heard of the term health literacy, but don’t really know what it means? Are you aware of the impact that health literacy can have on the quality of healthcare that is provided to your library’s patrons? Would you like some suggestions about educating your patrons on how to improve their quality of communication with their healthcare providers? Need to find free resources for seniors that contain high quality consumer health/prescription medication information? Then look no further!

Learn about health literacy, related issues and principles and how they affect your library’s patrons, with **Ruth Holst**, Associate Director of the National Network of Libraries of Medicine, Greater Midwest Region. In addition, **Chris Childs**, an Education and Outreach Librarian from the UI’s Hardin Library for the Health Sciences, will demonstrate some of his favorite resources for finding consumer health information for seniors.

This session, sponsored by the Iowa Health Sciences Library Association, will be held Thursday at 11:05 a.m.

PD in Your PJs:
24/7 Professional Development Using Social Media Tools

Find out how to combine a variety of free tools to create powerful, individualized learning opportunities. **Kathy Kaldenberg**, District Librarian, Solon Community School District, will discuss 24/7 professional development using social media tools like RSS, Twitter, Nings, Elluminate, wikis and Skype.

Sponsored by Iowa Association of School Librarians, this Thursday session is at 11:05 a.m.
Adult Programming In Libraries

*What Have You Done for Me Lately*, the title of a panel discussion that **Brett Lear**, Director of the Florida Martin County Library System, participated in at a previous Public Library Association conference, may ring a bell with anyone planning programs for adults. His professional experience includes adult programming for libraries and workshop presentations for more than 15 years, including during his first professional position at the New York Public Library.

Topics covered in this presentation will include: tying programming to your library mission; selecting a dynamite topic; developing guidelines and procedures for your programs; and identifying administrative necessities. Adult programming can be successful for any library and this session will offer tools for a positive outcome. This 11:05 a.m. Thursday session is sponsored by the Public Library Forum.

Seven Steps to Eliminate Bullying: An Inside-Out Approach

Did you know that every year, billions of dollars are spent on anti-bullying programs and initiatives? Find out why traditional approaches aren’t working and how you can have a school culture built on respect, compassion, and consideration.

**Corinne Gregory** of SocialSmarts, presenter for this session, speaks to groups of all types across the country and internationally sharing the importance of social skills. This Thursday 11:05 a.m. session is sponsored by Intellectual Freedom Committee and Public Relations Committee.

Navigating the National Archives Website: Exploring Internet Resources for Genealogy

Local History and Genealogy and the Government Documents Roundtable invite you to attend their jointly-sponsored session Thursday at 11:05 a.m. Presenter, **Jessica Edgar**, from the National Archives in Kansas City, will address where and how to find genealogical materials on the National Archives Website, including materials sometimes tucked away in unexpected places.

The Website [www.archives.gov](http://www.archives.gov) features five major sections: research our records, veterans’ service records, teachers’ resources, our locations, and shop online. Each of these categories contains unique links and databases that provide valuable information, tools, and resources. As a part of this discussion, Edgar will demonstrate the new centralized, streamlined search engine, Online Public Access (OPA), and how to order records and microfilm online. Explore OPA before the presentation by visiting [www.archives.gov/research/search/](http://www.archives.gov/research/search/).

**Intellectual Freedom: Their Right, Our Responsibility**

What’s the toughest part of any library director’s job? Or maybe the question is, what’s the most frustrating or personally challenging aspect of library work? At or near the top of every librarian’s list is the responsibility of defending intellectual freedom. Whether it is a book, a piece of art, or Internet access, every librarian will eventually be faced with an issue. Many times these issues end up on the front page of the local newspaper!

So how can you prepare for the irate patron, grumpy parent or uninformed administrator? This session will give you ideas on how to respond, how to train staff and board members, what policies to have in place and various laws applying to Intellectual Freedom. **Art Weeks**, Ames Public Library Director; **Dan Chibnall**, Grand View University librarian; and **Kelly Fischbach**, former high school librarian and current Carroll Public Library Director will present ideas for all types of libraries and share their personal experiences.

