



Pacific Northwest Library Association

Annual Conference

August 9-12, 2006

Valley River Inn

Eugene, Oregon



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President's Welcome



Welcome to the 2006 Pacific Northwest Library Association Conference, *Common Spaces and Far Out Places: Libraries in the Pacific Northwest*. Eugene's reputation as a hippie-loving haven spawned some lively discussions during conference planning meetings, and the conference will certainly reflect this groovy energy.

This conference offers a common space for librarians to develop themselves, gain ideas and new skills, and promote leadership in the profession. Experts from all over the region are presenting this year on cutting edge topics.

It has been a pleasure to work on this conference with a great conference committee. Serving on this year's committee are five of the 2004 Leadership Institute participants, including myself. This was the first conference many of us had ever worked on and our first group effort for a professional association. Several times during the process, we commented that we were working in uncharted territory outside of our comfort zones. Because of the Leadership Institute, however, we felt the confidence to take risks and take these challenges head on. Working on this conference has been a great learning experience, and truly a team effort.

Of importance to all libraries is the sense of space, of welcoming, and of having something to offer everyone. This year's conference concentrates on this idea of space. The conference begins with a dynamic preconference featuring Jeannette Woodward, author of *Creating the Customer Driven Library: Building on the Bookstore Model*. This book has become a favorite of mine, and I am very excited that the Oregon Library Association partnered with PNLA to bring Jeanette to Eugene.

Also on tap are sessions on remodeling libraries, shared electronic spaces, public and academic libraries working together, and the library as the perfect place for children, teens, and afterschool programs.

PNLA is exciting association with which to be involved because the conference presenters come from some far out places, including Alaska, Minnesota, Montana, Idaho, Alberta, Washington, and of course, Oregon. Thank you all for being here for the programs, authors, and our farewell banquet with the one and only Mason Williams. It'll be a gas!

- Jason Openo, PNLA President-Elect

2006 PNLA Conference Committee

Conference Chair	MaryKay Dahlgreen
Co-Chair, Programs & Vendors	Jason Openo
Treasurer	Mary Ginnane
Event Coordinator	Kristynn Johnson
Registrar	Darren Nelson
Publicity	Brandon Barnett
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2006 PNLA Conference

Conference-at-a-Glance

Wednesday, August 9, 2006

7:30 a.m.–6 p.m.	Registration
9 a.m.-4 p.m.	Preconference: <i>Taking Charge of the Customer Service Experience</i>
1-4 p.m.	Preconference: <i>Poems, Picasso, and Programs: Introducing Art and Poetry to Children</i>
3-5 p.m.	Vendor Setup
3-5 p.m.	PNLA Board Meeting
5:30-7 p.m.	Exhibits open with Vendor Reception in Vendor Area with Cash Bar and Hors d'Oeuvres
7- 8 p.m.	Keynote Address: Shannon Applegate and Esther Stutzman
8:30-9:30 p.m.	President's Reception at the Eugene Public Library

Thursday August 10, 2006

7:30 a.m.–5:30 p.m.	Registration
8 a.m.-5 p.m.	Exhibits Open
8 a.m.-5 p.m.	Intellectual Freedom Auction
8- 9 a.m.	Breakfast*
9-10:30 a.m.	Conference Sessions 1
10:30-11 a.m.	Refreshment Break in the McKenzie Foyer sponsored by EBSCO Information Services
11 a.m.-12:30 p.m.	Conference Sessions 2
12:30-2 p.m.	Author Luncheon with Craig Lesley*
2-3:30 p.m.	Conference Sessions 3
3:30-4 p.m.	Refreshment Break in the McKenzie Ballroom Foyer
4-5:30 p.m.	Conference Sessions 4
6-8 p.m.	Corks and Cans at Eugene Wine Cellars* sponsored by Blackstone Audio

Friday August 11, 2006

7 a.m.–12 noon	Registration
8 a.m.-2 p.m.	Exhibits Open
8.-11 a.m.	Intellectual Freedom Auction
8-9 a.m.	Breakfast*
9-10 a.m.	Membership Meeting
10-11:30 a.m.	Conference Sessions 5
11:30 a.m.-1 p.m.	YRCA Award Luncheon*
1-2:30 p.m.	Conference Sessions 6
2:30-3 p.m.	Break in the Columbia Foyer, Willamette Foyer, Umpqua, and Rogue Rooms
3-4:30 p.m.	Conference Sessions 7
6:30-9 p.m.	Banquet and Entertainment with Mason Williams* sponsored by Thomson Gale

Saturday August 12, 2006

9 a.m.-12 noon	PNLA Board meeting
8 a.m.-5 p.m.	Whitewater Rafting Tour with Oregon River Sports*
12 noon-4 p.m.	Oregon Winery Tour*

* Ticketed Events. Check at the Registration area for ticket availability.

Vendors

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Eaglecrest Books
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Conservation Council
OCLC
Polaris Library Systems
Quality Books
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World Book

Please visit our vendors in the McKenzie Ballroom during breaks and downtimes for give-aways, networking, and useful information!



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Group**

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PNLA member
today**

**If you came to the conference as
a non-member ...
leave as a member!!!**

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become members for only \$35.

