

Have fun and get some serious education this fall.

SERIOUS PLAY
2010 ANNUAL CONFERENCE

OCTOBER
6-8
2010

MAYO CIVIC CENTER
30 Civic Center Dr SE
Rochester, MN 55904

MLA
MINNESOTA LIBRARY ASSOCIATION

*early-bird rate for MLA members
\$110 for Thursday*
\$85 for Wednesday or Friday*
\$175 for all three days*

Four great keynote presentations:

- *Seven Practices of the Inventive Creative* with **Ed Holahan**, toy inventor and organic farmer
- *Treasure Hunting for a Different Gold* with **Sally Walker**, author of dozens of fiction and nonfiction books for children
- *Delving into the Otherworld: Murder, Myth, and Music in False Mermaid* with mystery writer **Erin Hart**, Minnesota author of *False Mermaid*
- *Security, Privacy, and the Generation Gap* with security guru **Bruce Schneier**, candid security critic and commentator and author of *Schneier on Security*

More than 60 sessions for:

- public, academic and rural libraries
 - children and young people
 - government information
 - library management
 - paraprofessionals
 - reader advisory
 - reference services
 - technical services
 - trustees, advocates, and friends
 - and more!
- **Fun and networking** through receptions, the silent auction fundraiser, and more.
 - ✦ **Legacy Program Showcase** featuring music, storytelling, circus arts, ventriloquism, improv comedy, creative writing, and more.
 - **Conference t-shirts** that get you discounts and chances to win prizes.
 - ✦ **Exhibit hall** with more than 30 vendors, an art show, Health and Wellness Fair, music by a fine Irish trio, and displays from library-related organizations.
 - **Business meetings** to tell you what's going on in your neighborhood.

www.mnlibraryassociation.org/mlaconference10

About MLA: The Minnesota Library Association is an association of library supporters, representing all types of libraries by helping them accomplish together what none can do alone. MLA provides opportunities to meet library peers and associates, and meets the interests of its more than 550 members by facilitating educational

opportunities, supporting strong ethical standards, and fostering connections between the library community and various constituencies. In addition to the annual three-day conference, programs are planned and sponsored year-round by MLA divisions sections, roundtables, and committees. Find out more at www.mnlibraryassociation.org.