

Come Together, Move Forward
Connecticut Library Association 120th Annual Conference
May 2 & May 3, 2011
Hilton Stamford Hotel & Executive Meeting Center

Exhibits

The Exhibit Hall will be open Monday from 8:00 a.m. to 5:30 p.m. and Tuesday from 8:00 a.m. to 1:30 p.m. Exclusive exhibit times are Monday from 8:00 to 9:30 a.m., 12:00 to 1:30 p.m. and 5:00 to 5:30 p.m. and Tuesday from 8:00 to 9:15 a.m. and 11:45 to 1:30 p.m.

Bookstore

Elm Street Books of New Canaan will be selling books at the Conference.

MONDAY PROGRAMS (May 2)

8:00 a.m. to 9:30 a.m. Exhibits open
Breakfast in the Exhibit Hall

8:00 a.m. to 9:30 a.m.

Technology Petting Zoo

Desperate to get your hands on the latest gadgets and tech tools? Come and play in our Technology Petting Zoo! We'll have e-readers, iPads, QR code readers, and more on hand for you to toy with. Learn what your fellow librarians are doing with gadgets in and out of the library. Stop by to try out the latest and greatest in mobile gadgetry.

Exhibit Hall / Sponsored by the CLA Technology Section

8:30 a.m. to 9:25 a.m.

Conference 101

If you are new to CLA and the CLA Annual Conference then this is the program for you! This program will provide an informative introduction to the conference and CLA. Learn how to navigate the conference and make the most of your experience. Hear about the different sections and committees of CLA and how you can get involved.

/ Sponsored by the CLA New Members Interest Group

9:30 a.m. to 10:30 a.m.

Keynote Address

Ken Gronbach: Creating Libraries for the Future – Charting the Course Through Demographic Change

Join Ken Gronbach, internationally respected demographer, for a 30,000 foot view of the world's changing demography. Learn why the United States and the Americas are now, and will be, the best place on earth, socially and economically. Learn why the United States' best days are ahead of us and not behind us. Ken's visually appealing graphs and demographic analysis will help you understand your future customers and their needs. If you are looking for a glimpse into the Crystal Ball of Librarianship, you won't want to miss this entertaining and inspirational

presentation! Kenneth W. Gronbach is president of KGC Direct, LLC, and author of the best-selling book *The Age Curve: How to Profit from the Coming Demographic Storm*, as well as *Common Census: The Counter-Intuitive Guide to Generational Marketing* and his new book, *Decades of Differences: Making it Work*, a comprehensive guide to coping with three generations in the workforce.

10:30 a.m. to 11:00 a.m.
Coffee in the Exhibit Hall

11:00 to 11:55 a.m. Session One

Academic & Special Libraries Track

Not Your Father's Library

Join Sharon Clapp (Web Resources Librarian, Connecticut State Library; Connecticut Libraries Technology Corner contributor), Kate Sheehan (Open Source Implementation Coordinator, Bibliomation; ALA TechSource blogger; CLA Editorial Committee Chair, Connecticut Libraries), and Nick Tomaiuolo (Instruction Librarian, Central Connecticut State University; author of *UContent: The Information Professional's Guide to User-Generated Content*) for an informative discussion as they describe their experiences with social software and user generated content tools in libraries, including the challenges and successes of implementing Facebook, Flickr, Google custom search engines, LibraryThing, and Twitter.

/ Sponsored by CLA College & University Libraries Section

Adult Services Track

So Really, How Much Does ILL Cost in Connecticut? Results of the ILL Cost Study

This program follows up on a session presented at last year's conference. Mary Jackson, Resource Sharing Product Manager for Auto-Graphics, will discuss the results of the ILL Cost Study done in Connecticut and the ramifications of the results. Mary will also review the use of the data collection spreadsheet, which is freely available online for any library to use to calculate their ILL costs.

/ Sponsored by CLA Resource Sharing Section

Advocacy & Outreach Track

Library Board Basics

How effective is your library board? Do your trustees understand their function, run efficient meetings, and still feel engaged? This session is targeted to library directors and trustees interested in a refresher on the basics of good board governance and practice. The new ACLB Trustee Handbook will be introduced. Presenting will be Shani Burke-Specht, past Chairman, Bethel Public Library Board of Directors; Betsy McIlvaine, Brookfield Library Board of Trustees member; and Sharon Brettschneider, Director of Library Development, Connecticut State Library.

