Opening General Session &
Keynote Address
Thursday, April 26, 8:30 - 10:00 a.m.

*Building Dialog in the Age of Demons*

Robert Killen is the Executive Director of the City Club of Central Oregon. He creates opportunity for communities to come together and share vibrant discussion on meaningful and, at times, divisive topics. Killen has diligently studied the many varied ways of storytelling and how those stories relate to the human experience. In 2005 he began studying Appreciative Inquiry and Narrative Psychology and has turned his attention to the power words have to both connect and divide. Killen is a highly accomplished speaker, an award-winning storyteller and a passionate advocate for constructive dialog.

President’s Banquet
Thursday, April 26, 7:00 - 9:00 p.m.

*Light ’Em Up! The Future of Libraries*

Stephen Abram is one of the top 50 people influencing the future of libraries as listed by *Library Journal*. He has received numerous honors and regularly speaks to international audiences. His columns appear in *Information Outlook* and *Internet@Schools* and he is the author of ALA Editions’ bestselling *Out Front with Stephen Abram*. His blog, Stephen's Lighthouse, is a popular blog in the library sector. He is a Past-President of SLA and the Ontario and Canadian Library Associations and received the 2011 CLA Outstanding Service to Librarianship Award in this past June.

Oregon Library Association
2012 Annual Conference
The Riverhouse Hotel & Convention Center
April 25-27, 2012
OLA President’s Message—Abigail Elder

Welcome to the 2012 Oregon Library Association conference Oregon Libraries: Right at the Heart of Things. Our annual conference is the heart of OLA - it is our most visible work and our biggest opportunity to gather, learn and celebrate. This year’s conference committee sought programs with heart, and OLA members responded with preconferences, sessions, and exhibits that challenge and encourage libraries to better connect with their communities.

The conference committee has arranged two opportunities for heartfelt dialog: keynote speaker Robert Killen specializes in creating safe spaces for civil discussion in his work as the executive director of the City Club of Central Oregon, while author and banquet speaker Stephen Abram will delight and inspire conversation about our future.

At Thursday’s lunch, OLA members will consider a merger with the Oregon Association of School Librarians (OASL.) I look forward to a thoughtful conversation and vote on this topic, and I encourage you to seek out a member of the OLA Executive Board or the OLA-OASL joint committee if you have any questions preceding the vote.

Thank you for putting your heart into Oregon Libraries, and enjoy the conference!

State Librarian’s Message—MaryKay Dahlgreen

Thanks to the Conference organizers for giving me this opportunity to communicate with OLA Conference attendees. I am very pleased and excited to have been appointed the ninth Oregon State Librarian. We have an outstanding staff at the State Library and at libraries throughout Oregon. I am grateful for the strong relationship between the State Library and the Oregon Library Association and will continue to make that a priority. I am looking forward to meeting and talking with you at the Conference and in the months and years to come.

OLA Executive Board

Abigail Elder, President
Tualatin Public Library

Michele Burke, Vice President/President Elect
Chemekeata Community College Library

Rob Everett, Past President
Springfield Public Library

Liisa Sjoblom, Treasurer
Deschutes Public Library

Arlene Weible, Secretary
Oregon State Library

Laura Madsen, Member-at-Large
Centennial Elementary School Library

Hannah Gascho Rempel, ALA Representative
Oregon State University Libraries

MaryKay Dahlgreen, State Librarian
Oregon State Library

Anne-Marie Deitering, ACRL-Oregon
Oregon State University Libraries

Deeda Chamberlain, Children’s Services Division
Woodburn Public Library

Kris Lutsock, Oregon Young Adult Network
McMinnville Public Library

Ted Smith, Public Library Division
Newport Public Library

Sean Park, Support Staff Division
Coos County Library Service District

Buzzy Nielsen, Parliamentarian
Hood River Public Library

Ruth Murray OASL Representative
Portland State University

Jessie Gordon, NW Central Liaison
Oregon Health Sciences University Library

Shirley Roberts, Association Manager
Eastern Oregon University

OCEAN LIBRARY ASSOCIATION
P.O. Box 3067
La Grande, Oregon 97850
Phone: 541-962-5824
Email: olaweb@olaweb.org
Web: http://www.olaweb.org
Events and Information

OLA Conference powered by Boopsie

Visit oaweb.boopsie.com on your mobile phone to download the OLA conference app or scan the QR code.

Registration Desk Hours

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<tr>
<td>Wednesday</td>
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<td>Friday</td>
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Registration table located in the lobby of the Riverhouse Convention Center.

Exhibits

Visit with the Exhibitors and thank them for their support! Exhibit hours are:

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<th>Day</th>
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<tr>
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<tr>
<td>Friday</td>
<td>8:30am - 12:30pm</td>
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Exhibitors are listed on pages 20-22. Look for this symbol to register for raffle prizes at participating booths.

OLA MLS Scholarship Fundraiser

Back by popular demand! The Past Presidents Round Table are selling wristbands in a variety of colors and sizes with the slogan: READ. THINK. REPEAT. One wristband for $4 or three for $10.

OYAN Raffle Tickets

Win fabulous prizes! Tickets are $5 each or $20 for 5 and may be purchased during the conference at the OYAN/CSD table in the exhibits area. Winners will be drawn before Friday’s lunch and notified by email the following week. Please know your organization’s policy regarding prizes and participation before purchasing raffle tickets.

Conference Evaluation

An online evaluation will be available after the conference at http://tinyurl.com/ola2012eval.

Conference Handouts

Conference handouts are available online at NW Central under resources (www.nwcentral.org.)

Free Shuttle to Downtown

Heading to downtown Bend for dinner or shopping? Don’t search for parking, ride Bend’s own green shuttle! The shuttle runs from 5:00 - 10:00 pm on Wednesday and Thursday evening. Hop on board in front of the hotel restaurant entrance.

High Desert Museum

Use the enclosed voucher at the High Desert Museum and receive a 20% discount on the price of admission at the museum. This special deal for OLA Conference attendees is good April 25-29, 2012. For the museum’s hours of operation, contact High Desert Museum at 541.382.4754 or www.highdesertmuseum.org.

Flash Your Badge

The Downtown Bend Association has coordinated a “flash your badge” program with participating downtown shops and restaurants. Look for the blue signs at downtown businesses where you can flash your conference badge for a deal only available to conference participants. For more information and a list of deals go to www.downtownbend.org.