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BREAK-OUT SESSIONS AT A GLANCE

SESSION 1: 9-10:30 a.m. Thursday, August 10

1.1 Zines, Culture, and the Library: Multnomah County Library's Adventure with Zines <i>ROOM: North Columbia</i>	1.2 The Information Commons: A New Paradigm <i>ROOM: Middle Columbia</i>	1.3 General Trends in Technical Services <i>ROOM: South Columbia</i>
1.4 Triumphs and Pitfalls: Planning and Implementing the Next Wave of Library Technology <i>ROOM: Umpqua</i>	1.5 Institutional Library Services - Where Positive Changes Take Place <i>ROOM: Rogue</i>	1.6 Running a Successful Book Discussion Group in Your Library <i>ROOM: East Willamette</i>

SESSION 2: 11 a.m.-12:30 p.m. Thursday, August 10

2.1 Extreme Library Makeover <i>ROOM: North Columbia</i>	2.2 Connect with OCLC Western <i>ROOM: Middle Columbia</i>	2.3 Reading the Region: 2005 Award Books from the Pacific Northwest <i>ROOM: South Columbia</i>
2.4 Blast Furnaces and Books Don't Mix: Early Days of the Montana School of Mines Library <i>ROOM: Umpqua</i>	2.5 They're Out There: Virtual Reference in the Pacific Northwest <i>ROOM: Rogue</i>	

SESSION 3: 2-3:30 p.m. Thursday, August 10

3.1 Teen Book Club @ Your Library <i>ROOM: North Columbia</i>	3.2 Making a Difference: How Idaho Libraries Open Doors for Families <i>ROOM: South Columbia</i>	3.3 Straw into Gold: How to Maximize Results of Book and Magazine Sales <i>ROOM: Umpqua</i>
3.4 Locating Reliable Health Information on the Web <i>ROOM: Rogue</i>	3.5 The Making of an Audiobook: From the Author's Page to the IPOD <i>ROOM: East Willamette</i>	

SESSION 4: 4-5:30 p.m. Thursday, August 10

4.1 Leadership Development and Enhancing Reference Services Through a Virtual Library <i>ROOM: North Columbia</i>	4.2 The Millennials are Here! What Are We Doing About It? <i>ROOM: Middle Columbia</i>	4.3 Yoga at Work: Your Personal Wellness Program <i>ROOM: South Columbia</i>
4.4 Something New <i>ROOM: Umpqua</i>	4.5 Captain Plinkit Reporting for Duty: Open Sources Content Management <i>ROOM: Rogue</i>	4.6 Novel Nonfiction and Nonfiction Novels: Nonfiction for Fiction Readers & Fiction for Nonfiction Fans <i>ROOM: East Willamette</i>

SESSION 5: 10-11:30 a.m. Friday, August 11

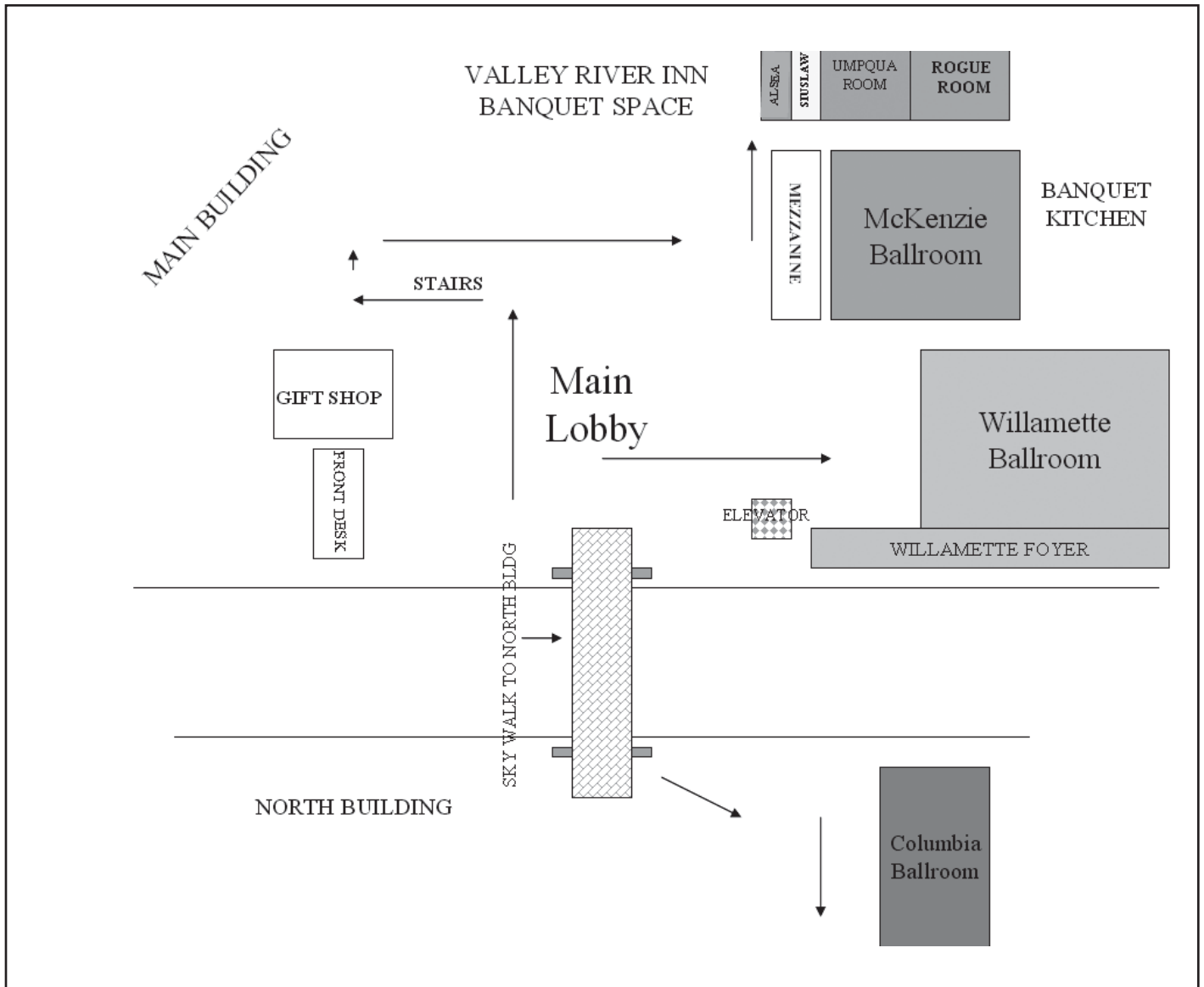
5.1 UFOs R 4 U (User Friends OSLIS Resources 4 Us) <i>ROOM: North Columbia</i>	5.2 Floating Collections Within a Consortium: Or, Does It Matter Where the Materials are Shelved? <i>ROOM: Middle Columbia</i>	5.3 Coping with Drive-By Management (DBM) <i>ROOM: South Columbia</i>
5.4 Turned On and Tuned In? Professional & Personal Side Effects of a Library Leadership Institute <i>ROOM: Umpqua</i>	5.5 Right Click, Copy, Paste: Digital Ethics <i>ROOM: Rogue</i>	5.6 Sign Language Beginner Basics for Early Literacy and Fun <i>ROOM: East Willamette</i>