Just to get you thinking before the session, check out a copy of *It’s a Book*, [http://www.lanesmithbooks.com/LaneSmithBooks/Lane_Smith_Books.html](http://www.lanesmithbooks.com/LaneSmithBooks/Lane_Smith_Books.html), by Lane Smith. Will you defend it???

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

Twenty-First Century Librarian

What does the future hold for libraries and what should we do right now to ensure a successful future? It may sound simple, but for libraries to be relevant going forward in the 21st century, our profession must develop and implement knowledge, skills and practices to become 21st century librarians.

**Gina Milsap**, Director at the Topeka and Shawnee County Public Library in Kansas, is the presenter for this session being held on Thursday at 2:00 p.m. Sponsored by the Leadership Development Committee.
Smell the Coffee and Have a Donut: How to Plan and Have a Successful Legislative Coffee

This session will provide you with general guidelines to structure a successful state legislative coffee that is informative, respectful of all viewpoints and efficient in the use of time for the legislators and the constituents of the community. Kelli O’Brien, Director of Public Policy, Council Bluffs Area Chamber of Commerce, has experience and insights in setting up these events. She works with the Council Bluffs Public Library to sponsor legislative coffees, and they have had overflow crowds and lots of participation and positive feedback from area legislators.

Join Ms. O’Brien and several legislatures, including Majority Leader of the Iowa Senate, Mike Gronstal, on Thursday at 2:00 p.m. for this informative session, sponsored by Governmental Affairs Committee.

Resource Description & Access: What Does it Mean for Library Cataloging?

RDA has been designed to provide description and access for digital and analog resources in a digital environment. In order to implement RDA, some changes will be required to Integrated Library Systems (ILS), including:

- Defining a field to identify a work vs. an expression
- Establishing new content designations for Carrier type and Media type
- Defining subfields in the Dissertation note for the academic degree, the granting institution, the year, and the dissertation number
- Adding relator terms that specify the relationship between names and resources

In addition, RDA offers the promise of freeing the cataloging record from the MARC format so that the catalog can take advantage of the Functional Requirements for Bibliographic Records (FRBR) structure (i.e., work, expression, manifestation, and item). How will our library catalogs look as ILS vendors begin to deliver on that promise?

Dreama K. Deskins, Library Consultant, will discuss current developments in RDA and provide information about forthcoming enhancements to library catalogs. Resource and Technical Services Forum sponsors this 2:00 p.m. Thursday session.

Programming for Older Adults

Library usage spans all generations. Since life time expectancies are extending life long learning, how does a director plan for programming for older adults? Brett Lear, Director, Martin County Library System, will offer ideas for getting to know your audience, choosing the best formats, identifying the right performer and the future of adult programming. Lorraine Borowski, Director of the Decorah Public Library, will assist Mr. Lear in sharing tips on developing programs that go “outside the box” for older adults.

This session will be held Thursday at 2:00 p.m. and is sponsored by Iowa Small Library Association Subdivision and Public Library Forum.

Looking for fun things to do in Council Bluffs?

Check out the ILA Conference web page for links to great places to visit while you’re in the area.

www.iowalibraryassociation.org
Using ILS Reports for Collection Management

Dreama K. Deskins, Library Consultant, will describe how reports from your integrated library system (ILS) can be used to support collection development and management. Your library system can help you discover the areas of your collection with higher and lower circulation. You can use this information to determine:

- when to buy multiple copies
- how to allocate your collection dollars
- what titles to weed
- similar titles or subjects to purchase

Dreama will provide examples of reports she’s developed from a variety of automated systems, including Budget by Collection Size and Circulation, Holds Purchase Alert, Titles That Haven’t Circulated in the Past Year, and Top Circulating Titles by Collection.

This Thursday session begins at 3:30 p.m. and is sponsored by Public Library Forum.

Reading the Garden: Unique Library Collections at Seed Savers Exchange

Cicero once wrote to his friend Varro: “If you have a garden and a library, you need nothing more.” At the intersection of reading and gardening, a horticultural library collection can fuel perennial passion, inspire fruitful vision, and share down-to-earth wisdom in wonderful ways. Add to the Venn diagram a circle for the rich human stories behind heirloom seeds, and the result is a unique library and archive among the gardens of Seed Savers Exchange (SSE), located at Heritage Farm on 890 acres of woods, hills, and streams near Decorah, IA.

