

Infopeople *Leading the way...*

Mini-Demos in the Infopeople Training Arena

CLA Annual Conference 2008

San Jose McEnergy Convention Center

Infopeople is once again pleased to offer the California library community a potpourri of short demonstrations highlighting the services provided by the statewide projects supported by the California State Library through Library and Services Technology Act funding from the Institute of Museum and Library Services. Please review the schedule of offerings and integrate them into your personal conference schedule.

Friday 11/14

(5:30pm – 6:30pm)

5:30 Margaret Miles - The Library Cheer

Join Infopeople and the California State Library as we open the CLA 2008 Exhibit Hall with a rousing rendition of the Library Cheer! Margaret Miles from Plumas County Library will be the cheerleader. Come prepared to spell out your support for libraries!

5:45 Penny Peck – Readers Advisory for Tweens and Teens

Are you a library staff member who is not a specialist in youth services, but are called upon to help children and teens find good books to read? Then check out this demonstration on helping tweens and teens (grades 4-12) when they come up and ask for “a good book to read – a chapter book or novel; you know, fiction!” Discover shortcuts to the readers advisory interview with youth and explore useful websites that help you find the right book for the right (young) reader. Also take with you bibliographies of great books for teens and tweens that relate to the 2009 Summer Reading Program themes “Be Creative” and “Express Yourself.”

6:00 Stanley Strauss - Spontaneous Programming: Quick, Cheap and Lots of Fun

Spontaneous library programs are well planned but unscheduled, unannounced and over in just a few minutes. They're entertaining, inexpensive and provide an unexpected facet to your library's customer service goals.

6:15 Heather Teysko, Califa - Tracking the Trail of Hot Trends...

In our ongoing quest to discover the best and brightest new library products, Califa has a unique perspective into the current database and product trends. Learn about some of the new products being used in innovative ways to meet the evolving needs of patrons.

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Saturday 11/15

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(10:30am – 6:30pm)

**10:30 Lauren John - The All Seasons Book Group:
The Right Books for the Right Times**

Now that we know who will be president, what should we read to join together as a nation? What kinds of programs and readings should we plan for the winter holidays?

And what will folks want to read in February -- love stories for Valentine's Day? Presidential biographies? Black history month readings? Book groups don't happen in a vacuum. Here's how to prepare a reading list and programs for the times of your readers' lives -- that will have them returning month after month.

10:45 Roberto Esteves, Califa - Cool Collections Go Digital!

Libraries are digitizing some great local collections. Califa has been working with the California Digital Library to help libraries make their collection more accessible on-line.

**11:00 Rochelle Carr – Be an Information Agent: 10 Easy Ways to Put Your Library
Into the Center of Your Community**

Pack up your librarian tool kit and get on the road! Learn easy, creative ways to fold into the community in some surprising places. Through simple partnering with local groups and individuals, you can transform your library into a community hub, and the place to turn to for information.

11:15 Anne Turner - Cutting the Library Budget

In these trying times, cutting the library budget is inevitable. This mini-demo explores four criteria for evaluating budget cuts (Is the cut visible? Is it short or long term? Are staff layoffs required? Who is hurt most?) and proposes three things to avoid at all costs.

11:30 Eileen O'Shea - Picasa versus Flickr: Smackdown!

Join Eileen O'Shea in a whirlwind look at the pros and cons of online photo sharing services Flickr and Picasa. Both are (at the basic level) free, web-based services. Both allow you to order prints, create online albums, even edit your digital images. So much for their similarities; what are their differences? This ten-minute overview will help you decide which will work better for you!

11:45 Lori Ayre - Why My Library Should be Considering an Open Source ILS

Wondering what all the excitement about Koha and Evergreen is about? Not sure what it means to move to an Open Source library system rather than sticking with one of the usual suspects like SirsiDynix or Innovative? Come get a quick explanation of what Open Source Software is, what the support options are, and learn how you can migrate your library to Koha or Evergreen without having to go out on any limbs.

12:00 Lisa Bartle - Intermediate CSS: Show Me More!

Infopeople's introductory CSS class was a rousing success. But there are so many more useful and fun things to learn. Get a sneak peak at what was accomplished in the first class and what you can expect in the next course to be offered online.

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12:15 Joan Frye Williams & George Needham - Strategic Positioning: 5 Approaches that Work

Joan Frye Williams and George Needham will discuss five ways to position your library for success in today's changing environment. Based on work done by OCLC and Leo Burnett Agency, George and Joan will suggest new ways to describe, think about, and promote your library's role in your community. This fast-paced noontime session will give you a delicious lunch for your brain, serving up ideas you can implement immediately!

