

# MPLA Newsletter

Special AzLA-MPLA Conference Issue - September 2014

## MPLA Joins the Arizona Library Association for a Joint Conference November 12-14, 2014

Radisson Fort McDowell Resort and Conference Center  
(soon to be the We-Ko-Pa Resort & Conference Center)  
Scottsdale/Fountain Hills, Arizona

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The two associations will highlight the best our libraries have to offer: Creative approaches, new ideas and services, unique collections, and more! Don't wait! Hurry and register to check out the list of amazing speakers, peer instructed programs, networking opportunities. Meet vendors and checkout their latest products and services. Full conference registration includes a free half-day preconference with early bird registration, and lunches are included with conference registration.

**Early Bird Registration ends September 30**  
**Discounted Registration Rates for MPLA Members!**

(Not a member—Join now at

<http://www.mpla.us/membership/index.html>)

### Why Attend?

- Informative Programs!
- Exhibits!
- Networking!
- Ideas! Ideas! Ideas!
- Fun!
- Sunshine In Arizona!
- Warm in Arizona!
- Cold in Colorado
- Cold in Kansas
- Snow in Montana
- Cold in Nebraska
- Snow in North Dakota
- Tornadoes in Oklahoma
- Cold in South Dakota
- Cold in Utah
- Frigid in Wyoming



The Radisson Fort McDowell Resort & Casino is surrounded by the vistas of the stunning Sonoran Desert, majestic Four Peaks and iconic Red Mountains of Arizona. Located 30 minutes from Phoenix, the resort includes free Internet and free parking. Reservation information on page 13.

# Featured Speakers

Lee Rainie, Director, Pew Research Center - Internet, Science, & Technology Research. "The Next Library and the People Who Will Use It" *Keynote:*

*Thursday, morning Nov. 13*



The latest findings from the Pew Research Center's library research and the implications for the future of libraries in three specific ways: the library as a place, the library as a connector of people, and the library as a platform for getting patrons the information and the contacts they seek. Rainie will discuss the typology of library users and how it can

be used as part of the strategic process at libraries.

Maggie Farrell, Dean of Libraries, University of Wyoming. "Closing Panel and Legislation Update" *Friday afternoon, Nov. 14*



Closing the conference is one of AzLA and MPLA's own! Maggie Farrell, Dean of Libraries at the University of Wyoming, got her start as a librarian in Arizona and has worked in libraries in several MPLA states over the years. Maggie has consistently been an active

leader and supporter of professional associations such as AzLA, MPLA, ACRL, ALA, and IFLA. She will speak to the importance of participation at all levels.

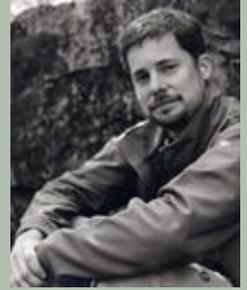
**Ladies of Southwest Mystery: Anne Hillerman in Conversation with Susan Cummins Miller.**

*Thursday morning, Nov. 13.*

Anne Hillerman, author of the NYT- bestselling Spider Woman's Daughter, discusses writing the mysterious Southwest in fact and in fiction with Susan Cummins Miller, award-winning author of the popular Frankie MacFarlane, Geologist mystery series.



**One Book One Conference Luncheon Program: *The Emerald Mile* by Kevin Fedarko.**  
*Thursday Lunch, Nov. 13.*



The book is an epic story of the fastest ride in history through the heart of the Grand Canyon.

**Bill Boze Bell, Arizona Storyteller.**  
*Wednesday evening, Nov. 13*

Bob has published and illustrated groundbreaking books on Wyatt Earp, Billy the Kid and Doc Holliday. *Classic Gunfights* is his series on Western gunfights'



**James and Marilyn Johnson. A Southwest Legend Revealed.** *Thursday afternoon, Nov. 13*

The husband and wife reporting team of James and Marilyn Johnson have produced an intriguing and meticulously-researched biography of Ted De Grazia: the Man and the Myths.

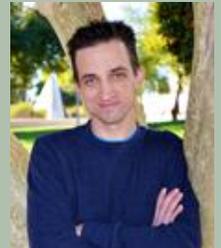
**H. Alan Day. A Cowboy Hits the Writing Trail.**  
*Thursday afternoon, Nov. 13*



H. Alan Day is author of *The Horse Lover: A Cowboy's Quest to Save the Wild Mustang*, a story about starting the first government sponsored wild horse sanctuary in the United States.

**Robin Brande & Tom Leveen. Teen Panel.** *Friday afternoon, Nov. 14*

Tom Leveen is author of five young adult novels, including *ZERO*, an ALA/YALSA Best Book of 2013. Robin Brande is adventurer, optimist, and author of the *Parallogram* series.



# Pre-Conferences, Meetings, Events—Wednesday November 12

## Full Day Pre-Conference

9 a.m. - noon & 1:30 p.m. - 4:30 p.m.

**Advanced Cataloging with RDA: Audiovisual Materials and Special Formats** *Julie Renee Moore, Head of Cataloging, Henry Madden Library, California State University, Fresno; Jay Weitz, Senior Consulting Database Specialist, OCLC Online Computer Library Center.* Resource Description and Access (RDA) is the new cataloging standard designed to replace AACR2. This workshop will focus on the RDA description of audiovisual materials and special formats, such as videorecordings, sound recordings, 3-dimensional objects, pictures, games, and kits. Attendees will participate in some hands-on exercises, which will include use of tools and documentation in support of cataloging with RDA. Access to the online RDA Toolkit will be demonstrated. The workshop will assume a basic knowledge of cataloging with AACR2 and MARC. Sponsored by the Arizona Library Association Technical Services Interest Group.

## Half-Day Preconferences

9:00 a.m. - noon

**Don't have a Makerspace? Make.Do! Create a Maker Culture in Your Library Making Do with What You Have - in Terms of Space, Staffing, Budget, & Community Recruitment.** *Kathleen Browning, Adult Services Coordinator, Farmington Public Library; Flo Trujillo, Youth Services Coordinator, Farmington Public Library; Aaron Boggs, Library Computer Support Supervisor, Farmington Public Library; Karen McPheeters, Library Director, Farmington Public Library.* Establishing a Maker team Making do with available resources Planning and promoting an event Recruiting internally and externally Targeting libraries interested in incorporating Maker culture and STEM. If you know how to: Snap a crease in a pair of pants? Repair a bike tire? Fold a paper airplane? Hack food? Print a Tardis on a 3-D printer? You're definitely a Maker! Still uncertain? Attendees will participate in a mini-Make.Do! You're closer than you think to Make.Do.

**Health and Wellness @ the Library: The Essential of Providing Consumer Health Services.** *Kelli Ham, Consumer Health and Technology Coordinator, National Network of Libraries of Medicine, Pacific Southwest Region (NN/LM PSR), UCLA Louise M. Darling Biomedical Library.* This hands-on course begins with an eye-opening activity to learn about the health status indicators in communities and the implications for library services. Discussion and activities about health literacy, finding easy-to-read and multilingual health information, serving special populations, and unique issues with health-related mobile apps and the use of social networking related to health issues. Participants will develop the basic blueprint for a project, program or resource that can be developed later for use in their own library. This course is eligible for 3 MLA CE units and CHIS (Consumer Health Information Specialization.)

**The Roundup:** a pre-conference session celebrating best program practices. *Presented by the Arizona State Library, Archives and Public Records, a division of the Arizona Secretary of State. : Janet "Jaime" Ball (AzLA), Grants Consultant; Holly Henley (AzLA/MPLA), Library Development Director; Donna Throckmorton (AzLA), Library Services Consultant; Mary Villegas (AzLA), Tribal Library Consultant.* Join us for a fast-paced look at more than 20 innovative program ideas funded in part by Library Services and Technology Act (LSTA) money. Project managers from libraries across Arizona, as well as Arizona State Library staff, will make brief presentations on projects including early literacy, digitization, coworking spaces, makerspaces, and much, much more. Each attendee will receive a booklet with information on each project for further reference.

