Conference Program

New Mexico Library Association
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**Welcome to the 2008 NMLA Annual Conference**

Welcome to our 85th annual library conference being held here in historic Las Cruces, New Mexico. With over 350 days of sunshine a year, I’m sure that any time not spent attending one of the programs you will enjoy walking around this lovely city located at the foothills of the Organ Mountains and the Rio Grande.

This year’s annual conference again gives us the opportunity to meet with each other both formally in various programs and informally at receptions and coffee breaks.

At this year’s awards dinner the new logo for the organization will be unveiled. It was exciting for the board to see the big response that the contest generated throughout the state. Entries came from 47 different libraries and towns. The board had to narrow the 230 logos that were received down to twelve and then down to five before a final decision was made. The winning artist and winning library will be announced at the Awards Dinner Thursday evening. I hope that you are planning to attend.

The local arrangements committee has been working hard to make the conference a success for those who have come a distance and for those of you close by. Whether it’s attending a meeting, shopping or a special lunch you can be sure that the local arrangements committee has helped to make it special.

Cassandra and her program committee have been working hard all year to bring you the best programs possible. Please give them a special Thank you.

The NMLA committees have also been hard at work to help keep the organization on task and in tune not only with the NM library community, but with the national library. A special thanks to the SIG groups, Intellectual Freedom committee and our Legislative committee who have put in many long hours in helping promote NM libraries.

I also want to take this opportunity to thank Lorie Christian, our NMLA administrator for all her efforts in helping not only the NMLA board but all the members of NMLA.

And finally, I would be remiss if I did not thank both the new and returning vendors who help support the conference by renting booths so that we can enjoy looking at the new materials and other related library items.

We are most fortunate here in New Mexico to have such a beautiful setting to seek, learn and inspire each other.

**Welcome and thank you for coming.**

*Louise Hoffmann*

NMLA President
Welcome to Las Cruces!

It is a pleasure to welcome you to the 2008 NMLA Annual Conference.

Join us for our Vendor/Exhibitor Opening Reception Wednesday evening followed by Poetry Readings, all while enjoying friends, food, and fun!

The Program Committee has put together a wonderful selection of programs that will inspire and motivate you. The presenters have been working hard and are now ready to share their knowledge and experiences.

We honor those that have given to our profession at the Awards Dinner on Thursday hosted by the lively Dr. Mary Bushing, and Jeanne DuPrau will be honored at the Youth Services Lunch on Friday for her magnificent work The City of Ember.

Vendors and exhibitors will be showing off new products and services. Take advantage of this opportunity to visit with them all.

A special thank you to the Local Arrangements Committee for their hard work and close attention to all the details. And another special thank you to Lorie Christian for her unending energy and patience.

Please let me know what you enjoyed about the conference and what we can do to make it even better next year when we meet in Albuquerque.

Seek! Learn! and be Inspired!

Cassandra E. Osterloh  
NMLA Vice-President/President-Elect  
2008 NMLA Annual Conference Chair
Opening Vendor/Exhibitor Reception
5:30 p.m.-7:30 p.m. ~ Ballroom

* Join us for networking, visiting exhibits, yummy refreshments, and lively entertainment.
* Las Cruces Conquistadors, from the Chamber of Commerce, will greet attendees to Las Cruces.
* Entertainment will be performed by the mariachi group "Espuelas de Plata".

NMSU Bookstore will sponsor a Poetry Reading and provide refreshments in Corbett Center after the Opening Reception, starting at 7:30. Richard Vargas will read from "American Jesus", as well as others.
Keynote Speaker ~ Thursday ~ Dr. Loriene Roy
Service to ALA: Bringing Opportunity, Messaging, and an Indigenous Voice

Dr. Roy is the 2007-2008 President of the American Library Association. Her year of service to ALA is expressed through three Task Forces and three Demonstration Projects. The Task Forces address Workplace Wellness, the Circle of Literacy, and Supporting Library and Information Science Education through Practice. The projects support products related to meeting effectiveness, a national oral history project of retired and retiring librarians, and discussion of a national library camp. Dr. Roy is a Professor in the School of Information at the University of Texas at Austin. She is Anishinabe, enrolled on the White Earth Reservation, a member of the Minnesota Chippewa Tribe.

Keynote Speaker ~ Friday ~ Greg Notess
Wikipedia: Friend or Foe?

Wikipedia inspires impassioned praise and is banned from use by others. Based on the encyclopedia model, it is a true offspring of the Web with community editing and frequently changing content. How can (and should) librarians make use of this strange and popular tool. Hear techniques to seek information on Wikipedia, to learn how to evaluate its content, and to inspire our users to use (and cite) Wikipedia appropriately.

Greg R. Notess, author of Teaching Web Search Skills: Techniques and Strategies of Top Trainers, is reference team leader and a professor at Montana State University. He has been covering the
Internet since 1991. A three-time Information Authorship award winner, he is the "On the Net" and "Internet Search Engine Update" columnist for ONLINE and the author of several Internet books. An internationally-known conference speaker, Greg has presented at Internet Librarian, Web Search University, Computers in Libraries, and international meetings in Paris, Oslo, Stockholm, Pretoria, Ottawa, Copenhagen, Sydney, Zagreb, and India. On the Web, Greg maintains SearchEngineShowdown.com which reviews, compares, and analyzes Web search tools, and he has a newer blog, LibCasting which focuses on screencasting and libraries.

