

Wednesday, October 14, 2009

Registration Opens / Morning Coffee7:00AM

PRE-CONFERENCE WORKSHOPS 8:00AM–11:30AM

P1. ALA Strategic Planning Focus Group (9:30AM–11:00AM)

with Melissa J. Brechon and Chris D. Olson, facilitators

In anticipation of ALA's strategic planning process, ALA members are invited to participate in this focus group to answer a series of questions aimed at planning for ALA's future.

P2. Cataloging Streaming Media

with Mary Huisman

Confused about cataloging streaming media? Join us for a workshop that will cover basic descriptive cataloging for streaming audio and visual materials, based on AACR2 and "Best Practices for Cataloging Streaming Media," published by the Online Audiovisual Catalogers. There will be an opportunity for hands-on practice!

P3. How to Build Sensational Story Times

with Susan Bard

This pre-conference workshop reviews how to include the best practices in early literacy into story times for children birth to five years. Participants will be able to identify the six early literacy skills and connect them to activities/elements in a library story time program.

Presenter will demonstrate story time rhymes, songs, books, and other activities. Participants will be able to practice story time activities in small groups and will also learn presentation tips to maximize child/parent enjoyment of story time programming.

P4. Personal Safety for Library Workers

with Fred Vogt

Would you like to know simple tips to keep your library and yourself safe? This program will be part lecture and part audience participation. Objectives will be to learn safe library practices, how to project a stronger image and be more assertive, how to improve your awareness, and simple techniques to deal with confrontational patrons. Many of the things you learn in this program are applicable to enhancing your safety when you are away from the library.

TOURS

8:45AM–12:00PM

T1. Northern Brights Jewelry-Making Class

location: Northern Brights (9:30AM–12:00PM)

This class takes place in the design/production studio and shop of Paige LaDue Henry, a local artist whose retail shop features her own fashion accessories such as bags, scarves, and jewelry. She also features the works of other local artists and fair trade products from around the world.

Class participants will make a stretch bracelet using assorted glass beads from many countries, such as India, Africa, and the Czech Republic. The boutique is just a short walk from the Civic Center: Northern Brights, 707 W Saint Germain, St. Cloud, MN. Cost: \$15 (includes bracelet materials and light refreshments)

T2. St. John's Bible Tour

location: Saint John's University

In 1998, Saint John's Abbey and University commissioned renowned calligrapher Donald Jackson to produce the first monumental hand-written, hand-illuminated Bible of the modern era. We invite you to explore this work of art that unites an ancient Benedictine tradition with the technology and vision of today. Visit the St. John's Bible at its home, the Hill Museum & Manuscript Library on the campus of Saint John's University, to learn about the history and production of this magnificent work of art. Cost: \$25 (includes transportation, tour, and light refreshments; buses load at 8:45AM)

T3. Stearns History Museum

location: Stearns History Museum

The Stearns History Museum is a great place to learn and experience more of Central Minnesota's history. It is located in St. Cloud and features two floors of exhibits, a research library, a mini-theater, hiking trails, and more. Please join us for a special presentation by a local historian in character speaking about local history, browsing the exhibits, becoming acquainted with Sue the T. Rex that roamed North America, or a hike on the trails. Cost: \$25 (includes transportation, museum tickets, and light refreshments; buses load at 8:45AM)

LUNCHEON KEYNOTE

11:30AM–1:00PM

Tales from the Road: The Making of the Road Trip of a Lifetime

Tracks: RART, PLD, SRLRT, RASS

with Cathy Wurzer

Cathy spent the past six years researching, writing, producing, and shooting a documentary for public television on one of the iconic roads in Minnesota. In between that, she also wrote her first book. Why did she do it? How did she do it? Join Cathy for a personal trip down Highway 61.

Silent Auction Bidding Begins.....1:00PM

Exhibits Open1:00PM

SESSION A

2:00PM–3:15PM

A1. Access to Justice for All: The Public Library's Role

Tracks: LMRT, MALF, MLTA, PLD, RASS, SRLRT

with Sara Galligan, Susan Larson, Katrina Zabinski

Many individuals are navigating legal issues and the court system without attorneys. To aid their access to justice, Minnesota legal organizations have developed new resources that are freely available on the web. These resources include the state court's "virtual" Self-Help Center, new plain-language instructional materials, and interactive court forms. The session will focus on user needs, new web resources, and collaborative opportunities underway in urban and rural libraries. It will also describe how to give legal information without giving legal advice and will increase the librarian's understanding of where to draw the line.

A2. Collaboration Between a Community/Special Library and Academic Libraries

Tracks: ARLD

with Karen P. Hogan

Quatrefoil Library has been a catalyst for social change to combat homophobia, encouraging intellectual freedom, and preserving local GLBT (gay, lesbian, bisexual, and transgender) history. This past year, Quatrefoil has been working in collaboration with several academic libraries—providing a GLBT studies class at Augsburg College with research and reference, providing a service-learning opportunity for University of Minnesota students, and giving MLIS students from St. Catherine's a place to put academic theories to practical use. How can your academic library work with other special libraries or volunteer/community organizations?

A3. Developing a Facilities Master Plan

Tracks: ARLD, PLD

with Sandy Walsh, Jane Dederling, Susan Nemitz

Ramsey County Library hired HGA Architects and library consultant Kimberly Bolan to develop a facilities master plan for the next ten years. The result can be seen at www.rcreads.org. The process included a series of staff and community meetings, environmental scanning, and process engineering analysis. Learn about building and site evaluation criteria, how to use maps to analyze service coverage, and how to use GPS mapping to show where your patrons are coming from.

A4. Learning and Libraries in the 21st Century

Tracks: CYP, PLD, SRLRT

with Maggie Snow

In a knowledge economy, students need skills beyond the three Rs, including creativity, communication, and critical thinking. This session will highlight some of the innovative programming that Hennepin County Library offers to help youth master the abilities they'll need to succeed in their fast-changing future.

A5. One Book, One Conference—Tales of the Road: Highway 61

Tracks: ARLD, PLD, RART

with Cathy Wurzer

Join Cathy Wurzer in a book discussion of *Tales of the Road*, her recollections of what she discovered about life while on Highway 61.

A6. Prescription for Success: Consumer Health on the Web

Tracks: GODORT, PLD, RASS, SRLRT

with Samantha Hewakapuge

This introduction to consumer health information will cover the information-seeking behaviors of consumers, the basics of MedlinePlus.gov, Household Products Database, and other reliable web pages such as those from professional medical associations and advocacy groups. It will cover sites devoted to disease-specific information, pharmaceutical information for consumers, drug interaction information, and herbal information.