SSE began in 1975 as a simple exchange of heirloom seeds among passionate gardeners and amateurs who sought to preserve the rich gardening heritage of their ancestors. The organization’s library was initially the personal collection of SSE founders Diane Ott Whealy and Kent Whealy. That library collection grew organically as volumes were donated by members, offered as review copies, or purchased as needed.

Now numbering about 4,500 volumes, including nearly 1,500 rare and special collection items, the Robert Becker Memorial Library at Seed Savers Exchange is managed by full time professional librarian, Bill Musser, who serves the research needs of the organization and the visiting public. Bill will share some of Seed Savers’ rare books, seed saver stories, and special collections with the participants in this session. Musser says, “If you think Jethro Tull was just a British band from the 70s, or that the phrase ‘eat dirt’ is just a nasty expression, your attendance at this session is required.”

Seed your mind and see what grows in your future. Sponsored by ILA/ACRL and Community College Librarians, this Thursday session begins at 3:30 p.m.

The Yin and Yang of Teen Services

Anna Hartmann, Teen Services Librarian, Council Bluffs Public Library, and Paul Christopherson, Youth Services Librarian, Omaha Public Library, will discuss their varying approaches to teen programming based on the differences in their patron populations and library spaces. The session will provide an overview of running a regular programming calendar for teens with constant consideration of your surroundings and the teens you serve.

The presenters will address school and community partnerships; author visits and other special events; structured, drop-in and passive programming ideas; school visits; and teen volunteers. The Youth Services Subdivision sponsors this session, held Thursday at 3:30 p.m.

How to Show Movies in Libraries and Classrooms Without Landing in the Slammer

Please join Michael May, Adult Services Librarian, Carnegie-Stout Public Library, Dubuque, as he shares tips and tricks for hosting successful movie screenings, from how to select titles and acquire public performance licenses, to publicizing events, setting up equipment, and leading movie discussions. Mike has shown 75 movies to 2,650 attendees during his last six years at the Carnegie-Stout Library and he hasn’t been arrested yet!

This Thursday session begins at 3:30 p.m. and is sponsored by the Video Roundtable.

Being Active in ILA

Join Dale Vande Haar, President of Iowa Library Association; Sarah Willeford, Director of Ankeny Public Library; Lorraine Borowski, Director of Decorah Public Library (Friday session only); and, Andrea Heisterkamp, Diversified Management Services, for this interactive discussion about opportunities for involvement in Iowa Library Association including descriptions of committees, subcommittees and roundtables. This will also be your opportunity to meet Denise Ballesteros, Interim Office Manager for ILA.

This session will be held on Thursday at 2:00 p.m. and Friday at 10:20 a.m. and is sponsored by Iowa Library Association.

Using ILS Reports for Collection Management

Dreama K. Deskins, Library Consultant, will describe how reports from your integrated library system (ILS) can be used to support collection development and management. Your library system can help you discover the areas of your collection with higher and lower circulation. You can use this information to determine:

- when to buy multiple copies
- how to allocate your collection dollars
- what titles to weed
- similar titles or subjects to purchase

Dreama will provide examples of reports she’s developed from a variety of automated systems, including Budget by Collection Size and Circulation, Holds Purchase Alert, Titles That Haven’t Circulated in the Past Year, and Top Circulating Titles by Collection.

This 3:30 p.m. Thursday session is sponsored by Public Library Forum.
**Strategic Planning Through Community Engagement**

Omaha Public Library recently completed a long-range Strategic Planning and Visioning project, which included an in-depth Market Segmentation analysis. Market Segmentation is a concept used by most business and retail entities to better analyze and understand the communities they serve. Using a combination of GIS mapping, census demographics, and consumer profiles, this project provides a detailed map of the service area and provides in-depth profiles of the behaviors, interests, and patterns of each block group. This information can be used to identify underserved communities, and can assist with developing more targeted outreach, collections and services that best match each neighborhood.

During this presentation, OPL Library Director, Gary Wasdin, will present an overview of the project, and discuss the ways in which the information will be used to shape the future of library service in Omaha.

Sponsored by the Strategic Planning Committee, this Thursday session begins at 3:30 p.m.