1:00—5:00 pm



Mountain Plains Library Association  
(MPLA) Board Meeting

## Half Day Preconferences

1:30 p.m. - 4:30 p.m.

**Grant-Writing Workshop: Foundations and Charities.** *Peter L. Kraus (MPLA), Associate Librarian, J. Willard Marriott Library - University of Utah.* Participants will review the process of writing effective grant applications and assembling a good proposal to foundations and charities. The basic components of a competitive grant proposal will be presented including the common pitfalls to avoid in grant writing and submission. Appropriate project funding sources will be discussed as well as establishing positive sponsor relationships, satisfying sponsor requirements, and the proposal review process.

**We're Librarians, NOT Cops!: The Challenges of Urban Libraries.** *Jolie Hogancamp, Training Coordinator, Rapid City Public Libraries; Terri Davis, Assistant Director, Rapid City Public Libraries; Darren Soucy, Sergeant of Patrol Services Division, Rapid City Police Department.* In February 2013, a knife-wielding patron entered the Rapid City Public Libraries' downtown branch, which culminated in his being shot and wounded by police a block from the library. This panel will share RCPLs' critical incident response, debriefing, local police collaborations, policy changes and trainings. Discussions will be followed by a brief demonstration of examples of staff training covering De-escalation Role Playing and Memory/Observation Development. Learn the importance of ongoing training and written procedures.

**Finding the Joy: Working Across Difference in the 21st Century.** *Karen Downing, Social Sciences, Education Liaison, and Foundations & Grants Librarian, University of Michigan Library; Mary Evangeliste, owner, Fearless Future; Alanna Aiko Moore, Librarian for Sociology, Ethnic Studies and Gender Studies, University of California, San Diego (UCSD); Alexandra Rivera, Student Enrichment and Community Outreach Librarian, University of Michigan (UM) Library.* The presenters will engage the audience and each other in a lively conversation about diversity with all its benefits and challenges. How flexible are we with different methods of managing, learning and communication inside our own organizations? As a profession do we celebrate diverse styles or do we fear them? Can we talk civilly about our differences or do they put us in conflict with one another? Diversity within working groups has been linked to a multitude of positive outcomes including better decision making (more relevant and robust organizations, greater user satisfaction, and many more.

5:00 p.m.—6:15 pm

Welcome Reception

6:15 p.m. - 7:15 p.m.

Evening Program—Bob Boze, Arizona Storyteller

7:30 p.m.



**MPLA Leadership Institute Reception.** *MPLA President Wendy Wendt's room.* Gathering for past Leadership Institute participants and all others interested. Check at Registration for room number.

# Keynote, Programs, Meetings—Thursday November 13

7:30—8:30 am

Continental Breakfast with Exhibitors

8:15—9:30 am

**Keynote: The Next Library and the People Who Will Use It.** *Lee Rainie, Director, Pew Research Center - Internet, Science, & Technology Research.* The latest findings from the Pew Research Center's library research and the implications for the future of libraries in three specific ways: the library as a place, the library as a connector of people, and the library as a platform for getting patrons the information and the contacts they seek. Rainie will discuss Project's typology of library users and how it can be used as part of the strategic process at libraries.

9:30—10:30



**MPLA Annual Membership & Business Meeting.** *Wendy Wendt, President and Presider.* All MPLA members and prospective members invited. Your update on MPLA activities. Thank outgoing board members and greet the incoming board.

10:00 a.m. - 10:30 a.m. Posters

**Advocating Revolution: Come Join our Journey from College Library to Cuba!** *Kandice Mickelsen, Faculty Librarian, Maricopa Community College District - Paradise Valley; Sheila Afnan-Manns (AzLA), Faculty Librarian, Maricopa Community College District - Scottsdale.* This poster session presents the nuts and bolts of The Medrano Project and its OER pedagogy within the context of higher education in Cuba, Latin America, and other parts of the developing world.

**American Entrepreneurship Spaces in Libraries, A Survey.** *Lisa Bunker (AzLA), Social Media Librarian, Pima County Public Library.* This poster session will provide information about what other American libraries offer as entrepreneurship services, and how their spaces work. What range of possibilities is developing in this new area of services? How are libraries sharing support and information?

**Come One, Come All to See the Magic Box!: Travelling 3D Printing Programming in a Rural Library District.** *Ann Marie Leonard (AzLA/MPLA), Emerging Technologies Librarian, Pinal County Library District.* Using carnival-esque travelling show graphics, this poster session will document the experiences of the Pinal County Library District as they embarked on providing 3D printing demonstrations and workshops to the libraries and patrons within their county.

**"Is Google a source?" Tutoring Information Literacy in Higher Education.** *Emily Besich (AzLA), MLIS Student, University of Arizona School of Information Resources and Library Science.* Attendees will learn about effective strategies for tutoring information literacy, useful departmental partnerships to make a program like this successful, and instructional gaps not addressed by current information literacy instruction.

**Nurturing STEM seeds to MedStart Trees: Fundamentals of Health Care Education.** *David Bicford (AzLA), Director, Arizona Health Sciences Library at the Phoenix Biomedical Campus, University of Arizona College of Medicine Phoenix.* This poster session documents how advanced tools and concepts in health sciences research are made accessible to a younger population at an earlier point in their educations.

**North, South, East and West: Best Practices in Information Literacy Services for International Students at Arizona Universities.**

*Alexandra Humphreys (AzLA), Instruction & Education Librarian, Arizona State University Libraries; Jeanne L. Pfander (AzLA), Associate Librarian, University Libraries, University of Arizona; Theresa Carlson (AzLA), Academic Programs Librarian; Northern Arizona University.* Perspectives on meeting the academic and cultural needs of international students in their respective libraries including strategies to promote information literacy skills of international students in libraries and cultural complexities that librarians and foreign students may encounter when working together.

10:30 a.m. - 11:30 a.m.  
Concurrent Sessions

**Ladies of Southwest Mystery: Anne Hillerman in Conversation with Susan Cummins Miller.** *Anne Hillerman, author; Susan Cummins Miller, author.* Anne Hillerman, author of the NYT- bestselling *Spider Woman's Daughter*, discusses writing the mysterious Southwest in fact and in fiction with Susan Cummins Miller, award-winning author of the popular Frankie MacFarlane, Geologist mystery series.

**Communicate with Confidence.** *Aubrey Madler (MPLA), Assistant Director / Coordinator of Technical Services, Mayville State University; Wendy Wendt (MPLA), Library Director, Grand Forks Public Library.* This presentation will offer you tips and tools for dealing with all kinds of speaking interactions, facing your fears, and gaining the confidence to communicate flawlessly - all essential skills for effective leadership and moving up that professional ladder.

**App-titude Library Tech for Kids: Beneficial Apps for Youth Services!** *Alexis Skidmore (AzLA), Youth and Teen Library Assistant, Scottsdale Public Library Palomino Branch; Linda Schiller (AzLA), Instructional Specialist, Palomino/Desert Mountain High School Library; Kelly Scott (AzLA), Youth Services Librarian, Scottsdale Public Library Civic Center Library; Jennifer Kiesl (AzLA), Youth and Teen Services Library Assistant, Scottsdale Public Library, Mustang Branch.* Feel lost in the endless sea of apps? A guided tour through carefully selected to engage young patrons. Book apps, e-reader apps, apps for reader's advisory, and apps that you can use in youth-related programming are included in handout that outlines their key features, suggested uses, and target audiences.

**Gen X and Y? Because We Like Them! – Creative programming for 20- to 40-something adults.** *Laura Royal (AzLA), Librarian I, Mesa Public Library; Sara Lipich (AzLA), Librarian I, Mesa Public Library; Maren Hunt (AzLA/MPLA), Librarian I, Mesa Public Library.* Learn what programs and outreach libraries are doing for people in their 20s/30s/40s. Partnering, marketing and other considerations.

