



WEDNESDAY, SEPTEMBER 30

9:00-5:00 REGISTRATION TABLE OPEN

10:00–6:00 EXHIBITORS IN BLACKBEAR ABC

Lunch on your own

1:00-2:00 First General Session & Keynote Address (Ballroom B)– Retail style merchandising adds pizzazz and increases library customer satisfaction. Hear about management successes and challenges from Mount Laurel Library’s Trading Spaces Project Director, Kathy Schalk-Greene. Project website: www.sjrlc.org/tradingspaces/.

2:00-3:15 Breakout Sessions -

Building a Regional Digitization Program: Participating in the Lyrasis Mass Digitization Collaborative. / Laurie Gemmill is the Digital Services Program Manager for Lyrasis. (Ballroom B)

Summary: Lyrasis established the Mass Digitization Collaborative to assist members with their digitization needs. The initial focus is on mass digitization of text; the first goal is the digitization of 60,000 books. The digital assets created through the service will be available through Internet Archive as well as participating institutions’ own digital collections. Attendees will learn about the project and how they can participate including selection, costs and digitization details. Frances O’Brien, Dean, West Virginia University Libraries will discuss their experience with the collaborative.

Across the Yew Pine / Dwight Diller, Gail Hatton and B. J. Gudmundsson. (Cardinal)

Summary: Mr. Diller and associates will share dozens of unpublished songs, stories and photos in a multi-media program on the Hammons Family that Mr. Diller “discovered” in 1968 (a landmark Library of Congress study of their music and way of life). The Hammons lived in deep woods isolation for generations, retaining their Elizabethan dialect, oral history, and frontier lifestyle. This program is sure to entertain and teach.

Where are We Going? Where Have We Been? Information Literacy in West Virginia Academic Libraries / Jennifer Sias, Director of Information Literacy and Instructional Services, Marshall University; Carroll Wetzel Wilkinson, Director of Instruction and Information Literacy at WVU Libraries. (Bluejay)

Summary: Providing updates on information literacy developments at West Virginia University and Marshall University, the presenters will involve participants in a discussion of approaches to developing and/or strengthening information literacy outreach on their own campuses. They also plan to conduct a survey of other West Virginia academic librarians involved in instruction and information literacy and to share the results.

Digital Interaction: Infusing Learning Objects into Information Literacy / Mrs. Sabrina Thomas, Marshall University. (Raccoon)

Summary: Learning Modules created specifically for information literacy benefit faculty, students, and teaching librarians in two main ways. First, these learning modules are created to be integrated into online classrooms so that components of information literacy can meet the needs of our online community. Second, the modules can be infused into

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information literacy sessions to break up the lecture style model that many faculty and librarians feel most comfortable with, but do little to keep the average students' attention.

Changes Ahead with AACR2 and Resource Description and Access (RDA) / Heather Campbell-Shock, West Virginia Library Commission. (Bobcat)

Summary: This will be an overview of the Library of Congress' testing of the new content standard for cataloging, Resource Description and Access. It will focus on the developments that lead to the new standard, its testing, and possible impacts for libraries and catalogers.

3:15-3:45 Beverage Break with the Exhibitors in Black Bear ABC

3:45-5:00 Breakout Sessions –

Academic Division Program / James Elmborg, Director of the School of Library and Information Science at the University of Iowa, has won several awards for his work on reference and information literacy including the 2007 References Services Press Award for the best article in the last two years of the RUSA Quarterly and the 2007 ACRL/IS Ilene F. Rockman Award for Outstanding Publication of the Year. (Ballroom A)

Summary: Recently, theorists have been turning their attention to “space” as an important, under-examined phenomenon. A concept called “third space” has been proposed to describe how people experience space. What are the implications of “third space” for academic libraries? How can academic reference work be understood as “third space” work? Academic Division Program and Reception sponsored by the West Virginia University Libraries.

