

Pennsylvania
Library
Association
Lehigh Valley Chapter

Annual Spring
Conference

Courting Your Clients



**Lisa Scottoline
Keynote Speaker**

May 15, 2008

**Harmon Hall of Peace
in the Miller Family Building**

**Cedar Crest College
Allentown, PA**

www.lehigh.edu/~inpla

Cedar Crest College Serves as the conference Host!

Lunch Menu

**Chicken Marsala
or
Almond Crusted Salmon**

Rolls & Salad

Roasted Red Skin Potatoes

Sugar Snap Peas w/Red Pepper

Assorted Desserts

Special dietary needs can be accommodated. If unable to choose from the two entrees listed above, please contact:
Carolyn Nipper
610-437-4471, x3546
ccnipper@cedarcrest.edu



While at Cedar Crest, feel free to visit the William F. Curtis Arboretum, which is nationally registered with hundreds of tree species in individual plantings and gardens. Visitors to the arboretum are welcome to collect leaves that have fallen on the ground, but picking leaves from the trees is strictly prohibited.

Directions to Cedar Crest College

From Lehigh Valley area: Rt 22 to Cedar Crest Blvd exit. Turn LEFT onto Cedar Crest Blvd and travel through four traffic lights. Turn LEFT onto campus.

From PA Turnpike, take the NE Extension (I-476) to Exit #56. Follow Rt 22 East to Cedar Crest Blvd exit. Turn LEFT onto Cedar Crest Blvd and travel through 4 traffic lights. Turn LEFT onto campus.

From Rt 309 & I-78: follow 309/78 to Cedar Crest Blvd Exit #55. If traveling 309S/78E turn LEFT onto Cedar Crest Blvd and travel through 5 traffic lights. Turn RIGHT onto campus. If traveling 309 N/ 78 W turn right onto Cedar Crest Blvd. and travel through 4 traffic lights. Turn RIGHT onto campus.

Parking is available in Lot C (#18 on map), the first lot on left when entering campus.

Registration is in Harmon Hall of Peace in the Miller Family Building (#15)

Printable Directions & Campus Map:
<http://www.cedarcrest.edu/Redesign/pdf/DirectionsToCCC.pdf>
(TINYURL: <http://tinyurl.com/2qzzsp>)

This conference has been partially funded with Federal Library Services and Technology Act (LSTA) funds administered by the Office Of Commonwealth Libraries and would not have been possible without the help of the College & Research Division, PaLA.

Show your appreciation by becoming a member of PaLA!

And if you are a member -- THANK YOU!

Schedule

**8:30-9:00 REGISTRATION & COFFEE
Harmon Hall of Peace
(in Miller Family Building)**

9:00 - 9:15 BUSINESS MEETING

9:30 - 10:30 CONCURRENT SESSIONS

A. Researching Companies, Industries, and Markets in 2008

Kelly Cannon, Muhlenberg College Librarian, will cover the essentials for doing business research in the year 2008. We will look at important databases and free sites for locating company financials, company descriptions and forecasts, industry-level information, and consumer markets.

B. * Fishing for Fun: Hooks for Storytelling

Sharing a story doesn't have to be scary or hard. Whether you are a public, school or academic librarian, storytelling provides an educational, creative and entertaining link that connects listeners to history, culture, the everyday world, the not-so-everyday world of imagination, and the library. Join Lehigh Valley Storytellers Guild member Larry Scurman, teller of stories and tales, for simple and fun storytelling tips to get your audience involved.

C. Open Source, Open Course & Open Resources

Dean Shaffer from DeSales University will highlight some of the many free resources available online. How do you make use of the vast resources available considering that we all seem to have less time available? Knowing about some of the new learning spaces, and being aware of some of the resources available online, may help you to deal with the growing demands of technology in education.

10:45 - 11:45 CONCURRENT SESSIONS

D. Improving Satisfaction in Virtual Reference Encounters

What quality services do today's library users want and expect in our chat services? Join Marie L.

Radford, Ph.D. from Rutgers' School of Communication, Information & Library Studies as she discusses research findings from her current IMLS funded project, Seeking Synchronicity: Evaluating Virtual Reference Services from User, Non-User, and Librarian Perspectives. She will provide practical tips and tactics to develop better interpersonal communication and to demystify chat reference.

