

**July 9-15, Chicago, IL**

# **ASCLA at ALA Annual Conference**

**In this guide...**

**ASCLA Preconferences**

**ASCLA Special Events**

**How to Register**

**ASCLA Programs and**

**Discussion Groups**

**Who is ASCLA?**

**Join ASCLA: Membership**

**Benefits and Application**



a division of the American Library Association [www.ala.org/ascla](http://www.ala.org/ascla)

# Preconferences

## Be My Guest: Customer Service From the Best

Friday, July 10, 9 a.m. to 12:30 p.m.

*InterContinental Chicago, 505 N. Michigan Avenue, Chicago*

What do libraries have in common with casinos? To succeed, each must keep their customers happy and keep them coming back. Library directors and management can learn how to cultivate happy customers by attending this half-day event. We'll address what libraries can do to ensure a welcoming and positive library experience for patrons. Using models derived from the hospitality industry, participants will take away a variety of customer service models they can apply to their library to enhance the patron's experience as a guest of the library. Jennifer Babcock of Trump Entertainment Resorts will present, along with New Jersey State Librarian Norma Blake and staff from the New Jersey Library Development Bureau. (Reg. Code SL2)

On-site registration rates: \$115 for ASCLA members, \$160 for ALA members, \$235 for non-members and \$75 for students.

## After the Grant Runs Out: Funding Collaborative Digitization

Friday, July 10, 8:30 a.m. to 5 p.m.

*ALA Headquarters, 50 E. Huron St. (enter at 40 E. Huron), Chicago*

Directors and managers of library networks and cooperatives involved in or considering collaborative digitization projects will benefit from this preconference. Speakers will explore how to cultivate diverse revenue streams for funding sustainable collaborative digitization programs, including membership fees, fund raising and operating budgets. The event features a group of presenters with extensive experiences and success in the field, including Kenning Arlitsch, University of Utah; Jim Neal, Columbia University Library; Dreaune Belden, University of North Texas Library; Liz Bishoff, BCR; Lucy Barber, National Historical Publications and Records Commission; Beth Joffrion, National Endowment for the Humanities; and Rachel Frick, Institute for Museum and Library Services. (Reg. Code SL1)

On-site registration rates: \$160 for ASCLA members, \$205 for ALA members, \$250 for non-members and \$95 for students.

# How to Register

**ALA conference and an ASCLA preconference:** Visit [www.ala.org/annual](http://www.ala.org/annual) to access the online and print registration forms. Preconference and event tickets can be purchased under "Step 6—Your Events."

**Add an ASCLA preconference to your conference registration:** Access the online registration form at [www.ala.org/annual](http://www.ala.org/annual) with your login; find and add the preconference under Step 6.

**Register for a preconference only:** In Step 5 of the online registration process, select Registration Type "SO—Preconference and Events Only." Select your events in Step 6, then proceed to checkout.

**Day-of registration for conference and preconferences:** Register for the conference at McCormick Place; register for preconferences at the event location up to 30 minutes before the event begins.



# Special Events

## Libraries Serving Special Populations Section (LSSPS) Annual Dinner

Sunday, July 12, 6:30-8:30 p.m. *Emilio's Tapas, 215 E. Ohio Street, Chicago*

The annual dinner is an opportunity to visit with old colleagues and meet new ones who are employed in library services for special populations, including patrons with visual or physical impairments, the deaf and hard of hearing, incarcerated adults and youth and those with other special needs. LSSPS veterans as well as those who are new to the field or are interested in careers in these types of libraries are welcome and encouraged to attend. You must register in advance—tickets are not available at the door.

Advance registration rates: \$40 for ASCLA members, \$45 for ALA members, \$50 for non-members and \$35 for students.

## ASCLA/COSLA Reception and Silent Auction to benefit the ASCLA Century Scholarship

Sunday, July 12, 9-11:30 p.m. *Chicago D, Chicago Marriott Downtown, Magnificent Mile, 540 N. Michigan Ave*

All conference participants are invited to this reception featuring scrumptious desserts and a silent auction to benefit the ASCLA Century Scholarship fund. Come enjoy a treat and support this ASCLA/LSSPS initiative, which funds accommodations for a disabled student to complete a graduate course of study in library and information science. Items for auction include contributions from publishers, library services vendors and other non-library items such as museum and theater tickets.