12:30 Pam Carlson, Summer Reading Program – Be Creative with Crafts

Are you planning to Be Creative with crafts this summer? Come along to discover the best craft ideas in the 2009 summer reading manual! The demo will include a make-and-take craft session for all attendees.

12:45 Penny Peck – Readers Advisory for Tweens and Teens

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1:00 Chuck O'Shea – What Is This Thing Called Jing?

It's a free, quick, easy, way to capture and share what you see and do on your monitor. Anyone with a mic and a computer can make up to a 5-minute screencast. Think of Jing as a supplement to chat discussions, email, and blog entries. It sits nicely on your desktop, ready to capture and share your stuff at a moment's notice. Simply select an area of your screen, capture it as an image or record it as a video, and then click Share. Come on by and see Jing in action.

1:15 Beth Gallaway - Core Videogame Collections for Youth

Identify criteria for selecting video games with high replayability and learn about model circulating video game collections for youth in libraries in the United States.

1:30 Barbara Sutton, Summer Reading Program – Best of the Best: Top 10 Summer Reading Programs for 2009

Do you have trouble deciding on the best Summer Reading programs from among the myriad of exceptional programs in your Summer Reading Manual? Let us kick-start your 2009 Summer Reading planning and help you navigate the manual! Discover the ten top Creative and Expressive programs you don't want to miss.

1:45 Julie Page, California Preservation Program – BEFORE Disaster Strikes: Ten Things You Need to Know

Learn the most important steps you should take to prevent an emergency from turning into a disaster. Participants will learn how to protect people, prevent damage to materials, and provide the best possible outcome. Don't be left unprepared!

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2:00 Lauren John - The All Seasons Book Group: The Right Books for the Right Times

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2:15 Stacey Aldrich – Trend Mashups: Trends for Librarians to Think About

There are emerging trends that impact the way people are finding and using information. Stop by for a few moments to consider the possibilities of two trends and how libraries might innovate new services to meet the needs of their changing communities.

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2:45 Linda Demmers - Let's Go Green

What is sustainability and why is it important? What is a LEED rating and how does it work? Not building a new building? Library consultant Linda Demmers will provide tips for going green if you're remodeling; tips if you're planning a new building; and tips for daily operations that can make a difference. It's great to be green. Attendees will receive a copy of *Energy Management Strategies for Libraries*, a publication of the California State Library.

3:00 Stanley Strauss - 10 Ways to Create an Experience Library for Less Than a Cup of Mocha Java

Discover 10 simple, proven and rewarding ways to create exciting and memorable user experiences without spending any (or very little) money.

3:15 Hillary Theyer - Incidents and Emergencies: Prepare Your Staff Before Life Happens in the Library

Unattended children, irate adults, fistfights and more can all happen in the blink of an eye in the library - usually at night or on the weekends when administration isn't there to help! Learn quick and easy tools you can put in place to prepare staff to handle questions of policy, interacting with law enforcement, and properly documenting and reporting incidents to higher authority.

3:30 Dave Barron - Imagine... Create... Be Happy

This Demo covers 5 main points:

1. You gotta have heart!
2. You can do anything!
3. Be a Kid!
4. Fail! It won't hurt.
5. Never, never, never give up!

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Saturday 11/15

3:45 – Cheryl Gould – “Get Present” Activities for Meetings or Trainings

Cheryl will have you practice several “getting present” activities you can use with a group. These activities can be used to start a meeting, a brainstorming session, a training or any event with a group to get people focused on the task at hand. They can also be used in other parts of the day to change directions or topics. These activities can be used to enhance people’s flexibility, creativity and their skills of listening and building on each other’s ideas. Come experience it for yourself!

**4:00 Christopher Berger, California State Library -
The CCLPEP Grant Program at the State Library**

The State Library’s California Civil Liberties Public Education Program is a competitive grant program that sponsors educational activities and materials to highlight the events surrounding the World War II internment of Japanese Americans so that the causes and circumstances will be understood and remembered. The program has taken on new relevance following the events of 9/11. Over the past 10 years, the projects have included many books, documentary films, plays, exhibits, and other works that are available to teachers and librarians. Please come to hear about this grant program and how your community can participate.