Awards Dinner Emcee ~ Thursday ~ Dr. Mary Bushing
Dr. Mary C. Bushing, Professor Emeritus, Montana State University

Mary has been a librarian for almost 40 years and worked in all types of libraries and she understands the special rewards and challenges in each type. She is a consultant and trainer who travels throughout the U.S. and other countries working with librarians in their efforts to continually improve their services and operations. She has published widely on topics such as collection development, administration, continuing education, project management, marketing, policy writing, public relations, customer service, reference, and change in libraries. She is particularly interested in communication, leadership and professionalism in libraries today. Mary believes that learning should be practical and fun, or at the very least, not painful. She lives in Bozeman, Montana.

Youth Services Lunch ~ Friday ~ Jeanne DuPrau

Ms. DuPrau has been a teacher, an editor, and a technical writer. The People of Sparks is her second novel and the sequel to the highly acclaimed The City of Ember. She lives in Menlo Park, California, where she keeps a big garden and a small dog.
Librarians on the Move: A Travelogue about the International Children’s Literature Conference 2007 and One Librarian’s Tale of a Journey through Japan 9:00 a.m. to Noon Otero
Presented by Leslie Chamberlin and Ruth Montgomery

The speakers will share remarkable experiences of two different journeys involving travel to other countries with librarians and educators.

The International Children’s Literature Conference tour traveled through Northern Europe in Summer 2007. It was part of an ongoing program that awards three undergrad or Master’s level credits for explorations with a group of like-minded individuals. Next year’s program will explore New Zealand and Australia. It is fast-paced travel that offers thousands of insights, ideas, inspirations and imaginings.

Kamishibai: A Librarian’s Tale of the Journey through Japan will give a personal overview of being a Japan Fulbright Memorial Scholar. The speaker will explain the proposal process, share travel tales and give information about the follow-up projects.

If you are a librarian or educator interested in opportunities that combine professional activities, networking and travel; this pre-conference is for you.

Duck and Cover: The Law, Libraries and Intellectual Freedom Post 9/11 9:00 a.m. to Noon Colfax
Presented by Robert Mead

The law of intellectual freedom has developed dramatically since the terrorist attacks of 9/11. This program will focus on the implications of these changes for libraries and their lawyers. Participants will learn the history of the law of intellectual freedom. Special emphasis will be given to questions regarding the First Amendment and the USA Patriot Act and the development of defensible library policies.

First Aid for Books, Paper and AV materials: 5 Strategies to Better Care for Collections 1:00 p.m. to 4:00 p.m. Colfax
Presented by Judith Murphy and Ann Massmann

The speakers continue their effort to break down the large topic of the preservation of library materials into manageable portions meaningful to small libraries and collections. It will include a hands-on component on paper and book repair, lots of examples and good web sources of information.
The Not-So-Secret World of Government Information for the 21st Century — New Approaches to Sharing Research Skills 9:00 a.m. to 4:00 p.m. Zuhl Library, Computer Lab
Presented by Sylvia Ortiz, Dan Barkley, Alan Stein, Margaret L. Weaver, Dori Molletti, Laurie Canepa

Government Information in the 21st Century is an Institute of Museum and Library Services (IMLS) grant-funded project designed to provide user guides and training in high-demand topics for librarians and library staff. This training seminar will use OCLC WebJunction as a tool to expand your knowledge of government information and provide you with resources to take back to your library. Pre-conference sessions will focus on consumer information, small business entrepreneurship, demographic information; renewable energy and history.
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**Keynote ~ Dr. Loriene Roy ~ Auditorium**

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**Registration and Exhibits Open 8:00 a.m. to 5:00 p.m.**

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**Lunch / Exhibits**
### NMLA 2008 Conference Program at a Glance

**Thursday, April 10, 2008**

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Designed
With Students
in Mind

UNT Master’s
Program offers:

- Flexibility for busy students
- Affordable tuition
- ALA-accredited quality education
- Information technology and telecommunications skills
- Graduate Academic Certificates
- School Library Certification totally online

UNT SLIS Attributes:

- Face-to-face classes in several cities
- Online web-based courses
- Blended courses combining face-to-face and online activities
- Multiple communication channels foster a sense of community
- High level of faculty-student interaction
- Individual academic counseling and guidance
- SLIS Village, a virtual forum for conversation
- Active student organizations and events in many locations
- UNT Libraries resources available on campus and online
- Scholarship and grant opportunities
- Website job postings and email lists

For information contact:
University of North Texas
School of Library and Information Sciences
P.O. Box 311068, Denton, TX 76203-1068
Telephone: (940) 565-2445, 1-877-ASK-SLIS
Fax: (940) 565-3101
E-mail: SLIS@unt.edu • Visit: www.unt.edu/slis
The Last Conquistador: A Film Screening Followed by a Discussion ~ Otero, Presented by John Valadez

The Last Conquistador is a feature length documentary film scheduled for a prime-time national broadcast on the award-winning PBS series POV in 2008. When the sculptor John Houser began creating a monument to the Spanish conquistador Juan de Oñate for the city of El Paso, there was great enthusiasm. But as his project neared completion troubles began. To many Hispanics the statue seemed a fitting tribute to the extraordinary contributions Latino people have made to the building of the American West—a history that is frequently maligned and often ignored. To others however, especially Native Americans whose ancestors were brutalized by Onate, it is a frightful glorification of white supremacy and genocide: a legacy that still haunts the land and is played out in cultural, racial and economic relationships through to the present day. For many people of the southwest the monument has generated a great deal of thoughtful soul searching. The speaker will screen part of the film and have a discussion on how to use the film as a multi-perspective, multi-cultural, educational tool in academic, school and public libraries across New Mexico.

