Texas Library Journal
VOLUME 87, NUMBER 4 • Winter 2011

Special Annual Conference Edition

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R4 TxLA

libraries
life

Featured Speakers, Daily Schedules, Special Events, Registration Information, & More

What are the hottest topics in the library world today?

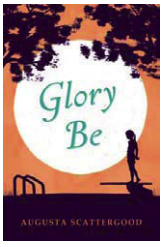
Join us in Houston April 17-20 at the George R. Brown Convention Center to find out.

Meet Your Favorite SCHOLASTIC Authors at Booth #1519 - 1619

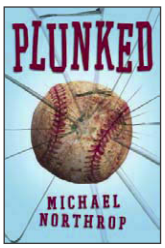
Wednesday, April 18th

2:00 p.m. - 3:00 p.m.
Maggie Stiefvater
THE SCORPIO RACES
Don't miss Maggie at the "Write, Rewrite, Repeat" panel on Wednesday, April 18th at 10:15 a.m.

2:00 p.m. - 3:00 p.m.
Sarah Mlynowski
WHATEVER AFTER #1: FAIREST OF ALL
Don't miss Sarah at the "Middle School Matters" panel on Thursday, April 19th at 11:00 a.m.



3:00 p.m. - 4:00 p.m.
Augusta Scattergood
GLORY BE



3:00 p.m. - 4:00 p.m.
Michael Northrop
PLUNKED

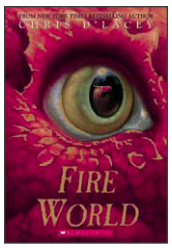
Don't miss Augusta and Michael at the "Middle School Matters" panel on Thursday, April 19th at 11:00 a.m.

4:00 p.m. - 5:00 p.m.
Elizabeth Eulberg
TAKE A BOW
Don't miss Elizabeth at the "Books with Heart" panel on Thursday, April 19th at 2:00 p.m.

4:00 p.m. - 5:00 p.m.
Jennifer A. Nielsen
THE FALSE PRINCE

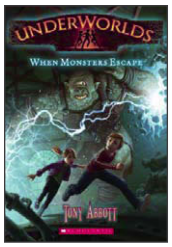
Thursday, April 19th

10:30 a.m. - 11:00 a.m.
Barry Lyga
ARCHVILLAIN #2: THE MAD MASK



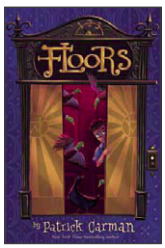
11:00 a.m. - 12:00 p.m.
Chris d'Lacey
FIRE WORLD
Don't miss Chris at the "Here There Be Dragons" panel on Thursday, April 19th at 10:00 a.m.

TLA AUTHORS AREA



2:00 p.m. - 3:00 p.m.
Tony Abbott
UNDERWORLDS #2: WHEN MONSTERS ESCAPE

Friday, April 20th



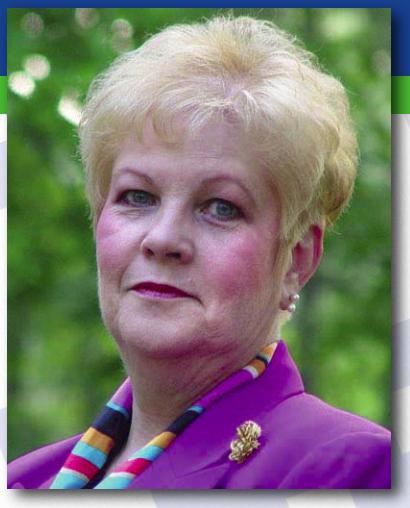
10:00 a.m. - 11:00 p.m.
Patrick Carman
FLOORS #1 and 3:15 SEASON ONE: THINGS THAT GO BUMP IN THE NIGHT
Don't miss Patrick's speech at the Author Session Breakfast on Friday, April 20th at 8:00 a.m.

TLA AUTHORS AREA

SCHOLASTIC™ Scholastic Inc.

President's Perspective

BY JERILYNN A. WILLIAMS



Welcome to the first-ever dual edition of *Texas Library Journal* combined with the program for the 2012 Annual Conference.

Innovation is an essential and ongoing effort as libraries, librarians, and library supporters address growing needs and changing fortunes. Our professional organization is also adapting to meet challenging times. With annual conference information available earlier, attendees can more readily plan for participation and encourage their colleagues, near and far, to do likewise. Joint publication also means reduced printing and postage costs. A Win-Win situation for all!

On the other hand, no effort has been spared to prepare the absolute BEST of TLA conferences for April 17-20, 2012, in Houston. Our theme – **R 4 L –** represents the commitment of Texas Libraries to be ***Responsive*** to community needs, ***Relevant*** to patron and stakeholder interests, ***Revolutionary*** in methods and technology, and ***Right Now*** in delivering timely services while promoting ***Reading for Life.***

Thanks to the outstanding Program Committee, more than 300 high-quality sessions are planned to inform, entice, excite, and entertain. Our goals for this national-level professional development event include equipping attendees with skills that allow them to address current issues in their community and to strengthen their libraries for the future as well as to foster opportunities for personal networking and ideas for collaborations. You will also have access to one of the largest library tradeshows in the country.

Through exceptional efforts by the Local Arrangements Committee and the various TLA units, you should also expect to have a really great time. The Welcome Party is being held in the TLA Exhibit Hall following initial program sessions on Tuesday. Come and enjoy strolling entertainment, a chance for prizes, and the new Geocaching Challenge while having a first-look at vendors' products and services. Join us Wednesday evening at "Jeri's Speakeasy" for a Roaring 20's experience. There will be authors and outstanding speakers to meet in programs or at meal functions throughout the four days. Be sure to stay for Friday's Closing Luncheon as Justin Cronin explains the timeless fascination with vampires.

Several special activities as well as ongoing events are in the works, including:

- **Hands On Lab:** Popular technology applications presented by experts for you to try in HPL's Mobile Lab on Discovery Green. *Limited seating requires online preregistration.*
- **1001 Great Ideas & Diversity Fair:** Table-top presentations will profile proven practices and innovative techniques for libraries of all types. Sign up to share or come to collect ideas.
- **One Book, One Conference:** Read Kathryn Stockett's *THE HELP* or view the movie and come to participate in lively discussion as you learn more about this time in history.

WHAT TO DO NEXT –

TLA is member-driven and the conference is the work of many volunteers as well as dedicated TLA staff members. Without your membership, no conference would be possible. Therefore, it is important each year, and even more critical this year, that you renew your membership. Share the importance of the organization with colleagues and others who support libraries. Encourage their participation through membership and volunteer efforts.

Review the accompanying *Conference Program*. It was planned to have something for everyone who is interested in Texas libraries. So, make your arrangements to attend and ask others to do so. Registration is open. Commit early to ensure your place, whether in a preconference, a Hands On Lab, or one of the many informative sessions and energizing special events. TLA needs to know that it can count on you, just as you have been depending on TLA through the years.

For Texas librarians, library staff, and library supporters, the 2012 Texas Library Association Conference is simply the place to be. We look forward to seeing you in Houston, April 17–20, 2012. ✪

Conference program details begin on page 28.

Conference website: www.txla.org/annual-conference

Visit the TLA website for additional conference information, including:

- An overview covering topics such as conference policies, shuttle bus service, post-conference resources, Internet Room and TLA Store hours, exhibit hall features and regulations, the art raffle, and local phone numbers
- A list of attending authors
- Forms for housing and the book cart drill team competition
- Links to TLA social media and the conference blog

For the very latest info both before and during conference, follow us on:

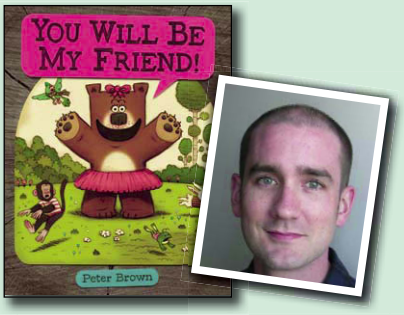
TWITTER: http://twitter.com/TXLA – Use hashtag #TXLA12 to tweet about conference events.

FACEBOOK: www.facebook.com/TexasLibraryAssociation

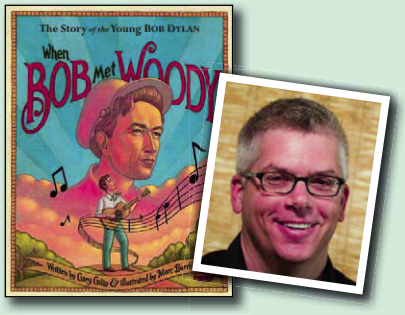
LITTLE, BROWN AND COMPANY
BOOKS FOR YOUNG READERS

Booth #1310 is THE place to be!

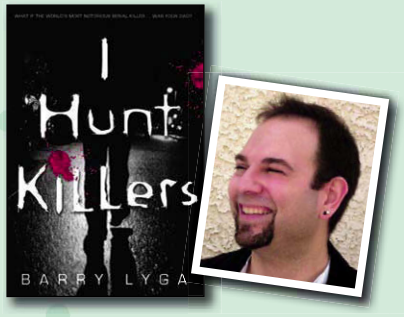
Wednesday, April 18



PETER BROWN
You Will Be My Friend!
Signing: 12:00 PM - 1:00 PM

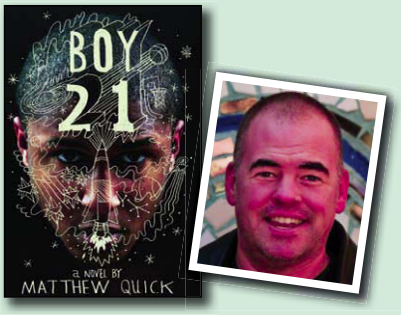


MARC BURCKHARDT
When Bob Met Woody
Signing: 1:00 PM - 2:00 PM

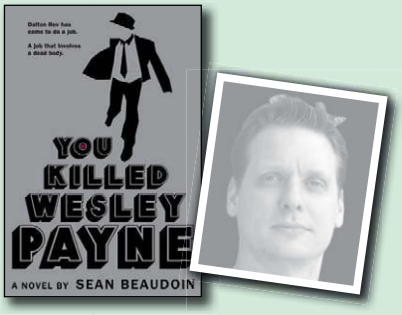


BARRY LYGA
I Hunt Killers
Signing: 3:00 PM - 4:00 PM

Thursday, April 19



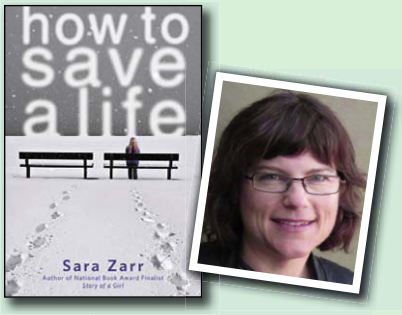
MATTHEW QUICK
Boy 21
Signing: 10:00 AM - 11:00 AM



SEAN BEAUDOIN
You Killed Wesley Payne
Signing: 11:00 AM - 12:00 PM

JACKSON PEARCE
Purity
Signing: 2:00 PM - 3:00 PM

Friday, April 20



SARA ZARR
How to Save a Life
Signing: 9:00 AM - 10:00 AM

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www.LBSchoolandLibrary.com

TEXAS LIBRARY JOURNAL Conference Edition

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Membership in TLA is open to any individual or institution interested in Texas libraries.

To find out more about TLA, order TLA publications, or place advertising in Texas Library Journal, write to Texas Library Association 3355 Bee Cave Road, Suite 401 Austin, Texas 78746-6763; call 1-800-580-2TLA (2852); or visit our website at www.txla.org.

A directory of TLA membership is available in the "Members Only" section of the website.

Opinions expressed in Texas Library Journal are those of the authors and are not necessarily endorsed by TLA.

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ALUMNI

The Alumni Society Grand Slam at the TLA Annual Conference

Meet with faculty and friends at this year's alumni dinner Thursday, April 19th, Minute Maid Baseball Park, 6:30-8:30 PM. $20 registration required: www.coi.unt.edu/alumnidinner

UNT UNIVERSITY OF NORTH TEXAS

BY GLORIA MERAZ

2011: The Year That Was & 2012: The Year That Can Be

Okay, so 2011 wasn't a banner year in politics. Partisanship, deadlocks, unstable economies, bad budgets, and a general absence of civility or commitment to the common good ruled the day it seemed. Given these difficulties, especially the bad budgets, it's easy to want to forget 2011.

In the middle of all this demoralizing news, however, 2011 does have a positive message to impart. This past year showed us all that, even when faced with insurmountable odds and immoveable rule, the little guy – the you and me – can and do make a difference.

Think of the Arab Spring. Who could have imagined a year ago the tumbling of longstanding dictatorships all across the Middle East? While the future of this region of our earth is still far from settled, the very reality of change in some of the world's most oppressive countries certainly means that change is possible anywhere.

And what about the Occupy movement? No single monstrous wave inundating coastlines, the Occupy movement, rather, has been an incessant pounding of high tide, fed-up tide that is changing political discourse. Whether or not you agreed with the movement's tactics, it achieved no small feat.

In what has been admittedly one of the most difficult times for our community, the fact that people rallied together in diverse places on the planet and successfully – although far from easily – levied change proves that nothing is out of our collective grasp. No hope or ideal too lofty to pursue.

The tools of this change were simple:

- committed, passionate people
- outrage at what is and hope for what could be
- and grassroots communication.

Together, these forces merged and generated even broader support that eventually instigated a tipping point. The use of social media and networking to organize and sustain opposition heralds the beginning of true democracy in the age of global connectivity.

From this highest of perches, let us zoom in now a little more in our own backyard, to the institutions and services we, as librarians and library supporters, advance. We too count passion, ideals, and grassroots capacity in our arsenal. Democracy, social media, global communications are part of our stock and trade. We have the infrastructure for revolution. What we need is to instigate our own tipping point. We need our collective outrage to inspire our communities and to show them what could be.

What would every school look like with fully staffed and dynamic library programs?

How do communities with well-resourced public libraries meet local workforce challenges?

How much research and innovation can be spurred by thriving academic libraries?

What is the loss in opportunity, education, and economic well-being without strong libraries?

As we begin 2012, TLA's Legislative Committee has begun drafting an approach for the next legislative session. The Committee is looking at bold new initiatives designed to facilitate broad legislative awareness of and support for libraries across state government. The Committee is looking at unifying the message about libraries.

By promoting workforce and college readiness, libraries are fundamental to the state's economic infrastructure. The Committee is looking at promulgating a program that speaks to and supports all types of libraries with the purpose of advancing the highest standards for the profession and library services.

The year 2012 will be critical for us. This will be the year of heavy lifting: coming to a consensus for the common good, looking forward rather than backward, and marshaling every person we know to help create our own tipping point. We have the tools at our hands; but we need to work together to equip and energize our communities to be outraged on our behalf.

So, I submit to you a particular resolution for 2012: Engage your stakeholders and facilitate their efforts to speak with local, state, and federal decision-makers about the unique and indispensable role of your library. Let's take the message out to the street, on the square, and wherever our public gathers. We are the library community, and our network is extensive and articulate. Let's make 2012 a great year for libraries. ✪

Strategic Planning for TLA's Future

TLA is laying the groundwork for the Association's goals and services over the next three years with the target of having a fresh three-year strategic plan finished no later than Annual Assembly in July, 2012.

TLA's current strategic plan was developed over two years ago. Although many of the ideas expressed in that document are still relevant, it's time to re-examine the entirety of the plan in light of today's (and tomorrow's) shifting realities. We are looking at the values, vision, mission, and the plan itself from a fresh perspective.

To learn about this process and to offer your input, go to: http://www.txla.org/groups/SPTF.

Supporting Your School's UIL *Prose & Poetry* Team

by Sheryl Stoeck

Every year, there are several posts to TLA's Texas Library Connection listserv for school librarians about the University Interscholastic League's (UIL) Prose and Poetry events. These posts range from asking for help with documenting sources to asking for literature suggestions that students can perform in competition. The fact that so many librarians are confronted by this topic demonstrates just how valuable we can be in supporting students and coaches who are involved in these events.

WHAT IS UIL PROSE & POETRY?

According to the UIL constitution, the purpose of the Prose and Poetry contests "is to encourage the student to understand, experience and share poetry [and prose works] through the art of oral interpretation," with the goal "to encourage the contestant's exploration of a variety of literary selections, and to enhance the performer's and audience's appreciation of literature through the performer's interpretation of the work." For each event, a student must prepare two seven-minute performances of literature from two specified categories. The piece of literature must be published in print (not just online), and the performance is an expressive oral reading of the piece from a manuscript. The only part that is fully memorized is the student's original introduction.

Each event presents students with two categories of literature they must prepare. For example, the current categories for poetry are "A New Voice in Poetry," in which students must perform poetry written by a single poet born after 1960, and "My Voice Through Poetry," in which students must perform at least two poems by at least two different poets who are connected by a central theme. These categories usually change every three years, with the new categories published in the spring after the state contest.

When students arrive at the contest, they will not know which category they will be asked to perform first. The top-ranking students in the first round then progress to the second round to perform their other piece. If they are competing in the official district competition (not a practice contest), the top performers will advance to regional competition, and from there, the top performers will advance to state.

HOW YOU CAN HELP

I think all school librarians share the UIL's goal of encouraging students "to understand, experience and share" many forms of literature. To that end, working with your prose and poetry competitors to find and select pieces seems to be a task perfectly suited to librarians.

First, I make it a point to know what the new categories are when they are released. This allows me to look for pieces continually as I read books and reviews. It also decreases my own sense of panic when coaches or students start looking in earnest for their pieces. When that happens, I already know the categories and have possibilities to suggest.

As I read new books or reviews, I keep these events and categories in the back of my mind. When I read about something that I think might make a good UIL performance piece, I take note of it. How you want to do this is up to you, but I have done it in a few different ways.

I have created just plain lists of each category that I saved in Microsoft Word. Whenever I saw something new that might work, I just added it to the list. Sometimes I put little notes along with a title, perhaps noting a specific story or poem in a book. Now if I buy a book for the library, I try to note that in the catalog when I first process the book. I teach the students how to search the catalog for these titles.

If I read a review about a book that I think would be good but that I am not buying for the library, I send an email to the coach with information about it and usually a link to it on Amazon.

Even if I do buy it for the library, if it is something I think would be really great, I'll send an email about that to the coach letting her know about the title.

The second area where students and coaches often need our expertise is in providing the documentation of sources. This is not usually as simple as creating a works cited entry for a source. Rather, this requires documentation that the piece meets all the requirements for a printed publication and for the specific categories. For example, a prose selection for the current "Category A" must have acceptable documentation that the author was born after 1960. Only certain things constitute "acceptable documentation" (Wikipedia is not acceptable, for instance). It is beyond the scope of this article to go into all of the required documentation and what types of material are acceptable, but the UIL website has extensive information about this.

I also suggest that you volunteer to watch student performances. This could simply be watching your students practice to get an idea of what the performances are like, or you could give students feedback on their performance before competition. If your school hosts a contest, volunteering to judge would be the very best thing you could do. Not only will you really get a true sense of the activity and types of pieces students perform successfully, you will also ingratiate yourself with your school's coach. It demonstrates that you want to help and that you really want to understand the activity (and therefore they can trust your suggestions).

WHAT TO LOOK FOR IN A PIECE

The most important thing to keep in mind when considering what might make a good UIL competition piece is that this literature will be performed. What might be a beautiful and elegant piece of prose or poetry might not necessarily be what will make for the best performance. Below are some descriptions of what I look for in a potential performance piece. These are not UIL requirements or exhaustive, but these are some of the things that, in my experience as a speech coach and judge, I have found lend themselves to winning performances.

Considering that the performer will want to showcase his/her interpretive abilities, I like to find pieces that are written in first-person; or if they have multiple characters, those characters have dialogue. Whether it is prose or poetry, I like pieces that have a narrative arc. They tend to hold the audience's attention, allow the performer range of emotion and characterization, and give a sense of "completeness" to the performance. A piece that pontificates on the beauty of the sunset may be moving and poignant as a work of literature, but it likely will not give performers an optimal platform for infusing their interpretive abilities. Because of this consideration, I find that novels-in-verse often work well for poetry.

Due to the seven-minute time constraint, another consideration is length. In the case of poetry, I tend to look for longer poems so students can use most of their time limit. Certainly in categories where students are allowed to use multiple poems, one or two short poems could be included, but usually at least one or two longer poems are needed to create a narrative and to approach the time limit. In the case of prose, it is often the case that the student will have to cut the piece in order to fit within the time frame. I personally love to see entire books cut or excerpted to fit within the time frame, but I have found that many students don't like the work of reading and/or cutting down such a larger piece. I still regularly suggest full-length books for prose, but I also realize that many students prefer shorter works such as short stories.

I truly believe that librarians are uniquely situated to help with the selection and documentation of UIL prose and poetry pieces. There are very few, if any, other people on a school campus who so regularly keep up with the newest and widest variety of literature or who have so many resources at their disposal for finding acceptable documentation sources.

It has been my experience that UIL coaches and students will truly appreciate your help and your efforts to reach out with suggestions. I have also realized that it is much easier to be aware of the UIL categories and keep notes on potential pieces as I do my regular reading rather than waiting until a desperate student (or coach) comes begging for help to find a piece. When that inevitably happens, I have a list I can show them. Then it is up to them to decide the one they want to do, and I don't have to rack my brain trying to think of something that might work.

Having said all of that, don't be upset if the student ends up not using your suggestion. Student performers are picky. In some cases, it's just because they have to be. They have to find a piece that suits, among other things, their gender and their performance abilities. In other cases, they just have it in their mind that they want to do a funny piece, or they are too lazy or crunched for time to cut a longer piece to fit the time limit.

Regardless, keep on the lookout for pieces, take note of them, and let your coaches and students know when you find some new literature with great potential. You'll either be more helpful and appreciated than you already are, or you'll cultivate a whole new cadre of grateful library users. ✪

Sheryl Stoeck is a librarian and former director of forensics at O'Connor High School in San Antonio.

School Librarians: Instructional Leaders

The Texas Library Association and the Texas Association of School Librarians are partnering to create a new, highly intensive continuing education experience for professional school librarians. The goals of the initiative are to: 1) increase the ability of school librarians to develop highly collaborative instructional programs that improve collaboration between school librarians and teachers; and 2) promote school librarians and their role as education specialists to school leaders (principals, administrators, and superintendents).

This cutting-edge CE program will offer an innovative and in-depth training regime that focuses on empowering school librarians to master rigorous and curriculum-centered instruction, particularly in the area of integrating technology and information resources into the learning process. The desired outcome of this multi-leveled experience is to enable school librarians to become educational leaders on their campuses and to showcase how their contribution to student success can be demonstrable and significant. The program builds on the most-recently adopted state standards.

Mary Long, adjunct professor at Sam Houston State University and veteran school librarian, has been selected as the project coordinator. She is working with TASL's project task force chairs, Marty Rossi and Mary Woodward. The training is expected to be unveiled in the spring.

Library Snapshot Day

Texas Library Snapshot Day (LSD) provides a way for libraries of all types across Texas to show what happens in a single day at their libraries. It is a "snapshot" of a day in the life of a library. This year, Texas Library Snapshot Day was held October 31, although libraries could select any day in October to participate.

Almost 250 library systems (including public, school, and academic institutions) statewide participated. Preliminary data show that, on average, LSD school library participants served 222 students every day in curriculum instruction. The typical LSD public library participant enthralled 50 kids each day with storytime.

Here is a sample of patron comments:

- *I use the library to take exams for my grad school program. Everyone is very friendly and helpful. The environment is nice and quiet, perfect for test-taking.*
- *Our library keeps up with the latest technology while still keeping a love for books in the children's eyes. They are always offering the latest materials to help keep up with our TEKS instruction. They cater to the children, teachers, and parents alike and offer wonderful lessons that are grade appropriate.*
- *I frequently use the library databases for nursing research."*
- *Document retrieval services are awesome! They are efficient and make my research much easier.*

Texas Book Festival

The 2012 Texas Book Festival grant applications and information for public libraries are now available at www.texasbookfestival.org/Library_Grants.php. The Texas Book Festival has awarded funds to public libraries since 1996 and offers three types of grants: collection enhancement, technology, and literacy.

Libraries may apply for all three types of grants, although only one application is accepted per building (i.e., branch or central library) for collection grants. A library system (with multiple locations) may apply for no more than four collection grants. Any library may submit one application for each of the technology and literacy grants.

The deadline for applications is ***January 20, 2012***. Incomplete applications will not be considered. Libraries who have received grants in the past must have submitted a final report for that grant award cycle.

All public library directors are encouraged to apply for these important Texas grants. The Texas Book Festival is a champion of literacy and libraries, and TLA offers its ongoing appreciation and thanks to this outstanding Texas institution!

A Read for All!

The Texas Library Association offers many wonderful reading lists for all ages and interests. Be sure to go to TLA's reading list homepage at www.txla.org/reading-lists for the latest lists. TLA's reading lists are intended for recreational reading, not to support a specific curriculum. Due to the diversity of this age range, Texas librarians should purchase titles according to their individual collection policies.

- The 2X2 List offers 20 recommended books for children, age two to second grade.
- Texas Bluebonnet Award Reading List is aimed at students in grades 3-6. Participating students must read a minimum of five books from the current master list before casting a vote for their favorite title. The author of the book receiving the most votes statewide receives the Texas Bluebonnet Award.
- The Texas Maverick Graphic Novels List is a recommended reading list developed by public and school librarians to encourage students in grades 6-12 to explore a variety of current graphic novels.
- The Texas Lone Star List is a recommended reading list developed to encourage students in grades 6, 7 or 8 to explore a variety of current books.
- The TAYSHAS Reading List, developed by public and school librarians, encourages students in grades 9-12 to explore a variety of current books.
- The Lariat List is intended for adult audiences and offers reading suggestions in fiction. The 2012 list will be unveiled at TLA annual conference.

AWARDS

Many deadlines are just days away. Apply for scholarships, grants, and conference stipends; nominate worthy colleagues for awards. A listing of available association, TLA unit, and corporate offerings are at

www.txla.org/tla-awards

2012 CORPORATE SPONSORS

The Texas Library Association expresses its sincere gratitude to our corporate sponsors at the Diamond, Platinum, Gold, Silver, and Bronze levels. Their sponsorship supports these 2012 TLA events and programs:

Authors Autograph Area.....***Media Source: Junior Library Guild, The Horn Book, School Library Journal***

Badge Holders/Lanyards.....***Capstone Publishers: Capstone Press, Compass Point Books, Picture Window Books, Stone Arch Books, Capstone Digital, Heinemann-Raintree***

Black Caucus Round Table Author Session.....***BWI/Follett Library Resources, Capstone Publishers, Renaissance Learning, Inc., Upstart***

Book Cart Competition .....***DEMCO, Inc.***

Children's Author Session Table Donor .....***BWI/Follett Library Resources***

Closing Author Session Luncheon.....***Lee & Low Books***

Exhibits Directory & Buyers Guide.....***Media Source: Junior Library Guild, The Horn Book, School Library Journal***

General Session I.....***netTrekker***

General Session I Entertainment .....***Escue & Associates***

General Session II .....***Brodart Company***

Hetherington Fun Run/Walk .....***ProQuest***

Internet Room.....***BWI /Follett Library Resources***

Meeting Room WiFi .....***EBSCO***

Net Fair.....***netTrekker***

Pocket Program .....***Mackin Educational Resources***

President's Party .....***Baker & Taylor/YPB Library Services***

Small Community Libraries Dessert Social.....***Star Book Sales***

Strong Libraries, Strong Scores Administrators Conference.....***ABC-CLIO/Linworth Publishing, BWI /Follett Library Resources***

TALL Texans Institute & TALL Texans Round Table Reception.....***DEMCO, Inc.***

Texas Bluebonnet Award Author Session .....***Bound to Stay Bound***

Texas Bluebonnet Award Author Session Table Donors.....***Bloomsbury/ Walker Books for Young Readers, BWI/Follett Library Resource, Perma-Bound Books***

Texas Bluebonnet Award Travel Stipends.....***Mackin Educational Resources***

Welcome Party .....***Ingram Library services, Inc.***

SCHOLARSHIPS, AWARDS, GRANTS, & CONFERENCE STIPENDS

Biblionix – Small Community Libraries Round Table Conference Stipend

DEMCO, Inc.–TLA Research Grant

Escue Annual Conference Stipend

Highsmith Library Awards

Letters about Literature – Texas Center for the Book and Texas Association of School Librarians

Linworth Publishing– YART Scholarships

NMRT–Quality Books, Inc. Professional Development Grant

Texas Book Festival Grants

Tocker Foundation Conference Stipends

Van Dusen, Tobin, and Kaiser Scholarship

Walter H. Escue Memorial Scholarship

YART Awards–Library Media Connection

Contributions to divisions, round tables, interest groups, and districts are recognized by the individual units.

Award and grant recipients are announced at gatherings throughout annual conference as well as on the TLA website and through social media. Photos of the TLA association award winners as well as many grant and unit award recipients will be included in the summer Journal.

FEATURED SPEAKERS

BRAD MELTZER is the *New York Times* bestselling author of *The Inner Circle, The Tenth Justice, Dead Even, The First Counsel, The Millionaires, The Zero Game, The Book of Fate,* and *The Book of Lies*. His first non-fiction book, *Heroes For My Son*, is a collection about inspiring people ranging from Jim Henson to Rosa Parks. He is also the host of *Brad Meltzer's Decoded* on the History Channel. His works are a combination murder and historical mysteries. His research has been facilitated by former Presidents Clinton and H. W. Bush. His plots have included finding the murder weapon that Cain used to kill Abel and uncovering the still-existent spy ring created by George Washington. Not surprisingly, this fertile mind was recruited by the Department of Homeland Security to brainstorm different ways terrorists might attack the U.S. In addition to his literary work, Meltzer manages a charitable website: www.ordinarypeoplechangetheworld.com

GENE AMBAUM & BILL BARNES
(co-creators of *Unshelved*, a comic strip about libraries)

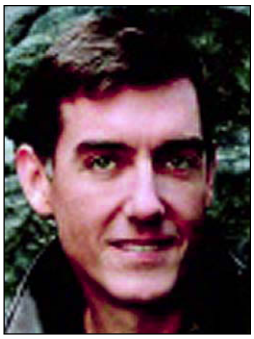
Gene Ambaum (by Bill Barnes) uses a pen name because he's scared of his own shadow. He is so good at making fun of strange, difficult customers in *Unshelved* because he is the strangest, most difficult customer of all. He taught English overseas because no one there was in a position to criticize his spelling. If he ever starts another comic strip it will be about poop, because that's what he spends most of his time thinking about.

Bill Barnes (by Gene Ambaum) loves librarians, show tunes, and meat. He can count his toes without taking off his shoes. Over the past eight years, he has tried to convince Gene that the meaning of "partnership" is doing what he says 99% of the time. He can often be seen wandering the floor at trade shows playing "The Final Countdown" on his ukulele Death Adder.

JUDY BLUME, a *New York Times* bestselling author, has sold over 80 million books. She has written both YA and adult works, including *Are You There God? It's Me, Margaret*; the *Fudge* series; *Blubber; Summer Sisters;* and most recently, *The Pain & the Great One*. She is the founder and trustee of The Kids Fund, a charitable and educational foundation. She serves on multiple boards supporting literacy and education. Blume has worked tirelessly with the National Coalition Against Censorship to protect the freedom to read.

International author **HARLAN COBEN**'s last four consecutive novels debuted at #1 on the *New York Times* bestseller list. Since his critically-acclaimed *Myron Bolitar* series debuted in 1995, Coben has won the Edgar Allan Poe Award, the Anthony Award, and the Shamus Award, and he was twice nominated for the Dilys Award. His work has been described as "ingenious" (*New York Times*) and "superb" (*Chicago Tribune*). His novel *Tell No One* has been turned into a commercial and critical smash hit French film. His first YA novel, *Shelter*, was just released this fall. His other works include *Live Wire* and *Caught*.

Born in New England, **JUSTIN CRONIN** is the author of *Mary and O'Neil*, which won the Pen/Hemingway Award and the Stephen Crane Prize, and *The Summer Guest*. He is the author of a post-apocalyptic trilogy, which features vampires. The first book of the series, *The Passage*, was released in June 2010 and garnered favorable reviews. The second book in the series is *The Twelve* and is scheduled for release in 2012. Fox has purchased the screen rights to the series. Having earned his MFA from the Iowa Writers Workshop, Cronin is now a professor of English at Rice University.



Actor and literacy advocate **NATHAN FILLION** gained critical acclaim and a large cult of fans when he starred on the TV series *Firefly*. He can currently be seen on ABC's *Castle* as novelist and crime sleuth Richard Castle. His other television and film credits include *One Life to Live, Buffy the Vampire Slayer,* and *Saving Private Ryan*. The son of English teachers, Fillion is a co-founder of Kids Need to Read, a national nonprofit foundation that promotes childhood literacy and addresses the crisis in library funding. Providing inspiring books and literacy programs to schools, public libraries, and other institutions, the foundation works to develop a lifelong love of reading and an awareness of social responsibility in all children.

PENGUIN YOUNG READERS GROUP

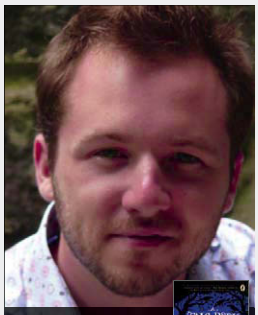
Meet the Stars!

TLA 2012 • Houston, TX • April 18–20

Your favorite authors are signing in the Author Area.

WEDNESDAY, APRIL 18TH

Join us for the TLA Book Buzz! We'll be talking about our outstanding titles for 2012.
Wednesday, April 18th from 1:00pm – 1:50pm in Room 1001 Avenida at the Houston Convention Center



Adam Gidwitz
12:00 pm – 1:00 pm

Attend his programs "Thrill Masters: Adventure Books for Kids" on Wednesday, April 18th at 10:15am and "Lone Star Reading List & Authors" on Thursday, April 19th at 12:00pm.

Jacqueline West
12:00 pm – 1:00 pm

Attend her program "Thrill Masters: Adventure Books for Kids" on Wednesday, April 18th at 10:15am.

C. Alexander London
12:00 pm –1:00 pm

Attend his program "Thrill Masters: Adventure Books for Kids" on Wednesday, April 18th at 10:15am.

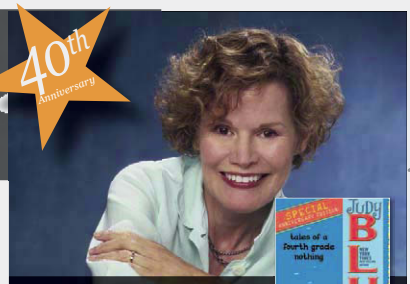
John Green
2:30 pm – 3:30 pm

See John at the LiFTA Luncheon on Wednesday, April 18th at 12:00pm. Signing to follow at the Hilton Americas.

Harlan Coben
2:30 pm – 3:30 pm

See Harlan at the LiFTA Luncheon on Wednesday, April 18th at 12:00pm. Signing to follow at the Hilton Americas.

THURSDAY, APRIL 19TH



Judy Blume
10:30 am – 12:00 pm

Hear Judy speak after the Children's Roundtable Business Meeting on Thursday, April 19th at 8:00am.

Kristin Cashore
11:00 am –12:00 pm

Attend her program "Tayshas High School Reading List and Authors" on Thursday, April 19th at 2:00pm.

Madeleine George
2:30 pm – 3:30 pm

Attend her program "Right Now: New YA Literature to Entice Readers" on Thursday, April 19th at 1:00pm.

FRIDAY, APRIL 20TH

Stasia Kehoe
9:00 am – 10:00 am

Attend her program "Face to Face for All: 8th Poetry Roundup" on Friday, April 20th at 10:00am.

Attention TLA Attendees!

*Books will be available for purchase in the Penguin Booth, #1318 , before each autographing.**

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* While supplies last

Penguin Young Readers Group • www.penguin.com/teachersandlibrarians
Follow @thepenguinpeeps on Twitter for all our TLA news!

New York Times bestselling author **JOHN GREEN** was 2006 recipient of the Michael L. Printz Award, a 2009 Edgar Award winner, and has twice been a finalist for the *Los Angeles Times* Book Prize. His works include *Looking for Alaska, An Abundance of Katherines,* and *Paper Towns*. He is also the coauthor, with David Levithan, of *Will Grayson, Will Grayson*. Green (and his brother Hank) began a YouTube phenomenon when they began communicating exclusively through videoblogs in 2007. With a commitment to fighting poverty and increasing intellectualism, Green is a social media pioneer, with over 75 million views of vlogbrothers and more than 1.1 million Twitter followers.

DAVID LEE KING is the digital branch and services manager at the Topeka and Shawnee County Public Library, where he plans, implements, and experiments with emerging technology trends. He has spoken in the U.S. and Canada about emerging trends, website usability and management, digital experience planning, and managing techie staff. He has been published in many library-related journals and writes the Internet Spotlight column in *Public Libraries Magazine* with Michael Porter. King maintains a blog at www.davidleeking.com.

GINA MILLSAP is the chief executive officer of the Topeka and Shawnee County Public Library (KS). She is nationally known for presenting on cutting edge issues, including 21st century librarianship, process improvement, the use of market segmentation to grow and develop library services, and the changes necessary for libraries to thrive in the 21st century. She served as president of the Iowa Library Association (2002) and has held leadership positions in the Kansas Library Association and the Missouri Library Association. Millsap was named a 2007 *Library Journal* Mover and Shaker. Milsap believes strongly in investing in information professionals: "The bottom line is - to create a 21st century library we need 21st century librarians." Millsap is a candidate for ALA President.

Library Journal 2011 Mover and Shaker **ELI NEIBURGER** believes in making libraries exciting and transformational places that shatter assumptions about what libraries are today. Neiburger is an associate director for IT and production at Ann Arbor District Library, where he works to maximize the user experience. His research interests include the future of libraries, publishing and copyright issues, and digital content. He is the author of *Gamers in the LIBRARY?!* and helps to organize the American Library Association's National Gaming Day.

LISA SCOTTOLINE is the *New York Times* bestselling author of 18 novels, including her latest, *Save Me*. The Edgar Award winner is also president of Mystery Writers of America. She writes a weekly column with her daughter Francesca Serritella for the *Philadelphia Inquirer* titled "Chick Wit," which is a witty take on life from a woman's perspective. The columns have been collected in *Best Friends, Occasional Enemies, and Why My Third Husband Will Be a Dog*, which has been optioned for TV. Scottoline has joined the faculty as a visiting professor at The University of Pennsylvania Law School to teach a course she created called "Justice and Fiction."

"Libraries are on the cusp of greatness," writes **BARBARA STRIPLING**, director of library services at the New York City Department of Education and instructor with Syracuse University. Stripling oversees a program serving 1.1 million students in 1700 schools. She has also worked as director of instructional services at Fayetteville (AR) Public Schools and director of library power at the Public Education Foundation in Chattanooga, TN. She is one of the nation's leading figures promoting school librarianship and advocating for the advancement of the profession. "Librarians must be instrumental in leading the transformation of libraries, and in that process, we will transform our communities." Stripling is a candidate for ALA President.

Leadership expert and ALA President-Elect **MAUREEN SULLIVAN** promotes librarians as leaders. Her professional passion is to prepare information professionals to be at the front edge of delivering information services and to wield power at the decision-making table. Sullivan's experience includes human resource administration at the University of Maryland and Yale. In addition to consulting, she is also a professor of managerial leadership at the Simmons College Graduate School of Library and Information Science. Sullivan is also past president of the Association of College and Research Libraries (ACRL, 1998-99) and the Library Administration and Management Association (now LLAMA, 1988-89), and she was chosen the 2010 ACRL Academic/Research Librarian of the Year.