**Best of the West - Mental Health** *Cindy Osborne (MPLA), Library Manager, Lincoln Park Library - High Plains Library District.* The session will cover mental health first aid and how to recognize mental health issues in patrons and staff. The session will end with participants sharing how they create and maintain a mentally healthy environment.

**Corral Your Faculty: Libraries at the Forefront of the Technology Frontier.** *Sheila Bonnard, Instructional Services Librarian, Montana State University Library; Mary Anne Hansen, Research Commons Librarian, Montana State University.* Find new ideas for redesigning spaces to meet the evolving technology needs of their users and learn about new technologies being used in teaching and learning.

# Programs & Meetings—Thursday November 13

10:30 a.m. - 11:30 a.m.



**MPLA Professional Forum.** The Professional Forum is designed to present new ideas, innovations, and case studies in librarianship that will benefit the profession. Three papers are selected for presentation and will be judged by a 3-person panel. A cash prize of \$100 will be awarded to the winning presentation

**Building a Statewide Ebook Platform: The Good, the Bad, and the Ugly.** *Michelle Bickert, Digital Content Coordinator, Arizona State Library, Archives, and Public Records; Laura Stone (AzLA), Digital Content Director, Arizona State Library, Archives, and Public Records; Carolyn Morris, Vice President of Digital Products, BiblioLabs.* The State Library of Arizona is building a statewide ebook collection which explores the literary landscape of the Grand Canyon State. Learn about the process of creating a new ebook platform plus updates on similar projects in other states.

**BibFrame: the Future of Cataloging?** *Bill Walker, Imaging Field Services Officer, Amigos Library Services.* Catalogers live in interesting times: moving from AACR2 to RDA and from MARC ... to what? Explore BibFrame, the proposed replacement for MARC 21. Topics will include: two views of library metadata; why MARC must die; the current context for metadata; BibFrame: what it is and its relation to RDA; the current state of BibFrame.

**Books Are Ice Cream Not Broccoli: Reaching the Reluctant MG and YA Reader** *F.T. Bradley, Middle-grade author.* Middle-grade author (and reluctant reader) F.T. Bradley will discuss different ways to reach reluctant readers and recommendations from teachers and librarians she's gathered when presenting at other library conventions.

11:30 am—1:00 p.m.

**One Conference One Book All Conference Luncheon. The Emerald Mile by Kevin Fedarko.** Kevin Fedarko speaks about his book, the epic story of the fastest ride in history through the heart of the Grand Canyon.

1:20 p.m. - 2:20 p.m.

**AzLA International Interest Group (IIG) Business Meeting: Hornor Fellowship 2013 Report/A Glimpse of Libraries in China in the Digital Age**

**AzLA Technical Services Interest Group Annual Business Meeting & 3D Printing Demo**

**AzLA Annual Business Meeting of the Services to Diverse Populations Interest Group**

**AzLA Annual Meeting of the College & University Libraries Division (CULD)**

**AzLA Government Information Interest Group Meeting**

**AzLA Native American Library Interest Group Annual Business Meeting**

**AzLA Public Library Division Business Meeting**

**AzLA SLD Business Meeting.**

**AzLA Business Meetings: ALYAS/KIDS and Information Services Interest Group**

**AzLA Intellectual Freedom Committee Meeting**

2:30 - 3:30 p.m.

**A Southwest Legend Revealed: James and Marilyn Johnson on De Grazia: The Man and the Myths.** Describing himself as neither saint nor devil but both, the legendary Arizona artist Ted De Grazia lived life with passion and verve and enjoyed international acclaim and notoriety. The husband and wife reporting team of James and Marilyn Johnson have produced an intriguing and meticulously-researched biography of the colorful man.

## Blitz Sessions:

2:30 - 2:45: **Library Research Award: A Great Strategy to Make Connections with Students, Faculty, Donors and More.** *Ping Situ, Associate Librarian, The University of Arizona Libraries; Jim Martin, Associate Librarian, The University of Arizona Libraries.* In 2011 the University of Arizona (UA) Libraries established the Katherine B. Willock Library Research Award to recognize UA students who have made extensive and innovative use of the library's resources and services in support of their coursework and research projects. See why giving out this award has proved to be a great strategy to push the boundaries of library's services and resources

2:30 - 2:45: **STE[+a]M Programming on a Shoestring Budget.** *Maria Mucino (AzLA), Branch Manager, Guadalupe Branch Library Maricopa County Library District.* This workshop will give you the necessary materials to implement STE[+a]M based library programming for school age children and for less than forty cents per customer. Includes resources, worksheets and evaluations plus ready to use STE[+a]M programs to implement at your library.

2:30 - 2:45: **Centralizing Customer-Library Contact: Creating a Meaningful Knowledgebase with LibAnswers 2.0.** *Cindy Elliott (AzLA), Assistant Librarian, and Travis Teeter (AzLA), Library Operations Supervisor, University of Arizona Library.* With Springshare's release of LibAnswers 2.0, libraries can now easily set up unique, searchable FAQs for individual populations who have different questions and needs. Questions patrons submit can also be used to further improve your website and better FAQs. Demonstration of LibAnswers 2.0 platform from a patron and library perspective

2:50 - 3:05: **Excel Tools for Librarians.** *Chris Rippel (MPLA), System Consultant, Central Kansas Library System.* As part of a team that evaluates public libraries Chris has created a number of Excel spreadsheets. "Collection Manager," "Shelf Shuffler" for drawing alternative floor plans and "Library Comparisons" for statistical survey data to produce charts comparing libraries of similar size. "Data Collector" is a spreadsheet for collecting and storing statistical data and available in a form for filling out the Annual Statistical Public Library Survey in about 30 minutes.

2:50 - 3:05: **HathiTrust and the digital humanities: methodology, resources and the future of online research.** *Kent LaCombe (MPLA), Assistant Professor of Libraries, University of Nebraska - Lincoln.* The vast and growing array of digital resources available to professional scholars is both encouraging and intimidating. JSTOR heralded a new age of access when the now massive not-for-profit academic archive formed in 1995. Since then a growing variety of useful and often very costly commercial products launched to both profit from and serve scholarly clientele. Academic libraries struggle to find the balance between resource affordability, acquisition and use. Despite the massive number of materials available in electronic formats, huge gaps remain. Schools of all sizes are often at a loss to afford the largest and by extension most expensive suites of digitized

# Programs —Thursday November 13

materials. HathiTrust may be the most revolutionary database since JSTOR. With a slick interface, a massive and growing repository and a commitment to both not-for-profit global access and permanent resource preservation, HathiTrust represents an exciting return to the roots of digital scholarship. Tips for navigating this exciting database, suggestions for integrating HathiTrust and other digital tools into humanities subject services and what repositories like the HathiTrust could mean for the future of academic research will be considered.

2:30 - 3:30 p.m.

## Blitz Sessions:

2:50 - 3:05: **Outreach in Your Community - Setting Up Fairs and Expos.** *Karrie Romero (AzLA), Youth Services Supervisor, Southeast Regional Library, MCLD.* CREATE a crowd AT your library. In Explore ideas for creating fairs or expos at your facility with opportunities for networking and sharing resources.

2:50 - 3:05: **Improving Student Success: Using Assessment to Become the Best in the West .** *Valerie Nye (MPLA), Library Director, Institute of American Indian Arts; Annie Epperson (MPLA), Associate Professor Head of Reference & Services Associate Director for Community and Civic Engagement, University of Northern Colorado, Michener Library.* The University of Northern Colorado and the Institute of American Indian Arts were two of the institutions selected for ACRL's Assessment in Action Academic Libraries and Student Success program. The libraries developed assessment projects, collected data, and analyzed results. The Michener Library at UNC assessed how and why students use the library. The project used observational studies, focus groups, and —video confessionals to collect data. The IAIA library assessed students' use of library material after changing the way bibliographic instruction was delivered. The project used bibliographies submitted for completed projects before and after librarians changed the course delivery method. Presenters will provide the results of their findings and discuss areas for future research.