Website Content Management Systems: What One Library Learned From our Transition ~ Colfax, Presented by Rachel Altobelli and Kalisha Weidemann

With many libraries converting their websites (by choice or institutional edict) to Content Management Systems (CMS), this presentation will provide an honest assessment of the unique constraints, pitfalls and possibilities inherent in any such CMS conversion. Based on the experience of Central New Mexico Community College Libraries’ switch to using Solaris Luminis CMS product (part of a college-wide mandate), the presenters will describe their own conversion process, using it as a jumping off point to consider the following questions:

- What are Content Management Systems, anyway, and when, how and why did they get so popular?
- If given the choice, how would you pick among the available options?
- How do you adopt good general design principles to work in a CMS environment?
- What does CMS conversion do to your workflow?
- What are the alternatives?
Creativity All Around: And Within! The Fine Arts and Design Library at UNM ~ Senate Gallery, Presented by Dena Kinney, Nina Stephenson, Carroll Botts, and Megan Beard

For over 40 years, the Fine Arts Library, as the first branch library of UNM, has supported creative students, staff and faculty in the College of Fine Arts and the School of Architecture and Planning, as well as community artists and arts organizations. This spring (2008) the library moved from a location within the Center for the Arts building to the fourth floor of George Pearl Hall. The new building is also the home to the School of Architecture and Planning. From this stunning location the Fine Arts & Design Library will continue a history of creative decision-making in technical services, collection development, instruction and other public services. We hope our experience will inspire many librarians to look at their operations and facilities and tap into their own creative resources.

Effective Meetings: How to make them happen in your library ~ Senate Chambers, Presented by Mary Bushing

A few simple changes can improve the way meetings work in your library and greatly influence the outcomes for all concerned. Learn about easy ways to improve the meeting culture in your library and elsewhere in your life. We will examine the best business ideas for improved meeting productivity whether you meet with 3 or 4 or 10 or more on a regular basis or now and then.

Library Support Staff Certification Program: A Report on Establishing the Program ~ New Mexico, Presented by Diana Reese

The Library Support Staff Certification Program (LSSCP) was inspired by many years of discussion and by needs assessments with library support staff. In 2007, the American Library Association and the Western Council of State Libraries received a grant from the IMLS (Institute of Museum and Library Services) Laura Bush 21st Century Librarian Program to fund the development of such a national certification program. The project directors, ALA-APA and an Advisory Committee with use this grant to develop and test competencies, policies and procedures.

Everybody on the Bus...Let's Get It Done Together ~ Socorro, Presented by Jim Connor

Divide and conquer seems to be the history of most legislative bodies when discussing funding for library services. We can stop that from being a successful pattern by working together as we formulate an action plan that includes ALL library services. Participants will learn new ways of cooperating and communicating with our colleagues in the library services profession.
Some of our Fifty are Missing: LC Subject Headings for Southwestern Cultures and History ~ Rio Grande, Presented by Theresa A. Strottman

The Library of Congress Subject Headings has flaws in the logic and structure of its headings relating to the Southwest. Examples demonstrate aspects of the regional biases that make it frustrating to use LCSH for cataloging Southwest collections. The frustrations experienced by students, researchers and library patrons trying to find detailed information on the Southwest have significant social consequences, especially for Hispanics and Native Americans. Antonio Gramsci’s concepts provide a framework to present the implications of these consequences and the need to correct them. LCSH is a major cataloging and research resource both nationally and internationally. Successfully changing biased and inaccurate LCSH subject headings will exhibit social and political leadership while LCSH is providing technological leadership as a key source for developing cooperative online international authority files for subject headings.

Magazines Online ~ San Juan, Presented by Beth Crist

Many librarians in New Mexico are unaware of Magazines Online, or are unfamiliar with how to use it; this rich resource is underutilized by both librarians and the state’s citizens. In this program, geared for youth services librarians, I will provide an overview of the three databases in Magazines Online for youth—Kids InfoBits for elementary students, Junior Edition for middle schoolers and Student Edition for high school students. Beginning with an introduction to the Magazines Online databases, I’ll demonstrate the three databases including the periodicals they each include and basic searching strategies. I’ll include an interactive discussion about how librarians can use the database with their patrons in school and public libraries.

NMLA’s New Mexico Reads Reading and Literacy Promotional Materials for Your Library ~ Computer Lab, Presented by Laurie Treat

~ LIMITED TO 24 PEOPLE ~

Learn how to utilize the resources available through the NMLA’s New Mexico Reads reading and literacy campaign for your library. This session will provide a hands-on opportunity to create New Mexico Reads posters for your library. UNM Press Advertising and Exhibits Manager Christina Frain will provide tips for best practices in using the author photos and artist logos in generating promotional materials specific to New Mexico authors. New Mexico Reads is a reading and literacy campaign promoted and sponsored by the NMLA to celebrate the literary and artistic talent of authors and artists from New Mexico. Check the NMLA Web site for more information on New Mexico Reads at http://www.nmla.org/NM_Reads/NM_Reads.html
**** 1:45 to 3:00 Sessions ****

When Generations Collide: What Every Supervisor Needs to Know ~ Otero, Presented by Mary Covarrubias-Chavarria and Norice Lee

Presenters will discuss issues relating to generational differences in the workplace and how to bridge generational gaps where up to four separate and distinct generations may be working together shoulder to shoulder. Background will be provided on generational characteristics with special emphasis on the traits, belief systems and learning styles that the new generation of Millennials brings to the workplace. Learn what drives and motivates Millennials and ways in which you as a supervisor can help your staff of all ages “click” and not “collide.”

