

mla ANNUAL CONFERENCE

October 18-21, 2011 • Jackson, MS

COLLABORATION AND PARTNERSHIPS: THE BUILDING BLOCKS OF LIBRARIES

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PRESIDENT'S WELCOME

Welcome to Jackson for the 2011 MLA Conference

Welcome to Jackson, Mississippi, and the 2011 Mississippi Library Association's Annual Conference! This year's conference theme, *Collaboration and Partnerships: The Building Blocks of Libraries*, reflects a mission that all libraries have--to build relationships within their communities that will strengthen the library as well as the lives of its patrons. These relationships are especially important today, when libraries must use their limited resources to serve the needs of their customers. Librarians have always been resourceful at finding creative ways to stretch their dollars and I am sure you will find a program at this year's conference that will inspire you to "think outside the box" and offer something new to your patrons.

Jennifer A. Smith
2011 MLA President



Welcome to MLA 2011. I sincerely hope that you have a wonderful experience while attending the MLA Conference. The planning committee has worked very hard this year to bring you an exciting and diverse listing of programs. With over 65 workshops and events, there should be something for everyone. We hope that you will participate in the workshops, visit the exhibits and poster sessions, bid on items at the silent auction, and take part in the Technology Petting Zoo.

This year's theme is *Collaboration and Partnerships: The Building Blocks of (Successful) Libraries*. As we continue to struggle through these difficult economic times, libraries will continue to have to work together and partner with other outside organizations. Many of the programs this week feature such collaborative endeavors and partnerships. I hope that you will participate in these discussions and take some of these ideas back to your library, community and region of the state. By working together, libraries have always been able to succeed! Although I am preaching to the choir, we have to continue to find new ways of building these relationships and forming partnerships. You are the key!



Another theme that has emerged since setting the overall theme, and it certainly ties in well with the overall theme, is "advocacy." Many of the programs also revolve around the need for libraries to become stronger advocates at the local, state and national level. I especially encourage the younger librarians to attend these sessions to become well versed in advocacy and to learn from those with this experience and knowledge. Becoming better and stronger advocates at all levels is even more important this year as we have lost so many of our library champions in the state legislature. We have to educate the new legislative members and ensure that they understand the value that libraries bring to the table, the need for continued funding for all types of libraries and especially for MAGNOLIA.

I would like to especially thank the MLA sections, committees and roundtables for their excellent work in bringing such dynamic speakers. My heartfelt thanks to Mary Julia, Jennifer, June, Laurel, Janet, Mara, Kathy, Susan and, especially, Ruth Ann for their work on the planning committee. You all have been wonderful!

Sincerely,
Stephen Cunetto
MLA Vice President/President-Elect

GENERAL CONFERENCE INFORMATION

SILENT AUCTION

Be sure to participate in the MLA Silent Auction. As you know, the auction benefits both the Virgia Brocks-Shedd and the Peggy May Scholarship funds. We need your support to continue to provide scholarships to outstanding library and information science students. The Silent Auction will be held in the Mezzanine.

HOSPITALITY TABLE

Don't forget to register for great door prizes while meeting with exhibitors in the Exhibit Hall. This year you must visit the table to register for a door prize on both Wednesday and Thursday. Check the Winner's Board on a regular basis because drawings will occur every hour. All prizes must be picked up before exhibits close.

PARKING PASSES

Anyone who is staying at the hotel will be eligible to use the parking garage free of charge. For those not staying at the Marriot, you will be able to purchase a parking pass for \$5 per day. On Tuesday, the passes will be available at the MLA Registration Desk, but you will pay \$5 as you leave at the garage booth. Wednesday through Friday, the Marriott will have someone on the Mezzanine selling the passes and giving receipts.

EXHIBIT HALL

Join us at 10:45 a.m. on Wednesday for the grand opening of the Exhibits. Exhibits officially open at 11:15 a.m. and will be open until Thursday at 5:00 p.m. Please be supportive of our exhibitors and express your appreciation to them for being with us.

POSTER SESSIONS

WEDNESDAY, OCTOBER 19, 2011

1:00 – 2:00 p.m.

Vintage Scholastic Book Club titles: The creation of an annotated bibliography

Allisa Beck, University of Southern Mississippi Gulf Coast

This poster session will show the process used to begin developing an annotated bibliography of Scholastic Book Club books that were published between the years 1950-1979. Information had to be located using various websites, databases, and used-book sites, both online and 'brick and mortar' stores.

Blind & Physically Handicapped Library Services

Shellie Zeigler, Mississippi Library Commission

Too many Mississippians have either lost their vision, have low vision, or for some reason cannot hold a book anymore. This does not mean they have lost their love of reading. The Blind & Physically Handicapped Library Services is a vital alternative for these individuals to continue their love of reading and have access to audio books, braille, magazines, and large print. This is a free service that is available to all who are eligible so "that all may read."

At a Distance: The Manager with Many Hats

Rachel Cannady, Mississippi State University Libraries

Distance education is exploding at institutions of higher learning, and Mississippi State University is no exception. This poster will address how the MSU Libraries' Distance Learning Project Manager has used a variety of means to address the distance learners' needs through outreach, marketing, and targeted communication. Future plans for assessing these efforts will also be discussed.

WEDNESDAY, OCTOBER 19, 2011

1:00 – 2:00 p.m. (continued)

Science Café on the Mississippi Gulf Coast

Joyce M. Shaw, Gunter Library Gulf Coast Research Laboratory, University of Southern Mississippi

This presentation will describe the development of the Science Café at the University of Southern Mississippi Gulf Coast campus library in Long Beach and at the Gulf Coast Research Laboratory in Ocean Springs.

2:15 – 3:15 p.m.

Library 911: Disaster and Emergency Preparedness for Libraries and Archives

Jennifer Brannock, University of Southern Mississippi

This poster session will focus on ways that libraries and archives can prepare for disasters and emergencies. Some of the issues addressed include tools for creating a disaster preparedness plan, working with local authorities, supplies needed to respond, and local and national groups that can assist with recovery. A handout will be provided with activities and supplies to help prepare for a potential disaster.

Dissertation Committees as a Window into Interdisciplinary Research

Li Zhang & Brad Brazzeal, Mississippi State University Libraries

This poster presentation examines dissertation committee composition to understand the interdisciplinary nature of graduate research. The results provide useful information for academic librarians.

Lessons Learned: Bringing Insights from Immersion to Mississippi State University Libraries

Elizabeth Downey, Mississippi State University Libraries

Immersion is an intensive library instruction workshop sponsored by the Association of College and Research Libraries (ACRL). Ms. Downey attended the most recent Immersion as part of the “Teacher Track” at Seattle University from July 24–29, 2011. In this session she will reflect back on her experience and how the “lessons learned” will help her promote library instruction and advance information literacy at Mississippi State University Libraries.

Academic and Public School Library Collaborations:

Building Information Literacy Skills During Formative Learning Years

Jeff Simpson, Rosa Parks Library, Troy University, Montgomery Campus

Effective collaboration can enhance the development of students' information literacy skills and contribute to academic success. This can be especially true when university and public high school librarians partner to teach library information literacy and research skills to high school seniors. Experience the successes, setbacks, and lessons learned during this joint collaboration.

3:30 – 4:30 p.m.

The Amazing Library Race: Hurricane Preparedness Edition

Jorge Brown & Shugana Williams, University of Southern Mississippi-Gulf Coast Libraries

Inspired by the CBS show, the Amazing Race, the University of Southern Mississippi Gulf Coast Library designed a game to help student, faculty, staff and community members prepare for the 2011 hurricane season by utilizing university library resources. Listen to two librarians as they discuss how this event helped individuals become acclimated to the University of Southern Mississippi Gulf Coast Library and more importantly prepare for the hurricane season.

Library Liaisonhip from Scratch: Starting an Outreach Program to the Shackouls Honors College at MSU

Greta Wood, Mississippi State University Libraries

How does a recent hire meet the challenge when given a free-form mandate to develop a new library liaison relationship with the Shackouls Honors College at Mississippi State University (MSU)? With no set guidelines or goals to follow, learn how this librarian planned her strategy by stalking the Internet for ideas, talking to people, collecting examples from scholarly literature, and directing her outreach efforts toward events and services that would be of use to her target audience.

