

Nevada Libraries:

THINKING

Outside the Buck

20



10

**2010 Nevada Library Association
Conference Program**

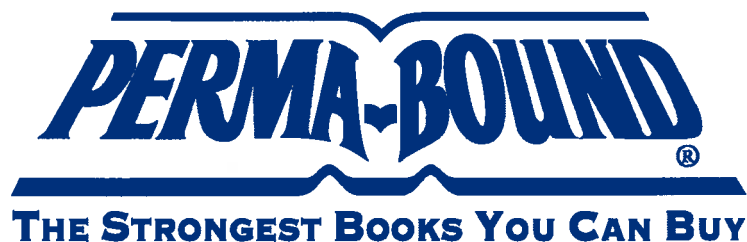
August 14, 2010

Henderson, Nevada

A special thanks to:



for sponsoring the 2010 NLA Conference bags



for sponsoring the 2010 NYRA Luncheon



for programming support

A Message From the Mayor



CITY OF HENDERSON
240 Water Street
P. O. Box 95050
Henderson, NV 89009

Welcome from the City of Henderson

On behalf of the City of Henderson it is a pleasure to welcome the organizers and participants of the Nevada Library Association's annual conference.

We appreciate the commitment of your organization to promote library services of the highest quality. Your continued diligence in supporting library trends and responding to current economic challenges is to be commended.

In Henderson, we are proud to work in partnership with Henderson Libraries to provide educational and literary opportunities for our community. We are dedicated to the continued growth and development of our library system and the programs and services they offer.

We send our best wishes to all of you gathered for this conference and wish you all the best for future success. I hope everyone has a wonderful time at this year's event.

Sincerely,

A handwritten signature in black ink, appearing to read "Andy Hafen". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Mayor Andy Hafen
City of Henderson

President's Welcome



Joan Vaughan, NLA President 2010

Welcome to Henderson and the 2010 Nevada Library Association Conference, **“Nevada Libraries: Thinking Outside the Buck”**. This is surely the best one-day conference that the Nevada Libraries has ever seen!

As we are all aware, in the past year, Nevada libraries have experienced rough times. Some of our libraries have closed or are reducing hours. Some of our friends and colleagues have experienced layoffs or cuts in pay. Ironically, our libraries are busier than ever. We are teaching more computer classes, helping patrons create and send resumes, and providing our communities with entertainment at

no cost to them in the form of recreational reading and free programming for all ages. Obviously, even our normal conference format has been affected as travel and training budgets have been cut.

Our conference theme this year was chosen to address the current situation in a hopeful way. As librarians and library staff, we are well used to finding cost-effective ways to produce quality programming and provide information at low or no cost. We have always “thought outside the buck” – and thank goodness. We were already equipped with the skills needed to cope in today’s economy – we are just honing them a bit more.

I extend many thanks to **Arlene Caruso** who has worked tirelessly with her Conference Committee to provide 12 programs and feature 20 vendors at this year’s conference. Her creativity and dedication seem to know no bounds. We welcome author and Las Vegas-Review Journalist Norm Clarke to as our Keynote Speaker, as well as Candace Fleming as our featured Children’s Author during the NYRA Lunch.

Be sure to visit all the Exhibitors and attend the President’s Reception and Awards Night. Thank you again for supporting the Nevada Library Association this year. We hope you have a wonderful time!



SNAPSHOT:

ONE DAY IN THE LIFE OF NEVADA LIBRARIES
OCTOBER 28, 2010

*Have you heard about
Library Snapshot Day?*

**Nevada Libraries
Snapshot Day
Thursday
October 28, 2010**

Library Snapshot Day was started by the New Jersey Library Association, and adopted by ALA as a day when libraries of all types across a given state take pictures of activities in their libraries on a certain day. In addition to pictures, statistics are also reported. The purpose is to create an attractive, compelling, central point where we can report on how our libraries affect the lives of our patrons on a particular day. October 28th was chosen so Snapshot Day can easily be tied in with Nevada Day (and Halloween) library activities.

Joy Gunn, our NLA Webmaster, has created the logo and website associated with this project. Here is the link to the NLA page: <http://www.nevadalibraries.org/snapshot/>.

To read more about Snapshot Day, here is the link to the ALA page:
<http://www.ala.org/ala/issuesadvocacy/advocacy/statelocalefforts/snapshotday/index.cfm>.