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**Helping Patrons Search for Birth Relatives Separated by Adoption**

This session will present the basics someone must know to start and continue a search for birth relatives separated by adoption. Topics covered include: deciding to search; cautions; background on Iowa adoption procedures and laws, including sealed records; reunion registries; gathering family-known information; getting information from lawyers, adoption agencies, and state agencies; searching library resources, including historical and genealogical sources and the Internet; using intermediaries and private investigators; and, when all else fails. Some of the methods are also applicable when searching for other “missing persons” - friends, relatives, lost loves, classmates, military buddies, etc.

Karen Alderson is an experienced licensed private investigator with an MLS and over 28 years of library employment. She has conducted training sessions for the Iowa private investigators at their annual Iowa Association of Private Investigators Conferences. She specializes in “missing persons” research (adoptees, birth families, lost loves, military friends, etc.) as well as genealogical and historical research. Local History and Genealogy sponsors this 3:30 p.m. Thursday session.

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**College and Career Ready: What Does That Mean? What Can We Do?**

Media reports and politicians daily refer to the importance of schools educating students for “college and career readiness.” The new Literacy Curriculum in the Iowa Core places substantial emphasis on complex text, informational reading, and expository writing, as well as researching to construct knowledge. These strands respond to the call for greater rigor to prepare students better for college and afford opportunities for teacher librarians to step up and participate in preparing students.

In this session, participants will examine selections for the Literacy Core Curriculum to discuss how the library program contributes to implementation. First year college assignments will also be reviewed to assess what skills and dispositions are necessary for success. Discussion will conclude with focus on these questions: Does the Iowa Core Literacy Curriculum address the necessary skills? Where does the school library program fit into the efforts to progress toward deeper learning?

Dr. Jean Donham is Associate Professor, School Library Studies, at the University of Northern Iowa. This 3:30 p.m. Thursday session is sponsored by Iowa Association of School Librarians.

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**Tooting Your Library’s Horn: Hitting The Right Notes For Winning Awards (and Grants)!**

Does your library give extraordinary service? Are you the “best little library” in Iowa? How do you tell people about the good things going on at your library in order to win awards or to get grants? Want some hints on how to be successful in obtaining money for your library? Then join Carol Barta, North Central Kansas Library System, Friday at 10:20 a.m., for this session devoted to “Tooting Your Own Horn: Hitting the Right Notes for Winning Awards (and Grants).”

Budget crunches are nothing new to librarians. We are constantly seeking funding for projects and collection development, but grant writing can be a challenge to even the most seasoned seeker of funds. Carol has written a number of grants, as well as being a grant reader. She will share tips, ideas and tricks of writing successful applications. How to find grants, finding time to write, writing to please the grant reader and following through to completion will be discussed. This session will discuss creating a portfolio of useful information and telling your story in a way that gets attention. You will have an opportunity to see, evaluate grants and learn what improvements would make them fundable.

This session is jointly sponsored by ILA’s Public Library Forum and the Iowa Small Library Association.
The Academic Library’s Place in the Information Economy

Think you know what the academic library’s place is in the information economy? If so, then you may want to think again. John Buschman, Associate University Librarian for Scholarly Resources and Services at Georgetown University’s Lauinger Library, has written extensively on the changing and threatened role of libraries and of librarians. In numerous articles and books, both authored and edited, Buschman ponders the peril to our profession when we turn patrons into customers, purchase newer and higher speed hardware at the expense of building strong collections, and seek to compete with cappuccino-serving, mall-based bookstores. In his view, our proper role is nothing short of preserving the vital public space where people may learn from diverse writers and engage in the messy work called democracy.

But this public space is comprised of both democratic and economic parts, and the economic portion is ascendant, squeezing and challenging the democratic share. In response to the new economy where so much of our public debate centers on costs, budgets, and the bottom line, Buschman quotes American library historian Wayne Weigand, “…capitalism may not appreciate what it is we do, but democracy does.” Some institutions are too important to be left to market forces.

John Buschman has won numerous awards, including ALA’s Elizabeth Futas Catalyst for Change Award (2004). This award honors a librarian who, according to ALA, “…invests time and talent to make positive changes in the profession of librarianship.” He is also the recipient of the research award from the New Jersey Library Association, College & University Section. With an academic background in history, sociology, American studies, library science, and doctoral work in liberal studies, he has a unique perspective in which to interpret social trends over the last thirty years.