MEET OUR AUTHORS & ILLUSTRATORS!

WEDNESDAY, APRIL 18

RACHEL HAWKINS

12:00–1:00PM
Author Signing Area
Hex Hall, *Demonglass*, *Spell Bound*

Panel:
Write, Rewrite, Repeat: Real Authors Talk About the Writing Process
Wednesday, 4/18 10:15AM

CHARLIE HIGSON

2:00–3:00PM
Author Signing Area
The Enemy, *The Dead*

Panel:
Undead: Never Unread
Thursday, 4/19 3:00PM

TLA 2012, HOUSTON, TEXAS

THURSDAY, APRIL 19

STACEY KADE

9:30–10:30AM
Author Signing Area
The Ghost and the Goth, *Queen of the Dead*

Panel:
Undead: Never Unread
Thursday, 4/19 3:00PM

BRENT CRAWFORD

11:00AM–12:00PM
Author Signing Area
Carter Finally Gets It, *Carter's Big Break*

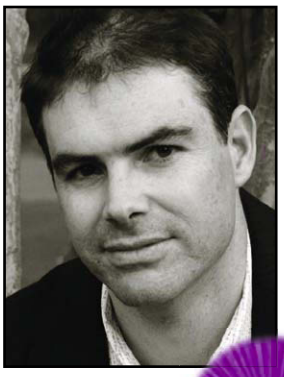
Panel:
Tayshas High School Reading List and Authors
Thursday, 4/19 2:00PM

SARA PENNYPACKER

2:00–3:00PM
Author Signing Area
Clementine and the Family Meeting

Panel:
Girls With Grit
Thursday, 4/19 10:00AM

FRIDAY, APRIL 20



TEXAS AUTHOR!

COERT VOORHEES

9:00–10:00AM
Disney•Hyperion
Booth #1804

SNEAK PEEK!
The Lucky Fools

programs by TOPIC

ABOUT TLA

Tuesday, April 17

New Members Standing Tall: Links to Leadership (online registration only) ..... 1:00 - 4:30 pm
Learn to Use Your Smart Phone and the TLA App ..... 1:00 - 5:00 pm
Texas Library Association Council I ..... 5:00 - 5:50 pm
TALL Texans Recognition and Reception (Ticket required) ..... 5:00 - 6:30 pm
All-Conference Welcome Party ..... 6:30 - 8:30 pm

Wednesday, April 18

General Session I ..... 8:30 - 10:00 am
The Inside Scoop on the TLA Experience ..... 10:15 - 11:50 am
TLA New Members Reception ..... 6:30 - 8:30 pm
President's All-Conference Party ..... 8:00 - 10:30 pm

Thursday, April 19

General Session II ..... 4:00 - 5:20 pm
Book Cart Drill Team Challenge! ..... 5:40 - 6:20 pm
Doo-Wop Intergalactic Round Table Sock Hop (Ticket required) ..... 8:00 pm - 12:00 am

Friday, April 20

TLA Membership Meeting ..... 1:30 - 2:00 pm
Texas Library Association Council II ..... 3:00 - 3:50 pm

ARCHIVES, PRESERVATION, MUSEUMS

Tuesday, April 17

Help! My Customer Wants Their Family History (Ticket required) ..... 8:00 am - 12:00 pm
Museums: Tips for Public Relations, Marketing, and the User Experience ..... 1:00 - 1:50 pm
Developing a Large-Scale Digital Archives through a Library Consortium ..... 2:00 - 3:50 pm

Wednesday, April 18

From Librarian to Archivist of the US ..... 10:15 - 11:50 am
Collaborating in Tough Times: Responding to State Cuts ..... 1:00 - 1:50 pm
National Archives and Records Administration (NARA): Resources for Libraries ..... 1:00 - 1:50 pm
Next Generation Genealogy ..... 2:00 - 3:20 pm
Archiving and Preserving LGBT Materials ..... 4:00 - 4:50 pm

Thursday, April 19

Preservation 101 for Your Library and Archival Materials ..... 8:00 - 9:50 am
Responding and Recovering: Continuing Core Services When Disaster Strikes ..... 8:00 - 9:50 am
Digitizing Local History: Partnerships and Possibilities ..... 10:00 - 11:50 am
Collecting Outside the Box: New Materials in Academic Library Archives ..... 1:00 - 1:50 pm
Digitizing Historic Newspapers: What We've Learned ..... 1:00 - 1:50 pm

Friday, April 20

Metadata Strategies for Getting Objects Online ..... 8:00 - 9:20 am
Contemporary Collecting: Is Your Archives Keeping up with the Latest Trends? ..... 10:00 - 11:20 am

ASSESSMENT

Tuesday, April 17

Worth Watching: Assessment Video Tutorials in Academic Libraries ..... 1:00 - 1:50 pm
Libraries and End of Course Exams: What You Need to Know ..... 2:00 - 2:50 pm

Wednesday, April 18

Incorporating and Assessing Information Literacy in an Academic Setting ..... 2:00 - 3:50 pm

BOOKS, AUTHORS, AND STORYTELLERS

Tuesday, April 17

50 Years a Wrinkle in Time ..... 1:00 - 1:50 pm
Learning From Elmo, Blue, and Dora: Applying the Science of Children's Educational Television ..... 1:00 - 1:50 pm
Fractured Fairy Tales with Willy Claflin and Maynard the Moose (Ticket required) ..... 1:00 - 4:30 pm
Speed Dating with Texas Bluebonnets (Ticket required) ..... 1:00 - 5:00 pm
One Book One Conference ..... 2:00 - 3:50 pm
Writing Thrillers for All Ages ..... 2:00 - 3:50 pm
If You Give a Kid a Book ..... 4:00 - 4:50 pm

Wednesday, April 18

African American Pioneers of Horror and Science Fiction ..... 10:15 - 11:50 am
Author Tim Green and Texas Association of School Librarians Business Meeting ..... 10:15 - 11:50 am
Thrill Masters: Adventure Books for Kids ..... 10:15 - 11:50 am
Write, Rewrite, Repeat: Authors on the Writing Process ..... 10:15 - 11:50 am
Texas Tea with YA Authors (Ticket required) ..... 12:00 pm - 1:20 pm
Opening Author Session Luncheon Sponsored by LiFTA (Ticket required) ... 12:00 pm - 1:50 pm
Book Buzz: Highlights from Publishers' 2012 Offerings for Children ..... 1:00 - 1:50 pm
Connecting Teens and Authors: Teen Book Festivals and Awesome Author Visits ..... 1:00 - 1:50 pm
Let's Be Honest with Robie H. Harris ..... 2:00 - 3:20 pm
Staying Power: A Look at Classic Children's Books ..... 2:00 - 3:20 pm
Draw Me a Story ..... 2:00 - 3:50 pm
Barry Lyga Speaks ..... 4:00 - 4:50 pm
Book Buzz: Latest Buzz in YA Literature ..... 4:00 - 4:50 pm
Graphic Novels for Elementary Children ..... 4:00 - 4:50 pm
Storytelling Round Table Showcase/Swap ..... 7:30 - 9:30 pm

Thursday, April 19

Revolutionary: 2012 End of the World? ..... 8:00 - 8:50 am
Maverick Graphic Novels Reading List and Authors ..... 8:00 - 9:20 am
Author Judy Blume and Children's Round Table Business Meeting ..... 8:00 - 9:50 am
Black Caucus Round Table Author Session Breakfast: The Image and the Word ..... 8:00 - 9:50 am
Latino Literature: Then and Now ..... 8:00 - 9:50 am
The Texas Story: From Historical Research to Narrative ..... 8:00 - 9:50 am
Texas Teens for Libraries Day ..... 8:00 - 4:00 pm
Young Adult Round Table Presents – Author Sessions ..... 8:00 am - 4:00 pm
Crime Time - Thriller Author Panel ..... 8:30 - 9:50 am
Guys Read ..... 9:00 - 9:50 am
Here There Be Dragons! ..... 10:00 - 10:50 am
Lone Star Reading List and Authors ..... 10:00 - 11:20 am
Publishers Dish the Latest Buzz in Books for Adults ..... 10:00 - 11:20 am
Stories Alive! Using Creative Dramatics in Your Storytimes ..... 10:00 - 11:20 am
Colorful Crimes: Diverse Characters in Mysteries ..... 10:00 - 11:50 am
Girls with Grit: Strong Female Characters for Elementary Readers ..... 10:00 - 11:50 am
Middle School Matters ..... 11:00 - 11:50 am
Lariat List Adult Fiction Author Session Luncheon (Ticket required) ..... 12:00 - 1:50 pm
Texas Bluebonnet Award Author Session Luncheon (Ticket required) ..... 12:00 - 1:50 pm
Right Now: New YA Literature to Entice Readers ..... 1:00 - 1:50 pm
Books with Heart ..... 2:00 - 2:50 pm
Tayshas High School Reading List and Authors ..... 2:00 - 3:20 pm
Books, Boys, and Boxing: Motivating Minority Males to Read ..... 2:00 - 3:50 pm
Texas 2x2 Reading List Showcase ..... 2:00 - 3:50 pm
Undead: Never Unread ..... 3:00 - 3:50 pm
Black Caucus Round Table Reception ..... 6:00 - 8:00 pm
Evening with the Authors (ticket required) ..... 6:30 - 8:30 pm
Storytelling Round Table Concert ..... 7:30 - 9:30 pm

Friday, April 20

How to Set up a Virtual Author Program ..... 8:00 - 8:50 am
Native American Young Adult Books ..... 8:00 - 8:50 am
Adult Multicultural Mystery Writers ..... 8:00 - 9:20 am
New Books for Teens and Some Tweens Too! ..... 8:00 - 9:20 am
TASL Author Session Breakfast with Patrick Carman (Ticket required) ..... 8:00 - 9:50 am
South Asian Authors in Houston ..... 8:30 - 9:50 am
Face to Face for All (F2F4L): 8th Poetry Roundup ..... 10:00 - 11:20 am
Calling All Guys / Books for N-B-Tween Boys ..... 10:00 - 11:50 am
Closing Author Session Luncheon with Justin Cronin (Ticket required) ..... 12:00 - 1:20 pm

CAREER & PROFESSIONAL DEVELOPMENT

Tuesday, April 17

New Members Standing Tall: Links to Leadership (Online registration only) ..... 1:00 - 4:30 pm
1001 Great Ideas and Diversity Fair ..... 4:00 - 5:30 pm

Wednesday, April 18

Electronic Licensing for Libraries ..... 10:15 - 11:20 am
Relevant: Making Yourself INDISPENSABLE ..... 10:15 - 11:20 am
From Librarian to Archivist of the US ..... 10:15 - 11:50 am
Google Tooling Your Way to Organization ..... 10:15 - 11:50 am
The Inside Scoop on the TLA Experience ..... 10:15 - 11:50 am
Texas Tea with YA Authors (Ticket required) ..... 12:00 - 1:20 pm
Leveraging Your Skills: Rewrite that Resume and Market Yourself ..... 1:00 - 1:50 pm
Jumping the Hurdles of Librarian-Teacher Collaboration ..... 2:00 - 3:20 pm
Using the Web to Build a Personal Learning Network for School Librarians ..... 2:00 - 3:20 pm
Ready, Set, Leap: Innovative Problem Solving ..... 2:00 - 3:50 pm
Salary Negotiation: Yes You Can! ..... 2:00 - 3:50 pm
Do You Have What it Takes to Be a Leader? ..... 3:00 - 3:50 pm
ALA Presidential Initiatives for 2012-2013 ..... 4:00 - 4:50 pm
Librarians on the Move: New Jobs for the Information Professional ..... 4:00 - 4:50 pm

Thursday, April 19

Library School Reference Courses: Still Relevant? ..... 8:00 - 9:50 am
Revolutionary Leadership in Changing Times ..... 8:00 - 9:50 am
21st Century Librarian ..... 10:00 - 10:50 am
My First Librarian Position: Lessons Learned for a Great Career ..... 1:00 - 1:50 pm
Leading at All Levels ..... 2:00 - 3:20 pm
Tapping Local Power: Leadership in Small and Rural Libraries ..... 2:00 - 3:50 pm

Friday, April 20

Will Libraries Survive? The Future of Information Science in Society ..... 8:00 - 9:50 am
Create Mentoring Programs that Produce Positive Results ..... 10:00 - 10:50 am
Revision, Reshape, Refine: The Opportunity of Tough Times ..... 10:00 - 11:20 am

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Texas Woman's University

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CATALOGING AND METADATA

Wednesday, April 18

Social Tagging and its Effect on the Catalog ..... 10:15 - 11:50 am
Metadata for 2012 and Beyond..... 3:00 - 3:50 pm

Thursday, April 19

Battle of the Open Source ILS: Koha v. Evergreen (Net Fair II)..... 1:00 - 1:50 pm
The RDA Revolution for Non-Catalogers..... 1:00 - 1:50 pm
Implementing Patron Driven Acquisitions (PDA): What to Expect?..... 2:00 - 3:50 pm

Friday, April 20

Metadata Strategies for Getting Objects Online..... 8:00 - 9:20 am

COLLECTION, DEVELOPMENT, & MANAGEMENT

Tuesday, April 17

Graphic Novels: Return on Investment..... 1:00 - 1:50 pm

Wednesday, April 18

Electronic Licensing for Libraries..... 10:15 - 11:20 am
Digital Public Library of America ..... 1:00 - 1:50 pm
Libros en Español for Young Adults: Where are You? ..... 1:00 - 1:50 pm
Archiving and Preserving LGBT Materials ..... 4:00 - 4:50 pm
Book Buzz: Latest Buzz in YA Literature ..... 4:00 - 4:50 pm
Graphic Novels for Elementary Children ..... 4:00 - 4:50 pm
Who Let the Librarians Out? How Digital Content is Freeing Librarians for New Roles..... 4:00 - 4:50 pm

Thursday, April 19

Revolutionary Trends: Genre-fying the School Library..... 8:00 - 8:50 am
A Web-based Map Interface Catalog Search Tool for a Library Regional Collection ..... 8:00 - 9:20 am
Maverick Graphic Novels Reading List and Authors ..... 8:00 - 9:20 am
Here There Be Dragons! ..... 10:00 - 10:50 am
Open Data Policies in the US - An Overview... 10:00 - 10:50 am
Lone Star Reading List and Authors..... 10:00 - 11:20 am
Patron Driven Acquisitions (PDA): Benefits and Pitfalls..... 10:00 - 11:20 am
Publishers Dish the Latest Buzz in Books for Adults ..... 10:00 - 11:20 am
Middle School Matters..... 11:00 - 11:50 am
Migrating Automation Systems: Lessons from the Trenches (Net Fair II)..... 11:00 - 11:50 am
Lariat List Adult Fiction Author Session Luncheon (Ticket required)..... 12:00 - 1:50 pm
Collecting Outside the Box: New Materials in Academic Library Archives ..... 1:00 - 1:50 pm
Right Now: New YA Literature to Entice Readers..... 1:00 - 1:50 pm
TTRAC: Texas Teens Reading Advisory 2012 Summer Reading Program..... 1:00 - 1:50 pm
When Libraries and Classes Collide: Building Relevant Instructional Partnerships..... 1:00 - 1:50 pm
Tayshas High School Reading List and Authors ..... 2:00 - 3:20 pm
Digital Decisions: Replace, Blend, or Enhance?..... 2:00 - 3:50 pm
Implementing Patron Driven Acquisitions (PDA): What to Expect? ..... 2:00 - 3:50 pm
Undead: Never Unread..... 3:00 - 3:50 pm
Evening with the Authors (ticket required)..... 6:30 - 8:30 pm

Friday, April 20

Introducing the Spirit of Texas Reading Programs..... 8:00 - 8:50 am
Adult Multicultural Mystery Writers ..... 8:00 - 9:20 am
Contemporary Collecting: Is Your Archives Keeping up with the Latest Trends?..... 10:00 - 11:20 am
Librarian and Vendor Relations: Exploring Best Practices..... 10:00 - 11:50 am

CUSTOMER SERVICE

Tuesday, April 17

Making the Best of Delivering Bad News ..... 1:00 - 1:50 pm
Museums: Tips for Public Relations, Marketing, and the User Experience ..... 1:00 - 1:50 pm
8 Tips to Safely Manage Disruptive Patrons ..... 4:00 - 4:50 pm

Thursday, April 19

School Library Volunteers and Aides: Partners for Success ..... 8:00 - 8:50 am
Surviving the Public: With the Help of *Unshelved*..... 8:00 - 9:50 am
Customer Service on the Front Line ..... 10:00 - 11:20 am
Tips and Techniques for Engaging Customers... 2:00 - 3:20 pm

Friday, April 20

Library Support Staff Certification: Changing the Profession, Changing Your Life ..... 8:00 - 9:50 am
Avoiding Inadvertent Insults: Cross-Cultural Communications with Library Customers..... 10:00 - 11:50 am

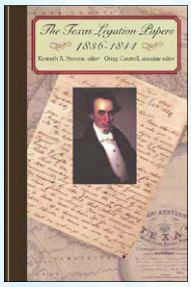
DIGITIZATION

Tuesday, April 17

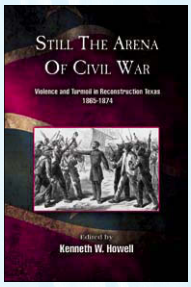
Developing a Large-Scale Digital Archives through a Library Consortium..... 2:00 - 3:50 pm

Wednesday, April 18

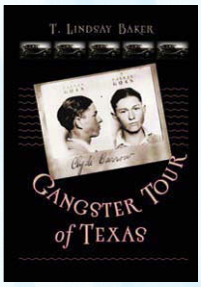
Suffering from Copyright Confusion? ..... 10:15 - 11:50 am
Digital Public Library of America ..... 1:00 - 1:50 pm



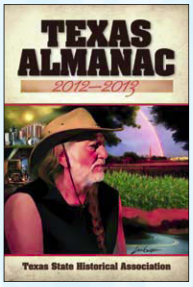
The Texas Legation Papers, 1836–1844
Kenneth R. Stevens



Still the Arena of Civil War
Violence and Turmoil in Reconstruction Texas, 1865-1874
Edited by Kenneth W. Howell



Gangster Tour of Texas
T. Lindsay Baker



Texas Almanac 2012–2013
Elizabeth Cruce Alvarez and Robert Plocheck

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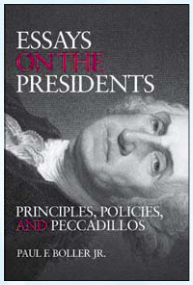
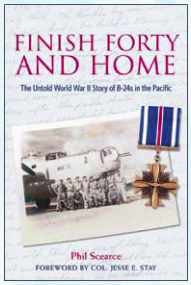
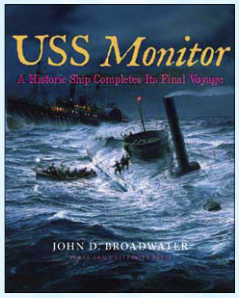
Essays on the Presidents
Principles, Policies, and Peccadillos
Paul F. Boller



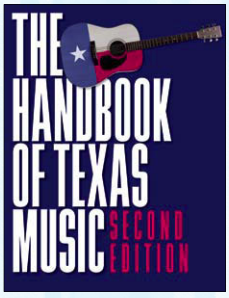
Finish Forty and Home
The Untold World War II Story of B-24s in the Pacific
Phil Scearce



USS *Monitor*
A Historic Ship Completes Its Final Voyage
John D. Broadwater



The Handbook of Texas Music
Second Edition
Laurie E. Jasinski
Introduction by Casey Monahan



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Thursday, April 19

Preservation 101 for Your Library and Archival Materials ..... 8:00 - 9:50 am
Digitizing Local History: Partnerships and Possibilities ..... 10:00 - 11:50 am
Digitizing Historic Newspapers: What We've Learned ..... 1:00 - 1:50 pm

Friday, April 20

Metadata Strategies for Getting Objects Online 8:00 - 9:20 am

DISASTER PREPAREDNESS

Wednesday, April 18

Virtual Tornado Rescue: A Library Exhibit and Simulation (Net Fair I) ..... 11:00 - 11:50 am

Thursday, April 19

Responding and Recovering: Continuing Core Services When Disaster Strikes ..... 8:00 - 9:50 am

Friday, April 20

The Real Nuts and Bolts of Library Security ..... 8:00 - 9:50 am

E-BOOKS

Tuesday, April 17

Gotta Gadget Workshops and Training ..... 1:00 - 1:50 pm
eReaders and eBooks (Hands On Lab II; registration required) ..... 2:00 - 3:20 pm

Wednesday, April 18

E-Readers and E-Books (Hands On Lab IV; registration required) ..... 12:00 - 1:20 pm
Who Let the Librarians Out? How Digital Content is Freeing Librarians for New Roles ..... 4:00 - 4:50 pm

Thursday, April 19

eReader Technology: A Hands-On Approach to Using It For Your Library ..... 8:00 - 9:20 am
Patron Driven Acquisitions (PDA): Benefits and Pitfalls ..... 10:00 - 11:20 am
Digital Decisions: Replace, Blend, or Enhance? ..... 2:00 - 3:50 pm
Black Caucus Round Table Reception ..... 6:00 - 8:00 pm

FUTURE TRENDS

Tuesday, April 17

Census Website: Countless Research Opportunities (Ticket required) ..... 1:00 - 4:00 pm
Innovative Technology Applications for Reference & Instruction: Lightning Talks ..... 2:00 - 3:20 pm
The Importance of the Library in Future SACS Accreditation Standards ..... 2:00 - 3:50 pm
Joint Libraries: Models that Work ..... 2:00 - 3:50 pm
One Book One Conference ..... 2:00 - 3:50 pm

Wednesday, April 18

Information Visualization and Keyword Searching in Library Instruction ..... 10:15 - 11:20 am
Libraries of the Future: The Library and the Global Information Society are a Perfect Match ..... 10:15 - 11:20 am
Digital Public Library of America ..... 1:00 - 1:50 pm
AnyThink: Designing Customer-Centric Libraries ..... 2:00 - 3:50 pm
Change Your Library's Image through Marketing ..... 2:00 - 3:50 pm
Metadata for 2012 and Beyond ..... 3:00 - 3:50 pm
Who Let the Librarians Out? How Digital Content is Freeing Librarians for New Roles ..... 4:00 - 4:50 pm

Thursday, April 19

Revolutionary Trends: Genre-fying the School Library ..... 8:00 - 8:50 am
A Web-based Map Interface Catalog Search Tool for a Library Regional Collection ..... 8:00 - 9:20 am
Library School Reference Courses: Still Relevant? ..... 8:00 - 9:50 am
21st Century Librarian ..... 10:00 - 10:50 am
Open Data Policies in the U.S. - An Overview ..... 10:00 - 10:50 am
State Library: Present and Future ..... 10:00 - 11:20 am
Collecting Outside the Box: New Materials in Academic Library Archives ..... 1:00 - 1:50 pm
Make Your Library FutureReady ..... 1:00 - 1:50 pm
Evaluating Quality of OpenURLs Through Analytics ..... 2:00 - 3:20 pm
Navigating Privacy, Policy, and Service Issues in the Digital Age ..... 2:00 - 3:20 pm
Public Access Technology in Libraries: A National Initiative ..... 2:00 - 3:20 pm

Friday, April 20

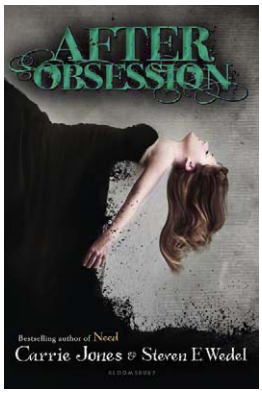
Web-Scale Discovery: Post Implementation ..... 8:00 - 9:20 am
Library Support Staff Certification: Changing the Profession, Changing Your Life ..... 8:00 - 9:50 am
Will Libraries Survive? The Future of Information Science in Society ..... 8:00 - 9:50 am
Embedded Academic Librarianship ..... 10:00 - 11:20 am
Libraries and the Future of Transliteracy ..... 10:00 - 11:20 am
Privatization of Public Libraries: How It Works and What You Can Do ..... 10:00 - 11:20 am

MEET THE AUTHORS!

BLOOMSBURY AND WALKER BOOKS FOR YOUNG READERS

Visit us at booth #1705

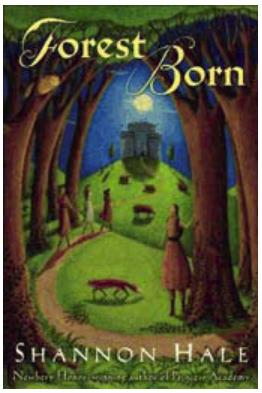
Carrie Jones



Autographing:
Wednesday, April 18
12:00-1:00, author aisle

Speaking:
Wednesday, April 18, 10:15-11:50 AM
"Write, Rewrite, Repeat: Authors on the Writing Process"

Shannon Hale



Autographing:
Thursday, April 19
9:30-10:30, author aisle

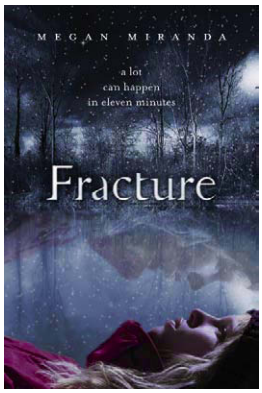
Speaking:
Thursday, April 19, 8:00-9:20 AM
"Maverick Graphic Novels Reading List and Authors"

Jessica Warman

Autographing:
Thursday, April 19
11:00-12:00, author aisle

Speaking:
Thursday, April 19, 3:00-3:50 PM
"Undead: Never Unread"

Megan Miranda



Autographing:
Thursday, April 19
2:00-3:00, author aisle

Speaking:
Thursday, April 19, 1:00-1:50 PM
"Right Now: New YA Literature to Entice Readers"

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GENEALOGY

Tuesday, April 17

Help! My Customer Wants Their Family History (Ticket required) ... 8:00 am - 12:00 pm

Wednesday, April 18

From Librarian to Archivist of the US ... 10:15 - 11:50 am
National Archives and Records Administration (NARA): Resources for Libraries ... 1:00 - 1:50 pm
Next Generation Genealogy ... 2:00 - 3:20 pm

Thursday, April 19

Preservation 101 for Your Library and Archival Materials ... 8:00 - 9:50 am
Digitizing Local History: Partnerships and Possibilities ... 10:00 - 11:50 am

GRANTS & FUNDRAISING

Tuesday, April 17

Reel Read: From Movie to Book Programs for Tweens & Teens ... 4:00 - 4:50 pm

Wednesday, April 18

Success Stories: The Value of Your Support Community in Hard Economic Times ... 2:00 - 3:50 pm

Thursday, April 19

Demographic Information: 2010 Census and Beyond ... 10:00 - 11:50 am

Friday, April 20

Grant Writing in the Information Age ... 10:00 - 10:50 am
Kids Need to Read Program: Funding Opportunity ... 10:00 - 11:50 am

INTELLECTUAL FREEDOM & ETHICS

Tuesday, April 17

One Book One Conference ... 2:00 - 3:50 pm

Wednesday, April 18

Suffering from Copyright Confusion? ... 10:15 - 11:50 am
Let's Be Honest with Robie H. Harris ... 2:00 - 3:20 pm
Social Media 101 ... 2:00 - 3:20 pm

Thursday, April 19

Open Data Policies in the U.S. - An Overview ... 10:00 - 10:50 am
Wikileaks and the Age of Transparency ... 10:00 - 11:20 am
Books with Heart ... 2:00 - 2:50 pm

Friday, April 20

Safe Space Kit 101: Guide to Being an Ally to LGBT Youth ... 10:00 - 11:50 am

LIBRARY FACILITIES

Tuesday, April 17

Think, Create, Share and Grow: Setting the Stage for Collaborative Inquiry ... 2:00 - 3:20 pm
Using Graphic Design to Improve Your Library ... 2:00 - 3:20 pm

Wednesday, April 18

Retooling Reference for Relevant Service ... 4:00 - 4:50 pm

Thursday, April 19

Responding and Recovering: Continuing Core Services When Disaster Strikes ... 8:00 - 9:50 am
Managing Multiple School Libraries ... 9:00 - 9:50 am
2012 Private School Librarians' Progressive Dinner (Ticket required) ... 6:30 - 8:30 pm

Friday, April 20

The Real Nuts and Bolts of Library Security ... 8:00 - 9:50 am

LIBRARY INSTRUCTION, INFORMATION LITERACY & TRAINING

Tuesday, April 17

Emerging Technologies (Online registration only) ... 9:00 am - 12:00 pm
Online Legal Reference for Non-Law Librarians (Ticket required) ... 9:00 am - 12:00 pm
Worth Watching: Assessment Video Tutorials in Academic Libraries ... 1:00 - 1:50 pm
Innovative Technology Applications for Reference & Instruction: Lightning Talks ... 2:00 - 3:20 pm
Meta-active Learning: Library Instruction Techniques Made Simple ... 2:00 - 3:20 pm
Think, Create, Share and Grow: Setting the Stage for Collaborative Inquiry ... 2:00 - 3:20 pm

Wednesday, April 18

Information Visualization and Keyword Searching in Library Instruction ... 10:15 - 11:20 am
Learning4Life: Advocacy through Coteaching Deep Comprehension ... 10:15 - 11:50 am
Using Creative Nonfiction to Inspire Children's Programming ... 10:15 - 11:50 am
Write, Rewrite, Repeat: Authors on the Writing Process ... 10:15 - 11:50 am
Creating Computer Games for Instruction ... 2:00 - 3:20 pm
Social Media 101 ... 2:00 - 3:20 pm
Using the Web to Build a Personal Learning Network for School Librarians ... 2:00 - 3:20 pm
Battledecks: Prepare to Compete! ... 2:00 - 3:50 pm
Incorporating and Assessing Information Literacy in an Academic Setting ... 2:00 - 3:50 pm
Young Adult Round Table Reading Lists Booktalks ... 2:00 - 3:50 pm
Write Now: Interpreting Literature via Online Book Clubs ... 3:00 - 3:50 pm
ALA Presidential Initiatives for 2012-2013 ... 4:00 - 4:50 pm
To Go Credit or Non Credit: Courses in Library Instruction ... 4:00 - 4:50 pm

Thursday, April 19

Google Tips and Tricks for School Library Instruction ... 8:00 - 9:20 am
The Texas Story: From Historical Research to Narrative ... 8:00 - 9:50 am
Meeting Users at Their Point of Need ... 10:00 - 11:20 am
Stories Alive! Using Creative Dramatics in Your Storytimes ... 10:00 - 11:20 am
Transliteracy in a Time-Crunched Library ... 10:00 - 11:20 am
Movie Making in Three Clicks (Hands On Lab IX; registration required) ... 12:00 - 1:20 pm
Bites with LIRT ... 12:00 - 1:50 pm
Easing Library Staff into New Technologies ... 1:00 - 1:50 pm
Research4Life: Inquiry-Based Learning in the Library ... 1:00 - 1:50 pm
Rolling Reference Out to New University Students ... 1:00 - 1:50 pm
TTRAC: Texas Teens Reading Advisory 2012 Summer Reading Program ... 1:00 - 1:50 pm
Using Picture Books to Teach the TEKS ... 1:00 - 1:50 pm
Relevant: The Learner Centered School Library ... 2:00 - 3:20 pm
Digital Decisions: Replace, Blend, or Enhance? ... 2:00 - 3:50 pm

Friday, April 20

Introducing the Spirit of Texas Reading Programs ... 8:00 - 8:50 am
Web-Scale Discovery: Post Implementation ... 8:00 - 9:20 am
Finding the Best Fit in a Mentoring Program ... 9:00 - 9:50 am
Create Mentoring Programs that Produce Positive Results ... 10:00 - 10:50 am
Embedded Academic Librarianship ... 10:00 - 11:20 am
Libraries and the Future of Transliteracy ... 10:00 - 11:20 am

LITERACY (ADULT AND FAMILY)

Wednesday, April 18

Opening Author Session Luncheon Sponsored by LiFTA (Ticket required) ... 12:00 - 1:50 pm
Meet Me in the Kitchen: Cooking Up Language Development ... 2:00 - 3:50 pm

Thursday, April 19

Black Caucus Round Table Author Session Breakfast: The Image and the Word ... 8:00 - 9:50 am
Text4Baby: New Beginnings Start with Words ... 10:00 - 10:50 am

Friday, April 20

The Softwire in Adolescent Cyberspace: How Computer Gaming Is Encouraging Kids to Read ... 9:00 - 9:50 am
Kids Need to Read Program: Funding Opportunity ... 10:00 - 11:50 am

MANAGEMENT & CHANGE

Tuesday, April 17

Drupal 101 (Ticket required) ... 9:00 am - 12:00 pm
Technology and Libraries: An Unconference (Ticket required) ... 9:00 am - 12:00 pm
Graphic Novels: Return on Investment ... 1:00 - 1:50 pm
Making the Best of Delivering Bad News ... 1:00 - 1:50 pm
Think, Create, Share and Grow: Setting the Stage for Collaborative Inquiry ... 2:00 - 3:20 pm
The Importance of the Library in Future SACS Accreditation Standards ... 2:00 - 3:50 pm
8 Tips to Safely Manage Disruptive Patrons ... 4:00 - 4:50 pm
Bootstrap User Experience (UX) ... 4:00 - 4:50 pm

Wednesday, April 18

Academic Leadership: Lessons in a Climate of Social Transformation ... 10:15 - 11:20 am
Electronic Licensing for Libraries ... 10:15 - 11:20 am
Libraries of the Future: The Library and the Global Information Society are a Perfect Match ... 10:15 - 11:20 am
Relevant: Making Yourself INDISPENSABLE ... 10:15 - 11:20 am
Google Tooling Your Way to Organization ... 10:15 - 11:50 am
Collaborating in Tough Times: Responding to State Cuts ... 1:00 - 1:50 pm
Crosstraining Staff in Public Libraries ... 1:00 - 1:50 pm
Demonstrating Value at Academic Libraries ... 1:00 - 1:50 pm
The Next Generation of Knowledge Management ... 1:00 - 1:50 pm
Using Story as the Basis for Advocacy and Persuasion ... 1:00 - 1:50 pm
AnyThink: Designing Customer-Centric Libraries ... 2:00 - 3:50 pm
Change Your Library's Image through Marketing ... 2:00 - 3:50 pm
Incorporating and Assessing Information Literacy in an Academic Setting ... 2:00 - 3:50 pm
Ready, Set, Leap: Innovative Problem Solving ... 2:00 - 3:50 pm
Strategic Planning: A How-to Guide ... 2:00 - 3:50 pm
Success Stories: The Value of Your Support Community in Hard Economic Times ... 2:00 - 3:50 pm
Do You Have What it Takes to Be a Leader? ... 3:00 - 3:50 pm
ALA Presidential Initiatives for 2012-2013 ... 4:00 - 4:50 pm
Legal Responsibilities for Library Friends and Foundations ... 4:00 - 4:50 pm
Retooling Reference for Relevant Service ... 4:00 - 4:50 pm
ROI Measures at Your Library ... 4:00 - 4:50 pm
Using Social Media to Improve Workflow at Academic Libraries ... 4:00 - 4:50 pm

Thursday, April 19

Revolutionary Trends: Genre-fying the School Library ... 8:00 - 8:50 am
Designing the Digital Branch - It's Everyone's Job ... 8:00 - 9:20 am
eReader Technology: A Hands-On Approach to Using It For Your Library ... 8:00 - 9:20 am
Consultants Reports and How to Interpret ... 8:00 - 9:50 am
Revolutionary Leadership in Changing Times ... 8:00 - 9:50 am
Managing Multiple School Libraries ... 9:00 - 9:50 am
21st Century Librarian ... 10:00 - 10:50 am
Negotiating with Academic Administrators ... 10:00 - 10:50 am
Customer Service on the Front Line ... 10:00 - 11:20 am
Microsoft Office Unleashed (Hands On Lab VIII; registration required) ... 10:00 - 11:20 am
State Library: Present and Future ... 10:00 - 11:20 am
How Can I Get A SLAC for My School Library? ... 11:00 - 11:50 am

Easing Library Staff into New Technologies ..... 1:00 - 1:50 pm
Make Your Library FutureReady ..... 1:00 - 1:50 pm
My First Librarian Position: Lessons Learned for a Great Career ..... 1:00 - 1:50 pm
Evaluating Quality of OpenURLs Through Analytics ..... 2:00 - 3:20 pm
Leading at All Levels ..... 2:00 - 3:20 pm
Public Access Technology in Libraries: A National Initiative ..... 2:00 - 3:20 pm

Friday, April 20

The Real Nuts and Bolts of Library Security ..... 8:00 - 9:50 am
Finding the Best Fit in a Mentoring Program ..... 9:00 - 9:50 am
Library Consortia: Ideas for Sharing Resources ..... 10:00 - 11:20 am
Privatization of Public Libraries: How It Works and What You Can Do ..... 10:00 - 11:20 am
Revision, Reshape, Refine: The Opportunity of Tough Times ..... 10:00 - 11:20 am
Avoiding Inadvertent Insults: Cross-Cultural Communications with Library Customers ..... 10:00 - 11:50 am
TEA Update ..... 11:00 - 11:50 am
Using Wikispaces to Share Reference and Circulation Statistics ..... 11:00 - 11:50 am

MARKETING, PR, & ADVOCACY

Tuesday, April 17

Gotta Gadget Workshops and Training ..... 1:00 - 1:50 pm
Museums: Tips for Public Relations, Marketing, and the User Experience ..... 1:00 - 1:50 pm
Speed Dating with Texas Bluebonnets (Ticket required) ..... 1:00 - 5:00 pm
Using Graphic Design to Improve Your Library ..... 2:00 - 3:20 pm
Attracting New Library Users with Geocaching ..... 2:00 - 3:50 pm
Bootstrap User Experience (UX) ..... 4:00 - 4:50 pm
What AASL Can Do For You ..... 4:00 - 4:50 pm

Wednesday, April 18

Extreme Makeover: Digital Edition (Net Fair I) ..... 10:15 - 10:50 am
Relevant: Making Yourself INDISPENSABLE ..... 10:15 - 11:20 am
Be an Effective Library Advocate: Working with Your State Legislators ..... 10:15 - 11:50 am
Opening Author Session Luncheon Sponsored by LiFTA (Ticket required) ..... 12:00 - 1:50 pm
Using Story as the Basis for Advocacy and Persuasion ..... 1:00 - 1:50 pm
AnyThink: Designing Customer-Centric Libraries ..... 2:00 - 3:50 pm
Change Your Library's Image through Marketing ..... 2:00 - 3:50 pm
Draw Me a Story ..... 2:00 - 3:50 pm
Success Stories: The Value of Your Support Community in Hard Economic Times ..... 2:00 - 3:50 pm
Young Adult Round Table Reading Lists Booktalks ..... 2:00 - 3:50 pm
Bypass the Boring! Revolutionize Your Library Communications ..... 4:00 - 4:50 pm
Free Analytics to Track Your Online Traffic (Hands On Lab V; registration required) ..... 4:00 - 4:50 pm
Restructuring the School Library ..... 4:00 - 4:50 pm

Thursday, April 19

School Library Volunteers and Aides: Partners for Success ..... 8:00 - 8:50 am
Strategic Collaboration to Expand the Library's Impact ..... 9:00 - 9:50 am
How Can I Get A SLAC for My School Library? ..... 11:00 - 11:50 am
Corporate Philanthropy: Giving to the Greater Good ..... 1:00 - 1:50 pm
Lighting A Fire In Your Library's Friends Group ..... 1:00 - 1:50 pm