# Programs

## ASCLA Awards Ceremony and President's Program: Revitalizing the Library Experience

**Sunday, July 12, 10:30 a.m. – 12 p.m.** *Palmer House Hilton, Empire Room* In a world where information is an off-shored commodity, where Google handles more questions in a second than a reference librarian will answer in a career and where social gatherings have migrated to online networks, how can our libraries thrive, how can we demonstrate the greatest return on funders' investment? ASCLA President Carol Desch invites you to the President's Program to discuss these questions with library pundits Joan Frye Williams and George Needham. The session will open with the presentation of the 2009 ASCLA awards.

## Moving Mountains: Latest Trends in the Physical Delivery of Library Materials

**Saturday, July 11, 8 – 10 a.m.** *McCormick Place West, W-196a* How do you move 5, 10, or even 20 million items a year among libraries? The 2008 Moving Mountains Symposium in Cincinnati explored the best methods for delivering materials between libraries as well as new trends in home delivery. A panel will present symposium highlights including best practices in current delivery, future trends, home delivery, automated material handling systems, and ways to collaborate.

## Do You Belong in Jail? Career Opportunities in Correctional Libraries

**Saturday, July 11, 8 – 10 a.m.** *McCormick Place West, W-192a* A lot of librarians belong in jail—they just don't know it yet. Public library outreach staff, correctional librarians, LIS students and career changers will benefit from this exploration of correctional libraries and librarianship, what to expect from offenders and "the system," and character traits and skills that make for a great corrections librarian.

## What Can \$930 Million Do for Library Services Nationwide? The Impact and Future Directions of LSTA

**Saturday, July 11, 1:30 – 3 p.m.** *McCormick Place West, W-192b* How do states use their LSTA dollars to improve library services? An IMLS study examined all of the states' five-year evaluations and reported on the observed major trends. A panel of speakers will present new state projects in technology infrastructure, reference and information services, special populations outreach and literacy and reading development.



a division of the American Library Association [www.ala.org/ascla](http://www.ala.org/ascla)

## Large Print for All: Bigger is Better

**Sunday, July 12, 8 – 10 a.m.** *Palmer House Hilton, Empire Room* Aging baby boomers, struggling young readers, individuals with reading disabilities and persons with low vision are increasing demand for large print materials. Learn what publishers are producing in large print, how to display and promote large print collections for all ages and current research findings on the uses and benefits of large print.

## Transforming Library Service through Broadband Access: The Role of Regional Library Cooperatives

**Sunday, July 12, 1:30 – 3 p.m.** *Hotel Intercontinental Camelot* Libraries play a transformational role in society, particularly when they are connected to the Internet with high speed broadband. Regional library cooperatives play a significant role in facilitating and supporting high speed broadband for local libraries. Hear how regional cooperatives can help from Todd Schmidt, Milton (Wisc.) City Manager, Bob Bocher from the Wisconsin State Library, Linda Crowe and Monica Schultz at the Peninsula Regional Library Cooperative (Calif.), and Barbara Powell, Director of the Concord Free Public Library (Mass.).

## Future Perspectives: Collaboration and Innovation

**Sunday, July 12, 3:30 – 5:30 p.m.** *Hilton Chicago, Northwest 1* How do we advance library services that meet patron needs today and in the future? Brenda Bailey-Hainer (BCR), Lorcan Dempsey (OCLC) and Veronda Pitchford (Urban Libraries Council) will discuss the role of collaboration in strategic innovation as libraries strive to respond to the rapidly changing environment in which they now operate.

## Multiple Intelligences @ Your Library: A Tool for Better Services

**Monday, July 13, 10:30 a.m. – 12 p.m.** *McCormick Place South, S107a* Howard Gardner's theory of Multiple Intelligences can empower you to more effectively serve your entire community, including special populations. Learn how to improve readers' advisory, programming outreach, reference, book discussion and collection development in public, school and academic libraries. Patrick Carman, award-winning author of the *The Land of Elyon* series, will speak about using technology with literature.