SESSION 6: 1-2:30 p.m. Friday, August 11

<p>6.1 Presenting Information on the Web in Spanish <i>ROOM: North Columbia</i></p>	<p>6.2 PR for Your PL - Generating Positive Media and Community Attention for Your Public Library <i>ROOM: Middle Columbia</i></p>	<p>6.3 A Leadership Acid Test, or Get on the Bus <i>ROOM: South Columbia</i></p>
<p>6.4 Libraries and Afterschool Programs: Natural Literacy Partners <i>ROOM: Umpqua</i></p>	<p>6.5 Public Patrons in the Academic Library: Opportunities & Challenges <i>ROOM: Rogue</i></p>	<p>6.6 Librarians and Gumshoes: A Look at the Last Decade's Bestselling Mysteries <i>ROOM: East Willamette</i></p>

SESSION 7: 3-4:30 p.m. Friday, August 11

<p>7.1 Wikis, Blogs and Other Collaborative Tools in Library Services <i>ROOM: North Columbia</i></p>	<p>7.2 Moto-bikes and the Super Highway: Working with Librarians in Viet Nam <i>ROOM: Middle Columbia</i></p>	<p>7.3 Intellectual Freedom Update <i>ROOM: South Columbia</i></p>
<p>7.4 Canadian Youth Literature <i>ROOM: Umpqua</i></p>	<p>7.5 Library2Go: Audiobooks on the Go! <i>ROOM: Rogue</i></p>	<p>7.6 The History and Impact of the Tribal College Librarians Professional Development Insitute <i>ROOM: East Willamette</i></p>



Wednesday, August 9 - Preconference Day

7:30 a.m. – 6 p.m. Registration in Valley River Inn Lobby

9 a.m. – 4 p.m. Taking Charge of the Customer Service Experience

Presenters: Jeannette Woodward and Deborah Dancik

Bookstores and other retail stores spend much time and resources on how their stores look, how goods are displayed and how staff interact with customers. The results are stores where customers feel comfortable browsing, reading, and buying. Jeannette Woodward, retired library director and author of *Creating the Customer-Driven Library: Building on the Bookstore Model*, will introduce merchandising techniques, show examples of how libraries have done it right (or not), and provide real world exercises on making improvements.

Deborah Dancik, University Librarian at Willamette University's Hatfield Library, will conclude the preconference by covering ACRL's marketing and advocacy initiative. She will give examples of ongoing library successes, and will explain how all libraries can make use of ACRL's material to learn to focus services on customer needs.

Attendees will leave the preconference with a greater understanding of the importance of library interior, merchandising tactics, and marketing strategies. They will also walk away with specific and immediately applicable ideas for their libraries and be equipped with the marketing and advocacy resources available on the ACRL website.



ROOM: North Columbia

1-4 p.m. Poems, Picasso, and Programs:
Introducing Art and Poetry to Children

Presenter: Paige Bentley, Children's Librarian at Deschutes Public Library (Bend, Oregon)

Molding poetry and art has been the focus of Paige Bentley's professional life. For more than 10 years - from the Seattle Art Museum to the New York Public Library to the Bend Public Library - Paige's passion and creative style for art and literature have been combined with instructing, planning, coordinating and providing information.