E. Rural Librarianship: from Archivist to Ziegler

Myra Ziegler, Summers County Public Library Director, will discuss the triumphs and challenges of being a one-person librarian in rural West Virginia. Rural librarians do it all—from Friends Groups to Endowment funds, from story time to dissertation research, from maid to manager, from legislative lobbyist to mental health counselor. With creativity and humor, this 20-year rural librarian will share her tips for success and strategies for coping.

F. * Dynamic Displays for the 21st Century Library

Susan Phillips, Lending Services Supervisor from Cedar Crest College, explores the process of creating effective library displays. The slide presentation includes 46 examples featured in her 2007 publication GREAT DISPLAYS FOR YOUR LIBRARY STEP-BY-STEP. Beginning with a variety of suggestions for drawing inspiration, this session offers practical advice for creating unique yet economical library exhibits. If time permits, Susan will also share her publishing experience.



**12:00 - 2:00 LUNCH
KEYNOTE & BOOKSIGNINGS**

The Lehigh Valley Chapter is pleased to bring in Lisa Scottoline, best selling author of legal thrillers, as this year's keynote speaker. Lisa will no doubt give a 'thrilling' talk, followed by a booksigning. The booksigning will feature her latest book, **Lady Killer**, as well as some of her other titles. Fellow librarian,

Susan Phillips, will also be on hand to sell and sign her book, **Great Displays for your Library Step-by-Step**.

2:15 - 3:15 CONCURRENT SESSIONS

G. * Lights, Camera, Research!

How to make library orientation more relevant to incoming freshmen is something we grapple with each year. Join Tina Hertel from Lehigh University as she shares her experiences from producing a library orientation video, where students introduce students to the library resources and research opportunities.

H. * Courtin' Kid Customers

Participants will discover how to deliver several successful youth programs that encourage literacy skills and library awareness for youth ages preschool through high school: "Preschool is Cool", "Going to the Dogs" (reading with therapy dogs), "Lunch with the Librarian" (kindergarten readiness), "Yeah for YA", and "Teaching Kindness through Literature." Presenters: Katie Cardell, Melanie Fiske, Connie Fritch, Mary Ann Lewis, Beth Rosania, plus 4 local therapy dogs & their owners.

I. * More Weeding Without Tears

Back by popular demand! If you missed it last year, here's another chance to join Anne Bittner, cataloger at Northampton Community College, for a nuts and bolts discussion of a field-tested deselection plan that can be adapted for use in any library. Overcome weeding anxiety and start fighting collection clutter today!

* Continuing Education and Act 48 hours will be given. Be sure to bring your PP ID # since social security numbers will NOT BE ACCEPTED.

For Hotel Accommodations, visit the website:

<http://www.lehigh.edu/~inpla/conf.html>

Name _____
Address _____
Institution _____
Phone _____
Email _____

Fee (includes refreshments and lunch):

PaLA Members/Students: \$30

Non-PaLA Members: \$40

Late Registration (after May 1): \$50

Amount enclosed: _____

Sorry, but NO REFUNDS (substitutes may attend)

Designate Your Lunch Option:

Chicken Marsala or Almond Crusted Salmon

Circle three session choices (1 from each group):

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

A. Researching Companies, Industries...

B. * Fishing for Fun: Hooks for Storytelling

C. Open Source, Open Course...

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

D. Improving Satisfaction in Virtual Reference

E. Rural Librarianship

F. * Dynamic Displays

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

G. * Lights, Camera, Research!

H. * Courtin' Kid Customers

I. * More Weeding Without Tears

Please copy or print out this form and return with payment, **no later than May 1, 2008**, to:

PaLA Lehigh Valley Chapter

c/o Sue Monroe

Family Library@Community Services for Children

1520 Hanover Avenue

Allentown, PA 18109

610-437-6000, x3130; LVPaLA@gmail.com

Accommodations will be made for persons with disabilities. If you have questions or special needs, please contact the Chapter Chair, **Michele Mrazik**, contact: mam6@desales.edu.