Come ready to be challenged, engaged, and maybe reconnected to the role, purpose, and promise of libraries and of librarians. ILA/ACRL and Community College Libraries sponsor this 10:20 a.m. session on Friday.

The How We Say

How we tell our story, whether a story to children, a story in conversation or the Library story for the legislators, is as important as the story we tell. Find out, in this short 50 minutes, the best ways to create success in telling our Library story.

Keynote speaker Pippa White, One’s Company, Lincoln, NE, will present this 10:20 a.m. Friday session which is sponsored by Storytellers Subdivision and Public Relations Committee.

Reclaim Your Holidays: Program and Display Ideas for Libraries

Participants will explore holiday gift-giving and traditions, learn facts about happiness and consumption, review website tools and learn how to help their audiences live with intention and meaning during the holidays. Participants will learn how to save energy, use local food, and place the holiday focus on relationships rather than materialism. Take-homes include website links to sample presentation agendas that you can use with existing programming or to help you create new offerings for youth and adults. In addition you’ll receive posters and ideas for books and support materials to help you create a Reclaim Your Holidays display. You will also garner permission to reprint articles and handouts for free from the reclaimyourholidays.org website, and learn how to host a Green Holiday party.

Susan Salterberg, University of Northern Iowa, Center for Energy & Environmental Education, and Maeve Clark, Information Services Coordinator, Iowa City Public Library, are the presenters for this 10:20 a.m. Friday session sponsored by Youth Services Subdivision.

Point, Shoot and Educate: Using QR Codes to Inform Your Patrons

In addition to having Facebook, Twitter, and Flickr accounts, libraries are using QR (Quick Response) codes to provide additional information about displays, services, and library procedures to a variety of patrons. These small, easy-to-create and use codes can be quick-scanned by simple, free smartphone apps and “push” library patrons to a wealth of information – all designed by you in a flash!

As library users become more technologically savvy and ‘plugged-in,’ and as smartphones become ubiquitous, librarians in all types of libraries can meet users’ needs 24/7 with a free and easy-to-configure online presence. QR codes have a place in all aspects of library service. They enable patrons to find substantive information in a hurry, saving it to their phones or accessing it immediately as needed.

Louise Alcorn, Reference Technology Librarian, West Des Moines Public Library and Malavika Shrikhande, Cataloging Assistant at St. Ambrose University Library, Davenport will discuss how this smartphone app can enhance patrons’ experience with your collections. Information Technology sponsors this 11:20 a.m. Friday session.
Has Your School Library been Impacted by a Natural Disaster?

APPLY TODAY

Has your school library incurred substantial damage or hardship due to a natural disaster such as a tornado, earthquake, hurricane, flood, avalanche, mudslide or fire?

We can help you. Apply today.

For more information, please visit
www.ala.org/aasl/disasterrelief
Web 2.0 Tools and Strategies for Archives and Special Collections

The book has been repeatedly declared dead for years. Personal computing has been ubiquitous since the 1980s, and electronic communication has become a primary method of doing business. Often, the electronic file is the original artifact. When we collect contemporary materials for posterity, we need to assume that at least a portion of them will be digital—and the proportion of digital to paper keeps growing. Do we know how to care for them? Do we know how to use interactive tools to share our work with our patrons? Cultural heritage workers (librarians, archivists, museum professionals) have long been trained to focus on the longevity of physical artifacts. How do we remain relevant and useful in a world driven by ephemeral electronic communication? How do we document our age, when the documents we now should be routinely collecting are so fleeting?

This session will focus on leveraging the combination of our cultural heritage expertise and Web 2.0 tools to promote and extend our cultural heritage work to the public at large, our donors, and our patrons. Methods for adjusting our practices to incorporate the interactive electronic age and its documentation into our professional lives will also be featured, including using social media for donor relations and fundraising, and the importance of participating in digital preservation planning and execution.

Presenter Lynne Thomas is Curator of Rare Books & Special Collections at the University of Northern Illinois and is an author and editor of a number of publications dealing with special collections. This session is sponsored by Local History and Genealogy and Information Technology and is at 10:20 a.m. on Friday.

