EXPEDITION LIBRARY: LET'S GO!
Massachusetts Library Association's 2014 Conference
MAY 6 - 8, 2014
EXCURSION LIBRARY: LET'S GO!

Location:

DCU Center 50 Foster Street, Worcester, MA 01608

Exhibit Hall Hours:

Wednesday, May 7 12:00-5:00 pm
Thursday, May 8 9:00 am-4:00 pm

MLA Conference Committee

Michelle Filleul, Conference Co-Chair, Reading Public Library
Esme Green, Conference Co-Chair, Goodnow Library
Ellen MJ Keane, Conference Co-Chair, UMass Lowell
William Adamczyk, Sponsorship Subcommittee, Milton Public Library
Lisa Baylis, Bedford Public Library
Nora Blake, Trivia/Auction Subcommittee, Massachusetts Library System
Clayton Cheever, Thomas Crane Public Library
Erin Daly, YSS Liaison, Chicopee Public Library
Denise Faucher, Local Library Liaison, Worcester Public Library
Virginia Johnson, Weymouth Public Library
Joanne Lamonde, Sandwich Public Library
Laurie Lessner, PR Committee, SAILS
Joe Logue, Local Library Liaison, Cambridge Public Library, Collins Branch
Betsy Rajotte, Sutton Free Public Library
Danielle Savin, TSS Liaison, Thayer Public Library
Allison Sloan, Paralibrarian Section Liaison, Reading Public Library

Affiliate Representatives to the Conference Committee

Nicole Boc, Youth Services Section Liaison, Tewksbury Public Library
Diane Carthy, MBLC Representative, Massachusetts Board of Library Commissioners
Meredith Crosby, Technical Services Section Liaison, Old Colony Library Network
Valerie Diggs, MLSA President
Sandy Leifeld, Paralibrarian Section Liaison, Weston Public Library
Kathy Lowe, MLSA Liaison, Massachusetts School Library Association
Krista MacLeod, NELA Liaison, Nevins Memorial Library
Susan McAlisterr, Legislative Co-Chair, Minuteman Library System
Pam McCuen, Jordan Miller Liaison, Wayland Public Library
Gregory Pronevitz, Massachusetts Library System Liaison, Massachusetts Library System
Beverly Shank, Legislative Co-Chair, Watertown Free Public Library
Nancy Sheehan, Co-Chair Public Relations, Lucius Beebe Memorial Library
Jocelyn Tavares, Co-Chair Public Relations, Dighton Public Library
Kirsten Underwood, Personnel Liaison, Nevins Memorial Library

Special thanks to MLA Officers:

Elizabeth Marcus, President, Brockton Public Library
Maureen Ambrosino, Vice-President, Westborough Public Library
Dinah O’Brien, Past President, Plymouth Public Library
Laura Bernheim, Secretary, Waltham Public Library
Ryan Livergood, Treasurer, Robbins Public Library

Badges and tickets will be distributed at the conference.
Conference facilities are handicapped accessible. If you require assistive technology or special accommodation at the conference please contact our office at 781-698-7764 or manager@masslib.org.
Are librarians still necessary in the age of Google? Keynote speaker and author Marilyn Johnson wrote This Book is Overdue! How Librarians and Cybrarians Can Save Us All after chasing dozens of tech-savvy librarians who are wrestling the accumulated history and culture of the world in a variety of mutating formats while serving needy, techno-stressed patrons. Johnson believes librarians are leaning into the digital age while they hold firmly to old-fashioned librarian values like privacy, accuracy, open access and free speech. Librarians irrelevant? Hardly, Johnson says we’ve never needed them more.

Join us as Maureen Ambrosino, Director of the Westborough Public Libraries and Melissa Robinson, Teen Librarian at the Peabody Institute Library share their successful and very different experiences with creating makerspaces in their library. In Westborough, their Media Makerspace developed as a community partnership with the local cable access TV station. At the Peabody Institute, they recruited teens for their Art Activist Club to encourage civic engagement. Both will discuss the process of forming these collaborations and transforming traditional library space into a place where patrons become creators of knowledge and art, not just consumers of it.