Show it Off: Practical Tips to Increase Circulation by Merchandising Your Collection on a Shoestring / Kathy Schalk-Greene is the Director of the Mount Laurel Library in NJ and the NJ Librarian of the Year www.njla.org. (Ballroom B)

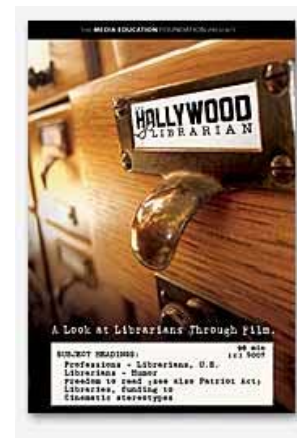
Summary: Transform your library using retail display techniques to add excitement, increase circulation and enhance your customers' experience of the library. Learn how to make both immediate and long-term changes to showcase your collection and involve staff and customers in the process.

EHELP: Elder Health Education in Libraries Project / Sherry Kuhl, MSW Assistant Director for Public Relations and Community Outreach, WVU Center on Aging. (Cardinal)

Summary: The WVU Center on Aging, with support from the National Library of Medicine has worked to create a portal through which seniors can access the NLM Websites and which librarians can use to assist elderly who are looking for accurate health care information. An aspect of this is Cultural Competence education for librarians, with use of the Healing in the Hills series from WV Public Television and the Center on Aging.

Hollywood Librarian : A Look at Librarians Through Film / An Overdue Productions Film. (Bluejay)

Summary: Come watch the film that is the first comprehensive treatment of the subject of librarians. A vivid blend of factual documentary, feature film, and storytelling, it reveals the history and realities of librarianship in the entertaining and appealing context of American movies. Interviews with actual librarians, intercut with film clips of cinematic librarians, examine such issues as literature, books and reading, censorship, library funding, citizenship and democracy. For the first time, we see and understand the real lives and real work of American librarians who for decades have been a cultural force hiding in plain sight.



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5:00-5:45 Division Meetings

Public Division – Ballroom B
School Division – Raccoon
Trustee Division - Cardinal

5:00-6:30 Academic Division– sponsored by WVU Libraries in the Comedy Cellar

5:45-7:00 Dinner on Your Own in the Village

7:00–9:00 All Conference Reception presented by the Pocahontas County PL.
(Ballroom A)

THURSDAY, OCTOBER 1

8:00-4:00 REGISTRATION TABLE OPEN

8:00-5:00 EXHIBITORS IN BLACKBEAR ABC

8:00-9:00 Continental Breakfast Reception with Exhibitors – BLACKBEAR ABC

9:00-10:15 Breakout Sessions–

US Census 2010: Help WV Libraries Count / Richard Hartman, US Census Bureau.
(Ballroom A)

Summary: Mr. Hartman will be talking about the coming US Census in 2010 and how libraries can help everyone in their communities get counted. WVLA and the US Census Bureau are working together and there will be free bookmarks and bags for all libraries. ***Remember public libraries that our state money is based on the population in your area, so every person does count \$\$\$\$!

Getting On Board the WV Info Depot Facebook Group – Social Networking for Library Promotion / Ted Nesbitt, Reference Librarian, West Liberty University; Karen Goff, West Virginia Library Commission; Justin Hughes and Antonio Simon, West Liberty Univ. Students. (Ballroom B)

Summary: Ted and Karen listened and are presenting a program heavily requested from their Spring Fling program... a How-To demonstration on Facebook. The session will create a “WVLA at Snowshoe” Facebook group in order to show you how to create individual and group accounts, set preferences, invite members, and upload documents, photos, and videos.

Evaluating the Library Director / Marilyn Clark founded Worksmart, LLC in 2002 with a simple mission—“to empower individuals and organizations to reach their full potential.” The Lexington based consulting firm empowers its clients through an offering of employee and organizational assessments, business strategy and consulting, high performance training and personal coaching. (Cardinal)

Summary: Providing information to trustees on how to evaluate the performance of the Library Director.