Council Bluffs - Proud Past...Bright Future: Preserving the Historic Legacy of Your Community

Council Bluffs - Proud Past...Bright Future is a local, collaborative history project. This unique local history initiative seeks to preserve the history of Council Bluffs by providing a venue for the community to showcase their historical resources through the creation and maintenance of a virtual history website.

Join Dianne Herzog, Youth Services Manager, Council Bluffs Public Library and Patricia LaBounty, Outreach Coordinator, Union Pacific Museum, General Dodge House and Trails West Museum, Council Bluffs to explore how this easily duplicated model of community cooperation can ensure your community’s history, legacy and identity do not disappear.

This session will begin at 10:20 a.m. on Friday and is sponsored by the Iowa Small Library Association and Iowa Association of School Librarians.

Information For Everyone: Finding What You Need on Iowa State Government Websites

The State of Iowa places thousands of reports, brochures, databases, forms, newsletters, instructions and other publications online. Learn how www.iowa.gov and related web pages organize the information to make it easier to find using index pages, directories and navigation menus. We will take a look at the major similarities and differences used by the state agencies in presenting all of this information online. This presentation will help you find what you need more quickly and easily than trudging through millions of Google results. Don’t let the information you and your patrons need hide from you anymore.

Tom Keyser, State Documents Librarian, State Library of Iowa will present this 10:20 a.m. Friday session which is sponsored by GODORT.

Thinking Visual: Exploring Public Art at Iowa State University Through the Eyes of Grant Wood and Christian Petersen

Beginning with Grant Wood and Christian Petersen in the 1930’s, Iowa State began commissioning public art as an educational resource, and today Iowa State has the nation’s largest campus public art collection. Using the Art on Campus Collection, this session will explore public art images depicted in Grant Wood's largest painting, When Tillage Begins, Other Arts Follow, and Christian Petersen’s Fountain of the Four Seasons, as well as other historic and contemporary artists’ works.

The session will also teach basic visual literacy and learning skills, and will assist attendees in ‘reading’ a work of art, similar to how an individual reads a book. Visual literacy and learning build communication and critical thinking skills, as well as develop aesthetic appreciation.

Lynette Pohlman, Director, University Museums, Iowa State University, is an authority in the areas of public art, 20th century sculpture, museum management, the decorative arts, and 19th century architecture. This 11:20 a.m. Friday session is sponsored by Public Library Forum.
Welcome to Your Library Video for Ethnic Groups

Just what goes into the production of a “welcome to your library video”, tailored to the newly arrived immigrants/refugees in your community? Learn how to develop and implement a multi-lingual DVD that shows visual representations of the borrowing concept (for pre-literate viewers), introduces common library words, and explains library cards and services in simple terms. Discover how Omaha Public Library staff collaborated with local agencies and refugees to produce this video for underserved populations.

Judy Anghelescu, Adult Collection Development Manager, Omaha Public Library will present this session, sponsored by Video Roundtable, on Friday at 11:20 a.m.

Books Build Better Brains: Literacy and Early Brain Development

Would you like to know how your library can play a meaningful role in helping children build better brains? Did you know that neuroscience has given us more and more insight into the workings of the human brain? Join Dr. Dipesh Navsaria, founder and director of the Pediatric Early Literacy Projects at the University of Wisconsin, and most recently the founding medical director of Reach Out and Read Wisconsin, to learn the connection between these discoveries and how we approach childhood literacy. He’ll explain how we are only just beginning to understand how to translate this into workable interventions which will fit into the busy routines of the daily lives of children, particularly those in underserved communities. Learn about broad principles of brain development, the implications for policy, and how these ideas are applied through the renowned Reach Out and Read program.

This session, sponsored by the Iowa Health Sciences Library Association, is on Friday at 11:20 a.m.

EBooks: No Shelving, No Loss

This session will discuss the pros and cons of offering eBooks to your patrons. Underlying issues such as digital rights management, content portability and publishers’ point of views will also be touched upon.

Please join Kim Van Deest, Network Analyst and Information Literacy Coordinator, Waterloo Public Library, as this is bound to be a lively discussion! Held at 11:20 a.m. on Friday, this session is sponsored by Iowa Small Library Association.