**Presenters:** Maureen Ambrosino, Westborough Public Libraries and Melissa Robinson, Peabody Institute Library.

Every day library staff make multiple decisions, often falling back on decision biases or untested assumptions. This can result in outcomes that are worse than desired, but there is a better way. In this workshop participants will learn strategies that provide a framework for better decisions. These strategies include: widening options, reality testing assumptions, attaining distance before deciding, and being prepared to be wrong. Individual and small group work will be employed to demonstrate the strategies.

**Presenter:** John S. Weedon, Associate Head Librarian, Worcester Public Library.

DPLA Executive Director Dan Cohen will provide an introduction and overview of the Digital Public Library of America (DPLA), a free and open digital library that brings together the riches of America’s libraries, archives, and museums, and makes them freely available to the world. The DPLA strives to contain the full breadth of human expression, from the written word, to works of art and culture, to records of America’s heritage, to the efforts and data of science. Since launching in April 2013, it has aggregated over 5.0 million items from over 1,000 institutions across the United States.

**Presenter:** Dan Cohen, Founding Executive Director, Digital Public Library of America.
Anyone interested in implementing iPads in their library will not want to miss this opportunity to learn how these three libraries have done it. From choosing apps to configuring settings, volume purchasing and updating, to integrating iPads in all aspects of programming for youth and adults—you won’t want to miss this opportunity to hear it straight from the source.

**Presenters:** Deb Hoadley, Advisor, Massachusetts Library System; Cindy Roach, Head of Library Advisory and Development, Massachusetts Board of Library Commissioners.

Libraries love local authors! At this panel discussion, hear about the latest novels from three popular local authors. Find out if they enjoy writing about their local haunts. Has living in the area impacted their writing lives? And just how do they feel about libraries? Don’t miss this terrific panel of authors from our own backyards.

**Presenters:** Elizabeth Elo author of North of Boston, Hank Phillippi-Ryan author of The Wrong Girl, Sue Miller author of The Arsonist.

Gaming in libraries? Why would we want to do that? Gaming isn’t just something that kids do on the kitchen table; it’s a social, creative, and educational activity encompassing a wide range of ages and interest, often with enthusiastic and passionate participants. Let’s bring this passion and enthusiasm into the library! Opportunities to incorporate gaming into library services abound, and happen even without our active participation. Town chess clubs use our meeting rooms, patrons play video games with each other on our public computers, teens spend a few hours after school playing card games like Magic: the Gathering on work tables. We lend video games, board games, rule books for role playing games, and more. How can we tap into this creative energy, and what opportunities will it bring? The purpose of this program is to explore ways and benefits of integrating gaming into library services, through lending, providing community-space, and events.

**Presenter:** Tegan Mannino, Palmer Public Library.

After a gala dinner with your colleagues and a performance by the Book Cart Drill Teams MLA will present the following awards:

- Outstanding Paralibrarian of the Year Award
- Paralibrarian Advocate of the Year Award
- Presentation of the PARA Certificate to 2014 recipients
- Youth Services Awesome Award
- Hall of Fame Awards to practicing or retiring librarians who have made a substantial, sustained contribution to the advancement of the cause of Massachusetts librarians or librarianship over a career of at least ten years.
- 2014 Announcement of the Book Cart Drill Team winner

**Presenters:** Elizabeth Marcus, MLA President, Brockton Public Library; Karen Horn, Sturgis Library; Lori Salotto, SAILS, Denise Faucher, Worcester Public Library; Robin Demas, Concord Public Library; Gerry Deyermond, Memorial Hall Library and Allison Sloan, Reading Public Library.
Creating or defining a brand identity seems like a daunting task, but like a strategic plan or a mission statement, a clearly defined brand is necessary to effectively focus communication efforts. Join us in this session to learn about brand creation from Walter Briggs, a successful brand developer with extensive experience working with libraries. Anna Popp will discuss how a brand development approach functions in situ and discuss the experience of the Massachusetts Library System's brand development process with Briggs Advertising.

Presenters: Walter Briggs, President, Briggs Advertising, Anna Popp, Advisor, Massachusetts Library System.

Meet the Paralibrarian Section again for the first time! Find out about the MLA PARalibrarian Recognition of Achievement (PARA) Certification. What can a PARA Librarian Certificate do for you? Why are NH, VT, and ME eager to participate? Why are degreed Librarians interested in the PARA? Find it on job descriptions and job postings: PARA Preferred! Updated guidelines and how to apply. Meet the accomplished staffers who have earned PARA levels I, II, III and IV. With a brief Annual Meeting to vote on the 2015 Section Board.