OLA After Dark

Can’t get enough OLA goodness? Join OLA President Abigail Elder and President-Elect/VP Michele Burke for even more food, drink and conversation after the President’s Banquet on Thursday night. BYOB, Riverhouse Gilchrist Suite, Room 153, 9:00-10:30 pm.

Conference Headquarters

Riverhouse Convention Center Boardroom.

Message Board

Located next to the registration table in the lobby of the Riverhouse Convention Center.
Earn Your Master of Library Science (MLS) Degree in Portland, Oregon

The School of Library and Information Management (SLIM) provides the opportunity to obtain an MLS degree through their distance education site in Portland, Oregon.

- 36 credit hours required for graduation with an ALA-accredited MLS
- Most students complete their degree in 2 years
- Weekend-intensive sessions are held approximately once a month at Portland State University, enabling face-to-face interaction with faculty and fellow students
- Faculty fly in from Kansas for the weekend sessions
- Classes are augmented by online instruction
- Some elective courses are entirely online, providing greater scheduling flexibility
- Concentrations are available in Youth Services and Archives Studies
- Full time Portland director is available for advising and program assistance

Contact Perri Parise at 503-223-8280 or pparise@emporia.edu for more information or visit http://slim.emporia.edu to learn more about SLIM.
Conference at a Glance

Wednesday April 25, 2012

7:30am - 7:00pm  Registration, Riverhouse Convention Center Lobby

9:00am - 5:00pm  Describing the Future: RDA, Metadata and Linked Data, Cascade C/D

Creative Outreach on a Shoestring, Cascade B

10:00 - 10:30am  Break, Convention Center Lobby

12:00 - 1:00pm  LUNCH, Cascade G/H/I

1:00 - 5:00pm  360 Degrees of Censorship: From Banned Books to Internet Filters and Beyond, Cascade E/F

Getting to the Heart of Online Instruction and Training, Cascade J

The Culture of Poverty, Cascade A

3:00 - 3:30pm  Break, Convention Center Lobby

3:00 - 5:00pm  OLA Board Meeting, Deschutes B

5:00 - 7:00pm  L-net Advisory Board Meeting, Deschutes C

5:30 - 6:30pm  OYAN Reception, Deschutes A

5:00 - 7:00pm  ACRL Reception, Riverhouse Hotel Bar (Sponsored by Ex Libris)

6:00 - 9:00pm  Public Library Division Reception and Dinner, Cascade G/H/I

Handy Acronyms

CSD = Children’s Services Division
DIGOR = Documents Interest Group of Oregon Round Table
IRRT = International Relations Round Table
LIRT = Library Instruction Round Table
LPRT = Library Preservation Round Table
LTRT = Library Technology Round Table
OASL = Oregon Association of School Libraries
ORCA = Oregon Readers’ Choice Award
ORT = Outreach Round Table
OYAN = Oregon Young Adult Network
PLD = Public Library Division
PPRT = Past President’s Round Table
RRT = Reference Round Table
SSD = Support Staff Division
SSRT = Social Responsibilities Round Table
TSRT = Technical Services Round Table
# Conference at a Glance

**Thursday April 26, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00am - 7:00pm</td>
<td><strong>Registration</strong>, Riverhouse Convention Center Lobby</td>
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<tr>
<td>8:30 - 10:00am</td>
<td><strong>Opening General Session &amp; Keynote Address</strong> - Robert Killen, Cascade A/B/G/H/I/J</td>
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<tr>
<td>10:00 - 11:00am</td>
<td><strong>Exhibits Grand Opening &amp; Break</strong> - Exhibit Hall, Sponsored by: Innovative Interfaces, Inc.</td>
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### 11:00 am - 12:30pm

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<th>Session</th>
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<tr>
<td><strong>Hosting and Facilitating Divisive Conversations</strong></td>
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<td><strong>Going Mobile: Does Your Library need an App?</strong></td>
<td>Cascade D</td>
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<tr>
<td><strong>Boomers: At the Heart of Your Library</strong></td>
<td>Cascade E</td>
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<tr>
<td><strong>Implementing RDA, Managing the Transition</strong></td>
<td>Cascade F</td>
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<tr>
<td><strong>Developing New Services in Difficult Times: A Case Study</strong></td>
<td>Deschutes C</td>
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<tr>
<td><strong>All Together Now: Participation Storytelling and How to do it Well</strong></td>
<td>Deschutes B</td>
</tr>
<tr>
<td><strong>Strategic Planning on a Shoestring</strong></td>
<td>Three Sisters A</td>
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<tr>
<td><strong>Metadata for Digital Preservation</strong></td>
<td>Three Sisters C</td>
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<tr>
<td><strong>Show Me the Money! Grantwriting Perspectives for Librarians</strong></td>
<td>Three Sisters B</td>
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<tr>
<td>12:30 - 2:00pm</td>
<td><strong>All Conference Lunch</strong>, Sponsored by: EBSCO and Midwest Tape</td>
<td>Cascade A/B/G/H/I/J</td>
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### 2:00 - 3:00pm

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<tr>
<th>Session</th>
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<tr>
<td><strong>2-Minute Reviews of Oregon Authors</strong></td>
<td>Cascade C</td>
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<tr>
<td><strong>Programming for eBooks: Classes, Clinics, Petting Zoos and other Tools to Help Your Patrons Succeed in the World of Digital Media</strong></td>
<td>Cascade D</td>
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<td><strong>Embedded Librarians</strong></td>
<td>Cascade E</td>
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<td><strong>Will RDA Kill MARC?</strong></td>
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<td><strong>The Oregon Readers Choice Awards: This Year’s Winners and Next Year’s Nominees</strong></td>
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<td><strong>Craftastic Programs for Teens</strong></td>
<td>Deschutes C</td>
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<tr>
<td><strong>Oregon’s Economy: A Regional Economist’s View</strong></td>
<td>Three Sisters A</td>
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<td><strong>Stacks of Gold: Preservation for Libraries with High Circulation Materials</strong></td>
<td>Three Sisters B</td>
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<tr>
<td><strong>Can We Really Do It All? The Challenges We Face as Librarians Who Teach</strong></td>
<td>Three Sisters C</td>
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# Conference at a Glance