Please let Joan Vaughan, our NLA President, know if your library or library district is interested in participating. It is a **GREAT** way for us to communicate with each other this year, especially in light of everyone's restricted budgets. It could be really spectacular to see what we're doing, with a minimum of money and time involved. And, of course, the more participants we have, the more powerful the tool will be.



2010 Participating Exhibitors

Baker & Taylor

Carlyne Patencede: Patenac@btol.com
Jane Herb

BlackStone Audio Inc

Susan Sanders:
susan@blackstoneaudio.com

Brainfuse, Inc.

Jamie Wallace: jwallace@brainfuse.com
Jack Rothstein

Brodart Co.

Dennis Keith: dennis.keith@brodart.com
Kris Anderson

BWI

Tanya Adams: Tanya.adams@bwi.com
Ryan McNicholas

Capstone

Jackie Graham:
j.graham@capstonepub.com
Diane Fralish

Children's Plus Inc

John G. Walsh:
johnw@childrensplusinc.com
Michele Lee

Conference of Inter-Mountain Archivists

Michael Frazier:
michael.frazier@unlv.edu

EBSCO Information Services

Jacqueline Grippo: jgrippo@ebSCO.com
Lisa Rabin

Friends of Nevada Libraries

Ron Hughes: <http://nevadafriends.org/>

Nevada State Library and Archives

Daphne Deleon:
ddeleon@nevadaculture.org

Nevada Storytelling Guild

Karla Huntsman:
karlahuntsman@gmail.com

Playaway

Aubrey Codispoti:
acodispoti@playaway.com

Quality Books

Jerry Koski: jkoski@earthlink.net

Roaring Development/Simple Digital Library

Jacob Jenson:
jacob@roaringdevelopment.com

Scholastic

Geraldine Curran:
GCurran@scholasticlibrary.com
Fred Warren

Stephens Press LLC

Stacey Fott: sfott@stephenspress.com

Total Imaging Solutions

Terri Currier: terricurrier@sbcglobal.net

University of Nevada Press

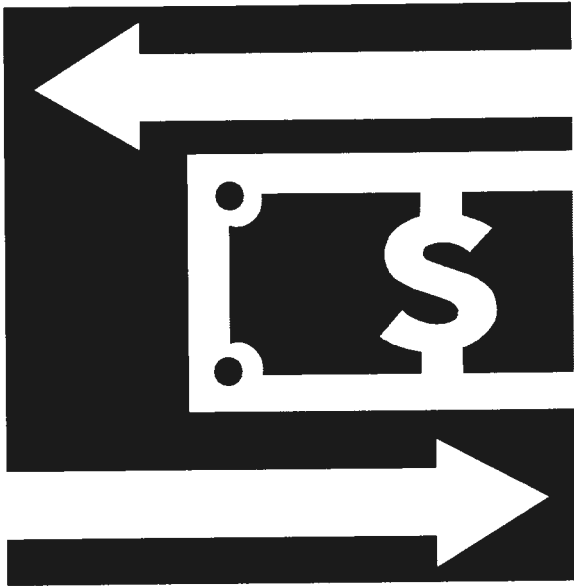
Barbara Berlin:
Bberlin@unpress.nevada.edu

World Book Inc.

Joy Jared: Joy.Jarred@worldbook.com

Conference Schedule

Registration 7:30 a.m. - 12 p.m.				
	La Cascada	El Viento I	El Viento II	El Viento III
7:30-8:30 a.m.	Vendor Breakfast	Vendor Breakfast in La Cascada -- No conflict time.		
8:30-9:30 a.m.	Vendor Breakfast	Southern District Meeting	NSCLS Meeting NYRA Meeting	Northeastern District Meeting
9:45-10 a.m.	President's Welcome			
10-11 a.m.	Keynote with Norm Clarke			
11 a.m.- 12 p.m.		Salinas Public Library: Restored, Reworked & Renewed	Dealing with Change: The 7 Essential Tools to Thrive	Next Generation Discovery Platforms
12-1:30 p.m.	Nevada Young Readers' Award Luncheon	Lunch		
1:30-2:30 p.m.	Meet the Vendors	Letters About Literature	Who Do You See in the Mirror?	How Libraries Can Provide Access to Streaming Media
2:45-3:45 p.m.		Self-Represented Litigants and the Courts	Getting Boys to Read	Expanding Access to Nevada's Cultural Heritage through Digital Collections
4-5 p.m.		So, What Can You Do With Your Voice?	Avoiding the Lava Carnage	How to Leverage Social Media Technologies
5:30-8 p.m.	President's Reception and Award Ceremony			



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**2010 Nevada Library Association
Conference Program**
August 14, 2010 - Henderson, Nevada

7:30 a.m.-12 p.m.