POSTER SESSIONS

WEDNESDAY, OCTOBER 19, 2011

3:30 – 4:30 p.m. (continued)

Quick Read (QR) Codes

Sarah R. Mangrum & Jennifer Crawley, University of Southern Mississippi

Quick Read (QR) Codes are two dimensional barcodes that are readable by scanner enabled smart phones and other mobile devices and can be an innovative addition to your library's catalog, signage, and marketing plan. This poster session will provide an informative and interactive experience for the user. Stop by and see how your library can start using QR Codes today!

The World of Cataloging for Non-Catalogers

Sheryl Stump & Richard Torgerson, Delta State University

This poster session attempts to de-mystify the world of cataloging for non-catalogers by covering some of the major concepts of cataloging and their relationship to the creation of the catalog record.

THURSDAY, OCTOBER 20, 2011

1:00 – 2:00 p.m.

Digitization of the John Elon Phay Collection

Pamela Williamson, University of Mississippi

See how Archives & Special Collections at the University of Mississippi digitized over 4,700 black and white images and Kodachrome slides from the John Elon Phay Collection. Images from this collection depict school segregation in thirteen counties in Mississippi as well as images of Ole Miss before the 1962 integration.

National Novel Writing Month at the University of Mississippi

Alex Watson, University of Mississippi

Analyzes a library pilot program during the 2010 National Novel Writing Month event at the University of Mississippi. Using participant-submitted word counts and the event's own tools, describes outcome of library hosting of National Novel Writing Month related events to determine and quantify community response.

An E-Book Odyssey: The History and Future of Electronic Books

David Salinero & Joi J. Phillips, Delta State University

This presentation examines a brief history of e-books, the pros and cons of an e-book collection, their place in an academic library setting, and the effects of transitioning platforms on library users, staff, and services such as reference and collection development.

QR Codes, Mobile Websites, and Apps...Oh My!

Courtney Hicks & Glenn McDowell, Northwest Mississippi Community College

A detailed description of how to create a mobile website, QR code, and App for the library for very small costs will be shown. Along with this, best practices in promoting the resource, feedback and usage statistics will be shared.

2:15 – 3:15 p.m.

Make Mine To-Go: Comparison of Web-based Bibliographic Management Tools

Erin Boyd, Troy University, Montgomery Campus, & Cynthia Wetzel, Mississippi Gulf Coast Community College

The poster will compile and compare features, upgrading options, product support, and sociability via communities and forums, blogs, Facebook, Twitter, etc., for three popular no- or low-cost web-based bibliographic reference management platforms: CiteULike, EasyBib, and Zotero.

THURSDAY, OCTOBER 20, 2011

2:15 – 3:15 p.m. (continued)

Rediscovering a Child's Sense of Wonder:

Depictions of Nature & Outdoor Play in Historical Children's Literature

Victoria Penny, First Regional Library

How does children's literature portray green spaces/outdoor play/interactions with nature (not merely when protagonists are in survivalist mode)? Do these depictions relate to or reflect movements which sought to promote health & welfare of children (outdoors, fresh air, etc. – cf. *Last Child in the Woods* today)? How does this compare/contrast to depictions of nature in contemporary (early 21st century) children's literature?

Columbus-Lowndes Public Library Colorful Library Cards

Alice Shands, Columbus-Lowndes Public Library

Colorful + Visually Coded Library Cards=Delighted Customers and Informed Staff. Columbus-Lowndes Public Library issues colorful cards that not only delight the library customer, but cue the circulation staff of a customer's status and needs.

University of Southern Mississippi Gulf Coast Library and the USM Gulf Coast Autism Project

Peter R. Dean, University of Southern Mississippi Gulf Coast

Presentation will explain the partnering between the University of Southern Mississippi's Gulf Coast Library and the USM Gulf Coast Autism Project. It also will demonstrate that significant information needs exist outside the typical classroom scenario.

3:30 – 4:30 p.m.

Interns, Internships, and Special Libraries

Sheila A. Cork, New Orleans Museum of Art, and

Jessica Herr, New Orleans Museum of Art (USM SLIS/NOMA Intern, Summer 2011)

Presentation will include a brief PowerPoint on the topic of Internships, Interns, and Special Librarians. There will be the chance to participate in a survey of Special Libraries and Librarians. Please join us.

E-book Readers in Today's Library

Lisa Vardaman, Troy University

We as librarians have all heard of e-books and e-book readers. Most of us have even used an e-book at one time or another. A majority of our patrons received e-book readers this past holiday season. So how can we use them in our libraries, wither they are academic, public, or even special. So what can we as librarians do to help our patrons with their e-book needs?

Beyond the Campus: Community Engagement Strategies

Jonathan McMichael, Pamela Williamson & Greg Johnson -University of Mississippi

A community presence is vital for developing and sustaining mutually beneficial partnerships with the community. Librarians at J. D. Williams Library on the campus of the University of Mississippi are currently engaged in a series of initiatives that target specific segments of the surrounding community. Learn about our community oriented programs and recommendations for developing your own programs.

Taking Stock of Your Collection

Judy T. Greenwood, University of Mississippi Libraries

Conducting an inventory of a large collection is possible. An inventory can be efficient and cost-effective while improving the service quality of the library by increasing the ability to find items on the shelf that are listed in the library catalog.

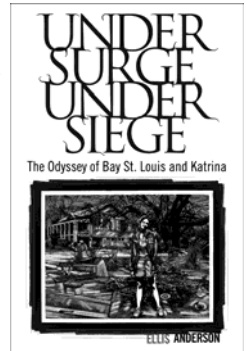
MISSISSIPPI AUTHORS AWARDS RECIPIENTS

Thursday, October 20, 2011 6:00 p.m.- 8:00 p.m.



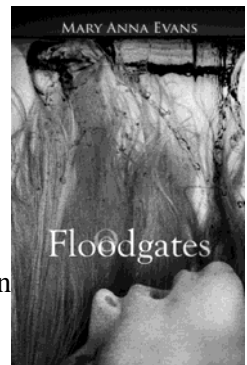
NONFICTION WINNER

Ellis Anderson grew up in Charlotte, NC, then migrated to New Orleans in pursuit of her artistic muse. She resided in the French Quarter for two decades before moving full time to the Mississippi Gulf Coast in 1996. A photographer, musician, designer and civic activist, her primary passion is writing. A regular contributor to Beach Blvd. Magazine, her work has been published in *Southern Cultures*, *Salon* and *MSNBC*. Anderson's writing has garnered several awards, including the Eudora Welty 2010 Book Prize and a Mississippi Arts Commission Fellowship for Literary Excellence (2007) for her first book, *Under Surge, Under Siege, the Odyssey of Bay St. Louis and Katrina*, published by University Press of Mississippi. She lives in Bay St. Louis and works full-time as a freelance writer, photographer and media consultant. Named a Gulf Coast Preservation Hero (2006), Mississippi Public Citizen of the Year (National Association of Social Workers, MS chapter, 2008), and Hancock County Outstanding Citizen (2008), Anderson is currently focusing on the "crafted kinship" of community. Inspired by her own Katrina experience, she continues to explore why this network is crucial to our quality of life, how it supports the individual, and how to build community in an increasingly fragmented society. Her latest volunteer project is the popular "Fourth Ward Cleaver," a unique neighborhood on-line newsletter that seeks to "make good citizenship easy – and fun!"