This workshop explores Paige's favorite art and poetry books while discovering ways to interact with students and patrons by discovering creative new ideas for outreach programs. Paige will bring in piles and piles of books, colorful paper, crazy art supplies, and many strange yet silly objects. Participants will splatter paint and receive extensive bibliographies, webliographies and handouts for various art and poetry programs. Paige will also include several displays and samples of art and literature programs for elementary school age kids. This is a creative and interactive workshop filled with educational resources, silliness and fun.

ROOM: South Columbia

3-5 p.m. PNLA Board Meeting in Umpqua Room

3-5 p.m. Vendor Setup in the McKenzie Ballroom

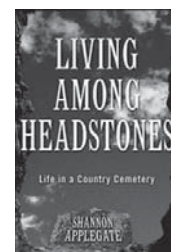
5:30-7 p.m. Exhibits Open

Vendor Reception in McKenzie Ballroom with cash bar and hors d'oeuvres

7-8 p.m. Keynote Address: Esther Stutzman and Shannon Applegate

Esther Stutzman is Coos and Komemma Kalapuya and an enrolled member of the Confederated Tribes of Siletz. A resident of Yoncalla, Oregon, Esther is a storyteller and history keeper. She tells only Coos and Kalapuya stories because her grandmother told her that it was bad luck to tell other people or other tribes' stories. Stories are regarded as private property, as are songs. Esther will commence the 2006 PNLA Conference with creation stories from the first peoples of Oregon.

Eight years ago, Shannon Applegate found herself the owner of a small rural cemetery in Douglas County, Oregon. The graveyard, dating from the pioneer era, is two hours from Eugene, in a sparsely populated county of 5,000 square miles. With the land, Applegate inherited all the foibles and fractiousness of a small town. She wrote about this experience in *Living Among Headstones*. The book ranges from ruminations on plastic flowers to the story of a florist's unintentionally funny misspelling on a graveside sash. Since inheriting Applegate Pioneer Cemetery, Applegate says she has tried to preserve the five-acre cemetery. In the process, she's learned a lot about gravediggers, the rules of the business, and human nature. Shannon is also the author of *Skookum: An Oregon Pioneer Family's History and Lore*.



ROOM: East/Middle Willamette

8:30-9:30 p.m. President's Reception at the Eugene Public Library - 100 W. 10th Ave.
Shuttle from Valley River Inn will begin running at 8:15 p.m.

Thursday, August 10 - Conference Day 1

7:30 a.m.-5:30 p.m. Registration in Lobby

8 a.m.-5 p.m. Exhibits &
Intellectual Freedom Auction
McKenzie Ballroom

8-9 a.m. Breakfast (ticketed event) in
West/Middle Willamette

9-10:30 a.m. Conference Sessions 1

1.1 Zines, Culture, and the Library: Multnomah County Library's Adventure with Zines

Presenters: Emily-Jane Dawson and Laural Winter, Multnomah County Library (Portland, Oregon)

Join Reference Librarians from Multnomah County Library for a presentation and overview of their recent efforts to bring zines (independently produced publications) into the library. They will begin by showing some examples of zines, giving an overview of "zine culture" in Portland, and discussing why zines are important to the mission of public libraries. Then, they will talk about buying zines for the library's collection, using zines in existing event programs, doing outreach in the zine-making community, and creating events that celebrate zine writers and producers.

ROOM: North Columbia

1.2 The Information Commons: A New Paradigm

Presenters: Peg Lawrence & Kellian Clink, Minnesota State University Memorial Library (Mankato, Minnesota)

The information commons has become the paradigm for library patron service. The idea is that students can do an entire project or assignment in one location, sitting down at a computer and getting seamless assistance in writing their papers, whether it is information assistance, computer (software/hardware) assistance, citing assistance, printing, and instructional software assistance. A review of pertinent literature will be offered. A systems librarian and a reference librarian discuss some major issues encountered in instituting an information commons.

ROOM: Middle Columbia

1.3 General Trends in Technical Services

Presenter: Margi Mann, Training & Support Coordinator, OCLC Western (Lacey, Washington)

This session provides a quick roundup of some more noticeable trends impacting libraries of all types. The presenter will start with a few general social and cultural trends and examine how they affect libraries, then "drill down" to some specific technical services trends. Some of the themes woven into the trends include electronic resources, the changing catalog code, content supply chains, and the move to offline processing.

ROOM: South Columbia

1.4 Triumphs and Pitfalls: Planning and Implementing the Next Wave of Library Technology

Presenters: Connie Bennett, Library Services Director, and Margaret Hazel, Principal Librarian for Technology, Eugene Public Library (Eugene, Oregon)

A case study of the planning and implementation of new and emerging technologies in the award-winning Eugene Public Library Downtown Library which opened to the public on December 26, 2002. Self-check stations, an automated materials handling system for delivery and sorting, RFID, and a security system were integrated into the plan for the building. Two key managers feature the benefits to the library and the public from the leading edge of technology and report on the learnings from the bleeding edge of technology.

ROOM: Umpqua

1.5 Institutional Library Services - Where Positive Change Takes Place

Presenters: Laura Sherbo, Elizabeth Jahnke, and Cathy Johnson Fusare, Washington State Library (Olympia, Washington)

The Washington State Library provides robust library service to prison and psychiatric hospital libraries throughout the state. The Washington State Library is unique in the role that it plays in the operation of 12 prison and two psychiatric hospital libraries. The project serves a population of 11,000 inmates and 1,200 patients, circulating over 700,000 items per year. Learn more about their special populations and why libraries are vital to their patrons, the Department of Corrections, and the Department of Social and Health Services.