Presenters: Sandy Leifeld, Newton Free Public Library, Gerry Deyermond, Memorial Hall Library, Karen Horn, Sturgis Library and Lori Salotto, Middleborough Public Library.

Greg Pronevitz, Executive Director, will discuss the Massachusetts Library System's aspirations for the Massachusetts library community. He will review the ongoing measures being taken to fulfill MLS's 2013-2015 Strategic Plan; plans for MLS facilities in Marlborough and Whatley; and ways for librarians and library staff to get involved and make us all stronger together. Following this brief presentation he and others from MLS welcome your feedback and discussion.

Presenter: Gregory Pronevitz, Executive Director, Massachusetts Library System.

Add description: “Science, Technology, Engineering, Mathematics, STEM programming is everywhere. In this presentation, librarians will share their successful STEM programs for youth. Two participants in the MBLC funded grant program, "Science is Everywhere," will discuss how this grant supported afterschool programs involving hands-on science activities at their libraries. Two librarians, inspired by gaming and building, will discuss their programs for school-age kids and teens. Many ideas presented will be a valuable tie-in with the 2014 Summer Reading Program themes: Science “Fizz, Boom, Read” for children and “Spark a Reaction” for teens. In addition to this presentation there will be a Technology Playground table in the Exhibit Hall where conference attendees can experience some of the tools from this presentation hands-on, including: Lego Robotics Kits, Minecraft, Scratch, MaKey MaKey and Littlebits.
Wednesday May 7th

This presentation will draw youth librarians and other librarians looking to take inspiration from the current trend in adding STEM to library programming.

**Presenters:** Erin Daly, Youth Services Coordinator, Chicopee Public Library, Jessica Lamarre, Children’s Librarian, Duxbury Free Library, Emily Miranda, Supervisor of Children’s Services, Watertown Free Public Library, Krystal Brown, Children’s Librarian, Attleboro Public Library.

**B**

**An Agenda for Information Activism: Internet Freedom and Press Freedom Today** 10:30 AM -11:45 AM

How do the threats to Internet freedom and press freedom we’ve witnessed in the last 18 months undermine the health of our communities and their access to information? And how can journalists, librarians and the public push back and build more trustworthy connections to share, collaborate, learn and create change in our cities and towns? Join Free Press for an in-depth discussion about the current policy debates that are shaping the future of universal and affordable Internet access, diverse media ownership, and high quality journalism and the movement to put public interest at the center of our nation’s media policy.

**Presenter:** Josh Stearns, Free Press.

**C**

**Develop Your Collection to Perfection** 10:30 AM -11:45 AM

This program is for library staff interested in current topics of collection development. Our panel will discuss topics including which staff makes collection selections, which selection tools are used, how to purchase self-published and published-on-demand materials and what to do with gifts. The panel will also answer questions from participants.

**Presenters:** Ann Keefe, Manager, Technical Services, Springfield City Library, Jill Graboski, Supervisor, Children’s Services, Newton Free Library, Kathleen Miksis, Reference Librarian, Reading Public Library, Deborah Grimmett, Director, Abington Public Library, Deborah Rich, Reference Librarian, Wareham Public Library.

**D**

**Vendor Pow Wow** 10:30 AM -11:45 AM

Pow Wow with your favorite vendors and meet new ones! Learn about new products for 2014 and hear about improvements on old favorites. Sponsored by the Paralibrarian Section.

**Presenters:** Paul O’Leary, Boopsie, Donna DeStefano, Playaway and Cathy Suehsa, BiblioLabs.

**E**

**MLS@MLA Youth Services** 10:30 AM -11:45 AM

MLS Youth & School Library Services Showcase: Come check out what’s new. We’ll have some new book titles to share, online resources to show off and some summer reading information. Have questions or cool new ideas? We want to hear from you!

