

**PNLA's Centennial Conference:
"A Century of Cooperation, A Legacy of Leadership"**

August 5-7, 2009 | Missoula, MT

Holiday Inn Parkside

Internet Café will be in the Montana Boardroom from Wednesday afternoon through Friday afternoon.

Conference bookstore will be in the Atrium/Exhibits area on Thursday and Friday.

WEDNESDAY, AUGUST 5

Preconferences: Both will be presented by Tomas A. Lipinski, J.D., LL.M., Ph.D., Professor and M.L.I.S. Program Director, School of Information Studies, University of Wisconsin—Milwaukee.

9:00 am - 12:00 pm : Preconference 1

Copyright Part 1: Basics, including Fair Use and Section 108

Room: Madison/Jefferson

This half-day morning session includes a review of basic copyright provisions, including factors in copyright risk management. Two important provisions of the copyright impacting libraries, archives, and related entities are covered (sections 107 and 108) are discussed in detail. Questions will be taken throughout the afternoon and at the conclusion of the program.

By the end of the program participants will . . .

- understand the basic law of copyright and how these factors can affect assessment of legal risk,
- apply the four fair use factors to evaluate copyright problems, and
- understand the benefits and shortcomings of section 108, the main library and archive provision of the copyright law.
- Bring your copyright questions (and polices) for review and discussion!

1:30 pm - 4:30 pm : Preconference 2

Copyright Part 2: Advanced, including the TEACH Act, DMCA and Licensing

Room: Madison/Jefferson

This half-day afternoon session builds upon the morning "Copyright Part 1" workshop. (Those who are unfamiliar with copyright or have not participated in a

copyright presentation with the speaker are strongly urged to attend the morning session!) The majority of the presentation relates to digital content. The old and new (TEACH Act) rules covering the classroom exemptions and the service provider (section 512) and circumvention/trafficking (section 1201) provisions of the DMCA are discussed. The program concludes with an introduction and review of licensing terms. Questions will be taken throughout the afternoon and at the conclusion of the program.

By the end of the program participants will . . .

- understand the “rules” regarding use of material in the face-to-face and distance education environments,
- assess the obligations imposed on an academic institution that desires the protection of the section 512 “safe harbor”, and
- become aware of the major elements of a licensing agreement and compare the rights and responsibilities governing use of content governed by a license to content governed by copyright.
- Bring your licenses for discussion and review!

12:00 pm – 5:00 pm : Special Event: Whitewater Rafting (ticketed event)

Lewis & Clark Trail Adventures will pick rafters up at the Holiday Inn - Parkside at noon to enjoy an afternoon of scenic, whitewater fun floating the Clark Fork River through the spectacular Alberton Gorge.

2:00 pm - 5:00 pm : PNLA Board Meeting

Room: Montana Boardroom

6:30 pm - 9:30 pm : PNLA President’s and Past Presidents’ Reception

Room: Upper Patio

Keynote: Dr. Tomas Lipinski, “Leadership in a Time of Change: Will Access and Use of Protected Content Survive the Next 100 Years?”

Hors d'oeuvres and a no-host bar will be provided. Sponsored by PNLA Intellectual Freedom funds.

THURSDAY, AUGUST 6

8:30 am - 10:00 am : Programs, Slot 1

Partners in Protecting Privacy & Intellectual Freedom: The ACLU and You

Panel presentation; Sheila Bonnard, Montana State University, convener.

Room: Glacier/Yellowstone Track: Intellectual Freedom

Who works to preserve freedom of speech and protect privacy? Who fights for freedom of information and access to information? Libraries and librarians, right? Yes, but another organization is in the forefront of these battles and that is the American Civil Liberties Union (ACLU). Libraries and the ACLU often find themselves partners in efforts to maintain constitutionally protected civil liberties. Find out about the history and work of the ACLU, its on-going mission to protect our right

of privacy and freedom of speech, and why you might want to support (or at least know about) this organization.