From Inspiration to Reality: Successful Grant Writing for the New Mexico Library Foundation ~ Colfax, Presented by Barbara Lah, Caroline Beckner, Brooke Sheldon, Valerie Nye

Do you have an inspiration for a project for your library that you’ve been wanting to implement, but just don’t have the funds? The New Mexico Library Foundation (NMLF) has money for grants. This program will help you develop your own grant proposals for the NMLF. There will be tips on what works and what doesn’t. We will discuss the kinds of projects that the NMLF funds featuring previously successful projects and grant applications. We will also talk about NMLF’s ongoing matching grants program with the Libri Foundation awarding grants for quality children’s books for rural public libraries.

Lifetime Museum Passes: Available at Your School Library ~ Senate Gallery, Presented by Rachel Horwitz and Cathy Intemann

We will show how virtual museums can be used for cross-curricular collaborative lessons in the library. Lessons using virtual, interactive museum websites are valuable and inviting for the students and innovative and exciting for the teacher/librarian. The use of this accessible resource needs to be part of every school librarian’s curriculum.

Being a Professional: It’s about credibility not credentials ~ Senate Chambers, Presented by Mary Bushing

Everyone can be a professional person. It is a choice that we each can make. Join us as we examine the characteristics that help an individual become a professional no matter what their life path has
offered regarding education and other opportunities. Learn what we can each do to be as professional as possible in our library setting. It’s easier than you think!

**Developing Digital Collections: The Process = No Pain, No Gain** - New Mexico, Presented by Thomas Urbanski, Charles B. Stanford, and Steve Hussman

A visual presentation that identifies physical collections which are advantageous to digitize in part or in entirety regardless of format (photographs, text, audio, visual, etc.) for public dissemination. The presentation will include giving historical backgrounds to the authors/creators represented, description of the scope of documents available, and explanations of the content and meaning of the digitized items. Presentation will also discuss the logistics of digitizing academic collections, which include: the influences that affect the priorities and practices of the process, the research implications of digitizing collections, how digitized materials are made accessible to the online community and how various types of institutions can collaborate in the digitization process.

**The Joys of Weeding** - Socorro, Presented by Dori Molletti, Vicky Gann, Margaret Weaver

If you love to weed and have your library’s collection under control, you won’t need to come to this workshop. However, many may find the task more daunting and overwhelming. Weeding is a valuable part of a well balanced cycle of service. Enhance your library’s reputation for reliability and being up-to-date. Learn about the CREW Method, how it applies to Dewey Decimal and Library of Congress Classification Schedules, and how to establish this method into your regular work routine without becoming inundated. Cast your fears aside and join us for this informative and enjoyable presentation.

**Click It, No More Tic It: Online Reference Statistics** - Rio Grande, Presented by Kathleen Keating and Paulita Aguilar

UNM University Libraries created an online statistical form that collects reference statistics into an Excel database. This eliminated the need for paper statistics forms, in which a pencil “tic” would indicate the type of question, type of patron, time/date, etc. It also eliminated the need for human resources to compile the data. The online reference statistic form allows the UL to analyze the type of question: directional, ready reference, technical, strategy, consultation, or referral. It also provides information on the mode of communication which includes: in-person, telephone, chat, e-mail, or other.
This presentation will describe the planning, pilot project, implementation, and evaluation of the online statistical database and it applies to staffing, collections, acquisitions and other uses.

**The Big Read for NM Youth Services Librarians ~ San Juan, Presented by Beth Crist**

All NM Youth Services librarians read the same book! Read Markus Zusak’s *The Book Thief* this spring, join in the ongoing online discussions, then come to this session for an in-person conversation of this award-winning YA novel. The Big Read is for all NM Youth Services library staff—public, tribal, and school—so please join in the informative, lively discussion.

**** 3:15 to 4:30 Sessions ****

**Me? A Filmmaker? : Using Film Creatively and Economically to Promote Libraries and Services ~ Otero, Presented by Alisa C. Gonzalez**

This program is a how-to about creating short films to promote libraries and their services. Through the speaker’s practical experience, she would like to show other librarians how simple it is to create, with little budget, films that can be used for websites, local television, youtube, and other media outlets. In this workshop, she will cover: idea generating and storyboarding, script writing, getting actors, budgeting, technical considerations, production and editing, distribution, online and print resources to help the novice filmmaker.

**Studying the Functionality of Web 2.0 Applications ~ Colfax, Presented by TBD**

For the last several years, Web 2.0 has been mentioned everywhere. How has this phenomenon affected libraries? What are some of the new techniques that libraries have adopted? The speakers will examine these questions and show examples of libraries that have taken action to incorporate Web 2.0 techniques into their regular routines and services.

**Graphic Novels and Literacy?! In the Same Sentence? ~ Senate Gallery, Presented by Susan Bontley, Ruth Wallis, and Alma Rodriguez**

Graphic Novels and Literacy: a panel discussion. Why and how graphic novels can be used to support literacy in our schools. Three librarians will share their experiences using graphic novels in their schools.
Carnegie has Left the Building! Is my Library Relevant in this 21st Century World? Does my Community Think So? ~ Senate Chambers, Presented by Jim Connor

Participants evaluate their library in a new light of relevance to the 21st century world of technology, leadership, civic engagement skills and the public’s perspective. Funding agencies, administrators, elected officials and many members of our community have relegated the library to the low end of the priority list. Professional, Certified Librarians are being eliminated or replaced with less qualified personnel. Solutions to these factors will be presented with practical, hands-on activities to help participants develop the skills and methods of implementation to achieve a positive impact on community recognition for the vital role played by our libraries.