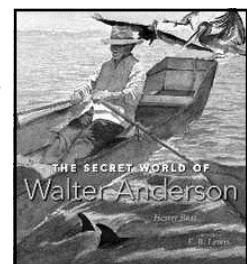
FICTION WINNER

Mary Anna Evans has degrees in physics and engineering, but her heart is in the past. Her series character, Faye Longchamp, lives the exciting life of an archaeologist, and Mary Anna envies her a little. Her novels have received recognitions including a spot on Voice of Young America's (VOYA) list of "Adult Mysteries with Young Adult Appeal." Mary Anna grew up in Hattiesburg where she was crowned a Junior Miss beauty queen for Lamar County. After high school, Evans went on to college where she obtained a degree in physics from Murray State University and a chemical engineering degree from the University of Mississippi. In *Floodgates*, Archaeologist Faye Longchamp explores New Orleans, Louisiana, just after the devastating floods of Hurricane Katrina. Her work follows its routine path until the corpse of Shelly Broussard, an archaeologist student, is found in a Katrina flooded-out house. As the mystery unravels, Faye and her staff, including her fiancé, Joe Wolf Mantoath, discover danger all around them. Longchamp's Assistant Nina Thibodeaux is knocked out and pushed into the river, nearly drowning. Detective Jodi Bienvenu along with Faye become targets when someone shoots at them as they sit relaxing and talking in the courtyard outside Longchamp's apartment. The answers for Shelly's death wind down a road of treachery, fraud, and attempted murder taking Faye and Joe along. (Review courtesy of Donna Fite)

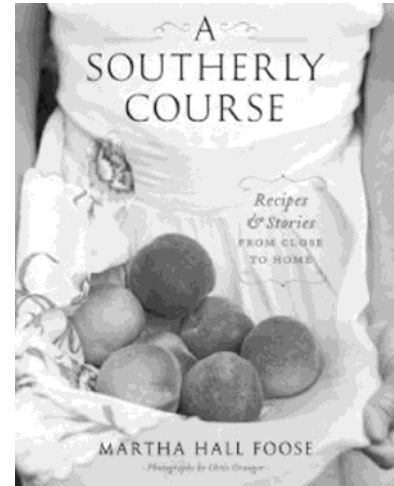
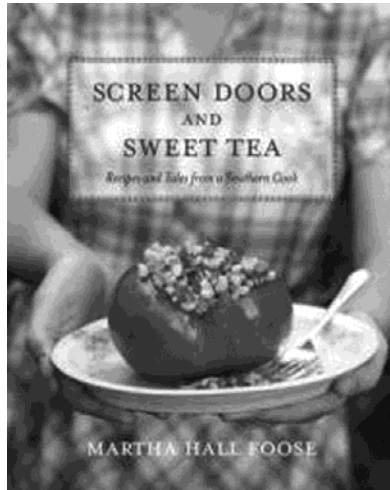


SPECIAL AWARD

Hester Bass grew up in rural Georgia, close enough to Atlanta to experience the jewels of city life yet still raise tadpoles on the porch. She was educated in Boston, receiving a B.A. in Communications from Simmons College, and then remained in Massachusetts to work in radio and television advertising. She then moved to New York to study acting where she met her husband, an artist and fellow southerner. After leaving New York, she spent fifteen years in Atlanta, seven years in Ocean Springs on the Mississippi Gulf Coast, and now lives at the foot of a mountain in Alabama. *The Secret World of Walter Anderson*, a picture book biography of the remarkable Mississippi artist, Walter Inglis Anderson, was published in September 2009 by Candlewick Press and is illustrated by E. B. Lewis. It received a starred review in *Kirkus* and was named one of the best books of the year, winning the 2010 SIBA Book Award and the 2010 NCTE Orbis Pictus Award for Outstanding Nonfiction for Children.



AN AFTERNOON TEA WITH AUTHORS
Wednesday, October 19, 2011 3:00 p.m. – 5:00 p.m.



MARTHA HALL FOOSE

Screen Doors and Sweet Tea: Recipes and Tales from a Southern Cook
Clarkson Potter, 2009

A Southerly Course: Recipes and Stories from Close to Home
Clarkson Potter, 2011

Born and raised in Mississippi, Foose cooks Southern food with a contemporary flair: Sweet Potato Soup is enhanced with coconut milk and curry powder; Blackberry Limeade gets a lift from a secret ingredient—cardamom; and her much-ballyhooed Sweet Tea Pie combines two great Southern staples—sweet tea and pie, of course—to make one phenomenal signature dessert. A James Beard Award (2009) winner for *Screen Doors and Sweet Tea*, chef Foose celebrates the "eccentricity, ingenuity, and creativity" of Southern cooking as she personally has experienced it.



FORREST LAMAR COOPER

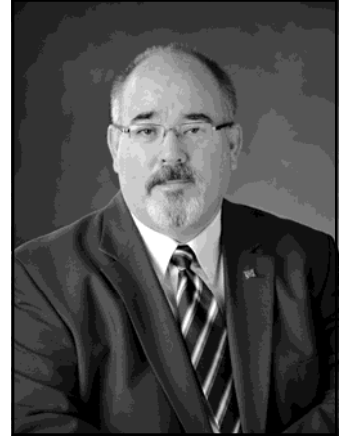
Looking Back Mississippi: Towns and Places
University Press of Mississippi, 2011

Drawn from his regular column in *Mississippi Magazine*, historian and archivist Forrest Lamar Cooper has brought together thirty-nine of his best essays on the various cities, towns, dwellings, parks, and institutions of historical resonance. Covering all corners of the state, from the mid-1800s to the 1930s, the volume offers an engaging, convivial alternative history of Mississippi, one that emphasizes the obscure and small-scale over the big picture.

KEYNOTE SPEAKERS

SID SALTER

Sidney L. “Sid” Salter is journalist-in-residence at Mississippi State University Libraries. MSU’s 2004 National Alumnus of the Year, Salter was a John C. Stennis Scholar in political science as a student. At age 24, he became publisher and editor of the Scott County Times in Forest, Miss., and continued in that role for many years before leaving the weekly newspaper to become Perspective Editor at the Jackson Clarion-Ledger for a decade. Additionally, Salter hosted “On Deadline with Sid Salter,” a statewide talk radio show covering politics and other current issues on the SuperTalk Mississippi Radio Network.

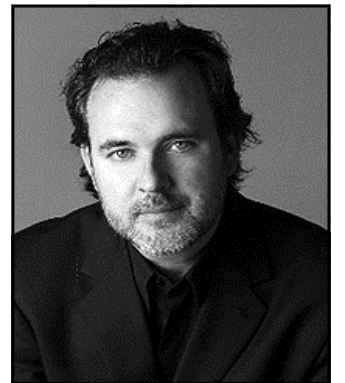


As journalist-in-residence, Salter is strengthening MSU Libraries’ existing Special Collections Department and directing the University’s Morris W.H. (Bill) Collins Speaker Series, a series created to expand discussion of major political, social, and governmental issues. Salter continues writing his syndicated newspaper columns and is producing other unique written and digital content for the University as well as teaching MSU students in Communications and Political Science courses. His latest work is the forthcoming *Jack Cristil: The Voice of the MSU Bulldogs*.

Salter was the first journalist to hold the Kelly Gene Cook Chair of Journalism at the University of Mississippi and has covered politics from the court house to the state house to the White House. A two-time winner of the J. Oliver Emmerich Award, considered the premier annual honor of the Mississippi Press Association, Salter has also been honored by the Mississippi Farm Bureau as their “Agriculture Ambassador” for his writings on rural issues in 2006 and was honored in 2004 with the James Stubbs Award for volunteer service to Mississippi’s mentally ill, chemically dependent, and developmentally disabled for his work championing the construction of regional crisis mental health centers in the state.

KEN MILLER

Ken Miller is the founder of the Change and Innovation Agency, a firm dedicated to helping government increase its capacity to do more good. Ken speaks to thousands of government managers every year. He is the author of three books: *Extreme Government Makeover*, *We Don’t Make Widgets: Overcoming the Myths That Keep Government From Radically Improving* and *The Change Agent’s Guide to Radical Improvement*. He is a frequent columnist for *Governing* and co-founder of Public Great: An online community for change agents that lives by the creed: the work of government is noble, the people of government are amazing and the systems of government are a mess.



Government is under incredible pressure right now. The economic crisis has hit us with a double whammy: exponential increases in demand and dramatically reduced resources. Government simply doesn’t have the capacity to do all the good we want to do in this world. How have we responded to these new pressures? By trotting out the old ideas. More blue ribbon panels, travel moratoriums and calls for accountability. We cut back on paper clips and cut out the training. We outsource, upgrade and right size. Meanwhile droves of new customers are stuck on our porch waiting to knock on our door and ask for help.

The house of government doesn’t need another layer of paint or some new carpet — it needs an extreme makeover. And just like on the show it needs it done fast!