Willing Engagement: Overcoming Learner Resistance in Library Staff

Lauren de Bruin, University of Alberta

Room: Ballroom B

Track: Leadership and Management

The library world is constantly moving to keep up with the pace of technology and the needs of our customers. Our work environment demands constant learning and skill updating, but not everyone is eager to re-learn or re-train. This presentation will help managers and trainers develop strategies and techniques for overcoming learner resistance, drawing from practical experience and professional literature. Participants will learn why resistance develops, how to work with frustrated library staff, and how to achieve maximum effectiveness from training efforts. The audience will be encouraged to participate by contributing their own scenarios and experiences to the discussion.

Organized Spontaneity: Information Literacy and the Learning Commons

Sue Samson and Megan Stark, University of Montana

Room: Ballroom A

Track: Library Services and Resources

Wondering how patrons would use the library if they designed it? Imagining ways users could redefine their needs in library spaces? Think like a designer and begin seeing the possibilities! Discover how the Learning Commons is changing services and resources. Make a difference and enjoy the process and results. The possibilities are limitless: host a gaming tournament; explore social networking; provide movable modular furniture; organize the spontaneity and see what happens. This session will combine presentation, discussion, and group interactions to provide participants the opportunity to understand and consider the applications of instruction by design.

Information Sharing Innovations and Open Source ILS

Panel presentation; Lee Phillips and Stef Johnson, Butte Public Library, conveners

Room: Ballroom D

Track: Future Innovations

A content management system (CMS) is a computer application used to create, edit, manage, and publish in a consistently organized fashion. CMSs are frequently used for storing, controlling, versioning, and publishing documentation. The content managed info may include computer files, image media, audio files, video files, electronic documents, and Web content. CMS and Wikis are great tools for libraries. Open Source ILS: Koha is the first open-source Integrated Library System (ILS). In use worldwide, its development is steered by a growing community of libraries collaborating to achieve their technology goals. Butte Silver Bow Public Library is the first public library in Montana to move to an open source ILS with Koha. BSB Public Library contracts with LibLime for support and implementation of innovations in customizing the ILS interface.

Pint Sized Programs

Charlotte Glover, Ketchikan Public Library

Room: Ballroom C

Track: Library Services and Resources

Think you have no space or no budget to do library programs? Think again. Longtime Alaskan Programming librarian Charlotte Glover will show you dozens of programs for preschoolers to teens that can be done in the space of a couple of folding tables. From fun with fimo, to duct tape creations and costume parties, Charlotte has planned program after program for as little as \$5 and will show you how to plan, implement and publicize your programs on a budget.

10:00 am – 10:30 am : Coffee Break and Time With Exhibitors

Sponsored by EBSCO Publishing

10:30 am - 12:00 pm : Programs, Slot 2

If You Build it Will They Come?

Andrea Peterson, Western Washington University

Room: Ballroom D Track: Cooperation and Collaboration

Building successful online social tools takes more than just technical knowledge. Fear and misunderstanding flourishes around social computing and the thought of unmoderated content. During Western Libraries' Learning 2.0 training exercise, nothing created as much angst as the MySpace / Facebook section. This presentation will present ways to build understanding and support for online social tools, provide some advice and information on using Drupal, and provide some techniques that were successful in building participation in Western's online social projects. Three different Drupal projects will be used as examples throughout the presentation: an intranet, <http://lib206.lib.wwu.edu/14days>, and <http://forum.wwu.edu>.

Can You Hear Me Now? How to Make a Podcast

Alison Aldrich, National Network of Libraries of Medicine

Room: Ballroom A Track: Cooperation and Collaboration

This class provides a fun yet informative introduction to podcasting and how you can use it to enhance your library's marketing and outreach.

PNLA Leads Panel

Panel presentation; Mary DeWalt, Ada Community Library, convener

Room: Glacier/Yellowstone Track: Leadership and Management

Join your colleagues for an interactive session on library leadership and The PNLA Leads experience. Share your thoughts on, and experiences with, leadership as a panel of past participants reflects on their own professional development post-Leads, fields inquiries from prospective Leads participants, and surveys the future.

Website Usability For Your Library

Ellie Dworak, Boise State University

Room: Ballroom B Track: Library Services and Resources

It doesn't have to be difficult, incredibly time consuming, or expensive to improve your library web presence and make it more user centered. Learn to improve your library website through audience testing, accessibility testing, and other methodologies.

