

# **PACIFIC NORTHWEST LIBRARY ASSOCIATION**

**2007 Annual Conference**

## **The Boom to the Echo: The Multigenerational Impact on Libraries**



### **FINAL CONFERENCE PROGRAM**

**August 8 – 11, 2007**

**Delta Edmonton South Hotel and Conference Centre  
Edmonton, Alberta, Canada**

## 2007 PNLA Conference-at-a-glance

**Wednesday, August 8, 2007**

|                   |   |
|-------------------|---|
| 7:30 am – 6:00 pm | Registration  |
| 9:00 am – 4:00 pm | Pre-conference: <i>Using Personality Profiles &amp; Generational Demographics*</i>                  |
| 1:00 – 4:00 pm    | Pre-conference: <i>Finding Sanity: Using the Hidden Power of Microsoft Outlook*</i>                 |
| 1:00 – 4:00 pm    | Pre-conference: <i>Tour to the Alberta Legislature &amp; Legislature Library*</i>                   |
| 1:00 – 4:00 pm    | Pre-conference: <i>Tour to the Edmonton Public Library Whitemud &amp; Strathcona Branches*</i>      |
| 3:00 – 5:00 pm    | Vendor Setup  |
| 3:00 – 5:00 pm    | PNLA Board Meeting  |
| 5:00 – 7:00 pm    | Exhibits open with Cash Bar   |
| 7:00 – 8:00 pm    | Keynote Address: Marty Chan <i>Sponsored by University of Alberta Libraries</i>                     |
| 8:30 – 10:00 pm   | PNLA Welcome Reception at the Top of the Inn <i>Sponsored by PNLA &amp; Edmonton Public Library</i> |

## Thursday, August 9, 2007

|                     |  |
|---------------------|--|
| 7:30 am – 5:30 pm   | Registration   |
| 8:00 am – 5:00 pm   | Exhibits Open  |
| 8:00 am – 5:00 pm   | Intellectual Freedom Silent Auction  |
| 8:00 – 9:00 am      | Breakfast*   |
| 9:00 – 10:30 am     | Conference Sessions 1  |
| 10:30 – 11:00 am    | Refreshment Break <i>Sponsored by CUPE and GELA</i>  |
| 11:00 am – 12:30 pm | Conference Sessions 2  |
| 12:30 – 2:00 pm     | Luncheon with Punch Jackson*   |
| 2:00 – 3:30 pm      | Conference Sessions 3  |
| 3:30 – 4:00 pm      | Refreshment Break <i>Sponsored by LAA &amp; CLA</i>  |
| 4:00 – 5:30 pm      | Conference Sessions 4  |
| 6:00 – 9:00 pm      | Corks, Cans & Pops at Brewsters Brewing Company* <i>Sponsored by Legacy Library Services</i> |

## Friday, August 10, 2007

|                    |  |
|--------------------|--|
| 7:30 am – 12:00 pm | Registration   |
| 8:00 am – 2:30 pm  | Exhibits Open  |
| 8:00 – 11:00 am    | Intellectual Freedom Silent Auction  |
| 8:00 – 9:00 am     | Breakfast*   |
| 9:00 – 10:00 am    | PNLA Membership Meeting  |
| 10:00 – 11:30 am   | Conference Sessions 5  |
| 11:30 am – 1:00 pm | YRCA Award Luncheon – with Sigmund Brouwer* <i>Sponsored by Alberta Municipal Affairs &amp; Housing and ORCA Books</i> |
| 1:00 – 2:30 pm     | Conference Sessions 6  |
| 2:30 – 3:00 pm     | Refreshment Break (on the 2 <sup>nd</sup> floor) <i>Sponsored by GALE &amp; PLA</i>                                    |
| 3:00 – 4:30 pm     | Conference Sessions 7  |
| 5:30 – 6:30 pm     | Social Hour with Cash Bar  |
| 6:30 – 9:00 pm     | Banquet and Entertainment* <i>Sponsored by Insignia Software</i>   |

## Saturday, August 11, 2007

|                    |  |
|--------------------|--|
| 9:00 am – 12:00 pm | PNLA Board Meeting   |
| 9:00 am – 12:00 pm | Tour: <i>City of Edmonton Bus Tour*</i>  |
| 1:00 pm – 7:00 pm  | Tour: <i>Ukrainian Cultural Heritage Village &amp; Elk Island National Park*</i> |

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

## 2007 PNLA Conference Welcome – Jason Openo, PNLA President



On behalf of the Pacific Northwest Library Association, its Board and its Membership, I would like to welcome you to the 2007 PNLA Conference. Our host city, Edmonton, was voted the Cultural Capital of Canada in 2007, and it is a pleasure and privilege to congregate in this beautiful city. When I was in Jasper for the Library Association of Alberta (LAA) conference in April 2007, it became evident that Edmonton was the heart of a very vibrant and cutting edge library community. Unlike LAA, PNLA rotates its conference among its seven states and provinces, and it is great to return to Alberta and re-establish relations with the library community of Alberta.

This year's conference explores the multigenerational impact on libraries. This is an incredibly relevant topic because the changing demographics of our population, along with changes in technology, will stress our abilities to maintain relevant collections, services, and meet the needs and desires of our various patrons. Public libraries, in particular, will need to start thinking of their public as many publics and work to meet the needs of individuals with widely different sensibilities. Internally, library managers are also going to have to learn how to meet and accommodate the different working styles of their employees. I was listening to National Public Radio on May 30 when they broadcast a story by Chana Joffe-Walt about how some companies are hiring consultants in order to meet the needs of the millennial generation. The abstract of the article reads, "Companies are hiring consultants to help manage the 'over-praised' Me Generation. The result? Kudos for showing up to work on time! Awards for getting a report in! Forget Employee of the Month - how about Employee of the Day! Some managers are resistant, saying the only praise they ever got was a paycheck." You can tell simply by the tone of the description that the impact of the new Millennials entering the workplace is causing tension.