**Presenters:** Sarah Sogigian and April Mazza, Massachusetts Library System.

**A**

**Party Time in the Children’s Room: School Age Programs & Parties** 11:45 AM -1:00 PM

You've got preschool and teen programming down pat, now what about the school aged kids? This program is all about sharing ideas. Several librarians will bring their ideas to share and you can walk around, ask questions and share ideas of your own. You'll leave with ideas, contacts and inspiration. Presentations include elementary book clubs, theme parties, fun with science, trivia and family programs! This program is geared toward Children's and Youth Services Librarians as well as Volunteer Coordinators. Each speaker will show pictures and share experiences of planning, executing and evaluating programs for children.

**Presenters:** Jessica Miller, Youth Services Librarian, West Springfield Public Library, Dena Moscheck, Youth Services Librarian, Plymouth Public Library, Dan Barbour, Young Adult Librarian/Volunteer Coordinator, Shrewsbury Public Library, Nancy Boutet, Head of Youth Services, JV Fletcher Library, Noelle Boc, Children’s Librarian, Tewksbury Public Library, Sharon Colvin, Youth Librarian, Chelmsford Public Library.
### Wednesday May 7th

**B**

**How We Doin’?: Public Libraries Using LibSat to Gather Patron Feedback**  
11:45 AM - 1:00 PM

Want to know where your library’s services, staff, and collections stand with your patrons? A Polish proverb tells us “A guest sees more in an hour than the host sees in a year.” Last year through the MBLC, Massachusetts Public Libraries gained access to Counting Opinions’ LibSat module, a continuous customer feedback survey. Join this session to learn how libraries of all sizes around the Commonwealth are using this individualized tool to gather patron responses and comments. In addition to library experiences, there will be a brief overview of the available surveys, tips for getting started, and marketing the survey from your library’s homepage. Additional reports and comments management make this a powerful part of a data management program that integrates with your ARIS and Financial Report statistics.

**Presenters:** Liz Babbitt, State Aid Specialist and Dianne Carly, Acting Director, Massachusetts Board of Library Commissioners.

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**C**

**Accidental Archivists**  
11:45 AM - 1:00 PM

This program is for librarians (primarily in public and/or small, standalone libraries) who find themselves stewards of historical and archival materials that they are not sure how to care for, handle, preserve or arrange. The goal of the program is to help these “accidental archivists” decide what their next steps should be.

**Presenters:** Gregor Trinkaus-Randall, Preservation Specialist, Massachusetts Board of Library Commissioners.

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**D**

**Paralibrarian Awards**  
11:45 AM - 1:00 PM

Help us congratulate the winners of this year’s Outstanding Paralibrarian of the Year award, and Paralibrarian Advocate of the Year award.

**Presenters:** Sandy Leifeld, Newton Free Library, Gerry Deyermond, Memorial Hall Library, Karen Horn, Sturgis Library, Lori Salotto, SAILS.

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**E**

**MLS@MLA**

**Continuing Education and Delivery**  
11:45 AM - 1:00 PM

What’s new? What’s next? And what are your big ideas for big events? After a very brief presentation, you’re invited to share your ideas and suggestions to help MLS as we plan upcoming continuing education. Come meet the staff from both MLS and Optima behind the statewide delivery system. We will discuss your experiences and invite you to share your ideas and suggestions for the future of the statewide delivery system!

**Presenters:** Carolyn Noah, Massachusetts Board of Library Commissioners and Catherine Utt, Massachusetts Library System.

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**North Ballroom**

**Lunch**  
1:00 PM - 2:00 PM

Lunch with your friends and colleagues.

Interested attendees are welcome to attend Guerilla Storytime during lunch.

Guerilla Storytime is a chance for youth services staff to learn from each other and have fun too! Looking for some great new finger-plays? Agonizing over the best way to deal with that rowdy toddler? Let’s sing, dance, share and support each other! This will be an informal, highly interactive session with tons of take-away ideas you can implement immediately.

**Presenter:** Ashley Waring, Reading Public Library.

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**A**

**Expedition: Collaboration - Race to the Top Grant Museums & Libraries Collaboration**  
2:00 PM - 3:15 PM

The Race to the Top Grant Museums and Libraries Collaboration has been providing materials and promoting collaboration opportunities to museums and libraries around the state. The grant’s topics are: Early Literacy and STEM, Brain Building, Kindergarten Readiness, and StoryWalks. Program director Beth Fredericks will give an overview of the grant’s goals and progress. Program leaders will speak about how the Amelia Park Museum has been collaborating with local libraries, including the Westfield Athenaeum, to get families excited about Kindergarten.