The Role of Place

Sneed B. Collard III, Dorothy Hinshaw Patent, and Jeannette Ingold

Room: Ballroom C Track: Library Services and Resources

Whether in fiction or nonfiction, "place" provides more than just a setting for a story. Its role can be just as important as plot and character. The panelists, who have used settings as diverse as Alabama, Yellowstone, Seattle, and the forests and plains of Montana, will discuss how such locales play a vital part in their work.

12:00 pm - 1:30 pm YRCA Luncheon (ticketed event)

"Books and Byways," featuring author Jeannette Ingold (*Hitch, The Big Burn*)

Room: Three Rivers

Jeanette Ingold, whose novels span a continent and a hundred years of history and adventure, looks at the back roads where stories are found. It's a celebration of the journeying spirit that brings readers and writers together over books like the ones being honored today.

1:30 pm - 3:00 pm: Programs, Slot 3

A Lasting Legacy: 100 Years of PNLA History

Linda Frederiksen, Washington State University Vancouver

Room: Glacier/Yellowstone

Track: Cooperation and Collaboration

The 100 year history of PNLA – including its founding, accomplishments, and challenges – lives in the association archives, held at the University of Washington. A wide range of activities, programs, and initiatives documented in the archives will be presented, revealing the enthusiasm, innovation, and effort undertaken by its members during the last century. The program will also include a brief description of how the archives were used to gather information on PNLA's history.

Understanding Legal Issues in Regulating Patron Access in the Public Library

Dr. Tomas Lipinski, University of Wisconsin-Milwaukee

Room: Ballroom A

Track: Intellectual Freedom

This session reviews the relevant First Amendment principles relating to patron access in the public library setting and the standards courts use to assess challenges to library policy and practice, including use of meeting rooms, display cases, web space and patron conduct and dress codes. The session presents a case study approach using the relevant case law and discusses how the case law can guide libraries in designing policies relating to various library spaces.

DIY Leadership Training

Beth Lindsay and Alex Merrill, Washington State University

Room: Ballroom B

Track: Leadership and Management

To encourage more people to feel confident leading committees or initiatives, the Washington State University Libraries decided to make leadership development a priority. Given issues of budget and our specific needs, the best option was to build our own program that would be available to any interested staff and faculty, with a modular approach that also would give people a chance for self-directed discussion of issues in small-group settings. We planned, designed and delivered a leadership curriculum using readily available or quickly adaptable resources. So far, we have offered the series to five cohorts, and have received requests to offer the training again and to develop an advanced track.

A Pilot! A Voice! An Artist! An Explorer!

Paige Bentley, Deschutes Public Library

Room: Ballroom D

Track: Library Services and Resources

Fly! Sing! Paint! An interactive program filled with new and old children's biographies. A creative way to discover experience and learn about someone amazing. Through puzzles, art, strange objects, games, and music librarians will find new ways to bring biography books in and out of the classroom, and or create a new program. I will bring in piles and piles of books and several book lists. Meet a room full of amazing people through books!

Flickr & Digital Image Collections @ Your Library

Jason Clark and Bonnie McCallum, Montana State University

Room: Ballroom D

Track: Future Innovations

Institutions, such as the Library of Congress and the Smithsonian Institution, are using Flickr.com to increase the visibility of their library collections and collect user input to enhance digital content. Join us as we discuss why MSU Libraries decided to create a digital collection photostream on Flickr (<http://www.flickr.com/photos/msulibrary/>). Hear more about the development and implementation of this "beta" Web 2.0 project, including selection of photos, challenges, project

goals, and our experiences to date. Come away with tips and tricks for creating your own cost-effective digital image collections on Flickr.

3:00 pm – 3:30 pm : Coffee Break and Time With Exhibitors

3:30 pm - 5:00 pm : Programs, Slot 4

Children's Author Karma Wilson

Karma Wilson

Room: Ballroom B

Track: Library Services and Resources

Come hear from children's author Karma Wilson (*Bear Snores On, Mortimer's First Garden*).