/ Sponsored by the Association of Connecticut Library Boards and the Connecticut State Library

Books Track

Adult Book Buzz with Norton, Workman, Sterling, Macmillan, & HarperCollins Publishers

Are you looking for those must have titles to add to fall book orders? Marketing representatives from Norton, Workman, Sterling, Macmillan, and Harper Collins will be on hand to show their summer and fall new books. Historical fiction, non-fiction, science fiction, romance, and more will be presented.

/ Sponsored by the CLA Young Adult Section

Programs & Services Track

Miranda Creative Presents Visual Merchandising on a Shoestring

From dumpster diving at the local mall, to adopting retired mannequins from Liz Claiborne, Maria Miranda of Miranda Creative has done whatever it takes to help clients create attractive displays with limited resources. Known in the library communities for her work on websites and social media, Maria will be sharing her favorite low-tech tips for repurposing, recycling and reimagining materials to create eye-catching and engaging displays. Bring your challenges, dimensions, and pictures to this hands-on presentation. 50 minutes later, walk away with countless ideas on how to go from drab to dynamic...without spending loads of dollars.

/ Sponsored by the Conference Chairs

Skills Track

Finding Calm in the Chaos: Customer Service Begins with You

Do you feel you can't keep up with patron needs? Overwhelmed by the economy? Or just plain stressed? According to the American Institute of Stress, stress contributes to 80% of major illnesses and 40% of staff turnover. It is difficult to deliver great customer service when you are stressed out and stretched thin. Join Alicia Davis, LMT & CEO of the Centers of Wellness, for this informative and rejuvenating workshop. Learn simple yet effective ways to create internal balance and physical well-being. Come learn how to remain calm, centered, and focused in the midst of personal or professional chaos.

/ Sponsored by CLA Customer Service Committee

Technology Track

Emerging Technology & Literacy

Since the invention of the television, adults have worried about the impact of media and technology on child development. In today's world, where mobile devices are predicted to "take over" by the year 2020, it seems parents have even more reasons to worry. But there is good news. Join Rick Richter of Ruckus Media and Andrea Eshelman of Playaway as they discuss how modern advances in technology, such as phone apps and portable media devices, are being used to support and enhance literacy development in children.

/ Sponsored by CLA Children's Section

Youth Services Track

The Queens Library Presents Its Children's Library Discovery Center

Here's your chance to hear about one of the children's libraries of the future. Sharon Cox, Manager of the Queens Library Children's Library Discovery Center and Lynn Cole, the Interactive Exhibits Supervisor will talk about their hands-on interactive exhibits and learning labs that will engage children and inspire inquisitive young minds.

/ Sponsored by the Conference Chairs and the CLA Children's Section

12:00 p.m. to 1:30 p.m. Lunch in the Garden Pavilion

12:00 p.m. to 1:30 p.m. Exhibit time

12:15 to 1:00 p.m.

Luncheon Speaker Lenore Skenazy, America's Worst Mom

Lenore Skenazy is a syndicated columnist and the author of the book *Free-range Kids: Giving Our Children the Freedom We Had Without Going Nuts with Worry*. Skenazy was dubbed "America's Worst Mom" after her controversial decision to let her 9-year-old son take the New York City subway home alone received international media attention. The flood of reactions, both positive and negative, led Skenazy to write her book as well as to found the "free-range kids" blog and movement. A renowned speaker, Skenazy delivers her message with her special blend of wit and humor.

/ Sponsored by the CLA Children's Section

1:30 to 2:25 p.m. Session Two

Academic & Special Libraries Track

The Differing Roles of Librarians

'Librarian' can mean different things in different settings. This panel program includes Christopher Roy, a courthouse law librarian, who will discuss how he provides legal reference and research assistance to judges, attorneys, and the public and creates online legal research guides to facilitate legal access. Medical librarian, Kate Cheromcha, will talk about her love of research in a hospital setting. School media specialist, Michelle Luhtala, will describe hosting an ongoing social webinar series for school librarians. Join us for an entertaining and informative discussion about the differences and similarities within the library profession.

/ Sponsored by the CLA College & University Libraries Section

Adult Services Track

Romance Fiction in Libraries

Sarah Wendell, co-creator of the popular romance review website, "Smart Bitches, Trashy Books," will talk about ways to promote romance fiction in the library. Sarah will share her experience with the romance genre, talk about ways to connect with this lively community, and discuss her favorite new romances. Steamy, sweet, or paranormal, romance is the hottest segment of today's book market, and attendees will leave this workshop ready to put the love in

‘Love Your Library!’