A7. Putting the You in YouTube

Tracks: CYP, PLD, SSPIN

with Linda J. Prybylo, Marcus Lowry, Heather Peterson

From recording book reviews to having a virtual tour of the library to creating programs about ecological awareness, the social networking tool YouTube is being used by Minnesota libraries to connect not only to teens, but also to non-users and to make the library a 21st century point of destination. See how these libraries have used this tool and gain tips on how you can implement it, as well.

A8. **The Effect of Controlled Vocabulary on Keyword Searching**

Tracks: ARLD, PLD, RASS, TSS

with Tina Gross

Tina Gross will present preliminary results from an ongoing study being conducted with Arlene Taylor and Daniel Joudrey. The study is a follow-up to Gross and Taylor's 2005 study, "What have we got to lose? The effect of controlled vocabulary on keyword searching results," which found that more than a third of records retrieved by keyword searches would be lost if subject headings were not present in the records. The initial study was performed in the online catalog of the University of Pittsburgh library system before that institution began utilizing a vendor service to enhance its bibliographic records with tables of contents and summaries. The new study repeats the search process utilized in the 2005 study in the University of Pittsburgh's now TOC-enriched online catalog to discover what proportion of results retrieved by keyword searches would continue to be lost if subject headings were not present, even with the addition automated enriched metadata.

A9. **Introduction to MLA and the 2009 Conference**

New to MLA or wanting to learn more about what's in store for you at this year's conference? Then come to this session and MLA board members will give you an overview and answer your questions.

Refreshment Break with Exhibitors 3:15PM–4:00PM

SESSION B

4:00PM–5:15PM

B1. **Association of Minnesota Counties and the League of Minnesota Cities**

Tracks: GODORT, LMRT, MALF, MLTA, PLD, SRLRT

with Tim Hayes, Joe Matthews, Jennifer O'Rourke

Representatives from the Association of Minnesota Counties and the League of Minnesota Cities will discuss the legislative sessions (both past and future) and the funding impact on counties and cities. Funding from the State to counties and cities has a direct affect on public library funding. The speakers will share their thoughts and expertise on fiscal realities facing local units of government.

B2. **Copyright Mashed-Up and Remixed / Intellectual Freedom Business Meeting**

Tracks: ARLD, GODORT, LMRT, PLD, SRLRT

with Lyndi Finifrock, Betsy Dadabo, Jessica McIntyre

This session will explore issues of copyright in the information age by showing a remix of "RiP: A remix manifesto", an open source documentary on copyright and remix culture by web activist and filmmaker Brett Gaylor. The history of copyright, the development of digital

copyright, intellectual property, and Creative Commons will be addressed. The Intellectual Freedom Roundtable business meeting will follow the presentation.

B3. **Doesn't Everyone Have the Internet?**

Tracks: MALF, MLTA, PLD, RASS, SRLRT

with Mary Ann E. VanCura, Catherine Settanni, Marnie Werner

Learn who does and doesn't have access to computers and the Internet in Minnesota. Learn about efforts to expand access. Explore how to talk to funders and decision-makers about the role of the library in providing Internet access and technology skills to Minnesotans.

B4. **Easy, Cheap, Flexible School-Age Programming**

Tracks: CYP, PLD, SRLRT

with Kathleen M. James, Maggie Snow

Twenty-minute programs can be presented on the fly. Mixed and matched and utilized in a million ways, they're the answer to a busy youth services librarian's dilemma. The programs are for school-age children and have a literacy emphasis. The session will detail the 20-minute program concept, present some program ideas, and cull additional ideas from the audience, which will be collected, fleshed out, and distributed to attendees. A session with an end product!

B5. **Healthy Searching on the Internet: Finding Reliable Consumer Health Information**

Tracks: ARLD, PLD, RASS, SRLRT, SSPiN

with Anne Beschnett, Michelle B. Brasure

Health questions can be challenging, and finding reliable health information online can be difficult. This session will introduce attendees to quality online resources, including MedlinePlus and My Health Minnesota -> Go Local. MedlinePlus, a consumer health information website developed by the National Library of Medicine, is an excellent resource for information, providing a medical dictionary, encyclopedia, information on diseases and conditions, drugs and supplements, easy-to-read materials, surgery videos, and materials in other languages. My Health Minnesota -> Go Local is a directory of health services in local communities in Minnesota. Attendees will also learn ways to help their patrons evaluate online health information.

B6. **Law Library/County Library Collaborations**

Tracks: PLD, RASS, SRLRT

with Jennifer Munnings, Mary Freyberg

This session will compare collaborations between county law libraries and public libraries to the evolution of finches of the Galapagos Islands archipelago, using the law library/public library evolution in other counties as other geological groupings. Dakota County, one of the earliest CLL/PL collaborations in Minnesota, currently staffs a law librarian inside the Galaxie Library branch of the Public

Library System. Scott and Carver Counties incorporated their law libraries as branches of their County Library Systems, and Washington County's law library/public library partnership became a later mutation along these lines.

B7. Reeling in Your Users: Marketing an Academic Library

Tracks: ARLD

with Sharon Hoverson, Connie Jones, Lisa Sjoberg

In order to remain relevant in the world of Web 2.0, librarians must develop strategies to engage their users in the quality resources and services their libraries offer. This session will illustrate marketing strategies for an academic library by examining marketing plans, strategies, assessment, and collaboration with both campus and community organizations. Attendees will leave this session with examples of possible marketing initiatives as well as ideas of how to implement marketing at their own institutions.

B8. Shared Authority Control 101: Hints, Tips and Tricks

Tracks: ARLD, SSPiN, TSS

with Barbara Brooks, Pam Jervis, Betty Joyce, Cathy Lutz, Amy Reinhold

Even if you're not part of a consortium, there are ways of sharing authority that work within a library or among like-minded catalogers. A panel of cataloging staff from the CLIC Authority Control group will present what they have learned by working together over the years. They will discuss how they help and mentor each other, how they set priorities, what special projects they have collaborated on, what tools they use for authority maintenance, and what tips they have to offer on saving time and improving efficiency. As time permits, the presentation will include advice on music and other specialized topics of authority work.

B9. What's New in Young Adult Literature?

Tracks: CYP, PLD, RART, SRLRT

with Donna Nix

With approximately 3,000 new books published annually for young adults, it's a challenge to keep up with the latest titles. YALSA can help. Attendees will get an overview of this year's interesting and must-read titles. Learn about the latest fiction, nonfiction, graphic novels, manga, audiobooks, and more. Find out about resources available from the Young Adult Library Services Association (YALSA, a division of ALA) that will help you update your collection and assist with readers' advisory services. Attendees will also receive an overview of YALSA literary and media awards, as well as lists of recommended titles for reading, listening, and viewing for teens.