Leadership and Listening

Richard Wilson, Idaho Commission for Libraries

Room: Ballroom A

Track: Leadership and Management

The development of listening skills will improve your relationships and increase your ability to lead. Before you answer a question or seek to solve a problem, you might want to understand the content and context of the situation. This workshop will challenge you to open your ears, mind, and heart to listen more deeply to discover greater understanding.

OCLC Update: Connecting People to Knowledge Through Library Cooperation

OCLC Staff

Room: Glacier/Yellowstone

Track: Library Services and Resources

Catch up on OCLC activities that further our mission and vision:

- Our newest research report: From Awareness to Funding: A study of library support in America
- Services for end users like WorldCat.org, WorldCat Local and the new WorldCat Navigator
- Services for libraries that help them connect with users such as the QuestionPoint virtual reference system and the CONTENTdm digital collection management system
- The traditional OCLC services for shared cataloging and resource sharing

Free Yourself from © and Get Creative With CC

Connie Strittmatter and Rene Tanner, Montana State University

Room: Ballroom D

Track: Library Services and Resources

Have you ever wanted to use an image to jazz up a presentation or website but wasn't sure whether you were permitted to under copyright law? Worry no more. Attend this session and learn about Creative Commons – a service to help users locate images, audio and video clips that are available to the world with limited copyright restrictions. Whereas copyright requires you to ask permission, Creative Commons lets you know what permissions the creator has already granted when using his/her work. If you use a variety of media when creating documents, then this program is for you.

Every Voice Make a Difference: Frontline Library Employee Advocacy

Dr. Camila Alire, American Library Association

Room: Ballroom C

Track: Cooperation and Collaboration

During these tough economic times, every voice can make a difference for our libraries no matter the type of library. There is another level of advocacy that has not been pursued – empowering library employees to advocate the value of their libraries and their value to patrons/users, friends, relatives, and neighbors. This program covers the importance of frontline advocacy and helpful hints on how to do this effectively.

5:30 pm – 6:30 pm : Dinner on your own

May we suggest Downtown ToNight in Caras Park, with live music and food booths highlighting some of Missoula's great restaurants?

6:30 pm – 9:30 pm : Corks and Cans (ticketed event)

At Ten Spoon Winery, featuring their wines and beers from Big Sky Brewery. Transportation to and from the conference hotel and light hors d'oeuvres included.

FRIDAY, AUGUST 7

8:30 am - 10:00 am : Programs, Slot 5

From Inside Out: Promoting Diversity Awareness in Ourselves and Our Library Users

Panel presentation; Kate Zoellner, University of Montana, convener

Room: Gallatin/Jefferson

Track: Cooperation and Collaboration

Raising awareness of diversity issues and developing methods to help employees work with diverse colleagues and library users is critical to the successful delivery of library services, a respectful work environment, and living as engaged citizens in our local and global communities. Members of the Maureen and Mike Mansfield Library Diversity Committee will share their efforts to promote diversity internally, as well as their outreach initiatives for the University of Montana community. Participants will discuss developing a committee charge, strategies for creating collaborations, ideas for programming, and the "lessons learned" by other libraries doing this important and exciting work!

The Structure of Innovation

Jason Openo, Whitemud Crossing Branch, Edmonton Public Library

Room: Ballroom A

Track: Leadership and Management

Everyone wants to be innovative, but what does innovation really mean? And what are the processes and procedures that lead to innovative practices? Jason Openo, Branch Manager of the Edmonton Public Library's Whitemud Crossing Branch, tackles these questions using theoretical models, his experiences as a manager, and the meta-framework acquired throughout his participation in Leadership Edmonton. He presents an exciting and thought-provoking lecture focusing on self-awareness, trust, and the role of leadership in developing the structures that lead to innovative behavior.

Transitions: Scaffolding Research Skills, Building Bridges, Creating New Knowledge

Kellian Clink, Minnesota State University, Mankato

Room: Ballroom D

Track: Library Services and Resources

Kellian will share her impressions garnered through her conversations with high school librarians. What do high school librarians teach about research? What resources do they share with the students? What kinds of papers do high school students write? Kellian will share what she learned from studying Minnesota's Department of Education websites about the realities of high school media centers. She will talk about common features of high school media centers' websites. She will relate her observations about high school reference collections, classrooms, and databases. What can we assume about students' prior experiences with research and what do we need to introduce as wholly new ground when we do college-level library instruction?