**3:00 - 4:00pm**

*Exhibits, Showcases, & Break - Exhibit Hall*

Sponsored by: Friends of the Bend Libraries

## 4:00 - 5:30pm

<table>
<thead>
<tr>
<th>Keeping Public Libraries Public</th>
<th>A Sense of Service</th>
<th>OYAN Book Rave 2012</th>
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<td>Cascade C</td>
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<tr>
<th>Making Free Cheaper: Streamlining Library Gift Processing</th>
<th>At the Heart of OLA: Member Participation</th>
<th>Library2Go: Where We Are, Where We’re Going and Useful Information to Help Patrons</th>
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<td>Cascade F</td>
<td>Deschutes B</td>
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<tr>
<th>Library Technology: Introducing a New OLA-Round Table</th>
<th>Early Literacy Outreach Using Volunteers</th>
<th>From Data Chaos to Data Curation: New Roles for Academic Libraries</th>
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<td>Three Sisters A</td>
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## 5:30 - 6:00pm Business Meetings

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<tr>
<th>Reference Round Table</th>
<th>Support Staff Division</th>
<th>Library Instruction Round Table</th>
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<th>Technical Services Round Table</th>
<th>ACRL-OR Board Meeting</th>
<th>Intellectual Freedom Committee</th>
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<th>Outreach Round Table</th>
<th>Social Responsibilities Round Table</th>
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## 5:30 - 6:30pm

**Alumni Receptions**  
Emporia State, Gilchrist Suite, Room 153  
San Jose State, Deschutes A

## 5:30 - 7:00pm

**All Conference Reception**, Exhibit Hall

## 7:00 - 9:00pm

**President’s Banquet** - Stephen Abram, Cascade A/B/G/H/I/J  
Sponsored by: Civic Technologies
Conference at a Glance

Friday April 27, 2012

7:00am - 12:30pm
Registration, Riverhouse Convention Center Lobby

7:15 - 8:30am
OCLC Breakfast, Cascade H/I

8:30 - 10:00am
Evelyn Sibley Lampman Award Breakfast, Cascade A/J

8:30 - 10:00am

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<tr>
<th>Measuring Now for Tomorrow</th>
<th>Navigating the Sea of &quot;Lost&quot; Maps: A Tale of Map Theft and Recovery</th>
<th>Libraries &amp; the Semantic Web</th>
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<th>The ACRL Immersion Experience-What’s In It for YOU!</th>
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10:00 - 11:00am

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11:00am - 12:30pm

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<th>Staying Relevant: Brand Your Library</th>
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<th>Preservation Video Roundup!</th>
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Conference at a Glance

12:30pm - 2:00pm

**Awards Lunch**, Cascade A/B/G/H/I/J

*Sponsored by:* Emporia State University, School of Library & Information Management and Mango Languages

2:00 - 4:00pm

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<tr>
<th>When the Heart of Things Closes: Community Reactions to Time of No Libraries</th>
<th>Sharpening Those Classic Tools in a Newfangled World</th>
<th>Legos, Pokemon and Book Clubs: Afterschool Activities for the Elementary Set</th>
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**Libraries & Humanism: A Book Discussion**

Three Sisters B

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**OLA Membership – Your Ticket to Professional Activities in Oregon!**

The Oregon Library Association is your organization. Join or renew your membership today! You’ll be in the company of librarians, library support staff, public library trustees, and friends of libraries across the state.

Benefits include:

- Continuing education through workshops and programs.
- Networking through division, committee and round table participation.
- Become educated, refreshed and entertained at the Annual Conference.
- Focus your lobbying efforts with others throughout the state.
- Help for members with professional development with scholarships for conferences and coursework.
- Stay current with the OLA Hotline and OLA Quarterly.

_Do it for yourself...do it for your library...do it for all of Oregon’s libraries._
SAN JOSÉ STATE UNIVERSITY
SCHOOL OF LIBRARY AND
INFORMATION SCIENCE

is a proud supporter of the
Oregon Library Association

Join us in celebrating our passion for lifelong learning. We are hosting a networking reception with complimentary hors d’oeuvres, and everyone is invited!

RECEPTION

WHEN:
THURSDAY, APRIL 26

TIME:
5:30 - 7:00 PM

WHERE:
The Riverhouse
Deschutes A
3075 N. Business 97
Bend, Oregon

Visit our exhibit booth to learn more about our exciting programs:

- Master of Library and Information Science
- Master of Archives and Records Administration
- Post-Master’s Certificate in Library and Information Science
- San José Gateway PhD Program

Let the learning begin:
slisweb.sjsu.edu
Program Schedule: Wednesday

**Note:**
Morning break available from 10:00 - 10:30.
Lunch served for all day pre-conference attendees in Cascade G/H/I from 12:00 - 1:00.
Afternoon break available 3:00 - 3:30.

**9:00am - 5:00pm**

**Describing the Future: RDA, Metadata and Linked Data**

Adam Schiff, University of Washington; Karen Coyle, Digital Libraries Consultant

In the morning, Adam Schiff provides a clear and detailed look at RDA and how it differs from AACR2, using side-by-side examples of elements in catalog records. In the afternoon, Karen Coyle provides a structured introduction to metadata for the future in a hands-on workshop, including an introduction to linked data, identifiers, and the Semantic Web.

*Sponsor: TSRT *  
Cascade C/D

**Creative Outreach on a Shoestring**

June Bass, Multnomah County Library; Cynthia Peterson, Washington County Cooperative Library Services; Rosa Olivarres, Newberg Public Library; Melissa Madenski, Multnomah County Library; Denise Reilly, Newberg Public Library; Jane Salisbury, Multnomah County Library

This workshop is designed to help libraries of every size implement outreach programs to fit any scale, locale and community utilizing highly-skilled volunteers. Participants will come away with tools and materials to get started, and strategies for bringing library services to everyone in the community.

*Sponsor: ORT*  
Cascade B

**360 Degrees of Censorship: From Banned Books to Internet Filters and Beyond**

Chris Crutcher, Author; Sonja Somerville, Salem Public Library; Isaac Gilman, Pacific University; Candace Morgan, Central Linn School District; Emily Ford, Branford P. Miller Library; Katie Anderson, Oregon State Library; Kim Anderson, Multnomah County Library; Traci Glass, Eugene Public Library

Featuring a presentation from acclaimed author Chris Crutcher, this session examines diverse modes of censorship. Crutcher’s presentation focuses on his experience as a banned author. An interactive panel will discuss topics that range from self-censorship in collection development to algorithmic filtering of patrons’ online experience.