**Presenter:** Beth Fredericks, Program Director, Race to the Top.
Wednesday May 7th

B Bullying in the Library Workplace 2:00 PM -3:15 PM

Literature and studies on bullying have shown that 40 to 50% of workers experience or witness bullying in the workplace. A recent graduate study found similar statistics in library workplaces in the New England area. Come to this workshop and hear about the incidence and impact of bullying in the workplace. Learn about the Healthy Workplace Bill that is being considered in the Massachusetts Legislature. Bring your questions and concerns. Learn together how we can raise awareness and encourage ways to promote healthy, productive library work environments.

Presenters: Ellen Story, State Representative, 3rd Hampshire District, Greg Sorozan, Massachusetts State Coordinator, Carol Geary, Massachusetts Library Systems.

C What's App with Libraries? 2:00 PM -3:15 PM

This program is for library staff interested in learning more about creating an app for their libraries through Boopsie. Danielle Savin worked with Plymouth Public Library in the creation of their app and will discuss the process, benefits, outcome, and patron response to it.

Presenters: Danielle Savin, Thayer Public Library, Ann Clarke, Plymouth Public Library.

D Working with and managing multigenerational staff/people 2:00 PM -3:15 PM

When considering workplace diversity, most people think of race, religion and ethnicity. However, today’s workplace is perhaps the most diverse in terms of age. Each generation complains about the others--this is NOT new. What is new is the magnitude of the differences. Today’s four generations have unique backgrounds and distinctive talents that they bring to the workplace. This seminar will help employees and managers capitalize on the strengths of varied age groups and merge the generations into an effective work team that better understands themselves and the diverse group within they work. Includes small group activities and a powerpoint presentation.

Presenter: Cally Ritter, All One Health Resources.

E MLS@MLA Meet the Staff 2:00PM-3:15PM

Wondering who does what at MLS? Wondering what MLS does, or can do, for you? We’re making it easy for you to find out! Come talk with staff members about their roles and interests while enjoying refreshments. Make new connections and learn about services and opportunities available to you and your library!

Exclusive Exhibit Break 3:15 PM -4:00 PM

A Teen Con South 4:00 PM -5:15 PM

In 2013 the OCLN Roundtable decided to host a Teen Con for South Shore teen library patrons interested in anime, manga, Doctor Who, Japanese art, science fiction, games and Star Wars. It was such a success that another con is being planned for this year. Learn what went into planning, publicizing and hosting such an event. Presenters will have handouts and helpful advice on hosting collaborative events for YA and other librarians.

Presenters: Janet Gallagher, Weymouth Public Library, Jennifer Malaguti, Ventress Memorial Library, Peter Struzziero, Winthrop Public Library, and Meaghan Thompson, Turner Free Public Library.

B Participating in Community Health Initiatives 4:00 PM -5:15 PM

Hampden County has the dubious distinction of being the least healthy county in Massachusetts. Providers of health care are looking for innovative ways to tackle the causes of community health issues including poor maternal and infant health, high rates of diet and
exercise related disease and barriers to adequate mental health care and libraries are key partners in that effort. Our panel will speak about outreach activities and health related programming at libraries in Hampden county.

**Presenters:** Margot Malachowski, Community Outreach Librarian, Baystate Health and Anne Gancarz, Community Services Librarian, Chicopee Public Library.

| C | Got Questions? What does the MBLC do and How Can They Help Me? | 4:00 PM - 5:15 PM |

Put a face to a name and meet the staff at the MBLC who help to support, improve and promote library services throughout the Commonwealth. Bring your questions about advocacy efforts, grant programs, resource sharing and statewide electronic resources, and support services. Got comments or concerns? We want to hear them too.

**Presenters:** Massachusetts Board of Library Commissioners Consulting Staff.

| D | Building Intergenerational Collaborations & Programs: Serving People of Different Ages | 4:00 PM - 5:15 PM |

When done well intergenerational (IG) programs strengthen families, organizations and communities. They unite people for specific benefits, which can vary depending on specific programs. Offering IG programs helps an organization reach out to new audiences and raise awareness of their work. In this workshop participants will learn techniques and frameworks in order to maximize their time and efforts in creating IG partnerships and programs. Participants will learn why IG programs that bring older adults and children together are necessary, how to identify and establish a relationship with a partner organization, the theories and best practices behind effective IG programs, examples of one time, short term and ongoing IG programs and possible funding sources.