Every Picture Tells a Story: tell your library’s story with up-to-date imaging / Jane Levitan, Youth Services Director of Martinsburg-Berkeley County PL; and Hali Taylor, Director of Shepherdstown Public Library. (Bluejay)

Summary: Jane and Hali will present a program designed to encourage librarians, library staff and enthusiasts (including young writer’s groups) to update their library’s image with professional quality audio/visual displays. With current, inexpensive technology, see what can be easily achieved. Then stay for a hands-on, practical lesson on scanning, PowerPoint and “flip audio-video camera” lesson.

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Using Ethnographic Research Tools to Enhance the Research Process / Celene Seymour, Co-Chair of School Division. **(Raccoon)**

Summary: Celene Seymour will discuss how ethnographic research practices (observation, interviews, rich descriptions, etc.) can be used to improve research assignments, teach content-area standards, and engage student learners. Examples of how these techniques are being used in K-12 schools will be provided.

Beautiful Bindings: The Book Cover Designs of Margaret Armstrong / Mrs. Stewart Plein, Graduate Student MLIS, USC. **(Bobcat)**

Summary: As our literary tastes have changed, the bestsellers of a hundred years ago have long since fallen out of favor. These books still have stories to tell, but now they speak to us about publishing history and the art of the book. This presentation focuses on Margaret Armstrong, a pioneer in binding design. This program should appeal to those interested in book history and preserving the book in its original form.

10:15-10:45 Beverage Break with the Exhibitors in Black Bear ABC

10:45-12:00 Breakout Sessions –

When the Cops Come / Terri Baur, Legal Director of the ACLU of WV. **(Ballroom A)**

Summary: What are your responsibilities to law enforcement if they come to your library asking for information? What are the differences between a subpoena and a search warrant? Which library records are considered public records? Are you invading the privacy of your library patrons? All these questions and more will be answered by Terri Baur.

Navigate the WV Info Depot to Find Essential Information – With College Students as

Your Tour Guides / Jennifer Scott and Amber Smith, West Virginia Wesleyan College Students; Justin Hughes and Antonio Simon, West Liberty Univ. Students; Paula McGrew, Director Annie Merner Pfeiffer Library, West Virginia Wesleyan College; Ted Nesbitt, Reference Librarian, West Liberty University; & Karen Goff, West Virginia Library Commission. **(Ballroom B)**

Summary: Four students from two of the state's universities will demonstrate how they search two of the EBSCO databases, the Learning Express Library, and Points of View. These are excellent databases for everyone in the state to use, and now we have a new perspective on how to search and use them by non-library staff. If you don't learn any new tricks, at least you'll learn how to better understand your library's researchers.

John Brown's Raid, Notes by an Eyewitness / John Cuthbert, Director, WV Collection, WV Libraries. **(Cardinal)**

Summary: In October 1859 (150 years ago), abolitionist John Brown seized the town of Harpers Ferry in a plot to spark a revolution aimed at overthrowing the South and abolishing slavery. Artist/author David Hunter Strother of Martinsburg was possibly the first journalist to arrive on the scene. Preserved in the WVU Libraries West Virginia and Regional History Collection, Strother's sketches and writings about Brown's Raid and its aftermath are among the most revealing primary resource materials in existence.

Mother Goose on the Loose / Crystal Hamrick, Youth Services at Bridgeport Public Library; Lee Ann Cleary, Ohio County Public Library. **(Bluejay)**

Summary: Let Mother Goose on the loose in your library and jump-start children's learning and brain development. Crystal and Lee Ann will be showing and demonstrating activities that will build motor, music, social and pre-literacy skills in infants and toddlers. The program incorporates books, rhymes, finger plays, flannel board stories, music, dance, and child-parent interaction into dynamic programs that will bring whole families into the library.

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Reading Maps: Explore the Whole Collection / Susan Maguire, Collection Specialist, Kanawha County Public Library. **(Bobcat)**

Summary: Reading maps are a great way to promote your entire collection and encourage patrons to explore all aspects of a subject. Using our Twilight reading map as an example, we will walk through the creation of a reading map, from analyzing appeal elements to the technical aspects of online forms.

Rev Up Those PowerPoint Presentations / Shari Heywood, SLMS, Horace Mann Middle School. **(Raccoon)**

Summary: Shari will share techniques she learned at the ALA conference this past summer in Chicago to really make your PowerPoint presentations sparkle. She wowed us at the Summer Refresher when she presented her new PowerPoint.