Libraries and Archives Rising to the Digital Era Challenge: Digital Preservation ~ New Mexico, Presented by Charlotte Walters

This program’s primary objective is to give a broad overview of digital preservation issues. Frequently digital preservation is confused with digitization. It will increase the knowledge and awareness of long term digital preservation in New Mexico among archivists and librarians. The challenge of preserving digital information is one that all information professionals must come to terms with at an ever increasing rate. This will be an overview of some of the issues for digital preservation with some current best practice initiatives for “born digital” assets.

Music and Movement @ Your Library ~ Socorro, Presented by Mesa Public Library Youth Services Team

Music and Movement is a highly successful program for the Los Alamos County Library System. A single program can have almost 90 attendees rocking out at the library! This program will show you how to create an M & M program for 0 to 5 year-olds at your library, no matter your budget or library size. Bibliographies and activities are included, so come ready to be inspired and move!

Reach out and Touch Someone: Public and School Libraries Collaborate for Student Success ~ Rio Grande, Presented by Rhona Klein and Betty Marcoux

Do you find that you share the same patrons with another type of library? Are you interested in collaborating with other libraries in your community to contribute to student success? If you are interested in exploring this kind of collaboration and working with other libraries in your community, please come join libraries from Washington state who will discuss their experiences and findings from a recent IMLS grant that created such partnerships between public and school
libraries to improve student learning. Mini-grants were distributed throughout the state for two years and have markedly improved library communication and services. Come find out about some of the best practices to use in your community. And for little to NO money! Library and research skills that you share with young learners are tools they will use throughout their lives. This panel will discuss the highlights of the grant work, and the tremendous benefits of working collaboratively between libraries.

Creating the User Friendly Library with Signage ~ San Juan, Presented by Ellen Bosman

Based on a signage project conducted at a small regional academic library, this PowerPoint presentation explores the concept of a user-friendly library by using patron’s perception of signage to create a signage system.

Author Signings in NMSU Bookstore Booth, #56, throughout the day on Thursday, April 10th

Greg Butler
Liz Horodowich
Connie Voisine
Larry Mays
Joseph Somoza
Richard Thomas
Wayne Crawford
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<td>7:30 - 8:30</td>
<td>Auditorium</td>
<td>ASL-SIG Mtg</td>
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<td>8:00 - 9:00</td>
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<td>9:00 - 10:00</td>
<td>Senate Gallery</td>
<td>KEYNOTE: Greg Notess</td>
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<td>10:00 - 10:30</td>
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<td>10:45 - 12:00</td>
<td>New Mexico</td>
<td>Cultural Diversity on the Shelves / L. Guzman, S. Nyikos</td>
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<td>Voice Power: Sound as Credible as You Are, Lauren Burnett</td>
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<td>Discover Enchantment / Charlie Cooper, Chairperson of Land of Enchantment Award Committee</td>
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<td>Bee All You Can Bee: Host an Adult Spelling Bee at Your Library / Daria Labinsky, Sven Redsun and Joel Chinkes</td>
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<td>Finding New Mexico Legal Forms on the Web / Eileen B. Cohen</td>
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<td>Improving Communication in Your Daily Work / Rita Critchfield</td>
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<td>Mind the Gap: One Nextgen librarian's quest to find a full-time tenure track faculty position in an academic library / Sarah Baker</td>
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<td>12:00 - 1:45</td>
<td>Rio Grande</td>
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<td>Registration and Exhibits Open 8:00 a.m. to 3:00 p.m.</td>
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## NMLA 2008 Conference Program at a Glance
### Friday, April 11, 2008

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<td>1:45 - 3:00</td>
<td>Auditorium</td>
<td>2008 GO Bond for Libraries / Library PAC</td>
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<td>Seek New Ways to Spice up Staff Training / Tammy Welch</td>
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<td>Computer Lab</td>
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<td>3:15 - 4:30</td>
<td>Registration and Exhibits Open 8:00 a.m. to 3:00 p.m.</td>
<td>Titlewave Online Collection Development Techniques / Michael Kocurek and Rebecca Navar-Stepashkin</td>
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<td>Now That's Authentic! : Booktalking Multicultural Literature for Teens / Sherry York</td>
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<td>Preservation Metadata Implementation Strategies / Bill Walker</td>
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10:45 to Noon Sessions

Library Commission Meeting ~ Auditorium
The Commission will meet.

Cultural Diversity on the Shelves: An Author’s Perspectives on Blending Asians, Latinos, and Others into Nonfiction and Fiction ~ Colfax, Presented by Lila Guzman and Stacy Nyikos

Two award-winning authors offer insights into cultural diversity in children’s literature. They discuss novel ways for educators and librarians to use cultural diversity in today’s curriculum. They also discuss the changing demographics in America and what it means for writers, librarians and readers.

Voice Power: Sound as Credible as You Are ~ Senate Gallery, Presented by Lauren Burnett

You have know-how, wisdom and expertise---and then you speak. Does the quality of your voice properly represent your professionalism and impact? Learn how to use your voice as a business tool. Take away techniques to manage common vocal areas. Use the dynamics of your voice mechanism to deliver impact, create influence, and match the credibility you possess. Let our patrons hear your professionalism.