3:10 - 3:25: **Community-Library Collaboration: Perspectives from a Yogi.** *Danielle De Jager-Loftus (MPLA), Fine Arts/Technology Librarian, University of South Dakota, University Libraries; Abby Moore (MPLA), Education Librarian, University of South Dakota, University Libraries.* The University of South Dakota, University Libraries' Art and Exhibits program is a collaborative effort based on the understanding that all creative endeavors in the community are complemented and reinforced by the rich collections of libraries. This presentation draws on our experiences as Yoga practitioners to expand the conversation on collaboration. Sometimes all we need is to view situations from alternative perspectives. Namaste!

3:10 - 3:25: **Wrangling Open Educational Resources .** *Cheryl Cuillier (AzLA), Assistant Librarian, University of Arizona Libraries.* Learn about the benefits of OER, potential barriers, where to find high-quality OER, and how to increase customers' awareness of them. The target audience for this presentation is anyone who works with K-12 classes, college students, instructors, and lifelong learners.

3:10 - 3:25: **Flipping the Classroom: using Blackboard and faculty collaboration to create Research Rescue- an imbedded instructional approach to information Literacy in a STEM University.** *Patricia Watkins (AzLA), Research Librarian-Information Resources Co-ordinator, and Suzie Roth (AzLA), Research Librarian-*

*Instruction Coordinator, Embry-Riddle Aeronautical University- Prescott, AZ.* Flipping the classroom is a fresh approach to teaching information literacy. This talk will describe work by ERAU-Prescott librarians to experiment with the new model in order to transform instruction engage student learners. .

3:10 - 3:25: **SALAD: My experience collecting and providing access to electronic Arizona government documents.** *Lindsay O'Neill (AzLA/MPLA), Library Information Specialist Lead, ASU Libraries.* ASU Libraries' Government Documents Service is home to SALAD – the State and Local Arizona Documents online collection! Building on an existing print collection which initially languished in the digital age, SALAD brings together invaluable online information plucked from city, county, state, and quasi-governmental agencies all over Arizona. Learn about the creation process and the collection.

2:30 - 3:30 p.m. Concurrent Sessions

**Beyond Disciplines: Providing outreach to underserved groups by demographic.** *Lorelei Rutledge (MPLA), Research and Information Services Librarian & Sarah LeMire, (MPLA) Assistant Head of Research and Information Services, University of Utah.* How a large western public university's librarians are marketing library tools and services to underserved students who might be missed in traditional outreach campaigns. Strategies for building relationships with the campus Veterans Support Center, LGBT Resource Center, and Center for Disability Services, as well as for marketing directly to students based on their demographics.

**Building Community Engagement.** *Theresa Jehlik (MPLA), Strategy and Business Intelligence Manager, and Linda Trout (MPLA), Community Outreach and Partnership Manager, Omaha Public Library.* Community Engagement is not just programs and outreach! The Omaha Public Library received an Institute for Museum and Library Services (IMLS) grant in 2012 to create a replicable community engagement model. We've created a Facilitator-in-Training team, done two pilot projects in our community, defined a metric for community engagement, and blogged our progress ([www.communityengagement.us](http://www.communityengagement.us)). Lessons learned along the way have contained more than one surprise!

**Literature, Latigo and Long Lonesome Landscapes: Southwest Books of Year, Best Reading of 2014.** *Vicki Ann Duraine (MPLA), Librarian, Helene Woodhams (AzLA), Librarian, Pima County Public Library, and Ann Dickenson, former Children's and Teen Librarian, Collection Development Office, Pima County Public Library; Bruce Dingus, Director of Publications and Editor of The Journal of Arizona History, Arizona Historical Society;* Librarians and subject specialists who select and write reviews for Southwest Books of the Year, will unveil their selections for 2014's best books, talk about the selection process, and discuss their all-time favorite Southwest reads.

**Don't Be a Trump: How to Fire Someone Successfully.** *Marleah Augustine (MPLA), Adult Department Librarian, Hays Public Library, Hays KS.* No one wants to fire someone, but if you manage staff, it's likely that at some point you will have to. Real-life examples outline why termination may be the best option for the organization and for the staff member, as well as steps that should be taken throughout the disciplinary process. Discussion of "the talk" and how to handle questions afterward. Attendees will receive examples of documentation forms and the confidence to handle a difficult situation with aplomb.

**Social Media: Creating Community in a Digital World.** *Heather Kline, Collections & Outreach Specialist, Bunting Visual Resources Library, University of New Mexico.* Social media is becoming a necessary part of a library's service to the community and is particularly true in universities,

# Programs & Events —Thursday November 13

where students are more technologically savvy than ever and seeking new ways to interact with resources. How do we think outside the box and reach out to these patrons? Learn about the tools pertinent to library services and how to integrate them into workflow. Expect a lively discussion about the potentials and pitfalls of this brave new digital world.

## 3:30 - 5:00 p.m. 90-minute Workshops

**2-4-6-8 Who Do We Appreciate? How to Be the Best Cheerleader for Your Library!** *Kenya Johnson, Communications Manager and Lori Thayer, Brand Strategist and Graphic Designer, Pima County Public Library.* It's time to unleash your inner library cheerleader!

Marketing and branding can make all the difference. Get share 5 tips to help your library get your great stuff out there. Get out your pom-poms. We've got spirit, yes, we do! Now, we're sharing it with YOU!

**Attack of the Giant Tech Monster: How Every Library Can Transform Their Younger Patrons into STEM Superheroes.** *James Walter (AzLA), Young Adult Librarian, Eckstrom-Columbus Library, Jennifer Caldwell (AzLA), Electronic Resources Librarian, and Ashley Braun (AzLA), Children's Librarian, Himmel Park Branch, Pima County Public Library.* Explore the outer reaches of our solar system through virtual reality. Make a keyboard out of mushrooms and perform a concerto in (vitamin) C sharp. Electrify your fairy tales and pose with your favorite superhero. Discover how STEM technology can serve as the "hook" needed to excite younger patrons about library programs and services. Also experience a giant playground for hands-on instruction with tons of great tech toys.

**The Inclusive Library: Serving the Library and Information Needs of Students with Disabilities.** *Ruth V. Small, Ph.D., Laura J. & L. Douglas Meredith Professor and Director and Kathryn Justus, Graduate Assistant, Center for Digital Literacy, School of Information Studies Syracuse University, William Myhill, J.D., Director of Legal Research & Writing, Burton Blatt Institute, Syracuse University, and Joan Abraham (librarian), Cheryl Massey (special educator), and Debbie Talk (general educator), Lee Williams High School, Kingman; Amy Rusk (librarian), Tucson High Magnet School and Demetria Graham (technology support/training coordinator), Glendale Union School District.* Introduction to Project ENABLE (Expanding Non-Discriminatory Access by Librarians Everywhere), funded by three IMLS grants, providing free and accessible online pre-service and in-service professional development for librarians on how they can better serve this growing population.

**Meet Your Website: An Interactive Introduction to the New AZLA Webpage.** *Andrew See (AzLA), Library Information Associate, Sr., University of Arizona Libraries; Allison Ringness (AzLA), Data Specialist, U-Haul International; Kate Griffin (AzLA), Librarian III, Mesa Public Library; Matthew Harp (AzLA Web and Social Networking Committee Chair)* AzLA Web and Social Networking Committee will present the new features for members and groups on the organization website.

## 3:50 - 4:50 Concurrent Sessions

**A Cowboy Hits the Writing Trail: H. Alan Day on The Horse Lover: A Cowboy's Quest to Save the Wild Mustang.** *H. Alan Day, author.* H. Alan Day is a cowboy, a rancher, and a maverick memoirist. He also has the distinction of having established the first government-sponsored wild mustang sanctuary in the United States. The Horse Lover is his personal history of the sanctuary's vast enterprise—with its surprises and pleasures and its plentiful dangers, frustrations,

and heartbreak—and is as entertaining and eye-opening as it is a uniquely western reading experience.