12:00-1:30 Lunch on Your Own in the Village

1:30-2:45 Breakout Sessions –

Providing Excellent Customer Service / Ron Cadrette, V-P of Lodging, Stonewall Resort. **(Ballroom A)**

Summary: Mr. Cadrette will reacquaint librarians with the 5 basic principles of providing Excellent Customer Service as well as how to build a culture of service in your work place. Many of us have been trained on customer service from the library perspective, now experience the same from a different perspective and see what changes may need to be made in your library.

Intelligent Library Design: Merging Diverse Units with a Unified Mission Description / Monica Brooks, Assistant Vice President for Information Technology: Online Learning and Libraries at Marshall University; and Mr. Jody Perry, Director of Information Resources & Customer Service, Drinko Library, Marshall University. **(Ballroom B)**

Summary: In spite of merging a decade ago, units on both campuses still maintained separate departments and service desks. To meet changing user needs and provide unified service points for faculty and students, we have combined several areas that bring us closer to one-stop shopping.

Child Abuse and Neglect Information for Public Libraries / Amber Stover, Child Advocacy Center Coordinator, and Christina Raines, Advocate and Prevention Specialist from the REACHH/FRC Child Advocacy Center in Hinton, WV. **(Cardinal)**

Summary: Ms. Stover and Ms. Raines will be discussing what constitutes Child Abuse and Neglect and answering the following questions. How do you recognize child abuse? What do you do if you see it occur in the library? What are your responsibilities as a librarian in such a case? What can and can't a do legally? Resources and contacts will be provided.

Resources for your Technical Services Toolbox / Heather Campbell-Shock, West Virginia Library Commission. **(Bobcat)**

Summary: Need to add subject headings to a record in your online catalog but don't have a lot of time? You need to create an acquisitions policy but don't know where to start? Want to keep in touch with the larger Technical Services community? This session focuses on Internet resources, Listservs, and print materials to keep you up-to-date on Tech Services.

Social Networking/Google Docs for School Librarians / Leigh Ann Hood, SLMS/TIS, East Park Elementary School, Fairmont. **(Raccoon)**

Summary: Leigh Ann will demonstrate usage of Social Networking Sites and GoogleDocs for School Librarians and preview our new WVSL site.

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2:45–3:00 Beverage Break

3:00–4:15 Breakout Sessions –

Library Commission Administrative Rule – How It Is Making A Difference. / Karen Goff, West Virginia Library Commission. **(Ballroom A)**

Summary: On July 1, 2007 the Library Commission Administrative Rule went into effect after years of meetings, discussions and revisions. This session will illustrate how changes in the Rule have produced corresponding changes in library operations throughout the state.

Marc Harshman’s Finding and Telling Workshop / Marc Harshman, WV Author and Storyteller. **(Ballroom B)**

Summary: I emphasize in this hands-on workshop not only how to tell stories, but how to make selections best suited to particular age groups. My introductory remarks will briefly outline the history of storytelling in an effort to place our activities in context. In addition to discussing the selection process, I will highlight such topics as setting, voice, pace, and adaptation of specific stories. I will supply a simple outline for telling to participants, as well as teach these same individuals a story or two they can take home. In addition to this I will tell one longer story as an example of what can be done with storytelling for adults

Foundation Center – Find the Money / Olivia Bravo, Chair of IFC & GODORT. **(Cardinal)**

Summary: The Foundation Center is the most comprehensive site to research and obtain funds for non-profits (like libraries). The most up-to-date information on funding in this economy can be found as well. Learn the particulars of how to search and what is available for your library and your community. Hands-on demonstration.

Mining Your Local History Collection: Telling Your Community's Story Using Library Resources / Charles Julian, Manager, National Technology Transfer Center, Wheeling Jesuit University. **(Bluejay)**

Summary: In his book, Rethinking Home, author Joseph Amato posits that “all history is local” and makes a cogent argument for the importance of documenting local history through “compelling narratives” that explain a particular place and its people. These concrete historical details -- often of everyday life and events – help to connect people to the past, present, and future of place. This session will explore some concrete examples of how the library local history collection can tell your community's story.

