



MLA 2011 ANNUAL CONFERENCE
OCTOBER 12-14, 2011
Duluth Entertainment Convention Center • Duluth, MN



Minnesota Library Association • 1821 University Ave W, Ste S256 • St. Paul, MN 55104 • 651-999-5343 • 651-917-1835 fax • mnlbraryassociation.org

Wednesday, October 12

- 9:30AM Registration Opens
- 10:00AM–11:00AM MLA Board of Directors Meeting
- 11:30AM–1:00PM Luncheon Keynote
- [K1. Everything I Need to Know I Learned from a Children's Book](#)
- 1:00PM Exhibits Open
Silent Auction Bidding Begins
- 2:00PM–3:00PM Session A
- [A1. New to the Game?](#)
- [A2. 42 in 60: The Meaning of Life, the Universe, and New Graphic Novels](#)
Tracks: Authors, Literature & Programming; Children & Young Adults
- [A3. Cataloging, OCLC, Minitex, and You: Past, Present, Future](#)
Tracks: Collection Management & Technical Services
- [A4. If You Encourage Them, They Will Come: Strategies for Building eBook Circulation](#)
Tracks: Collection Management & Technical Services; Digital Information & Technologies; Support Staff Interests
- [A5. Library Public Services in a Challenging Environment](#)
Tracks: Public Services; Support Staff Interests
- [A6. Sharon Lerner Lecture: Everything I Need to Know I Learned from a Children's Book](#)
Tracks: Authors, Literature & Programming; Children & Young Adults; Library Trustees & Friends
- [A7. The History of Copyright in 45 Minutes](#)
Tracks: Administration & Leadership; Digital Information & Technologies; Public Services
- [A8. The Special Library as an Information Commons](#)
Tracks: Administration & Leadership
- [A9. Value-Added by \(Re\)design: The New ELM Portal](#)
Tracks: Administration & Leadership; Digital Information & Technologies; Public Services; Support Staff Interests
- [A10. Why Should We Use Social Media to Promote the Library?](#)
Tracks: Administration & Leadership; Digital Information & Technologies; Public Services
- 3:00PM–4:00PM Refreshment Break with Exhibitors
- 4:00PM–5:00PM Session B
- [B1. 40 Years of Collaboration: Minitex and Minnesota Libraries Then and Now](#)
Tracks: Administration & Leadership; Collection Management & Technical Services; Digital Information & Technologies; Public Services
- [B2. Summer Reading Programs: Rethink, Retool, Refresh](#)
Tracks: Authors, Literature & Programming; Children & Young Adults; Public Service; Support Staff Interests
- [B3. Book Clubs: Hands On to Hands Off](#)
Tracks: Authors, Literature & Programming; Children & Young Adults; Public Services
- [B4. Just Right Reading: Matching Readers and Reads or Kids and Books](#)
Tracks: Children & Young Adults
- [B5. Leading Library Users to Resources: Policies and Best Practices for Subject and Course Guides](#)
Tracks: Public Services

B6. Libraries in the Cloud

Tracks: Digital Information & Technologies

B7. Minding the Gap: Bridging the Digital Divide in Minnesota

Tracks: Administration & Leadership; Digital Information & Technologies; Public Services

B8. Organize Your Ordering: Buying Materials for Children's Collections

Tracks: Children & Young Adults; Collection Management & Technical Services

B9. Professional Social Media: Beyond the Buzz

Tracks: Administration & Leadership; Digital Information & Technologies; Support Staff Interests

B10. RDA: DOA or A-OK? A Town Hall Debate

Tracks: Collection Management & Technical Services

5:00PM

Registration Closes

5:00PM–6:00PM

Minitex 40th Anniversary Reception

6:30PM

Silent Auction Closes

7:30PM–10:00PM

Killer Cocktails/RART Happy Hour

Thursday, October 13

7:00AM

Registration Opens

7:00AM–8:00AM

Continental Breakfast

7:00AM–8:00AM

Past Presidents' Breakfast

8:00AM–9:00AM

Session C

C1. 40 in 60: Great Books for Kids and Teens

Tracks: Authors, Literature & Programming; Children & Young Adults; Public Services; Support Staff Interests

C2. To Boldly Go: Fantastical Journeys through Science Fiction Readers' Advisory

Tracks: Authors, Literature & Programming; Public Service; Support Staff Interests

C3. Empowering Older Adults: Research-based Training for Web Information and Access

Tracks: Public Services

C4. Everyone Is a Library Advocate!