*Sponsor: OYAN*  
Cascade E/F

**Getting to the Heart of Online Instruction and Training**

Meredith Farkas, Portland State University

Explore options in online instruction and training, whether training work-study students and volunteers or teaching information literacy online.

*Sponsor: ACRL-OR*  
Cascade J

**1:00 - 5:00pm**

**The Culture of Poverty**

Perla Rodriguez, Cornelius Elementary School

In this workshop participants will be challenged to look at current thinking and beliefs regarding socioeconomic differences. Participants will leave with a deeper understanding of how values may interfere with establishing relationships with products of generational poverty.

*Sponsor: PLD*  
Cascade A

**3:00 - 5:00pm**

**OLA Board Meeting**  
Deschutes B

**Receptions/PLD Banquet**

**5:30 - 6:30pm**

**OYAN Reception**  
Deschutes A

**5:00 - 7:00pm**

**ACRL Reception**  
Riverhouse Hotel Bar

**6:00 - 9:00pm**

**PLD Reception & Banquet**  
Cascade G/H/I

Bill Deresiewicz, Author

Program Schedule: Thursday

Thursday, April 26

8:30 - 10:00am
Opening General Session & Keynote Address
Robert Killen, Executive Director, City Club of Central Oregon

10:00 - 11:00am
Exhibits Grand Opening & Break

Sponsored by: Innovative Interfaces, Inc.

11:00am - 12:30pm
Hosting and Facilitating Divisive Conversations
Robert Killen, Executive Director, City Club of Central Oregon

The most important conversations we have as communities are often the most difficult. How do we create a space where differing views and interactions remain productive? Join Robert Killen as he continues his keynote discussion topics.

Sponsor: Conference Planning Committee

Boomers: At the Heart of Your Library
Mary Wise, Beaverton City Library; Karen Travillon, Cedar Mill Library; Abigail Elder, Tualatin Public Library; Jane Salisbury, Multnomah County Library

Connect with your community! Invite boomers into your library through interactive programming and volunteer options that meet their skills and desires. The presenters, participants in a year-long fellowship focused on Transforming Life After 50, will share their experiences and how it has changed their library.

Sponsor: PLD

Strategic Planning on a Shoestring
Diane Satchwell, West Linn Public Library

Learn how to move through the strategic planning process and establish a blueprint for future resource allocation and activity without breaking the bank.

Sponsor: PLD

All Together Now: Participation Storytelling and How To Do It Well
Heather McNeil, Deschutes Public Library

One of the best ways to ensure success with telling or reading stories is to involve the audience. This session focuses on how to invite participation, without losing control, as well as recommendations for the best books to adapt.

Sponsor: CSD

Going Mobile: Does Your Library Need an App?
Jeremy Grabill, Multnomah County Library; Tim Dabareiner, Multnomah County Library; Kim Pendell, Portland State University

Is it time for your library to have a mobile app? This session showcases some existing mobile apps for libraries, compare mobile apps with mobile sites, and spark discussion about the feasibility and desirability of mobile apps in libraries.

Sponsors: RRT, LTRT

Metadata for Digital Preservation
Friday Valentine, Oregon Health Sciences University

This session provides an overview of the preservation metadata landscape, including standards and emerging trends. Participants will have the opportunity to practice defining and labeling metadata that address the preservation side of the digital object life-cycle.

Sponsor: LPRT

Implementing RDA, Managing the Transition
Adam Schiff, University of Washington; Lori Robare, University of Oregon

The U.S. national libraries’ will implement RDA in 2013. This session will discuss "hybrid" bibliographic records, guidelines for editing AACR2 and RDA records in WorldCat, and an update on PCC plans for identifying and coding “RDA acceptable” headings in the authority file.

Sponsor: TSRT

12
Program Schedule: Thursday

Show Me the Money! Grantwriting Perspectives for Librarians
Karen Estlund, University of Oregon; John Russell, University of Oregon

Discover how obtaining grants for research or other special projects for libraries is beneficial. An overview of the grant-writing process, challenges, do's and don'ts will be presented.

Sponsor: ACRL-OR/Alliance Research Interest Group

3-5 Minute Reviews of Oregon Authors
Bill Baars, Lake Oswego Public Library; Kiera Taylor, Lake Oswego Public Library; Carissa Barrett, Lake Oswego Public Library; Katie Anderson, Oregon State Library

Two-minute reviews will cover fiction and non-fiction by Oregon Authors in 2011 early 2012.

Sponsor: Oregon Authors

The Oregon Readers Choice Awards: This Year's Winners and Next Year's Nominees
Nina Kramer, Multnomah County Library

The winners of the 2012 ORCA will be announced as will the books nominated for the 2013 ORCA list. Enjoy great booktalks about the 2013 titles.

Sponsors: CSD, OYAN

Can We Really Do It All? The Challenges We Face as Librarians Who Teach
Anne-Marie Deitering, Oregon State University; Kate Gronemyer, Oregon State University

OSU librarians share their teaching experiences, discuss what they mean for our practice, and see if there is wisdom to be gained from people who might not call themselves teachers.

Sponsor: ACRL-OR/LIRT

Craftastic Programs for Teens
Aimee Meuchel, Tualatin Public Library; Lisa Elliott, Tigard Public Library

This hands-on program will show you fun, easy, inexpensive crafts that teens will want to do. Watch demonstrations and then make your own!

Sponsor: OYAN

Stacks of Gold: Preservation for Libraries with High Circulation Materials
Patrick Goodman, Garden Home Community Library

This program will help define the two main types of preservation with the goal of helping libraries with high circulation create policies, procedures, and training for staff and administration that rely on a little knowledge and a lot of common sense.

Sponsor: LPRT
Program Schedule: Thursday

Oregon's Economy: A Regional Economist's View

Carolyn Eagan, Oregon Employment Department

With the state of the Oregon economy on everyone's minds, where can you locate up-to-date, reliable information on Oregon business and employment trends, and the tools that can assist you and your patrons to understand them? Regional Economist Carolyn Eagan presents a program on the economy of the state overall and of Central Oregon in particular and answer your questions about Oregon's economic outlook.

Sponsor: DIGOR
Three Sisters A

Will RDA Kill MARC?