**Presenter:** Andrea Weaver, Bridges Together, Inc.

| E | MLS@MLA Resource sharing | 4:00PM-5:15PM |

Do you have questions about the transition of services for interlibrary loan from the contracting ILL centers (Wellesley Free and Thomas Crane) to the MLS office? If so, come and hear our plans and share your ideas.

**Presenters:** Sue Kaler and Steve Spohn, Massachusetts Library System.

| Lobby outside the South Ballroom | Presidential Reception | 5:30 PM-6:30 PM |

Join MLA President Elizabeth Marcus for a relaxed meet and greet before dinner on Wednesday night.

| North Ballroom | Gala Dinner, Awards Ceremony and Book Cart Drill Team routines | 6:30-8:00 |

Enjoy a relaxed dinner with your friends and fellow librarians before cheering on your favorite team in our annual trivia showdown.

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**Give the gift of information**

Help us send the latest and best information to the strong and resourceful women of Rosie’s Place in Boston. Rosie’s has a small, but growing library, however they are missing magazines. Through surveys, the women have expressed interest in reading magazines like Time, Self, Women’s Health, Prevention, and Parenting. Please make a donation today to bring these up-to-date resources to the library at Rosie’s Place. Everybody deserves the best information. *Thank you so much!*
In April 2011, the Massachusetts Cultural Commission (MCC) launched the Cultural District initiative, which was authorized by an act of the Massachusetts Legislation the previous year. Cultural districts help local arts, humanities, and science organizations improve the quality and range of public programming. The purpose is to enhance the visitors’ experience, improve quality of life for residents, build community and collaboration between performing and visual artists, museums and historical entities while encouraging business and job development and enhancing property values. Public libraries can take the lead in developing and sustaining creative economy. The public library is a perfect leader in establishment of a Cultural District based on its long tradition of enrichment and education through programming and collaboration. There are currently 17 designated cultural districts throughout the Commonwealth. The town of Sandwich’s Glass Town Cultural District is the only one to have the public library in a prominent role of leadership. In this program, the Sandwich Public Library will be used as the case study managing partners of Glass Town Cultural District, which recently received an Adam Grant from MCC to fund a program coordinator and advertising. Public libraries (representing local government) will learn how to develop a strategic plan for creating a cultural district by gathering stakeholders and partners, collaborating with other cultural entities and applying for designation and grants. Presenters will be representatives from other cultural districts and representative from Massachusetts Cultural Council.

**Presenters:** Joanne Lamothe, Sandwich Public Library, Anita Walker, Massachusetts Cultural Council, Meri Jenkins, Cultural Districts, Adams Art Program and Michael Colford, Boston Public Library.

### Resources for Book Groups in Your Community

The Boston chapter of the Women’s National Book Association has a list of member/authors who are willing to meet in person or Skype with book groups. In addition, WNBA sponsors National Reading Group Month each October and publishers “Great Group Reads”, an annotated list of titles suggested for book groups. A panel of authors will talk about their experiences with book groups, how discussing the book with the author can enhance the book group experience, and take questions from the audience. The intent of the program is to acquaint librarians with resources WNBA can make available to library and community book groups.

**Moderator:** Daphne Kalotay, author, “Sight Reading”, co-president, Boston chapter, Women’s National Book Association.


### Harvard Library Innovation Lab: Pop-Ups, Prototypes & Awesome Boxes

A discussion of two library experiments, Awesome Box and LABRARY. Learn why your library should put out an alternate returns box for awesome items and how a pop-up library can become a place to play with media, share ideas, discuss the future of the library.

**Presenters:** Annie Cain, Matthew Phillips and Jeff Goldenson, Harvard Libraries.

### eBooks for Every Reader

Do your patrons have a hard time checking out eBooks from your library? Do you know how to help them get those items to their eReader, tablet, smart phone, computer, or whatever the next big device will be? Sometimes this challenge can be just as confusing and intimidating for those of us trying to help as it can be for the patrons. In this program we will go through a sample class for teaching patrons how to borrow eBooks. Complete with adjustments for one on one consultations, different types of devices, and extra nuggets of snark and wisdom all with the goal of getting tech-gurus and tech-novices comfortable with becoming eBook instructors.