DINE-AROUNDS

6:45PM–8:00PM

Want to check out some of St. Cloud's best dining options? Traveling alone and looking for dinner companions? Attend a dine-around hosted by an MLA member. Reservations are limited to (10-12). Sign-up sheets will be located at the registration desk until 6:00PM. At 6:45PM, all Dine-Around participants are to meet their restaurant groups at the registration desk for directions or, in the case of close proximity, to walk together to their destinations.

Anton's – Passing under a covered bridge, you arrive at Anton's. This restaurant, a local favorite, serves steak, chicken, seafood, and chops in a beautiful cabin-like atmosphere situated on the banks of the serene Sauk River in Waite Park, a few miles east of St. Cloud. Address: 2001 Frontage Road, Waite Park. *Hosted by: Janie Labree, Great River Regional Library*

Café Renaissance – Café Renaissance is a sophisticated dining experience with a Mediterranean/European bistro atmosphere. The entrees, ranging in price from \$8 to \$25, consist of French, Greek, Italian, Moroccan, and (of course) American choices. The setting is elegant and peaceful with a truly friendly wait staff. A full bar is available. Café Renaissance is located next to Slumberland on Division Street in Waite Park. *Hosted by: Heidi Hoks, Carver County Library*

LaCasita – LaCasita Mexican Restaurant offers a casual, relaxing, rustic atmosphere with many hand-painted murals throughout the cantina and restaurant. The menu has a wide variety of Mexican appetizers, soups and salads, fajita skillet, favoritos de Mexico, traditional Mexican plates, grilled dishes, and combinaciones. The restaurant is located in Waite Park and is easy to find. *Hosted by: Pat Akerman, St. Cloud Technical College*

Mi Famiglia – Mi Famiglia is a new St. Cloud favorite with an Italian flair. As noted by the family on their website: "Growing up in a full-blooded Italian family, the significance of a family recipe is more than just good food—it is our history. Simple, high quality ingredients affectionately prepared are the foundations of my family's traditional Italian cooking. My central and southern Italian heritage has influenced my entire life and infused my style of entertaining and cooking. ...Mi Famiglia ('my family') has instilled a love of food and a deep understanding of the power it has to generate happiness." *Hosted by: Megan Ballengee, St. Cloud State University*

Sawatdee – This Thai restaurant serves authentic spicy curries, spring rolls, pad thai, and stir-fries. What really set them apart, however, are the famous spring rolls. There are lots of vegetarian choices at this restaurant. Sawatdee also has a beer list that includes Thailand's own brew, Singha. For dessert, nothing is nicer than fresh mango with sticky sweet rice. Sawatdee is located at 800 Saint Germain Street in downtown St. Cloud. *Hosted by: Vi Bergquist, St. Cloud Technical College*

Vendor/Sponsor Reception 5:00PM–6:30PM

Silent Auction Bidding Ends7:00PM

MLA BUSINESS MEETINGS 7:00PM–8:00PM

Academic and Research Libraries Division (ARLD)

Reader's Advisory Roundtable (RART)

RART ANNUAL HAPPY HOUR 8:30PM–11:00PM

Reader's Advisory Roundtable (RART) Annual Happy Hour

Tracks: RART

Join fellow librarians as they share tidbits about favorite reads in a relaxed social atmosphere. The tentative location is St. Cloud's famous Martini Bar, reknowned for its classic design, beautiful craftsmanship throughout, breathtaking skylights, and views of historic downtown St. Cloud.

Thursday, October 15, 2009

Registration Opens6:30AM

FUN WALK 7:00AM–8:00AM

Fun Walk Along the Mississippi River

location: front of the St. Cloud Civic Center

Enjoy a pleasant, energizing walk along the Mississippi River. The walk will be approximately three miles. Meet in the front of the St. Cloud Civic Center. Please be on time—the walk will start promptly at 7:00AM. *Hosted by: Janie Labree, Great River Regional Library and Vi Bergquist, St. Cloud Technical College*

SHARON LERNER

LECTURE FUND BREAKFAST 7:00AM–8:00AM

Where Do Book Ideas Come From?

with Nancy Carlson

You've reveled in Nancy Carlson's books. Now join her for breakfast and an intimate conversation that will give you insight into how she develops her characters and storylines.

SESSION C 8:00AM–9:15AM

C1. 50 in 75: RART's Second Annual Blast of Booktalks

Tracks: PLD, RART, SRLRT

with Jennifer Brannen, Karla K. Businaro, Sarah L. Nagle, Angie L. Noyes, Barbara J. Pierce

This is a reprise of last year's popular conference session. Five librarians tackle booktalking 50 books in 75 minutes. A serendipitous sampling of titles that crosses genres with glee, this year's selection will include romance, horror, mystery, thrillers, memoirs, and more. Readers' advisory is one of the toughest and yet most enjoyable aspects of librarianship. And whether you're a daily practitioner of RA or it's an occasional duty, every new title you hear about is

something you can share with your patrons. No one can read everything, so booktalks like this help share the joy and spread the knowledge.

C2. Advisory Board? Governing Board? What's My Responsibility as a Trustee?

Tracks: MALF, MLTA, PLD

with Nancy Kay Walton

Trustees on different boards have some different responsibilities depending on the type of board it is. Learn what our basic responsibilities are as board members, how relationships vary from board to board, and share ideas and concerns from your board.

C3. ALA/APA Library Support Staff Certification Program and Minnesota Library Certification Program

Tracks: PLD, SRLRT, SSPiN

with Rebecca B. Patton, Carol P. Johnson

Come to this session and learn about the American Library Association's Support Staff Certification Program and how it compares with the MN Certification Program for Library Employees. The LSSCP is a new national certification program.

C4. Best Practices for Creating Online Tutorials

Tracks: ARLD, PLD, RASS, SRLRT

with Matthew Lee

If created properly, online tutorials can convey critical information to your library's users. In addition to providing best practices for creating online library tutorials with screen-capturing software (such as Camtasia or Captivate), this session will discuss the situations in which these tutorials are most useful. Attendees will learn the benefits and drawbacks of using this medium and will be presented with tips to make their library instruction tutorials more successful.

C5. Camp Read-a-Lot

Tracks: CYP, PLD, SRLRT

with Kathleen M. James, Maggie Snow, Ann Walker Smalley

Camp Read-A-Lot is a summer reading program for teachers and media specialists. Campers read a set list of books, write reviews, and come together for a day in August to discuss the books and hear speakers. Working together, MELSA and Metronet have successfully offered the program for two years in the metro area on a regional level. The program originated at Watertown Library (Carver County Library), so it can easily be scaled to what works best for your library.