Registration

7:30-9:30 a.m.

Continental Breakfast

La Cascada

8:00 a.m.-5 p.m.

Exhibits Open

La Cascada

9:45 a.m.

President's Welcome

Joan Vaughan

La Cascada

10-11 a.m.

Keynote Speaker: Norm Clarke

La Cascada

Norm Clarke is one of Las Vegas's most notable and recognizable celebrities. This eye-patched man-about-town knows it all about this vibrant city in the desert -- where to go, what to do, and most importantly, where to see and be seen.

If it happens in Vegas, Norm usually has it first.

11 a.m.-12 p.m.

Salinas Public Library: Restored, Reworked & Renewed

El Viento I

The City Council voted in 2005 to close the libraries in Nobel Laureate John Steinbeck's hometown causing an international sensation. The residents taxed themselves and political careers were destined. By 2008, the libraries were open seven days a week, the old facilities were redesigned, a Digital Arts Lab created, Literacy expended, an open source catalog achieved, Teen Lounge in place, and all public school students K-12 received library cards! John would be proud. This program, presented by the Salinas Public Library Director, will focus on how the District was turned around by a physical transformation of library buildings, a reworking of funding and resources that gained 50% more staff public service time, and a renewal of community interest through creative marketing efforts that constantly create a buzz and big expectations.

Presenter: Elizabeth Martinez, Salinas Public Library

Sponsor: PLATO and the Nevada State Library and Archives with funds from the Library Services and Technology Act from the Institute of Museum and Library Services.



11 a.m.-12 p.m.

Dealing with Change: The 7 Essential Tools to Thrive

El Viento II

Professional speaker, entertainer, and author of "The Amazing Journey – 21 Secrets to Living a Magical Life," Timothy Noonan has been performing for worldwide audiences for over 15 years. His presentation empowers individuals to face change fearlessly, offers tools to respond proactively, and progress with direction and power.

Presenter: Timothy Noonan

Sponsor: Southern District

11 a.m.-12 p.m.

Next Generation Discovery Platforms

El Viento III

Five major vendors have developed "next generation discovery platforms" which hold the promise of allowing patrons to easily search a tremendous amount of important content purchased or produced by libraries (their catalog records, their digital collections, their licensed full text databases at the article level, A&I indexes and databases, etc.). Vendors have entered into agreements with publishers and content aggregators to harvest their metadata and create a single, searchable index (like Google). Tremendous volumes of research show our students and patrons using Google and perhaps losing out on the important content housed and licensed by the library. These tools promise to offer a Google-like experience for our patrons, using common web interface design practices such as faceted searching, shopping carts, etc. These tools offer the potential to open up library collections unlike anything that has gone before.

Presenter: Jason Vaughan, University of Nevada, Las Vegas

12-1:30 p.m.

Nevada Young Readers' Award Luncheon

La Cascada

1:30-5 p.m.

Meet the Vendors

La Cascada

1:30-2:30 p.m.

Letters About Literature (LAL)

El Viento I

Letters about Literature (LAL) encourages young people to read, be inspired and write a personal letter to an author, living or dead, from any genre

– fiction, non-fiction or poetry, contemporary or classic – explaining how that author's work changed the student's way of thinking about the world or themselves. The three competition levels are Level I for children in grades 4-6; Level II for grades 7-8; and Level III for grades 9-12. Participants will learn about the free teaching resources available through the Letters About Literature website and listen to an Exploring Nevada segment featuring a teacher and student who participated in the 2009 program. The LAL program is sponsored by the Nevada Center for the Book, the Library of Congress and Target.

Presenter: Karen Starr, Nevada State Library and Archives

Sponsor: Northeast District

1:30-2:30 p.m.

Who Do You See in the Mirror? Change Irresponsible Behavior in the Workplace to Responsible Behavior

El Viento II

Joseph A. Williams, Ph.D. describes the system he developed to help employers and employees identify and understand work related actions and inactions that may originate from their own unique behavior backgrounds. Actions for improvement are presented. The "Human CABLE System" behavioral makeover process is a strategy that when practiced repeatedly on the individual level has the potential to effect global behavioral change.