Even though I grew up with Atari and personal computers and cellular phones, Generation X is very different from Generation Y. I am part of the Latchkey Generation, whereas Millennials have been described as having "helicopter parents." We were labelled slackers and grew up to be very self-reliant, whereas the Millennials have had busy, over planned lives. Can you sense the conflict? On Talk of the Nation on May 10, 2007, Jeffrey Zaslow, author of the article, *The Most-Praised Generation Goes to Work*, talked about the phenomenon of unearned applause in the workplace. He argues that "bosses are feeling the need to bestow lavish praise on young adults as a generation defined by parental stroking enters the workplace." The road ahead is not going to be easy. And to make matters worse, most of our mature leaders and most experienced administrators are reaching retirement age. With their retirement, the profession will lose a great deal of savvy and experience.

Managing the clash of generations and tailoring appropriate library services is a challenge that will require talent, training and precept. The 2007 PNLA Conference offers a meaningful contribution to this dilemma and provides an opportunity for librarians from different generations and different regions to network and brainstorm. Thank you for joining us. Enjoy the conference, and enjoy your stay in Edmonton.

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## Welcome to Edmonton! – Connie Forst, Conference Chair & PNLA President Elect

It is my pleasure to welcome each and everyone to Edmonton, and to Alberta! I am both excited and thrilled to welcome you, on behalf of the Conference Committee and the PNLA Board, to the City of Champions.

The conference itself is jam packed with an extensive line up of speakers, presenters, and vendors from all across the Pacific Northwest and beyond! We have delegates joining us from each of the member regions of PNLA and we are so delighted to have you here. I hope you will leave with happy memories, overflowing thoughts, a whackload of goodies, contacts for new colleagues and associates, and an abundance of ideas. It has been a pleasure to coordinate this event. I thank each and every individual who has assisted in making this conference so easy to plan.

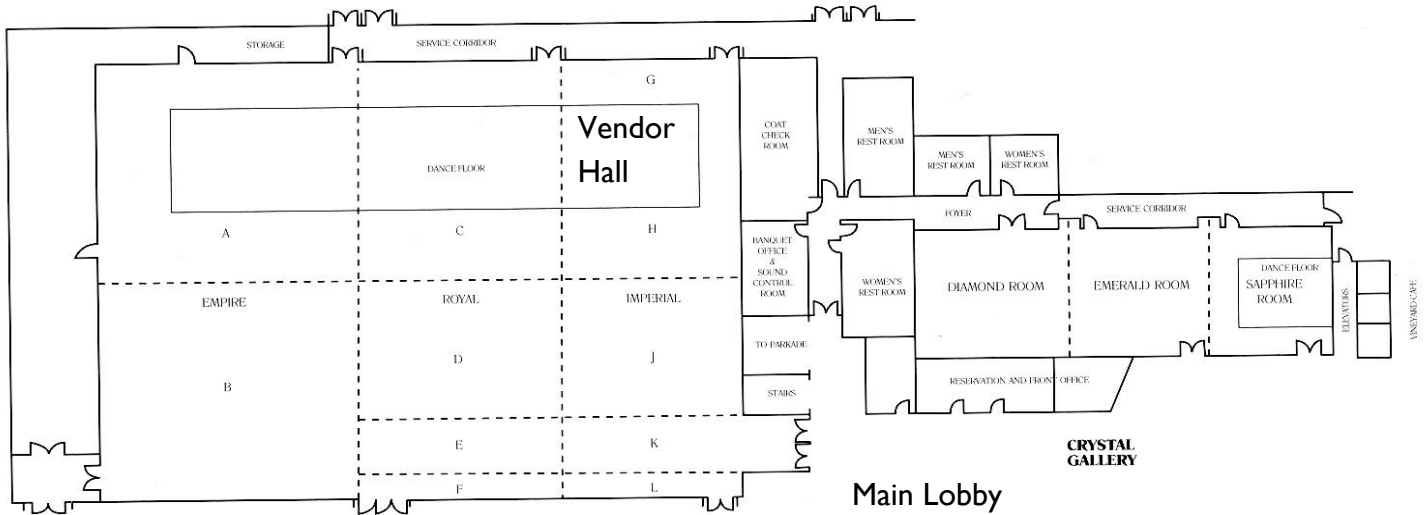
Edmonton is a fun vibrant city and its eclectic mix of things to do and places to see, make it just pulse with energy. If time permits, I encourage you to set aside some time to explore and take in some of the many treasures that the city and surrounding area offers.

Thank you for coming to "my neck of the woods." Have a wonderful conference!