C6. Friends of the Library Idea Exchange

Tracks: MALF, MLTA

with Joan B. Larson, Jan Siffing

Library Friends will have fun sharing ideas. So come and "grab the mike." Tell everyone what your Friends group has

done to add members and to increase financial and public support for your library. Share your successes and also tell what didn't work!

C7. Libraries and Writing Centers: Services to Graduate Students

Tracks: ARLD, RASS

with Donna Nix, Janice Kragness, Jane Littlefield, Cheryl Prentice

This session will have two subtopics:

1) *Introducing the Graduate Writing Center at the University of St. Thomas*—After years of discussion, the University of St. Thomas opened a Graduate Writing Center as a collaborative project between Keffer Library and the College of Applied Professional Studies (Minneapolis). The presenters will provide background information and discuss services, programs, and usage of the Center, and will focus on the need of this service at the graduate level.

2) *A Library-Writing Center Partnership: Helping Students Update Their Documentation Skills*—Since APA published the Style Guide to Electronic References, it has become more imperative to integrate the process of research and research writing. Presenters from Saint Mary's University's Library and Writing Center (Minneapolis) will describe their collaborative program aimed at helping students understand APA citation style in relation to academic research, resources, and critical thinking. As part of the project, they developed online tutorials, webinars, and print guides.

C8. PALS Innovations: Budget-Friendly Open-Source Solutions

Tracks: ARLD, PLD, RASS, TSS

with Mary Ann Greenwald, Stephen F. Elfstrand, Jennifer Turner

Learn about PALS' open source R&D efforts, product offerings, and future directions. PALS' goal is to become a full-service, open-source solutions provider. This session will highlight innovative services such as:

- MnPALS Plus—An affordable next-generation discovery experience for patrons
- OpenURL Link Resolver—Speeds delivery of full-text resources to your patrons
- Electronic Resource Management (ERM)—Streamlines management of your digital subscriptions
- Open Source Integrated Library System—Lower cost and increased flexibility means that an OS/ILS may be in your future
- Proxy Services—Provides off-site access to licensed digital resources

C9. Primary Sources for National History Day

Tracks: ARLD, CYP, GODORT, PLD

with Carrie Brunsberg, JoEllen Haugo, Tim Hoogland, Mary E. Schoenborn

Because National History Day is the fastest-growing social studies program in Minnesota, libraries across the state are seeing more students looking for those elusive primary sources. Learn about inventive planning, promotion, and partnerships effectively and efficiently assisting National History Day students achieve their goals in producing successful National History Day projects. The University of Minnesota Wilson Library created time-saving resources by instructing students on research tools in advance of their visit to the library. Wilson Library also partnered with Minitex, creating a streamlined interlibrary loan process for staff and students. Hennepin County Library (HCL) created and promoted an array of accessible online resources enabling staff system-wide to expertly work with students. HCL's rewarding partnership with the Minnesota Historical Society, the University of Minnesota, and local schools brought together a variety of tools, including accessible resources, university mentors, and History Day lessons for student researchers in different stages of their research process. After a short presentation, a panel of History Day participants will share their expertise to help attendees employ partnership ideas in their own library.

C10. Tabula Rasa, Part II

Tracks: PLD

with Traci Lesneski, Eric Austin, Jeffrey Mandyck

One year ago, the speakers presented their innovative design for the renovation of Dakota County Wescott Library, where the challenge was to revitalize a branch library with little money. The audience was intrigued by the library's decision to blend circulation staff with reference staff at a common desk. During this session, the speakers will reveal how this new service model is working. Through a series of staff and customer surveys, the designers have learned which of the service, program, and design moves have had the biggest impact and which fell short of their expectations.

Silent Auction Bidding Begins9:00AM

Break with Exhibitors..... 9:15AM–10:00AM

SESSION D 10:00AM–11:15AM

D1. Continuing the Conversation: Public Library Budgets' Shortfalls / PLD Business Meeting

Tracks: PLD

with Kimberly Edson, Tim Hayes, James R. Lund

Following the PLD Business Meeting, public librarians will continue the conversation of how we are coping with

budget shortfalls. Tim Hayes, director of the Blue Earth County Library, and James Lund, director of the Red Wing Public Library, will start the conversations by sharing their insights. Some panelists from the original webinar may be available for follow-up questions.

D2. Developing Best Practices for Innovative Technology Programming

Tracks: CYP, PLD, SRLRT

with Jennifer Nelson, Cynthia Matthias

Hennepin County Library received an IMLS Nation of Leaders Demonstration Grant in 2008. The project, Media MashUp, brings to a set of five national libraries innovative technology programming that was developed to provide youth opportunities for rich media content creation. Attendees will learn about the IMLS grant application process, preliminary findings related to best practices for program implementation, and some guidelines for implementing innovative programs of their own. A secondary but necessary focus will be on describing Media MashUp and how it uses community partners, youth, and freely available software to create rich learning experiences for youth.

D3. Do Friends Flickr, Twitter, or Blog? Top Ten Social Media Tools for Improving Your Organization

Tracks: MALF, MLTA

with Ann Treacy

Experience how online tools can be used by Friends of the Library to enhance your group's activities. Participate in a strategy discussion of how you can use Web 2.0 in your organization. See how library Friends across the country have created and maintained great websites and utilized other online tools to make themselves more visible in the community.

D4. Fun with Facebook / SSPiN Business Meeting

Tracks: ARLD, PLD, SRLRT, SSPiN

with Jonya Pacey, Tracy Hvezda

Plan to "friend" everyone in the session! You'll learn how to find people from the library community to friend and network with, as well as how to manage professional contacts, family, and personal friends on Facebook. We'll also talk about the potential professional risks as well as opportunities, and share examples of staff from other libraries that use Facebook to enhance their services to their patrons. Everybody is welcome to stay for a short SSPiN business meeting at the end of the session.

D5. Government Information Review / GODORT Business Meeting

Tracks: ARLD, GODORT

with Kirsten J. Clark

Interested in the latest databases and resources coming from the federal government? Want to learn how federal agencies are using RSS, Twitter, and other technologies to

keep citizens informed? Stop by for a review of resources available for all to use. Everybody is welcome to stay for a short Government Documents Roundtable business meeting at the end of the review.

D6. Library 101

Tracks: MALF, MLTA, PLD

with Nicholas Dimassis

Many library trustees and Friends are avid library users, but would like to know more about library funding sources, typical library operations, and even how things are cataloged. Come, learn, and ask questions!