ROOM: Rogue

1.6 Running a Successful Book Discussion Group in Your Library

Presenters: David Pauli, Hillsboro Public Library; Robin Beerbower, Salem Public Library, and Linda Crum, Multnomah County Library patron (Oregon)

A panel of two librarians and one library patron will talk about how book discussion groups work at their library. With loads of handouts of successful discussions, this panel will also address the big questions: how to get started; how to choose selections; techniques for leading a discussion, and how to publicize and promote a discussion group.

ROOM: East Willamette

10:30-11 a.m. Refreshment Break
in the McKenzie Ballroom Foyer
Sponsored by EBSCO Information Services

**11 a.m.-12:30 p.m.
Conference Sessions 2**

2.1 Extreme Library Makeover

Presenters: Dean Marney and Dan Howard, North Central Regional Library (Wenatchee, Washington)

Dan and Dean of North Central Regional Library, the largest library system in Washington State, will take a fun and fast trip through what a lot of people thought was an impossible project: turning a run-down 37,000 square-foot 1930s Art Moderne bottling plant into a community showplace for its library administrative and distribution center. They did it for \$75 a square foot and they paid cash for the entire project. Dan and Dean will share the basics of their brand of fiscal conservatism (being cheap) as applied to library construction projects.

ROOM: North Columbia

2.2 Connect with OCLC Western

Presenter: Sam Sayre, OCLC Western (Portland, Oregon)

OCLC Western has been a long-standing resource for Pacific Northwest libraries, assisting member libraries with support of OCLC products, professional workshops, library and collection analysis, digitization and preservation, and electronic resources. This session presents an update on OCLC's Connexion cataloging interface and WorldCat Resource Sharing interface for Interlibrary Loan, as well as illustrating important resources available to libraries in the membership cooperative.

ROOM: Middle Columbia

2.3 Reading the Region: 2005 Award Books from the Pacific Northwest

Presenters: Jan Zauha, and other members of the PNLA Board

Join members of the PNLA board for a rapid rundown of readable titles featuring 2005 award winners from Alaska, Alberta, British Columbia, Idaho, Montana, Washington, and Oregon. Books for all ages and interests will be previewed, displayed, and sold. Award programs and reading initiatives throughout the region will also be highlighted.

ROOM: South Columbia

2.4 Blast Furnaces and Books Don't Mix: Early Days of the Montana School of Mines Library

Presenter: Ann St. Clair, Montana Tech Library (Butte, Montana)

Tips on how to conduct effective historical research based on the experience of a project tracing the first years of the Montana State School of Mines (now Montana Tech of The University of Montana.) This session teaches components of good historical writing: organizing research, what to include, where to find sources, and how to form a good inductive argument.

ROOM: Umpqua

2.5 They're Out There: Virtual Reference in the Pacific Northwest

Presenter: Buff Hirko, Statewide Virtual Reference Coordinator, Washington State Library (Olympia, Washington)

Libraries of every type in PNLA are meeting patrons at their point of need — at home, office, school — via chat, IM, and email. This session presents the who, how, why, what and where of this vital and growing way of providing reference service. The program includes a live demonstration and discussion of the keys to success, and will end with what might be next.

ROOM: Rogue



**12:30-2 p.m.
Author Luncheon
with Craig Lesley
in West/Middle Willamette
(ticketed event)**

**2-3:30 p.m.
Conference Sessions 3**

3.1 Teen Book Club @ Your Library

Presenter: Aimee Meuchel, Eugene Public Library and teen book club members (Eugene, Oregon)

Eugene Public Library has had a continuous teen book club for over 8 years. Program leader, Aimee Meuchel, and members of the current book club will discuss what makes the book club work, how books are chosen, and why they keep coming. The panel will share tactics for lively discussion and discuss a book!

ROOM: North Columbia

**3.2 Making a Difference:
How Idaho Libraries Open Doors for Families**

Presenters: Peggy McClendon and Stephanie Bailey-White, Idaho State Library (Boise, Idaho)

For the past 10 years, Idaho public libraries have ramped up outreach efforts, encouraged by the Idaho State Library's Read to Me and Summer Reading programs. The session looks at some low-key outreach models and resources to empower even small, rural libraries to reach families with early literacy services, and a new campaign that raises awareness about the importance of summer reading, strengthens partnerships between public and school libraries, and expands the capacity of summer reading programs statewide.

ROOM: South Columbia

**3.3 Straw Into Gold:
How to Maximize Results of Book & Magazine Sales**

Presenters: Friends of the Eugene Public Library (Eugene, Oregon)

The Friends of the Eugene Public Library book sales rake in \$75,000 a year to support the Eugene Public Library. This session covers how they make the ordinary event of a Friends booksale into something extraordinary that has a major impact upon their ability to support library services.

ROOM: Umpqua

3.4 Locating Reliable Health Information on the Web

Presenter: Chari McRill, Sno-Isle Regional Library System (Oak Harbor, Washington)

Where is the best place to locate accurate, up-to-date consumer health information? Former medical librarian Chari McRill developed a successful grant from the National Library of Medicine to develop workshops on the topic. She provides numerous handouts containing explanations for low literacy, how to locate information in Spanish and the difficulties of finding information about physicians.