/ Sponsored by the Conference Chairs

Advocacy & Outreach Track

Look Before You Leap: Understanding the Library Levy

Representatives from the Connecticut State Library will present a panel presentation on last year’s changes to the library statutes, which allow municipalities to institute a tax to support the library. Arm yourself with the facts you will need to best serve your library and your community.

/ Sponsored by the Conference Chairs and the Connecticut State Library

Programs & Services Track

Interlibrary Loan & Reserve Copyrights & Wrongs

Come to this panel and apply good copyright practices to your Interlibrary Loan and Reserve operations. Join Nancy Romanello, University of Connecticut, Stamford, Blanche Parker, Darien Library, and Jeff Dowd, Judicial Branch Law Library in Middletown, for a rousing discussion. Learn about copyright with respect to ILL lending and borrowing and the guidelines for materials on reserve. You will also learn about online tools to determine if an item is in copyright.

/ Sponsored by the CLA Resource Sharing Section

Skills Track

Speed Mentoring

Participate in one-on-one mentoring sessions with librarians from a variety of institutions. Those currently employed, job seekers, MLS students, and all conference attendees are welcome to participate. Each session lasts 5 minutes, after which the "mentees" switch to another mentor for another 5 minute session. See how much good advice you can pack into a 55 minute speed mentoring session!

/ Sponsored by CLA Career Development Committee

Technology Track

What’s New with Open Source?

Join open source veterans and for the latest developments in Koha and Evergreen. Ben Ide from the University of Hartford will share the latest from Koha 3.2 as well as LibLime's Koha. Ben Shum from Bibliomation will show off the newest enhancements in Evergreen 2.0. Open source evolves quickly, so this update will cover the cutting edge developments as well as planned improvements from the two major open source library systems. If you're thinking about an open source system or just interested in the latest in integrated library systems, this session is a must-see.

/ Sponsored by the CLA Technology Section

Youth Services Track

FETCH! Club: Science Fun @ Your Library

Empowered by the 2009 CLA Conference program presented by WGBH Boston about FETCH!, Janet Murphy and Susan Hansen of West Hartford Public Library's Bishops Corner Branch returned home and created the FETCH! Science Club for children in grades one to five. Find out how one daring children's librarian and one geek-girl branch manager plunged ahead with a plan to promote science literacy through hands-on experiments and activities with phenomenal results. Join us in an experiment (or two) and learn how to start a FETCH! Club at your library.
/ Sponsored by CLA members

2:25 p.m. to 2:40 p.m. Coffee Break in the Exhibit Hall

2:40 p.m. to 3:35 p.m. Session Three

Adult Services Track

Paperless ILL

While a completely paperless ILL office may be a long term goal, removing even a little paperwork will streamline your ILL operation. Hear how colleagues Kim Farrington, Central Connecticut State University; Barbara Hall, Booth and Dimock Memorial Library; and Judy Haggarty, Guilford Free Library; have ILL offices with less paper use.
/ Sponsored by the CLA Resource Sharing Section

Advocacy & Outreach Track

It's Not All About the Money

Of course money is nice but Friends groups do much more than that. They are often as much about raising the awareness of the library in the community as they are of raising money. Find out from successful Friends Ann Jepson, Ridgefield Library, Lauren Einstein, New Canaan Library, and Janet Greenwood, Ferguson Library, how they have helped promote their library in their community and how you can do the same in yours.
/ Sponsored by Friends of Connecticut Libraries

Skills Track

Career Savvy: Tools & Tips for the Library Jobseeker

Join Cheryl Kohen, former Career Resource Librarian, as she discusses Library and Information Science job hunting resources and networking techniques. Take your job hunt beyond simply crafting a resume! Ms. Kohen will provide an overview of various job sites, the effective use of social media when job hunting, and locating the hidden job market. Participants will leave this session with hands-on knowledge of how to get your foot in the door and set yourself apart from other job seekers.

/ Sponsored by the CLA Career Development Committee

Technology Track

Ebooks Part I: Theory with Jason Griffey

Jason Griffey, renowned technology writer for American Libraries, will speak about ebooks and their evolving place in libraries and society. Hear Jason's thoughts on this popular technology and envision your library's services in new and vibrant ways.

