

annual conference

# Imagining Tomorrow

october 16-18 | danvers, ma



#NELA2016

DoubleTree by Hilton Hotel  
Boston North Shore  
[conference2016.nelib.org](http://conference2016.nelib.org)





# Welcome

Welcome to the 2016 NELA Conference: *Imagining Tomorrow!*

This year's conference is bursting with many new and inspirational ideas to help you "imagine tomorrow." With over three days of great programming that is interesting, thought-provoking, exciting and even provocative I'm sure you'll find you have many program sessions you'll want to attend. In addition to our stellar programming lineup we have an additional Ignite session this year and we have a Poster Program as well. Add on top of that fabulous author speakers and an exhibitor hall full of vendors that are ready to talk to you about the latest and greatest ways they can help libraries and librarians.

It wouldn't be a NELA conference without fun, games & prizes. You might win a raffle basket while visiting the exhibitor hall, maybe a bottle of wine at our Sunday evening reception, or perhaps the most coveted prize of all—the glass snail which goes to the team that wins the NELA games. We've added a step challenge that promotes a little health benefit, too. Keep track of your steps and you could earn prize. There's a few surprises planned for the next 3 days and so keep your eyes open for those, too.

One of my favorite parts about the NELA conference has always been the opportunities to connect with the many great librarians throughout the New England area. Be sure to make time to network get refueled by the wonderful casual conversations with your fellow attendees, too.

I can already feel the energy of all of us "Imagining Tomorrow" for our libraries and for ourselves as librarians. Enjoy the conference!

Mary Danko  
Conference Chair



# conference at a glance

Sunday 10/16

Monday 10/17

		Navigating the Many Tools of Community Engagement	Leadership	North Shore B
		How to Start & Grow Your Individual Giving Program (INVITE ONLY)	Keynote Breakout	North Shore C
Session 1	11 AM - 12 PM	An Aspiring Entrepreneur Walks into a Library & Wants to Open a Pub	Adults and Teens	Gloucester
		Don't Forget the T: Improving Library Service for Transgender Patrons	Table Talk	Manchester
		Tech Savvy Booktalker	NERTCL	Marblehead
		Conference Orientation	General	Newburyport
Keynote	12:45 - 1:45 PM	Trends in Fundraising: Changing the Culture at Your Library so You Raise More Money	Keynote	North Shore A/B/C
		The Importance of LGBT YA Fiction	NERTCL	North Shore A
		Using Infographics for Big Impact	Marketing & Communications	North Shore B
		Top 20 Privacy Steps for all Libraries	IFC	North Shore C
		New England Foundation for the Arts	Exhibitor Demo	Boxford
Session 2	2:30 - 3:30 PM	Making Connections Across Town & Time	Community Engagement	Gloucester
		Chapter Leaders Forum	Leadership	Ipswich
		Library Delivery in the Northeast: What's Up, What's New?	Table Talk	Manchester
		Grad Students + Libraries = Successful Partnerships	Data & Metrics	Marblehead
		Examining the K16 Information Literacy Gap	ALS	Newburyport
		The State of the Job Market	Career Center	Topsfield
		Yoga Programs for Kids	NERTCL	North Shore A
		Library Programming... Personal Mortality & International Future	Adults and Teens	North Shore B
		Leading Tolerance: A How To Approach	Diversity and Inclusion	North Shore C
Session 3	3:45 - 4:45 PM	Biblioboard - Engage Your Local Creative Community	Exhibitor Demo	Boxford
		Fanfiction & Copyright	IFC	Gloucester
		State of the States	General	Ipswich
		3D Printing Roundtable: Taming the 3D Printer Beast!	Table Talk	Manchester
		Reading in the Kitchen: Start a Cookbook Club at Your Library	Adults and Teens	Marblehead
		Improvised Outreach... Mini-Branch at the Bus Station	Administration & Management	Newburyport
		Designing Data for Discovery: OCLC's Linked Data Strategy	NETSL	North Shore A
		Outcome Measurement Made Easy: A Free Toolkit for Public Libraries	Administration & Management	North Shore B
		Getting Your Library Noticed: The Art of the Integrated Campaign	Marketing & Communications	North Shore C
		Massachusetts Higher Education Consortium	Exhibitor Demo	Boxford
Session 4	9 - 10 AM	Free & Open Source Software in Libraries	ITS	Gloucester
		Town-Wide Preservation Assessment & Collection Identification	Collections	Ipswich
		Dealing with the Opioid Epidemic	Table Talk	Manchester
		Coding for Kids & Teens	NERTCL	Marblehead
		Don't Just... How Library IT Workers Can Use Reference Skills on the Job	Technology	Newburyport
		Networking for Librarians	Career Center	Topsfield

## Special Thanks To:

### 2015-6 Executive Board Members

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 Jessica D'Avanza  
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### Conference Committee Members

Gail Hurley  
 Karson Kiesinger  
 Alex Lent  
 Vicki Oatis  
 Bob Scheier  
 Jason Soohoo  
 Kari Swanson  
 Meaghan Thompson  
 Alison Zaya  
 Mike Zeller

# conference at a glance

Monday 10/17 (continued)

Tuesday 10/18

Session 5 1 - 2 PM	Act!vated Story Theatre	Exhibitor Demo	Boxford
	Keeping Up with Social Media	Marketing & Communications	Gloucester
	Library Lockdown: An Introduction to Intruder Response Protocols...	Administration & Management	Ipswich
	Open Source Systems Discussion Group	Table Talk	Manchester
	YA Slam	NERTCL	Marblehead
	Wikipedia, Libraries & The Future of Information	ALS	Newburyport
	Deskless Reference	Reference	Topsfield
	Meet the Information Technology Section	ITS	Maple
	Providing Informed Referrals for Immigrant Populations	Diversity & Inclusion	North Shore A
	Preserving Your Library's Story	Marketing & Communications	North Shore B
Session 6 3 - 4 PM	Ignite Session	General	North Shore C
	SoloTogether	Exhibitor Demo	Boxford
	Makerspace in Academic Libraries	ALS	Gloucester
	Community Use in Libraries: Overcoming Obstacles to Safely Sharing...	Community Engagement	Ipswich
	Taking the Reading out of Summer Reading Program...	Table Talk	Manchester
	Lessons in Censorship: Librarians as Guardians of Free Expression	NERTCL	Marblehead
	Fair Use: Past, Present & Future of a Critical Legal Right	NETSL	Newburyport
	Public Speaking Skills for the Library Professional	Career Center	Topsfield
	Reader's Advisory Panel: Christian Fic., Library Reads & Book Spoilers	Adults and Teens	North Shore A
	Our Stories Unite Us: Oral History Development & Support	Community Engagement	North Shore B
Session 7 4:15 - 5:15 PM	Patron, Can You Spare a Dime? Or Fundamentals of Capital Fundraising	Administration & Management	North Shore C
	EBSCO Information Services	Exhibitor Demo	Boxford
	Library Simplified & Connecticut State Library eGO	Technology	Gloucester
	Paralibrarian Certification: MA & NH... and What is the Future?	Paralibrarianship	Ipswich
	Library Director Roundtable	Table Talk	Manchester
	Mother Goose on the Loose	NERTCL	Marblehead
	Getting & Keeping a Catalog Clean	NETSL	Newburyport
	Meet the Academic Librarians Section	ALS	Maple
	Do(n't) Panic! Escape Rooms at the Library	Adults and Teens	North Shore A
	Adventures in 3D Printing at a Public Library... Our 3D Printer Diary	ITS	North Shore B
Session 8 9 - 10 AM	Better Graphic Design for Libraries	Marketing & Communications	North Shore C
	TLC - The Library Corporation	Exhibitor Demo	Boxford
	Enhancing Library Spaces Through Feng Shui	Administration & Management	Ipswich
	EveryLibrary	Advocacy	Gloucester
	Diversity Table Talk	Table Talk	Manchester
	Media Mentorship in Libraries Serving Youth	NERTCL	Marblehead
	Personal Digital Archiving: Saving the Past for the Future	Technology	Newburyport
	Library Ideas	Exhibitor Demo	Boxford
	Trust & Opportunities: Transforming Libraries... Communities	Community Engagement	Gloucester
	Developing Your Own Readers' Advisory Roundtable	Adults and Teens	Ipswich
Session 9 11 AM - 12 PM	User Experience Table Talk	ITS/Table Talk	Manchester
	Adult101: Life Skills Programs for Teens	NERTCL	Marblehead
	DIY Story Slams	Adults and Teens	Newburyport
	Advocacy News & Updates from ALA	Advocacy	Topsfield
	Ignite Session	General	Gloucester
	Krosslink: Connecting Entrepreneurs & Libraries	Adults and Teens	Ipswich
	Building Bridges: Teens, Libraries & the Soft Skills Gap	Table Talk	Manchester
	Guerilla Storytime	NERTCL	Marblehead
	Robotics & Coding at the Library	ITS	Newburyport

# Sunday, October 16

11:00 AM - 12:00 PM

## Navigating the Many Tools of Community Engagement

Maureen Sullivan & Deb Hoadley

### North Shore B | Leadership

The importance of community engagement and making the case for the value of every library continue to be critical work for library leaders. Come listen to *Maureen Sullivan, advisor to The Aspen Institute on this work, and Deb Hoadley, NELA President*, as they discuss the best ways to utilize the various tools and guides from the *Aspen Action Guide, Harwood's Turning Outward* and ALA's *Libraries Transform*.