D7. Out of School Time: Report by the University of Minnesota

Tracks: CYP, PLD, RART, SRLRT

with Dale Blyth

The University of Minnesota Extension Center for Youth Development recently released a statewide study (Exploring the Supply and Demand for Community Learning Opportunities in Minnesota) designed to explore what youth and parents want and value in out-of-school and after-school opportunities for Minnesota youth. This session provides an overview of the results from a statewide telephone survey conducted with youth and parents of youth who had been in 7th through 12th grades during the 2007-2008 school year. What are parents looking for and how can libraries fill the gap?

D8. Scary Monsters and Super Creeps: Taking the Fear Out of Horror Readers' Advisory

Tracks: PLD, RART, RASS, SRLRT

with Jennifer Brannen

Horror. It gives many librarians goosebumps when they contemplate doing readers' advisory in this genre. Yet it's seeing a resurgence in popular culture that can't be ignored. Why is horror so popular now? Who reads it and why? How can you improve your readers' advisory skills (across media) for this discomfiting genre? Get answers to these questions along with a variety of takeaway resources and booklists that you can use for yourself and with your patrons. RART envisions this as being a session in its ongoing readers' advisory series called "Genres You Can't Cope With," which addresses challenging genres and readers' advisory topics with humor, support, and lots of tools for future use on and off desk. Session attendees will come away with a better understanding of the genre in question, factors in its popularity, what readers may be looking for when they read in the genre, and practical strategies and takeaways, including resource lists and annotated booklists.

D9. The Library as a Mentoring Community

Tracks: ARLD

with Michelle L. Twait, Anna Hulseberg, Jeff A. Jenson

What role can librarians and archivists play in mentoring students, future librarians, and colleagues? Librarians and an archivist from Gustavus Adolphus College will highlight the hallmarks of a mentoring community and discuss how libraries are uniquely positioned to be mentoring communities. Drawing upon research from the literature and our experiences (such as internships supervised and courses offered), we will share our strategies for creating an atmosphere that fosters mentoring relationships.

Attendees will have the opportunity to reflect upon the role of mentoring in their own professional lives and explore strategies for fostering a mentoring community at their libraries.

D10. Trends in Technical Services / TSS Business Meeting

Tracks: ARLD, TSS

with Emily Asch, Sara Ring

This will be a combined program of a cataloging/technical services update on trends and changes in the profession and a business meeting of the Technical Services Section.

Boxed Lunch with Exhibitors 11:15AM–12:00PM

MLA BUSINESS MEETINGS 11:15AM–12:00PM

Minnesota Library Trustees (MLTA) Business Luncheon

DESSERT KEYNOTE 12:15PM–1:30PM**Grassroots Advocacy**

with Sally G. Reed

Making the case for libraries in tough times calls for grassroots advocacy. Learn how to develop advocacy strategies for today's fiscal reality that will have impact on library funders.

Developing citizen support is easy and powerful. Grassroots advocacy can transform your library's challenges, choices, and changes.

SESSION E 1:30PM–2:45PM**E1. 60 in 75: Booktalks for Elementary School-Age Children**

Tracks: CYP, PLD, SRLRT

with Gail Nordstrom, Susan Carr Brown, Heidi Hoks

Sixty fast and fabulous booktalks for the K-6 grade set. Presenters with a wealth of children's literature knowledge will highlight the best books to promote to young readers.

E2. Census 2010: Are You Ready to Be Counted?

Tracks: ARLD, GODORT, PLD, RASS, SRLRT

with Kirsten J. Clark, Ryan Spaeth Dolan, Amy E. West

The 2010 Census is just around the corner! Decennial censuses are a key indicator of population, economic,

housing, and social trends, as well as providing information for government program funding and Congressional district changes. Come find out what's happening with the 2010 Census, how it compares to previous censuses, and what the future holds for the Census Bureau.

E3. Excellence in Customer Service: A "Standard" Approach

Tracks: LMRT, PLD, RASS, SRLRT, SSPiN

with Kimberly Edson, James R. Lund, Andy Stehr

Quality customer service, both internal and external, is essential for our institutions. Learn how the Rochester Public Library and the Redwing Library developed comprehensive customer service standards, implemented training based on those standards, and how they continue to evaluate their effectiveness.

E4. Fast and Fun: Lightning Presentations on Library 2.0 Tools and Topics

Tracks: ARLD, PLD, SRLRT

with Ann Walker Smalley, Todd Digby, Suzanne M. Hilgert, Matthew Lee, Patricia Post

Lightning-fast presentations on library topics will challenge you to learn a lot in a little amount of time. No long, drawn-out PowerPoints, no handouts (it's all on a wiki); just interesting information presented in a new way. Join us as 10 or so presenters get 20 slides at 15 seconds a slide to tell all on using the tools library staff learned in More Things On a Stick, library issues, library cooperation, and other hot topics. It will be five minutes on "What's the Deal with Twitter," "Screencasting & You," and more. Presenters focus on one aspect of a tool or topic; attendees get the intro and information they need to decide how far to continue their exploration of the tool or topic.

Modeled after programs like Ignite (<http://ignite.oreilly.com>) and Pecha Kucha (<http://tinyurl.com/yv47fk>), this innovative presentation style can help you get your point across in staff meetings, community meetings, and other venues. It's fun, it's fast, it's effective.

Todd Digby: *What's the Deal With Twitter?*Suzanne Hilgert: *Simply Blogging*Matt Lee: *Yahoo Pipes*Patricia Post: *Untangle & Listen***E5. Finding Your Tribe in Libraryland: Professional Networking via Online Social Media**

Tracks: ARLD, PLD, RASS, SRLRT, SSPiN

with Martha Hardy

Do you wish you had a bevy of smart, savvy, fun, and helpful library professionals at the ready to support your daily work and professional development 24/7? This session is your guide to using social media to create personal connections within the profession for mentorship, collaboration, information sharing, job searching, and

more. Find out how online social networking complements traditional means of professional networking and learn how tools such as Twitter, Facebook, FriendFeed, Meebo, and wikis can be used to create peer-to-peer networks.

E6. Intellectual Freedom in Real-World Situations

Tracks: CYP, PLD, RART, SRLRT

with Deborah Caldwell-Stone, Maureen Gormley, Heidi Hammond

How do you do readers' advisory on controversial materials? Working in cooperation with the Intellectual Freedom Committee, RART has put together a program that takes a look at intellectual freedom, censorship, and challenged items in your library and how to handle real-world situations beyond library policies.

