Linking New Mexico’s Past with the Future

Libraries the Next 100 Years
Welcome to the 2012 Annual Conference of the New Mexico Library Association (NMLA). Planning and implementing a conference is a major task and hats off to everyone who was involved, especially Tina Glatz, NMLA Vice President and Conference Chair. She and her committees worked diligently to provide the best accommodations and services in spite of the lean times. Thank you also to Lorie Christian, NMLA Administrator and Norice Lee, NMLA Treasurer. Enjoy everything: the keynote speaker, the programs, the exhibits and the social activities. You are the beneficiaries of all that has been planned. So network, learn, create and relax with new and old friends. Take something home with you. Then spread the word of the inspiring NMLA conference you attended.

It has been an honor to serve as NMLA President for the past year, following in the footsteps of so many excellent leaders of the past. As a Navajo I know that you have had another Navajo, Barbara Billie, who was a past president.

NMLA has gone through a challenging year and another one is on the horizon. I know that it is easy to be supportive during plentiful times but I truly believe that NMLA needs our support the most now. NMLA serves us in many important ways and, if we did not have NMLA, our work, life and the state of New Mexico - especially the children and people we serve - would not be so well off. New Mexico is succeeding because of libraries, its services and because of us — the worker bees — who put ourselves on the line every day. Many times I hear people say that New Mexico is a poor state. But because it is poor and rural, and has many different cultures, New Mexico is a diverse and mosaic state, New Mexico is a wonderful place to live, work, play and learn. For all these reasons, we need to support NMLA, an organization that is here for us, the people of New Mexico.

Therefore, I especially want to express my deep appreciation and gratitude to each of you for attending the conference and supporting NMLA. I also want to state how fortunate NMLA is because of the librarians who voluntarily work on its behalf and the NMLA Board. You are impressive and I have been totally honored to have worked with each of you. Thank you.

Mary Alice Tsosie, NMLA President, 2011-12
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Because of the following Conference Sponsors we can provide more for our Conference Attendees — THANK YOU!

DACC Library Science Program
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NMLA Board

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<td>Tina Glatz, Oñate High School, Las Cruces</td>
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<td>Treasurer</td>
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*Incoming Members At Large do not have liaison assignments as of the printing of the Conference Program.

All of the people listed above are elected to the Board by the NMLA Membership and are the only Board Members who can vote. The Board Members are volunteers and do not receive compensation for their time or travel.

If you are interested in representing the members of NMLA, please contact Mary Tsosie (mtsosie@unm.edu) to discuss the upcoming Board nominations and elections.
Representatives & NMLA Committee Chairs

American Association of School Librarians (AASL)  
Alison Almquist, Valle Vista Elementary, Albuquerque

New Mexico Library Foundation (NMLF)  
Carol Hoover, Los Alamos National Laboratory Research Library

Mountain Plains Library Association (MPLA)  
LeAnne Weller, University of New Mexico, Los Lunas

State Librarian  
Devon Skeele, New Mexico State Library, Santa Fe

Archivist  
Barbara Edwards, Eastern New Mexico University, Ruidoso

Awards Committee  
Barbara Edwards, Eastern New Mexico University, Ruidoso-Tamara Sandia, Jemez Pueblo Public Library

Bylaws Committee  
Marian Royal Vigil, Socorro High School

Conference Planning—2012  
Tina Glatz, Oñate High School, Las Cruces

Conference Planning—2013  
Mary Ellen Pellington, Octavia Fellin Public Library, Gallup

Conference Site Committee  
VACANT

Education Committee  
Kevin Comerford, University of New Mexico, Albuquerque

Fundraising Committee  
VACANT

Intellectual Freedom Committee  
Dr. Felipe de Ortego y Gasca, Silver City
Dr. Gilda Baeza Ortego, Western New Mexico University, Silver City

Legislation Committee  
Joseph Sabatini, Indian Pueblo Cultural Center, Albuquerque
Cynthia Shetter, Los Lunas Public Library

Local Arrangements, Conference — 2012  
Ingrid Schneider, New Mexico State University, Las Cruces
VACANT

Local Arrangements, Conference — 2013  
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Membership Committee  
Tammy Welch, Doña Ana Community College, Las Cruces

Newsletter Editor  
Robyn Gleasner, Albuquerque

Nominations & Elections  
Dr. Barbara Lovato, University of New Mexico, Los Lunas
Mary Tsosie, University of New Mexico, Albuquerque

Program Committee  
Cassandra Osterloh, Queen of Heaven School, Albuquerque

Public Relations  
Melanie Temple, Sandia Preparatory School, Albuquerque

Technology  
Tina Glatz, Oñate High School, Las Cruces

There are a couple of vacancies for Committee Chairs. If you are interested in serving as Chair for three years, contact Tina Glatz (tglatz66@gmail.com) and specify your interest. We need to fill the Local Arrangements, Conference 2013 chair (this is a one year term) with someone in the Albuquerque area as soon as possible.
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We are Honored to Recognize the Following Award Recipients