## Libraries and Hospice: Developing a Vital Community Partnership

**Monday, July 13, 3:30 – 5:30 p.m.** *McCormick Place West, W-192b* As hospice care becomes an integral part of American family life, opportunities arise for program alliances with both academic and public libraries. This program highlights these partnerships and will feature representatives from hospice organizations as well as a panel of librarians who have worked with hospice on programs, collection development and community education.

# Programs

**Discussion groups are open forums** that provide opportunity for informal dialogue and idea exchange among those involved or interested in both hot topics and more long-term strategy surrounding core professional issues. All interested conference registrants are invited to stop by, contribute to the conversation, or simply listen in!

### Collaborative Digitization Discussion Group (ICAN)

Saturday, July 11, 3:30-5:30 p.m. *Hilton Chicago, Waldorf Room*

### General Library Consultants Discussion Group (SLAS)

Saturday, July 11, 3:30-5:30 pm.

*Hilton Chicago, Conference Room 4C*

### Physical Delivery Discussion Group (ICAN)

Sunday, July 12, 8-10 a.m. *Hilton Chicago, Conference Room 4C*

### LSTA Coordinators Discussion Group (SLAS)

Sunday, July 12, 1:30-3:00 pm. *Hilton Chicago, Lake Huron*

### Virtual Library Discussion Group (ICAN)

Monday, July 13, 10:30 a.m.-12 pm. *Sheraton Chicago, Parlor C*

### Youth Consultants Discussion Group (SLAS)

Tuesday, July 14, 10 a.m.-12 p.m. *Hilton Chicago, Conference Rm. 4A*

# Discussion Groups

# Association of Specialized and Cooperative Library Agencies

## Who is ASCLA ?

The Association of Specialized and Cooperative Library Agencies is home to a wide variety of librarians representing areas of specialty within the profession as well as diverse library types and independent librarians. This diversity is best represented by ASCLA's four sections: LSSPS, ICAN, ILEX and SLAS. Within these sections, ASCLA provides opportunities for networking and collaboration with colleagues nationwide, as well as access to expertise and information that improves service delivery and on-the-job performance.

### **Libraries Serving Special Populations Section**

LSSPS aims to improve the quality of library service for people with special needs, including people who have vision, mobility, hearing and developmental differences; the elderly; incarcerated populations; and those in health care facilities and other institutions. The section also strives to improve library service for families and professionals working with these people; and to foster awareness of these populations within the library community and with the general public. LSSPS provides programming, forums and discussion groups to assist libraries in initiating and improving these services, to foster library programming, to liaise with other agencies, to serve as a clearinghouse for ideas and resources, to develop standards of service and to monitor relevant legislation.

### **Interlibrary Cooperation and Networking Section**

ICAN provides discussions, programs, and planning activities for the effective delivery of quality library services through multitype library networks—local, state, multistate, national and international.

### **Independent Librarians Exchange Section**

The purpose of ILEX is to expand the definition of librarianship by supporting ALA members who work outside of traditional library settings and by providing programs, information exchange, and networking opportunities. To this end, ILEX provides a venue for exchange of ideas, networking and support for longtime consultants and those who are new to the field.

### **State Library Agency Section**

SLAS exists to develop and strengthen the unique role and functions of state library agencies in providing leadership and services that foster and improve the delivery of library services. SLAS is also charged with stimulating the continued professional development of state library agency personnel in discharging their unique functions in such areas as statewide planning and evaluation, services to state governments and legislatures, services to local libraries, services to users with special needs and other important areas of work.

## The Benefits of ASCLA Membership

- ◆ Membership in a network of professionals who can provide support and assistance with the unique challenges you face at work.
- ◆ A visible statement to employers and colleagues that you are committed to excellence in your profession.
- ◆ All the benefits of ALA membership, including subscriptions to *American Libraries*, ALA's monthly magazine, and *AL Direct*, the ALA weekly e-mail newsletter.
- ◆ Savings of up to 40% on registration fees for professional development including Annual Conference, preconferences and online courses.
- ◆ A subscription to *Interface*, ASCLA's quarterly e-newsletter covering professional and division news.
- ◆ The opportunity to serve on ALA and ASCLA committees. These important member groups contribute to association business and decision-making and provide leadership in the production of ALA and ASCLA resources and events.