**Better than a Crystal Ball. Glimpse the future of children's and young adult new releases for 2014 -2015.** *Cori Ashley, Co-owner, Phoenix Book Company.* A highlight of the latest releases and best of the upcoming titles from major publishers of children's books.

**Don't Make Me Hate Your Email: Ten Tips (& More) for Effective Business Email.** *Dale Savage (AzLA/MPLA), Library Development, Continuing Education Consultant, Arizona State Library, Archives & Public Records.* Did I just get a business email with a black background & blue & red fonts? You betcha! Someone just sent an email with 50 cute & adorable puppies & kitties CCed to the entire office staff and everyone living and dead in their address book. Did you have to have to treat us all to a second helping by hitting —reply all! just to say, —Ha! Ha! LOLLOL!!! REALLY?!?!?! Bring your sense of humor and come learn how proper Netiquette, a little thought about tone, audience, white space, and some simple, targeted tips on grammar & spelling can lead to more effective business email. The session will be built around a mix of cartoon, humorous, & serious real examples guaranteed to make you smile & make you think.

**The Best of Both Worlds: Putting the Heard Museum Archives and Art Collections Online.** *Betty Murphy (AzLA), Librarian, Billie Jane Baguley Library and Archives and Sharon Moore, Registrar, Heard Museum.* Hear the approach taken by the Heard Museum to highlight the connections between documentary and visual collections for a wider audience via the Internet.

**The Library as a Catalyst for Innovation: Ideas + Community = Energy.** *Lisa Bunker (AzLA), Social Media Librarian, Pima County Public Library.* Ideas + Community = Energy is the motto for Lisa Bunker's Catalyst Café at the Pima County Public Library where she is the Social Media Librarian. See how the Café lives up to its motto, is a catalyst for new partnerships and projects, and has built capacity for the a library-style incubator for small business, nonprofits, freelancers and artists.

**Your OCLC Cooperative: The Evolution of OCLC Services.** *Laura Kimberly (AzLA), Chief Member Services Officer, Amigos Library Services; Eric Forte, Member Liaison - West, OCLC.* Overview of strategic directions of your OCLC cooperative, with a special focus on the evolution of OCLC's infrastructure, software, and services.

**Linked data; VIAF; FAST; Wikipedia; Shared print; Community initiatives, Webjunction With an introduction by Amigos Library Services.** Sponsored by the Arizona Library Association Technical Services Interest Group.

## 5:30—7:30 p.m.

**MPLA New Members Reception.** *MPLA President Wendy Wendt's room.* New MPLA members and others are invited to hang out with board members and find out how to become involved in the association. Check at Registration for room number.



## 7:30 p.m.—9:00 p.m.



**MPLA Hot Tub Roundtable.** An MPLA tradition continues with its annual gathering at a hot tub. All welcome.

# Programs —Friday November 14

Friday, November 14

9:15 a.m. - 9:45 a.m.

**“Going Green” with Environmental Sustainability Initiatives at the University of Arizona Libraries.** Jeanne L. Pfander (AzLA), Associate Librarian, Research & Learning, and Hayri Yildirim (AzLA), Assistant Director of Library Facilities and Planning, University of Arizona Libraries. Steps the UA Libraries have taken to become more —green. including partnerships with UA Facilities Management, the UA Students for Sustainability Club and others to develop and promote environmentally sustainable practices in the Libraries.

9:15 a.m. - 9:45 a.m.

**Health Information Literacy at Your Library: How to Create Partnerships, Leverage Community Expertise, and Build Capacity for Health Information Literacy for Library Patrons and Staff.** Susanah Connor (AzLA/MPLA), Librarian, and Kara Mills (AzLA), Substitute Librarian, Pima County Public Library. Pima County Public Library's Health Information Literacy Project with the National Library of Medicine developed partnerships, provided training opportunities and created programming kits to improve health information literacy and health outcomes for women and their families. Learn how to conduct a community survey and develop a plan for your library.

**Building an E-book Platform: A Journey.** Christine Peterson, E-book Pilot Project Manager and Continuing Education Librarian, Amigos Library Services. Discussion of issues in developing Amigos e-book platform.

**The Knowledge River Program - Our Western Roots.** Margot A. Natividad (AzLA), Student/Knowledge River Cohort 12, Karina C. Reyna (AzLA), Student/Knowledge River Cohort 12, and Veronica Estrada (AzLA), Student/Knowledge River Cohort 12, The University of Arizona School of Information Resources and Library Science (SIRLS). Historical overview of the Knowledge River Program at the University of Arizona School of Information Resources and Library Science (SIRLS).

**The Librarians' Guide to Surviving a Website Redesign.** Steven Irving (MPLA), Assistant Professor of Library Media and Electronic Resources Librarian, and Phil Roche' (MPLA), Associate Professor Instructional Services/Outreach Librarian, Southern Utah University. Redesigning the website for an academic library at a liberal arts university is never an easy task with a minimal staff. Needing an update to the Southern Utah University library website, Irving and Roche' will describe the process from usability studies to wireframes to the final product. Learn tips and experiences, along with managing the tumbleweeds and other hindrances encountered during the web redesign project that focused on purposeful content, mobile access, and an improved user experience for all library users.

**Libraries Transforming Communities: Top Takeaways" from the 2014 Western States Government Information Virtual Conference!** Leigh Brown (AzLA), Government Documents/Law Librarian II, Phoenix Public Library; Andy Bourgeois, Federal Publications Librarian, State Library of Arizona. Engage community members; connect with government agencies; develop search strategies trustworthy international data sources and state disaster resources; find new tools; expand outreach and access for digitized local collections; link to government information collections.

9:50 a.m. - 10:50 a.m. Concurrent Sessions

**Midji Stephenson Author Program.** Midji Stephenson, author of *Whose Tail on the Trail at Grand Canyon, a picture book in verse*. For those who ever watched the backside of an animal disappear into bushes, trees, or rocks and wondered, “Whose tail on the trail?”

**Customer Service and Your Staff: Projecting Happy Inside and Out.** Diana Weaver (MPLA), Director, and Jenne Laytham (MPLA), Assistant Director, Basehor Community Library, KS. Quality of service to patrons starts with building an internal culture of “caring” behavior focused on all members of staff. At Basehor Community Library, we strive to foster that culture by carefully choosing our staff, setting high expectations, providing worthwhile training, and celebrating successes. Director Diana Weaver and Assistant Director Jenne Laytham will share how leadership and modeling behavior can build a team of staff projecting happy outward to the community.

**Help! There's a Supercomputer in My Pocket.** Vinny Alascia (AzLA), Librarian, Arizona State Library, Archives and Public Records. An explanation of some of the things your smartphone can do, some of the things it cannot and some of the things it shouldn't. Attendees Learn settings that will keep smartphone, happy, healthy and in check. Delve into the mystery that is the settings app. Learn about the components you need to care about when choosing a smartphone. And for the love of the Gods learn how to change out that annoying ring tone.

**Exploring the Leadership Frontier: Boldly Blazing a New Trail.** Joyce Neujahr (MPLA), Director of Patron Services, University of Nebraska at Omaha, Criss Library; Amy Wenzl (MPLA), Sump Memorial Library. Do you find yourself in a leadership position? Effective leaders continually envision new frontiers to explore. They know how, and when, to push the boundaries of their organization, creatively managing change for their employees. Hear this scouting report on ten potential setbacks along the unpredictable leadership trail to avoid. Be one of the best leaders in the west by learning how to recognize storm clouds on the horizon and successfully lead your wagon train in a different direction.