Kelley McGrath, University of Oregon

This presentation examines the limitations of the MARC format and looks at the challenges for developing and implementing a new format. It discusses practical problems with the current MARC21 format and characteristics that will be necessary in a new format.

Sponsor: TSRT
Cascade F

Embedded Librarians

Sarah Mead, Multnomah County Library; Rachel Timmons, Multnomah County Library; Amy Maule, CH2M HILL

Embedded librarians? It’s the idea of offering Professional, information-finding skills and reference services off-site. It’s also about creating partnerships with other departments or neighboring library systems. Discover how easy it is to offer this value-added service to your community and share your library’s relevancy.

Sponsor: ORT
Cascade E

3:00 - 4:00pm
Exhibits, Showcases, Break
Exhibit Hall

Sponsored by: Friends of the Bend Libraries

Showcases

Teaching Information Literacy with Pop Culture, Meggie Wright, Emporia (student)

Feed Your Brain at Northwest Central: Library Continuing Education in Oregon is Now An All-You-Can-Eat Buffet, Leora Troper, Northwest Central

Deserts & Farms: Oregon Explorer’s Expanding Support for an Informed Citizenry, Ruth Vondracek and Andrea Wirth, Oregon State University Libraries

What to Expect from Microsoft Access: Creating a Database for Archival Photographs, Ana Carreon, Emporia (student)

OPB Helps Libraries Share Their Stories (LibrariUS), Amanda Peacher, Oregon Public Broadcasting

Services in Serbia: A Look at Library Offerings in a Post-Communist Land, Kristy Kemper Hodge, Emporia (student)

What’s in a Name?, Emily Papagni, Answerland

Building a Heritage Network, Lindsay Prescott Zaborowski, Pacific University

Sparking Teen Creativity, Sonja Somerville, Salem Public Library

4:00-5:30pm

At the Heart of OLA: Member Participation

Mo Cole, Oregon City Library; Robert Everett, Springfield Public Library; Hannah Gascho Rempel, Oregon State University Libraries; Shirley Roberts, Eastern Oregon University; Connie Anderson-Cohoon, Southern Oregon University; Susan Smallsreed, Multnomah County Library; Kate Schwab, Multnomah County Library

In a panel format, past and present OLA leaders will define and describe what they really do. The OLA Association Manager will explain support provided. Audience participation will assist OLA to identify and mentor new leaders, advance them through the organization, and keep them involved over time.

Sponsors: President’s Program & Membership Committee
Deschutes B
Program Schedule: Thursday

Library Technology: Introducing a New OLA Round Table
Margaret Mellinger, Oregon State University Libraries; Margaret Hazel, Eugene Public Library
LibTech RT is for OLA members interested in technology use in libraries. Margaret Hazel and Margaret Mellinger introduce this new group and share how you can participate.
Sponsor: LTRT
Three Sisters A

A Sense of Service
Janet Webster, Oregon State Libraries; Janet Tapper, University of Western States; Christy Davis, Klamath County Library; Terry Reese, Gray Family Chair for Innovative Library Services; Robin Milford, University of Western States; Steve Silver, Northwest Christian University
A panel discussion based on OLA’s Vision 2020 assumes that libraries will commit to providing many services to many people in many ways. The panelists will share their personal experiences in how they maintain their sense of service!
Sponsor: SSD
Three Sisters C

From Data Chaos to Data Curation: New Roles for Academic Libraries
Carla Pealer, Oregon Health Sciences University; Thomas Johnson, Oregon State University Libraries; Brian Westra, University of Oregon
Data curation rests on well-established library practices: collection development, the reference interview, and cataloging/metadata. This session will provide an overview of this topic, offer practical advice, and give you a chance to flex your own data curation muscles.
Sponsor: ACRL-OR
Three Sisters C

Keeping Public Libraries Public
Diane Satchwell, West Linn Public Library
Learn how to advocate for your library; discover how to interact with your elected officials before they make a decision about your library; help determine what options would be best for the future of libraries in the community; and use social networking to heighten the importance and relevance of public libraries. Current updates on privatization of public libraries will be shared.
Sponsor: PLD
Cascade D

Early Literacy Outreach Using Volunteers
Cynthia M. Olsen, Eugene Public Library; Nancy Peterson, Jackson County Library Services; Jody Westerman, Cedar Mill Community Library
Story time has been a staple of libraries as long as there have been children’s services. But what about the children who can’t come to story time at the library? Using the expertise of library staff to train volunteers in specific tasks can expand the potential for library outreach and share the importance of early literacy skills.
Sponsor: CSD
Three Sisters B

Library2Go: Where We Are, Where We’re Going, and Useful Information to Help Patrons
Lorie Vik, Eugene Public Library; Greg Williams, West Linn Public Library
Help your patrons be more successful using Library2Go. Ample time will be given to answer questions. Plus, spend time playing with a variety of eReaders, including Kindles and other devices.
Sponsor: PLD
Deschutes C

Making Free Cheaper: Streamlining Library Gift Processing
Xan Arch, Reed College
Gifts of books and serials can be welcome additions to the library collection. They can also present selection and processing challenges. Here’s how one library reviewed and streamlined their gift processing.
Sponsor: TSRT
Cascade F

OYAN Book Rave 2012: The Year’s Best Teen Lit
Heather McNeil, Deschutes Public Library; April Witteveen, Deschutes Public Library; Paige Bentley-Flannery, Deschutes Public Library; Sheila Grier, Deschutes Public Library
Teen services librarians book talk the best teen lit of the past year.
Sponsor: OYAN
Cascade E
Program Schedule: Thursday & Friday

5:30 - 6:00pm

Business Meetings
ACRL-OR Board Meeting, Deschutes B
Intellectual Freedom Committee, Deschutes C
Library Instruction Round Table, Sisters A
Outreach Round Table, Sisters B
Public Library Division, Cascade E
Reference Round Table, Cascade C
Social Responsibilities Round Table, Sisters C
Support Staff Division, Cascade D
Technical Services Round Table, Cascade F

5:30 - 6:30pm

Alumni Receptions
Emporia State, Gilchrist Suite, Room 153
San Jose State, Deschutes A

5:30 - 7:00pm

All Conference Reception, Exhibit Hall
Visit with colleagues, tour the exhibits, and have a drink on us!