Our house is full of “moldy ideas” that are making everyone sick and our pipes are bursting from the ever-increasing demands. We can stand around arguing whether the house is too big or costs too much or we can grab some tools and fix it up. This presentation makes obvious the real problems plaguing government, how you can join the crew and gives you the tools to complete the makeover.

FEATURED AUTHORS AND SPEAKERS

HESTER BASS

Hester Bass grew up in rural Georgia, close enough to Atlanta to experience the jewels of city life yet still raise tadpoles on the porch. She was educated in Boston, receiving a B.A. in Communications from Simmons College, and then remained in Massachusetts to work in radio and television advertising. She then moved to New York to study acting where she met her husband, an artist and fellow southerner. After leaving New York, she spent fifteen years in Atlanta, seven years in Ocean Springs on the Mississippi Gulf Coast, and now lives at the foot of a mountain in Alabama. *The Secret World of Walter Anderson*, a picture book biography of the remarkable Mississippi artist, Walter Inglis Anderson, was published in September 2009 by Candlewick Press and is illustrated by E. B. Lewis. It received a starred review in *Kirkus* and was named one of the best books of the year, winning the 2010 SIBA Book Award and the 2010 NCTE Orbis Pictus Award for Outstanding Nonfiction for Children.



MIGUEL A. FIGUEROA

Miguel A. Figueroa is the director of the American Library Association's (ALA) Office for Diversity. Figueroa is an active member of ALA and the Special Libraries Association (SLA). A frequent presenter at conferences, he has been a presenter at ALA's Spectrum Institute, the Emporia Diversity Leadership Institute and the 6th Institute of the Trejo Foundation for Hispanic Library Education. He is co-editor of the book *Staff Development Strategies That Work!: Stories and Strategies from New Librarians* (Neal-Schuman, 2008). Prior to his tenure at NYULMC, he was associate director of publishing (promoted from assistant director) for Neal-Schuman Publishers, where he managed the acquisitions process. Figueroa graduated in 2003 from the Knowledge River Program, part of the School of Information Resources and Library Science at the University of Arizona (Tucson), with a strong focus on the impact of diversity on libraries and library services. He received a double BA – English and History – from the College of Liberal Arts and the Barrett Honors College, Arizona State in 2002.



CHUCK GALEY

Chuck Galey has drawn all his life. "I had everything I needed growing up in a small farm town in the Mississippi Delta; a pencil, a piece of paper and a long-winded Baptist preacher." He has illustrated over 60 educational books and 10 children's picture books, one that he authored. When he is not working on books in his studio in Jackson, Mississippi, he is presenting exciting school programs that inspire and astonish students. His programs, listed on the Mississippi Arts Commission's Teaching Artist Roster, encourage them to be creative in their reading, writing and art. For additional information about his school programs, visit his website: www.chuckgaley.com.



SAM HASKELL

Sam Haskell is former Executive Vice President and Worldwide Head of Television for the William Morris Agency and author of the autobiographical memoir *Promises I Made My Mother*. Haskell was named in 2007 by *TV Week* as one of the 25 Most Innovative and Influential People in Television over the last quarter century. In 1990, Haskell became the William Morris Agency's youngest Senior Vice President. In 1994, he was named West Coast Head of TV and, three years later, Executive VP. The Amory native spent 30 years in Los Angeles before re-locating to Oxford, with his wife, former Miss Mississippi Mary Donnelly Haskell. The Haskell family has two children, Sam IV and Mary Lane. *Promises I Made My Mother*, co-authored with *New York Times* bestselling author David Rensin, is a deeply personal story about living a principled life in unprincipled times. Since the book's 2009 publishing, Haskell has been on a 90-city book tour, during which all personal proceeds from the sale of his memoir have been donated to foundations such as The Mary Kirkpatrick Haskell Scholarship Foundation, The Miss America Organization, The University of Mississippi Foundation, and New York University, as well as dozens of local charities. Haskell served as executive producer of "Mississippi Rising," a three-hour MSNBC special hosted by Morgan Freeman, which raised over \$30 million for those affected by Hurricane Katrina. Additionally, Haskell's biennial "Stars Over Mississippi" benefit concerts in Amory, have raised millions of dollars in college scholarship funds for Mississippi's youth.



FEATURED AUTHORS AND SPEAKERS

JAMIE LARUE

Jamie LaRue has been the director of the Douglas County Libraries, headquartered in Castle Rock, CO, since 1990. He is the author of *The New Inquisition: Understanding and Managing Intellectual Freedom Challenges*, and has written a weekly newspaper column for over 23 years. He was the Colorado Librarian of the Year in 1998, the Castle Rock Chamber of Commerce's 2003 Business Person of the Year, and in 2007 won the Julie J. Boucher Award for Intellectual Freedom. Jamie is a frequent keynote speaker for library associations. He has been a featured presenter for regional workshops, facilitator and presenter for staff days, a last-minute panelist, and a moderator and master of ceremonies for everything from debates to awards dinners. Lately, he has also been running hiring processes for non-profit and municipal CEOs. He particularly enjoys facilitating highly focused planning sessions for organizations that want to know what they do *right*, and what they need to do *next*.



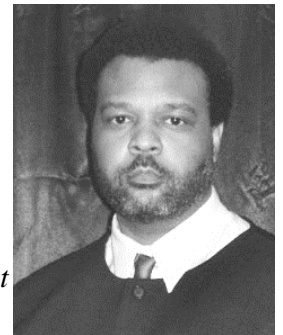
ZOLA MADDISON

Zola Maddison currently works with WebJunction as the Project Coordinator for the IMLS Project Compass grant. While working with WebJunction, she's also worked with the Spanish Language Outreach program and served as a consultant for state library staff development programs. Zola has worked with libraries in the U.S., South Africa, Guatemala, and the United Arab Emirates on community development and staff training programs. She received her MLIS and a Graduate Certificate in International Development from the University of Washington in 2005.



C. LIEGH MCINNIS

C. Liegh McInnis is an instructor of English at Jackson State University, the publisher and editor of *Black Magnolias Literary Journal*, and the author of seven books, including four collections of poetry, one collection of short fiction (*Scripts: Sketches and Tales of Urban Mississippi*), and one work of literary criticism (*The Lyrics of Prince: A Literary Look at a Creative, Musical Poet, Philosopher, and Storyteller*). He has presented papers at national conferences, such as College Language Association and the Neo-Griot Conference, and his work has appeared in *Bum Rush the Page: A Def Poetry Jam*, *Sable*, *New Delta Review*, *The Black World Today*, *In Motion Magazine*, *MultiCultural Review*, *A Deeper Shade*, *New Laurel Review*, *ChickenBones*, *Brick Street Press Anthology*, *Oxford American*, *Journal of Ethnic American Literature*, and *Red Ochre Lit*. In January of 2009, C. Liegh, along with eight other poets, was invited to read poetry in Washington, DC by the NAACP for its Inaugural Poetry Reading celebrating the election of President Barack Obama.



JOYCE OGBURN

Joyce Ogburn is Dean of the J. Willard Marriott Library and University Librarian at the University of Utah, and is currently serving as ACRL President. Her responsibilities include oversight of the University of Utah Press, student computing labs, and the University Archives. Her career comprises positions at the University of Washington, Old Dominion University, Yale University, and Penn State University. She earned degrees in anthropology from the University of North Carolina at Greensboro and Indiana University, and a Master of Science in Library Science from the University of North Carolina at Chapel Hill. Her national service encompasses such organizations as the American Anthropological Association, the Association of Research Libraries, the Center for Research Libraries, and the Scholarly Publishing and Academic Resources Coalition (SPARC). She has served as co-chair of the Scholarly Communications Committee of the Association of College and Research Libraries and she is currently President of ACRL. Author of dozens of articles, chapters, book reviews and web resources, Joyce's research interests span the history of anthropology and anthropology bibliography, scholarly communications, the future of libraries, and leadership. She believes strongly in interdisciplinary knowledge and the interweaving paths of scholarship that libraries inspire and is passionate about the creation, sharing, and preservation of knowledge in its many forms. She and her husband, along with three cats, live on the edge of a beautiful canyon just minutes from downtown Salt Lake City and the University of Utah Campus.