Library Website Redesign: 20 Dos and Don’ts

How satisfied or dissatisfied are you with your library website? What do your patrons think about your library website—the look, the feel, and the ease of use in finding/accessing information? It would be great if we could outsource our site to a professional design firm; however, this may not be an option under restricted budgets.

Luckily, studies about trends in Web design are available for us to apply; trends that include design, navigation, and technology aspects that help users reduce the cognitive load and establish an optimal user experience. How do you take advantage of these trends? This session will present you with a review of the top trends in website redesign, and practical dos and don’ts. Personal experiences of redesigning library websites will be shared.

Elaine Chen, Instructional Design Specialist at the University of Northern Iowa Library, has taught Web design for UNI’s School of Library Science. She will share current trends and provide the steps you need to redesign your library website. This session, Friday at 11:20 a.m., is sponsored by Support Personnel.

Don’t forget to book your hotel early!
All the information you need can be found on the ILA website.
www.iowalibraryassociation.org

Accountable Kids: Building Relationships and Responsibility

Children and teens are especially vulnerable to accumulating fines without the means to repay them. Explore this innovative fine reduction program which pairs volunteering with library skill building to develop responsible life-long library users.

Join Tracy Briseno, Teen and Youth Services Librarian, Ames Public Library, for this 11:20 a.m. Friday session, sponsored by Youth Services Subdivision.
Conference Menu

Wednesday Pre-Conference Lunch

Boxed Lunch:
Assorted Deli Sandwiches on a fresh Kaiser Roll
*Honey-smoked Ham, Turkey Club, Roast Beef and Cheese, Honey-smoked Turkey and Cheese*
Homemade Potato Chips
Chocolate Chip Cookie
Assorted Soda

**Veg option:** Vegetarian Wraps

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Thursday Continental Breakfast in Exhibit Hall

Assorted Fruit Juices
*Apple, Orange, Grapefruit, Tomato, Cranberry*
Whole Fruit
Assorted Pastries Platter
Coffee, Hot Tea, Water

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Thursday New Members Breakfast

Assorted fruit juices
*Apple, Orange, Grapefruit, Tomato, Cranberry*
Whole Fruit
Assorted pastries platter
Coffee, Hot Tea, Water

---

Thursday Lunch

House Salad
Ranch and French Dressings
Linguine Pasta
Mediterranean Chicken
*Mediterranean chicken topped with a blend of Olives, onions, peppers, mushrooms, and red wine Marinara sauce*
Garlic Breadsticks
Carrot Cake and German Chocolate Cake
Coffee, Ice Tea, Milk, Water

**Veg Option:** Sicilian Style Linguine
*Linguine pasta tossed with a trio of fresh Italian olives, teardrop tomatoes and garlic infused olive oil, topped with Parmesan cheese.*

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Thursday Banquet

Julienne Vegetable Salad
*Fresh iceberg lettuce tossed with spring mix topped with julienne vegetables, mandarin oranges, candied walnuts, and tomato wedges*
Red Wine Vinaigrette and Ranch Dressings

**Choice of Entree:**
Grilled Petite Filet w/Garlic Mashed Potatoes
Parmesan and Herb Encrusted Salmon w/Garden Blend Wild Rice
Pork Loin with Peppercorn Sauce w/ Garlic Mashed Potatoes
Stuffed Chicken Breast w/Garden Blend Wild Rice
Broccoli and Carrots
Double Fudge Chocolate Cake or NY Style Cheesecake w/Strawberry topping
Water, Coffee, Ice Tea, Milk

**Veg Option:** Stuffed Portabella Mushrooms
*A Jumbo Portabella Mushroom cap grilled and stuffed with grilled vegetables topped with Mozzarella cheese and served over Penne pasta.*

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Friday Business Meeting Breakfast

Midwestern Scrambled Eggs
*Meatless Scrambled Eggs served with smoked bacon, sausage links, golden hash brown potatoes, and home-style biscuits with fruit preserves*
Whole fruit
Juice, Coffee, Milk