Reading the Region: 2008-2009 Award Books from the Pacific Northwest

Panel presentation; Jan Zauha, Montana State University, convener

Room: Ballroom B

Track: Library Services and Resources

Join members of the PNLA board and others for a rapid round of readable titles featuring 2008-2009 award winners from Alaska, Alberta, British Columbia, Idaho, Montana, Washington, and Oregon. Books for all ages and interests will be previewed and displayed. Award programs and reading initiatives throughout the region will be highlighted.

Creating Online Library Services Using the Google AJAX Feed API

Michael Sutherland, Montana State University

Room: Glacier/Yellowstone

Track: Future Innovations

Have you ever wanted to add RSS feeds to your pages, sites, or blogs? Would you like to display content from many different sources on one Web Page? Google's Ajax Feed API is well suited to do just that. For example, at Montana State, we worked to create a Web-based service to deliver current periodical table of contents (TOC) to users. It could, however, be used to build mashups of news, children's literature, or whatever else your patrons might find interesting and useful. This program will discuss the table of content service we created and how the Google Ajax feed API could be used with a demonstration.

10:00 am – 10:30 am : Coffee Break and Time With Exhibitors

10:30 am – 12:00 am: PNLA Membership Meeting

Room: Ballroom D

Come listen to greetings from local dignitaries including Missoula Mayor John Engen and hear important information about PNLA's activities. This is your chance to give feedback to the organization!

12:00 pm – 1:30 pm : Author Luncheon (ticketed event)

Change Happens!....And Emotionally Intelligent Leadership Works

Featuring Dr. Camila Alire, President of the American Library Association

Room: Ballroom C

Transformational leadership is all about change and emotional intelligence (EI) helps people deal with the change effectively. Dr. Alire will share her thoughts and ideas on how to use emotional intelligence as a successful leader of change and on ways to help library staff understand and accept change.

1:30 pm - 3:00 pm : Programs, Slot 6

CDP Digital Imaging Best Practices

Leigh Grinstead, BCR, and Steve McCann, University of Montana

Room: Madison

Track: Cooperation and Collaboration

To assist imaging practitioners with the production of persistent, high-quality and accessible digital images, this panel will introduce the new CDP Digital Imaging Best Practices, Version 2.0, published in 2008 by the Bibliographical Center for Research (BCR). Leigh Grinstead, Digital Initiatives Consultant at BCR; Steve McCann, Digital Projects Librarian, University of Montana will address the imaging needs and concerns for beginning practitioners from archives, libraries, museums and historical societies with limited resources and/or technical expertise. We will look at how the BCR standards can help to bring the Montana Memory Project members together into a "community of practice."

Free and Stress Free!

Panel presentation; Ellie Dworak, Boise State University, convener

Room: Gallatin/Jefferson

Track: Future Innovations

Join four inventive librarians as we demonstrate how to use free Web tools to improve library services. Because these tools are free, simple to use, and customizable, they can enhance library services without the steep learning curve and huge time commitment that providing high quality Web content used to require. We're using these tools to reach library patrons for instruction, to deliver Web content to the user (rather than requiring them to come to us), to help organize research resources, and to generate creative new content.

Library Space: The Final Frontier?

Panel presentation; Amy Foster, Montana State University, convener

Room: Glacier/Yellowstone

Track: Leadership and Management

Members of the MSU Libraries, LEAP (Leadership, Education, Ability, Potential) committee will discuss the process they underwent to conduct an organization wide discussion about how space in the library is used. LEAP, along with consultant, Eric Austin, created the process, conducted interviews or focus groups, collected and sorted the data that was consolidated into a final report for the Dean and the organization as a whole. The panel members will share their experiences and insights into how the process worked and what the pros and cons of such an exercise can be.