ROOM: Rogue

2-3:30 p.m.
Conference Sessions 3 (continued)

**3.5 The Making of an Audiobook:
From the Author's Page to the IPOD
(or Colonel Mustard in the Library with a Microphone)**

Presenters: Shirley Tallman, Anna Fields, Haila Williams, and Carol Reich

IPods, downloads, and podcasts! There's an audio revolution afoot and multi-tasking readers are turning to audiobooks in record numbers. It's no mystery why! The panel will engage in a spirited discussion of what makes an enthralling audio mystery from a panel of pros. Eugene mystery author Shirley Tallman has recently had two of her mysteries narrated by Anna Fields for Blackstone Audio. Join Shirley, Anna Fields, Blackstone Audio Acquisitions & Casting Manager Haila Williams, and Librarian and KLIATT audio reviewer Carol Reich for a behind-the-scenes look at audio.

ROOM: East Willamette

**3:30-4 p.m. Refreshment Break
in the McKenzie Ballroom Foyer**

4-5:30 p.m.
Conference Sessions 4

4.1 Leadership Development and Enhancing Reference Services Through a Virtual Library: Multnomah County Library's Project with Urban Libraries Council Executive Leadership Institute Fellowship

Presenters: Laural Winter, and Vailey Oehlke, Multnomah County Library System (Portland, Oregon)

Reference librarian Laural Winter and Central Library Director Vailey Oehlke of Multnomah County will present an overview of the design, team, and project experiences they have had in this challenging leadership program. They will share information about the leadership institute's assessments, coaching, workshops, networking, and how they have impacted their leadership development and projects. They will conclude with an explanation of why other librarians and library systems should apply for this fellowship.

ROOM: North Columbia

4.2 The Millennials are Here! What Are We Doing About It?

Presenter: Christy Donaldson, Montana State University (Bozeman, Montana)

Libraries must ready themselves as the second largest generation comes into their own. The Millennials are between the ages of 12 and 29, very independent, and they were raised during the information revolution. They learn in different ways and are comfortable traversing the information superhighway. What are we doing to attract them to the library and how will they change the way we're doing things? Learn about them today before it's too late!

ROOM: Middle Columbia

4.3 Yoga At Work: Your Personal Wellness Program

Presenter: Dean Marney, North Central Regional Library Director (Wenatchee, Washington)

After one day of conference sessions, how is your back and body feeling? Learn how to let go of the stress of work at work and reinvigorate your body. Experience the immediate benefits of a dynamic practice of asana (postures) and pranayama (breathing techniques) that you can do at your desk or in the stacks to release tension, increase flexibility and fitness. Dean Marney is a yoga instructor, children's author and Director of the North Central Regional Library, the largest library district in Washington.

ROOM: South Columbia

4.4 Something New

Presenter: Cheryl M. Weems, Deschutes Public Library (Bend, Oregon)

Booktalks of newer, worthy fiction titles for those library staff who cannot keep up with the ever-increasing output in the world of children's literature.

ROOM: Umqua

**4.5 Captain Plinkit Reporting for Duty:
Open Source Content Management**

Presenter: Darci Hanning, Oregon State Library (Salem, Oregon)

Plinkit is an easy-to-use "content management system" hosted by the Oregon State Library using open source software. Plinkit enables small and medium-sized public libraries in Oregon to have a dynamic web presence by providing library information, online programming (e.g. online book discussion groups), and remote access to electronic resources (e.g. online card catalog, databases, etc). This program will discuss Plinkit features in detail and address some of the pros/cons in using open source software in public library environments.

ROOM: Rogue

4.6 Novel Nonfiction and Nonfiction Novels: Nonfiction for Fiction Readers and Fiction for Nonfiction Fans

Presenters: Robin Beerbower and Bryn Wittmayer, Salem Public Library (Salem, Oregon)

More and more patrons are requesting nonfiction books that read like fiction, and nonfiction readers are switching over to novels but want them to read like nonfiction. Presenters will explore the readers' advisory appeal factors of both and give booktalks on their favorite recommendations. They will also provide killer handouts for all attendees.

ROOM: East Willamette

6-8 p.m.
Corks and Cans
at the Eugene Wine Cellars
255 Madison Street
Sponsored by Blackstone Audio
(ticketed event)

*Shuttle departs Valley River Inn at 5:45 p.m.
Returns from Eugene Wine Cellars at 8 p.m..*



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School of Library & Information Management

Our ALA-accredited MLS Program features:

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In the Center of It All

Paid by Emporia State University

Friday, August 11 - Conference Day 2

- 7:30 a.m. - 12 noon Registration in Lobby
- 8-9 a.m. Breakfast (ticketed event) in West/Middle Willamette
- 9-10 a.m. Membership Meeting in West/Middle Willamette
- 8 a.m. -2 p.m. Exhibits in McKenzie Ballroom
- 8-11 a.m. Intellectual Freedom Auction in McKenzie Ballroom

10-11:30 a.m. Conference Sessions 5

5.1 UFOs R 4 U (User Friends OSLIS Resources 4 Us)
Presenter: Patty Sorensen, Oregon State Library (Salem, Oregon)

The OSLIS (Oregon School Library System) project provides cost-effective, curriculum-based online information resources for students and curriculum support for staff. The OSLIS website is a comprehensive online library resource. In addition to access to online databases, it provides support for copyright, collaborative projects, evaluation tools, and Boolean search lessons for the librarian and staff. Student support is broken into two levels: Elementary and Secondary. Attendees will gain an understanding of the research environment that students are using in schools and of the incredible OSLIS resources available to help library patrons with information literacy needs.