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Low Cost Marketing of Reference Services for Business ..... 1:00 - 1:50 pm
Rolling Reference Out to New University Students ..... 1:00 - 1:50 pm
Making Libraries Relevant to the Hispanic Community Today! ..... 2:00 - 3:20 pm
Relevant: The Learner Centered School Library ..... 2:00 - 3:20 pm
Tips and Techniques for Engaging Customers ..... 2:00 - 3:20 pm
Working with Your Local Bookstore ..... 2:00 - 3:20 pm
Tapping Local Power: Leadership in Small and Rural Libraries ..... 2:00 - 3:50 pm
Black Caucus Round Table Reception ..... 6:00 - 8:00 pm

Friday, April 20

Managing Your Library's Online Reputation ..... 9:00 - 9:50 am
Privatization of Public Libraries: How It Works and What You Can Do ..... 10:00 - 11:20 am
How to Do An Author Program - Pros within the Publishing Industry ..... 10:00 - 11:50 am

ORGANIZATIONAL PARTNERSHIPS

Tuesday, April 17

Developing a Large-Scale Digital Archives through a Library Consortium ..... 2:00 - 3:50 pm
Joint Libraries: Models that Work ..... 2:00 - 3:50 pm
What AASL Can Do For You ..... 4:00 - 4:50 pm

Wednesday, April 18

Be an Effective Library Advocate: Working With Your State Legislators ..... 10:15 - 11:50 am
Collaborating in Tough Times: Responding to State Cuts ..... 1:00 - 1:50 pm
Creating Alliances with the Overlapping Fields of IT and Librarianship ..... 2:00 - 3:50 pm

Thursday, April 19

Corporate Philanthropy: Giving to the Greater Good ..... 1:00 - 1:50 pm
Digitizing Historic Newspapers: What We've Learned ..... 1:00 - 1:50 pm
Working with Your Local Bookstore ..... 2:00 - 3:20 pm

Friday, April 20

Library Consortia: Ideas for Sharing Resources ..... 10:00 - 11:20 am

OUTREACH

Tuesday, April 17

Attracting New Library Users with Geocaching ..... 2:00 - 3:50 pm

Wednesday, April 18

Academic Leadership: Lessons in a Climate of Social Transformation ..... 10:15 - 11:20 am
Libros en Español for Young Adults: Where are You? ..... 1:00 - 1:50 pm

Thursday, April 19

Surviving the Public: With the Help of *Unshelved* ..... 8:00 - 9:50 am
Corporate Philanthropy: Giving to the Greater Good ..... 1:00 - 1:50 pm
Lighting A Fire in Your Library's Friends Group ..... 1:00 - 1:50 pm
Rolling Reference Out to New University Students ..... 1:00 - 1:50 pm
Tapping Local Power: Leadership in Small and Rural Libraries ..... 2:00 - 3:50 pm

PROGRAMMING FOR ADULTS

Tuesday, April 17

Attracting New Library Users with Geocaching ..... 2:00 - 3:50 pm

Wednesday, April 18

African American Pioneers of Horror and Science Fiction ..... 10:15 - 11:50 am
Next Generation Genealogy ..... 2:00 - 3:20 pm

Thursday, April 19

Latino Literature: Then and Now ..... 8:00 - 9:50 am
Publishers Dish the Latest Buzz in Books for Adults ..... 10:00 - 11:20 am
Wikileaks and the Age of Transparency ..... 10:00 - 11:20 am
Lariat List Adult Fiction Author Session Luncheon (Ticket required) ..... 12:00 - 1:50 pm
Gaming Design with Youth (Hands On Lab X; registration required) ..... 2:00 - 3:20 pm
Working with Your Local Bookstore ..... 2:00 - 3:20 pm

Friday, April 20

Adult Multicultural Mystery Writers ..... 8:00 - 9:20 am
South Asian Authors in Houston ..... 8:30 - 9:50 am
How to Do An Author Program - Pros within the Publishing Industry ..... 10:00 - 11:50 am

PROGRAMMING FOR CHILDREN & YOUTH

Tuesday, April 17

Using the Playstation 3, Wii, Xbox, & Kinect (Online registration only) ..... 9:00 am - 12:00 pm
QR Codes: Smart Applicability for Your Library (Hands On Lab I; registration required) ..... 12:00 - 1:20 pm
Learning From Elmo, Blue, and Dora: Applying the Science of Children's Educational Television ..... 1:00 - 1:50 pm
ReadKiddoRead (Ticket required) ..... 1:00 - 4:00 pm
Fractured Fairy Tales with Willy Claflin and Maynard the Moose (Ticket required) ..... 1:00 - 4:30 pm
Speed Dating with Texas Bluebonnets (Ticket required) ..... 1:00 - 5:00 pm
If You Give a Kid a Book ..... 4:00 - 4:50 pm
Reel Read: From Movie to Book Programs for Tweens & Teens ..... 4:00 - 4:50 pm

Wednesday, April 18

Thrill Masters: Adventure Books for Kids ..... 10:15 - 11:50 am
Toddlers, Touch Technology, and Family Learning ..... 10:15 - 11:50 am
Using Creative Nonfiction to Inspire Children's Programming ..... 10:15 - 11:50 am
Write, Rewrite, Repeat: Authors on the Writing Process ..... 10:15 - 11:50 am
Connecting Teens and Authors: Teen Book Festivals and Awesome Author Visits ..... 1:00 - 1:50 pm
Every Child Ready to Read Updated ..... 1:00 - 1:50 pm
Augmented Reality in the K-12 Setting (Hands On Lab V; registration required) ..... 2:00 - 3:20 pm
Let's Be Honest with Robie H. Harris ..... 2:00 - 3:20 pm
Draw Me a Story ..... 2:00 - 3:50 pm
Meet Me in the Kitchen: Cooking up Language Development ..... 2:00 - 3:50 pm
Young Adult Round Table Readling Lists Booktalks ..... 2:00 - 3:50 pm
Restructuring the School Library ..... 4:00 - 4:50 pm

Thursday, April 19

Revolutionary: 2012 End of the World? ..... 8:00 - 8:50 am
Library programing with Apps (Hands On Lab VII; registration required) ..... 8:00 - 9:20 am
Maverick Graphic Novels Reading List and Authors ..... 8:00 - 9:20 am
Black Caucus Round Table Author Session Breakfast: The Image and the Word ..... 8:00 - 9:50 am
The Texas Story: From Historical Research to Narrative ..... 8:00 - 9:50 am
Young Adult Round Table Presents – Author Sessions ..... 8:00 am - 4:00 pm
Here There Be Dragons! ..... 10:00 - 10:50 am
Lone Star Reading List and Authors ..... 10:00 - 11:20 am
Stories Alive! Using Creative Dramatics in Your Storytimes ..... 10:00 - 11:20 am
Middle School Matters ..... 11:00 - 11:50 am
Texas Bluebonnet Award Author Session Luncheon (Ticket required) ..... 12:00 - 1:50 pm
Research4Life: Inquiry-Based Learning in the Library ..... 1:00 - 1:50 pm
Right Now: New YA Literature to Entice Readers ..... 1:00 - 1:50 pm
TTRAC: Texas Teens Reading Advisory 2012 Summer Reading Program ..... 1:00 - 1:50 pm
Books with Heart ..... 2:00 - 2:50 pm
Tayshas High School Reading List & Authors ..... 2:00 - 3:20 pm
Texas 2x2 Reading List Showcase ..... 2:00 - 3:50 pm
Texas Reading Club Showcase ..... 2:00 - 3:50 pm
Undead: Never Unread ..... 3:00 - 3:50 pm

Friday, April 20

How to Set up a Virtual Author Program ..... 8:00 - 8:50 am
Introducing the Spirit of Texas Reading Programs ..... 8:00 - 8:50 am
Literacy Leapers: A Special Needs Reading Program ..... 8:00 - 9:50 am
The Softwire in Adolescent Cyberspace: How Computer Gaming is Encouraging Kids to Read ..... 9:00 - 9:50 am
The World of Children's Apps ..... 10:00 - 11:20 am
How to Do An Author Program - Pros within the Publishing Industry ..... 10:00 - 11:50 am
Kids Need to Read Program: Funding Opportunity ..... 10:00 - 11:50 am
Safe Space Kit 101: Guide to Being an Ally to LGBT Youth ..... 10:00 - 11:50 am

READING DEVELOPMENT (CHILDREN)

Tuesday, April 17

ReadKiddoRead (Ticket required) ..... 1:00 - 4:00 pm
Fractured Fairy Tales with Willy Claflin and Maynard the Moose (Ticket required) ..... 1:00 - 4:30 pm

Wednesday, April 18

Learning4Life: Advocacy through Coteaching Deep Comprehension ..... 10:15 - 11:50 am
Book Buzz: Highlights from Publishers' 2012 Offerings for Children ..... 1:00 - 1:50 pm
Every Child Ready to Read Updated ..... 1:00 - 1:50 pm
Staying Power: A Look at Classic Children's Books ..... 2:00 - 3:20 pm
Meet Me in the Kitchen: Cooking up Language Development ..... 2:00 - 3:50 pm
Graphic Novels for Elementary Children ..... 4:00 - 4:50 pm

Thursday, April 19

Revolutionary: 2012 End of the World? ..... 8:00 - 8:50 am
Using Picture Books to Teach the TEKS ..... 1:00 - 1:50 pm
Books, Boys, and Boxing: Motivating Minority Males to Read ..... 2:00 - 3:50 pm

Friday, April 20

Literacy Leapers: A Special Needs Reading Program ..... 8:00 - 9:50 am
The Softwire in Adolescent Cyberspace: How Computer Gaming is Encouraging Kids to Read ..... 9:00 - 9:50 am
The World of Children's Apps ..... 10:00 - 11:20 am
Calling All Guys / Books for N-B-Tween Boys ..... 10:00 - 11:50 am

REFERENCE & READERS ADVISORY

Tuesday, April 17

Help! My Customer Wants Their Family History (Ticket required) ..... 8:00 am - 12:00 pm
Online Legal Reference for Non-Law Librarians (Ticket required) ..... 9:00 am - 12:00 pm
Census Website: Countless Research Opportunities (Ticket required) ..... 1:00 - 4:00 pm
If You Give a Kid a Book ..... 4:00 - 4:50 pm

Wednesday, April 18

Connecting Books and People: Virtual Readers Advisory ..... 1:00 - 1:50 pm
The Next Generation of Knowledge Management ..... 1:00 - 1:50 pm
Virtual Reference for Public Libraries (Net Fair I) ..... 3:00 - 3:50 pm
Retooling Reference for Relevant Service ..... 4:00 - 4:50 pm

Thursday, April 19

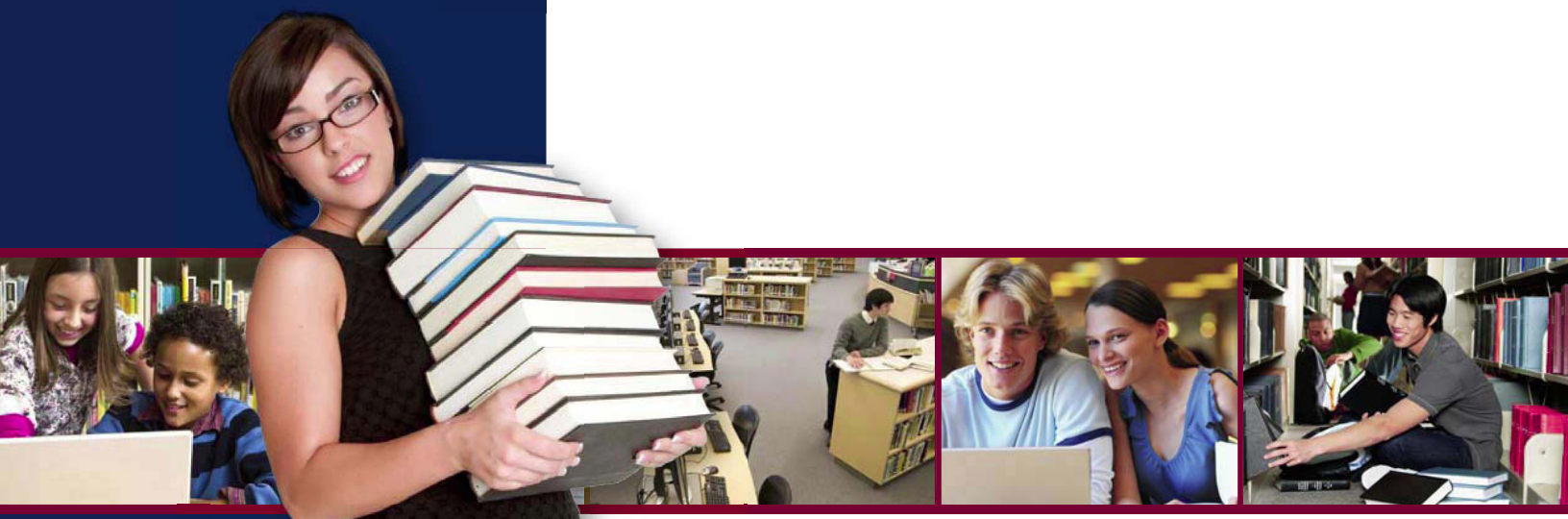
Library School Reference Courses: Still Relevant? ..... 8:00 - 9:50 am

After a natural disaster strikes, getting back to normal may seem impossible.

BEYOND WORDS SCHOOL LIBRARY RELIEF FUND

Since 2006, the American Association of School Librarians, with funding from the Dollar General Foundation, has given more than $800,000 in grants to over 90 school libraries across the country affected by natural disasters. We've also created a website with tools to help with other areas of the recovery process.

Apply for a Beyond Words Grant:
www.ala.org/aasl/disasterrelief



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the Dollar General school library relief fund

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An ALA, AASL, NEA program funded by Dollar General Literacy Foundation

American Association of School Librarians | 50 E Huron, Chicago, IL 60611 | 1-800-545-2433, ext 4382 | www.ala.org/aasl

Surviving the Public: With the Help of *Unshelved* ..... 8:00 - 9:50 am
Demographic Information: 2010 Census and Beyond ..... 10:00 - 11:50 am
Low Cost Marketing of Reference Services for Business ..... 1:00 - 1:50 pm
Tips and Techniques for Engaging Customers ... 2:00 - 3:20 pm
Books, Boys, and Boxing: Motivating Minority Males to Read ..... 2:00 - 3:50 pm
Evening with the Authors (ticket required) ..... 6:30 - 8:30 pm

FRIDAY, APRIL 20

Library Support Staff Certification: Changing the Profession, Changing Your Life ..... 8:00 - 9:50 am
Business Reference: Using LinkedIn and Other Social Media Tools ..... 10:00 - 10:50 am
Calling All Guys / Books for N-B-Tween Boys ..... 10:00 - 11:50 am
Using Wikispaces to Share Reference and Circulation Statistics ..... 11:00 - 11:50 am

SOCIAL MEDIA

Wednesday, April 18

Social Tagging and its Effect on the Catalog ..... 10:15 - 11:50 am
Connecting Books and People: Virtual Readers Advisory ..... 1:00 - 1:50 pm
Lights, Camera, We're in Action ..... 2:00 - 3:20 pm
Social Media 101 ..... 2:00 - 3:20 pm
Using the Web to Build a Personal Learning Network for School Librarians ..... 2:00 - 3:20 pm
Virtual Reference for Public Libraries (Net Fair I) ..... 3:00 - 3:50 pm
Write Now: Interpreting Literature via Online Book Clubs ..... 3:00 - 3:50 pm
Free Analytics to Track Your Online Traffic (Hands On Lab VI; registration required) ..... 4:00 - 4:50 pm
Using Social Media to Improve Workflow at Academic Libraries ..... 4:00 - 4:50 pm

Thursday, April 19

Google Tips and Tricks for School Library Instruction ..... 8:00 - 9:20 am
Meeting Users at Their Point of Need ..... 10:00 - 11:20 am
Revolutionizing the Library ..... 10:00 - 11:20 am
Transliteracy in a Time-Crunched Library ..... 10:00 - 11:20 am
Wikileaks and the Age of Transparency ..... 10:00 - 11:20 am

Friday, April 20

Managing Your Library's Online Reputation ..... 9:00 - 9:50 am
Navigating Antarctica with Social Media and Collaboration ..... 9:00 - 9:50 am
Business Reference: Using LinkedIn and Other Social Media Tools ..... 10:00 - 10:50 am

SPECIAL POPULATIONS / DIVERSITY

Wednesday, April 18

Toddlers, Touch Technology, and Family Learning ..... 10:15 - 11:50 am
Libros en Espanol for Young Adults: Where are You? ..... 1:00 - 1:50 pm
Archiving and Preserving LGBT Materials ..... 4:00 - 4:50 pm

Thursday, April 19

Latino Literature: Then and Now ..... 8:00 - 9:50 am
Text4Baby: New Beginnings Start With Words ..... 10:00 - 10:50 am
Colorful Crimes: Diverse Characters in Mysteries ..... 10:00 - 11:50 am
Making Libraries Relevant to the Hispanic Community Today! ..... 2:00 - 3:20 pm

Friday, April 20

Literacy Leapers: A Special Needs Reading Program ..... 8:00 - 9:50 am
Avoiding Inadvertent Insults: Cross-Cultural Communications with Library Customers ..... 10:00 - 11:50 am
Safe Space Kit 101: Guide to Being an Ally to LGBT Youth ..... 10:00 - 11:50 am

STUDENT RESEARCH

Tuesday, April 17

Worth Watching: Assessment Video Tutorials in Academic Libraries ..... 1:00 - 1:50 pm
Census Website: Countless Research Opportunities (Ticket required) ..... 1:00 pm - 4:00 pm

Thursday, April 19

Demographic Information: 2010 Census and Beyond ..... 10:00 - 11:50 am
International Baccalaureate Diploma Program and the School Library ..... 1:00 - 1:50 pm
Research4Life: Inquiry-Based Learning in the Library ..... 1:00 - 1:50 pm

TEACHER/FACULTY - LIBRARY COLLABORATION

Tuesday, April 17

Libraries and End of Course Exams: What You Need to Know ..... 2:00 - 2:50 pm
Reel Read: From Movie to Book Programs for Tweens & Teens ..... 4:00 - 4:50 pm

Wednesday, April 18

Learning4Life: Advocacy through Coteaching Deep Comprehension ..... 10:15 - 11:50 am
Jumping the Hurdles of Librarian-Teacher Collaboration ..... 2:00 - 3:20 pm
Lights, Camera, We're in Action ..... 2:00 - 3:20 pm
Creating Alliances with the Overlapping Fields of IT and Librarianship ..... 2:00 - 3:50 pm
Write Now: Interpreting Literature via Online Book Clubs ..... 3:00 - 3:50 pm
Bypass the Boring! Revolutionize Your Library Communications ..... 4:00 - 4:50 pm
Restructuring the School Library ..... 4:00 - 4:50 pm

Thursday, April 19

Managing Multiple School Libraries ..... 9:00 - 9:50 am
Strategic Collaboration to Expand the Library's Impact ..... 9:00 - 9:50 am
Meeting Users at Their Point of Need ..... 10:00 - 11:20 am
Revolutionizing the Library ..... 10:00 - 11:20 am
International Baccalaureate Diploma Program and the School Library ..... 1:00 - 1:50 pm
When Libraries and Classes Collide: Building Relevant Instructional Partnerships ..... 1:00 - 1:50 pm
2012 Private School Librarians' Progressive Dinner (Ticket required) ..... 6:30 - 8:30 pm

Friday, April 20

Navigating Antarctica with Social Media and Collaboration ..... 9:00 - 9:50 am
Embedded Academic Librarianship ..... 10:00 - 11:20 am

TECHNICAL SERVICES

Wednesday, April 18

Social Tagging and its Effect on the Catalog ..... 10:15 - 11:50 am
Metadata for 2012 and Beyond ..... 3:00 - 3:50 pm
Using Social Media to Improve Workflow at Academic Libraries ..... 4:00 - 4:50 pm

Thursday, April 19

Patron Driven Acquisitions (PDA): Benefits and Pitfalls ..... 10:00 - 11:20 am
Battle of the Open Source ILS: Koha v. Evergreen (Net Fair II) ..... 1:00 - 1:50 pm
Implementing Patron Driven Acquisitions (PDA): What to Expect? ..... 2:00 - 3:50 pm

Friday, April 20

Librarian and Vendor Relations: Exploring Best Practices ..... 10:00 - 11:50 am

TECHNOLOGY

Tuesday, April 17

Drupal 101 (Ticket purchase required) ..... 9:00 am - 12:00 pm
Emerging Technologies (Online registration only) ..... 9:00 am - 12:00 pm
Technology and Libraries: An Unconference (Ticket required) ..... 9:00 am - 12:00 pm
Learn to Use Your Smart Phone and the TLA App ..... 1:00 - 5:00 pm
Shaping Web Services: Drupal and Mobile Apps ..... 4:00 - 4:50 pm

Wednesday, April 18

Extreme Makeover: Digital Edition (Net Fair I) ..... 10:15 - 10:50 am
The World of Apps (Hands On Lab III; registration required) ..... 10:15 - 11:35 am
Virtual Tornado Rescue: A Library Exhibit and Simulation (Net Fair I) ..... 11:00 - 11:50 am
Free Business Resources (Net Fair I) ..... 1:00 - 1:50 pm
50 Apps / 50 Minutes (Net Fair I) ..... 2:00 - 2:50 pm
Augmented Reality in the K-12 Setting (Hands On Lab V; registration required) ..... 2:00 - 3:20 pm
Lights, Camera, We're in Action ..... 2:00 - 3:20 pm
Creating Alliances with the Overlapping Fields of IT and Librarianship ..... 2:00 - 3:50 pm

Thursday, April 19

Library programing with Apps (Hands On Lab VII; registration required) ..... 8:00 - 9:20 am
Creating Library Widgets (Net Fair II) ..... 10:00 - 10:50 am
Microsoft Office Unleashed (Hands On Lab VIII; registration required) ..... 10:00 - 11:20 am
Revolutionizing the Library ..... 10:00 - 11:20 am
Migrating Automation Systems: Lessons from the Trenches (Net Fair II) ..... 11:00 - 11:50 am
Movie Making in Three Clicks (Hands On Lab IX; registration required) ..... 12:00 - 1:20 pm
Battle of the Open Source ILS: Koha v. Evergreen (Net Fair II) ..... 1:00 - 1:50 pm
T4: Top Texas Technology Trends (Net Fair II) ..... 2:00 - 2:50 pm
Gaming Design with Youth (Hands On Lab X; registration required) ..... 2:00 - 3:20 pm
Public Access Technology in Libraries: A National Initiative ..... 2:00 - 3:20 pm
NetTrekker (Net Fair II) ..... 3:00 - 3:50 pm

Friday, April 20

Contemporary Collecting: Is Your Archives Keeping up with the Latest Trends? ..... 10:00 - 11:20 am

TECHNOLOGY APPLIED

Tuesday, April 17

Drupal 101 (Ticket purchase required) ..... 9:00 am - 12:00 pm
Emerging Technologies (Online registration only) ..... 9:00 am - 12:00 pm
Online Legal Reference for Non-Law Librarians (Ticket required) ..... 9:00 am - 12:00 pm
Technology and Libraries: An Unconference (Ticket required) ..... 9:00 am - 12:00 pm
Using the Playstation 3, Wii, Xbox, & Kinect (Online registration only) ..... 9:00 am - 12:00 pm
QR Codes: Smart Applicability for Your Library (Hands On Lab I; registration required) ..... 12:00 - 1:20 pm
Learn to Use Your Smart Phone and the TLA App ..... 1:00 - 5:00 pm
eReaders and eBooks (Hands On Lab II; registration required) ..... 2:00 - 3:20 pm
Innovative Technology Applications for Reference & Instruction: Lightning Talks ..... 2:00 - 3:20 pm
Shaping Web Services: Drupal and Mobile Apps ..... 4:00 - 4:50 pm

Wednesday, April 18

Extreme Makeover: Digitial Edition (Net Fair I) ..... 10:15 - 10:50 am
Libraries of the Future: The Library and the Global Information Society are a Perfect Match ..... 10:15 - 11:20 am
The World of Apps (Hands On Lab III; registration required) ..... 10:15 - 11:35 am
Google Tooling Your Way to Organization ..... 10:15 - 11:50 am
Toddlers, Touch Technology, and Family Learning ..... 10:15 - 11:50 am

Virtual Tornado Rescue: A Library Exhibit and Simulation (Net Fair I) ..... 11:00 - 11:50 am
E-Readers and E-Books (Hands On Lab IV; registration required) ..... 12:00 - 1:20 pm
Connecting Books and People: Virtual Readers Advisory ..... 1:00 - 1:50 pm
Free Business Resources (Net Fair I) ..... 1:00 - 1:50 pm
The Next Generation of Knowledge Management ..... 1:00 - 1:50 pm
50 Apps / 50 Minutes (Net Fair I) ..... 2:00 - 2:50 pm
Augmented Reality in the K-12 Setting (Hands On Lab V; registration required) ..... 2:00 - 3:20 pm
Creating Computer Games for Instruction ..... 2:00 - 3:20 pm
Virtual Reference for Public Libraries (Net Fair I) ..... 3:00 - 3:50 pm

Thursday, April 19

A Web-based Map Interface Catalog Search Tool for a Library Regional Collection ..... 8:00 - 9:20 am
Designing the Digital Branch - It's Everyone's Job ..... 8:00 - 9:20 am
eReader Technology: A Hands-On Approach to Using It For Your Library ..... 8:00 - 9:20 am
Library programing with Apps (Hands On Lab VII; registration required) ..... 8:00 - 9:20 am
Google Tips and Tricks for School Library Instruction ..... 8:00 - 9:20 am
Creating Library Widgets (Net Fair II) ..... 10:00 - 10:50 am
Text4Baby: New Beginnings Start with Words ..... 10:00 - 10:50 am
Microsoft Office Unleashed (Hands On Lab VIII; registration required) ..... 10:00 - 11:20 am
Transliteracy in a Time-Crunched Library ..... 10:00 - 11:20 am
Migrating Automation Systems: Lessons from the Trenches (Net Fair II) ..... 11:00 - 11:50 am
Movie Making in Three Clicks (Hands On Lab IX; registration required) ..... 12:00 - 1:20 pm
Easing Library Staff into New Technologies ..... 1:00 - 1:50 pm
T4: Top Texas Technology Trends (Net Fair II) ..... 2:00 - 2:50 pm
Evaluating Quality of OpenURLs Through Analytics ..... 2:00 - 3:20 pm
Gaming Design with Youth (Hands On Lab X; registration required) ..... 2:00 - 3:20 pm
Navigating Privacy, Policy, and Service Issues in the Digital Age ..... 2:00 - 3:20 pm
NetTrekker (Net Fair II) ..... 3:00 - 3:50 pm
2012 Private School Librarians' Progressive Dinner (Ticket required) ..... 6:30 - 8:30 pm

Friday, April 20

How to Set up a Virtual Author Program ..... 8:00 - 8:50 am
Grant Writing in the Information Age ..... 10:00 - 10:50 am
The World of Children's Apps ..... 10:00 - 11:20 am
Using Wikispaces to Share Reference and Circulation Statistics ..... 11:00 - 11:50 am

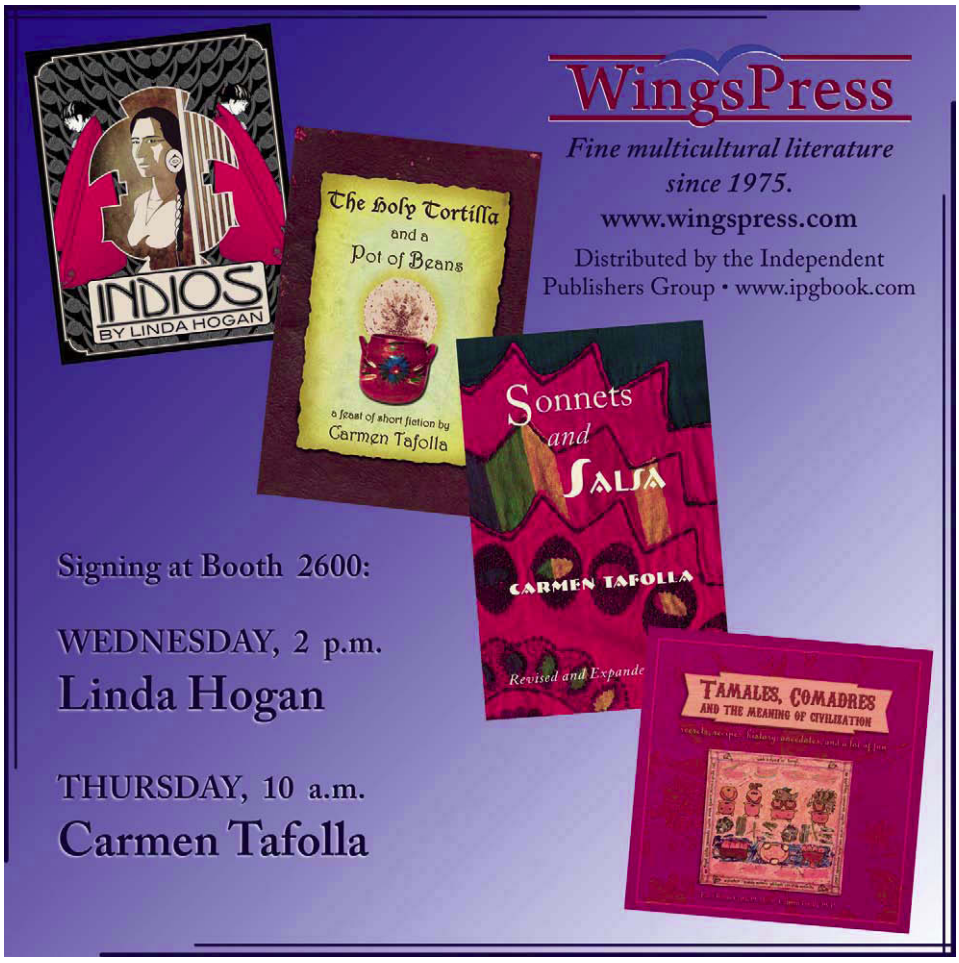
TEEN TALK

Wednesday, April 18

Connecting Teens and Authors: Teen Book Festivals and Awesome Author Visits ..... 1:00 - 1:50 pm

Friday, April 20

New Books for Teens and Some Tweens Too! ..... 8:00 - 9:20 am



exhibiting COMPANIES

As of 12/10/2011

3M Library Systems
720 Design
A. Bargas & Associates, LLC
A+ Images, Inc
ABC-CLIO
abdo digital
ABDO Publishing Company
Abrams Books for Young Readers/ Amulet Books
Accelerated Reader
Albert Whitman & Company
Alexandria by Companion Corporation
Amber Way Jewelry Company
America Reads Spanish
Amicus
Amigos Library Services
Amy Bluemel
Annick Press
Arte Público Press
AudioGo/BBC Audiobooks America
August House Audio
August House Publishers, Inc.
Authors Tim Tingle and Greg Rodgers
AVer Information Inc.
AWE
Azuradisc Inc.
Baker & Taylor/ YBP Library Services
Barker Rinker Seacat Architecture
BBC Audiobooks America
Bearport Publishing
Bedrock City Comic Co.
Bee Programs - Kim Lehman
Bellwether Learning
Bellwether Media
Benchmark Books
Bernadette Nason - Storyteller
Biblionix
Big Cozy Books
Bilingual Storyteller, Sue Young
Billingual Storyteller, Consuelo Samarripa
Black Rabbit Books
Bloomsbury/Walker Books for Young Readers
the Book House, Inc.
Book Systems, Inc.
Book Wholesalers, Inc.
Books on Tape
Books4Schools.com
Boopsie, Inc
Bound To Stay Bound Books
Boyds Mills Press
Brainfuse
Bright Sky Press
Britannica Digital Learning
Brodart Company
BWI
Camcor, Inc.
Candlewick Press
Capstone
Capstone Digital
Career Cruising
Carolrhoda Books
Carolrhoda LAB
Carpets for Kids
Cavendish Children's Books
Central Texas Library System, Inc.
CERF - Curriculum Education Resource Finder
Chafie Press, LLC
Changeable Sign Systems
Charles Scribner's Sons
Charlesbridge
Chelsea House
Cherry Lake Publishing
Children's Plus, Inc.
Children's Press/Franklin Watts
Child's Play
The Child's World Books
Chrismer, Melanie, Author
Christian Large Print
Chronicle Books
Cinco Puntos Press
Clear-Vu
COI - College of Information
CoLibri System North America Inc.
ColorMarq Shelf Management ID Systems
Combined Book Exhibit
Compass Point Books
Congressional Information Service
Consortium, Texas A&M (Texas publishers)
JP Cooke Company
Coutts Information Services
Cover One
Crabtree Publishing Company
The Creative Company
Cultural Surroundings
Dan Gibson, Storyteller
Darby Creek
Database Management System - Questall
Davidson Titles, Inc.
Deanan Gourmet Popcorn
DeCee Cornish, Storyteller
DEE, Inc.
Dee's Tees & Pink Armadillos
Delaney Educational Enterprises, Inc.
DEMCO, Inc.
DEMCO Library Interiors
Digital Knowledge Central
Digital Library Reserve
Disney-Hyperion
DKC

TLA EXHIBITS, located in Halls C&D of the convention center, offer a variety of new and innovative products and services. The printed *TLA Buyers Guide* showcasing 2012 exhibitors will be in the spring *Texas Library Journal*. The online *Buyers Guide* is available year-round on the TLA website

The conference Welcome Party on Tuesday, April 17, will be held in the Hall. Come visit with colleagues from 6:30-8:30 and preview the exhibits. Also in the Exhibit Hall this year are the Internet Room, Post Office, a café food court and coffee bar, the popular Author's Autograph Area, and the Placement Center.

EXHIBITS HOURS:

Tuesday, April 17: 6:30 PM - 8:30 PM
Wednesday, April 18: 10:15 AM - 4 PM
Thursday, April 19: 9 AM - 4 PM
Friday, April 20: 9 AM - NOON

Accept the 2012 Geocache Challenge! Information is available in the Exhibit Hall.

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Dog Tacos/Powerslide Publishing LLC
Donna Ingham - Storyteller
DonorsChoose.org
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Eerdmans Books for Young Readers
Egmont USA
Elizabeth Ellis, Storyteller
Ellison
Embroideries + More
Enslow Publishers, Inc.
Escue & Associates
Estey

FactCite: Lincoln eLibrary
Facts On File
FamilySearch
Films Media Group
Firefly Books, Ltd.
Five Star
Folkmanis Puppets
Follett Library Resources
Follett Software Company
Fort Worth Library
Friend, Ronda - children's author/ storyteller/musician/entertainer

Gale Cengage Learning
Gamadin Sci-Fi Adventure Book Series
Gareth Stevens Publishing, Inc.
Garland, Sherry, Author
Garrett Book Company
Gaylord Bros., Inc.
The Gift Solution
Graphic Universe
Greenhaven Press
Greenwood Press
Greg Escue & Associates
Greg Rodgers, Choctaw author
Grolier Online
Groundwood Books
GSH Designs
Gumdrop Books

Hachette Book Group
Half Price Books
Hank the Cowdog
HarperCollins Children's Books
HarperCollins Publishers
Heinemann-Raintree
Hidell Associates Architects
Holiday House
The Horn Book, Inc.
Houghton Mifflin Harcourt

IImage Retrieval, Inc.
ILS
Image Access
ImageAccess, Inc./West Texas Micrograhics
Imagine Publishing
INDECO Sales/Maco Manufacturing
Independent Publishers Group
Infobase Learning
Infotopia.info
Ingram Content Group
Innovative Interfaces, Inc.
Inspirational Arts

JammerTime Express
Jasper Chair Company
Julian Franklin-Library Rat
Junior Library Guild

K-12 Databases Program/Digital Knowledge Central
KAPCO Book Protection
Kennebec Large Print
Keystone Books & Media
KidHaven Press
Kim Lehman - Bee Educator/ Storyteller
Kingfisher
Kingsley
Komatsu Architecture
K's Creations
Vuthy Kuon, Author Visits

L4U Library Software
Large Print Press
Laser Made Frames
Learning Express LLC
Lectorum Publications, Inc.
Lehman, Kim - Bee Education and Storyteller
Lerner Publishing Group
LexisNexis
Libraries Unlimited/Linworth
Library Bureau

Library Design Systems
Library Interiors - Vance Hunt & Associates
Library Interiors Of Texas
Library Rat
The Library Store, Inc
LibrarySkills, Inc.
Lincoln Library Press, Inc.
Listening Library
Literati 'The Elastic Bookmark'
Little, Brown Books for Young Readers
Lucas Miller - the "Singing Zoologist"
Lucent Books

Mackin Educational Resources
Macmillan - Adult
Macmillan Children's Publishing Group
Macmillan Reference USA
Magazine Subscription Service Agency
Magic Dude
Magic Wagon
Mango Languages
Margaret Clauder Presents Mother Goose and THE Bookworm
Marshall Cavendish Corporation
Marshall Cavendish Digital
Mason Crest Publishers
Maverick Books, Inc.
McDermott, Tom - Storyteller, Author, Singer
Media Flex - OPALS - CERF
Midwest Tape
Milkweed Editions
Millbrook Press
Miller, Lucas - "Singing Zoologist"
Milliken
Mitinet, Inc.
Morgan Reynolds Publishing
MyReportLinks.com Books

National Federation of the Blind of Texas, Newsline
National Library of Medicine
NEO
netTrekker
New Magic Academy
The New York Times
Newbart Products
NewsBank, Inc.
No Power? No Problem!
Nomad Press
Northern Micrographics
Norwood House Press
Novel Learning Series

OCLC
OPALS - CERF - Media Flex
Orca Book Publishers
OverDrive Inc.
Overlooked Books
Librarians Gift Store - Texas Authors and Illustrators
Oxford University Press

Palo Alto College
Peachtree Publishers, Ltd.
Pelican Publishing Company
Penguin Young Readers Group
The Penworthy Company
Perma-Bound Books
Picture Window Books
Pinata Books
Pink Armadillos
Playaway
Polaris Library Systems
Power Kids
Powerslide Publishing LLC, dba Dog Tacos
Priddy Books
Primary Source Media
Pro Forma Architecture, Inc.
ProQuest
Prufrock Press
PSA-Dewberry
Publishers Group West

Quality Books, Inc.