E7. Legislative Hot Topics: MOE and More

Tracks: ARLD, CYP, LMRT, MALF, MLTA, PLD, RART, RASS, SRLRT, SSPiN, TSS

with Mark Ranum, Elaine Keefe

This session will focus on the major changes to library MOE in the 2009 session. In addition, other major changes for libraries will be explored in depth.

E8. MALF Annual Award: Best Project by Friends of the Libraries/Business Meeting

Tracks: MALF, MLTA

with Barbi Mills Byers, Janet Urbanowicz

The Minnesota Association of Library Friends (MALF) will spotlight successful projects that have been implemented by Friends since January 2008 and will present The Evy Nordley Award for Best Project By Friends of the Library. Learn effective ways to plan, implement, and evaluate library Friend's activities in communities of all sizes. Take away useful ideas from presentations by three Friends of the Library groups. Honoring these Award Finalists, MALF will present a plaque and \$1,000 to the award-winning Friends organization and \$250 to two Friends groups receiving the Certificate of Recognition. The session will begin with a brief business meeting, providing opportunities to meet the MALF board of directors, elect officers, receive the annual report, and learn about plans to break new ground for MALF activities and services.

E9. Technology 101

Tracks: MALF, MLTA, PLD

with Donovan Lambright

Technology and the Internet have transformed how we work, learn, shop, and find entertainment. Libraries are embracing technology as a tool for providing great patron service. We will take a look at the technologies that are transforming today's libraries and talk about the challenges and opportunities libraries face in the digital age.

E10. Workflows for Outsourced Technical Services

Tracks: ARLD, LMRT, TSS

with Dianne L. Narum, Robert Bothmann, Christopher E. Getz, Mic Golden, Paddy Satzer

This panel discussion on workflows for outsourced technical services work will include benefits and problems encountered by libraries, vendor-supplied or purchased MARC records, WorldCat Cataloging Partners, and ILS limitations. The discussion will also include what questions need to be asked when considering vendor records. For example, what does the library need? What can the vendor provide? Is there a workable middle ground?

Silent Auction Bidding Ends 1:30PM

SESSION F

3:30PM–4:45PM

F1. Gay Penguins, Atheists, and Barefoot Evangelists: Tales from the Front Lines of Intellectual Freedom

Tracks: ARLD, PLD, SRLRT

with Deborah Caldwell-Stone

Deborah Caldwell-Stone, deputy director for ALA's Office for Intellectual Freedom, will discuss some of the hot issues in the world of intellectual freedom in 2009 and beyond. What books are most frequently challenged, and why? Can you exclude religious groups from your library meeting rooms? What "IF" issues are on the horizon? Come join us for this proactive session about censorship, the First Amendment, and libraries.

F2. Graphic Novels and Multi-Modal Literacy

Tracks: CYP, PLD, RART, SRLRT

with Heidi Hammond

Graphic novels (mainstream, manga, and art or literary graphic novels) will be defined and a brief history of comics and graphic novels will be presented. Research-demonstrated benefits of graphic novels will be discussed, as well as challenges/censorship issues and cataloging/shelving concerns. A graphic novel study conducted with a high school political science class entitled "Graphic Novels and Multimodal Literacy: A Reader-Response Study" will be described. Materials used for teaching about graphic novels and comics conventions will be made available along with resources for learning about graphic novels. Audience comments and questions are encouraged.

F3. Legislative Update: 2009 Recap and 2010 Session

Tracks: ARLD, CYP, GODORT, LMRT, MALF, MLTA, PLD, RART, RASS, SRLRT, SSPiN, TSS

with Mark Ranum, Elaine Keefe

This session will provide an overview of the 2009 legislative session, including major library bills and other issues of concern to libraries.

F4. Library Friends and Trustees: Q&A with Sally Reed

Tracks: MALF, MLTA

with Barbi Mills Byers, Marjorie McPeak, Sally G. Reed

Library Trustees, Advocates, Friends, and Foundations are invited to share questions and experiences with a national leader in maximizing citizen support for libraries. Bring many questions and topics to this lively, informal conversation with Sally Reed, executive director of the Association for Library Trustees, Advocates, Friends and Foundations (ALTAFF), a division of the American Library Association. Learn of library support trends, activities, and resources in Minnesota and across the country. Ask an expert and receive an answer! Take advantage of this fun and productive Q&A to wrap up a day of networking and learning.

Facilitators: Barb Byers, Co-President, Minnesota Association of Library Friends; Marge McPeak, Chair, Minnesota Library Trustees and Advocates of MLA

F5. Marketing Your Collections: Practical Examples from Depository Libraries in Minnesota

Tracks: ARLD, GODORT, PLD

with Kirsten J. Clark, Carrie Brunsberg, Helen Burke, Jodi L. Carlson, Sarah Gewirtz, Heather Tompkins

New technologies are allowing all libraries greater flexibility in promoting their collections to library patrons and, really, to the world. However, libraries are also balancing these new endeavors with traditional promotion activities such as exhibits and instruction. Join a panel of federal depository librarians as they discuss practical—as well as adaptable—ways they are marketing their tangible and online collections and expertise in government information through webinars, YouTube, traveling exhibits, library instruction, digital projects, and direct participation in programs such as History Day.

F6. Meet the Middle East

Tracks: CYP, RART, SRLRT

with Mary Kunesh-Podein

Wondering how you can utilize children's picture and storybooks to help immigrant students begin to feel empowered to fit into the mainstream American classroom? Help yourself and your students become informed of the history and world of Afghanistan, Iraq, Syria, and other Middle East countries. This session is dedicated to a look at current children's literature, focusing on the struggles and culture of the Middle East and Islam. We will look at good-quality Arab children's literature that accurately depicts Arab culture, creates positive images, and credibly represents Arabs in the plot, descriptions, and illustrations.

F7. Online Book Clubs: Engaging Busy Kids with Books and Technology

Tracks: CYP, PLD, RART, SRLRT

with Ann Melrose

Why develop online book clubs for kids? Kids enthusiastically talk about books using technology. Kids' computer time can focus on guided literacy activity. Kids learn valuable technical skills. Kids experience safe chat. More families participate in library programming by avoiding schedule and transportation conflicts. Hennepin County Library began piloting online book clubs in summer 2005. The HCL model now uses Moodle (free online course management software). Learn more about Moodle and get tips to start your own online book club for kids.

F8. Strategic Planning for E-Resources Management: Views from the Field

Tracks: ARLD, TSS

with Anna Hulseberg, Robert Bothmann, Sarah D.S. Monson

How can strategic planning help librarians take a more systematic approach to the dynamic—and sometimes chaotic—world of electronic resources management? E-resources specialists from two academic libraries present views from the field. The e-resources librarian and serials manager from Gustavus Adolphus College discuss their collaborative experience developing and implementing a strategic plan for e-resources management. The electronic access/catalog librarian from Minnesota State University discusses strategic planning in terms of the intersection of planning, policy making, and documenting e-resources workflow. Attendees will learn about the strategic planning process and brainstorm about how they might take a more deliberate approach to strategic planning in their own work.