Presenter: Joseph A. Williams, Ph.D.

1:30-2:30 p.m.

How Libraries Can Provide Access to Streaming Media

El Viento III

The main objective of this program is to show how libraries can provide an "online video library" to library users. Library users with a computer and an Internet connection can view videos through a library. This presentation will include how to purchase streaming videos, how to catalog them, and the technical aspects of making them available to library users.

Presenter: Cyrus Z. Ford, University of Nevada, Las Vegas

Sponsor: CAPTAIN

2:45-3:45 p.m.

Self-Represented Litigants and the Courts

El Viento I

Kevin Clanton, Director of Clark County Law Library, will share his 24 years of observations in the serving of the self-represented litigant patrons. The focus

of this program will be to broaden the awareness of both reference and acquisition librarians with a goal toward improving customer services in support of the pro se litigant and claiming that group as library patron. No prior knowledge assumed.

Presenter: Kevin Clanton, Clark County Law Library
Sponsor: GODIG

2:45-3:45 p.m.

Getting Boys to Read

El Viento II

Why is the gap between boys' and girls' reading levels a major concern among health experts and educators? Why are the vast majority of reluctant readers boys? In this informative seminar, getting boys to read is the focus. Learn ways to see your library through a "guy's eyes," tips to promote genres that boys like, advice for creating reading role models, and more for boys grade K-12. If you want ways to get books in the hands of "little guys," this fun session will inspire you. Includes the latest research from the March 2010 report from the Center on Education Policy.

Presenter: Dan Verdick, ABDO Group

2:45-3:45 p.m.

Expanding Access to Nevada's Cultural Heritage through Digital Collections

El Viento III

This program will provide a brief overview of some of the rich cultural heritage information already available online in Nevada. Digital resources including memory projects, online encyclopedias, historical and cultural material collections will be explored, showing the various fascinating and useful projects that have been completed by cultural heritage institutions throughout the state. Members of the Nevada Statewide Digital Advisory Committee will provide a roadmap for the ongoing planning for a statewide digital collaborative, and will provide pointers for cultural heritage institutions interested in learning more about digitization but who haven't yet started a project.

Presenters: Michelle Mazzanti, Henderson Libraries
Karen Starr, Nevada State Library and Archives
Jason Vaughan, University of Nevada, Las Vegas

4-5 p.m.

So, What Can You Do With Your Voice?

El Viento I

How does one create MAGIC in telling or reading stories? Come find out in this hands-on participatory workshop which will unfold the secrets of expressiveness in the voice and the creation of character voices! Participants will take home a seven-page hand-out for further practice and exploration.

Presenter: Karla Huntsman, Nevada Storytelling Guild

4-5 p.m.

Avoiding the Lava Carnage: Leading Libraries with the Aloha Spirit and Universal Values

El Viento II

Journey to the land of Hawaiian library leadership. Rediscover the value of positive thinking by learning how hot flowing lava not only has the power to destroy but to create! Encounter and reframe several core Hawaiian values with universal applications. Ascertain how the diversified core concepts of Aloha (unconditional acceptance), Ohana (family), and Alakai (one who leads by example) can create a stronger interdependent library environment that enhances experiences for staff and users. Participate in a fun interactive exercise to learn how you can bring the refreshing tropical attitudes of Hawaiian library leadership theory into your own organizational paradise.

Presenter: Dr. Linda Marie Golian-Lui, University of Hawaii at Hilo

Sponsor: Nevada State Library and Archives with funds from the Library Services and Technology Act from the Institute of Museum and Library Services



4-5 p.m.

How to Leverage Social Media Technologies on a Low Budget

El Viento III

Times are tough. Every day we hear on the news about new financial issues. Given the current climate, how do we keep providing the services our patrons expect and deserve with our budgets being cut? Free and open source software is one option available to us, but an even cheaper and more effective option is social software. Social software is often hosted for free on the web and offers librarians a low barrier for entry/learning curve. This workshop will cover these free and low cost options for your library, allowing you to continue to offer the services your patrons need within your budget.

Presenter: Nicole C. Engard, Bywater Solutions

Sponsor: Nevada State Library and Archives with funds from the Library Services and Technology Act from the Institute of Museum and Library Services



5:30-8 p.m.