Discover Enchantment ~ Senate Chambers, Presented by Charlie Cooper, Chairperson of Land of Enchantment Award Committee

Enjoy entertaining book talks featuring titles from the 2008-2009 Land of Enchantment children’s and young adult’s reading lists presented by 5th and 6th grade students from the Cloudcroft Public Schools. In addition to the book talks, this session will provide a wonderful opportunity to learn more about New Mexico’s children’s and young adult’s book choice award program.

Bee All You Can Bee: Host an Adult Spelling Bee at Your Library ~ New Mexico, Presented by Daria Labinsky, Sven Redsun, and Joel Chinkes

Hosting an adult spelling bee is a fun way to bring adults into your library and raise money. Joel Chinkes, past president of the Deming Friends of the Library, Sven Redsun of Friends of the Santa Fe Public Library, and Daria Labinsky, adult services librarian at the Rio Rancho Public Library
will discuss how to put on a bee, addressing topics such as promotion, getting prizes, determining a word list, and the bee procedure.

There will be a Spelling Bee for Conference Attendees at 1:45 p.m. in New Mexico Room.

Finding New Mexico Legal Forms on the Web ~ Socorro, Presented by Eileen B. Cohen

Patrons sometimes come to our libraries seeking New Mexico legal forms. This program will provide current Web sites which provide forms online, including which forms are available in Spanish. If time permits, forms other than New Mexico legal forms on the Web will be included.

Improving Communication in Your Daily Work Life ~ Rio Grande, Presented by Rita Critchfield

Communication skills used in active listening are skills that ACKNOWLEDGE both the verbal and the non-verbal. Listening is an active rather than passive process. The purpose of using active communication skills is to build empathy and increase understanding. With effective or active listening skills, we need to use tools such as clarifying, restating, reframing, reflecting, summarizing, and acknowledging the elements of what we have heard.

These skills can be developed and improved over time. This presentation will give you the basics so you can start improving your communication in your daily work life. Being an effective communicator can improve relationships with employees, colleagues and managers.

Mind the Gap: one NetGen librarian’s quest to find a full-time tenure track faculty position in an academic library ~ San Juan, Presented by Sarah Baker

Search Strategies for finding job listings
· What to expect during the application process
· Interview techniques
· How to make yourself more marketable
· Try not to get discouraged!!

This presentation also includes a brief tour of websites for library jobs, online resume and cover letter resources, sample job postings, application materials, and mock interview questions. Discussion about the timeframe of an academic job search including things to work on to build one’s resume while waiting for responses from university libraries. And finally, a few stories of past interview experiences followed by a question and answer session.
Blogging in School Libraries ~ Computer Lab, Presented by Tina M. Glatz, Paula Mabrey, and Jackie Dean
~ LIMITED TO 24 ~

This presentation will cover the basics of setting up a blog (weblog) for school libraries. It will include a brief background of blogs, and how and why libraries should use blogs, including using a blog as a website. In addition, participants will have an opportunity to set up their own blog to use in their libraries.

**** 12:45 to 3:00 Sessions ****

2008 GO Bond for Libraries ~ Auditorium, Presented by Library PAC and Library Steering Committee members (Ben Wakashige, David Giltrow, Linda O’Connell, Joe Sabatini, Omar Durant and Kitty Sherlock)

This program is designed to provide librarians and library supporters with information on the recently decided GO bond legislation. The amounts for the three library categories, the wording of the legislation and how it will appear on the ballot will be summarized. The strategies to be used for passing the bond issue will be discussed in the context “All politics are local.” Lessons learned from the recent past GO bond issues will be scrutinized. Audience participation will be maximized. It is expected that attendees are familiar with the Bonds for Libraries website, www.BondsForLibraries.org. A diverse selection of handouts will be available.

Collaboration and Assessment: How it Works in my Middle School ~ Colfax, Presented by Linda Keulen

Presentation will include examples of informal as well as formal collaboration between middle school librarians and teachers, lessons that were created as a result, and the types of assessment used. Specific lesson plans will be shared including: a web evaluation articulated between 6th, 7th, and 8th grades, Scientist Cemetery and Author Study.

Preserving the Moment - A Project to Archive and Preserve Documents for the Town of Cochiti Lake ~ Senate Gallery, Presented by Mary Lynn Badarak

This program is a report on the Irene S. Sweetkind Public Library’s long-range project to collect, sort, organize, index, catalog, preserve and archive the documents of the Town of Cochiti Lake,
NM collected from its inception in 1968, through its early days as a booming commercial and residential development, to the present day and provides a look into the Future. This report will show the process and method of our task - from the recovery, inventory and indexing of materials to digitizing and presentation of archives for historians and scholars, future generations of residents and, of course, for the citizens of Cochiti Lake. This project is important because of the transitory nature of our community as much as it is for the archival project itself. The life of our town is limited to barely more than three generations. This archival project promises to chronicle the life of this unique community and to honor our neighbors and landlords, the Pueblo de Cochiti, and the small part we play in their long history.

High Tech Tools for the School Library ~ Senate Chambers, Presented by Martha Nail and Edwina Gardner

Two experienced school librarians demonstrate technological innovations that they use with their middle and high school students. Podcasting for students, Avermedia document cameras, United Streaming Video, Classroom Performance System (CPS), SmartSymposiums and interactive websites are some of the tech tools that will be included in this session. This program will show how to incorporate tech tools into library curriculum and enhance instructional experiences for both students and librarians.