**Books+Bikes=Love: Go Green, Serve Your Community and Tighten Those Glutes.** Karen Greene (AzLA), Librarian on the Move, Pima County Public Library. Pima County Public Library has embraced and partnered with our bike friendly stakeholders to offer new outreach services centered on green transportation. Learn about the Bookbike and Books on Wheels programs which serve multiple communities, including the homebound, homeless, those in transitional living, senior living facilities, schools and even zombies.

**Come and Get It! Successfully Ringing the Social Media Dinner Bell in the Internet Wild West.** Annette DeNoyer, Director of Product Marketing, Innovative Interfaces, Inc. Libraries have what their communities need, but we often have a hard time communicating all we have to offer. Just like the chuckwagon dinner bells of the old west, social media platforms like Facebook and Twitter can get the word out to bring the community in.

**The Knowledge River Experience and Why It Matters.** Sara A. Guzman (AzLA), Jaime Valenzuela (AzLA), and Stephen Curely (AzLA), Graduate Students, University of Arizona School of Information Resources & Library Science Knowledge River Cohort 12 UA Special Collections. Panelists will share experiences working in various settings and will relate what they have learned that could make them leaders in their minority communities, sharing the latino/hispanic and American Indian perspective in the library and information science field.

# Programs —Friday November 14

## 9:50 a.m. - 10:50 a.m. Concurrent Sessions

**Rootin' Tootin' Banned Books Booktalking Rodeo. Additional Tweetable Response: Come to a Rip-Snortin' Reading Rodeo! Become a Booktalking Buckaroo! Cowgirls/Librarians Nye & Barco Stay in the Saddle as They Booktalk Banned & Challenged Books.** *Valerie Nye (MPLA), Library Director, Institute of American Indian Arts; Kathy Barco (MPLA), Library Consultant.* Don't get thrown by that notorious bronco Censorship! Tuck some sure-fire booktalks into your saddlebags to enhance the observance of Banned Books Week in school and public libraries. Deputize students and library patrons to do most of the work! Nye and Barco will model a wide variety of booktalks on banned and challenged books, demonstrating lots of booktalking styles. Several of the booktalks feature audience participation. Books to be booktalked include works by popular authors. Additionally, there will be —free rangell booktalks: haiku booktalks, Twitter booktalks, and PechaKucha booktalks. The presenters will follow the basic rules of booktalking: grab the audience's attention right away, keep it short, and never give away the ending! The particular reason or reasons that a book might have been challenged or banned will not be a major part of the booktalks, but details on the challenge circumstances will be available. Attendees will learn how easy it is to do booktalks and learn for themselves how to wrangle a challenge. They may even be inspired to create a booktalk program at their library and stage a Booktalking Rodeo. WANTED: Banned Books! REWARD: Increased Awareness of Intellectual Freedom.

## 9:50 a.m. - 10:50 a.m.

**TLD Business Meeting (ILT): Annual Business Meeting of the Teacher-Librarian Division.**

**Let's Talk Adult Programming.** *Ted Liebler (AzLA/MPLA), Librarian, Chandler Public Library.* An opportunity talk shop, share ideas, express concerns, and ask questions regarding the wide spectrum of adult programming. Coverage of marketing aspects encompassing the traditional, the fickle social media, and innovative approaches to attract general, specialized and underserved populations. Learn and share how to help spark the community you serve to new levels of learning, engagement and understanding with vibrant adult programming.

## 11:00 a.m. - 1:00 p.m.



**AzLA & MPLA Service & Author Awards Lunch.** MPLA Award Winners to be honored are Roy Degler, MPLA Systems Administrator (Unsung Hero Award); Carol Hammond, MPLA Past President (Distinguished Service Award); Friends of Kansas Libraries —FOKL (Carl Gaumer Library Champion Award); Kent Haruf, Author (Literary Contribution Award).

## 1:20 p.m. - 2:20 p.m. Concurrent Sessions

**Award Winning Authors Panel**

**Marketing/PR for the Non-Marketing Librarian: Tools and Strategies You Will Use!** *Dereth DeHaan (AzLA), Marketing and Program Manager, Desert Foothills Library.* Learn strategies to increase your library's exposure in the community, build awareness of services, increase program attendance and gain new library users. Ideas include 1) Personal selling: focused networking and outreach, marketing through partnerships, in-library promotion; 2) Free advertising/publicity; 3) Sales promotion: coupons and incentives; 4) Direct marketing: print, targeted emailing, social media, and building your list.

**Library Analytics, New Tools and Techniques: Answering important questions quickly and accurately and telling a motivational story with data.** *Trevor Smith (AzLA), and Megan McGuire (AzLA), Faculty Librarians, Mesa Community College.* Discussion of the nature of Business Intelligence, how it can be applied in a library, and how it supports effective decision making. Look at data collection and storage, analytic tools, and communication strategies. Introduction of powerful concepts like the Data Mart, PowerPivot and DAX, query analysis, easy web analytics, and InfoGraphics for storytelling. No pocket protectors provided.

**Epic Win: What Librarians Can Learn from Gamers.** *Dave Wildermuth, (AzLA), Reference Librarian, Grand Canyon University.* Research in positive psychology has shown that games are among the most reliable ways of stimulating happiness in the human brain. Why do games have this effect on us, and how can an understanding of this benefit Librarians? Explore the work of game designer Jane McGonigal and draws lessons from her research. How elements of games can be mirrored and experienced in our personal and professional lives. Learn about library projects that put gaming concepts into practice.

**There's a New iSchool in Town: UA School of Information Hankers to be the Best in the West.** *Kay Mathiesen, Assistant Professor, and Bryan Heidorn (AzLA), Director, University of Arizona School of Information Resources and Library Science; Amber Mathewson (AzLA), Deputy Director of Strategic Initiatives, Pima County Public Library.* The University of Arizona (UA) School of Information Resources and Library Science (SIRLS) is pioneering the first iSchool in the Southwest and Mountain Plain region. The iSchool trailblazers will share recent developments including a merger with the School of Information, Science, Technology, and Arts (SISTA), a renamed PhD in Information, a new Masters of Science in Information, new undergraduate degrees and graduate certificates, and an extended course offering for the Master of Arts in Library Science.

**STEAM Programs - Just Do It!** *Mary Sagar (AzLA), Administrative Librarian, Deborah Moreno (AzLA), Library Assistant, and Micah Corporaal (AzLA), Library Assistant, Chandler Public Library.* Tips on how to put together weekly STEAM (Science, Technology, Engineering, Art, Math) programs for children and teens with a minimal budget. Learn how to host STEAM programs utilizing inexpensive, everyday materials and attract community volunteers.

## 1:20 p.m. - 2:50 p.m. Workshops

**Look to Your Customers, We Suggest, to Align with Their Needs and Be the Best of the West!** *Holly Carroll (MPLA), Executive Director, Poudre River Public Library District; Nickie Harber-Frankart, Principal, OrangeBoy, Inc.* Today's successful libraries go beyond circulation-statistics to measure and demonstrate community impact. Customer intelligence integrates customer and organizational data to provides actionable knowledge that helps libraries understand customers, manage relationships, improve operations, make decisions and tell their stories. In partnership with customer intelligence and library specialist OrangeBoy, Inc., the Poudre River Public Library District (Fort Collins, CO) will demonstrate how they leveraged customer intelligence in the context of market characteristics to develop and execute a customer-centric strategic plan. Use targeted strategies to promote the right services to the right people at the right time. Apply customer insights and knowledge to your organization, from service development to marketing. Increase customer loyalty, efficiently connect to target audiences, and deliver outcomes that are valued by your community.

# Programs — Friday November 14

## 1:20 p.m. - 2:50 p.m. Workshops

**Creating Success with the Maker Movement.** *Robin Salthouse (AzLA), Librarian, and Tara Carpenter (AzLA), Librarian, Maricopa County Library District-Southeast Regional Library; Chris Guerra, Project Specialist, Arizona State Library, Archives and Public Records; Sarah Prosory, THINKspot Coordinator & Librarian III, Mesa Public Library - Red Mountain Branch.* Librarians will talk about their different approaches to cultivating the maker culture in their respective spaces. Resources for project ideas, partners, and maker space considerations will be shared. Hands-on activity included.