FEATURED AUTHORS AND SPEAKERS

CHRISTEE PASCALE

Christee Pascale is the Associate Head of Metadata & Cataloging at North Carolina State University Libraries (Raleigh, NC) where her responsibilities include leading the Monographic Section staff of five, overseeing departmental staff training, and managing departmental cataloging and metadata initiatives. The Department is responsible for the cataloging of materials of all formats and in all languages, both in MARC and in non-MARC schema. She has held previous positions as Coordinator of Technical Services at Utica College (Utica, NY) and at Bryn Mawr College (Bryn Mawr, PA). For NCSU Libraries participation in the US RDA Test, she led staff training development and delivery, managed staff and workflow, and ensured that the Department fulfilled test guidelines and commitments. Her professional interests include bibliographic description and management, as well as staff training.



BRENDA PRITCHETT

Brenda Pritchett, a master storyteller listed on the Mississippi Arts Commission Performing Artist Roster and Teaching Artist Roster, draws from her numerous years of experience in schools and public library service to combine reading research with storytelling. She has a M.Ed. in Reading Literacy from Mississippi University for Women, as well as a B.S. in Library Science and a minor in Speech and Drama. With more than 30 years of professional storytelling experience, Brenda frequently leads conferences on the local, regional, and state levels. She also has more than 14 years experience as a librarian. She and her husband, Jim, have two children, Mary and Dan.

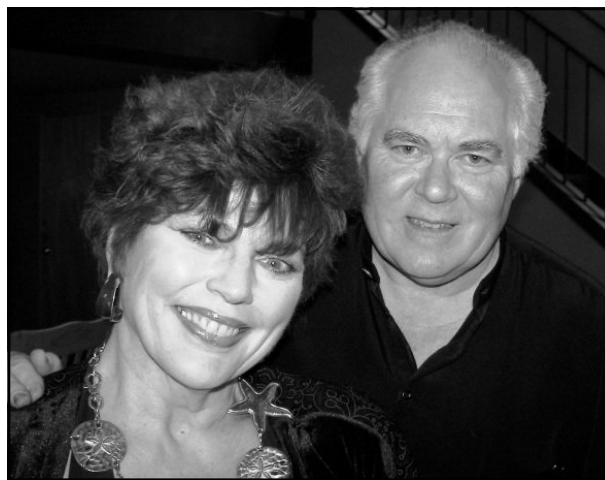


PRESIDENT'S BASH HONORING JENNIFER SMITH, MLA PRESIDENT 2011 SPECIAL PERFORMERS

Jim and Martha Hession have been fixtures on the jazz scene for decades, and have performed with such luminaries as Eubie Blake, Teddy Wilson, Al Hirt, Bob Crosby, Johnny Guarnieri, Max Morath, Shelton Brooks, Gregory Hines, Savion Glover, and Disney songwriters the Sherman Brothers.

Jim and Martha had a 36-year professional connection with the Walt Disney Company. After performing at Disneyland, they were selected to be the first entertainers to open Walt Disney World. In 2003, Jim and Martha relocated to the Gulf Coast. Jim and Martha also entered into a performing relationship with the New Orleans Jazz National Historical Park, where they began a continuing series of themed educational shows on early jazz.

The past few years have been busy and productive as the Hessions have become very involved with New Orleans' Word of Mouth Studio, recording hundreds of tracks for their new CD releases. Jim and Martha are performing members of the Mississippi Artists Roster, sponsored by the Mississippi Arts Commission, and the Southern Artists Federation Roster, based in Atlanta.



MISSISSIPPI LIBRARY ASSOCIATION
2011 ANNUAL CONFERENCE
SCHEDULE OF EVENTS

Tuesday, October 18, 2011

8:30 A.M. - **Preservation of Books and Archival Materials**
5:00 P.M. **Pre-Conference**
Location: Canterbury

A repeat of 2010's popular workshop, this program will focus on the preservation of books and a variety of archival materials, and features a participatory book-mending component.

Sponsored by the Mississippi Historical Records Advisory Board, the Society of Mississippi Archivists, the Archival Training Collaborative, and the Mississippi Department of Archives and History

9:00 A.M. - **Libraries at the Front Lines of Workforce Recovery**
12:00 P.M. Location: Winston I-II

This IMLS-funded Project Compass Workshop will provide participants with real-world success stories and skills to build programs and services to respond to workforce recovery needs. The workshop presenter is Zola Maddison from OCLC.

Sponsored by Institute of Museum & Library Services (IMLS) and OCLC/WebJunction

1:00 P.M. - **Library Advocacy – Big Hairy Audacious Goals (BHAG)**
5:00 P.M. Location: Mississippi Library Commission

This presentation by James H. LaRue describes the advocacy program successfully implemented in Colorado. It also includes a hands-on workshop on building community support for libraries by identifying and training community leaders. The event includes a tour of the Mississippi Library Commission building.

Sponsored by Mississippi Library Commission and funded by a LSTA Grant from the Mississippi Library Commission.

2:00 P.M. - **Conference Registration**
5:00 P.M. Location: Mezzanine

Wednesday, October 19, 2011

7:30 A.M. - **Conference Registration**
5:00 P.M. Location: Mezzanine

8:00 A.M. - **MLA Board Meeting**
9:00 A.M. Location: Warwick

9:00 A.M. - **MLA Legislative Committee Business Meeting**
9:30 A.M. Location: Manchester I-II

9:00 A.M. - **Focus on Scopus**
10:00 A.M. Location: Canterbury

Exhibits Open
11:15 a.m.-5:00 p.m.
Poster Sessions
1:00-4:30 p.m.

Training session highlights the key features of Elsevier's Scopus. Presenter: John Hopkins, Elsevier

Wednesday, October 19, 2011

9:00 A.M. - Connecting to Collections in Mississippi

10:00 A.M. Location: Surrey I-II

Mississippi's project leaders for the IMLS Connecting to Collections Statewide Preservation Planning Grant will present information about the project's significance, methodology, and survey completion. Tom Clareson, Senior Consultant for Digital and Preservation Services at LYRASIS, who has worked with 17 states on Connecting to Collections projects, will discuss some of the benefits Mississippi cultural heritage institutions can gain from this important statewide project.

Sponsored by the Mississippi Historical Records Advisory Board and Mississippi Department of Archives and History

10:00 A.M. - Keynote Address – First General Session – Sid Salter
10:45 A.M. Thrive of Survive: Making Libraries Relevant in the Age of Downsizing Government

Location: Windsor I

As governments at all levels adapt and adjust to a protracted recession, high unemployment, and the rising political anger of taxpayers who demand smaller government, institutions like public libraries can either be satisfied to merely survive or dare to thrive by shining a bright light on their relevance. But to do so, libraries must break out of the old paradigms and follow the examples of successful libraries that have broken the mold of libraries as quiet book museums and forged new and exciting roles as centers of learning, technology, and service.

10:45 A.M. - Grand Opening of Exhibits

11:15 A.M. Location: Windsor III-V

Exhibits will be open until 5:00 p.m.

11:15 A.M. - Exhibits

5:00 P.M. Location: Windsor III-V

11:15 A.M. - EBSCO Discovery Service: Implementation and Impact

12:15 P.M. Location: Surrey I-II

This panel will include an EBSCO representative and members of the MSU Libraries systems and reference departments to discuss the EBSCO Discovery Service (EDS) product.

Sponsored by Mississippi Chapter of the Association of College and Research Libraries (ACRL)

11:15 A.M. - University Library Director's Council Business Meeting

12:15 P.M. Location: Warwick

11:15 A.M. - How to Turn Your Friends into Friend- and Fund-Raisers:
12:15 P.M. Creating Sustainable Multi-Year Fundraising Strategies for Public Libraries

Location: Canterbury

Community involvement with and support of a public library first starts with the Friends of the Library. Learn how to energize your Friends to ramp up financial support and community awareness by strategically planning goals to bolster the library's needs and map out the path to reaching annual fundraising targets. Presenter: Kitty Cook Ramsey has been raising nonprofit and political funds since 1996 when she was asked to run the holiday employee giving program at her division of Prudential Insurance in New Jersey. Through careful analysis and creative tools, she helped grow this annual contribution from \$1,200 and made it a \$39,000 program in two years, while giving the company a \$20,000 tax break in donated services. Today, Ms. Ramsey works with Mississippi Children's Home Services as the Director of Annual Funds and volunteers as the Vice-President of Diversity for the Association of Fundraising Professionals – Mississippi Chapter.