Rainbow Book Company
Random House Children's Books
Random House Large Print Books
Random House Library & Academic Marketing
Random House, Inc.
Readex
ReadingRacers.com
Recorded Books, LLC
Region 20 ESC
Renaissance Learning
Rhonda Friend - children's author
Richardson's Distribution & Books Inc.
Rock 'N Learn
Rosen Publishing/Power Kids
Rourke Publishing Group
Royal Seating LLC.
RTI - Disc Repair

SAFARI Montage
Sam Houston State University - Department of Library Science
Sauder
SCBWI - Texas
Schirmer Reference
Scholastic Book Fairs, Inc.
Scholastic Library Publishing
Scholastic Trade Books
School Library Journal/Library Journal
Sebco Books
The Secret Mountain
Shakespeare Man
Sharpe Reference
Authors Sherry Garland and Melanie Chrismer
Simon & Schuster Children's Publishing
SirsiDynix
SJB Productions
Sleeping Bear Press
Society of Children's Book Writers and Illustrators - Texas Chapters
Sourcebooks, Inc.
Southwest Book Company
Spacesaver/Southwest Solutions Group
Spoken Arts
Spotlight
Sterling Publishing
JD Stewart MD (Magic Dude)
Stone Arch Books
Stop Falling Productions
Storybook Theatre
Storyteller, Author, Singer Tom McDermott
Storyteller, Consuelo Samarripa
Storyteller, Dan Gibson
Storyteller, Kim Lehman
Storytellers, Donna Ingham and Bernadette Nason
Sue Young, Bilingual Storyteller
Sunflower Seeds Press
Sylvan Dell Publishing

Take Care of Texas
TAMU
Taped Editions, Inc. (TEI)
Teacher Created Materials Library
TeachingBooks.net
Tech Logic

Tejas Storytelling Association
TESCO Industries, Inc.
Texas A&M University Press
Texas Book Festival
Texas Center for the Book at the Dallas Public Library
Texas Christian University Press
Texas Municipal Courts Education Center
Texas PTA
Texas State Library and Archives Commission
Texas Tech University Press
Texas Woman's University - School of Library and Information Studies
Textbook Tracker by COMPanion Corp.
Texwood
Theatre, Storybook
Thinkmap
Thomas Klise/Crimson Multimedia
Thorndike Press
Tim Tingle, Choctaw author
Texas Library Association sponsored exhibitors:
TLA 2013 Fort Worth
TLA Black Caucus Round Table
TLA New Members Round Table
TLA Reference Round Table
TLA Small Community Libraries Round Table
TLA Supervision, Management, and Adminis
TLA Texas Professional Association for Library Sales Round Table (TPALS)
TLA Young Adult Round Table
TLC - The Library Corporation
Tor/Forge Books
Townsend Press
TTUP
Twayne Publishers
Twenty-First Century Books
Twice Upon A Time Storytellers

U*X*L
University of North Texas College of Information
University of North Texas Press
University of Texas Press
University Products Inc.
Unshelved
Upstart

Vance Hunt Libraries
VIS Enterprises
Visions Technology in Education
Visual Thesaurus

Weigl Publishers Inc.
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Tuesday PRECONFERENCES

Preregistration is required for all preconferences by Friday, March 30, 2012; ticket purchase is required as noted. All preconferences will be held at the Hilton Americas-Houston, 1600 Lamar Street unless otherwise noted.

Continuing Professional Education credits

Event Number | State Board for Educator Certification | TX State Library & Archives Commission

CPE#123: SBEC 2.0; TSLAC 2.0

Program Title

8:00 - 9:50 AM

CPE#201: SBEC 4.0 TSLAC 4.0

Help! My Customers Want Their Family History (Ticket required)

8:00 AM - 12:00 PM

Houston Public Library, 500 McKinney

This program equips frontline staff to serve family history researchers. The techniques covered will help non-special collections librarians to conduct effective reference interviews, provide reference service, offer basic sources, and provide information about the library's relevant collections for genealogical research.

Susan Kaufman, Clayton Library, Houston Public Library; Heather Kramer, Local History and Genealogy, Montgomery County Library; and Elizabeth Sargent, Houston Metropolitan Research Center, Houston Public Library.

ARCHIVES, GENEALOGY, & LOCAL HISTORY ROUND TABLE.

CPE#205: SBEC 3.0 TSLAC 3.0

Drupal 101 (Ticket required)

9:00 AM - 12:00 PM

Learn the basics of this open source content management system. Find out how to use this popular tool to revamp your website and increase online interactions with your stakeholders.

Rachel Vacek, University of Houston.

CONFERENCE PROGRAM COMMITTEE.

CPE#202: SBEC 3.0

Emerging Technologies (Online registration only)

9:00 AM - 12:00 PM

Kathy Schrock will lead you through a tour of emerging technologies. Examine the technological predictions and predicaments that have transformed the direction of current instruction in the classroom and the library. Find out what to do to get ready for the future!

Kathy Schrock, KathySchrock.net.

YOUNG ADULT ROUND TABLE.

CPE#203: SBEC 3.0 TSLAC 3.0

Online Legal Reference for Non-Law Librarians (Ticket required)

9:00 AM - 12:00 PM

Participants learn to use free federal, state, and city legal resources, including GPO Access, Thomas, and Texas Legislature Online. Special emphasis will be placed on bringing your library patrons to the resource and not providing legal advice. Participants should bring a laptop; wireless access will be available.

John H. Faria, El Paso Public Library; Lisa A. Goodman, Dee J. Kelly Law Library, School of Law, Texas Wesleyan University; Kris Helge, School of Law, Texas Wesleyan University; and Starr Hoffman, independent researcher.

REFERENCE ROUND TABLE, GOVERNMENT DOCUMENTS ROUND TABLE, AND SPECIAL LIBRARIES DIVISION.

Technology and Libraries: An Unconference (Ticket required)

9:00 AM - 12:00 PM

Make the most of your colleagues' experiences and ideas. Learn new ways to apply technology to your workflow, services, and marketing. This forum is an opportunity to share best practices and technology skill sets. An unconference is a facilitated, participant-driven event to center energy and ideas around a particular theme.

April Aultman Becker, Research Medical Library, MD Anderson Cancer Center; Kimberly Michelle Gay, John B. Coleman Library, Prairie View A&M University; Karen Vargas, National Network of Medicine, South Central Region; and Ashlynn Wicke, Neumann Library, University of Houston - Clear Lake.

CONFERENCE PROGRAM COMMITTEE.

CPE#206: SBEC 4.0 TSLAC 4.0

Using the PlayStation 3, Wii, Xbox, & Kinect (Online registration only)

9:00 AM - 12:00 PM

Houston Public Library, 500 McKinney

PlayStation 3 games are perfect for teens in the library. Learn to how to use them, what games work, and how they can be used to draw teens and increase circulation. This session will be divided into three segments covering Nintendo Wii and DS, Xbox, and Kinect.

Craig Bertuglia, Central Youth Services, Houston Public Library.

CONFERENCE PROGRAM COMMITTEE.

CPE#290: SBEC 3.0 TSLAC 3.0

Census Website: Countless Research Opportunities (Ticket required)

1:00 - 4:00 PM

This session will help library staff master diverse access tools available on the Census website. Learn to assist patrons with a variety of demographic information and resources, including the new American FactFinder, American Community Survey, population estimates, county patterns, poverty data, health insurance data, and economic indicators.

Steve Beleu, Government Information Division, Oklahoma Department of Libraries.

GOVERNMENT DOCUMENTS ROUND TABLE AND LIBRARY INSTRUCTION ROUND TABLE.

ReadKiddoRead (Ticket required)

1:00 - 4:00 PM

In this information-sharing luncheon, you and fellow attendees are the presenters! Join your colleagues in revealing the methods, books, authors, and tricks you use to get reluctant readers reading – and enjoying it! We will also learn from each other on how best to get parents involved. Lunch included.

Lauren L. Wohl

Lauren L. Wohl, James Patterson's ReadKiddoRead.

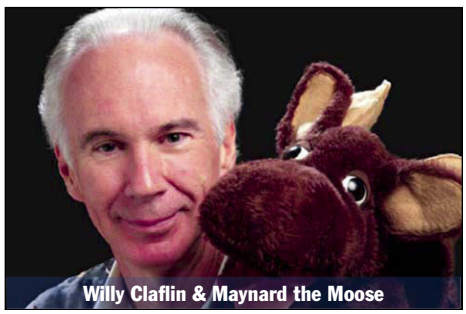
CHILDREN'S ROUND TABLE.

CPE#258: SBEC 3.5

Fractured Fairy Tales with Willy Claflin and Maynard the Moose (Ticket required)

1:00 - 4:30 PM

Willy Claflin, author of the Bluebonnet-award-winning *The Uglified Ducky*, demonstrates how storytelling and humor can encourage reading. He will show



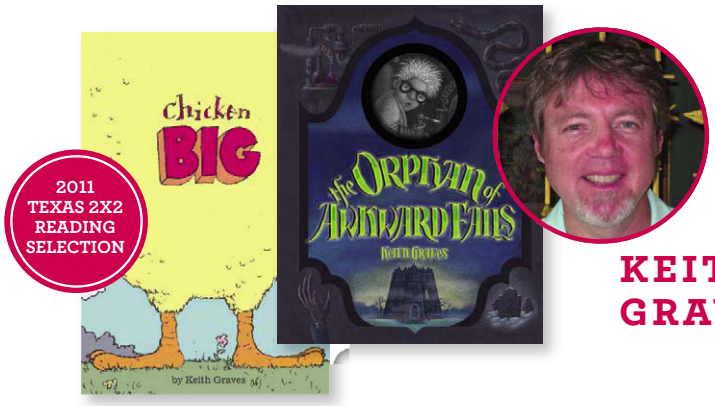
Willy Claflin & Maynard the Moose

Meet Our Authors!

CHRONICLE BOOKS • Booth #1803 • TLA 2012

THURSDAY, APRIL 19

10AM-11AM



KEITH GRAVES

11:30AM-12:30PM

KELLY MILNER HALLS

VISIT THE CHRONICLE BOOKS BOOTH #1803 FOR FREE* POSTERS, ARCS, TEACHER'S GUIDES, AND MORE!

*WHILE SUPPLIES LAST

chronicle books

CHRONICLEBOOKS.COM/EDUCATORS

attendees how to create their own fractured fairy tales, whether for themselves or with students.

Willy Claflin, August House Publishers.

STORYTELLING ROUND TABLE.

New Members Standing Tall: Links to Leadership *(Online registration only)*

1:00 - 4:30 PM

This fast-paced presentation is a (free!) primer on leadership. New members will gain an understanding of TLA's structure, the benefits of association membership, and the insight of experienced leaders. Representatives from TLA's divisions, districts, and round tables will offer opportunities for involvement. TLA's Leadership Institute will also be explored.

Maureen Sullivan

Walter Betts, Texas Christian University; Sherilyn Bird, Texas Woman's University Libraries; Stacy M. Cameron, Prosper ISD; Maureen Sullivan, Maureen Sullivan Associates; Ted Wanner, Continuing Education, Texas Library Association; and Jerilynn A. Williams, Montgomery County Library System.

NEW MEMBERS ROUND TABLE AND TALL TEXANS ROUND TABLE.

CPE#259: SBEC 4.0 TSLAC 4.0

Genealogy and Local History Primer: Databases, Websites, and Finding Aids *(Ticket required)*

1:00 - 5:00 PM

Houston Public Library, 500 McKinney

Get to the root of specialized genealogy and local history research and materials. Speakers will cover research methodologies and major genealogical sources, such as Ancestry.com and HeritageQuest, genealogical websites, and archival manuscript collection finding aids.

Susan Kaufman, Clayton Library, Houston Public Library; Heather Kramer, Local History and Genealogy, Montgomery County Library; and Elizabeth Sargent, Houston Metropolitan Research Center, Houston Public Library, and representatives from FamilySearch and ProQuest.

ARCHIVES, GENEALOGY AND LOCAL HISTORY ROUND TABLE.

CPE#260: SBEC 4.0 TSLAC 4.0

Speed Dating with Texas Bluebonnets *(Ticket required)*

1:00 - 5:00 PM

Find excitement for your Bluebonnet program! Hear an author speak about book appeal, preview the TBA new video concept, and move table to table "speed dating" with specific Bluebonnet activities and ideas. Attendees will also learn programming ideas for specific titles and will acquire tips for publicity, kickoff, and voting activities.

Tom Angleberger, Abrams Books.

TEXAS BLUEBONNET AWARD PROGRAM COMMITTEE, CHILDREN'S ROUND TABLE, PUBLIC LIBRARIES DIVISION, AND TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

TLA MOBILE APP: Available on multiple mobile platforms, this app enables attendees with a web-enabled phone or other mobile device to access their schedules while on the go and receive real-time updates to sessions and author events. It will also offer Twitter and photo stream for conference-related events, exhibitor information, and show documents.

Registration ..... 10 am - 8:30 pm
TLA Store.....11 am - 5 pm; 6 - 9 pm
Internet Room.....11 am - 5 pm
Placement Center .....11 am - 5 pm
TPALS Golf Outing.....1 pm - 5 pm

Continuing Professional Education CREDITS

Event Number | State Board for Educator Certification | TX State Library & Archives Commission

CPE#123: SBEC 2.0; TSLAC 2.0

Program Title

8:00 - 9:50 AM

TLA Executive Board Meeting #1

9:00 - 11:50 AM

HILTON AMERICAS-HOUSTON, 1600 LAMAR STREET

Reference Round Table Planning Committee

10:00 - 11:20 AM

CPE#253A: SBEC 1.5 TSLAC 1.5

QR Codes: Smart Applicability for Your Library (Hands On Lab I; online registration only)

12:00 - 1:20 PM

HOUSTON PUBLIC LIBRARY MOBILE LAB ON DISCOVERY GREEN.

QR codes can be very useful in public and school libraries in offering access to reading lists, sharing online information, and conducting scavenger hunts. Learn about QR codes and how to create then. Bring your own smart phone. *Seating is limited; reservations through online preregistration only.*

CONFERENCE PROGRAM COMMITTEE.

Reference Round Table Programming Committee

12:00 - 1:20 PM

Texas State Library and Archives Commission Meeting

12:00 - 1:50 PM

CPE#245: SBEC 1.0

50 Years a Wrinkle in Time

1:00 - 1:50 PM

A Wrinkle in Time turns 50 – revisit this classic with us and learn some new ideas for using it with today's students.

YOUNG ADULT ROUND TABLE.

CPE#263: SBEC 1.0 TSLAC 1.0

Gotta Gadget Workshops and Training

1:00 - 1:50 PM

The demand for digital collections has skyrocketed over the last year. The Gotta Gadget series of workshops and demonstrations is designed to offer patrons assistance and information about using downloadable collections with their favorite device. This session reviews the program's components: workshops, drop in sessions, eBook clubs, and roving demonstrations.

Dawn Reyes, City of Arlington; Krista Robisheaux, Information Services, Arlington Public Library; and Cristen Williams, Woodland West Branch, Arlington Public Library.

CONFERENCE PROGRAM COMMITTEE.

CPE#264: SBEC 1.0

Graphic Novels: Return on Investment

1:00 - 1:50 PM

Young adult librarian Christian Zabriskie is an advocate for graphics in libraries. He will share the amazing changes you can expect in your library once you add graphic novels to your collection.

Christian Zabriskie, Queens Public Library.

YOUNG ADULT ROUND TABLE.

CPE#262: SBEC 1.0 TSLAC 1.0

Learning From Elmo, Blue, and Dora: Applying the Science of Children's Educational Television

1:00 - 1:50 PM

Quality children's television programming nurtures sustained attention and motivation in children. This session helps you understand and apply these effective features to storytime to improve the educational impact of literacy training and general cognitive development for young learners.

Jen Bigheart, Literacy Texas and Maria Cahill, School of Library and Information Studies, Texas Woman's University.

CHILDREN'S ROUND TABLE.

CPE#261: SBEC 1.0 TSLAC 1.0

Making the Best of Delivering Bad News

Raquelle Solon

1:00 - 1:50 PM

Giving difficult feedback to patrons or staff is never easy. Review six key principles to help you prepare in advance. Through planning and a direct, but tactful, approach, you can help the recipient feel supported and treated fairly, while lessening the stress on you.

Raquelle Solon, Crisis Prevention.

CONFERENCE PROGRAM COMMITTEE.

CPE#266: SBEC 1.0 TSLAC 1.0

Museums: Tips for Public Relations, Marketing, and the User Experience

1:00 - 1:50 PM

Museums have successfully navigated some of the PR challenges libraries face today. Find out how these sister cultural institutions reach out to engage users and build public support.

Mary Haus, Museum of Fine Arts Houston; Katherine Salzmann, The Witliff Collections, Texas State University San Marcos; and Melodie Wade, Houston Museum of Natural Science.

CONFERENCE PROGRAM COMMITTEE.

CPE#267: SBEC 1.0 TSLAC 1.0

Worth Watching: Assessment Video Tutorials in Academic Libraries

1:00 - 1:50 PM

Sally Ziph

Michigan's business administration library created video tutorials to assist people through the complicated processes of business research. While use statistics are plentiful, they do not reveal if students find the videos useful or effective. Explore the challenges and best practices of evaluating video tutorials and measuring student mastery of desired learning outcomes, such as literacy skills.

Sally Ziph, Kresge Business Administration, Ross School of Business, University of Michigan.

CONFERENCE PROGRAM COMMITTEE.

Learn to Use Your Smart Phone and the TLA App

1:00 - 5:00 PM

REGISTRATION AREA, LEVEL 2.

Bring your smart phone and learn to use the TLA app to help you navigate conference. From daily schedules and author signings to exhibitor information and updates, TLA's mobile app will let you have instant and personalized access to all conference activities. A special training area will be set up by the conference Registration Area.

Sandy Farmer, Houston Public Library.

CONFERENCE PROGRAM COMMITTEE.

TPALS - Texas Professional Association of Library Sales Round Table Golf Outing (Ticketed event)

1:00 PM Shotgun Start

Tour 18 Golf Course, 3192 FM 1960 East Humble, Texas

At Tour 18 Houston, they have painstakingly reproduced the most renowned holes in the history of golf. Imagine yourself playing the challenging holes that have determined the outcome of tournaments like the U.S. Open, The Masters, The Tour Championship, and the PGA Championship. This collection of incredible replicas offers one fantastic challenge after another, creating a uniquely memorable experience. The attention to detail and unquestionable standards for beauty will make you appreciate the great golf courses from which these simulations were chosen. Test your skills against the legends and take your shot at making history. *Tickets must be purchased by Friday, March 30 through the preregistration process.* *See page 69 for registration form.*

TPALS-TEXAS PROFESSIONAL ASSOCIATION OF LIBRARY SALES ROUND TABLE.

Lariat Adult Fiction Reading List Task Force Business Meeting

1:00 - 6:00 PM

CPE#269: SBEC 1.0 TSLAC 1.0

Libraries and End of Course Exams: What You Need to Know

2:00 - 2:50 PM

High school students begin transitioning from the TAKS test to the EOC test this year. Come find out what you can do in your library to support these assessments.

Robin Gunter, Library Media Services, Richardson ISD and Terry Roper, Literacy Team, Region 10 ESC.

YOUNG ADULT ROUND TABLE.

Electronic Resources and Serials Management Round Table Business Meeting

2:00 - 2:50 PM

Programming for Adults Interest Group Business Meeting

2:00 - 2:50 PM

Reference Round Table Publicity/ Membership Committee

2:00 - 2:50 PM

CPE#253B: SBEC 1.5 TSLAC 1.5

eReaders and eBooks (Hands On Lab II; online registration only)

2:00 - 3:20 PM

Houston Public Library Mobile Lab on Discovery Green.

With eBooks and eReaders rapidly replacing print books, how are libraries dealing with eReaders? Learn what you need to know to assist customers with downloading content. *Seating is limited; reservations through online preregistration only.*

CONFERENCE PROGRAM COMMITTEE.

CPE#274: SBEC 1.5 TSLAC 1.5

Innovative Technology Applications for Reference & Instruction: Lightning Talks

2:00 - 3:20 PM

Texas librarians present practical applications of mobile apps, mobile websites, QR codes, discovery tools, and other emerging technologies in library instruction and reference. These fast-paced presentations offer five-minute descriptions of projects and their results.

CONFERENCE PROGRAM COMMITTEE AND DISTRIBUTED E-LEARNING ROUND TABLE.

CPE#265: SBEC 1.5 TSLAC 1.5

Meta-active Learning: Library Instruction Techniques Made Simple

2:00 - 3:20 PM

Active learning is a key way to give students ownership over their own development of knowledge. In this interactive session, participants will work in groups to learn about some active learning techniques they can easily integrate into their library instruction. These techniques are designed for the novice who is unsure where to start with respect to making their learning environments more active.

Shawn Vaillancourt and Loretta Wallace, University of Houston Libraries.

CONFERENCE PROGRAM COMMITTEE.

CPE#276: SBEC 1.5 TSLAC 1.5

Think, Create, Share, and Grow: Setting the Stage for Collaborative Inquiry

2:00 - 3:20 PM

How does your program support the AASL Learning4Life Initiative so that students go through a robust, empowering learning experience? Learn a three-tiered approach: refresh the role of the librarian, leverage

Susan D. Ballard

Kristin Fontichiaro

Margaret Sullivan

traditional and emerging library resources, and create a new type of library environment that supports exceptional student learning.

Susan D. Ballard, American Association of School Librarians; Kristin Fontichiaro, School of Information, University of Michigan; and Margaret Sullivan, Smith System.

CONFERENCE PROGRAM COMMITTEE.

CPE#273: SBEC 1.5 TSLAC 1.5

Using Graphic Design to Improve Your Library

2:00 - 3:20 PM

A design instructor explains design basics and the need for a unified palette for library facilities (physical and virtual) and media. Find out how design can affect customer feelings and beliefs about libraries. The implementation of two library re-design projects (one large and one small) will be illustrated.

Katie Ruth Buehner, Music Library, University of Houston; Donna Jackson, Communications-Branding, DMJ Studio; and Diane M. LaFranca, Graphic Design, Art Institute of Houston.

CONFERENCE PROGRAM COMMITTEE.

Library Friends, Trustees, and Advocates Round Table Executive Board and Business Meeting

2:00 - 3:20 PM

CPE#275: SBEC 2.0 TSLAC 2.0

Attracting New Library Users with Geocaching

2:00 - 3:50 PM

Millions of containers are hidden in communities, waiting to be found by anyone with a GPS-enabled device. For libraries of all types, geocaching offers a means to engage a community in this high-tech treasure hunt. Attendees will be invited on a geocaching adventure within the convention center.

Eric Frierson, Scarborough-Phillips Library, St. Edward's University; Chantele Hancock and Jennifer Ohnstad, Adult Services, Hurst Public Library.

CONFERENCE PROGRAM COMMITTEE.

CPE#280: SBEC 1.5 TSLAC 1.5

Developing a Large-Scale Digital Archives through a Library Consortium

2:00 - 3:50 PM

The West Texas Digital Archives, a customized open source repository, contains historical materials including images, text, and video. This program highlights the elements involved in this fruitful collaborative project including the development of content practices, building an online repository, and marketing and sustaining of the archive. *A business meeting follows the program.*

Devhra BennettJones and Eddy Smith, Abilene Library Consortium.

DIGITAL LIBRARIES ROUND TABLE AND ARCHIVES, GENEALOGY AND LOCAL HISTORY ROUND TABLE.

CPE#293: SBEC 2.0 TSLAC 2.0

The Importance of the Library in Future SACS Accreditation Standards

2:00 - 3:50 PM

A panel of two librarians and two SACS liaisons – all of whom have worked closely with the SACS processes – will explore the library's role in accreditation. Find out what you can expect for libraries and SACS .

John M. Cornwell and Sara Lowman, Rice University; Danita McAnally, Assessment and Development, Amarillo College; and Mark Hanna, Amarillo College Library.

CONFERENCE PROGRAM COMMITTEE.

CPE#278: SBEC 2.0 TSLAC 2.0

Joint Libraries: Models that Work

2:00 - 3:50 PM

With shrinking budgets and burgeoning information needs, community college and public libraries can partner to improve spaces and resources. The session examines recent research on joint libraries.

Patricia Butler, retired, Lone Star College; Earl Campa, Lone Star College-Montgomery; Susan Green and Claire B. Gunnels, CyFair College Branch, Harris County Public Library; Kwei-Feng Hsu, Wharton County Junior College; and Michael Stafford, CyFair College Branch, Harris County Public Library.

CONFERENCE PROGRAM COMMITTEE.

CPE#255: SBEC 2.0

One Book One Conference

2:00 - 3:50 PM

Grab a cup of coffee and a friend to share the latest Conference Book Club selection. Read *The Help* by Kathryn Stockett and watch the movie *The Help* by Dreamworks before the conference and lend your thoughts to stimulating discussion with fellow conference attendees.

Kimberly Michelle Gay, Reference Department, Prairie View A&M University; Merline Pitre, Texas Southern University; and Demetria Williams, Bellfort Early Childhood Center, Houston ISD.

CONFERENCE PROGRAM COMMITTEE.

CPE#281: SBEC 2.0

Writing Thrillers for All Ages

2:00 - 3:50 PM

Chris Grabenstein

Get your adrenaline flowing as you hear from an award-winning author of thrillers for middle grade kids and adults. Find out if Chris Grabenstein's characters are able to save themselves and triumph over unknown adversaries while enduring the most difficult situations.

Chris Grabenstein, Chris Grabenstein's Writing Workshop.

PUBLIC LIBRARIES DIVISION AND ACQUISITIONS AND COLLECTION DEVELOPMENT ROUND TABLE.

Legislative Committee Meeting
2:00 - 3:50 PM

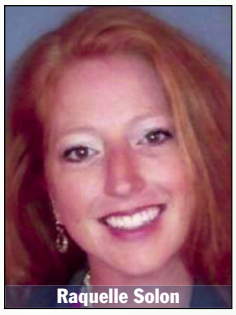
PR and Marketing Committee Meeting
2:00 - 3:50 PM

Scholarship and Research Committee Meeting
2:00 - 3:50 PM

Texas Association of School Librarians Executive Board Meeting
2:00 - 3:50 PM

Texas Media Awards Committee Meeting
2:00 - 3:50 PM

CPE#287: SBEC 1.0 TSLAC 1.0


Raquelle Solon

8 Tips to Safely Manage Disruptive Patrons

4:00 - 4:50 PM

From recognizing behavioral warnings to learning de-escalation strategies, you'll learn tips to help staff reduce the frequency and severity of difficult situations. These techniques can increase staff confidence, assist in strengthening relationships with customers, and aid in service recovery when relations have been damaged.

Raquelle Solon, Crisis Prevention.

CONFERENCE PROGRAM COMMITTEE.

CPE#289: SBEC 1.0 TSLAC 1.0

Bootstrap User Experience (UX)

4:00 - 4:50 PM

Want to do ethnographic research at your library but don't have the funds or a year to do a study? Bootstrap UX offers short 6 to 15 week studies, delivers great user feedback, and allows librarians to spread their wings as anthropological researchers.

Debra Kolah, Fondren Library, Rice University; Marcel LaFlamme, Department of Anthropology, and Monica Rivero, Rice University.

CONFERENCE PROGRAM COMMITTEE.

CPE#244: SBEC 1.0 TSLAC 1.0

If You Give a Kid a Book

4:00 - 4:50 PM

Connect your youth with recreational reading. A public and a school librarian show how they collaborate and booktalk a variety of recommended new titles for grades 4-12. A bibliography and featured titles will be available.

Susan Allison, Richardson Public Library; and Nancy Kubasek, Richardson High School, Richardson ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#292: SBEC 1.0 TSLAC 1.0

Reel Read: From Movie to Book Programs for Tweens & Teens

4:00 - 4:50 PM

Want to host a literacy event for your students? Find out how to use popular movies and book themes to build literacy as well as curricular projects. Speakers will cover everything from writing grant proposals and collaborative planning to publicity and ideas for follow-up.

Lisa Cartwright, Crockett Middle School, and Hope Krum, Bowie Middle School, Irving ISD; Sherry Doran and Leann Weatherly, North Mesquite High School, Mesquite ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS, COLLEGE AND UNIVERSITY LIBRARIES DIVISION, AND PUBLIC LIBRARIES DIVISION.

CPE#288: SBEC 1.0 TSLAC 1.0

Shaping Web Services: Drupal and Mobile Apps

4:00 - 4:50 PM

Learn to assess mobile behaviors and needs as you develop your mobile library. The program will examine Drupal, an open source content management system, which offers diverse ways to shape Web resources. Learn the pitfalls and benefits of this evolving tool.

Rachel Vacek, University of Houston.

CONFERENCE PROGRAM COMMITTEE.

CPE#282: SBEC 1.0

What AASL Can Do For You

4:00 - 4:50 PM

Susan D. Ballard

AASL President-Elect Susan Ballard discusses the potential impact of AASL on school libraries. Ballard will describe how persistence of vision can empower learners and how librarians can use the AASL initiative Learning4Life to help them implement the Standards for the 21st Century Learner at the local level.

Susan D. Ballard, American Association of School Librarians.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

Bylaws & Resolutions Committee Meeting I
4:00 - 4:50 PM

Children's Round Table Sub-Committees Meetings
4:00 - 4:50 PM

College and University Libraries Division Business Meeting
4:00 - 4:50 PM

Intellectual Freedom Committee Meeting
4:00 - 4:50 PM

Library Instruction Round Table Business Meeting
4:00 - 4:50 PM

Second Life Community Group Meeting and Report
4:00 - 4:50 PM

Supervision, Management, and Administration Round Table Business Meeting
4:00 - 4:50 PM

Young Adult Round Table (YART) Lone Star Committee Meeting
4:00 - 4:50 PM

YART Maverick Committee Meeting
4:00 - 4:50 PM

YART Spirit of Texas Reading Program - Middle School Committee Meeting
4:00 - 4:50 PM

YART Spirit of Texas Reading Program - High School Committee Meeting
4:00 - 4:50 PM

YART Tayshas Committee Meeting
4:00 - 4:50 PM

CPE#246: SBEC 1.5

1001 Great Ideas and Diversity Fair

4:00 - 5:30 PM

Interact with colleagues as you discover new ideas and innovative techniques to take back to your workplace. In this dynamic and informal session, participants move among tabletop presentations showcasing best practices in diversity, library operations, and other services representing all library types. Refreshments and cash bar will be provided.

CONFERENCE PROGRAM COMMITTEE.

Texas Library Association Council I
5:00 – 5:50 PM

Council is the governing body of TLA. All conferees are invited to attend.

TALL Texans Recognition and Reception (Ticket required)

5:00 – 6:30 PM

HILTON AMERICAS-HOUSTON, 1600 LAMAR STREET.

Join with fellow TALL Texans for a little R&R…Recognition and Reception! This annual event (which is replacing the ice cream social) will honor and celebrate the upcoming class as well as recipient of the Standing TALL Award. Mix and mingle with us before attending the All-Conference Welcome Party. *Tickets must be purchased by Friday, March 30 through the preregistration process. See page 69 for registration form.*

TALL TEXANS ROUND TABLE.

All-Conference Welcome Party

6:30 - 8:30 PM • GEORGE R. BROWN CONVENTION CENTER, EXHIBIT HALL C & D

Join your colleagues as you settle in for the 2012 Annual Conference. Meet up with friends and vendors, preview the Exhibit Hall, and begin four days of networking and socializing. *Light refreshments will be provided.*

While in the Hall, attendees can get started on the conference-long ***2012 Geocache Challenge***. Find hidden treasures as you learn about the craze that libraries and other organizations are using to attract and teach people of all ages! The Geocache Challenge Table in the Exhibit Hall has rules and instructions (bring your own GPS units or apps). The first 250 players to find all ten caches hidden in and around the convention center will receive commemorative pathtags. All players who find at least seven of the ten will be entered into a prize drawing to be held on Friday morning!

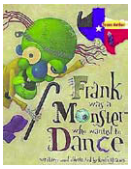
CONFERENCE LOCAL ARRANGEMENTS COMMITTEE.

Overlooked Books

Proudly Features **TEXAS Authors & Illustrators**

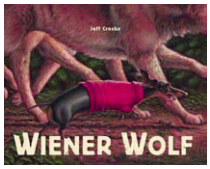
To learn how to get FREE Author / Illustrator Visits with Book Orders Visit us at www.overlookedbooks.com and click on Author Visits and Gift Store

Authors and Illustrators Available for "Free" School Visits



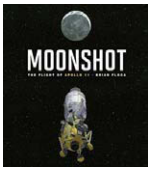
Keith Graves *(Author/Illustrator)*

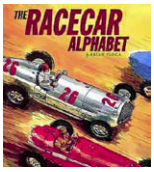
Jason Henderson *(Author)*



Jeff Crosby *(Author/Illustrator)*

Jennifer Ziegler *(Author)*





Brian Floca *(Author/Illustrator)*

Mark Mitchell (Author/Illustrator)
Jeanette Larson (Author)
Terry Widner (Illustrator)
Jessica Lee Anderson (Author)
K.A. Holt (Author)
P.J. Hoover (Author)
Tom McDermott (Author/Performer)
Alan Stacy (Illustrator)
Pam Calvert (Author)
Don Tate (Author/Illustrator)
Rickey Pittman (Author/Performer)
AND MANY MORE!

Booth #2629 at TLA 2012

Registration	7 am - 4 pm
Bag Check	9:30 am - 6 pm
TLA Store	10 am - 5 pm
Internet Room	10 am - 5 pm
Placement Center	10 am - 5 pm
Exhibits	10:15 am - 5 pm

Continuing Professional Education CREDITS

Event Number | State Board for Educator Certification | TX State Library & Archives Commission

CPE#123: SBEC 2.0; TSLAC 2.0

Program Title

8:00 - 9:50 AM

Lynda Becker Memorial Downtown Walking Tours

7:15 - 8:25 AM

Choose from a selection of four walking tours of historic architecture and points of interest in downtown Houston, guided by local experts and architectural historians: *Downtown Tunnel System, Downtown's Brand-New 1910 Courthouse, Towers and Trees Architectural Tour to the Montrose area, and Discovery Green Walking Tour.*

Tours begin and end at the TLA Registration Area in the George R. Brown Convention Center. *Email your selections to Judy Paulson at jpaulson@ccisd.net by March 23, 2012, to let her know your walking tour preferences. Attendees will be notified of tour assignments prior to conference.*

CONFERENCE LOCAL ARRANGEMENTS COMMITTEE.

Leadership Development Committee Meeting

9:00 - 4:50 PM

Lariat Adult Fiction Reading List Task Force Meeting

10:00 - 6:00 PM

CPE#325A: SBEC 1.0 TSLAC 1.0

Extreme Makeover: Digital Editor (Net Fair I)

10:15 – 10:50 AM

Does your website capture today's audience or are you lagging behind the times? Find out how you can collaborate with IT departments from other cities or universities to improve your digital presence. Improve the power of your PR activities with this extreme website makeover session.

Billy Hoya, W. I. Dykes Library, University of Houston.

AUTOMATION AND TECHNOLOGY ROUND TABLE.

Janice Welburn

CPE#329: SBEC 1.0; TSLAC 1.0

Academic Leadership: Lessons in a Climate of Social Transformation

10:15 AM – 11:20 AM

Academic librarians must struggle with complex social questions. How do we maximize equity in higher education opportunities for all students? When is research ready to be shared with the public? How can academic library leaders best cope with both social and local issues?

Janice Welburn, Library, Marquette University.

CONFERENCE PROGRAM COMMITTEE.

CPE#306: SBEC 1.0 TSLAC 1.0

Electronic Licensing for Libraries

10:15 - 11:20 AM

Negotiating electronic licenses is becoming standard duty for many librarians as collections go increasingly online. This session aims to demystify and simplify the licensing process. The speaker will cover the basic elements of a license agreement and the language to use and avoid.

Russlene Waukechon, Texas State Library and Archives Commission.

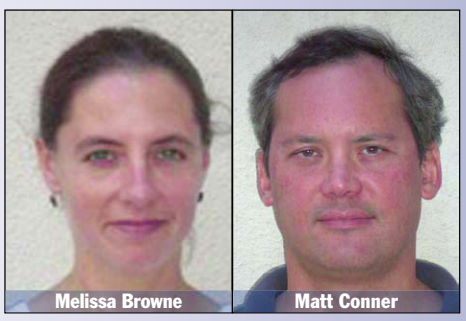
TEXAS STATE LIBRARY AND ARCHIVES COMMISSION.

CPE#307: SBEC 1.0 TSLAC 1.0

Information Visualization and Keyword Searching in Library Instruction

10:15 - 11:20 AM

Learn about "information visualization" and its relevance to library instruction and search behavior. Presenters will summarize a study in which three visual search formats (Keyword Matrix, Google's Wonder Wheel, and EBSCO's Visual Search) were tested by 60 subjects.


Melissa Browne | Matt Conner

Melissa Browne and Matt Conner, Instructional Services, University of California, Davis.

CONFERENCE PROGRAM COMMITTEE AND LIBRARY INSTRUCTION ROUND TABLE.

CPE#324: SBEC 1.0 TSLAC 1.0

Libraries of the Future: The Library and the Global Information Society Are a Perfect Match

10:15 - 11:20 AM

The post recession economy provides us with an opportunity to rethink the library so it can fulfill its new role in a rapidly developing e-society. We need a new way to think about library space as we transition from books and shelves to a more hybrid experience with access to physical, digital, and interactive resources.

Corinne Hill, Dallas Public Library.

CONFERENCE PROGRAM COMMITTEE.

CPE#308: SBEC 1.0 TSLAC 1.0

Relevant: Making Yourself Indispensable

10:15 - 11:20 AM

How do librarians make themselves indispensable in their buildings? Librarians

CPE#304: SBEC 0.5

General Session I

8:30 - 10:00 AM

Best-selling author, television host, and library advocate Brad Meltzer has been named the 2012 Honorary Chair of National Library Week. Meltzer is the *New York Times* bestselling author of *The Inner Circle, The Tenth Justice,* and *The Book of Lies* among many others. His first non-fiction book, *Heroes For My Son*, is a collection about inspiring people ranging from Jim Henson to Rosa Parks. Well-known for his ingenuity on a surprising array of topics, Meltzer has been tapped for consultation by the Department of Homeland Security! Join him for an engaging start to conference!

Brad Meltzer

CONFERENCE PROGRAM COMMITTEE.

who juggle many responsibilities share the hows, whats, and whys of becoming an essential part of their institution.

Renee Dyer, Weslaco East High School, Weslaco ISD; Susi Parks Grissom, Travis Vanguard and Academy, Dallas ISD; and Jennifer LaBoon, Library Media Services, Fort Worth ISD.

YOUNG ADULT ROUND TABLE.

CPE#323A: SBEC 1.5 TSLAC 1.5

The World of Apps (Hands On Lab III; online registration only)

10:15 - 11:35 AM

HOUSTON PUBLIC LIBRARY MOBILE LAB ON DISCOVERY GREEN.

Take a grand tour of many of the apps available today. Speakers will address technical issues affecting their use in libraries. Test drive some of the most popular and useful apps for your library. *Seating is limited; reservations through online preregistration only.*

CONFERENCE PROGRAM COMMITTEE.

CPE#309: SBEC 1.0

African American Pioneers of Horror and Science Fiction

10:15 - 11:50 AM

Creating good horror and science fiction is a true art. Join a panel of African American authors as they discuss the unique and appealing elements of these genres and share selections. *A business meeting follows the program.*

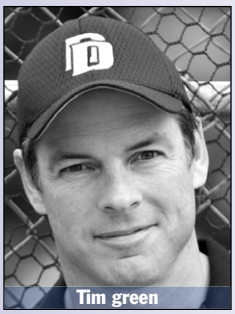
Maurice Broaddus, Phoenix Arts Initiatives; and Nalo Hopkinson, Hachette Book Group.

BLACK CAUCUS ROUND TABLE.

CPE#310: SBEC 1.0

Author Tim Green and Texas Association of School Librarians Business Meeting

10:15 - 11:50 AM



Author Tim Green will discuss his latest book and offer tips for engaging readers. *A business meeting precedes the program.*

Tim Green, HarperCollins Children's Books.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#311:
SBEC 1.0 TSLAC 1.0

PRESIDENT'S PROGRAM

Be an Effective Library Advocate: Working with Your State Legislators

10:15 - 11:50 AM

A panel of experts will explain the legislative budget process, how to communicate effectively with legislators, and how to mitigate funding cuts. Learn how you can effectively share information about the vital role of libraries in developing workforce skills and strengthening communities. *A business meeting follows the program.*

Patrick Heath, City of Boerne; Susan S. Mann, Hillsboro City Library; and Representative Jose Menendez (invited).

FRIENDS OF LIBRARIES & ARCHIVES OF TEXAS AND LIBRARY FRIENDS, TRUSTEES, AND ADVOCATES ROUND TABLE.

CPE#313: SBEC 1.5

From Librarian to Archivist of the United States

10:15 - 11:50 AM

Join David S. Ferriero as he describes his journey from the director of New York Public Libraries to head of the National Archives and Records Administration. He shares how his experiences as a librarian prepared him for this position.

David S. Ferriero, National Archives and Records Administration.