## How to Start or Grow Your Individual Giving Program (INVITE ONLY)

Amy Eisenstein

### North Shore C | Keynote

This session is for executive directors and development staff who want to raise significantly more money for their organizations by making the leap into individual/major gift fundraising, but haven't had the courage or know-how to get started.

## An Aspiring Entrepreneur Walks into a Library... & Wants to Open a Pub

Amber DeAngelis & Sonya Durney

### Gloucester | Adults and Teens

Librarians break down this scenario. What questions should we ask the patron? How should we move forward conducting an industry analysis both local and national in scope? What is their potential market size? What competition might this entrepreneur face? How can they learn about the laws governing this field? How else can the library assist? *Amber De Angelis, Adult Technology Coordinator, Boston Public Library, MA. Sonya, Business & Government Team Leader, Portland Public Library, ME.*

## Don't Forget the T: Improving Library Service for Transgender Patrons

Rob Lorino

### Manchester | Table Talk

From presidential directives to bathroom bills, transgender rights have increasingly become a topic of discussion on a national scale - particularly when it comes to bathrooms. Where do libraries stand when

it comes to serving transgender patrons & how can we improve? Join us to learn some ways libraries can better serve their transgender patrons, share your experiences, and ask questions. *Rob Lorino, Adult Services Librarian, Robbins Library, MA.*

## Tech Savvy Booktalker

Nancy Keane

### Marblehead | NERTCL

Booktalks are the process creating short "commercials" presented by librarians, teachers, or students in elementary through high school in libraries or anywhere possible to entice children to read a book. The traditional method of presenting booktalks involves face to face presentations telling children about the books. There are a variety of types of booktalks but plot summary is by far the most common. With our tech savvy population, booktalks are evolving beyond the traditional format and involving more innovative technology. In this presentation, Dr. Keane, author of *The Tech Savvy Booktalker*, will demonstrate a variety of formats including book trailers, pencasting and even the use of augmented reality. Become a tech savvy booktalker yourself. *Nancy Keane, Teacher Librarian, Concord School District, NH.*

## Conference Orientation

### Newburyport | General

Learn the best ways to maximize your NELA Conference experience. Lots of tips & tricks! Chance to win a conference survival basket!

12:45 PM - 1:45 PM

## Trends in Fundraising: Changing the Culture at Your Library so You Raise More Money

Amy Eisenstein

### North Shore A/B/C | Keynote

Welcome & Opening Remarks by *Mary Danko, 2016 NELA Conference Chair.*

Do you have a culture of philanthropy at your library? If not, it's likely you're not raising nearly as much as you could. Don't miss Amy Eisenstein as she discusses the latest trends in fundraising and simple strategies you can use to raise more support for your library. *Amy Eisenstein, ACFRE is an author, speaker, trainer and consultant. Her published books include: Major Gift Fundraising for Small Shops, Raising More with Less, and 50 A\$ks in 50 Weeks.*

1:45 PM - 2:30 PM

## Afternoon Break

### Living Room | Break

Join us for an afternoon break to snack and socialize with fellow attendees.

2:30 PM - 3:30 PM

## The Importance of LGBT YA Fiction

Lyndsey D'Arcangelo

### North Shore A | NERTCL

Well-written and quality LGBT YA books can be used as an invaluable resource for LGBT youth, offering constructive and reaffirming images while addressing sensitive and real-life issues, including homophobia, coming out, talking to parents and family, dealing with social aspects and peer pressure to fit in, and interacting with teachers and friends. They also provide emotional and mental support. *Lyndsey D'Arcangelo, freelance writer & award-winning author, Buffalo, NY.*

## Using Infographics for Big Impact

Beth Gallaway

### North Shore B | Marketing & Communications

Visual content is more engaging, memorable, believable, and understandable than mere words. Learn how to translate your text and number-based reports to stakeholders into creative, colorful and effective infographics using Microsoft and web applications. This presentation includes an overview of different types of infographics, graphic design basics, and ways to implement in a library setting. *Beth Gallaway, Director, Grafton Public Library, MA.*

## Top 20 Privacy Steps for all Libraries

Alison Macrina

### North Shore C | IFC

Not every library has the capacity to become a TOR relay site, but all libraries can improve their privacy profiles in several ways. Learn the top 20 best practices for libraries of all types and sizes. Alison Macrina of the Library Freedom Project will give us an overview of why privacy protections are more important than ever, and practical steps we can take today to strengthen privacy practices. *Alison Macrina, Founder & Director, Library Freedom Project.*

## NELA 2016 Design

Logo, theme, program & signage designed by Laura Horwood-Benton, MLIS.

Sunday October 16

## New England Foundation for the Arts

Dee Schneidman

### Boxford | Exhibitor Demo

Enrich your library's programming by attending a live demonstration of NEFA's CreativeGround platform, a free online directory of artists, cultural nonprofits, and creative businesses throughout New England. Get inside tips on how to update your own library's profile or set one up to quickly find potential collaborators from among 30,000 profiles on the site! creativeground.org

## Making Connections Across Town & Time

Jazmin Idakaar & Win Flint

### Gloucester | Community Engagement

Jazmin will describe a program in a Boston neighborhood that brought together teens and seniors around a quilting project. Win will talk about breaking down misconceptions about Haiti and its history and how to share this eye-opening information with your patrons. Beef up your Black History Month and perhaps change your collection - maybe even your world view. Give Harriet and Sojourner a rest and showcase Black generals who freed half a million. If you think "Hamilton" the play is amazing - wait until you hear the real story of Haiti. It is a goldmine for both students and creatives. Learn how to share this with your patrons. *Jazmin, Generalist Librarian, Boston Public Library, MA. Win Flint, Assistant Director, Pelham Town Library.*

## Chapter Leaders Forum

Margaret Woodruff, President, VLA, Marilyn Borgendale, VP, NHLA, Bryce Cundick (MLA) ME, Kieran Ayton, President, RILA, Karen Jensen, President, CLA & Nanci Milone-Hill, President, MLA (MA)

### Ipswich | Leadership

Come learn more about what the six New England state associations are doing. This is an informal discussion, with lots of time for questions and networking.

## Library Delivery in the Northeast: What's Up, What's New?

Wendy Hysko, Chaichin Chen & Sue Kaler

### Manchester | Table Talk

This year, the Massachusetts Library System and the RI Office of Library and Information Services began a pilot project expanding library delivery between part of Massachusetts and Rhode Island. Also, Green Mountain Library Consortium and the Vermont Department of Libraries

launched a pilot delivery project in Vermont. What else is happening regarding delivery in the Northeast? Come find out! *Chaichin Chen, Resource Sharing Coordinator, Office of Library & Information Services, RI. Sue Kaler, Interlibrary Loan Manager, Massachusetts Library System, MA. Wendy Hysko, Director, Brownell Library, VT.*

## Grad Students + Libraries = Successful Partnerships

Lauren Mandel, Debra Estrella, Alyssa Taft & Alicia Vaandering

### Marblehead | Data and Metrics

Have you ever wanted to do a research or evaluation project and just not had the time or staff? Partner with your local library school and work with students to complete your project! Learn about the URI Graduate School of Library and Information Studies "unClassroom" experience for students to work with off campus clients to mutually beneficial results. *Alicia Vaandering, Alyssa Taft & Debra Estrella are students at URI Graduate School of Library & Information Studies. Dr. Lauren H. Mandel, Assistant Professor, URI, Graduate School of Library & Information Studies.*

## Examining the K16 Information Literacy Gap

Jessica Caron & Laura Saunders

### Newburyport | ALS

This session will explore the current state of Information Literacy (IL) education for rising college students, including how well IL instruction in high school aligns with the expectations and demands of college curricula. The researchers will share results from a study exploring what the expectations for information literacy abilities are at the college level, and what students are taught in high school. The session will conclude with recommendations for increasing coordination in the K16 curricula in order to better bridge the skills gap. *Jessica Caron, Dean's Fellow for Instructional Design, Simmons College, MA. Laura Saunders, Assistant Professor, Simmons College, MA.*

## The State of the Job Market

Eileen Abels & Em Claire Knowles

### Topsfield | Career Center

The presenters will begin with an overview of the LIS job market outlook based on the most recent Library Journal Employment Survey results and placement of recent graduates from the Simmons College