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Friday Lunch

Grilled Chicken Caesar Salad
*Fresh chopped romaine lettuce topped with grilled and cooled chicken breast strips, roasted bell peppers, black olives, artichoke quarters, shaved parmesan cheese and garlic croutons*
Caesar Dressing
Garlic Breadsticks
German Chocolate Cake or Boston Cream Pie
Coffee, Ice Tea, Milk

**Veg option:** Caesar Salad without Chicken
**ILA CONFERENCE REGISTRATION**
**OCTOBER 12-14, 2011 • Mid-America Center, Council Bluffs**

Conference registration and request for meals must be received with payment by October 3. Payment is by check or credit card. Online registration and payment are available at: [http://www.iowalibraryassociation.org/](http://www.iowalibraryassociation.org/)

### INFORMATION

Name________________________________________________  
(Use one form per person – please print as you wish your name to appear on badge)

Library or Institution ___________________________________  
Academic☐ Public☐ School☐ Special☐ Other☐

Street Address_________________________________________  
City/State/Zip _________________________________________

Email address _________________________________________

- Prepaid tickets, badges, and conference packets may be picked up at the registration desk.
- No refunds will be made until after the Conference, and only then if you notify us by noon October 3.
- Membership forms will be available at the registration desk.

### MEALS

**May not be ordered after October 3**

<table>
<thead>
<tr>
<th>Description</th>
<th>Member Rate</th>
<th>Nonmember Rate</th>
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<tbody>
<tr>
<td>Two Day Meal Package*</td>
<td>$76.00 ☐</td>
<td>$120.00 ☐</td>
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<tr>
<td>Thursday Lunch</td>
<td>$23.00 ☐</td>
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<tr>
<td>Storytellers’ RT Breakfast</td>
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*Two day meal package includes Thursday lunch and banquet and Friday lunch.*

### PLEASE NOTE:
- 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.
- Guests of registered conference attendees may attend only the meal functions without paying registration fees. Please use a separate form to order their meals. All others must register for the conference to purchase meals.

### REGISTRATION

**After Oct 1**

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<tr>
<th>Description</th>
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<tr>
<td>Member Full Conference</td>
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<td>Member Thursday Only</td>
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<td>$140.00 ☐</td>
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<tr>
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<td>$80.00 ☐</td>
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<td>Full Time Student</td>
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<td>Exhibits Only</td>
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**On-site registration: add $20 to after Oct 1 registration fee**

### WEDNESDAY PRE-CONFERENCE REGISTRATION

Includes Lunch. You must register by October 1.

Vegetarian Wednesday Lunch ☐

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<tr>
<td>Piecing Together the Puzzle: Including Federal Records in Genealogical Research</td>
<td>$30.00 ☐</td>
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<td>Libraries at the Front Lines of Workforce Recovery</td>
<td>No Charge ☐</td>
<td>Nonmember No Charge ☐</td>
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<tr>
<td>The Many Faces of Bullying: Traditional and Online</td>
<td>$30.00 ☐</td>
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<td>Use Your Words: Breaking Up With Dewey</td>
<td>$30.00 ☐</td>
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<tr>
<td>Supporting &amp; Engaging the Teens in Your Library</td>
<td>$30.00 ☐</td>
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**Do you plan to attend these free Wednesday events?**

- Conference Opening Reception, Council Bluffs Public Library ☐
- Just Bluffing: Public Art Bus Tour ☐

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**Mail form and payment to:**

Iowa Library Association  
525 SW 5th Street, Suite A  
Des Moines, IA 50309-4501

<table>
<thead>
<tr>
<th>Check #</th>
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Print Cardholder Name ______________________  
Card No. ______________________  
Expiration Date ______________________  
Signature ______________________

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**Please retain a copy of this form for your records.**

23 - July / August 2011 Catalyst
2011 Conference Registration

Registration for the 2011 ILA Annual Conference is now open! Please complete the enclosed registration form and return it to the ILA office with your payment before October 1 to receive the best rate.

Online registration is also available at www.iowalibraryassociation.org

We look forward to seeing you in Council Bluffs!

Address Change for ILA

Just a reminder that the mailing address for the ILA office changed effective July 1, 2011.

Please send all written correspondence, payments and membership forms to:

Iowa Library Association
525 SW 5th Street, Suite A
Des Moines, IA 50309-4501