**Presenter:** Christopher Franks, West Springfield Public Library.
Thursday, May 8th

A  You Lend What?? Unusual Collections and the Libraries That Lend Them  11:00 AM -12:15 PM

Everyone knows that you can borrow books, music and movies from the library, but did you know that you can borrow seeds, musical instruments, tools, and even cake pans? Come and hear a discussion about these unusual collections and the unusual libraries that lend them.

Presenters: Kip M. Roberson, Library Director, Reuben Hoar Library, Enid Hart Boasberg, Concord Seed Library Coordinator, Concord Fowler Branch Library, Bonnie Mendes, Library Director, Somerset Public Library, Karen Lindquist, Library Director, Bushnell-Sage Library, Tom Jones, The Musary, JRP Inc. Shirley Keech, Northfield Tool Lending Library, Northfield MA.

B  Readers Advisory Toolbox  11:00 AM -12:15 PM

This is a hands-on workshop that allows librarians to try the speed reading method used by many Readers’ Advisory practitioners. After a short presentation explaining why and how this method works, attendees would take a book and apply this method to it with my guidance. Participants will then share their results and frustrations with the process at the end of the session.

Presenter: Leane Ellis, Readers’ Advisory & Reference Librarian.

C  Libraries are Keeping Reader’s First: An Update on the National Initiative and How You Can Participate  11:00 AM -12:15 PM

ReadersFirst (readersfirst.org) is a coalition of over 290 institutional members advocating for easier access for readers to digital content in public libraries. In January 2010, ReadersFirst hosted a roundtable discussion at the American Library Association’s Midwinter Meeting with digital content, integrated library system, and discovery services providers and presented their list of technical requirements for e-lending systems in public libraries. The goal of these technical requirements is to discover ways in which digital content product architecture can be made more open and allow for libraries to deliver content to patrons in the same familiar and accepted easy-to-use online library environments. Come hear about the progress they have made since January 2013 and learn about their ReadersFirst Guide to Library E-Book Vendors.

Presenters: Kelvin Watson, Queens Library and Michael Santangelo, BookOps.

D  How to Host an eBook Class  11:00 AM -12:15 PM

Do your patrons have a hard time checking out eBooks from your library? Do you know how to help them get those items to their eReader, tablet, smart phone, computer, or whatever the next big device will be? Sometimes this challenge can be just as confusing and intimidating for those of us trying to help as it can be for the patrons. In this program we will go through a sample class for teaching patrons how to borrow eBooks. Complete with adjustments for one on one consultations, different types of devices, and extra nuggets of snark and wisdom all with the goal of getting tech-gurus and tech-novices comfortable with becoming eBook instructors.

Presenter: Christopher Franks, Reference Librarian, West Springfield Public Library.

North Ballroom  MLA Annual Meeting and Business Lunch  12:15 PM -1:30 PM

Join us for the MLA Annual Meeting and announcement of the Outstanding Paralibrarian of the Year, Paralibrarian Advocate of the Year, PARA Certificate recipients and Book Cart Drill Team winners.

Presenters: Elizabeth Marcus, MLA President, Brockton Public Library, Sally Leifeld, Newton Free Public Library and Gerry Deyermond, Memorial Hall Library.

A  Bringing back the Funny – Using Humor in the Library  1:30 PM -2:45 PM

Sometimes, it’s easy for library staff and users to forget the joy that a library can evoke. Let’s bring a bit of lightness and levity back into our institutions. From innovative displays to appropriate April Fool’s Day website ‘hacks’ to videos like the “New Spice” sensation, the sky’s the limit when it comes to comedy in the library. Get inspired to bring back the funny to your work, your libraries and your communities in this participatory session.

Presenter: Jennifer Koerber, Web Services Librarian, Boston Public Library.
Some libraries have moved to a one service desk model designed to handle all user needs. Worcester Public Library implemented one about a year ago. No more reference desk, no more circulation desk - one desk to serve all needs. The Babson Library at Springfield College has used this model for a number of years. What are the pros and cons of this approach? Is the jury still out on how well it works or are we seeing a future trend in the making? How are reference librarians deployed in this model? What does the public think? Come see how this might work in your library.