School of Library and Information Science. They will follow this overview with a discussion of new position titles that are emerging that take advantage of the skills of LIS graduates. *Eileen G. Abels, Dean & Professor, Simmons College School of Library & Information Science. Dr. Em Claire Knowles, Assistant Dean for Student & Alumni Affairs, School of Library & Information Science.*

3:45 PM - 4:45 PM

## Yoga Programs for Kids

Grace Larochele, Letty Goerner & Nicole Giroux

### North Shore A | NERTCL

In this panel discussion three librarians will share their experiences running yoga programs for kids in the library. They'll share the steps they took to start these programs, how they structure them, and why they feel they are important for kids and families. *Grace Larochele, Youth Services Librarian, Hooksett Public Library, NH. Letty Goerner, Head of Children's Services, Wadleigh Memorial Library, NH. Nicole Giroux, Head of Children's Services, Chelmsford Public Library, MA.*

## Library Programming: Coming to Grips with Personal Mortality & Our International Future

Jeffrey Zesiger, Lisa Downing & Steve Butzel

### North Shore B | Adults and Teens

Medical professionals from Cooley Dickinson Health Care teamed with 15 surrounding public libraries in Western MA to sponsor community conversations based on the NYT best-selling book, *Being Mortal* by Atul Gawande, MD. Their goal was to help community members prepare for the later stages of life, as well as better understand the aging process, death & dying, and advanced care planning.

ISIS and Middle Eastern alliances. Climate Change. Cuba and the USA. The United Nations. These and other stimulating topics were passionately discussed and debated at Portsmouth Public Library's international affairs discussion and lecture series this past year. Drawing audiences from 20 to 120, these programs tapped into a community need to better understand the world. Learn why you should offer a series too. *Jeffrey Zesiger, MD, Director of Palliative Care, Cooley Dickinson Hospital. Lisa Downing, Assistant Director, Forbes Library, MA. Steve Butzel, Director, Portsmouth Public Library, NH.*

## Leading Tolerance: A How To Approach

Su Epstein

### North Shore C | Diversity and Inclusion

The concept of diversity is well known. But diversity, like the term prejudice, reflects ideas and beliefs, not actions. Tolerance implies action and behaviors. Much like discrimination is the manifestation of prejudice, tolerance is the manifestation of diversity. Leading tolerance is as important as displaying diversity, lets take the next step and learn to leaders of tolerance. *Su Epstein, Director, Saxton B. Little Library, CT.*

## BiblioBoard - Engage Your Local Creative Community; Strategies & Tools for Success in the DIY Age

Roy Serrao

### Boxford | Exhibitor Demo

Learn how to easily integrate work from local writers, artists, filmmakers, musicians, historians and others into your catalog and deliver them to patrons on a modern, mobile platform. As the digital makerspace and indie movements grow, learn how your library can excel as a local content provider.

## Fanfiction & Copyright

Richard Freije

### Gloucester | IFC

Fanfiction has been around for a long time, at least since the publication of the original Sherlock Holmes stories in the late 1800's. Even after all this time, however, the circumstances under which the creation of fanfiction constitutes copyright infringement are not well defined. This talk will analyze the issue of fanfiction within the structure of U.S. Copyright law and will explore relevant issues to determine if a work of fanfiction does not run afoul of the copyright laws, either because it does not "copy" from an original in a way that would be illegal or because the copying would constitute "fair use" under the copyright act. Finally, the talk will also discuss the somewhat confused state of the case law in the United States on this issue. *Richard Freije, AVP & Senior Counsel, Sun Life Financial, MA.*

## State of the States

Michael York, James Ritter, Dianne Carty, Karen Mellow, Ken Wiggin, Martha Reid & Timothy Cherubini

### Ipswich | General

Join the conversation with the State Librarians of each of the six New England States. Find out what is happening at the local, regional and national level. There will be plenty of time to pose your questions.

Dianne Carty, Director, Massachusetts Board of Library Commissioners. James Ritter, Maine State Librarian. Karen Mellor, Chief of Library Services, RI. Ken Wiggin, State Librarian, Connecticut State Library. Martha Reid, State Librarian, VT. Michael York, State Librarian, New Hampshire State Library. Timothy Cherubini, Executive Director, COSLA.

## 3D Printing Roundtable: Taming the 3D Printer Beast!

Mark Glisson

### Manchester | Table Talk

Participants will learn how to manage their 3D printer(s) for optimal use and performance. They will also learn more about where to find reviews of 3D printers, how to maintain a 3D printer, follow best practices for 3D printer upkeep and supply ordering, including general tips & tricks to manage 3D printing operations and services. *Mark Glisson, Information & Technology Specialist, Hooksett Library.*

## Reading in the Kitchen: Start a Cookbook Club at Your Library

(with cooking demonstration & tasting)

Jessica D'Avanza, Liz Barbour & Nancy Nadeau

### Marblehead | Adults and Teens

Cookbook Clubs are fast becoming a popular new way to engage your community through books and food. Join three Rhode Island public librarians for tips on how to start a cookbook club at your library. Topics include registration, cookbook selection, organizing the tasting, and facilitation of the discussion, along with ideas for special cookbook author events. Following the discussion, *Chef Cooking Instructor Liz Barbour of The Creative Feast*, will speak about her service to libraries and her popular program "Feasting from the Cookbook". She will conclude with a cooking demonstration and tasting featuring a recipe from the popular cookbook author Ina Garten. With their passion for food, these four speakers will offer many ideas to get you and your patrons in the kitchen and visiting your 641.5's. *Jessica D'Avanza, Community Services Librarian, Barrington Public Library. Nancy Nadeau, Reference & Adult Program Librarian, South Kingstown Public Library, RI.*

## Improvised Outreach: How We Channeled MacGyver & Opened A Mini-Branch at the Bus Station

Adam Delaura & Sean Kegler

### Newburyport | Administration & Management

Hear how our team of library commandos fostered cooperation with multiple town departments and community partners, engaged local artists, and used creative thinking to transform the corner of a parking garage into a convenient library service for our community, and something of value to our town government. You'll be inspired to use resources you already have to build something awesome at your library and make MacGyver proud! *Adam Delaura, Systems Librarian & Tool Librarian, Mansfield Public Library, CT. Sean Kegler, Circulation Specialist, Library Express branch.*

5:00 PM - 6:30 PM

## Reception & Cocktail Hour

### Living Room | Break

Come join us for drinks & appetizers before the Annual Banquet, including a Wine Toss Fundraiser to benefit NELA Educational Assistance Fund. Attendees and exhibitors alike are welcome. Cash bar will be available. Sponsors for the Educational Assistance Fund:

- **Transparent Language, Inc.**
- **Independent Publishers of New England**
- **Omicron World Entertainment LLC—Fahrenheit Books**
- **Graduate School of Library and Information Studies, The University of Rhode Island**
- **Palmer School @ LIU**
- **The University of Southern Mississippi School of Library and Information Science**
- **Magical Wings**
- **BMI Digital Reel**

6:30 PM - 9:00 PM

## Annual Banquet & Emerson Greenaway Award Presentation

Holly Robinson

### North Shore A/B/C | Meal

Novelist, journalist and celebrity ghost writer Holly Robinson is the author of several books, including *The Gerbil Farmer's Daughter: A Memoir* and the novels *Beach Plum Island*, *Haven Lake*, and *Folly Cove* (coming October 4, 2016)! Her articles and essays appear frequently in The Huffington Post, More, Parents, Redbook and dozens of other publications. She and her husband have five children and a stubborn Pekingese. They divide their time between Massachusetts and Prince Edward Island, and are fixing up old houses one shingle at a time in both places. *Excerpt from authorhollyrobinson.com.*

# Monday, October 17

8:00 AM - 8:45 AM

## President's Breakfast & Annual Meeting

### Living Room | Meal

All are welcome to hear about 2016 highlights and recognize new NELA Officers and Board Members.