Wednesday, October 19, 2011 (continued)

**12:15 P.M. -
2:15 P.M.** **The Future of Academic Libraries**
Location: Churchill I-II

Joyce Ogburn, ACRL President, will discuss how to develop successful collaborations and partnerships while addressing the future of academic libraries.

Sponsored by Mississippi Chapter of the Association of College and Research Libraries (ACRL)

**1:00 P.M. -
2:00 P.M.** **Auto-Graphics User Group Meeting**
Location: Surrey I-II

**1:00 P.M. -
2:00 P.M.** **Promoting Information Literacy with Credo**
Location: Manchester I-II

MAGNOLIA libraries are invited to this interactive user group where we will share ways to get the most out of your Credo Reference subscription and promote information literacy and research effectiveness.

**1:00 P.M. -
4:30 P.M.** **Poster Sessions**
(See Pages 4-7 for Listing and Descriptions)
Location: Exhibit Hall

**1:30 P.M. -
2:30 P.M.** **Here a Librarian, There a Librarian, Why a Librarian**
Location: Newbury

Why did you become a librarian? Dr. Melissa Wright has been investigating that question by interviewing five librarians ranging in age from 29 to 62 in order to determine what attracted them to the field of librarianship and what has kept them in the field. Come find out what Wright has learned.

Sponsored by Beta Phi Mu

**2:00 P.M. -
3:00 P.M.** **Stumped: Where to Find Online Tutorials of All Shapes and Sizes**
Location: Canterbury

Jorge Brown, a member of the ACRL/IS Peer-Reviewed Instructional Materials Online Committee, will review PRIMO and other tutorial repositories available to librarians and educators.

Sponsored by Mississippi Library Instructional Roundtable

**2:00 P.M. -
3:00 P.M.** **eBooks and Libraries: Here, There, and Everywhere!**
Location: Manchester I-II

Sponsored by the Southeastern Library Association, this session will provide an update on ebooks in academic, school, and public libraries.

Sponsored by Southeastern Library Association

**2:00 P.M. -
3:00 P.M.** **School & Public Libraries: Building Partnerships with Universities**
Location: Winston I-II

Building relationships with your local university can be beneficial! Learn more about how service learning, volunteers, practicums, assignments, and events can benefit your library.

Sponsored by the University of Southern Mississippi School of Library and Information Science

Wednesday, October 19, 2011 (continued)

2:00 P.M. - **Reader's Advisory: Graphic Novels**

3:00 P.M. Location: Briarwood

Learn how to introduce a reluctant graphic novel reader to the format, as well as the history and significance of this literature.

Sponsored by MLA Public Libraries Section

2:00 P.M. - **Grassroots Advocacy: How to Effectively Work with Your Legislators**

4:00 P.M. Location: Surrey I-II

This program offers ideas from librarians and legislators on how to meet and greet your local legislators and how to approach them on their home turf to impart the message regarding the importance of libraries.

Sponsored by MLA Legislative Committee

3:00 P.M. - **Tools You Can Use: Outreach Toolkits from the Office for Literacy and Outreach Services**

4:00 P.M. Location: Canterbury

Toolkits from ALA's Office for Literacy and Outreach Services better serve older adults and non-English speakers and advocate for rural and tribal libraries. This program will introduce tools and invite comments on future resources from OLOS.

Sponsored by American Library Association Office for Literacy and Outreach Services (OLOS)

2:00 P.M. **Lemuria begins selling authors' books**

Location: Windsor I

3:00 P.M. - **An Afternoon Tea with Authors**

5:00 P.M. (See Page 9 for author biographies)

Location: Windsor I

"An Afternoon Tea with Authors" is sponsored by the Friends of Mississippi Libraries for the enjoyment of the Mississippi Library Association Conference. It is the intention of this program to recognize recently or soon to be published Mississippi authors and their books. Featured authors this year are Martha Hall Foose, author of *A Southerly Course: Recipes and Stories from Close to Home and Screen Doors* and *Sweet Tea: Recipes and Tales from a Southern Cook*, and Forrest Lamar Cooper, author of *Looking Back Mississippi: Towns and Places*.

3:30 P.M. - **Learning with Britannica**

4:30 P.M. Location: Winston I-II

This one-hour training session includes presentations on Image Quest; eBooks for science, geography, and history; dynamic online resources for children and adults; publishing opportunities for faculty; and much more.

Sponsored by Britannica Digital Learning

3:30 P.M. - **They're Coming Back! ALA Committee on Accreditation: The Focus Group**

5:00 P.M. Location: Manchester I-II

The University of Southern Mississippi School of Library and Information Science will submit its seven-year presentation review to COA this year. The School will be visited by the committee in 2012. Faculty members will discuss the accreditation process, answer questions, and solicit input.

Sponsored by the University of Southern Mississippi School of Library and Information Science

Wednesday, October 19, 2011 (continued)

4:00 P.M. - MAGNOLIA Steering Committee Business Meeting

5:00 P.M. Location: Warwick

5:00 P.M. - President's Reception

7:00 P.M. Location: Windsor II

Thursday, October 20, 2011

7:30 A.M. - Conference Registration

5:00 P.M. Location: Mezzanine

8:00 A.M. - Exhibits

5:00 P.M. Location: Windsor III-V

8:00 A.M. - Academic Library Assessment

9:00 A.M. Location: Canterbury

A panel of presenters will discuss methods for and experiences with assessing academic library services. Focus will be on SACS and discipline-specific program accreditation.

Sponsored by Private Academic Libraries of Mississippi (PALMS)

8:00 A.M. - MAGNOLIA Training – There Is Always Something New to Learn!

9:30 A.M. Location: Surrey I-II

Dr. Deborah O. Lee, from Mississippi State University Libraries, will present information on some of the important features of the MAGNOLIA databases.

Sponsored by the MAGNOLIA Project Steering Committee

8:00 A.M. - A Life Making Stone Soup

10:00 A.M. Location: Windsor II

Mr. Sam Haskell, one of the most powerful agents in the television industry, will discuss his life stories. Many of the stories are related to his recently published book, *Promises I Made My Mother*.

Mr. Haskell will be selling and signing books following his talk.

Sponsored by the Two Year Colleges Roundtable, Public Libraries Section, and New Members Roundtable and funded by a LSTA Grant from the Mississippi Library Commission.

8:30 A.M. - Mississippi SirsiDynix Users Group Meeting

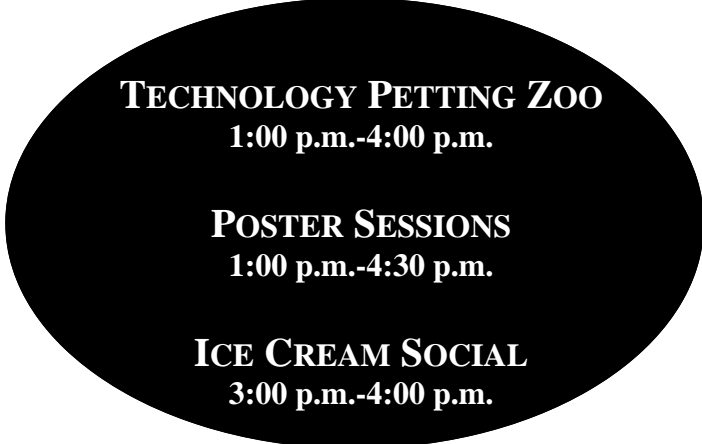
10:00 A.M. Location: Manchester I-II

9:00 A.M. - Joint-Use Libraries: Bringing Together the Thinking, Ideas, Resources, and Budgets of the Public and Academic Libraries

10:00 A.M.

Location: Canterbury

This presentation looks at the economic, psychological, and educational benefits of joint-use libraries particularly during this era of diminishing funds, downsizing, limited land and construction of new projects, and rising material costs. Topics will include choice of administrative models, organizational structure, integrated work model, and perceived misconceptions.