Presenters: John Weedon, Associate Head Librarian, Worcester Public Library. Anne White, Circulation Services Manager, Worcester Public Library. Andrea Taupier, Director, Babson Library, Springfield College. Rachael Naismith, Assistant Director for Information and Research.

Many of the smartest and most passionate readers work in public libraries. Every day, staff across the Commonwealth -- and across the country -- shares the books they love with patrons. Now, they can reach beyond the library walls and local communities and tell the rest of the country about the books they can't wait to share. Launched in Fall 2013, LibraryReads harnesses the value of “library staff picks” into a single nation-wide discovery tool. Attendees will find out how LibraryReads enhances readers’ advisory services and provides staff with professional development and marketing opportunities. The nuts and bolts of obtaining ARCs (advance reading copies) and the nomination process will also be covered.

Presenters: Kristi Chadwick, Director, Emily Williston Memorial Library and Museum and Miriam Tuliao, Assistant Director, Selection, BookOps.

This presentation will provide an update on the MA eBook Project. The update will include background information, scope and priorities, implementation and launch of the pilot project, and an evaluation and assessment to date. Pilot libraries who were part of the project will discuss technical aspects of the project, training, promotion and assessment and evaluation.

Presenter: Deb Hoadley MLS Marlborough Library, eBook Team Leader/Advisor.

This is a presentation / sharing session open to all book lovers, print or electronic. Lisa and Laurie will showcase a number of titles that can only be fully appreciated (and sometimes comprehended) in print. Our intention isn’t to turn people away from the electronic format but to celebrate the still relevant printed page. Part of the discussion will be various selection criteria for printed materials being used in the digital age. Since this is a sharing session, we’re encouraging attendees to bring examples of works they feel are only suitable in print. We will have an unattended box available in the room if people would like to drop-off their examples so they don’t have to carry them around during the conference. We plan to share our pinterest page containing some of the examples we’ll have on hand as well as other titles that may fit the ‘closer inspection’ criteria.

Presenters: Lisa Baylis, Bedford Public Library and Laurie Lessner, SAILS Library Network.

What does it mean to teach technology in public libraries? How does technology instruction fit in with our core responsibilities and the mission of libraries? What does good technology education look like? In this moderated panel presentation, we will hear how different libraries have approached the issue of providing meaningful technology education, about best practices, designing a tech ed program that fits your library and community needs, and common threads that apply to us all.

## Exhibitors List

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Exhibit Hall Map

MA Library
MAY 7-8, 2014

Stage 1
Walkalong Gliders
Heartbeats to Drumbeats
The Bookies Daughter
Living with Robots in the 20th Century

Stage 2
The Cabinet of Scientific Curiosities
AbraKABOOM!
Reading is Magic
Silent Movies (Richard Hughes)

Performers Showcase Schedule

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<tr>
<td>10:00am</td>
<td>Walkalong Gliders</td>
<td>Reading is Magic</td>
<td>10:00am</td>
<td>The Cabinet of Scientific Curiosities</td>
<td>Magician - Scott Jameson</td>
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<td>10:30am</td>
<td>Heartbeats to Drumbeats</td>
<td>Silent Movies (Richard Hughes)</td>
<td>10:30am</td>
<td>AbraKABOOM!</td>
<td>Brainstorming: The Mind Reading Show</td>
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<td>The Bookies Daughter</td>
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<td>Living with Robots in the 20th Century</td>
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<td>2:00pm</td>
<td>Meet Julia Child</td>
<td>The Magic of Science</td>
<td>2:00pm</td>
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<td>Know your facts about your snacks</td>
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<td>7:30-8:00</td>
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<td>9:00-10:15</td>
<td>Keynote Address: Marilyn Johnson “In a Pith Helmet, Pithily!: Librarians as Explorers of the Digital Wilderness”</td>
<td>9:00-10:15</td>
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<td>2:00-3:15</td>
<td>Boston's Homegrown Authors Are Top Notch! Elizabeth Ela, Hank Phillippi-Ryan, and Sue Miller</td>
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