Tracks: Administration & Leadership; Library Trustees & Friends; Public Services; Support Staff Interests

C5. Getting Back in the Black: A Toolkit for Library Managers of Today

Tracks: Administration & Leadership

C6. Libraries at the Front Lines of Workforce Recovery

Tracks: Administration & Leadership; Public Services

C7. Minnesota and ALA Library Certification Programs Overview

Tracks: Support Staff Interests

C8. Featured Presentation – Merchandising Matters: What Your Library Can Learn from the Local Grocery Store

Tracks: Administration & Leadership; Public Services

C9. What's Up with the Collection Down Under? What's in Store for the MLAC Caverns on the Banks of the Mississippi

Tracks: Administration & Leadership; Collection Management & Technical Services

C10. Once Upon a Time... Using Children's Literature to Teach Financial Literacy

Tracks: Authors, Literature & Programming; Children & Young Adults

9:00AM

Exhibits Open

Silent Auction Bidding Begins

9:00AM–10:00AM

Break with Exhibitors

10:00AM–11:00AM

Subunit Meetings

11:00AM–12:00PM

Lunch with Exhibitors

- 12:00PM–1:30PM **Dessert Keynote**
K2. Engagement through Games: Reaching Library Users through Playful Ways
- 1:30PM–2:30PM **Session D**
D1. Featured Presentation – Children of Incarcerated Parents: Who’s Counting and Why Should We Care?
 Tracks: Children & Young Adults; Public Services
D2. 2011 Minnesota Legislative Session Rewind
 Tracks: Administration & Leadership; Library Trustees & Friends; Public Services; Support Staff Interests
D3. Board@Your Library? Hot Board Games for Cool Librarians
 Tracks: Authors, Literature & Programming; Children & Young Adults
D4. Collection Development of Award-Winning Books in MnPALS Libraries
 Tracks: Collection Management & Technical Services
D5. E-books: What’s All the EXCITEMENT About?
 Tracks: Digital Information & Technologies; Collection Management & Technical Services; Public Services; Support Staff Interests
D6. Libraries Supporting Job Seekers
 Tracks: Administration & Leadership; Public Services
D7. Library Trustee 101
 Tracks: Library Trustees & Friends
D8. Positively Friends
 Tracks: Library Trustees & Friends
D9. So Many Books, So Little Time: Undergraduates and Recreational Reading
 Tracks: Authors, Literature & Programming; Public Services
D10. AskMN: Adding Value to the K-12 Student Research Experience
 Tracks: Children & Young Adults; Digital Information & Technologies; Public Services; Support Staff Interests
- 2:30PM–3:30PM **Refreshment Break with Exhibitors**
- 3:30PM **Exhibits Close**
Silent Auction Closes
- 3:30PM–4:30PM **Session E**
E1. 10 Minutes to Win It: Award for Best Project by Friends of Libraries
 Tracks: Administration & Leadership; Library Trustees & Friends
E2. Click or Poll Your Way to an Interactive Library Instruction
 Tracks: Digital Information & Technologies; Public Services
E3. Growing Readers: Bringing Libraries, Nature, and Families Together
 Tracks: Authors, Literature & Programming; Children & Young Adults
E4. Libraries Supporting Small Business Development
 Tracks: Administration & Leadership; Public Services
E5. Not Your Mother’s Authority Control: Locating Information in the 22nd Century
 Tracks: Collection Management & Technical Services
E6. One Book, One Conference: The Stormchasers
 Tracks: Authors, Literature & Programming
E7. Performance Management: Theory and Practice
 Tracks: Administration & Leadership
E8. State Library Update
 Tracks: Administration & Leadership; Children & Young Adults; Library Trustees & Friends; Public Services
E9. The Customer Is Always Right: Top Trends in Library Design
 Tracks: Administration & Leadership; Public Services; Support Staff Interests
E10. Things in a Flash: The Latest Web 2.0 Tools
 Tracks: Children & Young Adults; Digital Information; Public Services; Support Staff Interests

- 5:00PM Registration Closes
- 5:00PM–6:00PM MLA Membership Meeting
- 8:00PM–10:00PM Legacy Program Showcase

Friday, October 14

- 7:00AM Registration Opens
- 7:00AM–8:00AM Continental Breakfast
- 8:00AM–9:00AM Division Meetings
- 9:00AM–9:30AM Break
- 9:30AM–10:30AM Session F
 - F1. 50 in 60 Book Blast**
Tracks: Authors, Literature & Programming; Public Services; Support Staff Interests
 - F2. Geocaching in Libraries: Hide It and They Will Come**
Tracks: Authors, Literature & Programming; Public Services
 - F3. So What Is This Thing Called Intellectual Freedom?**
Tracks: Administration & Leadership; Children & Young Adults; Public Services
 - F4. Featured Presentation – Trend Tracking: A Tool to Help Your Library Better Serve the Needs of Your Community**
Tracks: Administration & Leadership; Children & Young Adults; Library Trustees & Friends; Public Services
 - F5. Minnesota Library Futures Initiative**
Tracks: Administration & Leadership
 - F6. A MILE in Our Shoes: Lessons Learned from the MLA Leadership Program**
Tracks: Administration & Leadership
 - F7. Transition... Then What? Faculty Perceptions of IL Skills of Undergraduates**
Tracks: Public Services
- 11:00AM Registration Closes
- 11:00AM–1:00PM Luncheon Keynote
 - K3. Go Forth!**
- 1:00PM Conference Ends