/ Sponsored by the Conference Chairs

Youth Services Track

Youth Book Buzz with Bloomsbury, Disney/Hyperion, & MacMillan Publishers

Calling all children's and young adult librarians! Representatives from Macmillan, Disney/Hyperion, and Bloomsbury publishers will be on hand to give you a sneak peek of their upcoming releases. They will include both fiction and non-fiction titles, so bring a pen and get ready to plan summer and fall orders.

/ Sponsored by the CLA Young Adult and Children's Sections

3:35 p.m. to 3:55 p.m. Cupcake break in the Exhibit Hall

4:00 p.m. to 4:55 p.m. Session Four

Adult Services Track

I Heard it Through the Grapevine: Keeping Current in Interlibrary Loan

Do you find it difficult to keep up with ILL developments and emerging skills? Join Steve Cauffman, Connecticut State Library, as he offers strategies for keeping current and websites to watch for ILL news.

/ Sponsored by the CLA Resource Sharing Section

Advocacy & Outreach Track

Learning to Fish: Bridgeport's Successful Library Operating Referendum Campaign

On November 3, 2009, Bridgeport voters passed the first library operating referendum in Connecticut state history by a 65% margin. Find out what really happened before and after the vote and how you may be able to increase your operating budget by 45%. If you're tired of flat or reduced funding, come along and bring library board members, colleagues, friends of libraries, and staff.

/ Sponsored by CLA members

Programs & Services Track

Gaming in Libraries: Programming, Marketing, Collection Development & the Future

Modern library collections are undergoing drastic changes. Video games and other new media will play an important role in this future. JP Porcaro, Virtual Services Librarian at the New

Jersey City University Guarini Library, and author of the upcoming book *Building the 8-bit Library: Video Game Collection Development*, will give practical advice on how to handle this change successfully in your library.

/ Sponsored by the CLA Young Adult Section

Skills Track

Resume Review

Need help with your résumé? Want to make sure that it is a document that will catch the reader's eye? Have it reviewed at the CLA Résumé Review session. Bring a copy of your résumé for critique by experienced librarians.

/ Sponsored by the CLA New Members Interest Group

Technology Track

Marketing 2.0 with Nancy Dowd

Web 2.0 tools can be a successful and cost effective way to market your library to your community. But, there are so many different choices in the world of social media that it may be difficult to choose the ones that reach your target audience. Do you tweet or blog? Use mobile apps? Flickr, YouTube and Podcasts, oh, my! Learn the secrets of successful library marketing in a 2.0 world from Nancy Dowd, Director of Marketing for the New Jersey State Library, and co-author of the book *Bite Sized Marketing Realistic Solutions for the Overworked Librarian* and the M-Word blog <http://themwordblog.blogspot.com/>. Nancy will give you the tools to choose the best social media fit for your library.

/ Sponsored by the CLA Public Library Section

Youth Services Track

Drumming About You with Bob Bloom

Group drumming is valued not only for its ability to entertain but to create community, feelings of success, and teamwork among participants. Bob Bloom's programs transcend the barriers of age, economics, language, and physical challenges. Experience the power of drumming for yourself with this interactive, hands-on session that is sure to end your conference day on a high note!

/ Sponsored by the CLA Children's Section

5:00 p.m. to 5:30 p.m. Exhibit time

5:30 p.m. to 7:00 p.m. Reception at the Ferguson Library (refreshments provided and shuttles available)

8:30 p.m.

'80s Dance Party and Karaoke Contest to benefit the CLA Scholarship Fund

TUESDAY PROGRAMS (May 3)

8:00 a.m. to 9:30 a.m. Exhibits open
Breakfast in the Exhibit Hall

9:00 a.m. CLA Annual Meeting and Awards Ceremony

9:40 a.m. to 10:35 a.m. Session One

Adult Services Track

One Book, One Town, One Very Big Theme with Author Elizabeth Bettina

Elizabeth Bettina, author of *It Happened in Italy*, will join New Canaan Library Assistant Director, Cynde Lahey, in discussing how one library and one author inspired a project that became more than a Community Read but a Community Learning Experience. This program, originally a simple library event, grew to a community focus on World War II and the Holocaust, encouraging readers to share family history, world events, films, and books.