Moving from Print to Electronic Serials: A Work in Progress / John E. Adkins, Interim Director, Schoenbaum Library, University of Charleston. **(Bobcat)**

Summary: Serial prices continue to increase, print serials take up space, and students and faculty overwhelmingly prefer electronic 24/7 access to serial publications. Discuss the issues involved in this paradigm shift in serials librarianship and see how one small university is proceeding.

Motivating High Schoolers to Read / Carolyn Wotring. **(Raccoon)**

Summary: Carolyn will share how she uses Multicultural Activities to inspire students to read in her library.

4:15–5:00 Roundtable meetings

- **Intellectual Freedom Committee – Ballroom A**
- **Technical Services Roundtable – Ballroom A**
- **Director’s Roundtable – Ballroom B**
- **Preservation Roundtable – Ballroom B**

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- Digital Projects Roundtable - Cardinal
- Reference/ILL Roundtable - Bluejay
- Literacy Roundtable - Raccoon
- Children's Services Roundtable -Bobcat
- Social Responsibilities Roundtable – Eagle

5:00-5:45 Lyrasis meeting – Cardinal

6:00-7:00 Silent Auction & Cash Bar in Comedy Cellar

7:00–9:00 Second General Session and Awards Banquet
(Ballroom AB)

Presenter: Tim Spalding founder of LibraryThing (www.librarything.com/press/) (Ticketed Event) Tim started LibraryThing as a pet project, to catalog his own library and for academic and bibliophile friends. He had no idea it would explode like it did. Before LibraryThing, Tim was a graduate student in Greek and Latin at the University of Michigan, and worked for Houghton Mifflin in Boston and as a freelance web developer and web publisher.



Summary: Tim will talk about how user input with tagging and cataloging along with letting users build community whether in a small town library or via online social networks like LibraryThing is changing the world. Come to dinner for an entertaining and enlightening evening.

FRIDAY, OCTOBER 2

7:30–9:00 Third General Session (Business Meeting, LSTA UPDATE & State of WV Libraries) and BREAKFAST BUFFETT (Ballroom AB)

9:00–10:00 REGISTRATION TABLE OPEN

9:00–12:00 EXHIBITORS IN BLACKBEAR ABC

9:15-10:30 Breakout Sessions

Lessons Learned in Emergency Preparedness / Alix Bentrud, Preservation Services Librarian, Lyrasis. **(Ballroom A)**

Summary: Recent natural disasters and national emergencies have certainly focused attention on the need to plan for all kinds of unexpected events and untimely incidents. All libraries are vulnerable to damage through natural and human created disasters and libraries must be prepared to handle both minor events and large scale emergencies. This session will provide an overview on library emergency preparation strategies and plans to be considered.

How Can ALA Help Achieve Your Goals? / Larra Clark, project manager for the ALA Office for Research and Statistics; and Linda Blake, ALA Councilor for WVLA. **(Ballroom B)**

Summary: How can ALA help you, your library and your users during the next five years? Join ALA leaders and staff for a discussion to let them know where ALA should be focusing its energy to help you and the libraries in West Virginia. ALA members and nonmembers are encouraged to participate.

Signs of Life: An Exploration of Family Photograph Albums / Dale L. Neighbors, Prints and Photographs Coordinator, Library of Virginia. **(Cardinal)**

Summary: Since their inception in the 1860s, family photograph albums have been an integral part of the American household. Filled with images of parents holding babies, women in pretty dresses, and families on vacation, family albums can seem strangely familiar even to those who never knew the subjects featured in the photos. Dale Neighbors

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will explore the conventions of this photographic genre and discuss themes relating to family structure and identity that can often be revealed through an accumulation of family photographs. Program sponsored by the West Virginia University Libraries.