4:15 Beth Gallaway - Pain in the Brain: Nipping Teen (Mis)Behavior in the Bud

They love to challenge authority and are notoriously moody -- are we talking about teens, or two-year-olds? Discover the underlying biological and physical changes that may impact why teens act the way they do.

4:30 Susan Hildreth – Chat with the State Librarian

An informal meet and greet with Susan Hildreth, the State Librarian. She will review some of the new state projects and other activities of her office, and you can ask all your questions.

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5:00 Beth Gallaway - R U A Twit?

Discover why microblogging is a trend for libraries to pay attention to through a Demo and best practices examples of using Twitter, a web application where people post what they are doing, reading, thinking, viewing, and/or listening to.

5:15 Heather Teysko, Califa - Tracking the Trail of Hot Trends...

In our ongoing quest to discover the best and brightest new library products, Califa has a unique perspective into the current database and product trends. Learn about some of the new products being used in innovative ways to meet the evolving needs of patrons.

5:30 Mary Ross - Remodeling Reference: Flip This Service!

Have your reference statistics taken a tumble? Are there more library users at your computers than ever come to your reference desk? Learn what public libraries in California and across the U.S. are doing to re-brand and re-vitalize their reference services. An upcoming Infopeople online course and webinar will explore roving reference models, new delivery modes, “predatory” reference librarians and other innovative approaches to reference service.

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5:45 Mary Menzel, California Center for the Book - Ten Titles to Save Your Holiday Sanity

Every autumn, many of us say to ourselves, "This year the holidays are not going to drive me crazy!" And then we go right ahead and enter that whirlwind of spending, over-indulging, and stress. Mary Menzel of the California Center for the Book suggests ten books that can help you economize, simplify, relax, and make your holidays fun again.

6:00 Sushila Mertens, Summer Reading Program – CSLP and CSRP Express: Take the Express to the Websites of the Collaborative Summer Library Program (CSLP) and the California Summer Reading Program (CSRP)

Explore online resources for Getting Started, including planning, advocating for, and evaluating your summer reading program. Discover our Programming Pages, and materials from our Training Workshops. Visit the Discussion Forum where California librarians can share ideas and ask questions. And take home the 1-minute version of the do's and don'ts of using CSLP's graphics and copyrights.

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Sunday 11/16

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**10:00 Paul Signorelli – From Words to Pictures:
Imagery in PowerPoint Presentations**

All too often, we use PowerPoint to help us organize our thoughts in a text-based way. Join us for this brief overview of how to creatively and effectively combine words and images into more memorable learning experiences for those attending our workshops and other presentations.

10:15 Linda Demmers – Let's Go Green

What is sustainability and why is it important? What is a LEED rating and how does it work? Not building a new building? Library consultant Linda Demmers will provide tips for going green if you're remodeling; tips if you're planning a new building; and tips for daily operations that can make a difference. It's great to be green. Attendees will receive a copy of *Energy Management Strategies for Libraries*, a publication of the California State Library.

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**11:00 Nancy Carstensen, Summer Reading Program –
Friends, Patrons, Countrymen! Lend Me Your...Stuff!**

Everyone in your community is a potential sponsor, volunteer, or special guest! This Mini-Demo will give you some quick and easy tips to finding the hidden treasures in your community, and building partnerships that will enhance your library's programming and collection for years to come!

11:15 Mary Ross - It's Not Rocket Science... It's Reference

Is your library staffing its reference desk with support staff or students? How well trained are they to clarify the patron's information need and find the resources needed or make an effective referral? Do they need to know the basics of an effective reference interview? Learn about an Infopeople workshop that can help your staff practice open question techniques and determine when the initial question is not the real question.

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- 12:15 Anne Turner - Opinion Polling for the Library**
If you plan to go to the voters to ask for money (and most of us will do this at some point), you are going to need professional polling help. How much will a poll cost? How do you select a polling consultant? What do you get for your money? And do you want to know what the poll tells you?
- 12:30 Beth Gallaway - Face Your Manga**
Avatars are digital images to represent one's self online. Discover online applications for avatar creation and places -- and reasons! -- for using them.
- 12:45 Hillary Theyer - Incidents and Emergencies: Prepare Your Staff Before Life Happens in the Library**
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2:15 Stanley Strauss - What Makes a Book a "Book"? Creating an Artists' Book

Artists' books expand and explode notions about the physical limitations of the structure of books. Learn how *From the Earth to the Moon*, an artists' book created especially for the CLA conference, was made.

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