9:00 AM - 10:00 AM

## Designing Data for Discovery: OCLC's Linked Data Strategy

Rob Favini

### North Shore A | NETSL

Linked data has become a hot topic grabbing a lot of attention in libraries. For some time teams at OCLC Research and product teams have been looking at how linked data concepts impact bibliographic metadata, authority files, discovery and the presentation of library data. This session will look at recent projects and research efforts to highlight examples of how OCLC is using linked data today. *Rob Favini, Member Relations Liaison, OCLC.*

## Outcome Measurement Made Easy: A Free Toolkit for Public Libraries

Samantha Lopez & Clayton Cheever

### North Shore B | Administration & Management

The Public Library Association's Project Outcome is a free online outcome measurement toolkit that provides libraries with patron-facing surveys, tools for collecting and analyzing data, and practical guidance on using the results to take action. PLA staff will discuss how libraries can easily measure outcomes for their programs and services and share how its participant libraries have used Project Outcome to better capture their community impact. *Clayton Cheever, Assistant Director, Thomas Crane Public Library, MA. Samantha Lopez, Project Coordinator, PLA.*

## Getting Your Library Noticed: The Art of the Integrated Campaign

Celeste Bruno & Matthew Perry

### North Shore C | Marketing & Communications

Today, people can learn about your library in so many different ways: social media, traditional news outlets, brochures, flyers, and websites, just to name a few. Workshop participants will learn to develop a campaign that integrates these with a single cohesive message. We'll discuss developing a campaign message, what makes a news-story, and specific ways

to use social media to stand out. *Celeste Bruno, Communications Director for the Massachusetts Board of Library Commissioners, MA. Matthew Perry, Outreach Coordinator for the Massachusetts Board of Library Commissioners, MA.*

## Massachusetts Higher Education Consortium

Jacqueline Cashin

### Boxford | Exhibitor Demo

The MHEC helps you save time and money. The MHEC is a customer oriented non-profit and has become the "premier non-profit purchasing consortia" in New England because of the quality of our contracts, the discounts they offer members and the quality of the customer service we provide. At no cost to you, we perform all research, bidding and vetting practices on all of its 54 contracts in accordance with Massachusetts public bidding laws.

## Free & Open Source Software in Libraries

Chuck McAndrew

### Gloucester | ITS

Come hear about the Lebanon Public Libraries experience using Free and Open Source Software in our library. Find out what Free and Open Source software is, why librarians should care about it and how your library can start to take advantage of it. *Chuck McAndrew, Information Technology Librarian, Lebanon Public Libraries, NH.*

## Town-Wide Preservation Assessment & Collection Identification: Providing Greater Access to Historical Collections through the Digital Commonwealth & the D.P.L.A.

Eva Grizzard, Ruth Urell, Matt Amory & Maureen Ambrosino

### Ipswich | Collections

A significant number of smaller institutions across the Commonwealth need assistance in identifying and preparing appropriate collections for digitization. In 2015, the MBLC began offering L.S.T.A. funding to conduct a town-wide preservation assessment of collections, irrespective of the type of institution, as a first step towards eventually digitizing appropriate collections. The aim is to educate collections' custodians as to the preservation needs of their collections while identifying potential candidates for digitization. Greater access will then be provided by having those collections arranged and described, digitized, and uploaded to the Digital Commonwealth, which serves as a service hub and gateway to the Digital Public Library of America (D.P.L.A.). Speakers will

address the origins of the program and the outcomes from the first year of the project, as well as an introduction to the D.P.L.A. *Eva Gizzard, Preservation Specialist, Northeast Document Conservation Center, MA. Ruth Urell, Head of Library Advisory & Development, Mass. Board of Library Commissioners. Matt Amory, Reference Librarian, Wayland Free Library. Maureen Ambrosino, Director at Westborough Public Library.*

## Dealing with the Opioid Epidemic

Marian Ryan

### Manchester | Table Talk

This session will educate attendees on the size and scope of the opioid crisis, while examining District Attorney Marian Ryan's multi-pronged policy approach to the problem. *Marian Ryan, Middlesex District Attorney, MA.*

## Coding for Kids and Teens

Samantha Lucius

### Marblehead | NERTCL

In this program we will discuss a variety of ways to incorporate computer science into your library programs for kids and teens. We'll hear from libraries that have run programming associated with Girls Who Code, Hour of Code, etc. We'll include in our discussion offline and pair programming activities that all libraries, regardless of their technology resources, can run. Attendees will leave this program with practical ideas for computer science programming to run in their library. *Sam Lucius, Children's Librarian, Wiggin Memorial Library, NH.*

## Don't Just Turn it Off & Back On Again: How Library IT Workers Can Use Reference Skills on the Job

Callan Bignoli, Emily Ferrier, Whitni Watkins & Robyn York

### Newburyport | Technology

Panelists will highlight key components of the traditional reference interview – such as active listening and communication skills, approachability, and opportunities for instruction – and discuss employing them in an IT environment in order to better troubleshoot and support library systems and their users. *Callan Bignoli, Web Coordinator, Massachusetts Board of Library Commissioners (MBLC). Emily Ferrier, Senior Librarian, Olin College of Engineering. Robyn York, Head Librarian, Bishop Feehan High School, MA. Whitni Watkins, Web Systems Engineer, Analog Devices, Inc., MA.*

**Networking for Librarians**

Deb Hoadley

**Topsfield | Career Center**

Meeting new people and learning how to network effectively can be hard work, and exhausting. Networking is a big part of conferences, as well as our day-to-day work at our libraries. Learn how to manage expectations and shift your mindset about networking. Hear some tips and share some of your own on how to best survive and get the most out of networking. *Deb Hoadley, Owner, Consultant & Trainer for Hoadley Consulting, President, New England Library Association.*

1:00 PM - 2:00 PM

**Act!vated Story Theatre**

Kimberly Goza &amp; Dennis Goza

**Boxford | Exhibitor Demo**

Learn interactive Sign Language games to use in your story time program and see folktales performed live. The program will feature two tales, peppered with physical comedy, music, ASL, witty dialogue, zany props and audience participation; specifically chosen to promote the SRP theme. Presented by Act!vated Story Theatre.

10:15 AM - 11:30 PM

**Grand Opening of Exhibit Hall****Grand Ballroom | Exhibitor Time**

Join us in the Exhibit Hall for the grand opening of the exhibits! There will be fun games, activities, and raffles (must be present to win). Sponsors:

- **Finegold Alexander Architects**
- **Independent Publishers of New England**
- **Graduate School of Library and Information Studies, The University of Rhode Island**
- **Gale Cengage Learning**

11:30 AM - 12:45 PM

**NERTCL Luncheon**

Gary Schmidt

**North Shore A/B/C | Meal**

In a McDonald's culture where everything has to be fast, and pre-packaged, and glitzy, and well-marketed, what role does the writer for young readers play? When even the notion of sitting quietly with a book somewhere and reading seems archaic, how does the writer for young readers find a way to speak to young readers who are ready to plug in? And yet, story remains imperative.

**Monday Author Luncheon**

Brunonia Barry

**Living Room | Meal**

Brunonia Barry is the *New York Times* & international best selling author of *The Lace Reader*, *The Map of True Places*, and *The Fifth Petal*. Her reviews and articles on writing have appeared in the *London Times*, *The Washington Post*, and *The Huffington Post*. She lives in Salem with her husband, Gary Ward, and their dog, Angel. Gary and Bru are the organizers of the Salem Literary Festival.

open source. What are the best methods for getting support for your open-source project? What are the best ways to work with open source communities? *Kathy Lussier, Coordinator of the Massachusetts Library Network Cooperative (MassLNC), MA. Scott Kehoe, MassCat Administrator, Massachusetts Library System, MA.*

**YA Slam**

Allison Babin

**Marblehead | NERTCL**

Join us for the teen version of "Guerilla Storytime"! We'll have a variety of topics and questions: social media tips, working with volunteers, dealing with disruptive behavior, fresh program ideas, and more! Anyone and everyone can participate if they have ideas, activities, success stories (and #fails) they want to share! Get re-energized at this "unconference" session. *Allison Babin, YA Librarian, Beverly Public Library, MA.*

**Wikipedia, Libraries, & The Future of Information**

Alex Stinson, Sara Marks &amp; Greta Kuriger Suiter

**Newburyport | ALS**

Wikipedia needs librarians! Academic librarians can help build and improve Wikipedia. Come hear from three Wikipedia editors all connected to libraries. Learn how the Wikipedia Library is helping editors get access to sources from exhibitors like Project Muse, JSTOR, Gale Products, EBSCO Products, and more. They work to increase librarian participation, improving the quality of entries and sources used. Learn how archivists and universities are digitizing special collections and adding them to Wikipedia, increasing discoverability and student interaction. Learn ways to use Wikipedia to develop programming for information literacy and critical thinking skills. *Alex Stinson, Project Manager, Wikimedia Foundation, VT. Greta Kuriger Suiter, Collections Archivist, Institute Archives & Special Collections, MIT. Sara Marks, Instruction & Outreach Librarian, UMass Lowell.*

**Deskless Reference**

Maxine Bleiweis

**Topsfield | Reference**

Why do we have "reference" desks when most patrons look up their own information? Hear about a new approach to traditional reference that places the librarian alongside the patron. Hear about

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challenges librarians have overcome to make this new approach successful. Guaranteed to be lively and controversial! *Maxine Bleiweis, Principal, Maxine Bleiweis & Associates (formerly Westport Library), CT.*

### Meet the Information Technology Section Maple | ITS

Join us for a chance to meet the members of the ITS section.