7:00 - 9:00pm

President’s Banquet
Stephen Abram, Library Futurist and Author
Cascade A/B/G/H/I/J

Sponsored by: Civic Technologies

Friday, April 27

7:15 - 8:30am

OCLC Breakfast and Update, Cascade H/I

8:30 - 10:00am

Evelyn Sibley Lampman Award Breakfast

Join us for the announcement of the Evelyn Sibley Lampman Award winner. The award was established in 1982 to honor a living Oregon author, librarian, or educator who has made a significant contribution to Oregon in the fields of children’s literature and library services.

Sponsor: CSD
Cascade A/J

Measuring Now for Tomorrow

Wylie Ackerman, Deschutes Public Library;
Kevin Barclay, Deschutes Public Library;
Lynne Mildenstein, Deschutes Public Library

Measurements help justify budget proposals, allow us to be more efficient with our dwindling resources, help determine equity between services and communities, and demonstrate the value libraries bring to our communities. Presenters will discuss outcome measurements they have implemented, why they work, and how to get started.

Sponsor: PLD
Cascade A/B/G/H/I/J

Driving Lesson: New Models for eBook Acquisitions

Patricia French, Multnomah County Public Library; Emily McElroy, Oregon Health Sciences University; Susan Hinken, University of Portland

How are patron or demand driven eBook acquisitions programs working in Oregon? Join public and academic librarians as we review two eBook acquisition models in our state.

Sponsor: TSRT
Cascade F

Options for Statewide Collaborative Borrowing: Can We Achieve a Virtual, if not Actual, Statewide Library Card?

Eva Calcagno, Washington County Cooperative Library Services; Ed Gallagher, Albany Public Library; John Hunter, Woodburn Public Library; Buzzy Nielsen, Hood River County Library District; Robin Shapiro, Portland Community College; Stephen Skidmore, Siuslaw Public Library; Steven Sowell, Oregon State University; Jane Tucker, Astoria Public Library; Dan White, Scappoose Public Library

The OLA Board charged the Resource Sharing Committee Board to investigate options for establishing a collaborative statewide patron-initiated borrowing program. The goal is to establish a program through which libraries can develop reciprocal, patron-initiated borrowing arrangements with other libraries. How close are we to establishing free statewide library access?

Sponsor: Resource Sharing Committee
Three Sisters A
Program Schedule: Friday

**Meet Everyone, Everywhere: Using OLA’s Virtual Meeting Software**

**Hannah Gascho Rempel**, Oregon State University Libraries; **Shirley Roberts**, OLA Association Manager

Come see the nuts and bolts GoToMeeting, learn the practicalities of organizing or participating in a GoToMeeting session, and how to schedule and track your GoToMeetings via OLA’s account.

*Sponsor: OLA Board
Deschutes B*

**Navigating the Sea of “Lost” Maps: A Tale of Map Theft and Recovery**

**Kathy Stroud**, University of Oregon

Since 2009, the UO Libraries have worked with various agencies to return thousands of stolen maps to their libraries. The history of the map repatriation project, methods used to identify the owners, and how the UO Libraries are handling their own recovered materials will be discussed.

*Sponsor: DIGOR
Cascade D*

**Libraries & the Semantic Web**

**Carlo Torniai**, Oregon Health Sciences University

What do all those acronyms (RDF, OWL, SWRL) and terms (Linked Open Data, triples, ontology) mean? The Semantic Web affects discovery, how resources are shared, and determines how we manage and access content and knowledge.

Q & A follows this informal seminar-style session.

*Sponsor: ACRL-OR
Cascade E*

**Doing Business @ Your Library: Small Business Information Sources and Services**

**Scott Herron**, Eugene Public Library; **Heidi Senior**, W.W. Clark Memorial Library, University of Portland; **Glenna Rhodes**, Deschutes Public Library; **Beth Wickham**, Small Business Development Center, Central Oregon Community College

Small business is big! Presenters examine websites, print sources, and selected databases available through Oregon’s Statewide Database Licensing program. Panelists explore community networking opportunities to support libraries interested in expanding services to entrepreneurs.

*Sponsor: RRT
Three Sisters B*

**The ACRL Immersion Experience - What’s In It for YOU!**

**Meredith Gorran Farkas**, Portland State University Library; **Susan Barnes White**, Linfield College; **Stefanie Buck**, Oregon State University Libraries; **Kate Rubick**, Lewis & Clark College Watzek Library

This session presents Immersion, what it has to offer, and will help you build a case for why your institution should support this opportunity. Learn from the experiences of Oregon librarians who have participated in the ACRL Immersion Program, and see why Immersion might be, for Oregon Librarians, right at the heart of things.

*Sponsor: RRT
Cascade E*

**The Healthy Librarian**

**Gail Kouame**, National Network of Libraries of Medicine, Pacific Northwest Region; **Dolores Judkins**, Oregon Health Science University

Learn simple strategies and practical skills to cultivate wellness in the library workplace. Explore practical solutions including stress management skills, ergonomics and how to incorporate more activity into your day.

*Sponsor: RRT
Three Sisters C*

**Dress Your Message: What You Wear to Work and Why It Matters**

**Mo Cole**, Oregon City Library; **Sara Charlton**, Tillamook County Library; **Kate Rubick**, Lewis and Clark College Watzek Library; **Rob Everett**, Springfield Public Library; **Connie Bennett**, Eugene Public Library

Image isn’t everything but it’s something. What message do you convey through the clothes you wear to work? A panel of fashionistas and experienced managers will discuss work clothing essentials using real library models and a fashion show. Attendance enters you in a raffle for Macy’s gift certificates! PS: Not for women only!

*Sponsor: Past President’s Round Table
Deschutes C*
Program Schedule: Friday

**Preservation Video Roundup!**

**Judith Norton**, Oregon Health Sciences University

Come view a mashup of library preservation videos - some hilarious, some scary (bugs!), many practical and informative. The videos will cover a wide range of preservation issues, from security to care to handling; from conservation to disaster response.

*Sponsor: LPRT*

Cascade F

**Cold Calling for Shy Librarians**

**Abigail Elder; Nan Heim; Janet Webster**

and other Oregon library leaders and local library advocates.

Learn proven advocacy techniques from the best. Facilitators will focus on such thorny topics as the importance of early literacy, the value of open access to science articles, and why the library needs books when we have the Internet.