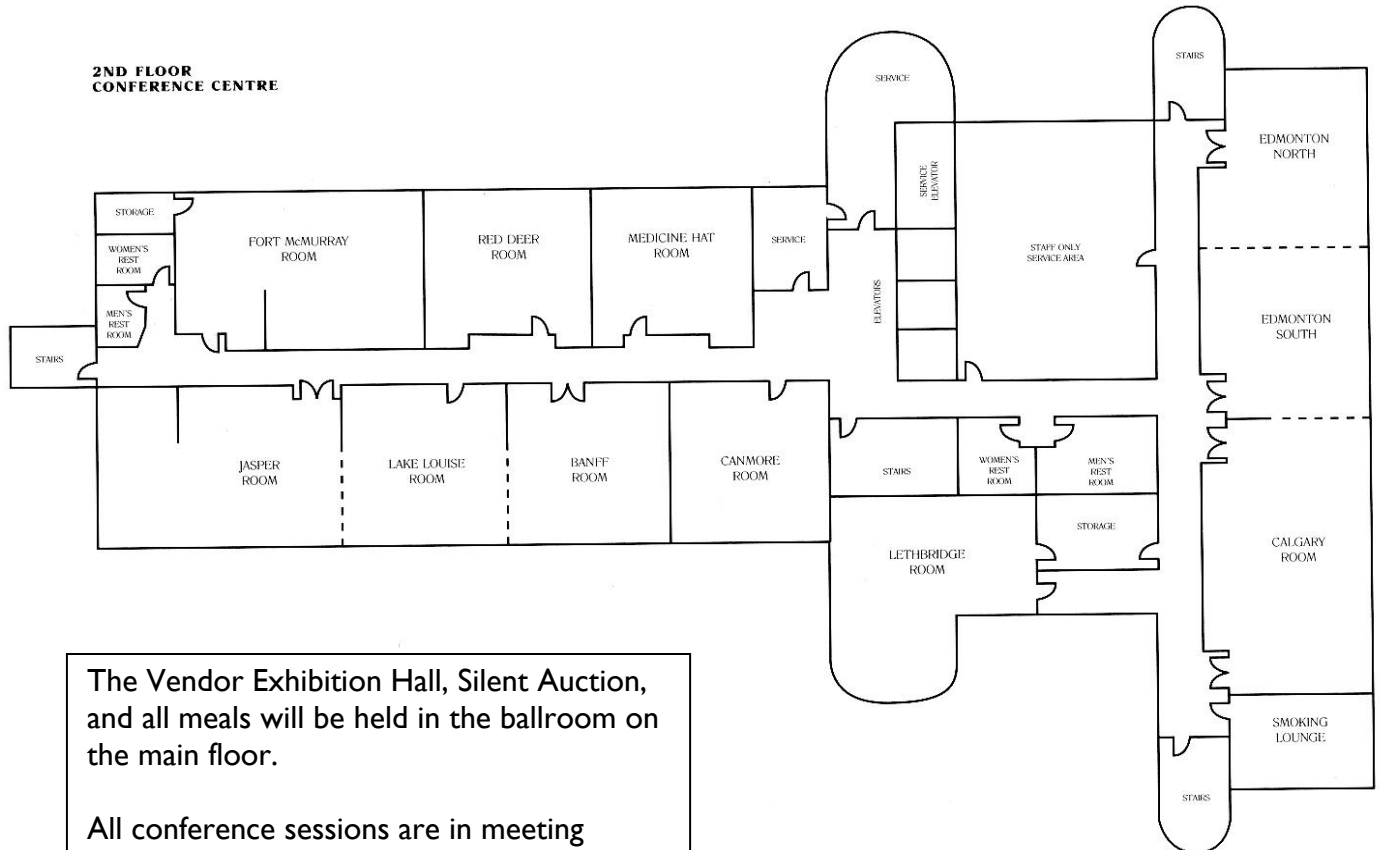


# Hotel Floor Plan

## GRANDE BALLROOM



## 2ND FLOOR CONFERENCE CENTRE



The Vendor Exhibition Hall, Silent Auction, and all meals will be held in the ballroom on the main floor.

All conference sessions are in meeting rooms on the 2<sup>nd</sup> floor of the Hotel.

## Vendors

3M Canada  
 Baker & Taylor  
 Bibliographical Centre for Research (BCR)  
 Birchard Company  
 Blackstone Audio  
 Book Publishers Association of Alberta  
 Brodart Canada  
 Carr McLean Ltd.  
 EBSCO Canada  
 Gale  
 Highline Community College Library & Information Services Program  
 Insignia Software  
 Kelowna Software  
 Legacy Library Services  
 Lethbridge Public Library  
 Literary Press Group of Canada  
 Micromedia ProQuest  
 OCLC  
 Preservation Technologies Canada  
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 S & B Books  
 Stelterr Factory Direct  
 The Teachers' Book Depository  
 Thieme Publishers  
 U of A Press / U of C Press  
 United Library Services (ULS)  
 YBP Library Services



\* Please visit our vendors in the Ballroom during the coffee breaks and between sessions for a chance to meet and greet, network, and learn useful information!

### **Become a PNLA Member today!**

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

First time and lapsed members can become members for only \$35.

- Save on conference registration
- Receive four annual issues of the *PNLA Quarterly*
- Benefit from a vibrant international community of librarians and library leaders throughout the Pacific Northwest

For more information check out our website at [www.pnla.org](http://www.pnla.org)

## Our supportive business community

We have been very fortunate to be supported by the business community in Edmonton and surrounding area. A heartfelt thanks is extended to everyone!

- Alberta Beef Producers
- Alberta Chicken Producers
- Alberta Pork Producers
- Annick Press
- Anvil Press / SubTerrain Magazine
- ATCO Blue Flame Kitchen
- Barefoot Venus
- Bee Maid Honey & Alberta Honey Producers
- Cassidy Creek Trading Company
- Cattle Boyz Foods Ltd.
- Chapters (Sherwood Park)
- Chatters Salon & Day Spa (Sherwood Park)
- Canadian Library Association (CLA)
- Company's Coming
- Delta Edmonton South Hotel and Conference Centre
- Douglas & McIntyre Publishing Group
- Edmonton Journal
- Edmonton Tourism
- Get Sauced
- Gift Connection Plus
- Greenwoods' Bookshope
- Growing Alberta (Food for Thought Magazine)
- Inspirations Christian Books & Gifts
- Kerstin's Chocolates (Chocophilia)
- Lakeland Art & Framing
- Namaste From Head to Toe Soul Spa & Wellness Centre
- National Book Service - Tony Onisko
- NeWest Press
- One Stop Framing and Gallery
- Orca Book Publishers
- Public Library Association (PLA)
- Raincoast Books
- Ropin' the Web (AB Agriculture)
- Scholastic Canada
- Scrapbook Memories & More
- Second Cup (Sherwood Park, Baseline Rd)
- Spasation Salon and Day Spa
- Starbucks Coffee Canada (Sherwood Park)
- Steeps Tea Lounge
- Talonbooks
- Travel Alberta
- Verve Salon & Spa Ltd. (Sherwood Park)
- West Edmonton Mall
- World Book - Jacquie Ness, School/Library Consultant
- Yoga for Today
- Zinter Brown Taste Treats Inc.