Thursday, October 20, 2011 (continued)

9:00 A.M. - **Mississippi Polaris Users Group Meeting**

10:00 A.M. Location: Warwick

10:00 A.M. - **Keynote Address – Second General Session – *Ken Miller***

11:00 A.M. **Extreme Government Makeover: Increasing Our Capacity to Do More Good**

Location: Windsor I

Ken Miller, founder of the Change and Innovation Agency, will lead this keynote presentation where he will talk about governmental change and apply it to libraries. Don't miss this opportunity to hear from a dynamic speaker who will challenge your thinking and encourage you to get involved with changing our own future.

10:00 A.M. - **Library Partnerships: A Win for Everyone**

12:00 P.M. Location: Winston I-II

Businesses and governmental agencies that wish to partner with libraries describe their guidelines. Librarians from three different public libraries discuss the successful partnerships they have established. A brief business meeting of the Trustees and Public Libraries sections will follow to elect officers. Moderated by Barbara Evans and Harriet Kuykendall, the panel will include Barbara Price, MLC Consultant; Diane Williams, Mississippi Arts Commission; Barbara Carpenter, Mississippi Humanities Committee; and Ann Day Becker, Entergy External Affairs; Mara Villa, Central Mississippi Regional Library; Carol Hewitt, Jackson-George Regional Library; Jesse Pool, First Regional Library

Sponsored by MLA Trustees Section and MLA Public Libraries Section

11:00 A.M. - **Remaining Relevant: Academic Librarians in the 21st Century**

12:00 P.M. Location: Surrey I-II

Dwindling budgets, shrinking staffs, rapidly changing technologies, and changing trends in higher education classrooms illustrate just a few of the problems facing all libraries today. In the academic library, librarians need to find ways to remain relevant. Not only will ways of remaining relevant be discussed but also the ongoing topic of return-on-investment (ROI) in higher education and how it affects academic libraries.

Sponsored by MLA Association of College and Research Libraries Section

11:00 A.M. - **Expanding Our Influence Through Shared Catalogs**

12:00 P.M. Location: Manchester I-II

Members of the Golden Triangle Regional Library Consortium (GTRLC) discuss how sharing a catalog system can expand the use of resources and how it can benefit patrons.

11:00 A.M. - **LYRASIS Member Forum**

12:00 P.M. Location: Warwick

This meeting will give you an opportunity to speak directly with LYRASIS staff about what is going on in your library, and what challenges you see libraries and the information services profession facing over the next three years. Additionally, you will hear firsthand information about new programs and services LYRASIS is implementing to help save libraries money.

11:00 A.M. - **Mississippi Community and Junior College Business Meeting**

12:00 P.M. Location: Oxford

Thursday, October 20, 2011 (continued)

11:00 A.M. - **EBSCOhost Administration –**
12:00 P.M. **How to Make Your EBSCOhost Do All Sorts of Things in Your Library!**
Location: Windsor I

Lisa E. Jones, Implementation Specialist, EBSCO Information Services, will focus on the many customization features available through EBSCOAdmin.

Sponsored by the MAGNOLIA Project Steering Committee

11:00 A.M. - **A Learning Outcomes Assessment: LIS Program and Library Experience**
12:00 P.M. Location: Canterbury

This program presents the IMLS Minority Initiative's learning outcomes assessment of scholarship students' LIS graduate coursework and library training experience with practitioners.

Sponsored by University of Southern Mississippi School of Library and Information Science

12:00 P.M. - **It's All About the Journey:**
1:30 P.M. **Hester Bass, Award-Winning Author, Discusses *The Secret World of Walter Anderson***
Location: Churchill I-II

In this slide show and book talk, learn details of Walter Anderson's life not found in *The Secret World of Walter Anderson* and go behind the scenes to learn how an author, illustrator, and publisher work together to produce an award-winning book.

Sponsored by MLA Young People's Services Roundtable and funded by a LSTA Grant from the Mississippi Library Commission.

12:00 P.M. - **Virgia Brocks-Shedd Scholarship Luncheon**
2:00 P.M. Location: Windsor II

Author of seven books and editor of Black Magnolias Literary Journal, Mr. C. Liegh McInnis has presented papers at national conferences, such as College Language Association and the Neo-Griot Conference. His poetry, short stories, and essays have appeared in Bum Rush the Page: A Def Poetry Jam, Dialogue, Sable, New Delta Review, The Black World Today, and in numerous other publications. Mr. McInnis' areas of interest lie in creative writing and literary criticism.

Sponsored by MLA Black Caucus Roundtable

1:00 P.M. - **Technology Petting Zoo**
4:00 P.M. Location: Mezzanine

1:00 P.M. - **Poster Sessions**
4:30 P.M. (See Pages 4-7 for Listing and Descriptions)
Location: Exhibit Hall

1:30 P.M. - **New Members Roundtable Business Meeting**
2:30 P.M. Location: Manchester I-II

1:30 P.M. - **Planning for RDA: An Early Adopter's View on Training and Management**
2:30 P.M. Location: Winston I-II

Christee Pascale, North Carolina State University, will offer an early adopter's planning and view on training and management of library staff affected by Resource Description and Access (RDA).

Sponsored by MLA Technical Services Roundtable

Thursday, October 20, 2011 (continued)

1:30 P.M. - **Promoting the Magnolia Books Awards**

3:30 P.M. Location: Surrey I-II

Now in its third year, the Magnolia Book Award winner is selected by the children. Learn about the award, hear booktalks from this year's nominations, and get ideas for promoting the titles in your library.

Sponsored by MLA Young People's Services Roundtable

2:00 P.M. - **The Diversity Conversation: Why You Need to Have it and How You Can Start It**

3:00 P.M. Location: Canterbury

This presentation will help attendees learn why diversity is important for libraries and how to begin to talk about diversity as a workplace asset.

Sponsored by American Library Association, Office for Diversity

2:00 P.M. - **Libraries-iTech Partnership at Southern Miss**

3:00 P.M. Location: Oxford

Presenters will describe the formation and continuing evolution of a partnership between the University of Southern Mississippi's Libraries and iTech, the campus-wide IT department.

3:00 P.M. - **Ice Cream Social with the Exhibitors**

4:00 P.M. Location: Windsor III-V

Sponsored by Library Interiors

3:00 P.M. - **Join the Club: Creating a Book Club for Your Library**

4:00 P.M. Location: Manchester I-II

This panel discussion looks at established library book clubs around the state. Panel members will offer ideas on how to create a book club for any age group and on how to operate the club within a library. Door prizes will be awarded!

Sponsored by Mississippi Book Club Discussion Group

3:00 P.M. - **Watch and Learn!**

4:00 P.M. **How College Students Learn Through Database Searching and Video Tutorials**

Location: Canterbury

A panel of librarians will present current research on college student learning through the use of monthly promotions for video tutorials with quizzes and through database search instruction in first-year writing courses. Presenters: Melissa Dennis, Jason Dewland, Ruth Mirtz, and Pamela Williamson.

Sponsored by MLA Association of College and Research Libraries

3:00 P.M. - **Is Your Library Ready for SACS?**

4:00 P.M. Location: Winston I-II

Dr. Glenda Segars, Director of Libraries, Itawamba Community College, and Mr. Ken Chapman, Director, Co-Lin Community College Library, will lead this discussion on the Principles of Accreditation of the Southern Association of College and Schools, emphasizing Core Requirement 2.9, and Comprehensive Standards 3.8.1, 3.8.2, and 3.8.3.

Thursday, October 20, 2011 (continued)

**3:00 P.M. -
5:00 P.M.** **Librarianship 101-201 Reunion**
Location: Churchill I-II

This gathering is for those who have attended Librarianship 101 or 201 sponsored by the Mississippi Library Commission. The program will consist of presentations by participants.

Sponsored by the Mississippi Library Commission

**3:30 P.M. -
4:30 P.M.** **Bringing Clarity to the Cloud: What Cloud Computing Means to Your Library**
Location: Surrey I-II

There are many definitions to the phrase “Cloud Computing,” and in this presentation we will discover the right one for you and your users. Presenter: Thomas La Foe, Instructional Media Center Specialist, Mississippi State University Libraries.