Spelling Bee for NMLA Conference Attendees ~ New Mexico

Emotional Intelligence: Raising the Bar on Service ~ Socorro, Presented by Lauren Burnett

Emotional intelligence, the ability to sense, understand and effectively apply the intellect of the emotions as a source of human energy, information, trust, creativity and influence, can help you enhance your library users’ experience, create memorable customer connection, and retain staff and patrons. Join Lauren Burnett, certified EQ facilitator, to define emotional intelligence, discover professional benefits of applying emotional intelligence at work, inventory your EQ, and take away strategies to create connection and trust and raise quality of service.

Seek New Ways to Spice up Staff Training ~ San Juan, Presented by Tammy Welch

This is a review of staff training techniques. There will be a description of how electronic methods (email and wikis) have enhanced the DACC training experience. There will be a demonstration of training methods and a discussion of other library and organizational practices.
Online Learning and Library Leadership Development ~ Computer Lab, Presented by Susan Pinkerton and Sherry Lambert

These two speakers will explain several ways to further your or your employees’ professional development or continuing education. There will be information about the Library Science educational offerings from NMSU and the Dona Ana Community College; information about the Library Leadership Development Institute; and information about the Grow Own Area Librarians (GOAL) program.

*** 3:15 to 4:30 Sessions ***

Titlewave Online Collection Development Techniques and "What's New in the World of Books" ~ Auditorium, Presented by Michael Kocurek and Rebecca Navar-Stepashkin

This program will offer the latest updates to online collection development techniques using Titlewave.com, Follett’s free online service. Topics include collection analysis according to State Standards, Librarian/Teacher Collaboration using Curriculum Titlewave, and time saving collection development techniques. The program will conclude with a review of the latest hot titles for the K-12 school library. Participants will all receive a list of the titles discussed.

Now That's Authentic! : Booktalking Multicultural Literature for Teens ~ Colfax, Presented by Sherry York

Presenter will discuss the need for authenticity in multicultural literature and will present booktalks of contemporary fiction, historical fiction, and memoirs that are appropriate for teen readers.

Elizabeth Wacondo's Legacy in New Mexico Tribal Libraries ~ Senate Gallery, Presented by NALSIG members

This program will highlight the life of Elizabeth Wacondo and her contributions to the development of tribal libraries in New Mexico and the formation of the Pueblo of Laguna Public Library. “Liz” as she was affectionately known, also lived an interesting and active life that including dismantling explosives, feasting with Maori in New Zealand, and most of all, dedicating her life’s work to libraries and community.
School Library Standards for the 21st Century Learner ~ Senate Chambers, Presented by Barbara VanDongen and Marian Royal

The new Standards for the 21st Century Learner developed by the American Association of School Librarians and the New National Educational Technology Standards for Students: the Next Generation will be shared with participants. Implications for school library instruction will be discussed.

When History, Legend and Archeology Meet: Case Studies from Southern New Mexico ~ New Mexico, Presented by Karl Laumbach and Peter B. Ives

A fascinating tour that explores and digs up—literally—our sometimes little-known past.

Leadership: Are You Ready? ~ Socorro
Presented by Danine A. Parker and Brita Sauer

How can we, as library staff at all levels, incorporate leadership practices in our daily work lives? In this program, we present various leadership styles, competencies, challenge and opportunities. We will be involving the audience and expecting participation. We will distribute handouts to help the audience determine what styles than already exhibit and the characteristics they want to enhance.

Outside the Box: A Collaborative Approach to Customer Service ~ Rio Grande, Presented by Thomas Urbanski, Vicki Minnick, and Vicki Baldridge

A facilitated discussion amongst presenters and audience members about customer service as related to students/volunteers, technology and administration. Facilitators will examine current issue and trends as related to customer services while exploring with the audience “outside the box” ideas and concepts to improve customer service amongst academic, public and school libraries.

Preservation Metadata Implementation Strategies ~ San Juan, Presented by Bill Walker

Libraries are relying more and more on digital technologies to create, store and make information available to their patrons. But how will they preserve digital information for the long term? One aspect of the issue of digital preservation is preservation metadata. This session will introduce two standards for preservation metadata: Preservation Metadata Implementation Strategies (PREMIS)
and the NISO Technical Metadata for Digital Still Images (Z39.87-2006). The speaker will discuss the Metadata Encoding and Transmission Standard (METS) as a carrier for preservation metadata, and demonstrate methods for automating the capture preservation metadata using open source tools.

---

**Thank You to the NMLA Officers ~ 2007-2008**

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Vice President: *Cassandra Osterloh*

Secretary: *Phyllis Reed*

Treasurer: *Clyde Henderson*

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Opening Vendor/Exhibitor Reception will be Wednesday, April 9th from 5:30 to 7:30.

Exhibit hours will be 8:00 a.m. to 5:00 p.m. on Thursday, April 10th, and 8:00 a.m. to 3:00 p.m. on Friday, April 11th.