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## Wednesday, August 8, 2007 – Pre-conference Day

7:30 am – 6:00 pm      Registration in Delta Hotel Lobby

**9 am – 4 pm              Using Personality Profiles and Generational Demographics to Manage Conflict in the Workplace ROOM: Jasper (Lunch in Lake Louise)**  
Presenters: Robert Wright, Rena Ferguson, Jenniffer Hentzen, Tracie Chadwick, Sarah Jackson (Idaho Falls, ID)

The first half of our program will focus on helping participants understand and apply personality profiles in the workplace. Our presentation team covers the spectrum of the Boom to the Echo. Specific demographics include: male age 45, father of teenagers and preschoolers; female, married, age over 50, no children; female, age 35, married, primary school children; female, age 33 and single; and female, age 27 and single. Team members also represent three of the four major personality types that will be discussed.

The outline of the program will include: a general introduction of all participants; discussion of the concept of personality profiles; administration of a brief personality profile and then a more in depth discussion of each profile, the strengths and weaknesses of each profile, possible conflicts between profiles and how to resolve them.

The second part of the program will focus on specific traits unique to the different generational profiles/demographics represented from the Boom to the Echo. Specifically the work habits, and generalized characteristics of the Baby Boomers, Gen X, and Echo Boomers. We will also discuss how each demographic has specific wants and needs from the public library, both as an employee and patron and how these needs vary depending on personal situations.

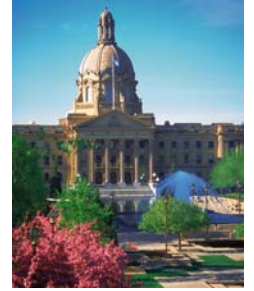
The program will stress being able to use this information in everyday life, and will feature small group interaction throughout the day.

**1:00 – 4:00 pm              Finding Sanity: Using the Hidden Power of Microsoft Outlook to Improve Productivity and Regain Your Life ROOM: Edmonton North**  
Presenter: Brenda Mathenia, Head, DeLaMare & Physical Sciences Library, University of Nevada, Reno (Reno, NV)

Ever feel overwhelmed by your email inbox, your desktop inbox, the calendar and the hundreds of little activities and thoughts that zoom through your mind and your office on any given day (even your bedroom as you try to fall asleep at night)? Would you like to learn how you can gain control of a huge part of your life, feel more organized, and feel confident that you are not forgetting to do something important or time sensitive?

Come explore how to get things done effectively and efficiently and to free your mind for the bigger issues you never seem to have time to address. Based on the best-selling self-help book “Getting Things Done: The Art of Stress-Free Productivity” by David Allen, learn tips and tricks to managing your time by taking advantage of the full functionality of Microsoft Outlook to simplify managing our email, your scheduling and your ability to follow up on tasks and activities. You will learn the ins and outs of the best way to use the features and tools within Outlook, as well as experience a new way of thinking about the many things on your “to do list”, or stacked in piles on your desk, through discussion and hands on activities. This system has wide application and will enhance your ability to get things done both professionally and in your personal life.

⇒ Tours will meet at the front doors of the hotel at 12:45 pm.



**1:00 – 4:00 pm      Tour to the Alberta Legislature and Legislature Library**

Join us for a tour of the Library, a tour of the Legislature Building, and time to walk around the Legislature Grounds. The Alberta Legislature Building is more than steel, stone and glass. It is grand architecture, history, a place to visit and a living monument to the institution and ideals of democratic parliament.

**1:00 – 4:00 pm      Tour to Edmonton Public Library’s Strathcona Branch and Whitemud Crossing Branch**

The Strathcona Branch is the oldest branch in the Edmonton Public Library system with the newest technology. The tour will cover the facility’s history and highlight the successful blending of old and new at this registered Provincial Historic Site. The Whitemud Crossing branch is a library to showcase for its sheer volume and novel approaches.

**3:00 – 5:00 pm      PNLA Board Meeting (In the Fort McMurray Room)**

**3:00 – 5:00 pm      Vendor Setup**

**5:30 – 7:00 pm      Exhibits Open**

Vendor Reception with cash bar

**7:00 – 8:30 pm      Keynote Address: Marty Chan – Sponsored by University of Alberta Libraries**

Canadian playwright Marty Chan has been working in theatre for over 15 years. His hit play, *Mom, Dad, I’m Living with a White Girl*, has been produced in eight cities across Canada and had a successful Off Broadway run in New York. The script won the Elizabeth Sterling Haynes Award for Best New Work (Edmonton) and the Adams Chinese Theatre Society Award (Harvard University). A radio version of the play was broadcast nationally on CBC. The play has been published by Playwrights Canada Press.

Marty worked on the Gemini-Award winning series, *The Incredible Story Studio*. He wrote a television pilot – *The Orange Seed Myth*, which earned a Gemini Nomination for Best Writing in a Youth Program, a Gold Medal from the Charleston World Television Festival, a Golden Sheaf nomination for best kids program, and an AMPIA nomination for best writing.

For six years, Marty wrote and performed a weekly radio commentary, *The Dim Sum Diaries*, which took a light look at the trials and tribulations of the only Chinese kid growing up in a prairie town.

These commentaries inspired Marty’s first young adult novel, *The Mystery of the Frozen Brains*, which won the 2005 City of Edmonton Book Prize. The sequel, *The Mystery of the Graffiti Ghoul*, has been nominated for the 2007 Arthur Ellis Award (Juvenile Crime Fiction), the 2007 Golden Eagle Children’s Choice Award, the 2008 Willow Awards and the 2008 Manitoba Young Readers Choice Awards.

He currently writes humour articles for the Edmonton Journal and is developing a play that combines elements of Chinese opera with North American musical theatre.

**8:30 – 10:00 pm      PNLA Welcome Reception at the Top of the Inn (11<sup>th</sup> Floor)**

Please join the PNLA Board Members as they host a welcome reception with you as the guest of honour! Join us at The Top of the Inn to reconnect with old friends, and meet new ones. A cash bar and light food will be offered. Event is sponsored by PNLA and the Edmonton Public Library.