Sponsored by MLA Automation and Networking Round Table

5:00 P.M. **Lemuria begins selling authors’ books**
Location: Windsor II

**6:00 P.M. -
8:00 P.M.** **MLA Authors Awards Banquet**
(See Page 8 for Award Winners and their biographies)
Location: Windsor II

This dinner honors the selected award winners for this year: Floodgates (Fiction Award Winner) by Mary Anna Evans; *Under Surge, Under Siege: The Odyssey of Bay St. Louis and Katrina* (Non-fiction Award Winner) by Ellis Anderson; and *The Secret World of Walter Anderson* (Special Award Winner) by Hester Bass. Lemuria Books will be on hand to sell copies of the award winning titles.

Sponsored by MLA Author Awards Committee and funded by a LSTA Grant from the Mississippi Library Commission.

Friday, October 21, 2011

**7:30 A.M. -
11:00 A.M.** **Conference Registration**
Location: Mezzanine

**8:00 A.M. -
9:00 A.M.** **Past Presidents’ Breakfast** (Limited to past MLA Presidents)
Location: Private Area/Restaurant

**8:00 A.M. -
9:00 A.M.** **Alumni Breakfast with the Southern Miss School of Library and Information Science**
Location: Newbury

Join us for breakfast and fellowship with your fellow Southern Miss alums, faculty, and friends of the program.

Sponsored by the University of Southern Mississippi School of Library and Information Science

**8:00 A.M. -
9:00 A.M.** **Headstone Stories**
Location: Manchester I-II

Sunflower County Library System’s “Headstone Stories” collaborates with a local middle school to enhance use of library resources. It educates the community of the local library’s historical assets. Presenter: Jennifer D. Rose, Sunflower County Library System.

Friday, October 21, 2011 (continued)

8:00 A.M. - 9:00 A.M. **Rubber Ducky for Toddlers, English Tea for Adults:
Providing Non-Traditional Summer Reading Programs in a Busy Public Library**
Location: Surrey I-II

Need to think out of the box to extend your Summer Reading Program to non-traditional ages? Attending this session may help you plan to serve groups you have never thought of including. There will be door prizes and giveaways. Presenters: Anna Brannin, Nel Ducomb, and Patty Furr.

8:00 A.M. - 10:00 A.M. **The Internship Experience**
Location: Oxford

At a time when library budgets are being severely reduced, and staff hours have been cut back, is there a way to maintain service to the community and at the same time offer a meaningful experience to a librarian of the future? Interns and librarians will give their perspectives on the experience and discuss ways in which to ensure a positive experience for all. Program participants: Hal Mendelsohn, Chair, SELA's Membership and Mentoring Committee; Joyce M. Shaw, Chair, Special Libraries Section; Sheila Cork, Vice-Chair, Special Libraries Section; Peter Klubek, former intern, Birmingham Museum of Art; Jessica Herr, recent intern at the New Orleans Museum of Art.

Sponsored by MLA Special Libraries Section

8:00 A.M. - 10:00 A.M. **A Creative Look at Graphic Novel Writing and Drawing**
Location: Winston I-II

Graphic novels are popular with the middle school age students these days. Children's book author and illustrator Chuck Galey will direct workshop participants through story creation, plot design, sketching characters, and book layout.

Sponsored by the MLA School Libraries Section and funded by a LSTA Grant from the Mississippi Library Commission.

8:30 A.M. - 9:30 A.M. **Doing Assessment with What You've Got:
Using Virtual Reference (VR) Transcripts to Evaluate Your Library**
Location: Canterbury

Every day our patrons evaluate library services in VR sessions. This presentation describes how the MSU Libraries are mining and making use of that data. Presenter: Amanda Clay Powers, Reference Librarian and Virtual Reference Project Manager, Mississippi State University Libraries.

9:00 A.M. - 10:00 A.M. **Building the Mississippi Digital Library**
Location: Manchester I-II

This cooperative digital library program for the state aims to provide online access to a wide range of primary source materials from Mississippi museums, archives, libraries, and historical societies. Moderator: Diane Ross, Special Collections, University of Southern Mississippi.

9:30 A.M. - 11:30 A.M. **Art Shows @ the Library – Community Art Partnerships**
Location: Surrey I-II

Partnerships between libraries and the local art community can benefit and create a strong visible presence for both organizations. Jean Whitehead, MS Art & Design Consultants, LLC, will be headlining the program.

Sponsored by Friends of Mississippi Libraries

Friday, October 21, 2011 (continued)

10:00 A.M. - 11:00 A.M. **HelpNow: Online Tutoring Service**
Location: Canterbury

Staff from First Regional Library System discuss how the online tutoring service HelpNow by Brainfuse works and how area students and adults have benefitted from using it in the library.

10:00 A.M. - 11:00 A.M. **A Bibliography of Resources Related to Disaster Preparedness: A Cooperative Effort of ALA, the University of Southern Mississippi, and Mississippi Public Libraries**
Location: Manchester I-II

The preparation and distribution of "A Selected Bibliography of Resources Related to Disaster Preparedness" was funded by the 2010 ALA Carnegie-Whitney Award and was a cooperative effort of faculty and staff at the University of Southern Mississippi School of Library & Information Science, the Katrina Research Center, and Mississippi public libraries. Featured presenters are Dr. Teresa Welsh (USM-SLIS) and Ms. Shugana C. Williams (KRC).

Sponsored by University of Southern Mississippi School of Library & Information Science and the Katrina Research Center

10:30 A.M. - 11:30 A.M. **Connecting Kids to Books Through Storytelling**
Location: Winston I-II

This participation packed workshop includes storytelling skills and guidance for building a love of reading while directing children to the books where the fun begins. Brenda Pritchett will be leading this program.

Sponsored by MLA School Libraries Section

11:00 A.M. - 12:00 P.M. **Elders Remember Panola County Music: A Teen Oral History Project**
Location: Canterbury

From the interview to YouTube, learn how Como, Mississippi teens used community collaboration to gather oral histories from those important to the local music scene.

Sponsored by MLA Young Peoples Services Roundtable and MLA Public Libraries Section

12:00 P.M. - 2:00 P.M. **MLA Awards Luncheon**
Location: Windsor II

Special thanks to the
Mississippi Library Commission
for their LSTA Grant which supports the
Mississippi Library Association's Annual Conference.

Thank You Exhibitors!

2011 EXHIBITORS

The Mississippi Library Association's Executive Board would like to thank all of our exhibitors for joining us for the 2011 MLA Conference and for supporting our statewide association.

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MLA Scholarship Committee 2011 Silent Auction and Raffle

~to benefit the Peggy May and Virginia Brocks-Shedd Scholarships~

Wednesday & Thursday in the Mezzanine

Bidding opens Wednesday at 8 a.m. and closes Thursday at 3 p.m.

cash – checks – charge



Get your holiday shopping done early!

The Scholarship Committee would like to express sincere thanks to the following businesses, organizations and individuals for their donations to our raffle and silent auction. Please support these businesses as they have supported our association!

Anderson Optique | LeFleur's Gallery Shopping Center, Jackson

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Broad Street Bakery/Bravo/Sal & Mookie's | Jackson

Carter's Jewelry | corner of State and High Streets, Jackson

Chimneyville Barbecue Smokehouse | High Street, Jackson

Clinton Friends of the Library | Clinton, MS

De Beukelaer Corporation | Madison, www.pirouline.com

Delta Blues Museum | Clarksdale, MS

Elite Restaurant | East Capitol Street, Jackson

Friends of the Columbia-Marion County Library

Friends of the Jefferson Davis County Libraries

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Hokey Polky Dots | Madison, www.facebook.com/hpdots

Jackson Area Federal Credit Union | Byram & Jackson, MS

Jackson Friends of the Library | Jackson, MS

Lemuria | Banner Hall Shopping Center, Jackson

Mayflower Café | West Capitol Street, Jackson

Mississippi State University Libraries | Starkville, MS

My Own Little Chair | Richland, www.etsy.com/shop/myownlittlechair

Nandy's Candy | Maywood Mart Shopping Center, Jackson

Nick's | Fondren (Jackson)

Old Capitol Inn | North State Street, Jackson

The Pizza Shack | Belhaven & Northeast Jackson

Rainbow Natural Grocery | Fondren (Jackson)

Terry Thomas | Clinton, MS

Thomas Package Store | Old Canton Road, Jackson

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