ROOM: North Columbia

**5.2 Floating Collections Within a Consortium:
Or, Does It Matter Where the Materials Are Shelved?**

Presenters: Charlotte Glover, Ketchikan Public Library (Alaska) and Gloria Langstaff, Bitterroot Public Library (Hamilton, MT)

The First City Libraries consortium in Ketchikan have grown to include a college library, now sharing circulation and on-line costs, and management and delivery issues. Consortia share materials between libraries. This session asks participants to consider sharing *ownership* by creating floating collections where materials are left at the borrowing library until there is a hold on them. A subgroup of the Montana Shared Catalog is also experimenting with this concept of shared materials.

ROOM: Middle Columbia

5.3 Coping with Drive-By Management (DBM)
Presenter: Connie Forst, Vegreville Centennial Library (Vegreville, Alberta)

Have you ever been hit by a drive-by manager – a manager who cruises in, pelts you with a series of requests, then whizzes off before you know what’s happening? What are the characteristics of DBM? How do you know when you have been hit? And of greatest importance – what do you do once you’ve been hit? Come learn about management styles, share experiences, research and musings to provide you with tools and strategies to recognize and overcome encounters with a Drive-By Manager.

ROOM: South Columbia

5.4 Turned On and Tuned In? Professional and Personal Side Effects of a Library Leadership Institute

Presenter: Jan Zauha, University of Montana (Bozeman, Montana)

How did the 2004 PNLA Leadership Institute affect the professional and personal lives of those who attended and those who mentored? This program explores the choices and changes made by participants through survey data collected 18 months after their immersion in an intensive leadership development institute.

ROOM: Umpqua

5.5 Right Click, Copy, Paste: Digital Ethics

Presenter: Elizabeth Waddington (Billings, Montana)

The session will begin with audience participation/discussion based on a copyright quiz. The presentation will show what and how our young people copy off the Internet and give some of the reasons why. Many demonstrations will be given of techniques like “auto-summarize.” A brief overview of some of the “detection techniques” will be shown. The concluding section will show how to encourage responsible use of Internet resources. The content is based on a collection of instances from the presenter’s experiences as the Technology Integration Specialist (formerly a librarian by title) at a high school of 2,000+ students.

ROOM: Rogue

5.6 Sign Language Beginner Basics for Early Literacy and Fun

Presenter: Dawn Prochovnic, SmallTalk Learning (Portland, Oregon)

Early exposure to American Sign Language (ASL) offers significant language and literacy benefits. Parents are teaching their preverbal infants and toddlers how to use Sign Language to communicate before they can talk. Young children are learning ASL in child care, preschool, and early elementary school. Dawn offers practical tips for incorporating ASL into story times and youth education programs, and provides resources that patrons can use to support their interest in ASL. This fast-paced workshop is interactive, informative and fun!

ROOM: East Willamette



**11:30 a.m.-1 p.m.
YRCA Award Luncheon
with Linda Crew**

*Author of A Heart for Any Fate:
Westward to Oregon 1845*

**Winner of the 2005 Young Adult
Literature Oregon Book Award**

**in West/Middle Willamette
(ticketed event)**

**1-2:30 p.m.
Conference Sessions 6**

6.1 Presenting Information on the Web in Spanish

Presenter: Kristen McKee, Multnomah County Library System (Portland, Oregon)

One library's process of the evolution of a website in Spanish, including getting to know one's audience, considering site structure, using technical resources and deciding on content.

ROOM: North Columbia

6.2 PR for Your PL – Generating Positive Media and Community Attention for Your Public Library

Presenter: Sonja Somerville, Salem Public Library (Salem, Oregon)

Sonja Somerville shares what she learned about public relations from the inside as a daily newspaper reporter. She'll demonstrate how that knowledge can be used to establish dynamic relationships with area media and community organizations that can result in positive attention and new opportunities for your library. The session includes lots of practical tips and a chance to start planning for an upcoming project at your library.

ROOM: Middle Columbia

6.3 A Leadership Acid Test, or Get on the Bus

Presenter: Mary DeWalt, Ada Public Library (Boise, Idaho)

What can Kesey, Cassidy and Leary teach us about leadership? Join in a lively discussion of leadership from a Merry Prankster perspective. We'll discuss our own personal "Furthur" paths to enlightenment; the role of the "Merry Prankster;" vision and leadership; how Kesey and Babbs differed in leadership style; was Leary a leader? and much more. Can you pass the leadership acid test?

ROOM: South Columbia

**6.4 Libraries and Afterschool Programs:
Natural Literacy Partners**

Presenter: Colleen Dyrud, School-age care, Enrichment, and Recreation Project at Portland State University (Portland, Oregon)

This program explores the concept of afterschool programs and materials used by the AfterWords program in Portland. It will also examine samples and models of afterschool literacy programs from other states and discuss 21st Century partnerships designed to reach youth outside the classroom and the library.