CONFERENCE PROGRAM COMMITTEE AND ARCHIVES, GENEALOGY AND LOCAL HISTORY ROUND TABLE.

CPE#318: SBEC 1.5 TSLAC 1.5

Google Tooling Your Way to Organization

10:15 - 11:50 AM

Attendees will walk through setting up a Google account and determining classroom/library uses for many of the tools available for free from Google, including Google Docs, Google Calendar, Google Forms, and Google Reader. Other Google Tools may be addressed as time allows.

Debbie VanZandt, Tuloso-Midway High School, Tuloso-Midway ISD.

CONFERENCE PROGRAM COMMITTEE.

The Inside Scoop on the TLA Experience

10:15 - 11:50 AM

New to TLA? First conference? Hear from a panel of experienced TLA members from all types of libraries as they share experiences, conference tips, and networking ideas. We'll have pastries, coffee, and plenty of time for Q & A.

Jennifer Anderson, Technical Services, Texas A&M University - Corpus Christi; Jennifer Bekker, Lewisville Public Library; Margaret Aby Carroll, College of Information, University of North Texas; Maribel Castro, Coronado High School, Lubbock ISD; and Maurice G. Fortin, Angelo State University.

NEW MEMBERS ROUND TABLE.

CPE#314: SBEC 1.5 TSLAC 1.5

Learning4Life: Advocacy through Co-teaching Deep Comprehension

10:15 - 11:50 AM

Explore co-teaching AASL's Standards for the 21st-Century Learner and reading comprehension strategies with print and electronic texts. The session reviews AASL's Position Statement on the School Librarian's Role in Reading and demonstrates how reading achievement can be used to advocate for your role as a literacy leader and instructional partner.

Kendra Duckworth, Longfellow Elementary, Alvin ISD; Rebecca S. McKee, North Garland High School, Garland ISD; Judi Moreillon, Texas Woman's University; and Gloria E. Voutos, John M. Tidwell Middle School, Northwest ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#315: SBEC 1.5 TSLAC 1.5

Social Tagging and Its Effect on the Catalog

10:15 - 11:50 AM

Social tagging is the process by which users add natural language "tags" to library materials to add information. A panel examines this hot topic and discusses how social tags can be incorporated in library catalogs. Find out how tagging relates to the cataloging process.

Lori R. Carson, Materials Services, Frisco Public Library; and Shawne Miksa, College of Information, University of North Texas.

CATALOGING AND METADATA ROUND TABLE.

CPE#312: SBEC 1.0 TSLAC 1.0

Suffering from Copyright Confusion?

10:15 - 11:50 AM

Need help determining fair use for ILL, the classroom, or course reserves? Join this discussion on applying practical approaches in determining copyright applicability and how to mitigate possible copyright infringement. The second half of the session involves answering real-life copyright scenarios. Bring your questions. *A business meeting follows the program.*

David Brackus, Jefferies & Company, Inc.; Gail Clement, Digital Services and Scholarly, Texas A&M University; and Lori Williamson, Main Library, University of Houston-Victoria.

INTERLIBRARY LOAN & RESOURCE SHARING ROUND TABLE.

CPE#317: SBEC 1.5

Thrill Masters: Adventure Books for Kids

10:15 - 11:50 AM

Adam Gidwitz

Middle graders devour books on a wide variety of subjects. For writers, middle-grade readers represent a large market eager for their work. Five writers describe how their adventure stories come to fruition.

C. Alexander London

Matt Myklusch

Jon and Pamela Voelkel

Adam Gidwitz and C. Alexander London, Penguin Young Readers Group; Matt Myklusch, Simon and Schuster Children's Publishing; Jon Voelkel and Pamela Voelkel, Egmont USA; and Jacqueline West, Dial Books.

CHILDREN'S ROUND TABLE.

CPE#320: SBEC 1.5; TSLAC 1.5

Toddlers, Touch Technology, and Family Learning

10:15 – 11:50 AM

Created at a joint public/academic library, the "Toddler Tech" program allows families to develop new technology skills together in a facilitated setting. Speakers discuss how they planned, funded, collaborated, and developed a multilingual, multisensory curriculum oriented at toddlers and preschool children using child-oriented touch technologies (e.g., iPads, SMART Tables, touch screen computers).

Cristina Gonzalez, Valle Verde Campul; and Monica Wong, Northwest Campus, El Paso Community College.

CHINESE AMERICAN LIBRARIANS ASSOCIATION.

CPE#319: SBEC 1.5

Using Creative Nonfiction to Inspire Children's Programming

10:15 - 11:50 AM

Educators agree that hands-on learning is effective. A child's personal interaction with materials enhances understanding of a topic and is fun. Learn about turnkey programming using nonfiction science and art titles you can implement immediately at your library.

Lucy Del Priore, Macmillan Children's Publishing

Allen Kurzwell

Barney Saltzberg

Group; and Allen Kurzwell, Noel MacNeal; and Barney Saltzberg, Workman Publishers.

CHILDREN'S ROUND TABLE AND TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#321: SBEC 1.5

Write, Rewrite, Repeat: Authors on the Writing Process

10:15 - 11:50 AM

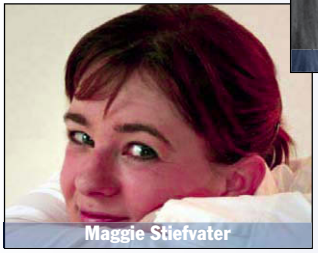
Writing and rewriting isn't as easy as you might think. Librarians and authors share the secrets of their writing successes (and a few near disasters, too). Speakers will also offer program ideas on the writing process.

Rachel Hawkins, Disney-Hyperion Books for Children; Carrie Jones, Bloomsbury/Walker Books for Young Readers; Jillian Larkin, Random House Children's Books; and Maggie Stiefvater, Scholastic, Inc.

Rachel Hawkins

Carrie Jones

Jillian Larkin


Maggie Stiefvater

YOUNG ADULT ROUND TABLE

BLOOD DRIVE

In TLA's campaign to give back to our communities, we will be hosting a blood drive at conference. The Gulf Coast Regional Blood Center will set up a special area on the third level of the convention center on:

Wednesday, April 18..... 12:30 – 5 PM
Thursday, April 19.....9 AM – 1:30 PM

All who are able are encouraged to donate and offer hope for life to those in need. *Additional information, including a sign-up sheet, will be on the TLA conference website by March 15.*

CPE#325B: SBEC 1.0 TSLAC 1.0

Virtual Tornado Rescue: A Library Exhibit and Simulation (Net Fair I)

11:00 – 11:50 AM

Want to learn about innovation in libraries through virtual world librarianship? TLA's Second Life Community Group built a virtual exhibit, Virtual Tornado Rescue, on Info Island's Community Virtual Library. The exhibit displays 3D books, resources about preparing for a tornado disaster, information on recent tornado devastation, and links to a virtual tornado simulation. Live tours can be viewed at www.youtube.com/watch?v=eLth4c7_u4A.

Valerie Hill, Ethridge Elementary School, Lewisville ISD.

AUTOMATION AND TECHNOLOGY ROUND TABLE.

CPE#323B: SBEC 1.5 TSLAC 1.5

eReaders and eBooks (Hands On Lab IV; online registration only)

12:00 - 1:20 PM

HOUSTON PUBLIC LIBRARY MOBILE LAB ON DISCOVERY GREEN.

With eBooks and eReaders rapidly replacing print books, how are libraries adjusting? Learn what you need to know to assist customers with downloading content. *Seating is limited; reservations through online preregistration only.*

CONFERENCE PROGRAM COMMITTEE.

CPE#328: SBEC 1.5

Texas Tea with YA Authors (Ticketed event)

12:00 - 1:20 PM

Texas Tea is a new event from YART for YA literature enthusiasts. Authors and librarians will share tea, treats, and a table. Librarians will stay put as authors rotate tables. Lunch is not served at this event. *Tickets must*

be purchased by Friday, March 30 through the preregistration process. See page 69 for registration form.

YOUNG ADULT ROUND TABLE.

CPE#350: SBEC 0.5

Opening Author Session Luncheon Sponsored by LiFTA (Ticketed event)

12:00 - 1:50 PM

HILTON AMERICAS-HOUSTON, 1600 LAMAR STREET.

Harlan Coben

Attendees will be intrigued by the slate of eclectic and engaging authors. Luncheon *Tickets must be purchased by Friday, March 30 through the preregistration process. See page 69 for registration form.*

John Green

Lisa Scottoline

Menu items will include: Mixed Seasonal Greens with Tomatoes, Cucumbers, Carrot Spirals, Balsamic Vinaigrette or Ranch Dressing; Grilled Chicken Breast Napa Valley with Apple Slaw, Chardonnay and Apple Cider Sauce; Broccolini with Honey Glazed Carrots and Roasted Garlic Whipped Potatoes; Warm Rolls and Butter; Cheesecake with Fresh Berry Compote; Freshly Brewed Regular and Decaffeinated Coffee; and Iced Tea.

Harlan Coben and John Green, Penguin Young Readers Group; and Lisa Scottoline (invited), Macmillan Publishing.

LIBRARY FRIENDS, TRUSTEES, AND ADVOCATES ROUND TABLE.

CPE#351: SBEC 1.0

Book Buzz: Highlights from Publishers' 2012 Offerings for Children

1:00 - 1:50 PM

Do you ever wish you could stop in each publisher's booth long enough to get a run-down of the most exciting new offerings? Here's your opportunity. Several publicists will present highlights of their 2012 lists. Don't miss your chance to learn about 2012's must read books!

Scottie Bowditch, Penguin Group; Jenny Choy, Candlewick Press; Lucy Del Priore, Macmillan Children's Publishing Group; Katie Halata, Egmont USA; Tracy Lemer, Random House Children's Books; Zoe Luderitz, Little, Brown Books for Young Readers; and Molly Thomas, HarperCollins Children's Books.

CHILDREN'S ROUND TABLE.

CPE#356: SBEC 1.0 TSLAC 1.0

Collaborating in Tough Times: Responding to State Cuts

1:00 - 1:50 PM

The budget for the Texas State Library and statewide library programs has been cut. Collaboration can soften the blow. Partnerships can be the life line when the Texas depository program ends.

Lana Ewell, Watauga Public Library; Suzanne Sears, University of North Texas; Jennifer LaBoon, Fort Worth ISD; and Adam Wright, Fort Worth Library.

COLLEGE AND UNIVERSITY LIBRARIES DIVISION AND PUBLIC LIBRARIES DIVISION.

CPE#346: SBEC 1.0; TSLAC 1.0

Connecting Books and People: Virtual Readers Advisory

1:00 – 1:50 PM

Current technologies allow and encourage readers to connect online to discover and discuss new books and authors. Learn strategies for making your library an engaging online "conversationalist." The techniques described can be implemented for any size staff or budget.

Sarah Borders, Houston Public Library; and Grace Lillevig and Linda Stevens, Harris County Public Library.

CONFERENCE PROGRAM COMMITTEE.

CPE#352: SBEC 1.0

Connecting Teens and Authors: Teen Book Festivals and Awesome Author Visits

1:00 - 1:50 PM

Join organizers of TeenBookCon and Tweens Read as they discuss how a partnership between school districts and a local bookshop has reinvigorated an author visit program. Find out how you can create, organize, fund, and promote book festivals and author visits in your area.

Cathy Berner, Blue Willow Bookshop; and Lisa Stultz, Hastings High School, Alief ISD; Margaret A. Hale and Julie Mulkey, Bobby Shaw Middle School, Pasadena ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#353: SBEC 1.0 TSLAC 1.0

Cross-Training Staff in Public Libraries

1:00 - 1:50 PM

Librarians from public libraries share ways in which staff cross-training initiatives were successfully implemented. Hear the best practices, which were discovered as they shaped their staff programs.

Christine Dobson, Irving Public Library; and Katherine Green, Harris County Public Library.

PUBLIC LIBRARIES DIVISION.

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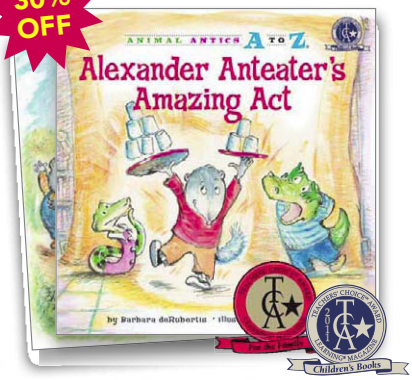

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CPE#349: SBEC 1.0 TSLAC 1.0

Demonstrating Value at Academic Libraries

1:00 - 1:50 PM

Discover ways to translate qualitative work into quantitative value through assessment. The speaker will provide practical advice and examples to help libraries articulate their value to administrators and stakeholders.

Michelle Millet, University of Texas at San Antonio.

CONFERENCE PROGRAM COMMITTEE.

CPE#359: SBEC 1.0 TSLAC 1.0

Digital Public Library of America

1:00 - 1:50 PM

What's going on with the Digital Public Library of America (DPLA) project? How might it influence digital collection creation and publication in Texas libraries? Join us as Geneva Henry, participant in a recent DPLA effort, describes her experience with the project and discusses future directions.

Geneva Henry, Center for Digital Scholarship, Rice University.

CONFERENCE PROGRAM COMMITTEE.

CPE#355: SBEC 1.0 TSLAC 1.0

Every Child Ready to Read® Updated

1:00 - 1:50 PM

The updated and expanded second edition of *Every Child Ready to Read* incorporates simple research-based practices. This successful initiative helps parents and other caregivers develop early literacy skills in children from birth to age five.

Viki Ash, San Antonio Public Library.

CHILDREN'S ROUND TABLE AND PUBLIC LIBRARIES DIVISION.

CPE#325c: SBEC 1.0 TSLAC 1.0

Free Business Resources (Net Fair I)

1:00 – 1:50 PM

Sometimes you actually get more than you pay for! Get links to 20+ free sites with business information covering marketing, energy, demographics, technology, and more.

April Kessler, Reference and Information Services, University of Texas at Austin.

AUTOMATION AND TECHNOLOGY ROUND TABLE.

CPE#357: SBEC 1.0 TSLAC 1.0

Leveraging Your Skills: Rewrite that Resumé and Market Yourself

1:00 - 1:50 PM

Two career-services directors discuss ways job seekers can expand their resumés to appeal to a broader audience of hiring managers in and out of libraries. Find out the practices to use and avoid during interviews.

Tara Lagulli, School of Information; and Karen Landolt, Natural Sciences Career Services, University of Texas.

SPECIAL LIBRARIES DIVISION AND REFERENCE ROUND TABLE.

CPE#358: SBEC 1.0 TSLAC 1.0

Libros en Español for Young Adults: Where Are You?

1:00 - 1:50 PM

Xavier Garza

Developing a Spanish collection for young adults is difficult but not impossible. What are the best translations, original language sources, or somewhere-in-between materials?

Lee Merrill Byrd, Cinco Puntos Press; and Xavier Garza and Marina Tristán, Arte Público Press.

YOUNG ADULT ROUND TABLE.

CPE#391: SBEC 1.0 TSLAC 1.0

National Archives and Records Administration (NARA): Resources for Libraries

1:00 - 1:50 PM

NARA is the nation's record keeper. Join Archivist of the United States David S. Ferriero as he summarizes the resources and services applicable to librarians and genealogists. Ferriero will also discuss the Presidential library facilities in Texas.

David S. Ferriero, National Archives and Records Administration.

CONFERENCE PROGRAM COMMITTEE AND ARCHIVES, GENEALOGY AND LOCAL HISTORY ROUND TABLE.

Toby Brown

CPE#361: SBEC 1.0 TSLAC 1.0

The Next Generation of Knowledge Management

1:00 - 1:50 PM

Knowledge management is a key part of advanced librarianship, particularly in special libraries. Greg Lambert and Toby Brown detail how you can apply knowledge management theories and strategies in your library to achieve results.

Toby Brown, Financial Services, Vinson and Elkins; and Greg Lambert, King and Spalding.

CONFERENCE PROGRAM COMMITTEE.

CPE#363: SBEC 1.0 TSLAC 1.0

Using Story as the Basis for Advocacy and Persuasion

1:00 - 1:50 PM

Librarians and friends must craft our library story so that target audiences – funders and decision-makers – are engaged and persuaded to support our institutions. Communications professor Hank Roubicek will help attendees discover their library story and show how the techniques of good storytelling can turn us into appealing persuaders.

Hank Roubicek, University of Houston-Downtown.

STORYTELLING ROUND TABLE.

CPE#325d: SBEC 1.0 TSLAC 1.0

50 Apps / 50 Minutes (Net Fair I)

2:00 – 2:50 PM

We'll introduce 50 apps – some for business and some for fun. All platforms, including Android and iPad will be discussed. Join us for a lively, fast-paced and fun presentation.

Laura Young, Research, Austin Ventures.

AUTOMATION AND TECHNOLOGY ROUND TABLE.

CPE#323c: SBEC 1.5 TSLAC 1.5

Augmented Reality in the K-12 Setting (Hands On Lab V; online registration only)

2:00 - 3:20 PM

Houston Public Library Mobile Lab on Discovery Green.

What is augmented reality and how can it be used in the library? Learn how to do a book scavenger hunt or map key areas of your library with augmented reality. *Seating is limited; reservations through online preregistration only.*

Jamey Osborne, La Porte ISD.

CONFERENCE PROGRAM COMMITTEE.

CPE#367: SBEC 1.5 TSLAC 1.5

Creating Computer Games for Instruction

2:00 - 3:20 PM

Gaming and simulation will be central to instruction in the future and key to engaging learners. This program covers how to create computer games to enhance library instruction at your institution.

Andrey V. Koptelov, Fonville Middle School, Houston ISD.

CONFERENCE PROGRAM COMMITTEE.

CPE#368: SBEC 1.5 TSLAC 1.5

Jumping the Hurdles of Librarian-Teacher Collaboration

2:00 - 3:20 PM

Successful school librarians are viewed as partners and peers among their teachers! Win over resistors and increase your school-wide effectiveness with practical, time-efficient, ready-to-use tools that will increase collaboration at all grade levels!

Amber Baumann, Terry Lambert, and Erin Segreto, Morton Ranch High School, Katy ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#388: SBEC 1.5

Let's Be Honest with Robie H. Harris

PRESIDENT'S PROGRAM

2:00 - 3:20 PM

Honesty is critical for all ages, especially as revealed in books for young children. Author Robie Harris describes her works, including her newest, *Who Has What?*. Find out why being forthright matters to readers and writers - even if honesty precipitates book challenges.

Robie H. Harris

Robie H. Harris, Candlewick Press.

CONFERENCE PROGRAM COMMITTEE.

CPE#369: SBEC 1.5 TSLAC 1.5

Lights, Camera: We're in Action

2:00 - 3:20 PM

Become the master of all things video. Explore new ways to collaborate with teachers and students to integrate technology and curriculum into instruction and student projects, including book trailers and different product formats.

Sandra Carswell, S.C. Lee Junior High School, Copperas Cove ISD; Sherry A. Thompson, Flower Mound High School, Lewisville ISD; and Doug Valentine, McKillop Elementary, Melissa ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS, CHILDREN'S ROUND TABLE, AND TEXAS MEDIA AWARDS COMMITTEE.

CPE#370: SBEC 1.5 TSLAC 1.5

Next Generation Genealogy

2:00 - 3:20 PM

Join Megan Smolenyak, author and lead genealogist of the hit TV show *Who Do You Think You Are*, as she reveals her experiences as a family history detective. Her insights about cases and new practices in genealogy research will appeal to and entice all library groups.

Megan Smolenyak

Megan Smolenyak, Penguin Group.

PROGRAMMING FOR ADULTS INTEREST GROUP AND ARCHIVES, GENEALOGY AND LOCAL HISTORY ROUND TABLE.

CPE#371: SBEC 1.5

Social Media 101

2:00 - 3:20 PM

Learn the benefits of social media and why children need access at a young age to learn about privacy and other safety issues. The session covers the important role of schools in teaching kids to manage their online lives.

Nathan Wright, Lava Row.

INTELLECTUAL FREEDOM COMMITTEE, TEXAS ASSOCIATION OF SCHOOL LIBRARIANS, & YOUNG ADULT ROUND TABLE.

CPE#360: SBEC 1.5

Staying Power: A Look at Classic Children's Books

2:00 – 3:20 PM

Timeless books offer stories that remain relevant years – even decades – after first being published. This session studies the impact and ongoing use of several 50 year-old titles, including a *Wrinkle in Time* and *James and the Giant Peach*.

Betty Carter, Consultant; Sally Miculek, Youth Services Division, Austin Public Library; Roger Sutton, Horn Book, Inc; and Lauren L. Wohl, Wohl2Wohl.

CONFERENCE PROGRAM COMMITTEE.

CPE#372: SBEC 1.5 TSLAC 1.5

Using the Web to Build a Personal Learning Network for School Librarians

2:00 - 3:20 PM

Personal learning networks (PLNs) are practical ways to learn more about our profession and to grow as librarians and leaders. Participants will learn how to use the Web to create and grow their own PLNs and discover a variety of tools to build an online presence to communicate with their peers.

Stacy M. Cameron, Prosper ISD.

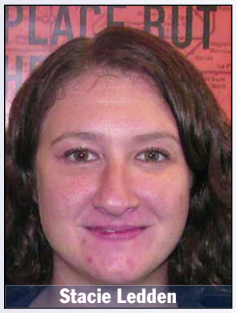
TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#382: SBEC 2.0 TSLAC 2.0

AnyThink: Designing Customer-Centric Libraries

2:00 - 3:50 PM

Designing customer-centric libraries includes challenging traditional library assumptions. A librarian from Rangeview Library District's AnyThink Libraries will share how they evolved. Attendees will learn to examine conventions within their own environments and how they can challenge assumptions to keep their libraries relevant.


Stacie Ledden

Stacie Ledden, AnyThink Libraries.

CONFERENCE PROGRAM COMMITTEE AND PUBLIC LIBRARIES DIVISION.

Battledecks: Prepare to Compete!

2:00 - 3:50 PM

"Battledecks" is a popular competition at library and training conferences. Speakers will give five-minute presentations on humorous slides, which they have never seen. A panel of judges will determine the best presentation based on delivery, wit, confidence, use of time, and use of the entire slide deck.

CONFERENCE PROGRAM COMMITTEE AND CE PROVIDERS INTEREST GROUP.

Jeff Warr

CPE#366: SBEC 2.0 TSLAC 2.0

Change Your Library's Image through Marketing

2:00 - 3:50 PM

Libraries are in a tough public competition for community and institutional dollars. Articulating our value in terms of our economic contribution is essential to succeed with our stakeholders and decision-makers. This session offers key ways to reframe and promote the value of libraries, which includes staff expertise, resources, and services.

Eddy Smith, Abilene Library Consortium; and Jeff Warr, Zachry Associates.

PUBLIC RELATIONS & MARKETING COMMITTEE.

CPE#378: SBEC 1.5 TSLAC 1.5

Creating Alliances with the Overlapping Fields of IT and Librarianship

2:00 - 3:50 PM

Are you facing a "jurisdictional battle" between librarians and information technologists? The difference in philosophical perspectives between the two is sometimes blurry and can lead to friction. Learn some of the principles of working with IT departments and receive tips for successful cross-departmental collaboration. *A business meeting follows the program.*

Joel Battle, School of Library and Information Studies, Texas Woman's University; Sian Brannon, Libraries, University of North Texas; Kelly Brouillard, Lewisville Public Library; Greg Hardin, Libraries, Texas Woman's University; Kris Helge, School of Law Libraries, Texas Wesleyan University; and Valerie Hill, Ethridge Elementary School, Lewisville ISD.

BETA LAMBDA CHAPTER OF BETA PHI MU.

CPE#375: SBEC 2.0

Draw Me a Story

2:00 - 3:50 PM

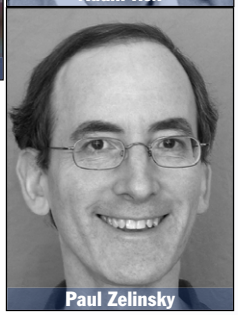
Using pictures to tell stories is a fundamental means of communication. Five seasoned illustrators share how they shape this basic communication form into a literary art. Learn how powerful images can be used to engage reluctant readers.

Peter Brown

Marc Burckhardt

Lincoln Peirce

Adam Rex


Paul Zelinsky

Peter Brown and Marc Burckhardt, Little, Brown Books for Young Readers; Lincoln Peirce, Adam Rex, and Paul Zelinsky, HarperCollins Children's Books.

CHILDREN'S ROUND TABLE.

CPE#376: SBEC 2.0 TSLAC 2.0

Incorporating and Assessing Information Literacy in an Academic Setting

2:00 - 3:50 PM

Hear from your academic peers who have successfully incorporated and assessed information literacy programs with university support. Speakers will also address assessment outcomes. Participants can discuss their own successes in this round-table session.

Gayla Byerly, Research and Instruction Service, University of North Texas; and Bryan A. Quinn, Research Information and Outreach, Texas Tech University Libraries.

COLLEGE AND UNIVERSITY LIBRARIES DIVISION.

CPE#384: SBEC 2.0

Loretta Rudd

Meet Me in the Kitchen: Cooking up Language Development

2:00 - 3:50 PM

Join in this "taste" of the rich language and vocabulary employed in children's literature with a central theme of food or eating. Attendees will hear about hands-on experiences and gain background knowledge for providing rich, language experiences within their classrooms and libraries to enhance language and vocabulary development.

Donna Mohlman, Highlands Elementary School, Goose Creek CISD; and Loretta Rudd, University of Utah.

CONFERENCE PROGRAM COMMITTEE.

CPE#377: SBEC 2.0 TSLAC 2.0

Ready, Set, Leap: Innovative Problem Solving

2:00 - 3:50 PM

Debbie Moss

Too often, librarians are risk averse. Librarians must embrace innovation, change, and the unknown. Pulling best practices from the experiences of successful entrepreneurs like Catarina Fake and Reed Hastings, the speaker encourages the audience to seek truly innovative solutions to pressing problems.

Debbie Moss, Orange County Library System (FL).

CONFERENCE PROGRAM COMMITTEE.

CPE#365: SBEC 2.0 TSLAC 2.0

Salary Negotiation: Yes You Can!

2:00 - 3:50 PM

Find out the basics of salary negotiation from a corporate hiring manager who will tell you what employers consider during this process. Learn what to ask for and how to ask for it! *A business meeting follows the program at 3:00 pm.*

Mike Millard, Austin Ventures.

SPECIAL LIBRARIES DIVISION.

CPE#379: SBEC 2.0 TSLAC 2.0

Linda Dobb

Strategic Planning: A How-to Guide

2:00 - 3:50 PM

The speaker will demystify the strategic planning process by offering a step-by-step look at how to prepare. The session covers a methodology for involving staff and other constituents in the planning process and provides a template for attendees to start drafting their own strategic plans.

Linda Dobb, California State University.

CONFERENCE PROGRAM COMMITTEE.

CPE#380: SBEC 2.0 TSLAC 2.0

Success Stories: The Value of Your Support Community in Hard Economic Times

2:00 - 3:50 PM

Panelists from public, school, and academic libraries share successes and tips for mobilizing community supporters in economically challenging times. Find out how external partnerships can bolster your library's goals.

Karen Ellis, Taylor Public Library; Kathy Robinson Hillman, Central Libraries, Baylor University; Gretchen McCord, Digital Information Law; Dana Rooks, University of Houston; and James Stewart, Stewart Brown Consulting.

LIBRARY FRIENDS, TRUSTEES, AND ADVOCATES ROUND TABLE AND PUBLIC LIBRARIES DIVISION.

CPE#374: SBEC 1.5

Young Adult Round Table Reading Lists Booktalks

2:00 - 3:50 PM

Join in the presentation of the 2012 YARI Award. Speakers share programming ideas and live booktalks on the Lone Star Middle School Reading List, Maverick Graphic Novels Reading List, and the Tayshas High School Reading List. *A business meeting precedes the program.*

Renee Dyer, Weslaco East High School, Weslaco ISD.

YOUNG ADULT ROUND TABLE.

CPE#362B: SBEC .5 TSLAC .5

R4: Finding the Best in Materials for Children and Youth Depicting Physical Disabilities (Contributed Papers I)

2:30 – 2:55 PM

Finding library materials depicting themes relating to physical impairments and characters with disabilities can be

challenging, yet youth benefit from being able to read about and relate to such characters. This study looks at the available literature that portrays disabilities such as visual and hearing impairments, mobility issues and multiple disabilities as well as criteria for selecting materials for this area of interest.

Barbara Immroth, School of Information, University of Texas at Austin.

CONFERENCE PROGRAM COMMITTEE.

CPE#362C: SBEC .5 TSLAC .5

The Crisis in Funding Journal Packages: Review and Analysis

(Contributed Papers I)

3:00 – 3:25 PM

Budget concerns currently faced by many libraries threaten their ability to finance access to electronic journal packages that provide key access to research materials for users. This paper reviews the history of the move to journal packages, options for access, and suggestions for further research on how academic libraries can continue to provide this valuable content to users.

Diane L. Bruxvoort, University of Florida.

CONFERENCE PROGRAM COMMITTEE.

CPE#387: SBEC 1.0 TSLAC 1.0

Do You Have What It Takes to Be a Leader?

3:00 - 3:50 PM

Barbara Stripling

School librarians are at a critical turning point in the profession. What are the skill sets needed to establish oneself as a leader and to communicate the library's value to the school and to the community? Barbara Stripling discusses research in this critical area.

Barbara Stripling, New York City Department of Education, and ALA Presidential Candidate.

CONFERENCE PROGRAM COMMITTEE.

CPE#381: SBEC 1.0 TSLAC 1.0

Metadata for 2012 and Beyond

3:00 - 3:50 PM

This session offers an introduction to metadata, with an overview of the major metadata standards used in today's libraries. The discussion touches on metadata issues of importance such as metadata quality, shareability, and best practices in the creation of metadata for both individual items and entire collections.

Oksana Zavalina, College of Information, University of North Texas.

CATALOGING AND METADATA ROUND TABLE.

CPE#325E: SBEC 1.0 TSLAC 1.0

Virtual Reference for Public Libraries

(Net Fair I)

3:00 – 3:50 PM

Public libraries often have different concerns and issues than academic libraries do when engaging in virtual reference. Come hear what Houston Public Library is doing with chat, text, and Twitter reference services.

Saima Kadir and Somer Newland, Houston Public Library.

AUTOMATION AND TECHNOLOGY ROUND TABLE.

CPE#383: SBEC 1.0

Write Now: Interpreting Literature via Online Book Clubs

3:00 - 3:50 PM

Book clubs go digital! In this session, presenters will share how to implement a successful online book club that integrates content area TEKS, technology, and literature.

Carmen A. Escamilla, J. B. Alexander High School and Christine Romanelli, United ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#362D: SBEC .5 TSLAC .5

Library Services for Career and Technical Education

(Contributed Papers I)

3:30 – 3:50 PM

Career and technical education (CTE), through community colleges and technical schools, is a large component of modern post-secondary level education. The importance of these preparatory programs is largely missed when it comes to LIS literature, and that which exists concentrates more on high school vocational training. This paper reviews the existing literature and makes recommendations for providing library services and information literacy instruction in this field of post-secondary education.

Danna McCartney, ITT Technical Institute – Austin.

CONFERENCE PROGRAM COMMITTEE.

CPE#397: SBEC 1.0

ALA Presidential Initiatives for 2012-2013

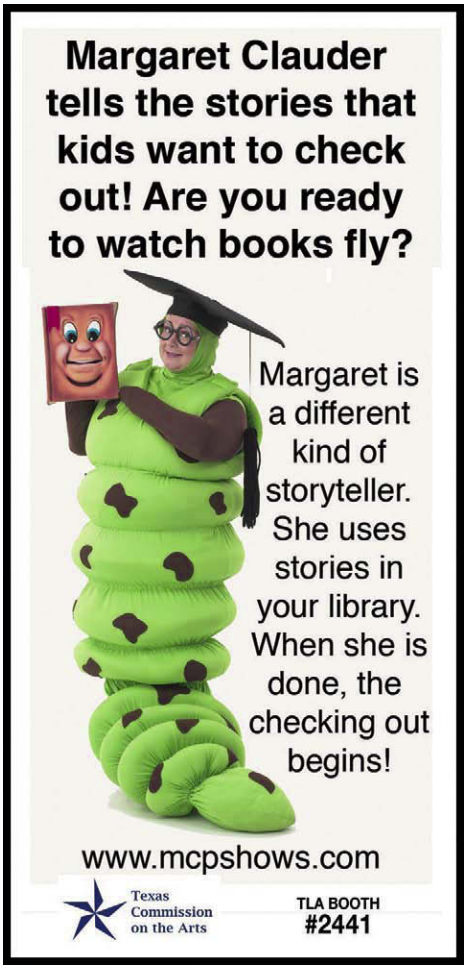
4:00 - 4:50 PM

Maureen Sullivan

ALA President-Elect Maureen Sullivan will describe her national initiatives and how librarians can become involved. Learn about her plans to generate action in the key areas of leadership, learning, literacy, and strengthening ALA's work and contributions internationally.

Maureen Sullivan, Maureen Sullivan and Associates.

CONFERENCE PROGRAM COMMITTEE.



CPE#386: SBEC 1.0 TSLAC 1.0

Archiving and Preserving LGBT Materials

4:00 - 4:50 PM

Houston ARCH (Houston Area Rainbow Collective History) supports the collection and preservation of LGBT history. Learn how universities, libraries, community groups, and nonprofit archives all worked together to tell the story of Houston's LGBT community. Learn how librarians' expertise in data management can support community history archives.

Andree Bourgeois, Houston ARCH; Brian Riedel, Center for the Study of Women, Rice University; and Elizabeth Sargent, Houston Metropolitan Research Center, Houston Public Library.

GAY, LESBIAN, BISEXUAL, TRANSGENDERED INTEREST GROUP; AND ARCHIVES, GENEALOGY AND LOCAL HISTORY ROUND TABLE.

CPE#345: SBEC 1.0

Barry Lyga Speaks

4:00 – 4:50 PM

Author Barry Lyga will have you rolling in the aisles with his hilarious insights into the world of comic books and graphic novels. Lyga spearheaded development of Free Comic Book Day and is renowned as an industry spokesperson. He has also become a prolific writer since publication of his first novel, *The Adventures of Fan Boy and Goth Girl.*

Barry Lyga

Barry Lyga, Little, Brown Books for Young Readers

YOUNG ADULT ROUND TABLE.

CPE#364: SBEC 1.0

Book Buzz: Latest Buzz in YA Literature

4:00 - 4:50 PM

Publishers of YA books discuss forthcoming titles and reveal some of the hot trends in the publishing industry.

Renee Dyer, Weslaco East High School, Weslaco ISD.

YOUNG ADULT ROUND TABLE.

CPE#395: SBEC 1.0 TSLAC 1.0

Bypass the Boring! Revolutionize Your Library Communications

4:00 - 4:50 PM

Want to re-energize communications with faculty and administrators? Need a new idea on how to promote your library? In this session, find answers and more using Web tools to showcase innovative programming in your library.

Marnie Cushing, Mesquite High School, and Colleen Duke, Seabourn Elementary School, Mesquite ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#323D: SBEC 1.0 TSLAC 1.0

Free Analytics to Track Your Online Traffic (Hands On Lab VI; online registration only)

4:00 - 4:50 PM

HOUSTON PUBLIC LIBRARY MOBILE LAB ON DISCOVERY GREEN.

Do you ever wonder who is reading your library blog, visiting your FaceBook page, or looking at your website? Learn to use free analytics tools to track your online traffic. *Seating is limited; reservations through online preregistration only.*

CONFERENCE PROGRAM COMMITTEE.

CPE#389: SBEC 1.0 TSLAC 1.0

Graphic Novels for Elementary Children

4:00 - 4:50 PM

Did you think graphic novels were only for young adults? Guess again. Colleagues will discuss how to select and use graphic novels to support reading development for younger children.

Alma Nora Chavarria, Central Youth Services-KIDS, Houston Public Library; Geoffrey Hayes, Toon Books; and Mary Stanton, Collection Development, Houston Public Library.

CONFERENCE PROGRAM COMMITTEE.

Mary Beth Harrington

CPE#385: SBEC 1.0 TSLAC 1.0

Legal Responsibilities for Library Friends and Foundations

4:00 - 4:50 PM

Recent changes in laws regarding nonprofit organizations have added new wrinkles to the world of Friends groups and foundations. Learn the responsibilities and potential pitfalls of overseeing such support groups.

Mary Beth Harrington, Texas Association of Nonprofit Organizations.

LIBRARY FRIENDS, TRUSTEES, AND ADVOCATES ROUND TABLE, FRIENDS OF SCHOOL LIBRARIES ROUND TABLE, AND PUBLIC LIBRARIES DIVISION.

CPE#390: SBEC 1.0 TSLAC 1.0

Librarians on the Move: New Jobs for the Information Professional

4:00 - 4:50 PM

A panel of librarians offers an open Q&A with attendees. Panelists will share how they moved from libraries into new positions outside libraries. Find out what worked for them.

Pauline Ngo Martin, The Sixth Floor Museum at Dealey Plaza; Beth Wagner, US EPA Region 6 Sunder Ram Library, DSI; and Laura Young, Research, Austin Ventures.

SPECIAL LIBRARIES DIVISION AND REFERENCE ROUND TABLE.

CPE#393: SBEC 1.0 TSLAC 1.0

Restructuring the School Library

4:00 - 4:50 PM

Explore ways school libraries can be viewed as essential in the minds of educators and administrators. The speakers will share ideas for bridging library and classroom instruction and offer creative lessons that use both technology and books to support all types of learners.

Cindy Buchanan, Johnson Elementary; and Sally Rasch, Carroll Elementary, Aldine ISD.

CHILDREN'S ROUND TABLE.

CPE#392: SBEC 1.0 TSLAC 1.0

Retooling Reference for Relevant Service

4:00 - 4:50 PM

Learn to revitalize reference services in spite of difficult economic times. Updated technology and repurposed spaces can enhance delivery of quality service, even with reduced staffing. Dallas Public Library staff did it, and you can too!

Ann Bever, Hampton-Illinois Branch; Sharon Perry-Martin, Central Library; and Kraig Willis, Branch Administrator, Dallas Public Library.

CONFERENCE PROGRAM COMMITTEE.

CPE#394: SBEC 1.0 TSLAC 1.0

ROI Measures at Your Library

4:00 - 4:50 PM

Join Syracuse University's Associate Provost Bruce Kingma as he addresses the hard facts of measuring Return On Investment (ROI) in libraries. Learn how to go beyond "feel good" surveys and qualitative data to estimate the true value of your institution to your customers from an economist.

Bruce Kingma

Bruce Kingma, School of Information Studies, Syracuse University (NY).

CONFERENCE PROGRAM COMMITTEE.

CPE#396 SBEC 1.0 TSLAC 1.0

To Go Credit or Non Credit: Courses in Library Instruction

4:00 - 4:50 PM

Explore the benefits and challenges of library instruction models, including for-credit, non-credit, and curriculum-integrated courses. This interactive program reviews the major issues and concerns in the delivery of effective information literacy instruction. Audience perspectives are welcome.

Mildred Joseph, North Forest Vocational Campus, Houston Community College, Northwest; and Frances A. May, Research and Instructional Services, University of North Texas.

CONFERENCE PROGRAM COMMITTEE.

CPE#399: SBEC 1.0 TSLAC 1.0

Using Social Media to Improve Workflow at Academic Libraries

4:00 - 4:50 PM

Bring the power of social media in-house. Learn to use social media to better organize and streamline workflow in your academic library.

R. Niccole Westbrook, Digital Services Department, University of Houston Libraries.

CONFERENCE PROGRAM COMMITTEE.