**Don't Sell „Em, Just Tell „Em: Book Talks as an interactive way to share your passion for book discovery and engage students in the process.** *Patricia Jimenez (AzLA), Media Center Director, Sunnyslope High School.* A well-executed face-to-face book talk can capture a student's attention and spur him into action by sharing what you personally think is so great about a book. Your enthusiasm and first-hand knowledge can establish you as a trusted expert and start conversations. Librarians who work with children and teens will learn how to craft an efficient and effective book talk that will help students choose what they want to read.

**One for All and All for One: "Marketteering" @ Your Library!** *Robert Shupe (MPLA), Director, and Sherrie Mortensen, Library Technical Assistant, Logan Public Library.* Learn how a relatively small library has tapped in to the talents, skills and enthusiasm of staff members to create a very effective Marketing Committee that actually sets measurable goals and gets things done: including the creation and regular revision of a Library Marketing Plan.

## 2:40 p.m. - 3:40 p.m. Concurrent Sessions

**Teen Panel: Robin Brande & Tom Leveen**

### Blitz Sessions:

**2:55 - 3:10: Serving Veterans: Best Library Practices.** *JaNae Kinikin (MPLA), Science & Engineering Librarian, Professor, and Nicole Beatty (MPLA), Arts and Humanities Librarian, Assistant Professor, Weber State University, UT.* As neutral entities, libraries are safe places that veterans can go to find the information they need without censure. Many libraries, colleges, and universities are seeing more veterans. Because these individuals have unique information needs, libraries should reach out to provide resources, programs, and information to this population. In this program, librarians will discuss best practices of providing outreach services to veterans through access to resources both online and in print, through interactions at the reference desk, as well as in classroom settings. The interactive program will poll the audience to assess veteran needs with a presentation and discussion to follow.

**2:55 p.m. - 3:10 p.m.: Summer of Love: A Look Back at The Great Reading Adventure's Pilot Year.** *Caris O'Malley (AzLA), Customer Experience Administrator, Maricopa County Library District.* The Maricopa County Library District embarked upon an ambitious project: the ground-up creation of a summer reading web-app. The Great Reading Adventure was piloted by libraries in Arizona. Get the inside scoop on the software's pilot year.

**2:55 - 3:10: Light your staff on fire! Mentor Match makes connections, boosts self-confidence, and cultivates careers.** *Leanne Yoder (AzLA), Assistant Manager/Children's Specialist, and Emily Lane (AzLA), Librarian I/Branch Supervisor, Pima County Public Library.* Mentor Match, Pima County Public Library's staff mentoring

program, helps staff at all service levels create new relationships with other staff for the purposes of sharing knowledge, insight and experience. Identify elements of a staff mentoring program, life cycle, benefits and steps in setting up a similar mentoring program.

**2:55 p.m. - 3:20 p.m.: They're Talking About Us: What the Public Really Is Saying About Libraries.** *Amy Phillips (MPLA), Head of Adult Services, Loveland Public Library.* Learn the top ten ways or frames research has discovered the public uses to talk about public libraries. Once you know these top frames, find out the simple tools you can use to determine which ones are being used to talk about your library. Use this information to craft your next advocacy or marketing message.

**2:55 p.m. - 3:10 p.m.: Summer of Love: A Look Back at The Great Reading Adventure's Pilot Year.** *Caris O'Malley (AzLA), Customer Experience Administrator, Maricopa County Library District.* The Maricopa County Library District embarked upon an ambitious project: the ground-up creation of a summer reading web-app. The Great Reading Adventure was piloted by libraries in Arizona. Get the inside scoop on the software's pilot year.

**3:15 p.m. - 3:30 p.m. Hitch Your Wagon to a Star: Post-Recession Team Building and Creating a Culture of Compassion and Cheerfulness.** *Katherine Griffin (AzLA), Librarian III, Melissa McCallister (AzLA), Librarian III, and Tom Naylor (AzLA), Building Operations Supervisor, Mesa Public Library.* Pioneer a new workplace with us! It's not expensive, it's not difficult, and chances are you already have everything you need in your building. We will discuss the small steps you can take to make a big difference in your library's culture.

**3:15 p.m. - 3:30 p.m. Program Pilfering...Please do!** *Leona Vittum-Jones (AzLA), Lead Librarian Youth Services, Normalene Zeeman (AzLA), Lead Librarian Adult Services, and Jennifer Kendall (AzLA), Youth Services Librarian, Prescott Public Library.* Our best programs for you to steal! In the time-honored library tradition of pilfering great ideas and programs, Prescott Public Library staff will present popular adult, teen, and youth programs that have appealed to our populations.

**3:15 p.m. - 3:30 p.m.: A Literary Approach to Information Literacy: Using Poetry to Navigate a Collection.** *Sarah Kortemeier (AzLA), Library Specialist, The University of Arizona Poetry Center.* The University of Arizona Poetry Center teaches information literacy through activities that turn users into authors: participants use the search process to generate original creative work. A quick discussion of the ways in which scavenger hunts, spine poems, graffiti, and found poetry can familiarize users with a collection and encourage discovery, agency, and creativity in information-gathering.

**3:15 p.m. - 3:30 p.m.: The Best of the West: Celebrating 125 Years of Federal and State Information for South Dakota.** *Vickie Mix (MPLA), Government Documents Librarian, Associate Professor, H.M. Briggs Library, South Dakota State University; Brenda Hemmelman (MPLA), Collection Services Librarian, South Dakota State Library.* Today's depository library is not just about documents but also a vast information landscape. The State Library introduced a new model for State Publications Library Distribution in 2012 including the creation of a digital repository and the selection of two libraries to as State depository libraries. Hilton M. Briggs Library, South Dakota State University became one of the two selected to partner with South Dakota State Library in providing the Best of West in Federal and State Government Information.

## Programs —Friday November 14

## MPLA Bike Ride

### 2:40 p.m. - 3:40 p.m. Concurrent Sessions

**Building an Outreach Toolbox: Using Contests, Social Media, Campus Partners, Special Events, and Peers to Target Undergrads.** *Rosan Mitola, Outreach Librarian/Assistant Professor, University of Nevada, Las Vegas Libraries.* Explore developing library outreach initiatives and programs for prospective and current undergraduate students using a multi-faceted and targeted outreach approach to connect with diverse student populations. Learn about a series of events, contests, partnerships, and marketing techniques utilized to share library services and resources with undergraduate students.

**American Indian Youth Literature in the 21st Century.** *Naomi Bishop (AzLA), Librarian, Ventana Medical Systems.* Selecting and promoting books for readers that are written and illustrated by Native authors and illustrators should be a priority for every library from public to academic.

**Social Savvy Seniors: Social Media Programming for Adults 60+ .** *Nick Escalante, Senior Library Outreach Coordinator, and Sarah Kaufman, Outreach Librarian II+, Tempe Public Library.* Public Library's Outreach Team teaches Facebook, Pinterest, Twitter, and application-based classes geared toward adult learners age 60+. Get practical tips and best practices for producing similar social media programs plus strategies for working with challenging patrons. .

**Best Kept Secret: There's More Than One Way to Read A Book.** *Linda Montgomery (AzLA), Director, Arizona Talking Book Library; Michael Perry, Owner and Operator, Low Vision Plus.* Experience seeing without the capability of sight. Take a walk on the blind side as we explore mobility, orientation and reading without vision. Visit a petting zoo of assistive technology for individuals who are blind or visually impaired. Learn about devices and apps that help individuals who are blind navigate daily life and the world around them.