2:00 PM - 3:00 PM

### Exclusive Exhibitor Time & Afternoon Social

#### Grand Ballroom | Exhibitor Time

Join us in the Exhibit Hall for a snack break and meet with the exhibitors. Sponsored by [AtoZdatabases.com](http://AtoZdatabases.com) and [Equinox](http://Equinox).

### Poster Sessions

#### Banquet Foyer | General

**Media Smart Libraries: Advancing The Digital and Media Literacy Skills of Practicing Librarians Through a Digital Badge Project** - Mary Moen, Valerie Karno & Lauren Mandel

**A Description and Comparisons of Museum Pass Lending Programs in New England** - Rosanna Longenbaker

**Creating a Social Justice Mindset: Diversity, Inclusion, and Social Justice in the Collections Directorate of the MIT Libraries** - Dana Hamlin

**Housing, Health, Hunger & Help Poster** - Jazmin Idakaar & Amber DeAngelis

**"Lunch & Learn" Leads to Love** - Brittney Buckland & Sarah Stinson

**I Don't Have Time For This! An Assessment Toolkit for Small Libraries** - Emily Sennott

**Readers Advisory in the Academic Library: Should You? Could You?** - Katherine Turcotte & Christine Brown

**Subject Based Cataloging for Early Readers** - Stephanie Legg

**Scouting For Tech: Teaching Tech to Girl Scouts** - Stephanie Piccino

### Networking Mixer

#### Maple | Career Center

This event will give attendees the opportunity to network in a smaller, casual setting. It is an opportunity to learn more about your colleagues, NELA and opportunities around New England.

3:00 PM - 4:00 PM

### Providing Informed Referrals for Immigrant Populations

Mark Jamison

#### North Shore A | Diversity and Inclusion

Through funding from the Institute of Museum and Library Services (IMLS), Queens Library is providing its community libraries and external partners (and the wider library system) with informational, educational materials and training resources on immigration, citizenship and other immigrant-related information and services. Through this effort, Queens Library has begun educating librarians on immigrant services and importance of digital literacy, particularly for immigrant populations. *Mark Jamison, Project Coordinator, Librarian Digital & Integration Gateway.*

### Preserving Your Library's Story

Elizabeth Donovan & Susan Straub

#### North Shore B | Marketing & Communications

What better way to capture the history of your library than both a short video documentary and a book of essays written by the makers of that history? Find out what the North Kingstown Free Library learned while undertaking this project and how you can apply the lessons learned to your own project. Tips about everything from financing to presentation will be shared. Bring your questions! *Elizabeth Donovan, Community Outreach Coordinator, North Kingstown Free Library. Susan Straub, Executive Director, Ocean State Libraries.*

### Ignite Session

Brittney Buckland, Nicole Cunha, Ellen Dubinsky, Karen Dugan, Walker Evans, Carol Eyman, Ellen Forsyth, Melissa Campbell, Manny Leite, Sandra Leifeld, Gretel Macalaster, Judy Quist, & Sarah L. Thomson

#### North Shore C | General

Back by popular demand, Ignite Sessions serve up successful and inspiring stories of what we all do every day. Each presenter has 5 minutes to wow you.

### SoloTogether

Judith Kalaora, Mike Francis & Jessa Piaia

#### Boxford | Exhibitor Demo

Home of New England's living history performers, from Galileo to Christa McAuliffe. We are performing artists and history enthusiasts who bring politics, arts, and sciences from bygone days to life. Mike Francis as Galileo in *The Starry Messenger*, Jessa Piaia

as Isabella Stewart Gardner in *A Thoroughly Modern Woman* in 1910; and Judith Kalaora as Deborah Sampson in *A Revolution of Her Own!*

### Makerspace in Academic Libraries

Mare Parker-O'Toole

#### Gloucester | ALS

The library field is in a continual state of remaking itself. One of the newer services becoming widely adopted is that of offering Makerspaces. Academic libraries are more recent adopters to the Makerspace scene. While many of the tools are familiar in science and technology colleges, what do you do with a 3D printer in a liberal arts College and why? Examples of best practices and resources will be presented. *Mare Parker-O'Toole, Assistant Director of the Earl Center for Learning & Innovation, Wheelock College, MA.*

### Community Use in Libraries: Overcoming Obstacles to Safely Sharing Space

Sarah Downer

#### Ipswich | Community Engagement

Libraries are a crucial community hub. This presentation will focus on how libraries can successfully share their space with the community for a variety of purposes, such as physical recreation. Presenters will provide an overview of common obstacles to community use and special considerations for sharing space, including space design, financial implications, and liability. *Sarah Downer, Clinical Instructor, Center for Health Law & Policy Innovation, Harvard Law School, MA.*

### Resume Review Times

**Sunday** 1:45 PM - 2:30 PM

**Monday** 10:30 AM - 11:30 AM

**Tuesday** 10:00 AM - 11:00 AM

Sign up at [conference2016.nelib.org/resume-review-sign-up](http://conference2016.nelib.org/resume-review-sign-up).

Don't forget to attend the Networking Mixer Monday at 2 PM!

### Guest Speakers

**Amy Eisenstein** Sunday 12:45 PM

**Holly Robinson** Sunday 6:30 PM

**Gary Schmidt** Monday 11:30 AM

**Brunonia Barry** Monday 11:30 AM

**Ellen Herrick** Tuesday 12:15 PM

## Taking the Reading Out of the Summer Reading Program: Challenging Conventional Library Programming

Lisa Story & Vicki Oates

### Manchester | Table Talk

It's the library's age-old question: What are you doing for summer reading? Come hear how one library changed up their summer program, collaborated with other community organizations, and inspired a city full of kids to read even more. Then, inspired by Guerilla Storytime programs, bring ideas and questions to discuss how your library can change up the summer reading program to make it more dynamic and appealing for your population! Door prizes will be given to all attendees! *Lisa Story, Teen Librarian, Norwalk Public Library, CT. Vicki Oatis, Director of Youth Library Services, Norwalk Public Library.*

## Lessons In Censorship: Librarians As Guardians of Free Expression

Catherine Ross

### Marblehead | NERTCL

Controversial student speech is often censored by parents and well meaning administrators both on and off campus. Librarians, as advocates of kids' intellectual freedom, often confront censorship efforts. Catherine will discuss: the law governing student speech rights in public schools; common censorship patterns; and the special role librarians can play. *Catherine J. Ross, Author & Professor of Law, George Washington University in D.C.*

## Fair Use: Past, Present, & Future of a Critical Legal Right

Kyle Courtney

### Newburyport | NETSL

This interactive session aims to cover the modern interpretation of fair use for libraries. The session will emphasize practical copyright risk and fair use. Participants will come away with a functional and modern understanding of fair use, to be harnessed immediately in their workplace. There have been several successful legal efforts in libraries and educational institutions to embrace and understand fair use, especially transformative fair use, as a right. This session aims to explore the past, present and future of fair use, and reveals that the very nature of fair use represents the future foundation of 21st century education and scholarship. *Kyle Courtney, Copyright Advisor, Harvard University, MA.*

## Public Speaking Skills for the Library Professional

Ed Alexander

### Topsfield | Career Center

Advocacy is part of your job. How do you progress from gun-shy to gung-ho, speaking out when it matters most? The answer: learn by doing. In this session, guided by an award-winning public speaker and seasoned enter-trainer, session attendees will have the chance to build ability, skill and confidence in presenting to an audience of peers - an audience of your biggest fans! *Ed Alexander, Chief Digital Marketer, Fan Foundry.*

4:15 PM - 5:15 PM

## Reader's Advisory Panel: Christian Fiction, LibraryReads & Book Spoilers

Christine Sharbrough, Katrina Ealy, Jessica Bacon & Alene Moroni

### North Shore A | Adults and Teens

This panel will strengthen your collection development and broaden your RA skills. Explore the Christian Fiction genre, understanding the trends, appeal factors, and common misconceptions. Learn about the LibraryReads program, where librarians nominate new releases for the monthly Top 10 List. Increase your RA expertise by utilizing the website "Spoilers, Sweetie", spoilers for award winning books. Leave the session armed with new resources to enhance your RA toolbox. *Alene Moroni, Information Services Librarian, Forbes Library, MA. Christine Sharbrough, Head of Readers Services & Circulation, Chelmsford Public Library, MA. Jessica Bacon, founder/contributor, The Five Minute Librarian & Spoilers, Sweetie. Katrina Ealy, Youth Services Librarian, South Yarmouth Library, MA.*

## Our Stories Unite Us: Oral History Development & Support

Leah Lubman & Sarah Gluck

### North Shore B | Community Engagement

In the fall of 2014 Providence Community Library applied for *StoryCorps @ Your Library*, a grant which pitted them against over 300 libraries throughout the country. Following a swift up-hill battle, PCL and 9 other libraries were selected, including Ferguson, MO. Since then, PCL has worked to collect 80 interviews from our community and are now looking at ways to support other libraries and organizations in oral history collection. Join us as we discuss our journey in oral history collection, audio