CPE#398: SBEC 1.0

Who Let the Librarians Out? How Digital Content is Freeing Librarians for New Roles

4:00 - 4:50 PM

David Shumaker

The nature of libraries as organizational units is changing. The increased use of digital resources is allowing librarians to pursue new roles and increase their value to their organizations. Learn about embedded librarianship, what it means, why it's important, and how it's related to the prevalence of digital resources.

David Shumaker, School of Library and Information Science, Catholic University of America (DC).

CONFERENCE PROGRAM COMMITTEE.

District Planning Committee Meeting
4:00 - 4:50 PM

Friends of School Libraries of Texas Round Table Business Meeting
4:00 - 4:50 PM

Texas Bluebonnet Award Committees Meeting
4:00 – 5:30 PM

District 1 Caucus: 5:00 – 5:45 PM
District 2 Caucus: 5:00 – 5:45 PM
District 3 Caucus: 5:00 – 5:45 PM
District 5 Caucus: 5:00 – 5:45 PM
District 6 Caucus: 5:00 – 5:45 PM
District 8 Caucus: 5:00 – 5:45 PM
District 9 Caucus: 5:00 – 5:45 PM

Texas Media Awards Presentation

6:00 - 9:00 PM

The Texas Media Awards promote excellence in student media production and its importance in life-long learning. The awards recognize the most outstanding entries in nine media categories including photography, multimedia, videography, animation, graphic design, Web designing, and music composition. Students from all over Texas receive awards and showcase their work.

TEXAS MEDIA AWARDS COMMITTEE.

TLA New Members Reception

6:30 - 8:30 PM

NMRT members will have the opportunity to mix, mingle, and have some fun. Mentors and mentees will also have a chance to meet face to face.

NEW MEMBERS ROUND TABLE.

University of North Texas PEARL Dinner (By Invitation)

6:30 – 9:00 PM

Embassy Suites Hotel Houston, 1515 Dallas Street.

The University of North Texas PEARL Dinner is for the libraries participating in the PEARL project and is by invitation only.

CPE#EF303: SBEC 2.0

Storytelling Round Table Showcase/Swap

7:30 - 9:30 PM

Hilton Americas-Houston, 1600 Lamar Street.

Join us to listen to stories or tell one of your own! Come to preview tellers who are available to come to your library and to cheer on librarian colleagues who perform their own tales. If you want to tell a story, make sure to sign up early.

STORYTELLING ROUND TABLE.

President's All-Conference Party

8:00 - 10:30 PM

Hilton Americas-Houston, 1600 Lamar Street

Come hang out at "Jeri's Speakeasy" and relive the heady days of flappers and Prohibition. Bring your "glad rags" – zoot suits, fedoras, flapper dresses, long pearls, and feather boas – to contribute to the 1920's speakeasy theme. We'll indulge in signature cocktails, learn a classic Roaring 20's dance, and gamble at retro casino tables for chances to win prizes at the end of the night.

CONFERENCE LOCAL ARRANGEMENTS COMMITTEE.

Registration	7 am - 4 pm
Internet Room	8 am - 5 pm
Placement Center	8 am - 5 pm
TLA Store	8 am - 5 pm
Bag Check	8:30 am - 6:30 pm
Exhibits	9 am - 4 pm

Continuing Professional Education CREDITS

Event Number — State Board for Educator Certification — TX State Library & Archives Commission

CPE#123: SBEC 2.0; TSLAC 2.0

Program Title

8:00 - 9:50 AM

Hetherington XXV Fun Run/Walk

(Ticketed event)

7:00 - 8:30 AM

Continuing a TLA tradition, the 25th annual 5K Fun Run/Walk supports the Hetherington Leadership Development Fund. Shuttle transportation will be provided to event from the George R. Brown Convention Center. All participants receive a commemorative t-shirt and refreshments. First, second, and third place medals or gift cards are awarded for the men's run, the women's run, and for the walk. Check-in begins at 7:00 am. *Tickets must be purchased by Friday, March 30 through the preregistration process. See page 69 for registration form.*

CONFERENCE LOCAL ARRANGEMENTS COMMITTEE.

District 4 Caucus: 8:00 - 8:30 AM

District 7 Caucus: 8:00 - 8:30 AM

District 10 Caucus: 8:00 - 8:30 AM

CPE#403: SBEC 1.0 TSLAC 1.0

Revolutionary Trends: Genre-fying the School Library

8:00 - 8:50 AM

School librarians are always looking for ways to entice readers into the library. Discover how and why arranging a fiction collection by genre can lead to an increase in circulation and use.

Jennifer Turney, Angleton High School, Angleton ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

Veronica Roth

Neal Shusterman

Dom Testa

CPE#421A: SBEC 1.0

Revolutionary: 2012 End of the World?

8:00 - 8:50 AM

2012: It's the end of the world as we know it according to Mayan calendars. If that's true, what comes after? Join a panel of librarians and publishers for a survey of books set in post-apocalyptic times.

Renee Dyer, Weslaco East High School, Weslaco ISD; Veronica Roth, HarperCollins Children's Books; Neal Shusterman, Simon and Schuster; Dom Testa, Tor/Forge Books; and Robison Wells, HarperCollins Children's Books.

Robison Wells

YOUNG ADULT ROUND TABLE.

CPE#402: SBEC 1.0 TSLAC 1.0

School Library Volunteers and Aides: Partners for Success

8:00 - 8:50 AM

This session offers strategies for working with student aides and creating a productive working relationship and environment. Learn tips for motivating and training these valuable partners.

Sunni Johnson, Gene Pike Middle School, Northwest ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

TPALS - Texas Professional Association for Library Sales Round Table Business Meeting

8:00 - 8:50 AM

CPE#447: SBEC 1.5 TSLAC 1.5

A Web-based Map Interface Catalog Search Tool for a Library Regional Collection

8:00 – 9:20 AM

A web-served geographic information system (GIS) allows users to search a collection through a catalog kiosk map interface. Point and click popup delivery of results simplifies searches and allows visual representation of areas of interest. Learn how this tool to encourage additional exploration of regional collections and visually convey the collection's focus to patrons.

Paige Delaney, Alpine Public Library.

CONFERENCE PROGRAM COMMITTEE.

CPE:411; SBEC 1.0; TSLAC 1.0

Designing the Digital Branch – It's Everyone's Job

8:00 – 9:20 AM

Who "owns" your Digital Branch? Who makes decisions about your library's website?

David Lee King

Gina Millsap

Is it: a) the techie folks, b) the marketing staff, c) librarians, d) administrators, or e) all of the above. If you answer "e," you're right. Developing the library's digital presence is everyone's job. This presentation will show you how the Topeka and Shawnee County Public Library staff works as a team to provide the best digital library experiences for our customers.

David Lee King and Gina Millsap (candidate for ALA President), Topeka and Shawnee County Public Library.

CONFERENCE PROGRAM COMMITTEE.

CPE:449; SBEC 1.5; TSLAC 1.5

eReader Technology: A Hands-On Approach to Using It for Your Library

8:00 – 9:20 AM

Wondering which eReader technology in which to invest your library's time and money? This session will bring you up to date on the latest eReaders and show you how to use these devices to checkout

eBooks from public and academic libraries. Hands-on time is included for the most popular devices such as Amazon's Kindle and Barnes and Noble's Color Nook, as well as eReader apps for the iPad2. Discussions will also include using eReader technology to promote your library and common circulation policies for eBooks.

Angela Colmenares, Sam Houston State University.

CONFERENCE PROGRAM COMMITTEE.

CPE#420A: SBEC 1.5 TSLAC 1.5

Library Programming with Apps

(Hands On Lab X; online registration only)

8:00 – 9:20 AM

HOUSTON PUBLIC LIBRARY MOBILE LAB ON DISCOVERY GREEN.

Today's technology is built to be personal, not universal. So, how do you use apps in a public library setting? This session covers ideas for using apps in programming and provides hands-on time with useful apps. *Seating is limited; reservations through online preregistration only.*

CONFERENCE PROGRAM COMMITTEE.

CPE#405: SBEC 1.5 TSLAC 1.5

Google Tips and Tricks for School Library Instruction

8:00 - 9:20 AM

Even savvy Google users struggle to keep up with the latest offerings. Attend this program and learn more about Google, its current tools, and the applicability of those tools to help you enhance your library's services.

Diana Rosas, O'Connor High School and Garcia Middle School, Northside ISD.

CONFERENCE PROGRAM COMMITTEE.

CPE#407: SBEC 1.5

Osron Scott Card

Maverick Graphic Novels Reading List and Authors

8:00 - 9:20 AM

The Maverick Graphic Novel Reading List Committee offers programming ideas for this year's Maverick List, which is designed for grades 6-12. Authors featured on previous lists will be on hand to discuss their works and the impact of graphic novels.

Shannon Hale

Gareth Hinds

Orson Scott Card, Tor/Forge Books; Shannon Hale, Bloomsbury/Walker Books for Young Readers; Ben Hatke, Macmillan Children's Publishing Group; and Gareth Hinds, Candlewick Press.

YOUNG ADULT ROUND TABLE.

Judy Blume

CPE#409: SBEC 1.5

Author Judy Blume and Children's Round Table Business Meeting

8:00 - 9:50 AM

Join Judy Blume for a discussion of the 40th anniversary of the *Fudge* books. *A business meeting precedes the program.*

Judy Blume, Penguin Young Readers Group.

CHILDREN'S ROUND TABLE.

CPE#410: SBEC 0.5

Black Caucus Round Table Author Session Breakfast: The Image and the Word (Ticketed event)

8:00 - 9:50 AM

Rachel Renee Russell

Don Tate

Learn how to promote literature through the visual media in text. Rachel Renee Russell and Don Tate will discuss the impact of moving from traditional to digital illustrations and the effect of illustration style on writing. *Breakfast tickets must be purchased by Friday, March 30 through the preregistration process. See page 69 for registration form.*

Menu Items Include: Farm Fresh Scrambled Eggs, Bacon, Country Style Breakfast Potatoes, Homemade Biscuits served with Butter and Fruit Preserves; Freshly Squeezed Orange Juice; Freshly Brewed Regular and Decaffeinated Coffee; and Hot Tea.

Rachel Renee Russell, Simon and Schuster; and Don Tate, Charlesbridge Publishing Company.

BLACK CAUCUS ROUND TABLE.

CPE#408: SBEC 2.0 TSLAC 2.0

Consultants Reports and How to Interpret Them

8:00 - 9:50 AM

Many libraries hire consultants to gain an outside perspective when evaluating key areas of operation. Join two librarians who will share their experiences interpreting, evaluating, and implementing consultant reports. They will also discuss the process of restructuring a department based on consultants' findings and internal assessments.

Barbara Jakubowski, IT Management, University of Texas at San Antonio; Jina Choi Wakimoto, Cataloging and Metadata Services, University of Colorado Boulder; and Anping Wu, Cataloging, University of Houston Libraries.

CONFERENCE PROGRAM COMMITTEE.

CPE#413: SBEC 2.0

Latino Literature: Then and Now

8:00 - 9:50 AM

Learn about historical and contemporary U.S. Latino literature through University of Houston's Recovering the U.S. Hispanic Literary Heritage Project. After learning about long gone, undiscovered Latino writers, attendees will hear readings by celebrated, contemporary authors Gwendolyn Zepeda and Sergio Troncoso.

Mike Crowe, EBSCO; Nicholas Kanellos, Sergio Troncoso, and Gwendolyn Zepeda, Arte Público Press.

CONFERENCE PROGRAM COMMITTEE.

CPE#406: SBEC 1.5

Library School Reference Courses: Still Relevant?

8:00 - 9:50 AM

A panel including a library school administrator, reference professor, recent graduate, and a library school board member discuss the current state of library school reference education. They will examine the landscape for library use, information exploration, and the changes they see shaping future reference education. *A business meeting follows the program.*

Emily Billings, Trinity River Campus, Tarrant County College; Corinne Hill, Dallas Public Library; Ling Hwey Jeng, School of Library and information Studies, Texas Woman's University; and Loriene Roy, School of Information, University of Texas at Austin.

REFERENCE ROUND TABLE

CPE#414: SBEC 2.0 TSLAC 2.0

Preservation 101 for Your Library and Archival Materials

8:00 - 9:50 AM

This beginner's session covers the fundamentals of preservation principles: storing, handling, basic repairs, pest control, and security. Discover creative and low-cost strategies and tools to extend the life of the materials in your institution.

Susan Peterson, Condit Elementary School, Houston ISD.

CONFERENCE PROGRAM COMMITTEE AND ARCHIVES, GENEALOGY AND LOCAL HISTORY ROUND TABLE.

CPE#415: SBEC 1.5 TSLAC 1.5

Responding and Recovering: Continuing Core Services When Disaster Strikes

8:00 - 9:50 AM

"Right now" is not too soon to have a plan for continuing relevant core library services when disaster strikes. The program includes strategies for continuing library services; disaster planning models; resources available for emergency planning; recovery tips for working with first responders, vendors, and other libraries; and a discussion of salvage-related issues. *A business meeting follows the program.*

Michelle Malizia, National Network of Medicine, South Central Region.

DISASTER RELIEF COMMITTEE.

CPE#416: SBEC 2.0 TSLAC 2.0

Revolutionary Leadership in Changing Times

PRESIDENT'S PROGRAM

8:00 - 9:50 AM

Eli Neiburger

Join Eli Neiburger, a 2011 *Library Journal* Mover and Shaker, as he examines the need for leaders to be willing to innovate and deviate from traditional models of doing business. He will be joined by Kimberly Herrington, who discusses the importance of leadership at all levels within an organization.

Kimberly K. Herrington, Pearland Junior High West, Pearland ISD; and Eli Neiburger, Ann Arbor District Library (MI).

PUBLIC LIBRARIES DIVISION, NEW MEMBERS ROUND TABLE, SUPERVISION, MANAGEMENT, AND ADMINISTRATION ROUND TABLE, AND TALL TEXANS ROUND TABLE.

CPE#417: SBEC 1.5

Surviving the Public: With the Help of Unshelved

8:00 - 9:50 AM

Gene Ambaum

Tough customers got you down? Let Bill Barnes and Gene Ambaum, creators of *Unshelved*, teach you how to stop worrying and learn to enjoy difficult people! They explore Dewey's approach to customer service: the customer is seldom right. Most customer service interactions can be enjoyable if you have the right frame of

Bill Barnes

mind. Or, failing that, at least you can have the last laugh.

A business meeting precedes the program.

Gene Ambaum and Bill Barnes, Overdue Media, LLC.

SMALL COMMUNITY LIBRARIES ROUND TABLE AND PUBLIC LIBRARIES DIVISION.

CPE#418: SBEC 2.0 TSLAC 2.0

The Texas Story: From Historical Research to Narrative

8:00 - 9:50 AM

Two storytellers share how they transform Texas historical facts into engaging Texas history stories. They propose models that you can use to create stories or entire programs based on Texas history. The program is geared for librarians serving upper elementary through high school grades.

Donna Ingham, tale teller and author, and Don Sanders.

STORYTELLING ROUND TABLE.

Government Documents Round Table Business Meeting

8:00 - 9:50 AM

CPE#439: SBEC 1.5

Crime Time: Thriller Author Panel

8:30 – 9:50 AM

Marcia Clark

How do authors get their heroes and heroines in and out of those tight situations? What thrilling yarns have they envisioned for the future? Come and listen to popular thriller writers recount tales of derring-do.

Janice Hamrick

Victoria Laurie

Matthew Quirk

Marcia Clark, Little, Brown & Co./Mulholland Books; Janice Hamrick, Macmillan Publishing/ Minotaur Books; Victoria Laurie, Penguin Group; and Matthew Quirk, Little, Brown & Co./Reagan Arthur Books.

PUBLIC LIBRARIES DIVISION.

CPE#421B: SBEC 1.0

Guys Read

9:00 - 9:50 AM

Sean Beaudoin

Boys will read if they are given something that interests them. Join male authors as they discuss their latest "guy" books that will be of interest to everyone,

Matthew Quick

Bill Willingham

Allen Zadoff

Sean Beaudoin, Little, Brown Books for Young Readers; John Green, Penguin Young Readers Group; Matthew Quick, Little, Brown Books for Young Readers; Bill Willingham, Tor/ Forge Books; and Allen Zadoff, Egmont USA.

YOUNG ADULT ROUND TABLE.

CPE#423A: SBEC 1.0 TSLAC 1.0

Introducing Webjunction (Net Fair II)

9:00 – 9:50 AM

Learn how to navigate the new statewide, online continuing education product, Webjunction. Webjunction allows all library staff in Texas access to 300+ free and unlimited online courses. Texas joins 17 other states in building on this national learning community.

Lauri Mcintosh, OCLC.

AUTOMATION AND TECHNOLOGY ROUND TABLE AND TEXAS STATE LIBRARY AND ARCHIVES COMMISSION.

CPE#425: SBEC 1.0 TSLAC 1.0

Managing Multiple School Libraries

9:00 - 9:50 AM

Are you managing multiple libraries? Will you be managing multiple libraries in the near future? This program provides proven techniques and tools from librarians who are already managing multiple libraries. Learn helpful skills for balancing daily demands and tips for keeping your sanity!

Susan Geye, Everman ISD.

YOUNG ADULT ROUND TABLE.

CPE#480: SBEC 1.0 TSLAC 1.0

Strategic Collaboration to Expand the Library's Impact

9:00 - 9:50 AM

Partnering with faculty and staff outside the library is an effective way to reach out to potential users who may not be familiar with library services. However, how can we persuade faculty and staff to work with us effectively? Get tips on how librarians can work creatively and strategically with those outside the library.

Irene Ke, University of Houston Libraries.

CONFERENCE PROGRAM COMMITTEE.

CPE#448A: SBEC .5 TSLAC .5

Pioneering New Directions: Creating a Social Media Strategy (Contributed Papers II)

10:00 – 10:25 AM

This session describes Texas Woman's University Libraries' journey through creation of a unified social media presence. Find out about TWU Libraries' Social Media Plan, its goals and guidelines, and learn best practices for librarians.

Greg Hardin, Blagg-Huey Library - Reference, Brandy Klug, and Ursula Williams, Texas Woman's University

CONFERENCE PROGRAM COMMITTEE.

Gina Millsap

CPE#435: SBEC 1.0: TSLAC 1.0

21st Century Librarian

10:00 – 10:50 AM

What is a 21st century librarian? What must he or she do, think about, focus on, and deliver? If you got your MLS in the previous century or are still working on it, think of it as the 10 C's: customers, convenience, communication, content-creation, continuous improvement, change, connections, currency and collaboration. Millsap celebrates the library

profession and shows how we are changing to meet the needs of 21st century library users.

Gina Millsap, Topeka and Shawnee County Public Library and ALA Presidential Candidate.

CONFERENCE PROGRAM COMMITTEE.

CPE#423B: SBEC 1.0 TSLAC 1.0

Creating Library Widgets *(Net Fair II)*

10:00 - 10:50 AM

What are library widgets and how can you create and use them to support library services? Attend this session to find out.

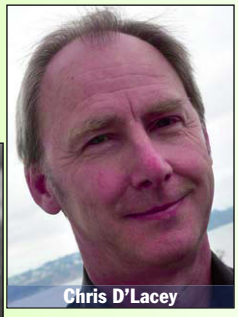
Judith Hiott, Houston Area Library Automated Network.

AUTOMATION AND TECHNOLOGY ROUND TABLE.

CPE#421C: SBEC 1.0

Here There Be Dragons!

10:00 - 10:50 AM


Chris D'Lacey

Blake Charlton

Dragons abound in fantasy literature. Stop by to listen and share as Texas librarians and authors talk about the role of dragons in literature.

Chris D'Lacey, Scholastic, Inc.; Blake Charlton, Tor Books; and George Martin, Random House Children's Books has been invited.

YOUNG ADULT ROUND TABLE.

CPE#429: SBEC 1.0; TSLAC 1.0

Negotiating with Academic Administrators

10:00 – 10:50 AM

Leadership specialist and academic librarian Jack Siggins shares strategies for successfully achieving outcomes with university administrators.

Jack Siggins, George Washington University.

CONFERENCE PROGRAM COMMITTEE.

CPE#424: SBEC 1.0 TSLAC 1.0

Open Data Policies in the U.S. – An Overview

10:00 – 10:50 AM

Scholarly Publishing and Academic Resources Coalition Director Heather Joseph works to support broadening access to the results of scholarly research through enabling open access publishing, promoting archiving, and advocating for sound policies on a local, national, and international level. Joseph will review the sources and goals of U.S. public information access policies and discuss the ways they are evolving.

Heather Joseph, Scholarly Publishing and Academic Resources.

CONFERENCE PROGRAM COMMITTEE.

CPE#427: SBEC 1.0 TSLAC 1.0

Text4Baby: New Beginnings Start With Words

10:00 - 10:50 AM

Text4Baby educates pregnant moms on taking care of themselves and their babies from pre-birth to one. This program is designed for diverse libraries and provides resources and strategies to enhance family literacy initiatives and partnerships with health organizations.

Tina Hager; Aisling McGuckin, Office of Title V and Family Health, Texas Department of State Health Services; and Lisa B. Scroggins, Gilmer Memorial Library, Rocksprings ISD.

CHILDREN'S ROUND TABLE.

CPE#431: SBEC 1.0 TSLAC 1.0

Customer Service on the Frontline

10:00 - 11:20 AM

The frontlines of customer service often rattle the best of us. Customers want what they want and voice their complaints when they don't get it. This program offers an open dialog on strategies and policies for best handling service issues while still delivering value and excellent customer service. *A business meeting follows the program.*

Sara Tebes, Central Library, Irving Public Library.

LIBRARY SUPPORT STAFF ROUND TABLE, PUBLIC LIBRARIES DIVISION, AND REFERENCE ROUND TABLE.

CPE#434: SBEC 1.5

Brian Falkner

Lone Star Reading List and Authors

10:00 - 11:20 AM

The Lone Star Middle School Reading List Committee presents programming ideas for this year's Lone Star List and features authors whose books have been included on the list, which is for grades 6-8.

Kelly Milner Halls

Adam Gidwitz

David Lubar

Brian Falkner, Random House Children's Books; Adam Gidwitz, Penguin Young Readers Group; Kelly Milner Halls, Lerner, HarperCollins, Houghton Mifflin Harcourt, Running Press, Chronicle; and David Lubar, Tor/Forge Books.

YOUNG ADULT ROUND TABLE.

CPE#433: SBEC 1.5 TSLAC 1.5

Meeting Users at Their Point of Need

10:00 - 11:20 AM

Panelists describe methods for getting out from behind the reference desk, both virtually and physically. Find out how to embed yourself using social media, technical tools, learning management software, and more. The panel will also share examples of best practices for collaborating with users at their point of need.

Christina H. Gola, University of Houston Libraries; Bonnie Hauser, Akins High School Library; Shawn Mauser, Ann Richards School for Young Women Leaders; Maya McElroy, Graham Elementary Library, Austin ISD; and Helena M. Vonville, School of Public Health Library, University of Texas.

LIBRARY INSTRUCTION ROUND TABLE AND DISTRIBUTED E-LEARNING ROUND TABLE.

CPE#420B: SBEC 1.5 TSLAC 1.5

Microsoft Office Unleashed *(Hands On Lab VIII; online registration only)*

10:00 - 11:20 AM

HOUSTON PUBLIC LIBRARY MOBILE LAB ON DISCOVERY GREEN.

Get the latest tips and tricks to get you up to speed with current developments in Office software. Find out how to use your PC as never before. *Seating is limited; reservations through online preregistration only.*

CONFERENCE PROGRAM COMMITTEE.

CPE#430: SBEC 1.5 TSLAC 1.5

Patron Driven Acquisitions (PDA): Benefits and Pitfalls

10:00 - 11:20 AM

The use of PDA as a collection development tool has exploded with the increase of eBook availability, user demand, and an economic

necessity for greater efficiency. How should libraries balance PDA with other strategic collection development decisions, assessment practices, and budgeting policies?

Diane L. Bruxvoort, University of Florida; Nancy J. Gibbs, Duke University; Jeanne Harrell, Texas A&M University; and Ellen D. Safley, University of Texas at Dallas.

ACQUISITIONS AND COLLECTION DEVELOPMENT ROUND TABLE AND COLLEGE AND UNIVERSITY LIBRARIES DIVISION.

CPE#428: SBEC 1.5

Publishers Dish the Latest Buzz in Books for Adults

10:00 - 11:20 AM

This popular session brings together publishers and librarians at an industry preview of forthcoming titles. Join this open and fun discussion, and don't miss the giveaways.

Laura Antonacci, Simon and Schuster; Elenita Chmilowski, Perseus Books Group; Melissa Glowski, Hachette Book Group; Dominique Jenkins, Penguin Group USA; Erica Melnichok, Random House; Talia Sherer, Macmillan Publishing; Virginia Stanley, HarperCollins Publishing; Chris Vaccari, Sterling Publishing; and Venessa Williams, Simon and Schuster.

CONFERENCE PROGRAM COMMITTEE.

CPE#436: SBEC 1.5 TSLAC 1.5

Revolutionizing the Library

10:00 - 11:20 AM

Learn to use technology to market, motivate, and integrate. Media and technology expert Jim Holland offers strategies for using free and simple Web tools to update library services and increase use.

Jim Holland, Instructional Technology, Arlington ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#437: SBEC 1.5

State Library: Present and Future

10:00 - 11:20 AM

State Librarian Peggy Rudd will discuss the impact of the 82nd Legislative Session on the Texas State Library and Archives Commission and on libraries in Texas. She will present information and invite discussion on the agency's next LSTA 5-year plan and her vision for the future of libraries in Texas.

Peggy Rudd, Texas State Library and Archives Commission.

TEXAS STATE LIBRARY AND ARCHIVES COMMISSION.

CPE#438: SBEC 1.5 TSLAC 1.5

Stories Alive! Using Creative Dramatics in Your Storytimes

10:00 - 11:20 AM

Bring life to your story times by putting the book down and getting kids involved by telling stories with creative drama techniques. Librarian-teller Toni Simmons and teller Jiaan Powers will teach you to enliven stories and engage listeners with improvised "acting out" and orchestrated movements, actions, and rhythms.

Jiaan Powers, Storyteller and Toni Simmons, Cedar Hill Library.

STORYTELLING ROUND TABLE.

CPE#488: SBEC 1.5 TSLAC 1.5

Teaching Transliteracy in a Time-Crunch

10:00 - 11:20 AM

With the reduction (or elimination) of aide hours, how can we still deliver pertinent instruction and meet the needs of our students and larger learning community? Want to incorporate more Web 2.0 tools and applications into your own instruction? Want ideas on how to weave collaborative applications and emerging technologies into inquiry-based projects? See how some teacher-librarians have jumped on the transliteracy train and are using a variety of tools to deliver instruction, share resources, and diversify their library programs.

Teresa Diaz, Ellen Hagan, and Vicki Krebsbach, Northeast ISD.

CONFERENCE PROGRAM COMMITTEE.

CPE#440: SBEC 1.5 TSLAC 1.5

Wikileaks and the Age of Transparency

PRESIDENT'S PROGRAM

10:00 - 11:20 AM

Vocal and active interest groups are using social media and the Internet to monitor and report on political and financial institutions. This session examines the principle and application of open government in today's technological and political environment.

Micah Sifry, Personal Democracy Forum.

INTELLECTUAL FREEDOM COMMITTEE.

CPE#441: SBEC 2.0

Colorful Crimes: Diverse Characters in Mysteries

10:00 - 11:50 AM

A panel highlights mysteries that include diverse characters and themes. Speakers will address how readers benefit from a literary panorama of unique and varied figures. They will also identify some great mysteries featuring Asian, African American, Hispanic, and GLBT characters.

Sarah Cortez, Arte Público Press; Sharon M. Draper, Simon and Schuster Children's Publishing; Dean James, The Texas Medical Center Library; Jeanette Larson, Larson Library Consulting; and Rene Saldaña, Arte Público Press.

CHILDREN'S ROUND TABLE, GAY, LESBIAN, BISEXUAL, TRANSGENDERED INTEREST GROUP, TEXAS ASSOCIATION OF SCHOOL LIBRARIANS, AND YOUNG ADULT ROUND TABLE.

CPE#442: SBEC 2.0 TSLAC 2.0

Demographic Information: 2010 Census and Beyond

10:00 - 11:50 AM

Demographics are fundamental data sources and can enhance almost any research project. Dallas Regional Census Office staff and experienced librarians demonstrate the availability and use of demographic information for research, business planning, grant applications, and public presentations.

Steve Beleu, U.S. Government Information, Oklahoma Department of Libraries; and Paula K. Wright, Dallas Regional Office, U. S. Census Bureau.

GOVERNMENT DOCUMENTS ROUND TABLE AND SPECIAL LIBRARIES DIVISION.

CPE#432: SBEC 1.5 TSLAC 1.5

Digitizing Local History: Partnerships and Possibilities

10:00 - 11:50 AM

All history may be local, as some historians claim, but local history is often overlooked. Join academic and public librarians as they discuss their experiences digitizing local history materials during a multi-year training program. Learn what worked, what

didn't, and where you can go for help.
A business meeting follows the program.

Cindy Boeke, Southern Methodist University; Karen Ellis, Taylor Public Library; and Danny Gonzales, El Paso Public Library.

ARCHIVES, GENEALOGY AND LOCAL HISTORY ROUND TABLE AND DIGITAL LIBRARIES ROUND TABLE.

CPE#443: SBEC 2.0

Girls with Grit: Strong Female Characters for Elementary Readers

10:00 - 11:50 AM

Our elementary girls need to know they are heroines in their own life story. Three authors chat about their characters and their future while giving examples of how these characters inspire the readers in our libraries.

Jackie Mims Hopkins and Mary Ann Rodman, Peachtree Publishers; Sara Pennypacker and Maryrose Wood, HarperCollins Children's Books, Balzer + Bray.

CHILDREN'S ROUND TABLE.

CPE#448B: SBEC .5 TSLAC .5

New Directions for Academic Video Game Collections: Strategies for Acquiring, Supporting, and Managing Online Materials (Contributed Papers II)

10:30 – 10:55 AM

Academic video game collection development is at a crucial point – diverse forms and genres are becoming increasingly important to instruction and curricula. This presentation charts new directions in gaming collection development and resources and describes UNT's five-year plan to transform their gaming collection The paper addresses new game genres, access logistics, and establishing a lab for academic gaming.

Patrick Durkee, Media Library, University of North Texas.

CONFERENCE PROGRAM COMMITTEE.

CPE#448C: SBEC .5 TSLAC .5

Library Usability: Tools for Usability Testing in the Library (Contributed Papers II)

11:00 – 11:25 AM

Texas Tech University Libraries' usability initiatives over the last year have yielded insight into best practices for developing library environments that positively affect user experiences through usability testing. Reach beyond basic surveys to identify potential ways to enhance the user experience.

Melanie Clark, Esther DeLeon, Lynne Edgar, and Joy Perrin, Texas Tech University.

CONFERENCE PROGRAM COMMITTEE.

CPE#444: SBEC 1.0 TSLAC 1.0

How Can I Get a SLAC for My School Library?

11:00 - 11:50 AM

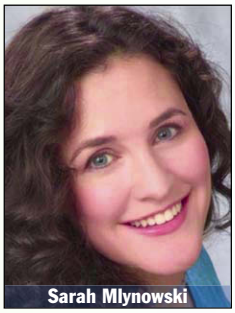
A Student Library Advisory Committee (SLAC) gives students an opportunity to become involved in library issues, programs, and discussions. Find out how to establish and grow your own corps of student ambassadors!

Jennifer Brabston, and Adrienne Raible, Pasadena Memorial High School, Pasadena ISD.

CONFERENCE PROGRAM COMMITTEE.

CPE#421D: SBEC 1.0

Middle School Matters



11:00 - 11:50 AM

Meeting the reading needs and wants of middle school aged readers just got a whole lot easier. Discover what middle school authors say about this age group – how to reach these students and why doing so has a lasting impact.

Sarah Mlynowski, Michael Northrup, and Augusta Scattergood, Scholastic, Inc.

YOUNG ADULT ROUND TABLE.

CPE#423C: SBEC 1.0 TSLAC 1.0

Migrating Automation Systems: Lessons from the Trenches (Net Fair II)

11:00 – 11:50 AM

Are you planning on changing your ILS system? Learn what you can do to prepare for the system migration, how to prepare your staff and customers, and what to expect during the process from someone who has experienced three system migrations.

Jennifer Brown, Haslet Public Library

AUTOMATION AND TECHNOLOGY ROUND TABLE.

CPE#420C: SBEC 1.5 TSLAC 1.5

Movie Making in Three Clicks (Hands On Lab IX; online registration only)

12:00 - 1:20 PM

HOUSTON PUBLIC LIBRARY MOBILE LAB ON DISCOVERY GREEN.

Turn your videos, photos, and music into a great movie, complete with titles, transitions, effects, and credits in only three clicks. *Seating is limited; reservations through online preregistration only.*

CONFERENCE PROGRAM COMMITTEE.

Bites with LIRT

12:00 - 1:50 PM

Join LIRT members for a Dutch-treat lunch and a discussion of library instruction and information literacy topics. Participants should meet in front of the registration area in the convention center.

LIBRARY INSTRUCTION ROUND TABLE.

CPE#446: SBEC 0.5

Lariat List Adult Fiction Author Session Luncheon (Ticketed event)

12:00 - 1:50 PM

HILTON AMERICAS-HOUSTON, 1600 LAMAR STREET.

The day's menu will serve up fun with award-winning authors featured on the Lariat List. Join colleagues for the release of the new 2012 Lariat List of

the best 25 books in adult fiction. *Luncheon tickets must be purchased by Friday, March 30 through the preregistration process. See page 69 for registration form.*

Menu items include: Caesar salad with Herbed Croutons and Caesar Dressing; Sauteed Chicken Breast in a Lemon and Caper Sauce; Risotto; French Beans and Tomatoes; Fresh Rolls and Sweet Butter; Apple Crumble with Fresh Chantilly Cream and Triple Chocolate Cake; Freshly Brewed Regular and Decaffeinated Coffee and Iced Tea.

Reshonda Tate Billingsley, Simon and Schuster; Tom Franklin, HarperCollins Publishing, and Gwendolyn Zepeda, Grand Central Publishing/Hachette Book Group.

LARIAT ADULT FICTION READING LIST TASK FORCE.

CPE#450: SBEC 0.5

Texas Bluebonnet Award Author Session Luncheon (Ticketed event)

12:00 - 1:50 PM

The Texas Bluebonnet Award is a nationally-recognized children's choice award. During the luncheon, the author of the winning Bluebonnet title will share insights on his/her writing and will accept this year's award from student representatives. *Luncheon tickets must be purchased by Friday, March 30 through the preregistration process. See page 69 for registration form.*

Menu items include: Caesar Salad Tejana with Fried Capers, Plum Tomatoes, Kalamata Olives, and Smoky Chipotle Caesar Dressing or Champagne Mustard Vinaigrette; Chicken Piccata in a Lemon Caper Sauce; Penne Pasta; Roasted Vegetable Medley; Freshly Baked Bread and Sweet Butter; Double Chocolate Cake or Four Layer Carrot Cake, both with Macerated Berries and White Chocolate Mousse; Freshly Brewed Regular and Decaffeinated Coffee; Iced Tea and Gourmet Hot Tea.

CHILDREN'S ROUND TABLE.

CPE#423D: SBEC 1.0 TSLAC 1.0

Battle of the Open Source ILS: Koha v. Evergreen (Net Fair II)

1:00 – 1:50 PM

Catalogers will put two of today's most popular open source ILS systems through the paces to find which system performs better and can best meet your library needs.

Billy Hoya, Collection Development, University of Houston.

AUTOMATION AND TECHNOLOGY ROUND TABLE.

CPE#461: SBEC 1.0 TSLAC 1.0

Collecting Outside the Box: New Materials in Academic Library Archives

1:00 - 1:50 PM

University collections are going where they have rarely ventured. The speakers discuss their thoughts and rationale for building special collections that include hip-hop materials, graphic novels, and Mystery Science Theater 3000.

Julie Grob, University of Houston; and Rob Weiner, Research, Instruction & Outreach, Texas Tech University.

COLLEGE AND UNIVERSITY LIBRARIES DIVISION.

CPE#452: SBEC 1.0

Corporate Philanthropy: Giving for the Greater Good

Christian Grey

1:00 - 1:50 PM

We are all part of a community dedicated to fostering literacy and education. Hear from representatives from Room to Read and Better World Books as they tell inspirational stories of building libraries in developing countries.

Christian Grey, Business Development, Reprints Desk (Carlsbad, CA).

CONFERENCE PROGRAM COMMITTEE.

CPE#453: SBEC 1.0 TSLAC 1.0

Digitizing Historic Newspapers: What We've Learned

1:00 - 1:50 PM

Libraries are the primary access points for local newspapers. Speakers outline the Texas Digital Newspaper Program, a partnership among libraries to digitize historical newspapers, and debunk a few myths about digitizing resources. Attendees will find out about resources to help them start and fund their own project.

April Dillon, Hemphill County Library; Ana Krahmer, University of North Texas; and Mary J. McCoy, Lamar State College - Orange.

DIGITAL LIBRARIES ROUND TABLE AND ARCHIVES, GENEALOGY AND LOCAL HISTORY ROUND TABLE.

CPE#459: SBEC 1.0 TSLAC 1.0

Easing Library Staff onto New Technologies

1:00 - 1:50 PM

Libraries are being inundated with new technologies every day, but not every staff member is an early adapter. How can leaders engineer a peaceful transition? Learn some management tips from a 2010 *Library Journal* Mover and Shaker.

Maurice Coleman

Maurice Coleman, Coleman Consulting and Hartford County Public Library (MD).

CONFERENCE PROGRAM COMMITTEE.

CPE#455: SBEC 1.0 TSLAC 1.0

International Baccalaureate Diploma Program and the School Library

1:00 - 1:50 PM

This session reviews the role of the school library in the IB program, including details on the importance of the theory of knowledge, extended essay, and the learner profile in education. The presentation highlights how the school librarian can be integral in the inquiry-based curriculum.

Sharon Vansickle, Media Center, Marietta High School (GA).

CONFERENCE PROGRAM COMMITTEE.

CPE#486: SBEC 1.0

Legislative Update

1:00 - 1:50 PM

Hear legislative leaders of TLA discuss the Association's plans for the upcoming 83rd legislative session.

LEGISLATIVE COMMITTEE.

CPE#456: SBEC 1.0 TSLAC 1.0

Lighting A Fire In Your Library's Friends Group

1:00 - 1:50 PM

This session is not a showcase of gimmicks and gadgets. Rather, it taps into common sense keys to motivating friends groups and community members into wanting to be better, do more, and succeed at levels they never really considered.

Craig Tappe, community support expert and motivational speaker.

TPALS-TEXAS PROFESSIONAL ASSOCIATION OF LIBRARY SALES ROUND TABLE.

CPE#457: SBEC 1.0 TSLAC 1.0

Low Cost Marketing of Reference Services for Business

1:00 - 1:50 PM

Your local business community can become an avid supporter of your public library if they understand how the institution can meet their needs (and help them save money). Find out how to communicate

the value of your library to this key constituency.

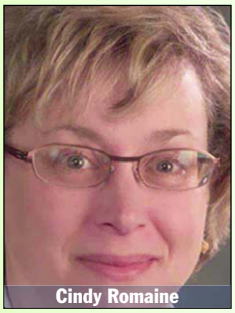
Amy Mather, Omaha Public Library.

CONFERENCE PROGRAM COMMITTEE.

CPE#458: SBEC 1.0 TSLAC 1.0

Make Your Library FutureReady

1:00 - 1:50 PM


Cindy Romaine

FutureReady is an initiative from SLA Past President Cindy Romaine. Learn how to prepare your institution for changes that you can see coming...and those that you can't.