Best Books of the Big Sky: Montana Book Award 2008 Winners and Notables

Ann Kish, University of Montana-Western, and Sami Pierson, Lincoln County Libraries

Room: Ballroom A

Track: Library Services and Resources

Montana teems with literary and artistic talent and the Montana Book Award is an annual award that recognizes and publicizes the best works of those authors and artists. This fun panel discussion will showcase the 2008 Montana Book Award winners and notables for a regional Pacific Northwest audience. Members of the 2008 Montana Book Award Committee will explain the selection process for the award, the goals of the committee, and the publicity efforts of the committee. Most importantly, the committee members will give short book talks on the best books of the year.

Physical Science as a Library Program

Jim Semmelroth, Missoula Public Library

Room: Ballroom B

Track: Library Services and Resources

Many librarians, educated in the "soft" sciences, may have been a bit intimidated in college when talk turned to Newton's Laws or electromagnetism and so stayed away from that side of campus. I urge you to reconsider. I will show you how to put on an amazing science show for 5th to 8th grade audiences with easy to obtain equipment. You will see the demonstrations, find out where to get the equipment, get plans for a do-it-yourself hovercraft, and learn the kewl ideas behind the physics. We will be so noisy, and have so much fun, that the other presenters will shush us.

3:00 pm – 3:30 pm : Coffee Break and Poster Session (in Exhibits Area)

Sponsored by the Friends of the Missoula Public Library

3:30 pm - 5:00 pm : Programs, Slot 7

Collaboration and Opportunity

Jodi Allison-Bunnell and John F. Helmer, Orbis Cascade Alliance

Room: Ballroom B

Track: Cooperation and Collaboration

Consortia bring their members many things: increased services, cost savings, increased knowledge, and increased capacity for services they would not be able to provide their patrons. Two

representatives of a successful regional consortium will reflect on the advantages, challenges, and future of collaborative programs. Helmer will speak on the organization's past and present activities and how the shape of the Alliance is changing over time. Allison-Bunnell will outline the growth and development of the Northwest Digital Archives and how new services and core efforts to connect to research audience needs affect the program's present and future.

Notes from a Wandering Librarian

Jenny Semenza, Idaho State University

Room: Ballroom A

Track: Leadership and Management

While on sabbatical, Jenny traveled the western states, from Arizona and New Mexico north to Alaska. She met with librarians at 26 different academic institutions in her quest for the innovative, the informative and the interesting. Come find out what she discovered to be the best, most valuable, and innovative. Think this is not for you? She also stopped along the way at public libraries and the occasional museum. While the purpose of the sabbatical was focused on Public Services (instruction, reference, and distance services), she garnered many insights into space planning, development/funding, collection development and more...

American Library Association Forum

Karen Gonzales, Missoula Public Library

Room: Madison

Track: Leadership and Management

ALA is beginning to work on its strategic plan for the next five years. This is your chance to let ALA know what they should focus on to help you, your library, your users, and your state association. Join your ALA Councilor, Karen Gonzales, to provide input. Both ALA members and non-members are welcome.

Smart Investing @ Your Library: An ALA Grant-Funded Program

Tim Mallory, Timberland Regional Library

Room: Gallatin/Jefferson

Track: Library Services and Resources

The Timberland Regional Library implementation of this program is unique in that it emphasizes Reference Staff Training to prepare to answer question in a "Ten Minute Topics @ Your Library" format in addition to conventional outreach and programming approaches.

Strong Female Characters: Where Are They?

Dana Campbell, Corvallis-Benton Public Library

Room: Glacier/Yellowstone

Track: Intellectual Freedom

As a member of the 2008 ALA SRRT Feminist Task Force Amelia Bloomer Project Committee Dana Campbell has had an opportunity to familiarize herself with many titles for youth (ages 0-18) with strong female characters. Please join her at this program as Dana discusses the Amelia Bloomer Project and book talks the 2008 titles that made this year's list.

5:30 pm – 6:30 pm : No Host Cocktail Hour

Room: Atrium

6:30 pm – 7:45 pm : PNLA Membership Dinner (ticketed event)

Room: Ballroom

8:00 pm - 9:00 pm : PNLA's Centennial Celebration (open to all attendees!)

Featuring birthday cake and the Drum Brothers!

Room: Atrium

SATURDAY, AUGUST 8

9:00 – 11:00 am : PNLA Board Meeting

Room: TBD