/ Sponsored by CLA Members

Advocacy & Outreach Track

Census 2010 and Its Impact on Libraries

Michael Howser, librarian at the Map and Geographic Information Center at the University of Connecticut, will discuss in depth findings from the 2010 Census and how that data will affect libraries and their service populations. Mr. Howser will also share new resources on the Connecticut State Data Center website that are of interest to libraries. Preparing for your library's future can start today!

/ Sponsored by the Conference Chairs

Books Track

Trends in Paranormal Fiction with Author Leanna Renee Hieber

Award winning, bestselling Historical Paranormal author Leanna Renee Hieber discusses her path as a cross-genre author of adult and teen fiction, what that means, and what is in vogue in paranormal publishing.

/ Sponsored by the Conference Chairs

Programs & Services Track

Banned Books & Intellectual Freedom: Best Practices

What do we read, write, and publish? Challenges to intellectual freedom continue to surface in this age of ereaders even as censorship extends back to the earliest days of printed works. Join Hope Marie Cook and Carolyn Coates from Eastern Connecticut State University as they discuss library challenges to children's, young adult, and general literature as well as tools and programs that help librarians support a vibrant intellectual environment.

/ Sponsored by CLA Members

Skills Track

Mock Job Interviews (Also in Session Two)

Prep for success! Practice your interview skills with library administrators experienced in hiring. Receive positive feedback to help hone your interpersonal skills, and receive a video of your mock interview. Registration is required; however, any open slots will be advertised on the day of the conference.

/ Sponsored by the CLA Career Development Committee

Technology Track

Drupal is from Mars, Wordpress is from Venus

It's time to free your website from the past and give it the presence it deserves. Learn from Sharon Clapp and Polly Alida-Farrington, two librarians well versed in the pains and joys of migrating to website content management systems used by libraries today: Drupal and Wordpress. A comparison of the two packages will offer insights into which route to take with your website.

/ Sponsored by the CLA Technology Section and the CLC User eXperience Roundtable

Youth Services Track

Oh Baby! Best Practices for Lapsit Programs

Whether you are just beginning to offer programs for babies or you are looking for new ideas for your existing ones, this panel presentation will offer some of the best practices for working with this age group. Jill Graboski from the Otis Library and Susan Stewart from the Wallingford Public Library will discuss ideas for program formats, books, songs, fingerplays, and more. If you run a lapsit program, come prepared to share ideas.

/ Sponsored by the CLA Children's Section

10:35 a.m. to 10:50 a.m. Coffee in the Exhibit Hall

10:50 a.m. to 11:45 a.m. (Session Two)

Academic & Special Libraries Track

Pornography, the Internet, & Libraries

80% of Connecticut public libraries do not filter their public internet service. When patrons view online pornography, what issues are created, and how are we dealing with them? What are the legal rights of patrons, libraries, and library employees? Do patrons have the right to view anything they want on the internet? Do the free speech rights of patrons create hostile work environments for employees? Attorney and Associate Professor of Information and Library Science Arlene Beilefield will be joined by Chris Bradley from the Norwalk Public Library, and Carl Antonucci from the Burritt Library at Central Connecticut State University to consider the issues.

/ Sponsored by the CLA Intellectual Freedom Committee

Adult Services Track

Author Carlos Eire and “Learning to Die in Miami”

Author Carlos Eire won the National Book Award in 2002 for his memoir, *Waiting for Snow in Havana*. His new book, *Learning to Die in Miami*, picks up his story as he and his brother arrive in Miami through Operation Peter Pan. Greeted with rave reviews, it is an emotional story of immigration and assimilation. Mr. Eire is professor of Religious Studies at Yale University.
/ Sponsored by the Fairfield County Library Administrators Group

Advocacy & Outreach Track

What’s Reasonable? ADA Accommodations & Your Library

Do you cringe when one of your patrons or employees asks for an accommodation due to a disability? How can you decide what is a “reasonable” accommodation? Are you afraid that the cost of making accommodations will break your limited programming budget? Can you be sued for not making a requested accommodation? Bring all your ADA questions to this informative session on recent changes to the ADA and how to judge what constitutes a reasonable accommodation. Our speaker will be Kathy Gips from the New England ADA Center.
/ Sponsored by the CLA ADA Committee

Programs & Services Track

Ebooks Part II: Practice

Join Dorothy Pawlowski of the Ridgefield Library and Beth Dominianni of the Westport Library as they discuss the ins and outs of circulating ebooks and ebook readers.
/ Sponsored by the Conference Chairs