Cindy Romaine, Romaniacs Intelligent Research.

CONFERENCE PROGRAM COMMITTEE.

CPE#460: SBEC 1.0 TSLAC 1.0

My First Librarian Position: Lessons Learned for a Great Career

1:00 - 1:50 PM

So you're a new librarian! What now? Getting your first librarian position is only the first step on the road to becoming a valued and effective team member. Hear lessons learned and pointers from a panel of librarians who have successfully navigated their first few years.

Danielle Elder, Wells Branch Community Library; Melissa Murphey, Saint John's School; and Valerie Prilop and Rebecca Russell, Special Collections, University of Houston Libraries.

CONFERENCE PROGRAM COMMITTEE AND NEW MEMBERS ROUND TABLE.

CPE#464: SBEC 1.0 TSLAC 1.0

The RDA Revolution for Non-Catalogers

1:00 - 1:50 PM

Catalogers are celebrating the arrival of RDA as the dawn of a new age...but for non-catalogers, this acronym may still be a mystery. Scott Piepenburg will explain what all the fuss is about and how RDA facilitates access.

Scott Piepenburg, University of Wisconsin – Stevens Point.

CONFERENCE PROGRAM COMMITTEE.

CPE#462: SBEC 1.0 TSLAC 1.0

Research4Life: Inquiry-Based Learning in the Library

1:00 - 1:50 PM

Library activities at the elementary level should be instructional and engaging. Join this group as they show how to incorporate activities from picture books to research in a variety of ways, including graphic organizers and summarizing techniques for grades K-5.

Valerie Price, Beneke Elementary School, Spring ISD; and Leslie Roberts Clingan, H. R. Moye Elementary School, El Paso ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

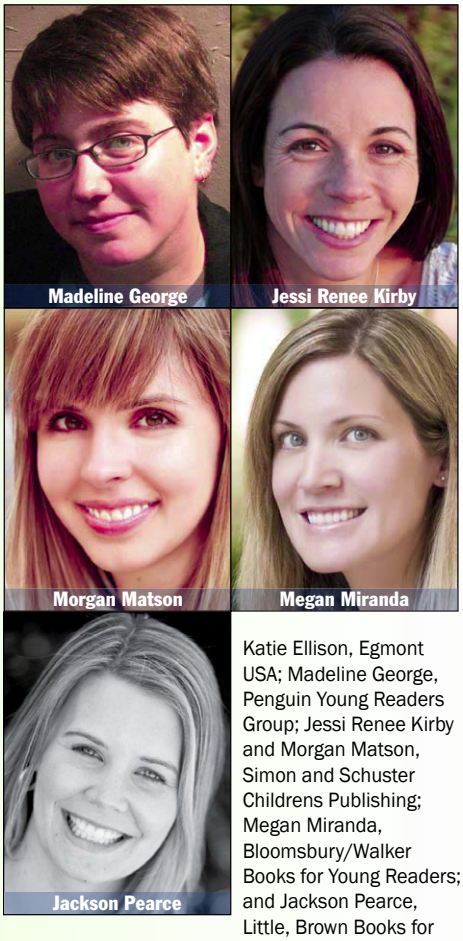
CPE#421E: SBEC 1.0

Right Now: New YA Literature to Entice Readers

1:00 - 1:50 PM

Katie Ellison

Need new ideas to bring students into the library? Need fresh, new books to entice students to read? Stop by and learn about new books, get new programming ideas, and more. Links for programs will be provided during session.



Katie Ellison, Egmont USA; Madeline George, Penguin Young Readers Group; Jessi Renee Kirby and Morgan Matson, Simon and Schuster Childrens Publishing; Megan Miranda, Bloomsbury/Walker Books for Young Readers; and Jackson Pearce, Little, Brown Books for Young Readers.

YOUNG ADULT ROUND TABLE.

CPE#463: SBEC 1.0 TSLAC 1.0

Rolling Reference Out to New University Students

1:00 - 1:50 PM

Roving reference librarians at Texas Tech University reach out to new students by rolling a cart and laptop around campus and answering directional and reference questions. The speakers will describe the development, successes, and failures of the service and will provide tips for libraries wanting to launch their own roving reference service.

Cynthia Henry, Carrye Syma, and Kimberly Vardeman, Information Services, Texas Tech University Library.

REFERENCE ROUND TABLE.

CPE#465: SBEC 1.0 TSLAC 1.0

TTRAC: Texas Teens Reading Advisory 2012 Summer Reading Program

1:00 - 1:50 PM

TTRAC presents its final program and shares ideas for where to go in the future to find exciting programming for your library's summer activities.

Natasha Benway, South Regional Library, Montgomery County Memorial Library System.

YOUNG ADULT ROUND TABLE.

CPE#466: SBEC 1.0 TSLAC 1.0

Using Picture Books to Teach the TEKS

1:00 - 1:50 PM

Picture books provide effective and quick lessons for librarians on rotation or with flexible scheduling. The session covers the use of traditional picture books and eBooks for instruction. Attendees will receive an extensive bibliography.

Michelle Faught, Stephens Elementary; Sally Rasch, Carroll Elementary; and Jessica Scheller, Bethune Elementary, Aldine ISD.

CHILDREN'S ROUND TABLE.

CPE#467: SBEC 1.0 TSLAC 1.0

When Libraries and Classes Collide: Building Relevant Instructional Partnerships

1:00 - 1:50 PM

A librarian demonstrates how to collaborate with teachers to develop classroom libraries through selection, organization, and management. Find out how to position yourself as key player in the literacy development of students.

Maria Cahill, School of Library and Information Studies, Texas Woman's University; Virginia Meeks, Marsh Middle School, Dallas ISD; and Melisa O'Rear, Paloma Creek Elementary, Denton ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#469A: SBEC .5 TSLAC .5

iPad iMpact: A Pilot Program of eReader Technology at an Academic Library (Contributed Papers III)

2:00 – 2:25 PM

This paper examines the impact of a pilot circulation program of iPad 2 tablets as eReaders at an academic library. While

initial survey results indicated the majority of users were reluctant or disinterested in eReader technology, the pilot program results indicate a significant, positive impact for the library in the areas of technology instruction and access to library materials.

Angela Colmenares, Sam Houston State University.

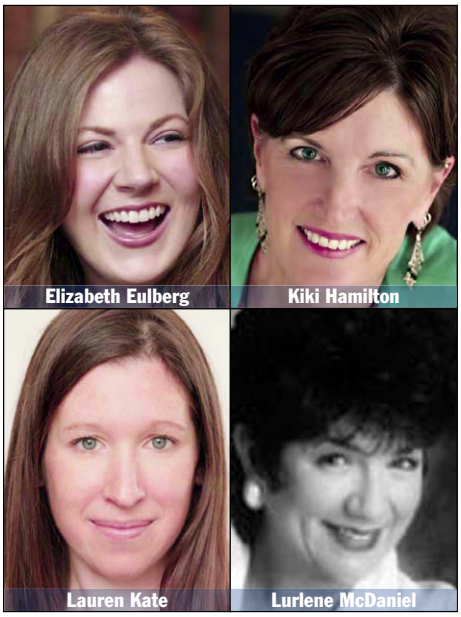
CONFERENCE PROGRAM COMMITTEE.

CPE#421F: SBEC 1.0

Books with Heart

2:00 - 2:50 PM

When readers connect with a book on an emotional level, it has a deeper impact on the reader and learning. Stop by and learn more about helping your readers create emotional connections with books.



Deb Caletti, Simon and Schuster; Elizabeth Eulberg, Scholastic, Inc; Kiki Hamilton, Tor/Forge Books; Lauren Kate; and Lurlene McDaniel, Random House Children's Books.

YOUNG ADULT ROUND TABLE.

CPE#423E: SBEC 1.0 TSLAC 1.0

T4: Top Texas Technology Trends *(Net Fair II)*

2:00 – 2:50 PM

This session reports on top library technology trends in Texas and the nation and how they might affect your library in the near and distant future. The speaker reviews the results of the annual Texas survey and references additional sources.

Todd Humble, North Richland Hills Public Library.

AUTOMATION AND TECHNOLOGY ROUND TABLE.

CPE#471: SBEC 1.5 TSLAC 1.5

Evaluating the Quality of OpenURLs through Analytics

2:00 - 3:20 PM

Want to optimize your Web discovery products? Despite the wide adoption of OpenURL, significant linking failures persist. The IOTA initiative offers a public reporting tool for comparing OpenURL links between providers. These tools could guide providers in fixing their OpenURLs, and vendors and libraries in adjusting their OpenURL settings.

Rafal Kasprowski, Fondren Library, Rice University.

ELECTRONIC RESOURCES AND SERIALS MANAGEMENT ROUND TABLE AND ACQUISITIONS AND COLLECTION DEVELOPMENT ROUND TABLE.

CPE#472: SBEC 1.5 TSLAC 1.5

Leading at All Levels

2:00 - 3:20 PM

Leadership and management aren't the same thing. The best managers can also be great leaders. With budget cuts and layoffs, many library staff find themselves in positions of great responsibility without great power. However, you don't need a title to be a leader. Learn how your actions can inspire your co-workers.

Maureen Sullivan, Maureen Sullivan and Associates.

CONFERENCE PROGRAM COMMITTEE.

CPE#420D: SBEC 1.5 TSLAC 1.5

Gaming Design with Youth *(Hands On Lab VII; online registration only)*

2:00 – 3:20 PM

HOUSTON PUBLIC LIBRARY MOBILE LAB ON DISCOVERY GREEN.

Learn how to put together a free library program that teaches kids to design, program, and produce their own video games and share them with friends. *Seating is limited; reservations through online preregistration only.*

CONFERENCE PROGRAM COMMITTEE.

CPE#473: SBEC 1.0 TSLAC 1.0

Making Libraries Relevant to the Hispanic Community Today!

2:00 - 3:20 PM

Learn great programming ideas for involving the Hispanic community at your library. Speaker will show you how to adapt these ideas for your community. *A business meeting follows the program.*

Sulema Vielma, Austin public Library.

LIBRARY SERVICES TO THE SPANISH SPEAKING ROUND TABLE.

CPE#470: SBEC 1.0 TSLAC 1.0

PRESIDENT'S PROGRAM

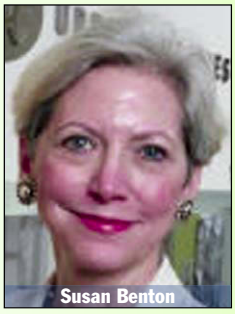
Navigating Privacy, Policy, and Service Issues in the Digital Age

2:00 - 3:20 PM

A social media specialist discusses the privacy issues and ethical considerations that arise from advances in social media and commercial technology. The program explores strategies for confronting evolving user expectations when it comes to privacy protection and the use of commercial tools and services. *A business meeting follows the program.*

Gary D. Price, INFOdocket.com and FullTextReports.com.

PROFESSIONAL ISSUES AND ETHICS COMMITTEE.



CPE#475: SBEC 1.5 TSLAC 1.5

Public Access Technology in Libraries: A National Initiative

2:00 - 3:20 PM

The Public Access Technology Benchmarks Initiative is an effort to create national guidelines that will help libraries assess and improve the quality of public access technology and motivate communities to invest in these services. The panel features the initiative's leaders and Texas pilot participants.

Susan Benton, Urban Libraries Council; Ron Carlee, International City/County Management Association; Barbara Macikas, PLA; Dionne Mack-Harvin, El Paso Public Library; Gretchen Pruett, New Braunfels Public Library; Peggy Rudd, Texas State Library and Archives Commission; and Henry A. Stokes, Texas State Library and Archives Commission.

TEXAS STATE LIBRARY AND ARCHIVES COMMISSION.

CPE#476: SBEC 1.5 TSLAC 1.5

Relevant: The Learner-Centered School Library

2:00 - 3:20 PM

Learner-centered libraries require dynamic strategies to promote student achievement. Using digital images, this program will show you how to make your library the place everyone will want to go. This program builds on "99 Library Ideas You Can Use," which was presented at TLA 2010.

Mary Barr, Duncan Elementary, Killeen ISD; Kristin Coffield, Oveta Culp Hobby Elementary School, Killeen ISD; Robin Cox, Library Division, Bryan ISD; Elizabeth Anne Lancaster, Iduma Elementary School,

Killeen ISD; Julia M. McCormack, Peebles Elementary School, Killeen ISD; and Lara Rachel Sursa, Pershing Park Elementary, Killeen ISD.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#477: SBEC 1.5

Tayshas High School Reading List and Authors

2:00 - 3:20 PM

Kristin Cashore

The Tayshas Reading List Committee offers programming ideas for this year's Tayshas List and invites you to hear from authors whose books have been featured on the list previously. This reading list is for grades 9-12.

Brent Crawford

Patricia McCormick

Benjamin Alire Saenz

Sara Zarr

Robin Cashman, Woodcreek Elementary School, Katy ISD; Kristin Cashore, Penguin Young Readers Group; Brent Crawford, Disney-Hyperion; Patricia McCormick, HarperCollins Children's Books, Balzer+Bray; Benjamin Alire Saenz, Creative Writing Department, University of Texas – El Paso; and Sara Zarr, Little, Brown Books for Young Readers.

YOUNG ADULT ROUND TABLE.

CPE#468: SBEC 1.5; TSLAC 1.5

Tips and Techniques for Engaging Customers

2:00 – 3:20 PM

Library customers seem to expect more from their libraries at the very time that libraries have fewer resources. Explore ways libraries can focus on engaging - rather than just serving - customers using simple techniques and approaches.

Dale McNeill, Queens Library (NY).

CONFERENCE PROGRAM COMMITTEE.

CPE#454: SBEC 1.5 TSLAC 1.5

Working with Your Local Bookstore

2:00 - 3:20 PM

Attendees will have the opportunity to hear from local Houston independent booksellers about successful library-bookstore partnerships and generate ideas that they can take back to their libraries. There will be a strong focus on author events, and how bookstores can help to make these events a success.

Jeremy Ellis, Brazos Bookstore; McKenna Jordan, Murder by the Book; and Valerie Koehler, Blue Willow Bookshop.

CONFERENCE PROGRAM COMMITTEE.

CPE#478: SBEC 2.0

Books, Boys, and Boxing: Motivating Minority Males to Read

2:00 - 3:50 PM

Greg Neri

Boxing like reading is a one-on-one task, and both require a knowledgeable coach. This program addresses the low and declining reading test scores of minority male students from Kindergarten to beyond. Learn some of the best practices to spark an interest in reading for this group in an interactive discussion.

Don Tate

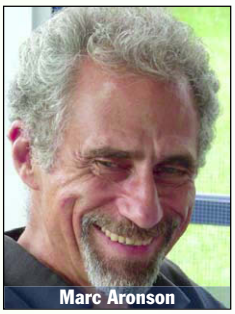
Mat Johnson, Random House and English Department, University of Houston; Greg Neri, Candlewick Press; Joseph Anthony Rivers, Book Publishing Company; Charles Smith, Simon and Schuster Children's Publishing; and Don Tate, Charlesbridge Publishing Company.

BLACK CAUCUS ROUND TABLE AND YOUNG ADULT ROUND TABLE.

CPE#479: SBEC 2.0 TSLAC 2.0

Digital Decisions: Replace, Blend, or Enhance?

2:00 - 3:50 PM


Marc Aronson

Considering offering eBook access in a have/have not world? What are the pedagogical benefits of eBooks? What difference does patron age make in decisions to integrate eBooks? What new opportunities not yet considered might eBooks offer? How does nonfiction fit in the eBook universe? Join an interactive discussion on what eTexts mean for youth service librarians.

Marc Aronson, School of Communication, Rutgers University; and Dorcas Hand, Annunciation Orthodox School.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

Nancy J. Gibbs

CPE#474: SBEC 2.0 TSLAC 2.0

Implementing Patron Driven Acquisitions (PDA): What to Expect?

2:00 - 3:50 PM

The implementation of PDA changes the traditional workflow for both acquisitions and cataloging. PDA models allow the loading of thousands of records into the library catalog before an item is even ordered. By being prepared, libraries can handle the shifting workflow by following a checklist from expert librarians.

Nancy J. Gibbs, Duke University; Debbie Montgomery, McDermott Library, University of Texas at Dallas; James Mike Thompson, University of Houston; and Linda Turney, Sam Houston State University.

ACQUISITIONS AND COLLECTION DEVELOPMENT ROUND TABLE, CATALOGING AND METADATA ROUND TABLE, COLLEGE AND UNIVERSITY LIBRARIES DIVISION, AND ELECTRONIC RESOURCES AND SERIALS MANAGEMENT ROUND TABLE.

CPE#481: SBEC 2.0 TSLAC 2.0

Tapping Local Power: Leadership in Small and Rural Libraries

2:00 - 3:50 PM

Lesley Boughton

One of the most critical skills for library directors is to recognize and cultivate influential people in the community. Hear examples and practical strategies from colleagues on how to increase support for your library from movers and shakers while also engaging target groups.

Barbara Blake, College of Information, University of North Texas; Lesley Boughton, Wyoming State Library; Yunfei Du, College of Information, University of North Texas; and Robert Martin, Texas Woman's University.

SMALL COMMUNITY LIBRARIES ROUND TABLE AND UNIVERSITY OF NORTH TEXAS SCHOOL OF LIBRARY AND INFORMATION.

CPE#482: SBEC 2.0

Texas 2x2 Reading List Showcase

2:00 - 3:50 PM

The Texas 2x2 Reading List Committee will introduce the 20 new books on the 2012 list. Author Keith Graves will talk about his book, *Chicken Big*, a selection from the 2011 reading list.

Shelia Acosta, Cody Library, City of San Antonio; Kristi Betts, Kinkeade E.C.S., Irving ISD; Keith Graves; Amanda Hamilton, Purefoy Elementary School, Frisco ISD; Debra Marshall, Wilson Elementary School, Coppell ISD; and Aubrey Sanders, Children's Services, Austin Public Library.

CHILDREN'S ROUND TABLE.

CPE#483: SBEC 2.0

Texas Reading Club Showcase

2:00 - 3:50 PM

2012 is the last year that the Texas State Library will present the Texas Reading Club for libraries throughout the state. "Get a Clue" about the 2012 Texas Reading Club!

Bruce Hale, author-illustrator; and Dawn Krause, Texas State Library and Archives Commission.

CHILDREN'S ROUND TABLE.

CPE#469B: SBEC .5 TSLAC .5

Intensive English Study and Library Instruction - Strategies for Improving Academic Literacy Skills among ESL Students (Contributed Papers III)

2:30 – 2:55 PM

The purpose of this paper is to provide insight into library instructional services that can support an intensive English curriculum. International students sometimes struggle to acquire the fundamentals of academic literacy, and incorporating library instruction into the curriculum not only aids in increased academic English proficiency, but sets the foundation for basic research skills needed to navigate a new and confusing academic culture.

Andrea Malone, Anderson Library, University of Houston.

CONFERENCE PROGRAM COMMITTEE.

CPE#469C: SBEC .5 TSLAC .5

Student Use of Interactive Whiteboards in an Academic Library (Contributed Papers III)

3:00 – 3:25 PM

This paper discusses the results of a planned survey of whiteboard users in the Eagle Commons Library at the University of North. Observations suggest students are not taking full advantage of the technology, although the workstations are popular and frequently used. The survey and results will investigate whether cheaper technology could be purchased and still meet students' needs in future.

Yvette Elizondo and Erin O'Toole, University of North Texas Libraries.

CONFERENCE PROGRAM COMMITTEE.

NetTrekker (Net Fair II)

3:00 – 3:50 PM

netTrekker is a leader in the organization and delivery of digital K-12 educational content and is dedicated to enhancing education with highly effective technologies and services that help personalize learning and deliver engaging educational content to every student in a safe, relevant, easy-to-use format. Come learn how you can use netTrekker in your school or public library.

AUTOMATION AND TECHNOLOGY ROUND TABLE.

CPE#421G: SBEC 1.0

Undead: Never Unread

3:00 - 3:50 PM

Unless you have been living under a rock, you know undead books never go unread in our libraries. Understand why the genre is so appealing and get great programming ideas.

Lisa Desrochers, Tor/Forge Books; Charlie Higson and Stacey Kade, Disney-Hyperion; and Jessica Warman, Bloomsbury/Walker Books for Young Readers.

YOUNG ADULT ROUND TABLE.

CPE#484: SBEC 0.5

General Session II

4:00 - 5:20 PM

Be present for the Disaster Relief Art Raffle Drawing *(see next page)*; find out who won Best in Show in the PR Branding Iron Awards, and applaud Highsmith and DEMCO grant recipients. Also, of course, expect a stimulating and informative keynote presentation.

CONFERENCE PROGRAM COMMITTEE.

Book Cart Drill Team Challenge!

5:40 - 6:20 PM

Thought you knew everything you could do with a book cart? Not so. Book carts are good for more than just books! Your imaginative and gifted colleagues will show you a trick or two on choreographing around this tried and true library tool. Cheer your favorite team to victory in the annual Book Cart Drill Team Texas Championship. The winning Team will be invited to compete at ALA 2012. Team preregistration is required.

CONFERENCE LOCAL ARRANGEMENTS COMMITTEE.

Private School Librarians' Progressive Dinner (Ticketed event)

5:30 - 10:00 PM

Participants will visit libraries on three different private schools campuses, enjoying a three course meal, and gaining ideas for updating their own facilities, facilitating collaborative research projects, and providing a virtual presence for their own libraries. *Dinner tickets must be purchased by Friday, March 30 through the preregistration process. See page 69 for registration form.*

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

Black Caucus Round Table Reception

6:00 - 8:00 PM

Hilton Americas-Houston, 1600 Lamar Street.

TLA members and 2012 conference attendees join the members of the Black Caucus Round Table as we thank our program presenters for their participation. The 2012 conference stipend winners will be announced.

BLACK CAUCUS ROUND TABLE.

Library School Dinners and Receptions (Ticketed events)

Tickets must be purchased by Friday, March 30 through the preregistration process. See page 69 for registration form.

Texas Woman's University Library School Reception

6:00 - 7:30 PM

Hilton Americas-Houston, 1600 Lamar Street

University of North Texas College of Information Alumni Reception

6:30 – 8:30 PM

Houston Astros Baseball Club Suites 61-63. Minute Maid Baseball Park

University of Texas at Austin School of Information Alumni & Friends Reception

6:30 - 8:00 PM

Irma's Southwest Grill, 1314 Texas Street (at Austin).

University of Houston-Clear Lake School of Library of Information Sciences Dinner

6:30 - 8:30 PM

Pappas Bar-B-Q, 1100 Smith Street

CPE#EF413: SBEC 2.0

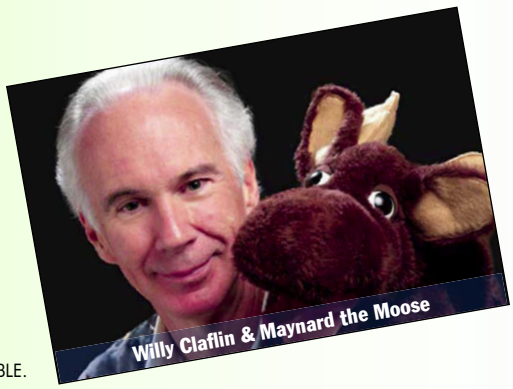
Storytelling Round Table Concert

7:30 - 9:30 PM

Hilton Americas-Houston, 1600 Lamar Street.

Bluebonnet winner Willy Claflin (with Maynard the Moose) will be joined by regional tellers and librarian-teller Vivian Rutherford for an evening of engaging storytelling. The evening's emcee is librarian and storyteller Kim Lehman.

STORYTELLING ROUND TABLE.



Small Community Libraries Round Table Dessert Social

7:00 - 9:00 PM

Pete's Dueling Piano Bar, 1201 Fannin Street.

Come enjoy delicious desserts at the Annual SCLRT Dessert Social and help us honor our librarian of the year.

SMALL COMMUNITY LIBRARIES ROUND TABLE.

CPE#EF412: SBEC 0.5

Evening with the Authors *(Ticketed event)*

6:30 - 8:30 PM

Houston Public Library, Julia Ideson Building, 500 McKinney

Authors will read selections from their upcoming and recently released titles during an elegant dinner event in the beautifully restored HPL Julia Idelson Building. *Dinner tickets must be purchased by Friday, March 30 through the preregistration process.* *See page 69 for registration form.*

Menu items include: Mixed Field Greens, Dried Cherries, Oranges, Caramelized Walnuts, Feta Cheese, with Citrus Vinaigrette; Cedar Planked Salmon Filet drizzled with Lemon Sauce, accompanied by Potato Pave and Roasted Asparagus; Artisan Rolls and Sweet Cream Butter; Chocolate Mousse Cheesecake; Freshly Brewed Regular and Decaffeinated Coffee and Iced Tea.

Deborah Crombie and Cathy Maxwell, HarperCollins Publishers; Chitra Divakaruni, University of Houston and Hyperion Books; Steven Fenberg, Texas A&M University Press; and Lynda Rutledge, Penguin Group.

CONFERENCE PROGRAM COMMITTEE

Doo-Wop Intergalactic Round Table Sock Hop

(Ticketed event)

8:00 PM - 12:00 AM

Reserve 101, 1201 Caroline.

Bee-Bop with the Doo-Wops. This is the "don't miss" event for hip librarians. *Tickets may be purchased through preregistration or at the door.*

DOO-WOP INTERGALACTIC ROUND TABLE.

Take a Chance on Art!

The annual art raffle, held during Thursday's General Session II, benefits the Texas Library Disaster Relief Fund and features a whimsical masterpiece donated by author/illustrator Julian Hector. Raised outside of Austin by two biologists, Hector studied illustration at Parsons The New School for Design in New York. His work has often been praised for its quiet humor. Tickets may be purchase onsite at the Disaster Relief Table on level 3 outside of the ballroom prefunction area, from roving volunteers, or online. Visit the Itsy Bitsy Gallery (www.txla.org/gallery) for details.

Registration .....7 am - 11 am
Internet Room..... 8 am - 12 pm
Placement Center .....8 am - 12 pm
TLA Store .....8 am - 12 pm
Bag Check..... 8:30 am - 1:30 pm
Exhibits .....9 am - 12 pm
Geocache Drawing.....EXHIBIT HALL..... 10 am

Continuing Professional Education CREDITS

Event Number | State Board for Educator Certification | TX State Library & Archives Commission

CPE#123: SBEC 2.0; TSLAC 2.0

Program Title

8:00 - 9:50 AM

Rock of Ages

7:00 - 8:00 AM

Cristy Drotts, group exercise director at the Fitness Center at South Shore Harbour, will lead "Rock of Ages" for fitness levels of all types. If you are brand new to exercise or a regular, this will get you movin' and groovin' to get you through the last day of conference. Come out of this experience refreshed and with a smile on your face! And, you'll still have time to get to conference.

CONFERENCE LOCAL ARRANGEMENTS COMMITTEE.

CPE#501: SBEC 1.0 TSLAC 1.0

How to Set up a Virtual Author Program

8:00 - 8:50 AM

This session provides a step-by-step review of how to use Skype, a free social media tool, to present live programs with authors at your library.

Lisa Brannon, Frostwood Elementary School, Spring Branch ISD; Heidi Daniel, Houston Public Library; and Kristen Stewart, Pearland Library Reference, Brazoria County Library System.

CONFERENCE PROGRAM COMMITTEE.

CPE#502: SBEC 1.0 TSLAC 1.0

Andrea F. White

Introducing the Spirit of Texas Reading Programs

8:00 - 8:50 AM

Want better contacts with authors here in Texas? Want grab-and-go programming you can use in your library? The new Spirit of Texas Reading Programs for grades 6-12 offer that and more. Learn all about this resource.

Natasha Benway, South Regional Branch Library, Montgomery County Memorial Library System; Jennifer Smith, Legacy Middle School, East Central ISD; and Andrea F. White, author.

YOUNG ADULT ROUND TABLE.

CPE#503: SBEC 1.0

James Blasingame

Native American Young Adult Books

8:00 - 8:50 AM

From fancy dancers to vampires, characters in modern young adult novels by and about Native Americans reflect the grand diversity of young people from 500 nations. Participants will receive an annotated bibliography.

James Blasingame, Arizona State University.

YOUNG ADULT ROUND TABLE.

Bylaws & Resolutions Committee Meeting II

8:00 - 8:50 AM

CPE#506: SBEC 1.5

Adult Multicultural Mystery Writers

8:00 AM - 9:20 AM

Barbara Hambly

Gar Anthony Haywood

From the east coast, the west coast and the third coast see how a musician, thief, cop, and lawyer solve crimes of murder and mayhem in the

Pamela Samuels Young

David Rivera

community. Join us as a panel of multicultural mystery writers discuss their latest books and memorable characters.

Barbara Hambly and Gar Anthony Haywood, Severn House; David Rivera, Simon and Schuster; and Pamela Samuels-Young, Goldman House Publishing.

CONFERENCE PROGRAM COMMITTEE AND BLACK CAUCUS ROUND TABLE.

CPE#508: SBEC 1.5 TSLAC 1.5

Metadata Strategies for Getting Objects Online

8:00 AM - 9:20 AM

Does your digitization process always bottleneck at metadata? Do you have a lot of material scanned but a backlog of materials needing metadata? Learn tips and tricks from other librarians who have developed strategies to minimize and reduce the metadata backlog.

Karen Holt, Fine Arts Library, University of Texas at Austin; and Cecilia Williams, Cataloging and Metadata, Houston Public Library.

CONFERENCE PROGRAM COMMITTEE, ARCHIVES, GENEALOGY AND LOCAL HISTORY ROUND TABLE, CATALOGING AND METADATA ROUND TABLE, AND DIGITAL LIBRARIES ROUND TABLE.

CPE#509: SBEC 1.5

New Books for Teens and Some Tweens Too!

8:00 AM - 9:20 AM

Join Teri Lesesne and Rosemary Chance as they booktalk the newest titles for teens and tweens.

Rosemary Chance, and Teri S. Lesesne, Library Science Department, Sam Houston State University.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS AND PUBLIC LIBRARIES DIVISION.

CPE#511: SBEC 1.5 TSLAC 1.5

Web-Scale Discovery: Post Implementation

8:00 AM - 9:20 AM

Discovery services provide users a single search box to access a library's entire pre-indexed collection. Representatives from two academic libraries serving different user populations will discuss marketing, instructing users, evaluating the product, and maintaining the resource after a discovery service is implemented.

Richard Guajardo, University of Houston; Martha Hood, University of Houston - Clear Lake; Rachel Vacek, University of Houston; and Chloris Yue, University of Houston - Clear Lake.

CONFERENCE PROGRAM COMMITTEE.

New Members Round Table Business Meeting

8:00 AM - 9:20 AM

Acquisitions and Collection Development Round Table Vendor Breakfast and Business Meeting

8:00 - 9:50 AM

Join the Acquisitions and Collection Development Round Table (ACDRT) for a breakfast and an opportunity to meet one-on-one with various library vendors to discuss upcoming products or questions specific to your library location. Learn more about ACDRT and its volunteer opportunities. *A business meeting follows the program.*

ACQUISITIONS AND COLLECTION DEVELOPMENT ROUND TABLE.

CPE#516: SBEC 2.0 TSLAC 2.0

Library Support Staff Certification: Changing the Profession, Changing Your Life

8:00 - 9:50 AM

Nancy Bolt

Participants will learn of developments and trends in reference and public services librarianship. The speakers will highlight some of the best rethinking of reference services, outreach initiatives, collection development practices, staffing policies, and curriculum support.

Nancy Bolt, Nancy Bolt & Associates.

CONFERENCE PROGRAM COMMITTEE.

CPE#515: SBEC 2.0 TSLAC 2.0

Literacy Leapers: A Special Needs Reading Program

8:00 - 9:50 AM

Children with learning disabilities do not usually do well in large groups but do show benefit from storytime programs. Smith Public Library staff discuss a reading program they developed for these children and share their start-up guide for librarians.

Rachel Orozco and Dia Rhoden, Rita and Truett Smith Public Library, Wylie.

CONFERENCE PROGRAM COMMITTEE.

CPE#518: SBEC 2.0 TSLAC 2.0

The Real Nuts and Bolts of Library Security

8:00 - 9:50 AM

Are you concerned with protecting customers, staff, and library materials? Listen to a panel discuss everything from hurricanes to an active shooter.

Daniel Fu, Rice University.

CONFERENCE PROGRAM COMMITTEE.

CPE#500: SBEC 0.5

Patrick Carman

Texas Association of School Librarians Author Session Breakfast with Patrick Carman

(Ticketed event)

8:00 - 9:50 AM

HILTON AMERICAS-HOUSTON, 1600 LAMAR STREET.

Join Patrick Carman for an energizing morning that includes a discussion of his popular *Skeleton Creek* series, the *Trackers* series, and *39 Clues*. Carman's unique writing incorporates technology, which gives a new approach for readers to appreciate. *Breakfast tickets must be purchased by Friday, March 30 through the preregistration process.*

Menu Items Include: Farm Fresh Scrambled Eggs, Bacon, Country Style Breakfast Potatoes, Homemade Biscuits served with Butter and Fruit Preserves; Freshly Squeezed Orange Juice; Freshly Brewed Regular and Decaffeinated Coffee; and Hot Tea.

Patrick Carman, Scholastic Press.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#507: SBEC 2.0 TSLAC 2.0

Will Libraries Survive? The Future of Information Science in Society

8:00 - 9:50 AM

Libraries are facing budget cuts as never before. Is this the end of the profession as we know it? Library education leaders Andrew Dillon, Ling Hwey Jeng, Herman Totten, and Jane Claes share their predictions and research.

Jane Claes, School Library and Information Science, University of Houston - Clear Lake; Andrew Dillon, School of Information, University of Texas at Austin; Ling Hwey Jeng, School of Library and Information Studies, Texas Woman's University; and Herman Totten, Office of the President, University of North Texas.

CONFERENCE PROGRAM COMMITTEE.

Storytelling Round Table Business Meeting

8:00 - 9:50 AM

CPE#517: SBEC 2.0

South Asian Authors in Houston

8:30 AM - 9:50 AM

Meet the award-winning author of the 2011 Gulf Coast Reads selection, *One Amazing Thing*, Chitra Divakaruni; the author of the popular new cookbook, *Entice With Spice*, Shubhra Ramineni; award-winning author Bapsi Sidwha whose latest book is *Cracking India*; Shilpi Gowda, author of the international bestseller *Secret Daughter*; and Thrity Umrigar, award-winning author and journalist whose latest work is *The Weight of Heaven*. Together, these authors offer an intriguing look at an eclectic blend of fiction and nonfiction works.

Chitra Divakaruni

Shilpi Somaya Gowda

Shubhra Ramineni

Bapsi Sidhwa

Thrity Umrigar

Chitra Divakaruni, University of Houston and Hyperion Books; Shilpi Somaya Gowda, HarperCollins Publishers; Shubhra Ramineni; Bapsi Sidhwa; and Thrity Umrigar, HarperCollins Publishers.

CONFERENCE PROGRAM COMMITTEE.

CPE#522: SBEC 1.0 TSLAC 1.0

Finding the Best Fit in a Mentoring Program

9:00 AM - 9:50 AM

Mentoring programs are becoming a widespread boon to staff development and succession planning. But what is the best

way to match mentors and protégés? Learn from LLAMA President Janine Golden how to connect people for a successful professional relationship.

Janine Golden, School of Library and Information Studies, Texas Woman's University.

CONFERENCE PROGRAM COMMITTEE.

CPE#524: SBEC 1.0 TSLAC 1.0

Managing Your Library's Online Reputation

9:00 AM - 9:50 AM

Protecting an online reputation has become a hot topic for both people and organizations. How can you manage your social media to achieve the best results? Learn from HPL's Sandra Fernandez.

Sandra Fernandez, Houston Public Library.

CONFERENCE PROGRAM COMMITTEE.

CPE#525: SBEC 1.0

Navigating Antarctica with Social Media and Collaboration

9:00 AM - 9:50 AM

A voyage to the southernmost tip of the planet involves lots of planning and innovative curriculum design. Learn how high school librarians and teachers collaborated to conduct research, lead book clubs, and produce a public awareness campaign using social media.

Brooke Erwin Leith, Sam Rayburn High School, and Adrienne Raible, Pasadena Memorial High School, Pasadena ISD.

CONFERENCE PROGRAM COMMITTEE.

CPE#504: SBEC 1.0

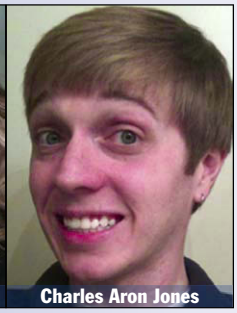
The Softwire in Adolescent Cyberspace: How Computer Gaming Is Encouraging Kids to Read

James Blasingame

9:00 AM - 9:50 AM

Award-winning young adult science fiction writer PJ Haarsma and young adult literature scholar James Blasingame discuss the success of online video games in creating communities of readers.

PJ Haarsma


Charles Aron Jones

James Blasingame, Arizona State University; PJ Haarsma, Kids Need to Read; and Charles Aron Jones, Arizona State University.

YOUNG ADULT ROUND TABLE.

Distributed/E-Learning Round Table Business Meeting

9:00 – 9:50 AM

CPE#526: SBEC 1.0 TSLAC 1.0

Business Reference: Using LinkedIn and Other Social Media Tools

10:00 - 10:50 AM

Find new ways to use social media tools to gather current information about companies at no cost. Learn to show your customers how to use LinkedIn, Twitter, and FaceBook for competitive intelligence.

April Kessler, Reference and Information Services, University of Texas at Austin; and Laura Young, Research, Austin Ventures.

SPECIAL LIBRARIES DIVISION.

CPE#528: SBEC 1.0 TSLAC 1.0

Create Mentoring Programs that Produce Positive Results

10:00 - 10:50 AM

The speaker will show you how to build a mentoring program that will be effective in your library environment. Learn about the needs of mentees, mentors, and how to connect them in a positive and practical framework.

Paul Signorelli, Paul Signorelli & Associates.

CONFERENCE PROGRAM COMMITTEE.

CPE#527: SBEC 1.0 TSLAC 1.0

Grant Writing in the Information Age

10:00 - 10:50 AM

Make grant writing easier. Learn to locate relevant funding sources online and hear strategies for submitting persuasive applications online.

Sheryl Abshire, Lamar University.

CONFERENCE PROGRAM COMMITTEE.

Reference Round Table Texas Reference Source Award Committee Meeting

10:00 - 10:50 AM

CPE#533: SBEC 1.5 TSLAC 1.5

Contemporary Collecting: Is Your Archives Keeping Up with the Latest Trends?

10:00 - 11:20 AM

In our constantly changing society, archives and cultural institutions should consider collecting materials reflecting modern technologies, trends, and populations. Learn how to develop a selection policy allowing for the acquisition of contemporary materials and to anticipate issues regarding playback mechanisms, migration, and preservation of less common material types.

Caroline Frick, Texas Archive of the Moving Image and Loraine A. Stuart, Archives, Museum of Fine Arts, Houston.

CONFERENCE PROGRAM COMMITTEE, ARCHIVES, GENEALOGY AND LOCAL HISTORY ROUND TABLE, AND DIGITAL LIBRARIES ROUND TABLE.

CPE#534: SBEC 1.5 TSLAC 1.5

Embedded Academic Librarianship

10:00 - 11:20 AM

James Lee Conyers

Jeremy William Donald

Embedded librarianship moves librarians onto the front line of education by integrating librarians into instructional settings. Reaching beyond one-shot library research classes, librarians are working with faculty to develop, deliver, and support lifelong information literacy skills into virtual and real courses. The session examines how to implement such programs and engage faculty and students.

