

PNLA Conference 2001

Libraries in the Ring of Fire – Feeling the Heat



Friday,
10 August 2001

7:30 a.m. to 5:30 p.m.
Registration
Exhibits open 8 to 12

8 to 9 a.m. **Continental Breakfast** (included in the Registration Fee) in the Exhibits Area. Topical Round Table Discussions. PNLA does not have formal interest groups, but it does have people with interests, and interesting people. Join folks with a similar focus over breakfast. Like to lead a talk? Mark the registration form!

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8 to 10:30 a.m.

29

YRCA Breakfast

Join us while we meet and hear from recipients of the Young Reader's Choice Award at a special breakfast in their honor. Check in at www.pnla.org for information as we add additional recipients to this program. (This is the only breakfast served on Friday; if you'd like breakfast only, feel free to purchase a Breakfast ticket and leave before the program starts.)

30

Web-based Training for Libraries: It's Still about People!

Deana Noack

Web-based training for libraries -- it's still about people! New terminology, technology, and trends in library WBT. What it is, who benefits, who does it, and where to start. Examine the planning process for effective WBT, and explore the relationship between the two essential components: instructional design and website design

31

A First Look at Census 2000!

Cam McIntosh, Information Specialist, U.S. Census Bureau

Find the Census 2000 numbers and maps for your community on the Census Bureau's free Internet delivery tool, American FactFinder. Start with the Basic Facts and then delve into the Detailed Tables. Link your data to a Reference Map that you create online. Create a Thematic Map to give graphic impact to the numbers. Take a guided tour of the American FactFinder plus learn about future Census 2000 products.

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10:45 to Noon
PNLA Annual Business Meeting

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Noon to 1:30 p.m.
Box Lunch and Intellectual Freedom Auction

Join in the fun as we hold a lively auction to raise funds for PNLA's Intellectual Freedom Fund, There will be a silent auction, too. We will have the items on display during the conference. Donations of new or gently-used items or groups of items with a value of \$10 or more are more gladly accepted.

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1 to 2 p.m.

33

Leave a Legacy

Sister Mary Dernovek, Executive Director, Solutions for Non-Profits
Betzy Fry, Fund Development Consultant, Oregon State Library Library
Development Services

We have all read newspaper stories about the organization that received a sizable bequest. Your library may have even been lucky enough to be one of those organizations. Between 6-10% of those who die each year make a charitable bequest. Leave a Legacy is a national program that encourages people to consider a gift through a will or bequest as a way to support the organizations that they care about. Come to learn about how this program can benefit your library.

34

Guiding Your Patrons Through the WEB, OCLC CORC

Presented by OCLC Western Service Center (tentatively Rick Newell and/or Bonnie Chadbourne)

Hear the latest about the OCLC Cooperative Online Resource Catalog (CORC) service and how you can use it to create metadata for websites and pathfinders to help your patrons make informed use of the Internet. You choose which electronic resources to catalog: local and web-based. CORC gives you the tools to guide your users to electronic resources.

35

Talk It Up! Book Discussion Groups for Kids and Young Adults

Katie O'Dell, Youth Librarian, Multnomah County Library

See how hosting book discussion groups at the library can help grow a raving reading fan for life. Learn how to get a group going, facilitate discussion, utilize volunteers, and have a great time. Hear how Multnomah County Library created a state-wide newspaper monthly book group, the biggest book group in Oregon. You don't want to miss this informative and resource-packed presentation!

36 Information Literacy - Be There or Be Extinct?

Robin Cameron, Kitsap Regional Library

Brian Bannon, Seattle Public Library, and others

Information Literacy (or the critical evaluation of information) has been an integral part of curricula for K-12 and academic librarians for years. This year, the Washington State Library is working on an initiative which will bring this important concept to the *public* and stress how libraries and librarians are the guides to the Internet and beyond. A panel of experts from the Initiative Project and public libraries will talk about what Information Literacy means and why it's essential to incorporate these concepts into our every-day interactions with our customers.

37

Delivery of Library Services for Distance Education

Programs

Janet Strong, Orientation Librarian and Coordinator of User Services, Albertsons Library, Boise State University

Harvey Gover, Branch Campus Librarian, Washington State University at Tri-Cities

Alan Cordle, Reference Librarian, Portland Community College

Justine Wheeler, Liaison Librarian, University of Calgary

Libraries use many models to provide library services to their distance students and the definition of a distance student is changing. Learn how libraries in the United States and Canada provide materials and services their students. A panel of off-campus services librarians representing the United States and Canada, two and four-year institutions will discuss their programs and answer your questions. Come for a lively dialog on an important aspect of library service.

38

Never Stay in a Purple Motel, (And Other Rules of the Open Road)

Mark Highberger freelance writer

The title evolved from the idea that because unforeseen trouble can sneak up on travelers everywhere, it might be wise to seek guidance from those who have gone before — those who have heard what Walt Whitman calls the "Song of the Open Road." As a result, this program offers 10 rules of travel based on the author's own bouts of trial and error, blunder and discovery. These rules — which include such advice as "Never stay in a motel where the major means of transportation is a Safeway shopping cart" and "Never use a restroom unless you have an understanding of animal gender" — may help smooth the way as you make your own journeys along the open road of adventure. (Mr. Highberger is the author of more than 200 articles and two travel books, *Exploring Oregon* and *Exploring Oregon II*.)