**Join or renew now! [www.ala.org/membership](http://www.ala.org/membership)**

Your membership communicates your investment in and commitment to professional excellence. It identifies you as a valuable employee—one who is a leader, and is at the forefront of industry trends and information. It also entitles you to these benefits:

### Publications and Communications

Membership includes subscriptions to *American Libraries*, ALA's monthly magazine covering nationwide library news; *AL Direct*, ALA's weekly e-mail newsletter; and *Interface*, ASCLA's e-mail newsletter that will keep you up-to-date on everything happening in ASCLA. Members can also subscribe to several ALA publications such as *Booklist* at a discounted rate.

### Conference and Event Discounts

Members can save up to 40% on registration fees for ALA's Annual Conference and Midwinter Meeting, preconferences and institutes, and other professional development opportunities such as online courses.

### Mail-in Personal Membership Form

Please check one:

- I am joining ALA and ASCLA.
- I am renewing my ALA membership and adding ASCLA
- I am renewing both my ALA and ASCLA memberships.

*Members adding ASCLA to their membership who are not simultaneously renewing their ALA membership should do so at [www.ala.org/membership](http://www.ala.org/membership) or by calling 800-545-2433, option 5.*

### ALA Personal Membership

**REGULAR MEMBER** Includes librarians as well as others employed in library and information services or related activities in positions that a) require a master's degree; b) require a state level certification, or c) are managerial.

- \$65 First Year     \$98 Second Year
- \$130 Third and Later Years

\$46 Regular members earning less than \$25,000 per year or not currently employed.

**LIBRARY SUPPORT STAFF MEMBER** Includes others employed in library and information services or related activities.—\$46

**RETIRED MEMBER** Includes those who have retired from library and information services or related activities.—\$46

**STUDENT MEMBER** Includes individuals enrolled in a certificate or degree program in library and information studies. Limited to five total years.—\$33

**TRUSTEE MEMBER** Includes those not employed in library and information services or related activities who, through their personal commitment and support, promote library and information services as members of governing board, advisory groups, etc.—\$59

**INTERNATIONAL MEMBER** Includes librarians who do not hold U.S. citizenship and who are not employed in the U.S. or U.S. Possessions, regardless of salary level.—\$78

**FRIENDS** Includes individual friends of libraries and members of special citizen caucuses interest in participating in the work of the Association.—\$59

### Service and Product Discounts

Members always save 10% on all books and promotional items from ALA Editions and ALA Graphics. Subscriptions to *Booklist*, *Booklinks*, *ALA Techsource* and *Choice Magazine* are also available at discounted member rates. Members are also entitled to discounts on services including insurance, vacation tour and travel and car rental from various partner vendors.

### Committee Participation

Members can serve on ALA and ASCLA committees. These important member groups contribute to association business and decision-making and provide leadership in the production of ALA and ASCLA resources and events.

**There are two easy ways** to join ASCLA and ALA, or to renew your membership:

- Visit [www.ala.org/membership](http://www.ala.org/membership).
- Complete this form and mail to ALA Membership, 50 E. Huron Street, Chicago, IL 60611.

**ASSOCIATE MEMBER** Includes those not employed in library and information services or related activities who, through their personal commitment and support, promote library and information services.—\$59

Publications: *American Libraries* (10 issues; \$35 subscription included in dues) and *AL Direct* (weekly, via e-mail) for all personal member types.

### Association of Specialized and Cooperative Library Agencies (ASCLA)

- \$40 Regular     \$15 Student     \$15 Retired

Sections (no charge):

- Independent Librarians Exchange (ILEX)
- Interlibrary Cooperation and Networking (ICAN)
- State Library Agency (SLAS)
- Libraries Serving Special Populations (LSSPS)

LSSPS Forums:

- Library Service to People with Visual or Physical Disabilities
- Library Service to People who are Deaf or Hard of Hearing
- Library Service to the Impaired Elderly
- Library Service to Prisoners

### Member Information

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

This is a  home address  work address

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

E-mail Address \_\_\_\_\_

### Payment Options

My check is enclosed for \$\_\_\_\_\_, payable to ALA

Charge my  AmEx  Visa  Mastercard in the amount of \$\_\_\_\_\_.

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Required Signature \_\_\_\_\_