*Sponsor: Library Development & Legislation*

Three Sisters B

**Oh, the Choices We’ll Make! Reading in the Digital World**


Preliminary findings from a current study of e-reader adoption among OSU librarians show that reading has changed, but not in expected ways. Does technology shape reading or does reading drive our choice of technology?

*Sponsor: ACRL-OR*

Cascade E

**Graphic Novels: Selection and Programming**

**Aimee Meuchel**, Tualatin Public Library; **Traci Glass**, Eugene Public Library; **Mark Richardson**, Cedar Mill Community Library; **Lisa Elliott**, Tigard Public Library

Have you noticed how graphic novels fly off your teen room shelves? Need to know the next big series? Turn the popularity of graphic novels into popular programming.

*Sponsor: OYAN*

Deschutes B

**More Than the Numbers Tell Us**

**Robert Leo Heilman**, Author

Heilman shares his experiences at promoting the “great social value of our free public libraries.” He is the author of *Overstory: Zero, Real Life in Timber Country*, a collection of literary nonfiction pieces which won the Northwest Writers Inc. Andres Berger Award in 1996 and was a finalist for the 1996 Oregon Book Award.

*Sponsor: SSD*

Three Sisters C

**Becoming Thinkers: Helping Young Readers Dig Deeper**

**Barbara Steinberg**, Certified Reading Specialist, Literacy Consultant, and Experienced Classroom Teacher

In this engaging workshop, participants explore reading instruction through the lens of a classroom teacher and discover how to grow inquisitive, thoughtful readers.

*Sponsor: CSD*

Cascade D

**Staying Relevant: Brand Your Library**

**Chantal Strobel**, Deschutes Public Library; **Wylie Ackerman**, Deschutes Public Library; **Georell Bracelin**, 14 Hands

Learn how to best message, market, and brand your library to maintain relevancy in your community. This program will demonstrate how the Deschutes Public Library 'lives the brand' every day through staff engagement, a dynamic website, buildings, services, and programs.

*Sponsor: PLD*

Cascade D

**We’re ALL Documents Librarians Now**

**Valery King**, Oregon State University Libraries; **Dorothy Ormes**, Southern Oregon University Hannon Library

Most federal government information is online but that doesn’t mean it is easy to find! This session will cover useful government web tools—for children as well as adults. We hope to make you more comfortable in your new role as Documents Librarian.

*Sponsor: DIGOR*

Three Sisters A
Program Schedule: Friday

12:30 - 2:00pm
Awards Lunch
Cascades A/B/G/H/I/J

Sponsored by: Mango Languages and Emporia State University, School of Library & Information Management

2:00 - 4:00pm

Sharpening Those Classic Tools in a Newfangled World

Mary Bush, Haley Isleib, Jennifer May, Kate Schwab, Sarah Mead, Joanna Milner, and Rachel Short, Multnomah County Library

Fear not the eBook! This hands-on session examines how to employ the same classic techniques (the reference interview, resource evaluation, research and search strategies) to answer those endless eBook questions. Play time with some common mobile devices included.

Sponsor: RRT

Reaching Spanish-Speaking Patrons Online

Yolanda J. Cuesta, MultiCultural Consulting; Caleb Tucker-Raymond, Multnomah County Library

Oregon libraries offer a variety of services online but mostly in English. This program presents the interim results of a study funded through LSTA and overseen by Answerland and the Multnomah County Library to address how to best reach Spanish-speaking patrons online.

Sponsor: RRT

Libraries & Humanism: A Book Discussion

Kimberly Willson-St. Clair, Portland State University; Emily Ford, Portland State University


Sponsors: ACRL-OR/PLD

Grassroots Digitization Projects: Lessons for Future Success

Andrew J. M. Smith, Emporia State University

Guidance for libraries wishing to engage in small-scale digitization on their own will be provided. Topics covered include establishing standards, hardware and software issues, volunteer/staff management and supervision, quality control, dissemination, and copyright issues.

Sponsors: LPRT/PLD

When the Heart of Things Closes: Community Reactions to Times of No Libraries

Denise Galarraga, Jackson County Library Services; Kate Lasky, Josephine Community Libraries; Buzzy Nielsen, Hood River County Library District

Three Oregon county libraries closed: Jackson (2007), Josephine (2007), and Hood River (2010) and all have now reopened under much different funding models. The directors of these libraries will detail how their libraries came to close, the communities response, and how they reopened.

Sponsor: PLD

Using MarcEdit in Daily Life: Sharing the Why and How

Tom Larsen, Portland State University; Kelley McGrath, University of Oregon; Terry Reese, Oregon State University Libraries

Presenters share common and uncommon problems they have solved using MarcEdit, a free utility for editing MARC records and catalog database management.

Sponsor: TSRT

Legos, Pokemon and Book Clubs: After-school Activities for the Elementary Set

Korie Buerkle, Newberg Public Library; Esther Moberg, Creswell Public Library; Nancy Peate, Multnomah County Library

Whether your library is small or large, we've got ideas to keep grade-school kids engaged and coming back. Find out what it takes to get your program started and keep it going - everything from publicity ideas to developmentally appropriate expectations.

Sponsors: CSD/OYAN

Cascade C
Exhibitors

Baker & Taylor
www.baker-taylor.com
Amy Glaza
A global information and entertainment services company that offers print and digital books, DVDs, music and related services to libraries, educational institutions, and retailers.

Blackstone Audio, Inc.
www.BlackstoneAudio.com
Charlotte Poulos, Donna Hasse
An Oregon Company and the world’s largest independent audiobook publisher. 4500+ titles, 25% off ALL Library Editions. Free shipping, replacements, and processing.

Books Galore, Inc.
www.booksgaloreinc.com
Kim Paul, Lori Pujvalowski
Your premier source for nonfiction, fiction, reference, and curriculum materials.

Boopsie
www.boopsie.com/library
Sam Nickell, Chris Kennedy, Gary Carpenter
Put resources at patrons fingertips with a custom-branded native mobile app. Search catalogs, place holds, download ebooks, search databases and more.

Bound to Stay Bound Books
www.btsb.com
Len Blau
Prebound juvenile library books with full processing and automation support available.

Brodart, Co.
www.brodart.com
Brandon Richardson
Serving libraries exclusively since 1939. Professional selection and customized cataloging and processing are available for English and Spanish language titles.

BWI
www.titletales.com
Max Harned
BWI offers books, AV and more to public libraries. For specialized collection development and personal service, choose BWI.