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equipment loan opportunities, and training. We're brainstorming ideas for creating projects and partnerships - big and small, at your own libraries. *Leah Lubman, Branch Manager, Washington Park Library, RI. Sarah Gluck, Library Manager, Olneyville Library.*

## Patron, Can You Spare a Dime? Or the Fundamentals of Capital Fundraising

Alice Knapp & Maxine Bleiweis

### North Shore C | Administration & Management

As public library directors in Connecticut urban and suburban settings, Alice Knapp and Maxine Bleiweis had to learn to shed any discomfort in fundraising. They are here to prove it can be energizing, affirming and successful. Focusing on both the broad picture and the finer details, you will hear how they raised millions of dollars and what they learned (positive and sometimes not so!) as they managed capital campaigns and maneuvered the challenges of endowments. *Alice Knapp is the President of Ferguson Library, Stamford in CT. Maxine Bleiweis, Principal, Maxine Bleiweis & Associates (formerly Westport Library), CT.*

## EBSCO Information Services

Elise Gold

### Boxford | Exhibitor Demo

In this session, EBSCO representatives will demonstrate, discuss, and answer questions related to the latest library technologies trending across the country and around the globe. Topics and resources discussed will include EBSCO Discovery Service, LinkedData for libraries, digital magazines on the Flipster platform, promoting readers' advisory with NoveList, and much more.

## Exhibit Hall Hours

### Monday

10:15 AM - 5:00 PM

### Grand Opening of Exhibit Hall

Monday 10:15 AM - 11:30 AM

### Exclusive Exhibitor Time & Afternoon Social

Monday 2:00 PM- 3:00 PM

### Tuesday

8:00 AM - 11:00 AM

### Exhibitor & Attendee Breakfast

8:00 AM- 8:45 AM

### Exclusive Exhibitor Time & Coffee Break

10:00 AM - 11:00 AM

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## Library Simplified & Connecticut State Library eGO

Eric Hansen

### Gloucester | Technology

The Connecticut State Library is moving forward with its plan for a statewide E-Book platform in partnership with the New York Public Library and others. *Electronic Resources Coordinator Eric Hansen, Connecticut State Library, CT*, will furnish an update on all progress to date and how it will affect content and services of the State Library. He will demonstrate the service from the SimplyE app and will describe the current state of the LEAP project for a library marketplace, where partner libraries will be able to purchase eBooks from exhibitors and publishers at reduced cost. He will discuss possible implications of the service and the marketplace for libraries and their eBook operations.

## Paralibrarian Certification: What MA & NH Have Done & What is the Future?

Gerry Deyermond, Heather Rainier & Lori Salotto

### Ipswich | Paralibrarianship

Massachusetts is celebrating 10 years of their Paralibrarian Recognition of Achievement and New Hampshire is heading into their 3rd year! Find out how the paralibrarians/library support staff have benefited both professionally and monetarily! Find out how this can benefit your library patrons and library staff. *Gerry Deyermond, Assistant Head of Circulation, Memorial Hall Library. Heather Rainier, Director, Hooksett Public Library, NH. Lori Salotto, Head of Technical Services/Children's Assistant, Middleboro Public Library, MA.*

## Library Director Roundtable

Alex Lent, Peter Struzziero & Zach Newell

### Manchester | Table Talk

This will be an informal round table for directors to share their experiences, successes, failures, and frustrations with their peers. New library directors will be encouraged to sign up for a new director email group. LibraryDirectors.org, a new website with useful resources for library administrators, will be promoted. *Alex Lent, Library Director, Millis Public Library, MA. Peter Struzziero, Library Director, Belmont, MA. Zach Newell, Interim Director, Library at Salem State University.*

## Mother Goose on the Loose

Betsy Diamant-Cohen

### Marblehead | NERTCL

*Betsy Diamant-Cohen, Early Literacy Consultant, Mother Goose on the Loose, LLC.*

## Getting & Keeping a Catalog Clean

Sarah Theimer

### Newburyport | NETSL

Your library catalog is only as good as the records that are in it. When records are incorrect or dated, searches won't work well, and all users will be frustrated. Like spring cleaning for the house, regular cleaning of the catalog will result in a much better environment to advance user success. This presentation will focus on specific areas to examine to maximize your cleaning efforts. *Sarah Theimer, Cataloging & Metadata Unit Head, University of New Hampshire.*

## Meet the Academic Librarians Section

### Maple | ALS

Join us for a chance to meet the members of the ALS section.

5:30 PM - 6:30 PM

## NELA Games

### Living Room | Break

Don't miss out on our always popular NELA Games! Let your inner competitor out to play as the states go up against each other and the exhibitors. Shhh, the details are a surprise, but show up ready for some fun!

6:30 - 7:30 PM

## Meet the New England Roundtable of Teen & Children's Librarians Section

### Tradewinds Lounge Bar | NERTCL

Join us for a chance to meet the members of the NERTCL section.

6:45 - 8:45 PM

## Monday Night Dinner Options

### Meal

Attendees will have the option to use the hotel shuttle or drive themselves to nearby restaurant options on Route 1. Or, there will be options available at the hotel restaurant.

10:00 PM

## Librarians Unplugged

### Living Room | Break

Bring your musical instrument (guitars, ukuleles, glockenspiels, or even a musical app) and join in for a casual jam session.

# Tuesday, October 18

8:00 AM - 8:45 AM

## Exhibitor & Attendee Breakfast

Grand Ballroom | Meal

9:00 AM - 10:00 AM

## Do(n't) Panic! Escape Rooms at the Library

Marissa Bucci

### North Shore A | Adults and Teens

Escape or Locked Room games are popping up everywhere. This phenomenon presents an interesting opportunity for libraries, which have long been creating and implementing live action games to surprise their communities with something unexpected, reach out to new users and revitalize their image. Learn about this global trend and ways to stage an Escape Room with the resources you have. *Marissa Bucci, Youth Services Librarian, Ferguson Library, CT.*

## Adventures in 3D Printing at a Public Library and Our 3D Printer Diary

Alex Estabrook, Mike Zeller, Walker Evans, Yvette Couser & Robert Burnham

### North Shore B | ITS

Our program will describe our experiences implementing a 3D printer and making it available for use by patrons at the Shrewsbury and Merrimack Public Libraries. We will discuss the various challenges we encountered, how we went about overcoming those challenges, and how we have used the printer for various services and programs. Learn tips and techniques for implementing 3D printing for your patrons. *Alex Estabrook, Head of Adult Services & eResources Librarian, Merrimack Public Library, NH. Mike Zeller, Electronics Resources Librarian, Shrewsbury Public Library, MA. Robert Burnham, Turn Key Innovations, 3D Printer Company, NH. Walker Evans, Reference Librarian, Shrewsbury Public Library, MA. Yvette Couser, Library Director, Merrimack Public Library, NH.*

## Better Graphic Design for Libraries

Laura Horwood-Benton

### North Shore C | Marketing & Communications

Every time you create a sign, a handout, or an instructional brochure, you make a design decision. Do these decisions reflect your library's mission and enhance your relationship with patrons? Good design is possible regardless of your skill level or resources. Learn more in this humorous session, complete with design "fails" and

time for discussion. After the session, attendees will have a better understanding of the basic principles of good design, as well as a list of tools and practices to make it easier to pursue good design within their library's limitations. *Laura Horwood-Benton, Programming & Community Relations Librarian, Portsmouth Public Library, NH.*

### TLC - The Library Corporation

Jim Winterbottom

### Boxford | Exhibitor Demo

Learn about LS2 Cataloging for Library-Solution, due for initial release by the end of 2016. This is a set of intuitive, scalable, Web-based cataloging tools that employ linked data principles in record editing, using full authority controlled terms and glossaries in real time. LS2 Cataloging uses a Purify Process to structurally cleans and enriches MARC records before they enter your system, ensuring they're fully RDA compliant.

