

* PaLA Lehigh Valley Chapter *
 * Spring Conference May 19, 2005 *
 * Registration Form *

Name _____

Institution _____

Institutional _____
 Address _____

County _____

Phone _____

Email _____

Library Type: Public/Academic/Special/School

Fee (includes refreshments and lunch):

PaLA Members/Students: \$28

Non-PaLA Members: \$35

Amount enclosed: _____

Circle three session choices (1 from each group):

9:00 - 10:15: Choose One: A. B. C.

10:30 - 11:45: Choose One: D. E. F.

2:00 - 3:15: Choose One: G. H. I.

Please print this form and return with payment, no later than Friday, May 6, 2005 to:

PaLA Lehigh Valley Chapter
C/O Martha Stevenson
Trexler Library, Muhlenberg College
2400 Chew St.
Allentown, PA 18104

Questions can be directed to Martha at
 484-664-3601 or msteven@muhlenberg.edu

* Schedule *

* REGISTRATION AND COFFEE 8:30-9:00

* CONCURRENT SESSIONS 9:00-10:15

A. Storyriders, Joy Newswanger, Berks County Public Library. *Storyriders* are preschool program specialists. They engage the youngest patrons and their caregivers in a unique public library outreach. *Storyriders* make libraries fun! *Storyriders* get preschoolers excited about literature by conducting interactive story times.

B. Replacing Ourselves: Recruiting and Training Our Successors, Connie Paul, Central Jersey Regional Library Cooperative. Replacing ourselves as librarians and as leaders is everyone's job! And that part of our job starts on Day One. What are some steps we can take as individuals and as organizations to ensure that we find the best people, get them involved, and develop their potential as leaders?

C. Blogs and RSS Feeds, Kelly Alice Robinson, CNN Washington, D.C. Curious about blogs because of all the recent hype? Don't even know what one is? We'll talk about blogs, their relationship to libraries and our profession, and all the hullabaloo about RSS.

* CONCURRENT SESSIONS 10:30-11:45

D. Legal Research on the Web, Dan Giancaterino, Jenkins Law Library. Government agencies are major Web content providers. It's generally easier and quicker to obtain government publications and statistics online rather than in print no matter what type of library you work in. Learn about trusted, high-quality Web sites for:

- State and federal forms, laws and regulations, and court cases
- Specialized government and legal search tools
- Local forms, codes and ordinances, and property assessments
- International primary law materials

E. A Faculty/Librarian Inquiry-Based Course: "Is it Science or Pseudoscience?"

Dorothy Glew, Reeves Library, Moravian College, and *Lori Toedter*, Department of Psychology, Moravian College. Learn about an inquiry-based, resource-based course in which a librarian and faculty member engage students in an exploration of the difference between science and pseudoscience. In the process, students sharpen their public speaking, research, and critical thinking skills. The presentation will include many ideas for fusing content and information literacy.

F. RFIDs: A Revolution in Library Material Handling, Anne Salado-Chaufaille, TAGSYS. Don't know much about RFIDs (radio frequency identification systems)? An introduction to the RFID process and how it is used in all kinds of library settings to automate the book handling process including checkout, inventory maintenance, and check-in. When combined with automatic or computer assisted sorting equipment, RFID facilitates and speeds up book sorting.

* LUNCH & BUSINESS MEETING 12:00- 1:30

Luncheon Speaker: Peter Pearson, President, Friends of the Saint Paul Public Library.

"Advocacy: It's Everybody's Business"

Find out how this Friends group provided over \$1.7 million to the St. Paul Library through its fund-raising and lobbying efforts. Learn what roles the library director, staff, trustees, Friends, and volunteers can play in advocacy efforts. Garner some tips for conducting lobbying campaigns that fall within the legal IRS limits. Hear the case history of an advocacy effort that turned an underfunded library into a strong and stable library. Learn a few keys to developing an effective local advocacy effort.

Association Update.

Glenn Miller, Executive Director of PaLA
Cathy Alloway, President of PaLA

State Library Update

M. Clare Zales, Deputy Secretary of Education
for Libraries

* CONCURRENT SESSIONS: 2:00-3:15

G. Reel American History: An Archive Built By Novices, *Ed Gallagher*, Lehigh University.

Description of an ever-expanding Web site
dedicated to in-depth student research projects
designed to stimulate critical thinking about the
ways that movies construct our history, about how
the "reel" makes the "real."

H. Web Sites for Patrons from 4 to 84,
Beverly Benfer, Distance Learning & Instructional
Technology, Lehigh Carbon Community College.
Your patrons ask daily for recommendations of
good Web sites. Join us to explore a wide variety
of sites for everyone from your youngest to your
most elderly patrons.

**I. OpenWorldCat and GoogleScholar:
Outreach Opportunities.** *Suzanne Butte*, OCLC
Systems. OCLC member libraries are more visible
on the Web now with the OCLC Open WorldCat
program and their catalogs are more accessible
from the sites where many people start their
search for information. The presentation will show
how this exciting new service helps promote the
value of libraries to users on the Web and much
more.



Pennsylvania Library Association

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.

<http://www.palibraries.org/>

* Directions to * * NCC College Center *

From North, East or West:

From Rt. 22, take the Rt. 191 exit.
At end of ramp, turn right onto Rt. 191 N.
One-tenth of a mile from the exit ramp, turn
RIGHT onto Brodhead Road (before the
Brodhead Road stoplight).
Follow Brodhead until you come to a stop sign;
turn right onto Hecktown Road.
Proceed past the Hecktown Road entrance and
turn left onto Green Pond Road; the Green
Pond Road entrance to the campus will be on
your right.
Parking is available in lots A, C, and D.
The College Center is the large, four-story
building in the center of campus.
The street address for the Main Campus is: 3835
Green Pond Road, Bethlehem, PA 18020.

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

* Commonwealth Libraries will recognize 4.5
hours of continuing education credit for public
library staff who attend the full conference.

* Accommodations will be made for persons with
disabilities. If you have questions or special
needs, please contact the chapter chair, Lynn
Snodgrass-Pilla, at lynnsnp@nazarethlibrary.org or
610-759-4932.

PaLA Lehigh Valley Chapter website:
<http://www.lehigh.edu/~inpla/>

Pennsylvania Library Association Lehigh Valley Chapter



Spring Conference

May 19, 2005

Featured Speaker:

Peter Pearson,
President, Friends of the St. Paul Public Library

"Advocacy: It's Everybody's Business"



**NCC Center
Northampton Community College
Bethlehem Township, PA**