Civic Technologies—NOT EXHIBITING
www.civictechnologies.com
Providing location-based and market analytics software-as-a-service solutions and customized applications to help organizations find new customers, target markets, execute strategically, and deliver the right message.

Craigmore Creations
www.craigmorecreations.com
Thea Kuticka, David Shapiro, Erica Melville, Jake Dockter
Publishing that specializes in Earth science and natural history stories. We create graphic novels, picture books, and educational tools.

EBSCO
www.ebsco.com
Blake Albretsen, Amanda Winseck, Tony Larsen
Provides e-journal, e-book and subscriptions, e-resource management tools, full-text and secondary databases, and related services for all types of libraries, research organizations and corporations.

Emporia State University—School of Library and Information Management
slim.emporia.edu
Perri Parise
The SLIM distance program provides weekend classes once a month in Portland, enabling you to earn your MLS degree in two years.

Ex Libris North America
www.ExLibrisGroup.com
Dan Paskett, Ray Jankoski
A leading provider of library automation solutions, offering the only comprehensive product suite for the discovery, management, and distribution of all materials; print, electronic, and digital.

Gale, Cengage Learning
www.gale.cengage.com
Shannon Ostrowski
Gale, part of Cengage Learning, serves the world’s information and education needs through its vast and dynamic content pools, which are used by researchers in libraries, schools and online.

Ingram
www.ingramcontent.com
B.J. Compau
The world’s largest and most trusted distributor of physical and digital content.

Innovative Interfaces Inc.
www.iii.com
Maruta Skujina
III provides trusted library technology and service to thousands of libraries of all types in over 50 countries.
Exhibitors

Lyrasis  
www.lyrasis.org  
Regan Harper, Hilary Fox  
Partners with member libraries to create, access and manage information, while building and sustaining collaboration, enhancing library and technology operations, and increasing buying power.

Mango Languages - NOT EXHIBITING  
www.mangolanguages.com  
We’re dedicated to helping our customers fill their growing language learning needs with the most effective and fun tools around.

Midwest Tape—NOT EXHIBITING  
www.midwesttapes.com  
Midwest Tape is a full-service media distributor, working exclusively with public libraries since 1989.

NABE (North American Bookdealers Exchange)  
www.bookmarketingprofits.com  
Al Galasso, Ingrid Crawford  
A wide variety of independently published books for libraries.

National Network of Libraries of Medicine, PNR  
www.nnlm.gov/pnr  
Dolores Zegar Judkins, Gail Kouame  
Provides health information for the professional through PubMed and for the consumer through MedlinePlus, as well as multiple other resources.

OCLC Online Computer Library Center  
www.oclc.org  
Cynthia Busse  
OCLC solutions include Web-scale Management Services, WorldCat Local discovery/delivery interface, CONTENTdm for digital collections, new WorldCat knowledge base, and OCLC cataloging and resource sharing services.

Oregon Corrections Enterprises  
oce.oregon.gov  
Bruce Potts, Richard Wright, Tami Simpson  
Quality furniture, document scanning, printing, mail fulfillment, signage, contact centers.

Oregon State Library  
www.oregon.gov/OSL  
Katie Anderson, Darci Hanning, Jennifer Maurer, Ferol Weyland  
Library development services provides leadership, grants, and other assistance to improve local library services all Oregonians.

Pacific Northwest Chapter Music Library Association  
www.lib.washington.edu/Music/pnwmla/pnwmla  
Verletta Kern, Ann Shaffer  
We are open to anyone interested in music librarianship and those who maintain music collections. Learn more through our yearly meetings, local listserv, and online newsletter.

Perma-Bound Books  
www.perma-bound.com  
Jamie Orłowski, Phil Orłowski, John Geeza  
Books aligned with Common Core State Standards, Accelerated Reader, Core Literature, and Award Winners all bound in superior, hardcover Perma-Bound bindings. Ebooks now available.

Peyton Stafford Associates  
www.peytonstafford.com  
Peyton Stafford  
The best in digital and library-bound juvenile nonfiction from Marshall Cavendish, Capstone Publishers, Black Rabbit Books and most other major library-oriented publishers.

Playaway  
library.playaway.com  
Donna Liss, Kim Blazek  
Simple and immediate access to digital content through Playaway and Playaway View.

ProQuest  
www.proquest.com  
Chris Harkins, Craig Burin  
This energetic, fast-growing, 70-year old organization includes the Summon web-scale discovery service, the new ProQuest Dialog service, and business units ebrary, Serials Solutions, RefWorks-COS, and Bowker®.

Raintown Press  
www.raintownpress.com  
Cory Freeman, Mary Darcy, Anna Noak, Rachel Moore, Shannon Baraff, Misty V'Marie  
Oregon's premier independent publisher of classic and original literature for middle grade and young adult readers.

Ristech Information Solutions  
www.ristech.com  
Kurt Hallin  
Providing libraries with public use and archival digitization hardware and software.
San Jose State University—SLIS
slisweb.sjsu.edu
Alfredo Alcantar
Attend our e-Campus for Library & Information Science. Enjoy the convenience and flexibility of an online MLIS, PhD, and MARA degree.

SkyRiver Technology Solutions
www.theskyriver.com
Michael Markwith
A full service bibliographic utility dedicated to the development and deployment of efficient, economical cataloging services for all libraries.

Spacesaver Specialists, Inc.
www.storageplanning.com
Tom Miller, Guy Foster
2012 marks the 34th year Spacesaver Specialists has been serving Oregon libraries by designing, installing & servicing media storage systems. Spacesaver stationary & compact stacks include a wide variety of media accessories. We provide full service planning and design services.

Technical Furniture Systems, Inc.
www.technicalfurnituresystems.com
Rick Timmerman, Marissa Timmerman, Deanne Lundquist

Unique Management Services Inc.
www.unique-mgmt.com
Melissa Fenton, Jonathan Hayes
The leading provider of material recovery services for libraries.

University of Washington Information School
ischool.uw.edu
Marie Potter
Offers four degree programs; an undergraduate degree in Informatics, master’s degrees in library and information science and information management and a PhD in Information Science.

U.S. Census Bureau
www.census.gov
Luz Castillo
Serves as the leading source of quality data about the nation’s people and economy. We share our expertise globally, and conduct our work openly.

U.S. Citizenship and Immigration Services
Christine Pool
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