ROOM: Umpqua

**6.5 Public Patrons in the Academic Library:
Opportunities & Challenges**

Presenter: Richard Wojtowicz, The Libraries, Montana State University (Bozeman, Montana)

This program explores the use of academic libraries by unaffiliated patrons, and the possible resulting problems and their solutions. The focus is on the opportunities which could result from welcoming public patrons and meeting their information needs in the academic library.

ROOM: Rogue

**6.6 Librarians and Gumshoes:
A Look at the Last Decade's Bestselling Mysteries**

Presenter: Kellian Clink, Minnesota State University (Mankato, Minnesota)

Mystery fan Kellian Clink reviews the bestselling mysteries of 1995-2005 and assesses their depiction of librarians. Recently, she has been shocked to note, P.I.s are doing research on the web, instead seeking their always helpful, marvelously skilled and intelligent local librarians. This is a fun research project by someone tired of citation analysis, and yet, does it signal something deeper about the role of libraries and librarians?

ROOM: East Willamette

2:30-3 p.m. Break in Columbia Foyer, Willamette Foyer, Umpqua and Rogue

**3-4:30 p.m.
Conference Sessions 7**

**7.1 Wikis, Blogs and other Collaborative Tools
in Library Services**

Presenter: Samantha Schmehl Hines, Mansfield Library (Missoula, Montana)

As the idea of Web 2.0 and Library 2.0 spreads, how can these new tools and technologies help accomplish our goals? This session will explore how wikis, blogs, and other tools increase collaboration within libraries and with users. Examples are drawn from public, academic, school and special libraries.

ROOM: North Columbia

**7.2 Moto-bikes and the Super Highway:
Working with Librarians in Viet Nam**

Presenter: Judy Green, University of Alaska (Anchorage, Alaska)

Judy Green will show slides of her sabbatical work with librarians throughout Viet Nam during the 2004-2005 academic year, which was funded by the Fulbright Program. She will also answer questions about the Fulbright program and future opportunities for librarians who wish to travel and work there.

ROOM: Middle Columbia

7.3 Intellectual Freedom Update

Presenters: Candace Morgan, Curtis Keifer, and Bob Kingston (Oregon)

Candace Morgan, recently retired deputy director of the Fort Vancouver Regional Library, is currently a trainer, consultant, and instructor. Curtis Kiefer of Corvallis-Benton County Public Library and Bob Kingston of Portland Community College are co-chairs of the Oregon Library Association Intellectual Freedom Committee. Both attended the April 2006 Law for Librarians training presented by the ALA Office for Intellectual Freedom. This program offers information about intellectual freedom challenges that will be useful to public, academic, and school librarians, as well as library administrators and trustees.

ROOM: South Columbia

7.4 New Canadian Youth Literature

Presenter: Marg Anderson, SAIT Polytechnic (Calgary, Alberta)

Marg Anderson covers the best and hottest Canadian reads for children and young adult.

ROOM: Umpqua

**3-4:30 p.m.
Conference Sessions 7 (continued)**

7.5 Library2 Go: Audiobooks on the Go!

Presenter: Brandon Barnett, Electronic Resources Librarian at Multnomah County Library (Portland, Oregon)

In early 2006, 8 Oregon libraries joined together to provide downloadable audiobooks to patrons. Learn about this new service and hear what the future might hold for Library2Go!

ROOM: Rogue

7.6 The History and Impact of the Tribal College Librarians Professional Development Institute

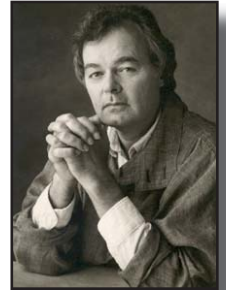
Presenter: James Thull, Montana State University (Bozeman, Montana)

Since 1994 MSU-Bozeman has presented a week-long institute aimed at improving the leadership and professional skills of tribal college librarians. There are many tribal colleges and land grant institutions, and many Native American patrons in this region. The sessions provides an overview of TCLPDI and information on its mission, history and impact on tribal libraries and tribal librarians.

ROOM: East Willamette

**5:30–6:30 p.m.
Social hour with cash bar
Willamette Foyer**

**6:30–9:30 p.m.
Banquet and
Entertainment
with Mason Williams
in West/Middle Willamette
(ticketed event)**



Saturday, August 12 - Conference Day 3

- 8-11 a.m. PNLA Board meeting
- 8 a.m.-5 p.m. Whitewater Rafting Tour with Oregon River Sports
- 12 noon-4 p.m. Oregon Winery Tour



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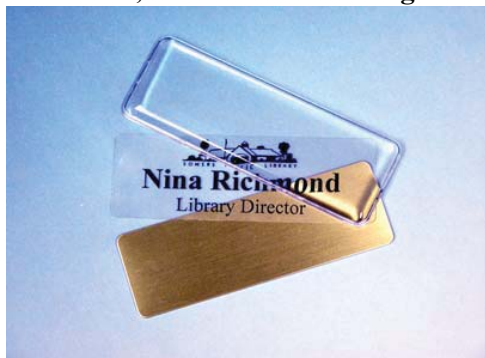
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