

☞ PaLA Lehigh Valley Chapter ☞
☞ Spring Conference May 22, 2003☞
☞ Registration Form ☞

Name _____

Institution _____

Institutional _____
Address _____

Phone _____

Email _____

Fee (includes refreshments and lunch):
PaLA Members/Students: \$26
Non-PaLA Members: \$39
Amount enclosed: _____

Circle three session choices (1 from each group):

9:30 - 10:45: Choose One: A. B. C.

- A. Virtual Reference Desk
- B. What Makes Teens Tick?
- C. Primer on Library Safety and Security

11:00 - 12:15: Choose One: D. E. F.

- D. Business Resources Panel
- E. Reachin' Out
- F. Up Tech Creek without a Geek

2:15 - 3:30: Choose One: G. H. I.

- G. Mysterious World of Archives
- H. The Crisis of Graphic Novels
- I. Primo Promo: Marketing Your Library

Please print out this form and return with payment,
no later than Monday, May 7, 2003, to:

PaLA Lehigh Valley Chapter
C/o Mary E. Moulton
Information & Library Services
Air Products and Chemicals, Inc.
7201 Hamilton Boulevard
Allentown, Pennsylvania 18195-1501

Questions can be directed to Mary at (610) 481-
7656 or moulto@apci.com.

☞ Schedule ☞

☞ REGISTRATION AND COFFEE 9:00- 9:30

☞ CONCURRENT SESSIONS 9:30 - 10:45

A. Virtual Reference Desk: No Longer Just a Piece of Furniture. *Stacey Kimmel and Jennifer Heise*, Lehigh University, will present an overview of emerging virtual reference services, and describe the implementation of a virtual help service at Lehigh University's joint library/computing helpdesk.

B. What Makes Teens Tick? Our panel of experts: *Melanie Fiske*, Bethlehem Area Public Library; *Mary Ann Yonki*, Osterhout Free Library; and *Ximena Miranda*, Allentown Public Library, will discuss Teen Advisory Boards, YA programming, incentives and *manga* (Japanese comics)--what teens are really reading!

C. A Primer on Library Safety and Security. *Jeffrey P. Hauck*, Hauck & Associates Corporation, will present the essentials of security in libraries in a post 9/11 world. A police officer, Jeff is also a Certified Law Enforcement Trainer studying for his J.D.

☞ CONCURRENT SESSIONS 11:00 - 12:15

D. Business Resources Panel. *Steve Bell*, Philadelphia University; *Kelly Cannon*, Muhlenberg College; and *Katie Stapleford*, Air Products & Chemicals, will discuss the best reference sources for business.

E. Reachin' Out. *Denise Pulgino Stout*, Chester County Library and *Stacy Collins*, Delaware County Library System. Bringing the library to preschoolers, this program will give you ideas and enthusiasm for stepping out of the doors of the library and providing library services to preschool children in a variety of daycare settings.

F. Up Tech Creek without a Geek. *Rob Lescher*, Adams County Library, will focus on practical, up-to-date methods a lone librarian can find to fix those computer problems. The session will focus on web sites, web searching strategies

and developing a toolkit for the non-techie in all of us.

☞ LUNCH & BUSINESS MEETING 12:30- 2:10

Association Update. *Glenn Miller*, Executive Director of PaLA.

State Library Update

Lunch Speaker: Jameel Jaffer, ACLU, "USA Patriot Act: What Your Library Should Know"

☞ CONCURRENT SESSIONS: 2:15 - 3:30

G. The Mysterious World of Archives. *John Weeren*, Moravian College, explores the role of archivists in documenting the past, and the relevance of their work to librarians. Presents an overview of how archival materials are collected, preserved, and made accessible, including guidance on dealing with fragile materials. Few libraries are without special collections and these collections pose unique challenges. This session offers concrete strategies for dealing with them.

H. The Crisis of Graphic Novels: A History and Introduction. *Jason Robert Bell*, Moravian College. Includes a history of comics as an art/media form, including the political and cultural factors that relegated it to a lesser or childish art form. Discussion includes form versus content, the medium and message, the worldview of graphic novels and comics as a sequential art form in printed form.

I. Primo Promo: Marketing Your Library. *Liza Holzinger*, Bethlehem Area Public Library, and *Wayne Wheeler*, Clymer Library, cover successful promotion of your library's programs and services and attractive flyer design using Microsoft Word and online clip art.

☞ Commonwealth Libraries will recognize 4 hours of continuing education credit for public library staff who attend the full conference.

☞ **Resource Room:
Librarians Helping Librarians**

In addition to the presentations, there will be a resource room of shared material on all aspects of librarianship. The room will be open throughout the day and will remain open for those who wish to stay after the last presentation. Please consider contributing something to display or distribute. A minimum of 35 copies of the latter will be needed.

Suggested materials include:

Newsletter(s)	Instructional material(s)
Brochure(s)	Marketing material(s)
Bookmark(s)	Poster(s)
Lists of favorite Web sites	
Brief description of innovative idea(s) or problem solvers	

Please bring materials to share with you on the day of the conference for the Resource Room!

☞ **About the Pennsylvania Library Association** ☞

Founded in 1901, the Pennsylvania Library Association (PaLA) is the state's oldest and most diverse professional library organization serving libraries, library employees, library trustees, and Friends of the Library groups. PaLA represents more than 1700 personal, institutional, and commercial members affiliated with public, academic, special, and school libraries throughout the Commonwealth. The association represents the profession in Harrisburg and provides opportunities for professional growth, leadership development, and continuing education for librarians.

The Pennsylvania Library Association is organized into eight regional chapters to promote library service and librarianship within a geographic area. Among other benefits, Chapter activities bring together librarians from all types of libraries, fostering a spirit of collegiality and common purpose.

☞ **Directions to** ☞
De Sales University ☞

DeSales University is located on Station Avenue in Center Valley, Pennsylvania: 1 mile south of Route 378; just a mile from where Route 309 meets Route 378.

☞ **From Route 22:**

Take Route 22 to Rt. 378 South. Less than a mile before the intersection of Route 309 and Route 378, turn left onto Preston Lane. Follow Preston lane to campus, and follow to Landis Mill Road. Turn right and take Landis Mill Road to Station Avenue. Turn left onto Station Avenue, and DeSales Drive is the second left.

☞ **From I-78:**

Take Rt. 78 to Rt. 309 South. At the intersection of Route 309 and Route 378, follow Route 378 North to Preston Lane. Make a right on Preston Lane to campus, and follow to Landis Mill Road. Turn right and take Landis Mill Road to Station Avenue. Turn left onto Station Avenue, and DeSales Drive is the second left.

The conference will be held in **Mcshea Student Center**.

☞ This conference has been partially funded with Federal Library Services and Technology Act (LSTA) funds administered by the Office of Commonwealth Libraries.

☞ Accommodations will be made for persons with disabilities. If you have questions or special needs, please contact the chapter chair, Cindy Deluca 570-595-7171 brfpubli@ptd.net

Pennsylvania Library Association,
Lehigh Valley Chapter website:
<http://www.lehigh.edu/~inpla/>

**Pennsylvania Library
Association
Lehigh Valley Chapter**



**Spring
Conference**

May 22, 2003

**DeSales University
Center Valley, PA**



Featured Speaker:

Jameel Jaffer, ACLU

**"USA Patriot Act: What Your
Library Should Know"**