## Thursday, August 9, 2007

|                   |   |
|-------------------|---|
| 7:30 am – 5:30 pm | Registration in Lobby                                 |
| 8:00 am – 5:00 pm | Intellectual Freedom Silent Auction (in the Ballroom) |
| 8:00 – 9:00 am    | Breakfast (in the Royal Room)                         |

### 9:00 am – 10:30 am Conference Sessions I

#### I.1 **Pushing the ILL Limits: The Automated Request Routing and Automated Request Deflection Features on WorldCat Resource Sharing ROOM: Banff**

Presenter: OCLC Staff Member (Lacey, WA)

The WorldCat Resource Sharing ILL system (WCRS) is evolving to do automated request routing and automated request deflection for ILL requests. These robust features are being introduced in stages and will involve both individual requests and categories of requests. This workshop defines the new features, examines the implications for borrowers and lenders, then presents the steps libraries need to take to implement them. The emphasis is on the practical “how to” for libraries to make use of these features.

#### I.2 **The Artist as Storyteller: A Closer Look at Picture Books ROOM: Jasper**

Presenter: Steven Engelfried, Multnomah County Library (Portland, OR)

What qualities make a picture book “distinguished” enough to win a Caldecott award, and how do we identify them? Using slides from award winning titles, former Caldecott Committee member Steven Engelfried looks at the ways that any picture book reader can analyze the artistic and visual storytelling techniques that can make a book worthy of Caldecott recognition.

#### I.3 **Outpost Reference: Meeting Patrons On Their Own Ground ROOM: Lake Louise**

Presenter: Samantha Schmehl Hines, University of Montana (Missoula, MT)

As universities try to engage their students and ‘meet them on their own ground,’ libraries are following suit. One such approach is ‘outpost reference’ providing reference assistance outside the physical library building. This session will present an overview of what university libraries are doing in this area and discuss several outposts tested at the University of Montana. Learn from these experiences and take home ideas to try out in your library!

#### I.4 **Partnership & Collaboration: The Voices Project ROOM: Edmonton**

Presenter: Tania Danielski, Haines Borough Public Library (Haines, AK)

The presentation will introduce the Voices Project, a community partnership and collaboration between the Haines Borough Public Library and KHNS, the local public radio station and a number of other local nonprofits, agencies and institutions. Information will be shared on planning a project to address a community need, developing community partnerships, collaborating with a variety of agencies, creating unique and meaningful programming and teaching digital audio recording skills to community members, so they can share their experiences and thoughts on the impacts of drug and alcohol abuse through the creation of radio diaries. Presenters will discuss outcomes of the project gained through an Outcome Based Evaluation process. The presentation will include visual and audio components to tell the story of the Voices Project. Questions and discussion time will be provided. For more info about the project please visit our website: [www.voicesproject.org](http://www.voicesproject.org)

**1.5 Planning for the Boom, the Echo and Beyond ROOM: Calgary**

Presenters: Jean Ludlam, Calgary Public Library (Calgary, AB) & Kathleen Pine, Edmonton Public Library (Edmonton, AB)

Edmonton and Calgary Public Libraries are both committed to long term planning for services to young populations and their families. Edmonton recently completed a community study that helped them draft an exciting new business plan. Calgary has just completed its 3<sup>rd</sup> Youth Services Business Plan. Join the Youth Services leaders from these two organizations to learn about their planning processes and the resulting initiatives they have designed for future service.

**10:30 – 11:00 am Refreshment Break** in the Ballroom – Sponsored by Canadian Union of Public Employees Local 1169 Calgary Public Library Workers and Greater Edmonton Library Association

**11:00 am – 12:30 pm Conference Sessions 2**

**2.1 The Future is Now: Shifting Demographics, Emerging Competencies, and the North American Library Workforce ROOM: Jasper**

Presenters: 8Rs Research Team: Kathleen De Long and Allison Sivak, University of Alberta (Edmonton, AB)

Learn about a groundbreaking research project on the library workforce in the Canadian and American contexts and the key issues facing the workforce today. The 8Rs *Canadian Library Human Resource Study* (8Rs) has examined aspects of retirement, recruitment, retention, education, and professional development at a critical juncture for the field. As the library community grapples with issues of service expansion, new technologies, changing competencies, and upcoming retirements, this research provides information essential to the negotiation of a changing field and a changing workforce.

This presentation will provide the highlights of the research on the library workforce and education, with an overview of the actions taken as a result by the President’s Council.

**2.2 Checking out the Intern Advantage ROOM: Banff**

Presenters: Anne Carr-Wiggin & Nancy Collins, University of Alberta (Edmonton, AB)

Interested in how an internship program can benefit you or your library? Come hear one example of how the U of A internship program successfully involved a new intern in a multigenerational team to implement self-serve borrowing machines system-wide in its libraries.

**2.3 Universal Design in the Public Realm ROOM: Lake Louise**

Presenter: Ron Wickman, Architect (Edmonton, AB)

Mr. Wickman’s interest and expertise is in barrier-free design, and he has been consulted on improving access to libraries for people with disabilities. He also focuses on environmentally sustainable architecture. His presentation will give a general overview of Universal Design, with specific focus on improving accessibility in libraries.

**2.4 Reach Out and Touch Someone: Public and School Libraries Collaborate for Student Success ROOM: Calgary**

Presenter: Rhona Klein, Washington State Library (Olympia, WA)

Do you find you share the same patrons with another type of library? Are you interested in collaborating with other libraries in your community to contribute to student success? If you are

interested in exploring this kind of collaboration and working with other libraries in your community, please come join librarians from Washington state who will discuss their experiences and findings from a recent IMLS grant that created such partnerships between public and school libraries to improve student learning. Mini-grants were distributed throughout the state for two years and have markedly improved library communication and services. Come find out about some of the best practices to use in your community. And for little to NO money! Library and research skills that you share with young learners are tools they will use throughout their lives. This panel will discuss the highlights of the grant work, and the tremendous benefits of working collaboratively between libraries.

**2.5 From Bookmobile to Wikipedia ROOM: Edmonton**

Presenter: Lyle Weis, Author (Edmonton, AB)

Using humor and serious social analysis, I will present an author's experiences with libraries from the small town bookmobile of my boyhood to my grudging acceptance of the quasi-libraries of the internet. Writers and libraries both are in the midst of rapid transformations. Internet publications and POD (print on demand) publishers demand a new definition of what we think of as the library. Expect a lively, warm and thought-provoking session.