Skills Track

Mock Interviews, (continued from Session One)

Technology Track

Writing for the Wired Web

While librarians tend to be good friends with the written word, the internet presents its own challenges for writing and content. Renowned technology speaker Jeff Wisniewski of the University of Pittsburgh will discuss layout and style for the internet medium. Make sure your internet content is readable and appealing to your patrons.
/ Sponsored by the Conference Chairs

Youth Services Track

Music for All Readers

This presentation led by Music Therapist Jennifer Sokira will describe how collaboration and consultation of board-certified music therapists can add value to children’s library programming, early literacy skills, and child development. In addition, inclusive music programs can provide valuable ways to engage individuals with special needs in reading and in the community.

Attendees will have the opportunity to learn and practice “Five Keys for Making Music with Young Children” and they will leave with skills and knowledge which they can immediately apply to their own children’s programming.

/ Sponsored by the Conference Chairs & the CLA Children’s Section

11:45 a.m. to 1:30 p.m. Exhibits Time

Exhibits close at 1:30 p.m.

12 p.m. to 1:30 p.m. Lunch

1:30 to 2:25 p.m. Session Three

Academic & Special Libraries Track

Broadening Our View: Using Multiple Strategies to Assess Our Library Users

In 2010, the Undergraduate Education Team at the University of Connecticut ran a multi-part assessment project to better understand undergraduates: how they work, where they work, what technologies they use, whom they work with, and why they make these choices. Join Susanna Cowan, Kate Fuller, and Kathy Labadorf as they discuss the structure and the results of their undergraduate assessment including spaces, technologies, resources, and services to students.

/ Sponsored by the CLA College and University Libraries Section

Adult Services Track

Avoid Communication Mishaps: Use Your Mind and Body to Improve Your Customer Service

We’ve all had difficult interactions with the public. Wouldn’t it be great if you could improve your relationships with patrons and colleagues by making small changes to how you think, feel, and manage your body language? Kathy McAfee, “America’s Marketing Motivator,” author, and executive presentation coach, will teach you how to identify and align with other people’s communication styles to get better results. Learn how to leverage non-verbal communication to be more effective with others and how to read other people’s body language more accurately.

/ Sponsored by the CLA Customer Service Committee

Advocacy & Outreach Track

So You’ve Digitized Your Local Materials. What Next?

So, you've digitized your local materials. What’s next? What value do these collections bring to your library and patrons over time? In this session Timothy Cherubini will discuss possible benefits of digitizing your local materials including the potential to build greater awareness of the library itself, to attract funding, enhance advocacy and community relationships, advance research and even to affect print collection use. Examples and issues gathered from a spectrum of projects will be presented to spark discussion and generate ideas for use by attendees at their home libraries.

/ Sponsored by the New England Library Association

Books Track

Get Turned on to Audiobooks with Narrator Alan Sklar

Jump into the recording studio with multi faceted audiobook narrator Alan Sklar. If you have ever wondered what special skills narrators bring to their work, you will receive the inside story in this captivating program. Mr. Sklar's attention to detail, including conversations with authors and extensive research, has resulted in award-winning audio. He was an Audie Finalist for *The Looming Tower, Al Qaeda and the Road to 9/11* (National Book Award Finalist). Listen to some of his performances, enjoy author anecdotes, and further your knowledge of audio book production. Tantor Audio will be providing free audiobooks to raffle off to attendees.

/ Sponsored by the Conference Chairs and Tantor Audiobooks

Skills Track

Eileen Fisher Fashion Show

Every librarian wants that professional look, and Eileen Fisher is here to help you achieve it. See your colleagues walk the runway in this year's styles, and learn about those versatile pieces that will always be fashionable.

/ Sponsored by the Conference Chairs and Eileen Fisher

Technology Track

Emerging Technologies in Technical Services

Daniel Lovins (Metadata and Emerging Technologies Librarian, Yale University) will discuss changes taking place in library technical services due to the growth of the internet. Cataloging materials individually may no longer be possible in the networked world. Since the "crown jewels" of our profession are, arguably, authority control and subject analysis, and since search engines are not optimized for the precise, structured navigation that librarians have developed, we now have an opportunity to make a contribution to knowledge management on the web, while simultaneously increasing efficiency. Mr. Lovins will suggest what key technologies need to be utilized by technical services librarians to make the most of this opportunity.