**The Mountain Plains Library Association - Helping YOU Become the Best in the West!** *Dan Stanton (AzLA/MPLA), Government Information Librarian and Anali Perry (AzLA/MPLA), Scholarly Communications Librarian, Arizona State University; Annie Epperson, (MPLA), Associate Professor Head of Reference & Services Associate Director for Community and Civic Engagement, University of Northern Colorado, Michener Library.* The Mountain Plains

Library Association (MPLA) is a twelve state association of librarians, library paraprofessionals and friends of libraries in Arizona, Colorado, Kansas, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Utah and Wyoming. Its purpose is to promote the development of librarians and libraries by providing significant educational and networking opportunities. In addition to opportunities to serve on committees, present at regional conferences, there are research and travel grants available, as well as the opportunity to participate in MPLA's signature event, the MPLA Leadership Institute. Join a group of MPLA members for a relaxed session on how MPLA can help YOU become the Best in the West.

**3:50 p.m. - 5:00 p.m.**

**Closing Speaker: Maggie Farrell with Panel - Legislation Update**

**TBA**



**MPLA Board Meeting.** *Annie Epperson, President.* Newly elected officers, state representatives, committee chairs, and staff meet to begin the Board's new 2014-2015 term.



Join MPLA Webmaster Dan Chaney and others in an easy Joint Association Bike Ride!

Bring your own bike, or rent one. Arizona Outback Adventures reserves and delivers mountain and road bikes: <http://aoa-adventures.com/>

Contact Dan Chaney ([webmaster@mpla.us](mailto:webmaster@mpla.us)) or Dale Savage ([arizona@mpla.us](mailto:arizona@mpla.us)) Arizona Representative to MPLA.

*Dan is ready and eager!*



## Bandanas Bandanas!



It's become a tradition for MPLA members to be identified by bright bandanas at joint conferences.

Stop by the MPLA exhibit or the registration area to pick up your free red bandana. It's part of being the "Best of the West!" Cowboy hats optional.

# Registration

	Early Bird Rate* to September 30	Regular Oct 1 - Nov 5
<b>PRECONFERENCE</b>		
Half Day	\$30	\$30
Full Day	\$60	\$60
<b>FULL CONFERENCE</b>		
Member AzLA or MPLA	\$175	\$200
Non-Member	\$280	\$305
Student (Member)	\$115	\$115
Student (Non-Member)	\$160	\$160
<b>ONE DAY</b>		
Member AzLA or MPLA	\$155	\$180
Non-Member	\$255	\$280
Student (Member)	\$115	\$115
Student (Non-Member)	\$160	\$160

## Register online at

<http://www.azla.org/?page=2014ConfReg>

## Early bird rates end September 30

Full conference registration is for Thursday, November 13, and Friday, November 14. **A free half-day preconference of your choice is included with full conference registration—only valid during early bird registration.** After September 30, you will need to register and pay for the preconference sessions separately.

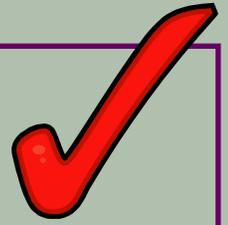
**Lunches are included in all conference registrations.** There is a choice of "*regular lunches*" which include, an Italian buffet lunch on Thursday, November 13, and a plated chicken lunch on Friday, November 14. Also available is a "*vegetarian*" option, which is the chef's choice on both days.

One day conference registrations include lunch on the day you are registered but do not include a free half day preconference.

Anyone registering onsite, at the conference, will not receive lunch. Onsite registrants will be charged the regular rate.

If you have any questions, or difficulty registering, please contact [admin@azla.org](mailto:admin@azla.org).

## Special MPLA Member Registration Instructions!



You will first have to create a **new** profile with AzLA to receive the member rate. You need to establish a username and password. (Do not try to use the AzLA login with your MPLA information) Here are suggestions for navigating the process; or see the instructional guide created for MPLA members at [http://c.ymcdn.com/sites/www.azla.org/resource/resmgr/Docs/Registering\\_for\\_the\\_2014\\_AzL.pdf](http://c.ymcdn.com/sites/www.azla.org/resource/resmgr/Docs/Registering_for_the_2014_AzL.pdf)

1. You must to sign in to get the \$175 member rate. From the Conference home page, click on the little "Haven't joined yet?" link under the SIGN IN button on the right hand side of the page. This will take you to a membership type selection page. MPLA conference-only member is set up as a separate type.

2. Scroll all the way to the bottom of the page to see that the MPLA Member Conference Attendee radio button is selected. Hit Continue.

3. Create your login credentials.

4. On the registration webform, if you want the form to retain your professional information, enter institutional rather than personal information. Why? Because later in the registration process, the form insists on capturing the Personal Information blocks for billing/payment details.

5. The field name "Location" is used instead of "State." The two-letter state abbreviation is correct shown later on, except in the Purchase Confirmation email.

6. The "free" pre-conference early birds can choose is actually charged at \$30, but is then discounted (-\$30.00) at registration. Click on the little gray "more" next to the session name to see exactly what the pre-conferences are.

# Resort & Reservations

The conference will be held at the Radisson Fort McDowell Resort and Conference Center (soon to be the WeKoPa Resort & Conference Center) 10438 North Fort McDowell Road, Scottsdale/Fountain Hills, AZ 85264.

## Make reservations online at

<http://www.radisson.com/reservation/resEntrance.do?paLink=Y&promoCode=AZLA14&hotelCode=AZMCDOWE>

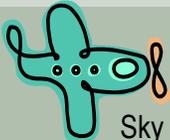
## Use promotional code **AZLA14**

To make reservations by phone, call (480) 789-5300 and tell them that you are with the Arizona Library Association Conference.

Room rates are \$119.00 per night for single or double occupancy. All rates are subject to the prevailing state and local taxes at the time of arrival. The current resort tax rate is 12.75%. Guest rooms include in-room coffee, bottled water, Internet, fitness and business center access, daily newspaper, in-room safe and local telephone calls. Parking is free.

## Travel Information

## About the Area



### Airports

Sky Harbor International Airport  
Phoenix-Mesa Gateway Airport

### Shuttles

Taxi & Shuttle Service from Sky Harbor  
Taxi & Shuttle Service from Phx-Mesa Gateway

### Recommended companies

Road Runner  
Super Shuttle



### Shuttle Guide

AzLA has compiled information on estimated costs and tips on a shuttle guide! See it online at [http://c.ymcdn.com/sites/www.azla.org/resource/resmgr/Docs/2014\\_AzLA\\_MPLA\\_Conference\\_Sh.pdf](http://c.ymcdn.com/sites/www.azla.org/resource/resmgr/Docs/2014_AzLA_MPLA_Conference_Sh.pdf)

### Cost saving tip!

Attendees interested in booking a shuttle ride as a group can reserve an "exclusive van". Coordinate your schedules using our Doodle Poll at

<http://doodle.com/iqbct5vhugsvnqbi>

### Local Transportation

Valley Metro

The Fort McDowell Resort and Conference Center soon to be known as WeKoPa Resort & Conference Center is located in the heart of the Fort McDowell Yavapai nation on the eastern edge of Scottsdale.

The Fort McDowell Yavapai nation is a 950-member Native American tribe that calls Central Arizona's upper Sonoran Desert home. The 40-square mile reservation is a small part of the ancestral territory of the once nomadic Yavapai people, who hunted and gathered food in a vast area of Arizona's desert lowlands and mountainous Mogollon rim country. (<http://www.fmyn.org/>)

### November weather in Phoenix area

- The historic average high temperature for November 12-14 is 76—77°; Average low is 54°.
- Sunrise on November 11 is 6:57 am Sunset at 5:27 pm.
- On November 15, the sky is clear 83% of the time;
- Average probability of precipitation is 11%.
- Relative humidity is usually low.
- Wind speeds vary from 0 mph to 11 mph, (calm to gentle breeze) rarely exceeding 17 mph (moderate breeze).
- For maps, photos, video, and all kinds of information see the Phoenix Visitor's Bureau website: <http://www.visitphoenix.com/>.