12:30 – 2:00 pm

Luncheon with Punch Jackson in the Ballroom

**2:00 – 3:30 pm Conference Sessions 3**

**3.1 The Alberta Library: Collaboration @ Work ROOM: Lake Louise**

Presenters: Lucy Pana, CEO - The Alberta Library & Karla Palichuk, Director of Alberta Public Library Electronic Network (APLEN) (Edmonton, AB)

The Alberta Library (TAL) is a province-wide consortium that works with its members to promote universal, barrier-free access to the materials and resources in Alberta's diverse libraries. By providing a dynamic model of collaboration, public, post-secondary and special libraries come together to share and learn from their collective experiences. Through collaboration, TAL enhances services offered by libraries, makes possible programs that increase the capacity of the library system across Alberta and strengthens the community through combined action. The session will describe the successes and challenges of working in a consortial environment.

**3.2 e-Branch in a Box: An Easy Way to Create a Sustainable Library Web Presence ROOM: Edmonton**

Presenters: Idaho Commission for Libraries - Michael Samuelson, Erin McCusker, and a public librarian from the Idaho library community (Boise, ID)

Small rural libraries are challenged to provide services in a 2.0 world, yet they lack the time, skills, and funding to support the move in that direction. This program will share how Idaho libraries went open-source to create e-branches—vital websites to deliver information about and access to library services.

**3.3 Reading the Region: Award Books for the Pacific Northwest ROOM: Calgary**

Presenters: PNLA Board Members and others (Pacific Northwest)

Join members of the PNLA Board and others for a rapid round of readable titles featuring 2006-2007 award winners from Alaska, Alberta, British Columbia, Idaho, Montana, Oregon, and Washington. Books for all ages and interests will be previewed and displayed. Award programs and reading initiatives throughout the region will be highlighted.

**3.4 I Thought I'd Be Able to Find Myself at the Library: LGBTQ Case Study of Services and Collections in Public and School Libraries ROOM: Jasper**

Presenter: Alvin Schrader, University of Alberta (Edmonton, AB)

How effectively are librarians serving their LGBTQ communities? What are our social responsibilities and legal obligations? Do they differ between Canada and the United States? This session explores library policy issues in services and access to print and Web resources for lesbian, gay, bisexual, transgendered, trans-identified, two-spirited, and questioning Canadians, especially Canadian youth with limited resources. Audience discussion and exploration of issues is encouraged.

**3.5 Parachuting Digital Immigrants into a Net Gen World, Part A ROOM: Banff**

Presenters: Keith McPherson, Language Education Research Centre, UBC; Janet Mumford, Teacher-Librarian, Richmond School District, British Columbia; Jo-Anne Naslund, Education Library, University of British Columbia (Vancouver, BC)

Mentoring educators to become tech savvy and develop expertise in the way of new literacies is a challenge. In this workshop faculty, academic librarians and teacher-librarians at the University of British Columbia draw upon their work with elementary and secondary student teachers, by modeling some of the learning experiences they have designed to enhance student teachers' understandings of information literacy and the realities of the net generation. Collaboration with the library - working with academic and teacher-librarians - has been key. Student teachers collaboratively plan with teacher-librarians teaching units for their practical as part of their language and literacy education courses. Their use of e-folios, web quests, blogs and wikis will be discussed and in particular, professional e-folios within a Problem Based Learning cohort. Topics to be explored include: the mentoring role of librarians in student teachers' university and practicum experiences; use of teaching tools such as e-folios, web quests, wikis, and blogs; strategies for teaching critical information literacy skills (involving TV and internet); and the difficulties of parachuting digital immigrants into a net gen world.

**3.6 Does It Matter Where the Materials Are Shelved? ROOM: Red Deer**

Presenter: Gloria Langstaff, Bitterroot Public Library (Hamilton, MT)

Join us for a roundtable discussion on floating collections serving users in a consortium. Come hear how one library has lived through this process and hear an update on how this program is working for them.

**3:30 – 4:00 pm Refreshment Break** in the Ballroom -- Sponsored by Library Association of Alberta and Canadian Library Association



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**4:00 – 5:30 pm Conference Sessions 4**

**4.1 No Ephebiphobia\* Here! \*ephebiphobia: an abnormal and persistent fear of teenagers**

**ROOM: Lake Louise**

Presenter: Wendy Grønnestad-Damur, Edmonton Public Library (Edmonton, AB)

Many people (including library staff!) are afraid of teens, especially their loud voices, the way they travel in packs, and their strange hair and dress. Switching to an attitude of serving – rather than merely tolerating - teens can be supremely rewarding. Learn about best practices for service to teens, why a teen advisory board is important and how to start one, as well as the Teen Survivor online summer reading program and other activities from EPL's Year of the Teen 2005. Teens are future taxpayers and library supporters. We need them!

**4.2 Boom Leading Echo into Leadership ROOM: Edmonton**

Presenter: Mary DeWalt, Ada Community Library (Boise, ID)

Come participate in an information sharing and open discussion about ways to effectively grow library leaders in the Pacific Northwest. Included in the discussion will be ways to build a supportive network through mentoring within our walls and across the region. Discussion will also include PNLA's own Leads Institute.

**4.3 Launching InfoLit 2.0? What is being said about the Social Web and Information Literacy?**

**ROOM: Calgary**

Presenters: Cameron Hoffman, University of Lethbridge (Lethbridge, AB) & Sarah Polkinghorne, University of Alberta (Edmonton, AB)

del.icio.us. flickr. MySpace. Facebook. Today, there's no argument that using Web 2.0 applications such as these is common in libraries. Increasingly, library staff reach for "social software" applications to help them promote their institutions and their services. But how fully are these technologies currently used to further the work of information literacy? This session examines the current relationship between Web 2.0 and information literacy. Can Web 2.0 be used to help our users better navigate the library and electronic information?