- **3M Library Systems** - Booth 44
- Abdo Publishing Company - Booth 5
- Advocacy for School Libraries Special Interest Group - Table 3
- **Alexandria/Textbook Tracker** - Booth 23
- **Amigos Library Service** - Booth 22
- **AWE, Inc.** - Booth 19
- **Azro Press** - Booth 32
- **Baker & Taylor** - Booth 7
- **Blackstone Audio** - Booth 2
- **Books on Tape/Listening Library** - Booth 49
- **Bound to Stay Bound** - Booth 21
- **Brodart Co.** - Booth 17
- **BWI** - Booth 3

Capstone Publishing - Tables 21, 22, 23 (Thursday Only)
- ** Cosmic House/Ruben Salaz** - Table 24 (Friday Only)
- Creative Company/Tandem Library - Booth 6

- **Davidson Titles** - Booth 36
- **EBSCO Information Services** - Booth 4
- **Filter Press, LLC and NM Book Association** - Table 10
- **Follett Software Company** - Booth 12

- **Gale, part of Cengage Learning** - Booth 20
- Joseph Garcia - Table 1
- **Government & Educational Furnishings, LLC** - Booth 45
- Gumdrop Books - Table 8
- **H.W. Wilson Company** - Booth 18
- Intellectual Freedom Committee - Booth 10
Lakeshore Learning Materials - Booth 8
Land of Enchantment Award - Table 4
Law Access New Mexico - Table 5
LPD Press - Booth 28
Mackin Library Media - Booth 42
Mountain Plains Library Association (MPLA) - Table 20

Native American Library Special Interest Group - Table 13
New Mexico Library Foundation - Table 14
New Mexico Preservation Alliance Special Interest Group - Table 9
New Mexico State Library - Booth 29
New Mexico Coalition for Literacy - Booth 33
New Mexico State University Bookstore - Booth 56
New Mexico State Univ. - Dona Ana Community College - Table 18, 19

Overdrive - Booth 1
Perma-Bound Books - Booth 53
Quality Books, Inc. - Booth 15

Recorded Books, LLC - Booth 11
Renaissance Learning - Booth 38
Retired Librarians Special Interest Group - Table 2
Scholastic Book Fairs - Booths 13 & 14
Scholastic Library Publishing - Booth 48
School Equipment, Inc. - Table 15

Texas Woman's University - Booth 24
TLC - The Library Corporation - Booth 25
The Wilkins Group - Tables 24, 25, 26, 27 (Thursday Only)
Total Imaging Solutions - Booth 16

University of New Mexico Press - Table 11, 12, 16, 17
University of North Texas School of Library & Info Sciences - Booth 57
Western National Parks Association - Booth 47
World Almanac Education - Booth 41
World Book, Inc. - Booth 9
WT Cox Subscriptions - Booth 37
A Special Thank You to All the People that Made this Conference Possible!

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**Thanks for Special Assistance:**
- Gina Bermudez, Corbett Center, NMSU Catering
- Diana Kovar, Corbett Center, Conference Services
- Frankie Miller, NMSU Bookstore
- Las Cruces Public Schools, Educational Services

**Audio Visual Assistance:**
- Gabe Munoz, LCPS
- Rod Santos, DACC
- Phillip Dombrowski, DACC

**Donations Received From:**
- Library Science Program - NMSU-Doña Ana Community College
- Friends of the Thomas Branigan Memorial Library
- Las Cruces Convention and Visitor’s Bureau
- Bobolink
- New Mexico Library Foundation
- Las Cruces Chamber of Commerce
Youth Services Luncheon

Youth Services Luncheon Committee:
Margo Lamb
Nancy Syner

Special Thanks To:
* Tye. L. Lightfoot, Southwestern Cotton Ginning Research Laboratory - providing cotton balls for centerpieces for the luncheon
* Libby Davila - making the centerpieces

Entertainment:
Mayfield Madrigal Singers, directed by Beth Borchert-Thomas, Mayfield High School

Awards Banquet

Awards Banquet Committee:
Sally Harper
Diana Youngren
Jose Aranda
Susan Pinkerton

Special Thanks To:
* Centerpieces: Vickie Baldridge & Donna Burkholder
* Special A/V and Photography: Rod Santos and Phil Dombrowski, DACC

Entertainment:
Modernnairers, directed by Geraldine Brink, Las Cruces High School

Volunteers:

New Mexico State University - Doña Ana Community College Students
Library Science Program Students
Hospitality Program Students
Numerous Volunteers from the Las Cruces Area Libraries and Community
Retired Las Cruces Area Librarians
Retired Senior Volunteer Program (RSVP)

Additional Donations Received From:

Lakeshore Learning    Billy the Kid Store    Staples
St. Clair Winery      Thunderbird Gifts    Angelica Gonzales: Avon Products
Barb’s Flower Shop    Wells Fargo Bank    Lane Lujan
Enchanted Gardens    Citizens Bank    World Almanac
Lulu’s                Bank of the Rio Grande    Follett
Chocolate Lady       Caliche’s            Lake Shore Learning
Stahmann’s Pecan Farms Tommy’s Cakes (Benz Cakes)    DACC Bookstore
Eagle Ranch Pistachio Farm La Posta    NMSU Bookstore
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- Cultural programs for any and all
- Training and mentoring
- Advocacy and Fundraising
- New ways to serve teens and children
- Cutting edge innovations in technology for library services
- Outreach to underserved populations

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- Sally Ride
- Jamie Lee Curtis
- Vernon Jordan
- Don Borchert
- Dr. T. Berry Brazelton
- Stephen Cannell
- Greg Mortenson
- Tam O’Shaughnessy
- Dean Koontz
- DiaHann Carroll

EXCELLENT EVENTS INCLUDING:

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- Libraries Build Communities Volunteer Day
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- Bookmobile Parade and Viewing

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