/ Sponsored by the CLA Technical Services Section

Youth Services Track

Climbing Your Way to the Top

Are you ready to take the next step in your library career? Do you want to pursue management-level positions? Do you dream of directorship? Our three panelists; Bernadette Baldino, Easton Public Library; Barbara Blosveren, Stratford Library Association; Christina Nolan, Ridgefield Library; began their careers as Youth Services Librarians and worked their way to the top: they are now Library Directors. Working with children, teens, and their parents offers librarians a breadth of experience to bring to directorship. Come hear about our panelists' journeys and then ask them questions about how to best make your way to the top.

/ Sponsored by the CLA Young Adult Section

2:25 p.m. to 2:40 p.m. Coffee

2:25 p.m. to 4:00 p.m. Tech Petting Zoo

2:40 p.m. to 3:35 p.m. Session Four

Adult Services Track

Good Movies Still Matter

Find out what's hot when you come hear Stamford film enthusiasts, Carolyn Aucella, film specialist for the Ferguson Library, Stamford, and Adam Birnbaum, Director of Business Development and Film Program, Avon Theatre discuss how to enhance your film collection with first rate independent, documentary, and foreign films.

/ Sponsored by CLA Members and Black Caucus of the American Library Association, Connecticut Chapter

Advocacy & Outreach Track

Publicity Awards

Winners of the 2011 CLA Publicity Award will share their prize winning entries. Join us as our talented designers present their projects, explain the design process and show their promotional campaigns. Get some great ideas to bring back to your library.

/ Sponsored by the CLA Publicity Committee

Books Track

Teen Romance Panel with Authors Jennifer Lynn Barnes, Kady Cross, & Cara Lynn Schultz

This panel discussion will explore the teen romance fiction genre. Discover the ways that romance fiction has merged with other genres to create cross-genre titles that teens can't get enough of.

/ Sponsored by the CLA Young Adult Section

Programs & Services Track

Fundraising 101: Making Beautiful Music Together

Everyone in your organization, at all levels, has an impact on fundraising throughout the year. This session will help you create cogent development strategies, develop partnerships, and craft messages to engage your entire organization so that everyone is singing the same song. A panel of experts will present tips and examples that will strengthen and focus your fundraising efforts during these challenging times.

/ Sponsored by Connecticut Library Consortium

Skills Track

Networking Ahead for Librarians

Networking isn't just for job seekers and businesses! Librarians with this important skill can build community partnerships, attract volunteers and create meaningful relationships with other

librarians more easily. Kathy McAfee, “America’s Marketing Motivator,” author, and executive presentation coach, will guide you through an interactive, fun session full of tips and tools to help you meet, greet, and grow your relationships within your community and profession. Whether you are a reluctant networker or librarian extrovert, you’ll feel more comfortable networking after attending this workshop.

/ Sponsored by the CLA Customer Service Committee

Technology Track

The Digital Divide

Nationally known speaker Jessamyn West will speak on the topic of her new book, *Without a Net: Librarians Bridging the Digital Divide*. Ms. West is a technology instructor, freelance writer, and librarian from Vermont.

/ Sponsored by the Conference Chairs

Youth Services Track

One World, Many Crafts

Just in time for Summer Reading! Try your hand at these easy to make crafts that won’t strain your budget. Led by children’s librarian Tracy Torres from the Groton Public Library, participants will learn how to utilize common, recycled, and inexpensive materials to make crafts inspired by the 2011 “One World, Many Stories” national summer reading theme. In 2010, Tracy’s methods allowed her to provide crafts for over 900 participants at very little cost. Supply lists and instructions provided.

/ Sponsored by the CLA Children’s Section

3:35 to 4:00 p.m. Chocolate Buffet

4:00 p.m. **Keynote Speaker Frank Deford** Internationally known writer and media commentator Frank Deford will discuss his personal relationship with libraries, his books, and of course, his love of sports. Mr. Deford is a noted figure in many media outlets: an NPR Commentator on Morning Edition, a correspondent on HBO’s RealSports with Bryant Gumbel, and a columnist in Sports Illustrated Magazine, to name a few. GQ Magazine dubbed Deford, “the world’s greatest sportswriter.” Following the Keynote, Mr. Deford will be signing autographs of his most recent books, *Bliss*, *Remembered* and *The Entitled*.