This session will explore how Web 2.0 has been talked about by various commentators, including those in the library community. The session will deal with three main points: 1) that there is widely acknowledged ambiguity and ambivalence surrounding terms such as "Web 2.0" and "social software;" 2) that different fields employ these terms in varying ways; and 3) that library staff undertaking instruction activities will find their work enhanced by a greater understanding of the Web 2.0 context. The session will also explore how Web 2.0 can be used by library staff in information literacy activities, from traditional instruction on use of the library catalogue and databases to teaching skills such as website evaluation and mining the Deep "un-Googleable" Web. The session will be of interest to library staff who are involved in instruction or intrigued by Web 2.0.

**4.4 Yoga Session ROOM: Jasper**

Presenter: Glenda Carline, Director, Yoga for Today (Sherwood Park, AB)

Come join us as we learn to stretch, relax, and lead a more balanced and productive life. Change into your comfortable clothes and learn how to bring yoga into your daily routine.

**4.5 Parachuting Digital Immigrants into a Net Gen World, Part B ROOM: Banff**

This is a continuation of session 3.5.

**6:00 – 9:00 pm      Corks, Cans & Pops at Brewsters Brewing Company**

Join us for our PNLA perennial night of “Corks, Cans & Pops” at Brewsters Brewing Company and Restaurant. Sample a selection of Edmonton made lagers, a choosing of Okanagan wines from British Columbia, or an unlimited supply of non-alcoholic beverages along with a variety of tasty things to munch on and enjoy. Bus transportation provided to and from the event. Sponsored in part by Legacy Library Services.

⇒ **The bus will be arriving at the front of the hotel at 5:45 pm. Please meet us there!**

**Friday, August 10, 2007**

|                    |   |
|--------------------|---|
| 7:30 am – 12:00 pm | Registration in Lobby                                 |
| 8:00 – 9:00 am     | Breakfast (in the Royal Room)                         |
| 9:00 – 10:00 am    | PNLA Membership Meeting (in the Royal Room)           |
| 8:00 – 11:00 am    | Intellectual Freedom Silent Auction (in the Ballroom) |
| 8:00 am – 2:00 pm  | Exhibits  |

**10:00 – 11:30 am      Conference Sessions 5**

**5.1      The Management Conundrum ROOM: Calgary**

Presenter: Jason Openo, Salem Public Library (Salem, OR)

The most competent employees see themselves as less competent than they are, and the less competent overestimate their skills. This single paradox may be the most profound management paradox that explains much about human and organizational behaviour. In addition to this, the best managers are those who are the least in control, and sometimes the best course of action a leader can make is to do nothing at all. Jason Openo, Public Services Manager at the Salem Public Library, discusses the paradoxes of management using his favourite management titles such as *The Management of the Absurd* and *The Contrarian’s Guide to Leadership*, along with some anecdotes from his first years in public library management.

**5.2      Teens and Social Software ROOM: Jasper**

Presenters: Chris Peters & Elizabeth Laukea, Washington State Library (Olympia, WA)

According to the Pew Internet and American Life Project report on Teens as Content Creators, 57% of teens who use the Internet are creating original content such as blog postings, social networking profiles, photos and videos. In this program, we’ll discuss the Washington Reading blog, a project developed by the Washington State Library that uses social software to get kids excited about books. We’ll also talk about other sites that are using social software to get young patrons excited about reading and libraries. Topics we’ll discuss include site design, software selection, online safety, marketing, and examples of existing teen programs that could benefit from an online, interactive component.

~~**5.3      Using Assessment to Link NetGens and Boomers at the Library Session Cancelled**~~

**5.4      A Barcode on Steroids: RFID at the Edmonton Public Library ROOM: Banff**

Presenter: Adrienne Brown Canty, Edmonton Public Library (Edmonton, AB)

In 2006, the Edmonton Public Library began a \$6 million, two-year project to move to a radio-frequency identification (RFID) system for circulation and security, including self-check and automated

check-in and sorting. Learn the basics of RFID technology and hear about one library's experience in planning for and implementing it.

**5.5 Library Service with a Spanish Spin: Lessons from Latin America ROOM: Lake Louise**

Presenters: Thomas and Sarah Swaner, King County Library System (Burien, WA)

Spanish speakers are the fastest growing immigrant communities in many areas of the Pacific Northwest. This program examines the new users' images of libraries and their assumptions about library services. First, examples from libraries throughout Latin America will illustrate the diversity of experiences and expectations that native Spanish speakers bring to the library; then, strategies for serving our Hispanic communities will be offered.

*11:30 am – 1:00 pm* YRCA Award Luncheon with author Sigmund Brouwer – Sponsored by Alberta Municipal Affairs & Housing and ORCA Books (In the Royal Ballroom)

**1:00 – 2:30 pm Conference Sessions 6**

**6.1 What is the Balanced Scorecard and What Can It Do For Your Library?**

**ROOM: Edmonton North**

Presenters: Dean Marney & Dan Howard, North Central Regional Library (Wenatchee, WA)

Discover how a Balanced Scorecard sets in motion continuous improvement throughout all levels of your library and makes performance measurement meaningful to everyone. This will be a fast, furious, and fun intro to the Balanced Scorecard and how this Strategic Planning Process works at the largest rural public library district in Washington State.

**6.2 University of Alberta Student Presentations: “Book Superstores and Libraries” and “The Human Right to Know and the Open Access Movement: An Optimal Path for Scholarly Journals” ROOM: Banff**

Presenters: Liz Fulton Lyne, Huai-Yang Lim, Melinda Spears and Rachel Vyse, University of Alberta (Edmonton, AB)

Join students from the School of Library and Information Studies at the University of Alberta as they discuss their research topics. The first presentation will reflect on the concern and show the adverse impact of book superstores upon the bookselling industry, independent booksellers, and libraries and the broad implications these have for Canadian culture and democracy. The second presentation will focus on research discussing open access and scholarly journals. Both presentations will discuss the research in the context of social responsibility and intellectual freedom.

**6.3 Something for Everyone: A Medium Sized Library's Experience in Programming for Babies to Seniors ROOM: Calgary**

Presenter: Hilary Munro, Medicine Hat Public Library (Medicine Hat, AB)

Babies, children, young adults, adults and seniors – MHPL is meeting the demand for programs from the boom to echo generations on a limited budget, forming partnerships with community agencies and national organizations. Topics will include inexpensive program ideas and working with partners.