President's Reception and Award Ceremony

La Cascada

Nevada Young Reader Award Luncheon

presented by: **PERMA-BOUND**
THE STRONGEST BOOKS YOU CAN BUY



Our luncheon celebration this year begins at noon with a picnic buffet featuring author Candace Fleming.

Candace awarded herself the Newbery Medal in fifth grade after scraping the gold sticker off the class copy of *The Witch of Blackbird Pond* and pasting it onto her first novel—a ten page, ten-chapter mystery called *Who Done It?* Acclaimed author of more than twenty books for children, including the Boston Globe/Horn Book Award-winning biography, *The Lincolns*; the bestselling picture book, *Muncha! Muncha! Muncha!*; and the beloved *Boxes for Katje*.



Melanie Watt: Picture Book winner for ***Chester***.

It was in a design class taught by Michèle Lemieux at the University of Quebec in Montreal that author and illustrator Mélanie Watt created her first picture book, *Leon the Chameleon*. Watt went on to create several more books, including *Chester*, *Chester's Back!* and *Chester's Masterpiece* about a megalomaniac cat.



Kate DiCamillo: Young Reader winner for ***The Miraculous Journey of Edward Tulane***.

Kate DiCamillo is the author of *Because of Winn-Dixie* (a Newbery Honor book), *The Tiger Rising* (a National Book Award finalist), and *The Tale of Despereaux* (winner of the 2003 Newbery Medal). *The Miraculous Journey of Edward Tulane* was published by Candlewick Press in 2006 and is the winner of the Boston Globe Horn Book Award. Kate lives and writes in Minneapolis, Minnesota.



Neal Shusterman: Intermediate Reader winner for ***Unwind***.

Award-winning author Neal Shusterman grew up in Brooklyn, New York, where he began writing at an early age. Within a year of graduating from UC Irvine, he had his first book deal, and was hired to write a movie script. This is Mr. Shusterman's second NYRA award. His first was for *Full Tilt* in 2006.



Suzanne Collins: winner of the Young Adult award for ***The Hunger Games***.

Since 1991, Suzanne Collins has been busy writing for children's television. While working on a Kids WB show called *Generation O!* she met children's author James Proimos, who talked her into giving children's books a try. She has written the five-part fantasy/war series, *The Underland Chronicles*. At present, Suzanne is hard at work on the third book in her sci-fi series, *The Hunger Games*. She currently lives in Connecticut with her family and a pair of feral kittens they adopted from their backyard.

About the Presenters

Kevin Clanton

Kevin Clanton is the Director of the Clark County Law Library in Las Vegas, Nevada.

Norm Clarke

Norm Clarke is one of Las Vegas' most notable and recognizable celebrities. This eye-patched man-about-town knows it all about this vibrant city in the desert -- where to go, what to do, and most importantly, where to see and be seen. If it happens in Vegas, Norm usually has it first. Britney Spears' 55-hour marriage. A three-week scoop on her pregnancy. Celine Dion's move to Sin City. Linda Ronstadt's post-show eviction from the Aladdin. Norm had it covered in his "Vegas Confidential" column, which appears six times a week in the Las Vegas Review-Journal. The former "reporter of the year" at the Rocky Mountain News in Denver joined the Review-Journal in 1999 to cover one of the hottest gossip beats in the world. During his 15 years in Denver he was a baseball writer, a sports columnist and a man-about-town columnist. The Montana native had a 12-year stint with The Associated Press, with stops in Cincinnati, San Diego and Los Angeles, the latter as coordinator of coverage for the 1984 Summer Olympics.



Nicole C. Engard

Nicole C. Engard is the Director of Open Source Education at ByWater Solutions. In addition to her daily responsibilities, Nicole has been published in several library journals and keeps the library community up to date on web technologies via her website "What I Learned Today..." (www.web2learning.net). In 2007, Nicole was named one of Library Journal's Movers & Shakers and in 2009 she was the editor of "Library Mashups," a book published by Information Today, Inc. and in 2010 she authored "Practical Open Source Software for Libraries," a book published by Chandos Inc.



Cyrus Z. Ford

Cyrus Z. Ford works in the Bibliographic and Metadata Services Department at The University of Nevada, Las Vegas as a Special Formats Catalog Librarian.