F9. Volunteers Can Help Libraries Change Lives!

Tracks: LMRT, MALF, MLTA, PLD, SRLRT

with Heidi Holland, Margie Schuster

Explore the use of volunteers as a 21st century business model. See how, even in harsh economic times, you can continue to provide excellent library service to your community by using volunteers to continue meeting customer and patron needs. Identify a volunteer program structure you can replicate. Work through a brief needs assessment to discover new opportunities for staff and volunteers to work together. Hear the case study of the suburban Ramsey County Library volunteer program model and formulate ideas of how volunteers can help you and your library. Q&A will be included.

F10. We're Off to See the Widget! Finding the Heart, Brains, and Courage to Use an IM Widget

Tracks: ARLD, PLD, RASS, SRLRT
with Brian J. Lind

Adding an IM widget to your website enables any of your patrons (even those without an IM account) to contact library staff via IM. Widgets can be placed in multiple locations on your website and could even be placed on your web catalog "no results" page so that patrons can contact you at the moment they most need assistance. We'll discuss some of the widget options available to libraries, talk about how to implement one, and look at the upsides and downsides of installing a widget.

MLA Annual Business Meeting..... 5:00PM–6:00PM

MLA BUSINESS MEETINGS 6:00PM–7:00PM

Library Management Roundtable (LMRT)
Reference and Adult Services Section (RASS)
Small and Rural Libraries Roundtable (SRLRT)

USC MLIS SOCIAL HOUR 6:00PM–7:00PM

University of St. Catherine's MLIS Program Social Hour

MLA AWARDS BANQUET 7:00PM–9:00PM

Cash bar opens at 6:30PM

RECEPTION 8:30PM–11:00PM

location: St. Cloud Public Library

Friday, October 16, 2009

Registration Opens.....6:30AM

Continental Breakfast 7:00AM–8:00AM

PAST PRESIDENTS' BREAKFAST 7:00AM–8:00AM

location: Radisson Hotel

MLA BUSINESS MEETINGS 7:00AM–8:00AM

Children and Young People's Roundtable (CYP)
Distance Learning (DL)
Diversity and Outreach (DO)
Minnesota Institute for Leadership Excellence (MILE)

SESSION G

8:00AM–9:15AM

G1. Community Collaborations

Tracks: PLD, SRLRT
with Melissa J. Brechon, Ann B. Hutton, Barbara Jauquet-Kalinoski, Murray Wilson

Presenters in this session focus on creating and maintaining community partnerships (businesses, schools, civic groups, etc.) to expand library services/programming when state/federal/county/city funding dollars are not available.

G2. Critical Thinking to Uncloud Your Google Goggles

Tracks: ARLD, RASS
with Amy L. Springer, Dan Reeves

This session will address the importance of using critical thinking to evaluate sources of information. Rather than deterring library patrons from using Internet sources, emphasis should be focused on patrons obtaining quality sources, no matter the format. Critical thinking skills are essential for library patrons to make purposeful inquiries into the validity of sources. Several evaluative criteria for sources will be discussed, such as A.R.T.I.C.L.E.S. (Authority, Reasoning, Title, Intended Audience, Currency, Language, Edition, and Scope). Use of memory aids such as mnemonic devices, which can be a short poem or special word, can assist patrons in discerning valid sources.

Patrons are told about the importance of website evaluation, but educators/librarians also need to employ assessment techniques to insure comprehension. The presenter will demonstrate exercises and activities that will engage the students in doing their own critique of websites and comparing their results.

G3. Diversity: A Conversation with Miguel A. Figueroa, ALA Director of the Office of Diversity

Tracks: ARLD, PLD
with Miguel A. Figueroa

Why is diversity important—to our profession, to our institutions, and to our working relationships? This conversation will address the value and need for diversity within our profession, the benefits of diversity to institutions and professionals, and the tools available for improving diversity in your workplace. Time will be allotted for audience members to talk about their experience with diversity and ask questions about this important topic.

G4. Meeting Teens on Their Own Turf

Tracks: CYP, PLD, SRLRT
with Sarajo S. Wentling, Chris Mallo, Dawn M. Sommers

Instead of giving teens what we want to give them, why not give them the library services they want? A plethora of ideas will be shared—from book groups to Anime Clubs to

Teen Fine Waivers to gaming to programming based on movies to social networking.

G5. **Minitex/OCLC Update**

Tracks: ARLD, PLD, SRLRT, TSS
with Carla Dewey Urban

The session will include a short update on Minitex budget, interlibrary loan, delivery, and other services Minitex provides to Minnesota libraries. The remainder of the session will include important developments in OCLC's products and services and a discussion of changes in OCLC's relationship with member institutions.

G6. **Report on the Status of the State Plan**

Tracks: ARLD, PLD, SRLRT
with Suzanne Miller, Ken Behringer

State Librarian Suzanne Miller will review work done to date on the latest draft version of the Minnesota State Plan for Library Services. Earlier drafts of the plan have been presented to the State Library Advisory Council and the library community. Suzanne will receive comments from audience members and discuss strategies for completing the document.

G7. **Tips on Adult Programming**

Tracks: PLD, RASS, SRLRT
with Paul Elliott Dahl, Susan D. Gangl, Nancy Thornbury, Renee Zurn

It's clear that many adult users expect libraries to provide more than just a physical collection, computer access, and linkage to electronic resources in the 21st century. A Benton Foundation report back in the '90s reminded us that users want libraries possessing both "high touch" and "high tech" as libraries continue in their role as the lifelong learning hub of a community. Demographic trends indicate that there soon will be a burgeoning senior population as boomers retire. How will a library provide multifaceted programming that is both engaging and relevant to adult users possessing a diversity of cultural and generational experiences? The presenters in this session aim to provide helpful tips and practical insights for libraries of all sizes in developing and sustaining effective adult programs.

G8. **WebJunctionMN**

Tracks: ARLD, PLD, SRLRT, SSPIN
with Ann Walker Smalley, Kimberly Edson, Jennifer Hootman, Mollie M Pherson, Mary Ann E. VanCura
WebJunctionMN (WJMN) offers many ways for library staff to connect and interact. Users can upload documents, start a group discussion, contribute to a group discussion, create and manage a Community of Practice, make friends, and more. Attendees will hear how library staff across the state have used WJMN to connect and learn. Presenters include a discussion group moderator, a Minnesota library system partnered with WJMN, a Community of Practice manager, and a team member from

WJMN. Special guest Zola Maddison from WebJunction Central will share how other state partners are making WebJunction a focus of community and learning in their states.