**6.4 I-Docs: Building Partnerships and Promoting Government Resources**

**ROOM: Lake Louise** Presenter: Charlotte Fowles, Idaho Commission for Libraries (Boise, ID)

Digitization may be your answer if you want seamless, easy access to government information and full-text primary resources. I-Docs is a new searchable online resource designed for secondary students, teachers, and librarians. The success of I-Docs is due in large part to partnering with influential decision makers and thorough project planning. This presentation includes an overview of the planning process and partnership building, followed by live searching in the database. This session will be of interest to librarians investigating alternatives to providing full-text resources for their users and those interested in digital projects.

- 6.5 Electronic Presence and Outreach: Beyond Your Library's Web Site ROOM: Jasper**  
 Presenter: OCLC Staff (Lacey, WA) Sponsored by OCLC and the Bibliographical Center for Research (BCR)

Terms like social software, electronic community and Library 2.0 get used a lot these days in the library world, but how can you take these ideas and turn them into practical services for your patrons? This session will explore how all types of libraries are extending the reach into their communities and offering services that make them more visible, available, flexible, practical and successful.

- 6.6 What's New and What's Hot: New and Forthcoming Books for Adults (Part A) ROOM: Edmonton South**  
 Presenters: Dewey Divas: Anne Stevens & Lahring Tribe (Edmonton, AB)

Several library representatives from various publishers will present some new and exciting titles for librarians to recommend to their patrons. A presentation of both fiction and non-fiction will be shared for a variety of interests.

2:30 – 3:00 pm *Refreshment Break (on the 2<sup>nd</sup> floor)* Sponsored by GALE and the Public Library Association

### 3:00 – 4:30 pm Conference Sessions 7

- 7.1 Multigenerational Workers Within Library Departments ROOM: Jasper**  
 Presenter: Jodee Kawasaki, Montana State University (Bozeman, MT)

Not only are we helping patrons and providing services for multigenerations, now we are working within our organizations with multigenerations. How do you work with and keep all ages motivated and engaged? What aspects of work are important for different generations? This workshop is intended to provide tips and techniques for all of us working with colleagues from different generations.

- 7.2 Real, Live Literature in Your Library ROOM: Lake Louise**  
 Presenters: Stephanie Gregorwich, Executive Director of the Young Alberta Book Society (Edmonton, AB) & Mary-Ann Thurber, Peace Library System (Grande Prairie, AB)

Ever thought about bringing a "real, live" author into your library but couldn't make it work? Join the Young Alberta Book Society and explore the benefits of hosting, the mechanics of arranging, and the resources for facilitating a successful and affordable author visit.

- 7.3 Demystifying Millennial Students: Fact and Fiction ROOM: Edmonton North**  
 Presenters: Leza Madsen & Hazel Cameron, Western Washington University Library (Bellingham, WA)

A look at the myths and realities surrounding the newest and largest generational wave -- the Millennials. Is this generation of learners really that much different from previous generations? What's true, what's not, and most importantly, how can this knowledge help you understand and create

services to the unique needs of this generation?

**7.4 Keep Your Librarians Fresh with Leaves and Exchanges ROOM: Banff**

Presenter: Shelley Ross, University of Lethbridge (Lethbridge, AB)

Are your Echo employees willing to work at the same job for a good part of their careers or do Boom managers need to employ strategies to keep the workplace fresh and varied? My own leave experience of a year in the world of public libraries has had a positive impact on my academic career - I'll review the costs and benefits from a management point of view as well as the challenges and opportunities presented by different kinds of leaves from an employee point of view.

**7.5 What's New and What's Hot: New and Forthcoming Books for Children and Teens (Part B) ROOM: Edmonton South**


Presenters: Dewey Divas: Anne Stevens & Lahring Tribe (Edmonton, AB)

Several library representatives from various publishers will present some new and exciting titles for librarians to recommend to their younger patrons. A presentation of both fiction and non-fiction will be shared for a variety of interests and reading levels.

5:30 – 6:30 pm *Social Hour with Cash Bar* in the Royal Room

**6:30 – 9:00 pm Banquet and Entertainment**

Join us as we conclude the 2007 PNLA Conference with supper and good times! The Frog Lake Star Hoop Dancers will be performing. Event sponsored by Insignia Software.



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## Saturday, August 11, 2007

9:00 – 12:00 pm PNLA Board Meeting (In the Fort McMurray Room)

⇒ **Tours will meet at the front doors of the Hotel.**

### 9:00 am – 12:00 pm Tour through Edmonton

Join us for a tour through our Province's Capital City. Enjoy this half day tour featuring Edmonton's cultural and heritage sites. Visit the prominent neighbourhoods of Historic Glenora and Old Strathcona. Explore downtown Edmonton, its ethnic communities, the Alberta Legislative Building, the University of Alberta and the scenic North Saskatchewan River valley. Price includes sightseeing tour and return to hotel.



### 1:00 pm – 7:00 pm Tour to the Ukrainian Cultural Heritage Village & Elk Island National Park

Visit this multi award-winning provincial historic site showcasing Ukrainian settlement in East Central Alberta (1892 – 1930). Be a time traveler and interact with costumed role players portraying real-life Ukrainian pioneers. Explore over 30 historic buildings including three churches of Eastern Byzantine Rite, a fully-functioning grain elevator, blacksmith shop and burdei (sod hut).

Located less than an hour away from Edmonton, Elk Island National Park of Canada protects the wilderness of the aspen parkland, one of the most endangered habitats in Canada. This beautiful oasis is home to herds of free roaming plains bison, wood bison, moose, deer, and elk. Also boasting over 250 species of birds, the park is a bird watcher's paradise. Be it for wildlife viewing, hiking, there is something for everyone at Elk Island National Park.

Bring your camera and sunscreen, wear your comfortable clothes, and join us for a day of fun!

Price includes tours, lunch at the Ukrainian Village, entrance and park admittance, and bus transportation to and from the hotel.