Moving into the Virtual Realm: How "Space" Pushes Us Forward / Ms. Anna Hughes, Health Sciences Reference Librarian, University of Charleston School of Pharmacy/Schoenbaum Library. (Bluejay)

Summary: This session hopes to enlighten WVLA Conference attendees in regards to how "space," or the limitations of "space," can be a catalyst for moving into a more electronic atmosphere in terms of journals and texts. Specifically, I will be outlining how and why the University of Charleston School of Pharmacy's Reading Room will be moved to a more online, or virtual space for study and research. It is the hope of the presenter that attendees will leave the session with an understanding of how important moving into the virtual realm is and how it will help students and faculty of academic libraries in terms of access to information.

Learning 4 Life AASL's New Initiative / Karen Figgatt, Co-Chair of School Division. (Raccoon)

Summary: Karen will give an overview of the new L4L initiative and how our State Library Content Standards and Objectives fit with the new AASL standards. You will be given a comparison chart with ISTE, P21 and AASL standards.

10:30 – 10:45 Beverage Break

10:45 – 12:00 Breakout Sessions –

Sustainable Libraries: More than Green Buildings / David Greenebaum, Educational Services Librarian, Lyris. (Ballroom A)

Summary: Environmental awareness and tough economic times have made "sustainability" the watchword of the day – but what is sustainability? The concept encompasses not just the environmental sphere, but social and financial spheres as well. In this session, we will explore how libraries can work to enhance all three types of sustainability.

Understanding the Essentials of Intellectual Property / Marian Armour-Gemmen, Patent & Trademark. (Copyright Law) (Ballroom B)

Summary: Explore the essential Intellectual Property rights: Trademarks, Patents, Copyright and Trade Secrets. What is the difference among them? How long do they last? How do you choose which one? How can these intellectual property rights be protected? Are search tools available to everyone?.

Wanted: Student Input for Redesigned Library Space; Using the Expert in Your Own Backyard / Mary L. Strife, Director Evansdale Library, West Virginia University. (Cardinal)

Summary: With an opportunity to redesign our first floor, we needed student input. Dr. Beacham helped us develop a short online survey and then ran three student focus groups to gather information. The results aided in the decisions we made for the space. Finding Dr. Beacham and using her expertise made this part of the project a big success.

Using ERM (Electronic Resource Management) to Manage Online Subscriptions / Christine Lewis, Paris Webb, and Lisa Hughes, Marshall University Libraries. (Bluejay)

Summary: Members of the ERM project team will describe the process of implementing ERM for Marshall University Libraries. Discussion will include the advantages and disadvantages of our system, what we've learned and the impact on other library services such as acquisitions, technical services, ILL, etc.

12:00 – 1:00 Executive Board Meeting (Eagle)

CONDENSED SCHEDULE FOR EACH DAY

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SEPTEMBER 30

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FRIDAY, OCTOBER 2

7:30–9:00 Third General Session and BREAKFAST BUFFETT
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10:45-12:00 Breakout Sessions
12:00-1:00 Executive Board Meeting

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Exhibitors	Booth Number
ACCESS SYSTEMS	24
ALTERNATIVE WORK ENVIRONMENTS	31
BAKER & TAYLOR	22
BOUND-TO-STAY-BOUND BOOKS	16
BRODART CO.	14
EBSCO INFORMATION SERVICES	27
INFOBASE PUBLISHING	20
INNOVATIVE INTERFACES, INC	30
J.P. JAY ASSOCIATES, INC.	13
LEXIS-NEXIS	10
LYRASIS	25
MAINTAINITPROJECT OF TECHSOUP	26
MARSHALL CAVENDISH	21
PBS: PUBLIC BROADCASTING SERVICE	15
QUALITY BOOKS	28
RAINBOW BOOK COMPANY	23
U.S. CENSUS BUREAU	11
UNIVERSITY OF SC: SCHOOL OF INFORMATION SCIENCE	12
WVLA: WEST VIRGINIA LIBRARY ASSOCIATION	19
WVLC: WEST VIRGINIA LIBRARY COMMISSION	17,18
WEST VIRGINIA UNIVERSITY CENTER ON AGING	9
WORLD BOOK, INC.	29