Break..... 9:15AM–9:30AM

SESSION H

9:30AM–10:45AM

H1. **Cultural Heritage Funds**

Tracks: MALF, MLTA, SRLRT
with Susan Nemitz, Michael Fox, Suzanne Miller, Mark Ranum

Public libraries were included as part of the Legacy Amendment's Culture, Arts, and History funding appropriation from the legislature in 2009. \$4,250,000 is available for each of the next two years to support and achieve significant outcomes in legacy-related programs and services. This program will have a panel to discuss basic implementation of the funding stream through the State Library Agency, some ideas of programs and services under consideration with statewide, regional, and local impacts, and ideas on partnerships.

H2. **Doing It With Drupal**

Tracks: ARLD, RASS
with Cody Hanson, Wayne Loftus

In this session, Wayne Loftus and Cody Hanson from the University of Minnesota Libraries will demonstrate how they've solved three problems using the Drupal open-source web content management system. In addition to a brief overview of Drupal, Wayne and Cody will demonstrate the creation of a library news page, a dynamic staff directory, and a library workshop registration system.

H3. **Family Reads: Connecting Parents & Children with Books**

Tracks: ARLD, CYP, PLD, SRLRT
with Kathleen M. James, Maggie Snow

Children's interest in reading for fun drops significantly at age 8. The primary reason given for the drop is the difficulty of finding books they want to read. Parents have the greatest influence over reading habits, so through Family Read, an LSTA grant project, MELSA libraries developed a workshop to help parents become their child's reading resource. Attendees will get an overview of the project, the research, and the parent training workshop.

H4. **Got Censors?**

Tracks: PLD, ARLD, SRLRT, MLTA, MALF, LMRT, CYP, RART
with Joe Raiola, Ken Behringer, Deborah Caldwell-Stone

What are the hot-button intellectual freedom issues in your community? Are your policies for collections, meeting rooms, or data privacy involving you in ever more interesting conversations? Does your phone ring when some people find the graphic novels too graphic?

Wondering how best to show off your own “Patriot Act” in protecting free access to information to your community or campus? Discuss your worries, successes, and questions with Joe Raiola, senior editor of MAD Magazine, and Deborah Caldwell-Stone, acting director of ALA’s Office of Intellectual Freedom, in this free-flowing, open-ended discussion of current IF practices and problems in Minnesota libraries.

H5. MnKnows–Dig Deeper @ Your Library

Tracks: ARLD, PLD, RASS, SRLRT

with Jennifer Hootman, Nick Banitt, Carla Steinberg Pfahl, Jane Prestebak, Marian R. Rengel

Want to know about the latest changes, newest features, and usage of resources that you, your patrons, and students use on a daily basis? Join us for a fresh, new look at a group of statewide resources: MnKnows. A unique panel of five resource experts will address changes and new developments, content, features, and usage of these resources, followed by time for questions and answers. This interactive panel will provide you with updates and information applicable to your work regarding the MnLINK Gateway, Electronic Library for Minnesota, Minnesota Reflections, AskMN: The Librarian Is In, and the Research Project Calculator.

H6. Terrific Teen Programs in Tight Times

Tracks: CYP, PLD, SRLRT

with Lori F. Crocker, Stacy Jensen, Nicholas A. Prieve

Money is tight for libraries, but we can still offer exciting teen programming with our restricted funds. Get ideas about how to bring teens into your library and keep them reading without spending loads of cash. Partner with local businesses, find out what’s hot, and do it all on a limited budget. Sponsored by the PinoneerlandSAMMIEPlum Creek Teen Cooperative.

H7. The 4 Cs of Community Outreach

Tracks: CYP, PLD, SRLRT

with Gail Supernois Hedstrom, Deb Hengel

The library’s ability to collaborate with local community agencies can greatly enhance their programming and outreach efforts. Elbow Lake Public Library and their local Family Services Collaborative have been working together for 14 years. The library has received four large grants as a result of the partnership; most recently, they have worked on a project funded by the Minnesota Department of Human Services to strengthen services to Friend, Family and Neighbor Caregivers. They have also developed 40 “Ready to Learn” backpacks to increase school readiness skills in preschoolers. Learn about these projects and creative ways to collaborate with your community.

H8. You Landed the Supervisor Job. Now What?

Tracks: ARLD, LMRT, PLD, SRLRT, SSPiN

with Mary Scheide, Roseanne Byrne, Susan Glimsdale, Teresa Pivec, Annemarie Mikulich Robertson

In 2008, the Dakota County Library (DCL) created a new assistant circulation supervisor position for each branch. Nine individuals were promoted to join the management team; most did not have any prior supervisory experience. A four-hour training for new supervisors was developed as a collaborative effort between DCL and Dakota County Employee Relations. The agenda included the manager role, key supervision topics, case studies, personal effectiveness, and resources. In addition to outlining the agenda and materials, highlights of the content that are applicable to most new supervisors will be presented. This could serve as a framework for new supervisor orientation.

LUNCHEON KEYNOTE

11:00AM–1:00PM

The Joy of Censorship

with Joe Raiola

Now more than ever, our constitutionally guaranteed right of freedom of speech is threatened by religious and “family friendly” organizations, the politically-correct left, big media, giant retail outlets, special interest groups, and the government itself. In his long-running, nationally acclaimed program, “The Joy Of Censorship,” MAD senior editor Joe Raiola takes an illuminating, satiric, and (at times) disturbing look at America’s most hotly debated First Amendment issues, including the dramatic effect of 9/11 on free speech. He sheds light on the endless arguments over banned books, movie rating, the FCC, the Patriot Act, Internet filters, flag burning, indecency, the true meaning of obscenity, and more.

Raiola also traces MAD’s unlikely and colorful history, from renegade publisher Williams Gaines’ historic showdown with the United States Senate over comic book censorship to MAD’s emergence as a revolutionary satirical force. “The Joy Of Censorship” includes a one-of-a-kind slide presentation spotlighting many of MAD’s most controversial, thought-provoking, and outrageous covers and articles, followed with a lively Q&A and/or panel discussion.

A favorite on the lecture circuit for nearly two a decades, Joe Raiola has presented “The Joy Of Censorship” at countless colleges, public libraries, and professional conferences around the country, including the Henry Miller Library, Yale University, and Nassau Community College, where the show was captured live and broadcast nationally on C-SPAN’s American Perspectives.

Conference Adjourns 1:00PM