

CHALLENGES...

We all need to be challenged. We're challenging *you* to participate in the 2009 conference in **seven ways**:

1. Sign up!

Registration is now open. Sign up today!

2. Rent exhibit space.

Exhibitors will participate in conference events on Wednesday and Thursday, with scheduled conflict-free time expressly devoted for attendees to spend quality time in the exhibit area.

3. Become a sponsor.

It's not too late! Get great visibility through our remaining marketing and at the conference.

4. Advertise in the conference booklet.

Our low-priced ads are perfect for getting your company's information in front of more than 500 conference attendees.

5. Donate (and bid on) silent auction items.

Our annual silent auction fundraiser supports the Minnesota Library Foundation, which exists to benefit the community by raising and distributing funds to enhance services and increase public awareness of Minnesota libraries. Your donations (and bids!) help raise much-needed funds to support the mission of the Foundation.

6. Rent a professional table.

Library-related nonprofit organizations and MLA roundtables, sections, and divisions are invited to rent a professional table at the 2009 Conference. The professional tables will be located in the Terry Haws Exhibit Area at the St. Cloud Civic Center to maximize visibility for conference attendees.

7. Spread the word!

We want to tell everyone about this great conference. Tell your friends and colleagues about the conference and encourage them to attend. Press kits and flyers are available through the conference Web site.

CHOICES!

This conference offers so many choices that we can't list them all here! Here are just a few that we're sure you'll love:

Keynote Presentations

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

Cathy Wurzer, host of Morning Edition, MPR

Where Do Book Ideas Come From?

Sharon Lerner Lecture Fund Breakfast with Nancy Carlson

Grassroots Advocacy

Sally Reed, executive director, Association of Library Trustees, Advocates, Friends and Foundations

The Joy of Censorship

Joe Raiola, senior editor, *MAD* Magazine; artistic director, Theatre Within

Pre-Conference Workshops

ALA Strategic Plan Focus Group

Cataloging Streaming Media

How to Build Sensational Story Times

Personal Safety for Library Workers

Sessions

More than we can list here! Choose from among more than 70 presentations across 8 sessions and 11 tracks. There's something for everyone—our tracks include:

Public Libraries • Academic Libraries • Rural Libraries • Paraprofessionals • Trustees, Advocates, and Friends • Library Management • Children and Young People • Reader Advisory • Reference Services • Technical Services • Government Information

Tours

Northern Brights Jewelry-Making Class

St. John's Bible Tour

Stearns History Museum

Exhibits

We anticipate having more than 50 vendors showcasing library products and services in our exhibit hall this year. You're sure to leave the hall with at least one new idea for your library or group!

MLA 2009 ANNUAL CONFERENCE

CHALLENGES
CHOICES
CHANGE



October
14–16, 2009

St. Cloud
Civic Center

10 4th Ave S
St. Cloud, MN 56301

\$175 for three days

\$85 for one day

(early-bird rates for MLA members)

MLA
MINNESOTA LIBRARY ASSOCIATION
Minnesota Library Association
1821 University Ave W, Ste S256
St. Paul, Minnesota 55104-2872

Look who'll be exhibiting!

Baker & Taylor
BBC Audiobooks America
Books on Tape/Listening Library
Brodart Co.
BWI
Capstone Publishing
Clear Image Solutions, LLC
Computype
EBSCO Information Services
Embury, Ltc.
Gale
Healing Stones
KKE Architects, Inc.
Kubitz Educational Services
Mackin Library Media
Mid-America Business Systems
Minitex
Minnesota Historical Society
Press/Borealis Books
National Network of Libraries of Medicine,
Greater Midwest Region (NN/LM GMR)
PALS – A Program of the Minnesota
State Colleges and Universities
Quality Books Inc.
SirsiDynix
South Dakota State Historical Society Press
St. Catherine University
Tech Logic Corporation
Ulness Books
University of Minnesota Press

More exhibitors are being added all the time. Watch the Web site to see who else is coming!

...AND SOME CHANGE.

Change isn't always bad. We've changed a few things for this year's conference—and left some things well enough alone.

- **NEW! Reduced prices** – Times are tough. We've lowered our registration rates to make the conference more affordable for you.
- **NEW! “Greener” conference materials** – We've replaced our bulky registration booklet with this slimline brochure. Everything you need or want to know about the conference is now available on our Web site.
- **NEW! Paperless handouts** – We'll provide session handouts online before the conference—and on a CD for you to take home with you! *Please note that hardcopies of handouts will NOT be supplied at the conference.*
- **NEW! Conference t-shirts** – Pre-order your conference t-shirt and wear it in the exhibit hall for your chance to win a \$100 Target gift card! *Complete contest details are available on the conference Web site.*
- **Exhibits** – Visit more than 50 vendors to see the latest products and services displayed by experts who know them best. You can also browse among the professional tables to learn more about library-related organizations.
- **A la carte registration** – Choose from more than 70 presentations across 8 sessions and 11 tracks. Come for one, two, or three days of great education, pre-conference workshops, tours of St. Cloud attractions, and countless networking opportunities!
- **Meals and refreshments** – Your registration fee includes refreshment breaks, six meals, and a vendor reception! You're also invited to celebrate with MLA at the Awards Banquet on Thursday (\$50). *Please note that you must pre-register to guarantee your meals at the conference.*
- **Business meetings and banquets** – Find out what's going on in your neighborhood: Participate in MLA association, committee, section, division, and roundtable business meetings, and check out the MALF awards and MLTA business meeting.
- **Fun and networking** – Take advantage of great social and networking opportunities through tours, receptions, the silent auction fundraiser, a fun walk/run, and dine-arounds around town.
- **Easy registration** – Visit www.mnlibraryassociation.org/mlaconference to register online or download a hardcopy form. *If you do not have Internet access and need registration information provided to you in an alternate format, you may request materials by contacting the MLA office at 651-999-5343.*

Don't delay—register today!

Conference registration:

Visit www.mnlibraryassociation.org/mlaconference for complete conference details, including early-bird and regular registration rates, registration materials, session descriptions, and more.

If you do not have Internet access, you may request a print copy of all conference information by calling 651-999-5343.

Early-bird registration rates:

(through September 17)

	Full Conference	Wed. or Fri. only	Thursday only
MLA member	\$175	\$85	\$110
Nonmember	\$225	\$125	\$150
Library Trustee			\$60
MALF			\$60

Prices increase after September 17. Visit the conference Web site for complete pricing details.

Pre-registration deadline is October 7, 2009.

Registration materials are available online now!

PLEASE NOTE: This will be the only print mailing regarding the Annual Conference that you will receive.

www.mnlibraryassociation.org/mlaconference

For all your conference information needs!

MLA proudly recognizes our generous conference sponsors:

CRPLSA



Minitex

MALF
Minnesota Association
of Library Friends



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