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2:15 to 3:15 p.m.

39 Basics of Fundraising

James K. Phelps, Library Development Officer, Fort Vancouver Regional Library

Betsy Fry, Fund Development Consultant, Oregon State Library, Library Development Services

Can your library use more money? Have you sought funding from private sources? Are you using the best methods of raising money? This workshop will provide attendees with some basic fund development models that you will be able to apply in your community. The workshop will examine where charitable contributions come from and what is the most cost-effective method of fundraising. The program will also touch on a plan for getting funding and where to go for more information.

40

Web-ILL: A new way to Navigate the OCLC ILL System

Presented by OCLC Western Service Center (tentatively Sam Sayre and/or Margi Mann)

OCLC is introducing a web-based interface to the Interlibrary Loan Service. This interface will be especially appealing to smaller libraries and for less-experienced ILL staff. Come see a demonstration of the new interface.

41

Late Night @ the Library, Wild YAs & the World Wide Web

Christopher Rumbaugh, Adult Services Librarian

Heidi Weisel, Youth Services Librarian

Ruth Mitchel, Youth Services Librarian, Corvallis-Benton County Public Library

So how do you keep the interest of 20 wild YAs while teaching them the useful skill of webpage building? Schedule the library computers for a night before a "No School" day. Add rave music, light show, snacks and pop! We call it "Late Nite at the Library" and 'Late' means after library hours! Sure, it means several librarians have to stay up after midnight, but what could be more fun? Initially planned as a summer reading program activity, "Late Nite" turned into a very popular, ongoing program. Although promoted in all of the branches, word of mouth seems to get the news out. It's focus: building web pages - hand-coded HTML or from free website creation services. It provides a fun time to exercise creativity, build pages related to their interest and socialize with other teens. Recent additions have included an Internet scavenger hunt and browsing webliographies of "cool sites" for YAs.

42

(to be announced)

43

My Name is Loa

Dee Buckingham, Author

Sponsored by the Hawaii Library Association

Join author Dee Buckingham as she discusses "My Name is Loa," her young adult novel. This is the story of a fifteen-year old Hawaiian boy from an affluent Honolulu family who is diagnosed with Hansen's disease (leprosy) and banished to the Board of Health settlement on the Hawaiian island of Moloka`i. Buckingham traces Loa's first six months at the settlement, providing a glimpse into day-to-day life of its

residents. Set in 1898, the year Hawai`i was annexed by the United States, the social and political climate of Hawaii, is viewed through characters, who are mostly native Hawaiian. Dee will share copies of historic photos, documents and distribute a bibliography on the topic of 19th century Kalaupapa.

44

Summer Reading is Killing Me

Steven Engelfried, Youth Services Librarian, Deschutes Public Library System

Angela J. Reynolds, Youth Services Librarian, Washington Co. Cooperative Library Services

Bryan Markovitz, Senior Associate, The Metropolitan Group

"The Oregon Library Association worked with corporate sponsors and foundations to present its most successful Summer Reading Programs ever in 2000 and 2001. Was it worth it? Our panel discusses the perils and pitfalls, as well as the great potential benefits, of involving corporations in a statewide summer reading program."

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3:30 - 6:30 p.m.

CANS, Across the Border, CORKS and POP — a PNLA tradition

Come sample some suds, taste some Tyee, or just come along for the ride and enjoy a stroll in a beautiful place.

CANS — Oregon Trader Brewing Company in Albany. On the covered patio, you'll have the opportunity to taste eight microbrews *or* quaff two pints for the price charged. Price also includes snacks and transportation to and from the conference center.

CORKS — Tyee Winery in Corvallis. Tastes of Tyee wines, strolling along nature trails, snacks and transportation from and to the conference center included. Wines by the glass may be purchased on-site.

POP — Don't drink? We are also offering the opportunity to enjoy Tyee's nature walks, a hazelnut orchard, and non-alcoholic drinks as well as snacks and transportation to and from the conference center. Price for participation includes beer- or wine-tasting and snacks, or, at Tyee, non-alcoholic beverages and snacks, and transportation. Buses will leave the conference center at 3:30 and return by 6:30 — in plenty of time for people to make the banquet.

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7 to 9 p.m.

45 Banquet

Lon LaFlamme

Profit. The traditional publishing industry is under siege to squeeze big profits out of a narrow list of bestselling authors. Warehouses are overflowing with book returns and slow-moving titles. The publishing industry has consolidated to a handful of major houses, but *still* needs that Christmas John Grisham legal thriller or J.K. Rowlings Harry Potter to make its numbers.

Enter print-on-demand (P.O.D.). Like manufacturing 20 years ago, the publishing industry will need to turn to "just in time" inventory to rebirth profitable publishing operations.

But hold the laser presses — P.O.D. is still in its infancy, with all the growing pains of youth. Is P.O.D. the wave of the future? Is it yesteryear's Vanity Press or a new door promising first-time nonfiction and fiction authors exposure to all segments of the library system and book retailers?

An emerging P.O.D. author will be providing a glimpse into the promise and pitfalls to becoming a bestseller. Lon LaFlamme, a seasoned public speaker, is a former AP wire service and daily newspaper reporter. He was CEO of one of the largest marketing communications companies in the western U.S., receiving numerous national advertising and public relations awards. LaFlamme has served as marketing professor at the nation's largest private university. He currently has three P.O.D. novels in the marketplace, with three more soon to be released.