### Enhancing Library Spaces

#### Through Feng Shui

Margaret Donahue

#### Ipswich | Administration & Management

Learn how to apply simple and practical principles of feng shui to enhance your library—whether to make reading areas more comfortable or attractive, create more productive offices, or even attract budget money! This presentation will include changes some library staffs have made to enrich experiences. *Margaret M. (Peg) Donahue, Founder, Feng Shui Connections.*

### EveryLibrary: Political Advocacy in Libraries

Patrick Sweeney

#### Gloucester | Advocacy

In this session, we will discuss moving from advocating for libraries to creating activists for libraries in order to build the public and political support that we need to survive. Through his experience as the Political Director of EveryLibrary, Patrick Sweeney will explore strategies and tactics used by some of the best community organizers and Political Action Committees and adapting them to librarianship. *Patrick Sweeney, Political Director, EveryLibrary.*

### Diversity Table Talk

Georgianna Meléndez

#### Manchester | Table Talk

What does diversity mean for libraries? Whether it is the working environment, how we hire, how we manage or how our boards are built, we need to think about inclusion from every aspect. Even understanding how micro-aggressions can affect our library culture is important. Join us for a discussion. *Georgianna Meléndez, Chief Diversity Officer, University of Massachusetts, Boston.*

### Media Mentorship in Libraries Serving Youth

Darrell Robertson

#### Marblehead | NERTCL

This session will discuss effective practices in media mentorship, such as: becoming a better media mentor, engaging parents on the topic of media, incorporating media conversation starters into existing programs & services and examining media mentor resources available to all. Through discussion and sharing, participants will explore ways to support families at their own library! *Darrell Robertson, North Carroll Branch Manager, Carroll County Public Library, MD.*

### Personal Digital Archiving: Saving the Past for the Future

Elizabeth B. Thomsen

#### Newburyport | Technology

Thanks to digital cameras and smartphones, most people are taking more photographs than ever before, and sharing them via e-mail and social media, but how many of those photos will survive for future generations? And what about all the photographs, letters, diaries, documents, sound and video recordings on paper, cassette tape and other formats? Digitization makes it easier to duplicate, store and share copies, but presents technical and organizational challenges. Learn the basics of Personal Digital Archiving and ways that librarians can provide information, support and encouragement to our patrons, helping them organize their collections, plan for preservation and succession, and consider possible contribution of selected material to the library for inclusion in digital local history collections. *Elizabeth B. Thomsen, Member Services Manager at NOBLE, North of Boston Library Exchange, MA.*

10:00 AM - 11:00 AM

### Exclusive Exhibitor Time & Coffee Break

#### Grand Ballroom | Exhibitor Time

Join us in our Exhibit Hall to meet with the exhibitors and enjoy a morning snack and coffee break. Sponsored by **The University of Southern Mississippi School of Library and Information Science.**

11:00 AM - 12:00 PM

### Library Ideas

Kyle Wiseman

#### Boxford | Exhibitor Demo

Library Ideas, LLC - A global media company offering solutions to libraries. Our product suite includes *Freegal Music*, with over 10 million songs for download & stream from 28,000+ labels; *FreeReading eBooks* with over 53,000 titles; *Rocket Languages* with instruction in 14 languages, and *GoChip Wand* - a Movie & TV Hot Spot with major studio current content.

### Trust & Opportunities: Transforming Libraries, Transforming Communities

Jean Canosa Albano

#### Gloucester | Community Engagement

We can help conquer our communities' challenges, with the right tools. Hartford Public Library and Springfield City Library brought residents & city leaders together to tackle daunting issues using the Harwood Institute's Turning Outward community engagement model. Go home with interactive exercises & real-world examples of how to change the view of libraries and their role in the community. *Jean Canosa Albano, Assistant Director for Public Services, Springfield City Library, MA.*

### Developing Your Own Readers' Advisory Roundtable

Laura Bernheim, Molly Moss & Nanci Milone-Hill

#### Ipswich | Adults and Teens

Representatives from each of 3 MA Readers' Advisory Roundtables come together to speak about how we've put together a roundtable for librarians in our area; including setup, format, choosing books, helpful tips and FAQ's. Readers' Advisory Roundtables are an invaluable resource to pool librarian knowledge within an area/consortium/network/state. *Molly Moss, Head of Reference, Forbes Library, MA. Nanci Milone-Hill, Library Director, M.G. Parker Memorial Library, MA. Laura Bernheim, Head Reference Librarian, Waltham Public Library, MA.*

## User Experience Table Talk

Callan Bignoli, Dave Bartos, Lauren Stara, Mark Watkins & Pete Coco

### Manchester | ITS/Table Talk

What is user experience (UX), and how can it impact library services? Join us to share your experience or questions about UX principles. *Callan Bignoli, Web Coordinator, Massachusetts Board of Library Commissioners (MBLC). Dave Bartos, User Experience Librarian, Morse Institute Library. Lauren Stara, Library Building Specialist, MBLC. Mark Watkins, Founder, The Hawaii Project. Pete Coco, Web Projects Manager, BPL.*

## Adult 101: Life Skills Programs for Teens

Elizabeth Tanner

### Marblehead | NERTCL

Are your teens prepared for adulthood? From etiquette to nutrition, personal finance to time management, the library can support teens in navigating their impending adulthood. *Biz Tanner, Teen Services Coordinator at the County of Los Angeles Public Library will discuss her library's grant funded project to fill the knowledge gap - and you'll leave with a life skills program for your library.*

## DIY Story Slams

Kathy Morris & Norah Dooley

### Newburyport | Adults and Teens

Join us for a primer on the value and attraction of live personal narrative and oral storytelling, followed by a nuts and bolts tutorial on story slams or story sharing for communities of all ages and stages of life. Participants will learn how to organize a story event to suit their goals; as a fund-raiser, teen program and/or fabulous community builder. *Kathy Morris, Library Director, Phinehas S. Newton Library, Royalston. Norah Dooley, storyteller, educator, acclaimed children's author & creator of StoriesLive®.*

## Advocacy News & Updates from ALA

Marci Merola

### Topsfield | Advocacy

*Marci Merola, Director of ALA's Office for Library Advocacy (OLA), will present an overview of the organization's new advocacy plan and public awareness campaign, Libraries Transform. Merola will offer updates on ESSA legislation and nationwide trainings, as well as a sneak preview of Advocacy Bootcamp, a new training series developed by OLA and the ALA office for Intellectual Freedom, plus Q & A.*

12:15 PM - 1:30 PM

## Tuesday Author Luncheon

Ellen Herrick

### North Shore A/B/C | Meal

*The Sparrow Sisters* is Ellen Herrick's first novel. Ellen was a publishing executive in New York until moving to London. She returned twenty years later and now divides her time between Cambridge, Massachusetts and a small Cape Cod town very much like *The Sparrow Sisters*' Granite Point. Excerpt taken from ellenherrick.com.

1:45 PM - 2:45 PM

## Ignite Session

William Barry, Stacie Caldwell, Laura Clerkin, Jennifer Jones, Tegan Mannino, Peggy O'Kane, Ann Kardos, Stacia Oparowski, Aimee Slater, Caitlin Stevens, & Emily Weiss

### Gloucester | General

Back by popular demand, Ignite Sessions serve up successful and inspiring stories of what we all do every day. Each presenter has 5 minutes to wow you!

## Krosslink: Connecting Entrepreneurs & Libraries

Donna Martel, Francisco Torres, Raafat Zaini, Venkat Kolluri & Priya Rathnam

### Ipswich | Adults and Teens

Krosslink.org is a volunteer-driven community program created to help develop, nurture, and foster entrepreneurship by connecting aspiring entrepreneurs to local business leaders, mentors and civic leaders who can help them achieve their goals. Public Libraries are included! The result is a vibrant ecosystem where individuals looking to build a business can find resources and activities to kick start their plans, such as networking events with other businesses. *Donna Martel, Adult Services Librarian, Westborough Public Library, MA. Francisco Torres, Economic Development Coordinator, Town of Westborough, MA. Priya Rathnam, Assistant Director, Shrewsbury Public Library. Raafat Zaini, Ph.D. candidate, Worcester Polytechnic Institute (WPI). Venkat Kolluri, Founder & CEO, Cidewalk.com.*

## Building Bridges: Teens, Libraries, & the Soft Skills Gap

Elizabeth Tanner

### Manchester | Table Talk

Join *Biz Tanner, Teen Services Coordinator for the County of Los Angeles Public Library*, in a lively round table discussion on the role of libraries in bridging the soft skills gap among teens, creating understanding between generations, and focusing our intention when planning teen programs.

## Guerilla Storytime

Clare Dombrowski

### Marblehead | NERTCL

Need to spice up storytime? Feeling like you use the same songs all the time? Wondering how to deal with a certain storytime issue? Or do you have favorite activity you want to share with fellow librarians? Come on down to *Guarilla Storytime!* This informal program allows for sharing around certain questions or just listening and getting new ideas. *Clare Dombrowski, Head of Children's Services, Amesbury Public Library, MA.*

## Robotics & Coding at the Library

Jill Graboski

### Newburyport | ITS

Newton Free Library (MA) was awarded a 2015 LSTA grant from the IMLS and MBLC for an innovative project called "Code Newton" to teach computer coding through robotics for kids, teens and adults. Learn about our experience with the technology and running programs for all ages. Presentation includes a hands-on opportunity to explore our related robotics and circuitry equipment. *Jill Graboski, Assistant Director, Newton Free Library, MA.*

## Acronyms Key

<b>ALS</b>	Academic Librarians Section
<b>IFC</b>	Intellectual Freedom Committee
<b>ITS</b>	Information Technology Section
<b>NERTCL</b>	New England Roundtable of Teen & Children's Librarians
<b>NETSL</b>	New England Technical Services Librarians

## Save the Date!

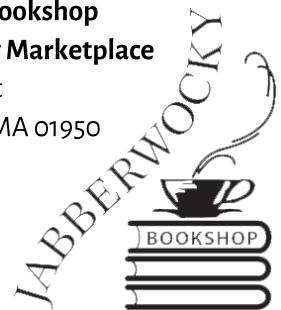
**October 22 - 24, 2017:** Joint NELA/VLA conference in Burlington, VT!