April Aultman Becker, Research Medical Library, MD Anderson Cancer Center; Daisha Bennett, Prairie View A&M University; James Lee Conyers, African American Department, University of Houston; Jeremy William Donald, Trinity University Coates Library; and Toniesha Taylor, Languages and Communications, Prairie View A&M University.

CONFERENCE PROGRAM COMMITTEE.

CPE#537: SBEC 1.5

Face to Face for All (F2F4L): 8th Poetry Roundup

10:00 - 11:20 AM

Hear poets read from their work and discover the best and latest poetry for kids. Experience firsthand the pleasure to be found in spoken poetry and its power for promoting the development of literacy and language.

Stacia Kehoe

Guadalupe Garcia McCall

Douglas Florian, Beach Lane; Dana Jensen, Houghton Mifflin; Stacia Kehoe, Penguin Group; Guadalupe Garcia McCall, Reading/Language Arts, Christa McAuliffe Middle School; Timothy McLaughlin, Abrams; Sylvia Vardell, School of Library and Information Studies, Texas Woman's University; Janet Wong, Charlesbridge Publishing Company; and Stephen Young, Poetry Foundation.

CHILDREN'S ROUND TABLE.

CPE#535: SBEC 1.5 TSLAC 1.5

Libraries and the Future of Transliteracy

10:00 - 11:20 AM

How can libraries support information literacy across all media? An expert provides answers and reveals thoughts about meeting the challenges of transliteracy in the coming years.

Lane Wilkinson, Lupton Library, University of Tennessee at Chattanooga.

CONFERENCE PROGRAM COMMITTEE.

CPE#536: SBEC 1.5 TSLAC 1.5

Library Consortia: Ideas for Sharing Resources

10:00 - 11:20 AM

Learn the best practices for starting and managing a library consortium. The panel addresses the benefits of consortial membership. Representatives from consortia of various sizes that support public and school libraries will share their experiences and insights.

Rodney Bland, Burleson Public Library; Dale Fleeger, Weatherford Public Library; and Paul Waak, North Texas Library Partners.

PUBLIC LIBRARIES DIVISION.

CPE#538: SBEC 1.5 TSLAC 1.5

Privatization of Public Libraries: How It Works and What You Can Do

10:00 - 11:20 AM

An increasing number of communities are entering into discussions about outsourcing management of public library service to the private sector. Learn about ALA's recent study of this phenomenon and the key questions to ask if the topic arises in your locality.

Nancy Bolt, Nancy Bolt & Associates.

CONFERENCE PROGRAM COMMITTEE.

CPE#539: SBEC 1.5 TSLAC 1.5

PRESIDENT'S PROGRAM

Revision, Reshape, Refine: The Opportunity of Tough Times

10:00 - 11:20 AM

What does the "best library" mean in the context of your community and available funding? What services, collection, and facility are required? Learn strategies to reconnect with your mission to make the hard choices required do more with less. Attendees will interact with panelists and others to develop specific goals for their own situation.

Alison A. Ernst, Alison Ernst Associates; and James Robert Mumby, Library Group, Fanning/Howey Associates Inc.

CONFERENCE PROGRAM COMMITTEE.

CPE#532: SBEC 1.5

The World of Children's Apps

10:00 - 11:20 AM

iPad apps are a fun way for young children to learn many basic skills and for older children to explore a topic. Find out what applications are now available for children and explore how iPads might be a useful tool in your library.

Karen Harrell, Rummel Creek Elementary School; and Tammy Holley, Bunker Hill Elementary, Spring Branch ISD.

CONFERENCE PROGRAM COMMITTEE.

Cataloging and Metadata Round Table Business Meeting

10:00 - 11:20 AM

CPE#544: SBEC 2.0 TSLAC 2.0

Avoiding Inadvertent Insults: Cross-Cultural Communications with Library Customers

10:00 - 11:50 AM

Protocol, intercultural communication and diplomacy are vital in conducting business and government transactions. Librarians will benefit from learning strategies for communication when assisting patrons and planning and presenting programming. Learn how to develop protocol procedures for your organization.

Dale McNeill, Queens Library (NY).

CONFERENCE PROGRAM COMMITTEE.

CPE#541: SBEC 2.0

Calling All Guys: Books for N-B-Tween Boys

10:00 - 11:50 AM

As boys reach ages 8-10, their interest in reading begins to wane. By the time they are in middle school, we call them reluctant readers. The best way to get a guy reading and coming back for more is to give him a book he'll love, and another, and another. Five authors share some great reads for boys.

Tony Abbott, Egmont USA; Nick Bruel, Macmillan Children's Publishers; Tommy Greenwald, Roaring Book Publishing; Obert Skye, Macmillan Children's Publishers; and Janet Tashjian, Henry Holt.

CHILDREN'S ROUND TABLE.

CPE#529: SBEC 2.0 TSLAC 2.0

How to Do an Author Program - Pros within the Publishing Industry

10:00 – 11:50 AM

Representatives from publishing houses will offer guidance on how to make the contacts for an author visit. Learn how to plan and conduct a smooth program.

Erica Melnichok, Random House, Inc.; Virginia Stanley, HarperCollins Publishing; and Talia Sherer, MacMillan Publishing.

CONFERENCE PROGRAM COMMITTEE.

CPE#542: SBEC 2.0 TSLAC 2.0

Kids Need to Read Program: Funding Opportunity

10:00 - 11:50 AM

Kids Need to Read is a national nonprofit foundation that promotes childhood literacy and addresses the crisis in library funding that currently exists in the United States. Learn about grant funding opportunities at this session.

James Blasingame, Arizona State University; Renee Dyer, YART Chair; Nathan Fillion, Kids Need to Read; Denise Gary, Kids Need to Read; PJ Haarsma, Redbear Films; and Teri S. Lesesne, Library Science, Sam Houston State University.

YOUNG ADULT ROUND TABLE.

CPE#543: SBEC 2.0 TSLAC 2.0

Librarian and Vendor Relations: Exploring Best Practices

10:00 - 11:50 AM

Few things are as important to acquisitions and collection development librarians as their relationships with vendors. Seasoned librarians share how they develop and nurture those relationships. Hear also about the do's and don'ts from vendors in this open dialogue session.

Jay Blint, Ingram Library Services; Sian Brannon, University of North Texas Libraries; Victoria C. Kemp, Flower Mound Public Library; Chuck Leachman, Gale Cengage Learning; Marianne Lorio, Houston Public Library; Eric Timm, Midwest Tapes; and Syma Zerkow, Houston Public Library.

ACQUISITIONS AND COLLECTION DEVELOPMENT ROUND TABLE AND TPALS-TEXAS PROFESSIONAL ASSOCIATION OF LIBRARY SALES ROUND TABLE.

CPE#545: SBEC 2.0 TSLAC 2.0

Safe Space Kit 101: Guide to Being an Ally to LGBT Youth

10:00 - 11:50 AM

Participants will learn ways to support and advocate for LGBT students/youth and to educate staff as to how to combat anti-LGBT bias and behavior. Participants will receive training in the implementation of the Safe Space Kit for creating safe spaces for all youth, regardless of sexual orientation or gender expression.

Tonya Renee Hammer, Counseling Department, School of Education, University of Houston - Clear Lake.

GAY, LESBIAN, BISEXUAL, TRANSGENDERED INTEREST GROUP.

CRT Executive Board Meeting

10:00 - 11:50 AM

CPE#548: SBEC 1.0

TEA Update

11:00 - 11:50 AM

Find out the latest news from the Texas Education Agency (TEA). Attendees will be briefed on the status of library-related initiatives at TEA, including the ELA TEKS and more.

Karen Kahan, Texas Education Agency.

TEXAS ASSOCIATION OF SCHOOL LIBRARIANS.

CPE#546: SBEC 1.0; TSLAC 1.0

Using Wikispaces to Share Reference and Circulation Statistics

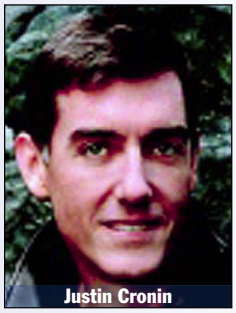
11:00 - 11:50 AM

Library staff at all levels can benefit from utilizing Wikispaces to record reference and circulation desk statistics. More importantly, Wikispaces creates a medium for all librarians to record the types of questions being asked as well as the answers patrons are provided. This session will empower libraries to begin utilizing Wikispaces as a collaborative tool to ensure that statistics are recorded, digitized, and shared.

Shante Clark-Davis and Patina Eperson, Thurgood Marshall School of Law Library, Texas Southern University.

CONFERENCE PROGRAM COMMITTEE.

CPE#550: SBEC 0.5



Closing Author Session Luncheon with Justin Cronin *(Ticketed event)*

12:00 - 1:20 PM

Hilton Americas-Houston, 1600 Lamar Street.

Justin Cronin is the author of *Mary and O'Neil* (Pen/Hemingway Award, Stephen Crane Prize), *The Summer Guest*, and *The Passage*, the first book in a new vampire trilogy which is now in development as a feature film for 2013. His latest book, *The Twelve*, continues this story. This English professor from Rice University will share his insights into relationships, language, and the deathless fascination with vampires. *Luncheon tickets must be purchased by Friday, March 30 through the preregistration process.*

Menu items include: Cut Romaine Caesar Salad; Chicken Breast with Pesto served on Penne Pasta Primavera; Breadsticks; Italian Cream Cake; Freshly Brewed Regular and Decaffeinated Coffee; and Iced Tea.

Justin Cronin, Random House, Inc.

CONFERENCE PROGRAM COMMITTEE

Reference Round Table Executive Board Meeting ..... 1:00 – 2:20 PM

Young Adult Round Table Executive Board Meeting ..... 1:00 - 2:20 PM

Texas Library Association Membership Meeting ..... 1:30 - 2:00 PM

Bring your ideas and observations to this annual forum for all TLA members. Discuss a hot issue facing TLA and learn the winners of Thursday's Hetherington Fun Run/Walk.

Prepare and Share: Program Planning for TLA 2013 ..... 2:05 - 2:55 PM

Prepare for the 2013 TLA Conference in Fort Worth by getting critical information on deadlines, procedures, and marketing opportunities. Share your program ideas and find potential partners who can share labor and expenses. All officers with program planning responsibilities are urged to attend.

Texas Library Association Council II ..... 3:00 - 3:50 PM

Council is the governing body of TLA. All conferees are invited to attend.

Texas Library Association Executive Board Meeting #2 ..... 4:00 - 6:00 PM

Hilton Americas-Houston, 1600 Lamar Street.

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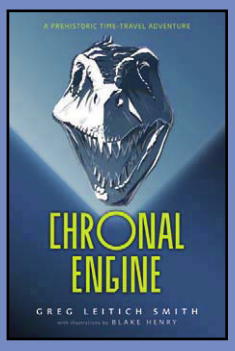
MEET YOUR FAVORITE HOUGHTON MIFFLIN HARCOURT AUTHORS!

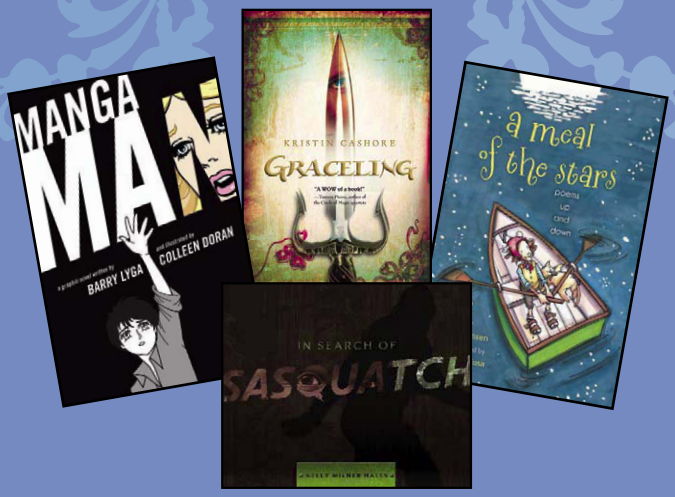
BOOTH #1410

WEDNESDAY APRIL 18



3:00-4:00 pm
Greg Leitich Smith

THURSDAY APRIL 19



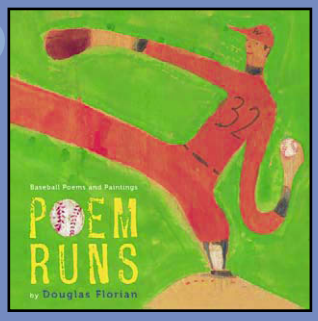
11:00am-12:00pm
Barry Lyga

11:00-12:00pm
Kristin Cashore
(signing in the author area)

1:20-2:30 pm
Kelly Milner Halls

2:30-3:30pm
Dana Jensen

FRIDAY APRIL 20



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Please visit the TLA website – www.txla.org – for additional forms & conference information.

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eReaders and eBooks *(Hands on Lab II)*
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The World of Apps *(Hands on Lab III)*
10:15 - 11:35 am

eReaders and eBooks *(Hands on Lab IV)*
12:00 - 1:20 PM

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2:00 - 3:20 PM

Free Analytics to Track Your Online Traffic *(Hands on Lab VI)*
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Microsoft Office Unleashed *(Hands on Lab VIII)*
10:00 - 11:20 PM

Movie Making in Three Clicks *(Hands on Lab IX)*
12:00 - 1:20 PM

Library Programming with Apps *(Hands on Lab X)*
2:00 - 3:20 PM

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Please read carefully. If you have any special needs that may impact your participation in annual conference activities, please contact the TLA office at 800/580-2852. Please fill out the session preference form to help TLA staff plan for the most efficient use of the facility; you will not be committed to attend those session choices.

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MARCH 30, 2012

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2 PRECONFERENCES • TUESDAY, APRIL 17

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8:00 AM - 12:00 PM

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9:00 AM - 12:00 PM

Member	$15	ACA	☐
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9:00 AM - 12:00 PM

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9:00 AM - 12:00 PM

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Member	$10	AHA	☐
Non-member	$25	AHB	☐

Fractured Fairy Tales with Willy Claflin and Maynard the Moose
1:00 PM - 4:30 PM

Member	$25	AIA	☐
Non-member	$40	AIB	☐

Genealogy & Local History for Librarians: Databases, Websites, & Finding Aids
1:00 PM - 5:00 PM

Member	$25	AKA	☐
Non-member	$40	AKB	☐

Speed Dating with Texas Bluebonnets
1:00 PM - 5:00 PM

Member	$50	ALA	☐
Non-member	$65	ALB	☐

Three additional preconferences are offered through online registration only.

Using the Playstation 3, Wii, Xbox, & Kinect
8:00 AM - 12:00 PM

Emerging Technologies
9:00 AM - 12:00 PM
Member: $30; Non-member: $45

New Members Standing TALL
1:00 PM - 4:30 PM

3 TICKETED EVENTS (ALPHA CODES CA – DJ)

Conference registration fees NOT required; multiple tickets allowed.

AUTHOR SESSIONS

TEXAS TEA with YA AUTHORS
WEDNESDAY, APRIL 18
$20 CA ☐ Qty _____

OPENING AUTHOR SESSION *(LiFTA)*
WEDNESDAY, APRIL 18
$36 CB ☐ Qty _____

BLACK CAUCUS AUTHOR SESSION
THURSDAY, APRIL 19
$30 CC ☐ Qty _____

LARIAT/ADULT SERVICES AUTHOR SESSION
THURSDAY, APRIL 19
$36 CD ☐ Qty _____

TEXAS BLUEBONNET AWARD AUTHOR SESSION
THURSDAY, APRIL 19
$36 CE ☐ Qty _____

EVENING WITH THE AUTHORS
THURSDAY, APRIL 19
$80 CF ☐ Qty _____

TASL AUTHOR SESSION
FRIDAY, APRIL 20
$30 CCB ☐ Qty _____

CLOSING AUTHOR SESSION
FRIDAY, APRIL 20
$36 CCC ☐ Qty _____

SPECIAL EVENTS

TPALS GOLF OUTING
TUESDAY, APRIL 17
$100 DA ☐ Qty _____

TALL TEXANS RECOGNITION & RECEPTION
TUESDAY, APRIL 17
$20 DB ☐ Qty _____

HETHERINGTON XXV FUN RUN/WALK
THURSDAY, APRIL 19
$20 DC ☐ Qty _____

Fun Run/Walk T-shirts: Indicate size and quantity; one shirt per ticket.

M ____ XL ____ XXL ____ XXXL ____

TASL PRIVATE SCHOOL LIBRARIANS DINNER
THURSDAY, APRIL 19
$50 DD ☐ Qty _____

DOO-WOP SOCK HOP
THURSDAY, APRIL 19
$20 DE ☐ Qty _____

ALUMNI RECEPTIONS & DINNERS
THURSDAY, APRIL 19

TWU	$15	EA	☐	Qty _____
UNT	$30	EB	☐	Qty _____
UH-CL	$25	EC	☐	Qty _____
UT-Austin	Free	ED	☐	Qty _____

No purchase orders accepted; preregistration form must be postmarked by MAR. 30, 2012

PLEASE NOTE: ***Hands On Lab*** *sessions have limited seating. Preregistration is required but the tickets must be purchased by March 30* ***through online preregistration only!*** *When you preregister for conference online, you will also receive* DISCOUNTED RATES.

Preregistration ..... $ _____

Preconferences ..... $ _____

Ticketed events ..... $ _____

2012 Membership ..... $ _____
(include membership form)

TOTAL DUE ..... $ _____

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Session Preference Form

FOR PLANNING ONLY: This form is also available for electronic submission on the conference page of txla.org. Please submit in only one format.

Please indicate which session in each time slot you will most likely attend. Titles have been shortened.

TLA staff uses this data to assign rooms; you will not be committed to attending these sessions. Please check only one session per time slot. THANKS

TUESDAY, APRIL 17

8:00 am - 12:00 pm
___ Help! My Customer Wants Their Family History

9:00 am - 12:00 pm
___ Drupal 101
___ Emerging Technologies
___ Online Legal Reference
___ Technology and Libraries
___ Using Playstation 3, Wii, Xbox

12:00 - 1:20 pm
___ QR Codes

1:00 - 1:50 pm
___ Gotta Gadget Workshops /Training
___ Graphic Novels: ROI
___ Learning from Elmo, Blue, Dora
___ Making the Best of Delivering Bad News
___ Museums: Tips for PR, Marketing
___ Worth Watching: Assessment Video Tutorials/Academic

1:00 - 4:00 pm
___ Census Website: Research Opps
___ ReadKiddoRead

1:00 - 4:30 pm
___ Fractured Fairy Tales / Claflin
___ New Members Standing TALL

1:00 - 5:00 pm
___ Genealogy & Local History Primer
___ Learn to Use Your Smart Phone and the TLA App
___ Speed Dating with Texas Bluebonnets

2:00 - 2:50 pm
___ Libraries & End of Course Exams

2:00 - 3:20 pm
___ eReaders and eBooks
___ Innovative Tech Applications for Reference & Instruction
___ Meta-active Learning
___ Think, Create, Share and Grow
___ Using Graphic Design

2:00 - 3:50 pm
___ Attracting New Library Users with Geocaching
___ Developing a Large-Scale Digital Archives through Consortium
___ The Importance of the Library in Future SACS Accreditation
___ Joint Libraries: Models that Work
___ One Book One Conference
___ Writing Thrillers for All Ages

4:00 - 4:50 pm
___ 8 Tips to Safely Manage Patrons
___ Bootstrap User Experience (UX)
___ Reel Read: From Movie to Book
___ Shaping Web Services
___ What AASL Can Do For You

4:00 - 5:30 pm
___ 1001 Great Ideas/Diversity Fair

5:00 - 5:50 pm
___ TLA Council I

6:30 - 8:30 pm
___ All-Conference Welcome Party

WEDNESDAY, APRIL 18

7:15 - 8:25 am
___ Lynda Becker Walking Tours

8:30 - 10:00 am
___ General Session I/Brad Meltzer

10:15 - 10:50 am
___ Extreme Makeover: Digital Edition

10:15 - 11:20 am
___ Academic Leadership
___ Electronic Licensing for Libraries
___ Information Visualization and Keyword Searching
___ Libraries of the Future
___ Relevant: Making Yourself INDISPENSABLE

10:15 - 11:35 am
___ The World of Apps

10:15 - 11:50 am
___ African American Pioneers of Horror and Science Fiction
___ Author Tim Green and TASL Mtg.
___ Be an Effective Advocate
___ From Librarian to US Archivist
___ Google Tooling Your Way to Organization
___ Learning4Life
___ Social Tagging and the Catalog
___ Suffering from Copyright Confusion?
___ Thrill Masters: Books for Kids
___ Toddlers, Touch Technology, and Family Learning
___ Using Creative Nonfiction to Inspire Children's Programming
___ Write, Rewrite, Repeat: Authors

11:00 - 11:50 am
___Virtual Tornado Rescue

12:00 - 1:20 pm
___ E-Readers and E-Books
___Texas Tea with YA Authors

12:00 - 1:50 pm
___ Opening Author Luncheon/LiFTA

1:00 - 1:50 pm
___ Book Buzz: Highlights from 2012 Offerings for Children
___ Collaborating in Tough Times
___ Connecting Books and People
___ Connecting Teens and Authors
___ Crosstraining Staff/Public
___ Demonstrating Value /Academic
___ Digital Public Library of America
___ Every Child Ready to Read
___ Free Business Resources
___ Leveraging Your Skills
___ Libros en Español for YA
___ NARA Resources for Libraries
___ The Next Generation of Knowledge Management
___ Using Story as the Basis for Advocacy and Persuasion

2:00 - 2:50 pm
___ 50 Apps/50 Minutes

2:00 - 3:20 pm
___ Augmented Reality in K-12
___ Creating Computer Games
___ Jumping the Hurdles of Librarian-Teacher Collaboration
___ Let's Be Honest/Robie H. Harris
___ Lights, Camera, We're in Action
___ Next Generation Genealogy
___ Social Media 101
___ Staying Power: A Look at Classic Children's Books
___ Using the Web to Build a Personal Learning Network

2:00 - 3:50 pm
___ AnyThink: Designing Customer-Centric Libraries
___ Battledecks: Prepare to Compete!
___ Change Your Library's Image
___ Creating Alliances with IT and Librarianship
___ Draw Me a Story
___ Incorporating and Assessing Information Literacy/Academic
___ Meet Me in the Kitchen: Cooking up Language Development
___ Ready, Set, Leap
___ Salary Negotiation: Yes You Can!
___ Strategic Planning: How-to
___ Success Stories: The Value of Your Support Community
___ YART Reading Lists Booktalks

2:30 - 2:55 pm
___ R4: Finding the Best

3:00 - 3:25 pm
___ Crisis in Funding Journal Packages

3:00 - 3:50 pm
___ Do You Have What it Takes?
___ Metadata for 2012 and Beyond
___ Virtual Reference/Public Libraries
___ Write Now: Interpreting Literature

3:30 - 3:50 pm
___ Library Services for Career & Technology Education

4:00 - 4:50 pm
___ ALA Presidential Initiatives
___ Archiving LGBT Materials
___ Barry Lyga Speaks
___ Book Buzz: YA Literature
___ Bypass the Boring! Revolutionize Your Library Communications
___ Free Analytics
___ Graphic Novels for Elementary
___ Legal Responsibilities for Library Friends and Foundations
___ Librarians on the Move
___ Restructuring the School Library
___ Retooling Ref. for Relevant Service
___ ROI Measures at Your Library
___ To Go Credit or Non Credit
___ Using Social Media to Improve Workflow at Academic Libraries
___ Who Let the Librarians Out?

6:00 - 9:00 pm
___ Texas Media Awards

6:30 - 8:30 pm
___TLA New Members Reception

7:30 - 9:30 pm
___ Storytelling Showcase/Swap

8:00 - 10:30 pm
___ President's All-Conference Party

THURSDAY, APRIL 19

7:00 - 8:30 am
___ Hetherington XXV Fun Run/Walk

8:00 - 8:50 am
___ Revolutionary Trends: Genre-fying the School Library
___ Revolutionary: 2012 End of the World?
___ School Library Volunteers and Aides: Partners for Success

8:00 - 9:20 am
___ A Web-based Map Interface Catalog Search Tool
___ Designing the Digital Branch
___ eReader Technology
___ Library Programming with Apps
___ Google Tips and Tricks/School
___ Maverick Graphic Novels

8:00 - 9:50 am
___ Author Judy Blume and CRT Mtg.
___ Black Caucus RT Breakfast: The Image and the Word
___ Consultants Reports
___ Latino Literature: Then and Now
___ Library School Reference Courses
___ Preservation 101 for Your Library
___ Responding and Recovering
___ Revolutionary Leadership
___ Surviving the Public/Unshelved
___ The Texas Story

8:30 - 9:50 am
___ Crime Time - Thriller Author Panel

9:00 - 9:50 am
___ Guys Read
___ Intro Webjunction
___ Managing Multiple School Libraries
___ Strategic Collaboration

10:00 - 10:25 am
___ Creating a Social Media Strategy

10:00 - 10:50 am
___ 21st Century Librarian
___ Creating Library Widgets *(Net Fair II)*
___ Here There Be Dragons!
___ Negotiating with Academic Administrators
___ Open Data Policies in the U.S.
___ Text4Baby: New Beginnings

10:00 - 11:20 am
___ Customer Service Front Line
___ Lone Star Reading List Authors
___ Meeting Users at Point of Need
___ Microsoft Office Unleashed
___ Patron Driven Acquisitions (PDA)
___ Publishers Dish the Latest Buzz
___ Revolutionizing the Library
___ State Library: Present and Future
___ Stories Alive! Using Creative Dramatics in Your Storytimes
___ Transliteracy in a Time-Crunch
___ Wikileaks/Age of Transparency

10:00 - 11:50 am
___ Colorful Crimes: Diverse Characters in Mysteries
___ Demographic Information
___ Digitizing Local History
___ Girls with Grit

10:30 - 10:55 am
___ New Directions for Academic Video Game Collections

11:00 - 11:25 am
___ Library Usability

11:00 - 11:50 am
___ How Can I Get A SLAC for My School Library?
___ Middle School Matters
___ Migrating Automation Systems

12:00 - 1:20 pm
___ Movie Making in Three Clicks

12:00 - 1:50 pm
___ Lariat List Author Luncheon
___ TBA Author Session Luncheon

1:00 - 1:50 pm
___ Battle of the Open Source ILS
___ Collecting Outside the Box
___ Corporate Philanthropy
___ Digitizing Historic Newspapers
___ Easing Library Staff into New Technologies
___ International Baccalaureate Diploma Program/School Library
___ Legislative Update
___ Lighting A Fire In Your Library's Friends Group
___ Low Cost Marketing of Reference
___ Make Your Library FutureReady
___ My First Librarian Position
___ The RDA Revolution for Non-Catalogers
___ Research4Life: Inquiry-Based Learning in the Library
___ Right Now: New YA Literature
___ Rolling Reference Out to New University Students
___ TTRAC: Texas Teens Reading
___ Using Picture Books to Teach TEKS
___ When Libraries & Classes Collide

2:00 - 2:25 pm
___ iPad iMpact/

2:00 - 2:50 pm
___ Books with Heart
___ T4: Top Texas Technology Trends

2:00 - 3:20 pm
___ Evaluating Quality of OpenURLs Through Analytics
___ Gaming Design with Youth
___ Leading at All Levels
___ Making Libraries Relevant to the Hispanic Community Today!
___ Navigating Privacy, Policy, and Service Issues in the Digital Age
___ Public Access Technology in Libraries: A National Initiative
___ Relevant: The Learner Centered School Library
___ Tayshas High School Reading List
___ Tips and Techniques for Engaging Customers
___ Working with Your Local Bookstore

2:00 - 3:50 pm
___ Books, Boys, and Boxing
___ Digital Decisions
___ Implementing Patron Driven Acquisitions
___ Tapping Local Powe
___ Texas 2x2 Reading List Showcase
___ Texas Reading Club Showcase

2:30 - 2:55 pm
___ Intensive English Study and Library Instruction

3:00 - 3:25 pm
___ Student Use of Interactive Whiteboards /Academic Library

3:00 - 3:50 pm
___ NetTrekker
___ Undead: Never Unread

4:00 - 5:20 pm
___ General Session II

5:40 - 6:20 pm
___ Book Cart Drill Team Challenge!

6:00 - 8:00 pm
___ Black Caucus RT Reception

6:30 - 8:30 pm
___ Private School Librarians Dinner
___ Evening with the Authors

7:30 pm - 9:30 pm
___ Storytelling Round Table Concert

8:00 pm - 12:00 am
___ Doo-Wop Intergalactic Sock Hop

FRIDAY, APRIL 20

7:00 - 8:00 am
___ Rock of Ages

8:00 - 8:50 am
___ How to Set Up a Virtual Author Program
___ Introducing the Spirit of Texas Reading Programs
___ Native American Young Adult Books

8:00 - 9:20 am
___ Adult Multicultural Mystery Writers
___ Metadata Strategies for Getting Objects Online
___ New Books for Teens/Tweens
___ Web-Scale Discovery

8:00 - 9:50 am
___ ACDRT Vendor Breakfast & Mtg.
___ Library Support Staff Certification
___ Literacy Leapers: Special Needs
___ The Real Nuts & Bolts of Security
___ TASL Author Breakfast / Carman
___ Will Libraries Survive?

8:30 - 9:50 am
___ South Asian Authors in Houston

9:00 - 9:50 am
___ Finding the Best Fit in Mentoring
___ Managing Your Library's Online Reputation
___ Navigating Antarctica with Social Media and Collaboration
___ The Softwire in Adolescent Cyberspace

10:00 - 10:50 am
___ Business Reference
___ Create Mentoring Programs
___ Grant Writing in the Info Age

10:00 - 11:20 am
___ Contemporary Collecting
___ Embedded Academic Librarianship
___ Face to Face for All: Poetry
___ Libraries and Transliteracy
___ Library Consortia
___ Privatization of Public Libraries
___ Revision, Reshape, Refine
___ The World of Children's Apps

10:00 - 11:50 am
___ Avoiding Inadvertent Insults
___ Calling All Guys
___ How to Do An Author Program
___ Kids Need to Read Program
___ Librarian and Vendor Relations
___ Safe Space Kit 101

11:00 - 11:50 am
___ TEA Update
___ Wikispaces to Share Reference and Circulation Statistics

12:00 - 1:20 pm
___ Closing Author Luncheon/ Cronin

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SECTION I — DIRECTORY INFORMATION

FIRST TIME MEMBER? ☐

Dues must be postmarked by February 1, 2012 to vote for association officers.

New member? You are encouraged to join the New Members Round Table in addition to Round Tables or Interest Groups in your specialized area.

Members falling into two or more categories of membership shall pay the highest applicable dues. Individual membership dues are non-refundable and non-transferable.

Except for $2.59 of your dues for this year's subscription to the *Texas Library Journal* and *TLACast*, your TLA dues are tax deductible as a charitable donation.

A printed TLA Membership Directory will be available July 2012.

FIRST NAME _____ INITIAL _____ LAST NAME _____ NICKNAME (if any) _____

EMPLOYMENT: Institution/System/Library _____ Campus/Branch/Department _____

BUSINESS ADDRESS _____ CITY _____ STATE _____ ZIP + 4 _____

HOME ADDRESS _____ CITY _____ STATE _____ ZIP + 4 _____

(_____) _____ – _____ WORK PHONE | (_____) _____ – _____ CELL PHONE | (_____) _____ – _____ HOME PHONE

PREFERRED EMAIL _____ SECONDARY EMAIL _____

Useful and timely information is provided via electronic discussion lists, emails, and publications from TLA and occasionally from screened outside organizations.

PLEASE SELECT PREFERRED OPTIONS: ☐ Information from TLA ***and*** outside organizations ☐ Do not publish my home information.

☐ I do **NOT** want to be automatically subscribed to Unit electronic distribution lists. PREFERRED Mailing Address: ☐ HOME ☐ WORK

SECTION II — MEMBER CATEGORY

☐ Personal Member (G)
(Librarian, Library Professional, Library Staff)

DUES SCHEDULE
- Unemployed through $9,999 ..... $25
- Salary $10,000 through $14,999 ..... $40
- Salary $15,000 through $19,999 ..... $50
- Salary $20,000 through $29,999 ..... $65
- Salary $30,000 through $39,999 ..... $90
- Salary $40,000 through $59,999 ..... $125
- Salary $60,000 through $79,999 ..... $135
- Salary $80,000 and above $150

☐ Out of State Member (G) $30
☐ Full-time Library Student (C) $25
☐ Retired Librarian (D) $30
☐ Trustee/Layperson/Vendor/Advocate (E) $30
☐ Supporting Member (F) $200

DUES *installment plan available through **online** renewal or enrollment.*

SECTION III — DIVISION

(One Division included in Basic Dues)

☐ College and University Libraries (1)
☐ Public Libraries (2)
☐ Special Libraries (3)
☐ Texas Association of School Librarians (4)
  ☐ Private School Discussion Group (5)
☐ ***No Preference*** (6)

SECTION IV — ROUND TABLE (RT) OR INTEREST GROUP (IG)

(One Round Table or Interest Group included in Basic Dues)

☐ Acquisitions & Collection Development RT (A)
☐ Archives, Genealogy, & Local History RT (LI)
☐ Automation & Technology RT (N)
☐ Black Caucus RT (Z)
☐ Cataloging & Metadata RT (C)
☐ CE Providers IG (Aa)
☐ Children's RT (D)
☐ Digital Libraries RT (Dd)
☐ Disability & Aged Issues IG (Hh)
☐ Distributed/E-Learning RT (Jj)
☐ Doo-Wop Intergalactic RT (Bb)
☐ E-SMART (Serials) RT (R)
☐ Friends of School Libraries RT (Ff)
☐ Gay, Lesbian, Bisexual, Transgendered IG (Cc)
☐ Government Documents RT (K)
☐ Interlibrary Loan & Resource Sharing RT (L)
☐ Library Friends, Trustees & Advocates RT (G)
☐ Library Instruction RT (U)
☐ Library Services to Spanish Speaking RT (T)
☐ Library Support Staff RT (X)
☐ Media & Related Technologies RT (P)
☐ New Members RT (J)
☐ Programming for Adults IG (Kk)
☐ Reference RT (F)
☐ Small Community Libraries RT (Q)
☐ SMART (Administration) RT (M)
☐ Storytelling RT (W)
☐ TALL Texans RT (Y)
☐ TPALS RT (S)
☐ Young Adult RT (H)
☐ ***No Preference***

SECTION V — PAYMENT

BASIC DUES
Includes one Division and one Round Table / Interest Group..... $ .....

Each Additional Division at 10% x Basic Dues = ... $ _____

Each Additional Round Table or Interest Group, 5% x Basic Dues = $ _____

Membership Directory, $28 each = $ _____

Professional Liability Insurance
$35 Annually (Jan-Dec)..... $ _____

Insurance Premium per Member: $27.50
State Taxes and Fees (4.91%): $ 1.35
Association's Administrative Fees: $ 6.15

TOTAL PAYMENT ..... $ _____

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R4 TxLA Libraries Life

Texas Library Association 2012 Annual Conference

Volunteer Form

YES! I'd like to help the 2012 TLA Local Arrangements Committee by volunteering at the Annual Conference in Houston, April 17-20.

Date _____

Name _____

Position _____ Institution _____

Address _____ City/State _____ ZIP Code _____

Work Phone _____ Home Phone _____ FAX _____

Email Address (PLEASE PRINT CLEARLY) _____

Volunteers should be willing to volunteer for a minimum of two consecutive hours. While librarians must be registered for the conference, paraprofessionals and support staff who are not registered for the conference will receive a complimentary exhibits-only pass with four hours of volunteer service.

If you need four hours of volunteer service, please check here: ☐

Are you willing to work at more than one event during the conference? ☐ Yes ☐ No

Please indicate dates/times you prefer to volunteer.

_____

_____

Please check the assignment(s) of your choice. If you choose more than one, please rank your choices ("1" being your first choice, etc.):

Online form available on the conference website!

_____ Authors Autographing
_____ Disaster Relief Raffle Tickets
_____ Entertainment
_____ Events Arrangements
_____ Exhibits *(Boothsitting, Registration, Advance Sign-up)*
_____ Health (Fun Run)
_____ Hospitality
_____ Information
_____ Internet Room
_____ Placement Center
_____ Registration
_____ TLA Store
____ Transportation

Before conference, you will receive additional information about your assignment(s) from the committee chair for the area(s) in which you are volunteering. Check in at the volunteer booth in the registration area upon arrival.

PLEASE SEND THIS FORM TO: **Jane Claes**
SLIS, University of Houston - Clear Lake
2700 Bay Area Blvd. Box 68, Houston, Texas 77058

Back

of

Volunteer

Form

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Bloomsbury & Walker Books for Young Readers 17
Meet the authors!

Bright Sky Press 27
Where Texas meets books

Chronicle Books 29
Meet our authors.

Davidson Titles 45
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Disney • Hyperion 13
Meet our authors and illustrators.

Harris Communications 39
The sign language superstore

Houghton Mifflin Harcourt 63
Meet your favorite authors.

Ingram Book Company ..... Back Cover
E-Books – Yes, we have that!

Kane Press 37
Kids will love Animal Antics A to Z.

Lerner Publishing Group 25
Celebrate the joy of learning in your library: new spring titles.

Lifelong Education @ Desktop (UNT) 55
Your professional development classes are here!

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Visit us throughout conference for special offers and giveaways.

Margaret Clauder 41
Are you ready to watch books fly?

National Federation for the Blind Newsline 19
Lets you hear that information over the telephone FREE.

Overlooked Books 33
Proudly features Texas authors and illustrators

Penguin Young Readers Group 11
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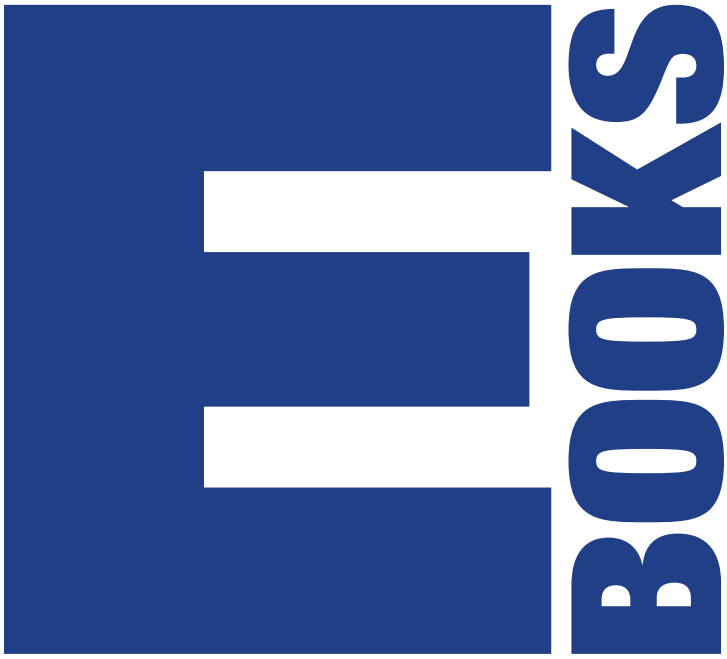
Robin Abasolo
Anne Davis
Avis Davis
Lori Bull Dobbs
Anna Lee Donaldson
Doina Farkas
Jean Joicey Fox
Nancy Ann Dillard Franklin
John Garrett
Margaret A. Gibbs
Janet Stone Hughes
Ray Curtis Janeway
Lindsay Jones
Betty Kelly
Toni Lewis
Lowell Lindsay
Bob McConnell
S. Joe McCord
Ron Shank
Nellie Charlene Hoffman Shults
Patsy Small
Dorothy Brand Smith
William Burton Todd
Haven Whatley Toothman
James O. Wallace
Linda Wells
Taylor Willingham
Heartsill Young



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