Dr. Linda Marie Golian-Lui



Dr. Linda Marie Golian-Lui is the University Librarian of the University of Hawaii at Hilo's Edwin H. Mookini Library. She is responsible for providing library services for a shared use facility for both University of Hawaii at Hilo and Hawaii Community College. Linda has a BA from University of Miami, a MLIS from Florida State University, and EdS from Florida Atlantic University, and an EdD from Florida Atlantic University. Linda has published several articles and book chapters on topics including, but not limited to, mentoring, thinking styles, negative workplace behaviors, library services to older adults, and library services for adult re-entry women. She has won numerous awards including the American Library Association's 1997 Samuel Lazaro Fellowship for research in technical services, the 1994 Florida Serials Librarian of the year award, and the 1994 NMRT Professional Development Grant. In 2005 Linda was named one of fifty-one Movers and Shakers in the library profession out a potential 150,000+ eligible members by the Library Journal. In 2005 she received one of five Hawaii County's Women of the Year Awards, and in 2009 she received one of 100 People of Influence for Hawaii County YWCA.

Karla Huntsman



Karla Huntsman has taught storytelling, theatre arts, and communication skills in elementary, junior high, high school, and various universities for over 25 years. She has presented numerous seminars, workshops, and presentations at festivals, conferences, and conventions. She is currently working as a teaching artist for the Smith Center for the Performing Arts and as a professional storyteller.

Elizabeth Martinez

Elizabeth Martinez was appointed Salinas Public Library Director in September 2007 after 10 years of consulting and teaching at the San Jose State University, School of Library & Information Science, the University of Arizona, and UCLA. Prior positions include Executive Director of the American Library Association (ALA), Director of the Los Angeles Public Library, and Director of the Orange County Public Library CA. She has also worked in the film industry, media relations, and early literacy agencies.



Michelle Mazzanti

Michelle Mazzanti is the Head of the Acquisitions and Bibliographic Services Department at Henderson Libraries in Henderson, Nevada.

Timothy Noonan

Professional speaker, entertainer, and author of the acclaimed self-help book "The Amazing Journey - 21 Secrets To Living A Magical Life", Timothy Noonan has been performing and speaking worldwide for the past 15 years. Literally born into the entertainment industry, Timothy's father was actor Tommy Noonan, who starred in the notable films, "Gentlemen Prefer Blondes" and "A Star is Born," with Marilyn Monroe and Judy Garland, respectively. After receiving his communication degree, Timothy began his speaking career in the corporate industry in 1988. Currently, Timothy can be seen at corporate events speaking on leadership and inspiration. He also conducts his change-inducing memory seminar "Instant Recall®", for corporations and groups across the country. A persuasive and entertaining speaker, Timothy's client list includes Sony, Intel, Steril-Aire, Sybase, and many more.

Karen Starr

Karen Starr is the Assistant Administrator for Library and Development Services at the Nevada State Library & Archives in Carson City, Nevada. Karen has oversight for statewide library and archive development programs as well as library services at NSLA. Among those duties, she is the project manager for the Nevada Center for the Book and is looking at active implementation of programs like Letters about Literature and Rivers of Words in Nevada.

Jason Vaughan

Jason Vaughan is Director of Library Technologies at the University of Nevada, Las Vegas.



Dan Verdick

Dan Verdick is an author and library speaker whose had led sessions at district- and state-level meetings across the US, including the CSLA (California), FAME (Florida), Minneapolis Public Schools, Atlanta Public Schools, the AZLA, NVLA, and more. He's been featured on the NBC Today Show and in the Wall Street Journal and USA Today. Dan is the Director of Marketing for educational publisher ABDO Publishing Group. He and his wife live in a suburb of Saint Paul with their two school-age readers.



Joseph A. Williams, Ph.D.

Joseph Williams holds an MBA in organizational behavior and a doctorate in applied management and decision science. After he was awarded his Ph.D. in 2003, a summary of his dissertation was published in the Management Research News Journals in 2004. He has 30 years of corporate experience working for two Fortune 500 companies. In addition, while he was working toward his doctorate he spent seven years as an hourly employee of a major airline to learn how real people work. The research he conducted became the basis for his new book "Who Do You See in the Mirror?"

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Nevada Library Association One-Day Conference
August 14, 2010
Henderson, NV

CONFERENCE COMMITTEE CHAIRS

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