# exhibitor list

Exhibitor	Booth	Years				
3M / Bibliotheca	4	20+	Magical Wings	406	1st	
Activated Story Theatre	802		Massachusetts Higher Education Consortium	204	5+	
American Friends of Kenya, c/o Donohue Group Inc.	709	5+	Media Flex - OPALS	201	5+	
Assabet Interactive	705		Midwest Library Service	6	1st	
AtoZdatabases.com	505	1st	National Library Relocations, Inc.	702	20+	
AWE Learning	401	10+	New England Foundation for the Arts	805		
Backstage Library Works	407	5+	Niche Academy	800	1st	
Baker & Taylor	105		Northeast Document Conservation Center	600		
BiblioBoard	503		OCLC Online Computer Library Center, Inc.	601	5+	
BMI Digital Reel	5	1st	OverDrive	507		
Book Systems, Inc	500	5+	Palmer School @ LIU	509		
Brodart	309	10+	Plymouth Rocket	100	10+	
ByWater Solutions LLC	403	5+	Proquest	11		
Capira Technologies, LLC	609		Purple Umbrella Jewelry	8	10+	
Center Point Large Print	301	10+	Quality Books Inc.	701	30+	
ChartaCloud Technologies	10	1st	Rainbow Book Company	706	1st	
CoLibri Systems North America, Inc.	103	5+	Re-Stream	101	5+	
Creative Library Concepts	711	15+	Recorded Books	303	20+	
David L. King Architects	502	5+	School of Library and Information Science, University of South Carolina			
Davidson Titles, Inc.	704	5+	Seatales Publishing Company	302	5+	
DLSC at Image Access	205	1st	Sebco Books	202	1st	
Donnegan Systems	715	10+	Sentrum Marketing, LLC	306	10+	
Drummey Rosane Anderson, Inc.	700	5+	Servicestar Microform and Book Scanners	506	1st	
EBSCO Information Services	203	20+	Simmons College School of Library and Information Science	801	15+	
Equinox	9	5+	Sisters in Crime New England	806	5+	
ESTEY LIBRARY SHELVING	409	20+	SoloTogether	207	5+	
FaxScan24 Fax & Scan Kiosks	400	5+	Springshare	602	15+	
Finegold Alexander Architects	803	5+	T-Mobile	112	1st	
Gale Cengage Learning	106	15+	Tappé Architects	1	1st	
Graduate School of Library and Information Studies, The University of Rhode Island	404	5+	Tech Logic Corporation	102	10+	
Hale Manufacturing	2	1st	The Combined Book Exhibit	605		
Independent Publishers of New England	604 / 6	10+	The Donohue Group, Inc.	501	20+	
Ingram Content Group	209		The University of Southern Mississippi School of Library and Information Science	707	30+	
Junior Library Guild	504	1st	Thrift Books	804	1st	
Konica Minolta Business Solutions, U.S.A., Inc.	200	10+	TLC--The Library Corporation	607	5+	
Library Ideas	107	1st	Transparent Language, Inc.	307		
LibraryInsight, Inc.	300	15+	Tucker Library Interiors, LLC	304	5+	
Little Green Light	703	1st	U.S. Department of State, Boston Passport Agency	104	20+	
LLB Architects	402	5+	United States Citizenship and Immigration Service	206	1st	
LYRASIS	305	15+		110		
Magazine Subscription Service, Inc.	108	10+				

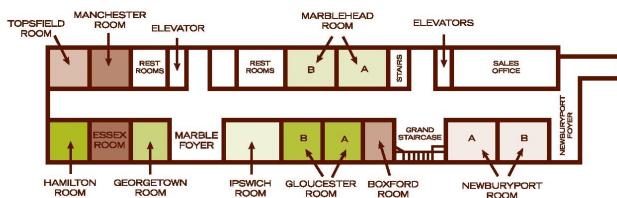
## Jabberwocky Bookshop

Jabberwocky Bookshop  
 At The Tannery Marketplace  
 50 Water Street  
 Newburyport, MA 01950  
 978-465-9359

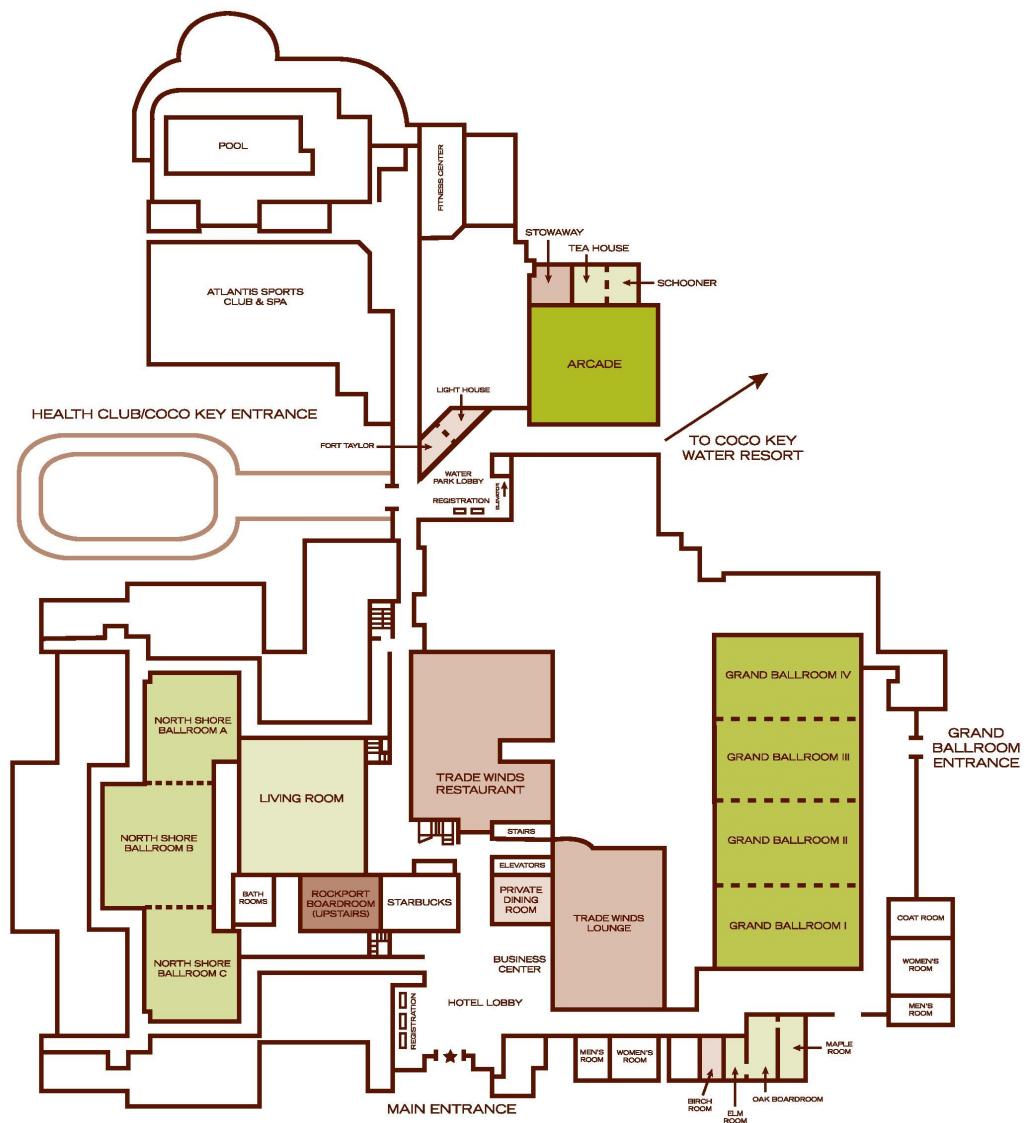


# DoubleTree by Hilton | Floor Plan

## MEZZANINE LEVEL



## GROUND FLOOR



*There is perhaps no better demonstration of the folly of human conceits than this distant image of our tiny world. To me, it underscores our responsibility to deal more kindly with one another, and to preserve and cherish the pale blue dot, the only home we've ever known. - Carl Sagan*