Honorary Life Membership – Elise Orell

NM Library Amigo – Brian Fairhurst

Legislator of the Year – Henri “Kiki” Saavedra

Academic Librarian of the Year – Melveta Walker

Library Leadership – Molly Molloy

Outstanding Elementary School Library – Sarah Farrell, Shining Stars Preschool, Rio Rancho

Outstanding Secondary School Library – Laurie Lacey, Cleveland Middle School, Albuquerque

Marion Dorroh Scholarship – Cynthia Smith

College Scholarships – Kelly Anne Blaz, Susan Garcia Dominguez

New Mexico Book Association (N MBA) is a statewide non-profit serving all book professionals and has been recognized as one of the country’s most active book associations.

Services include professional development workshops, Libra newsletter, monthly networking luncheons, New Mexico’s Book World (a resource guide to the NM book community), a monthly online events calendar, opportunities to show and sell books at major book festivals and trade shows.

Our members are readers, writers, publishers, printers, librarians, bookstore owners and more!

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9:00 to Noon

ROOM 3

Castles, Kings, Cowboys and Cactus: Children’s Literature Acts with Folk & Fairy Tales (printed on original Registration Form as “Pirates, Princesses, and Poetry: Engaging Children, Building Skills with Poetry and Song”)

Presenters: Jane Heitman Healy and Eric Ode, Deep Rooted Music, LLC

Presenters Eric Ode and Jane Heitman Healy will lead participants and model activities for children based on folk and fairy tales. Participants will learn ways to engage children and improve their literacy skills using folk tales, fairy tales, and their spinoffs. See how the magic of reading, writing, speaking, listening, and a little singing of traditional tales can make story time a happily-ever-after event. Both presenters are experienced in working with kids of all ages. Ode, a former teacher and current singer-songwriter-entertainer for children, has several award-winning books and CDs to his credit. Heitman Healy’s experience includes teaching and library work in academic, children’s services (public), and school. She is the author of 3 books for librarians and teachers, and is a member of MPLA and the South Dakota Library Association.

Noon to 4:00

ROOM 4 & 5

NMLA Board Lunch and Meeting

1:00 to 4:00

ROOM 6

Comprehensive Fund-Raising Program for Libraries and Non-profit Organizations

Presenter: Peter D. Pearson, President, The Friends of the St. Paul Public Library

In times of economic woes confronting many libraries and organizations, many are turning to fundraising. This session will help you to understand and implement the basic principles and practices of successful fundraising. The presenters have jobs that require them to be a successful fund raiser. You will gain practical knowledge and ideas on fundraising which you can implement. If necessary, you will have enough information to establish a program for your library or organization. This program is excellent for Friends, Trustees, administrators and librarians. The last part of the program will ask Trustees and members of the Friends of Libraries to discuss issues, concerns and how NMLA, Trustees and Friends can work together to be beneficial for all involved. NOTE: This workshop DOES NOT include lunch.
1:00 to 4:00 (continued)

ROOM 3

School Librarians Get Techie

*Presenters:* Heather Dahl, Eldorado High School, ASL-SIG Chair, Ray Maseman, APS Library Services

This is a “bring your own laptop” event. The ASL-SIG always works to keep librarians up-to-date with the newest technology ... to move your schools, teachers, and students into 21st Century digital instruction. Since our most common critique is, “you went to fast” or “we need more time” the ASL-SIG decided to offer this half-day workshop to examine new technology resources. Come ready to learn and implement. Bring your ideas to share as well.

ROOM 1 & 2

Supporting and Maintaining an Ebook Collection

*Presenter:* Christine Peterson, Amigos Library Services

Ebooks are not going away, but will become more important to our patrons. Some libraries have included ebooks in their collections, some point to other ebook collections, and some are still considering how to handle it. In this pre-conference, we’ll look at what it takes to support and maintain an ebook collection, including, but not limited to, options for choosing titles/collections, how to incorporate them into your online catalog and/or website, how to help your patrons and staff use the collection, and possibilities for marketing ebooks. Bring your ideas, experiences, and questions and try to make sense of this moving target.

5:00 to 6:30

Conference Opening Reception in the Exhibit Hall of the Las Cruces Convention Center

Everyone is Welcome!

Door prizes!

Food!

Fun!

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Earn your Master of Science in Library & Information Science ONLINE.

The University of North Texas offers an unconditionally ALA Accredited graduate LIS program that works for you.

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The 2012 Annual Conference Keynote Speaker: Stephen Abram, MLS

Future Ready Libraries: First Steps to the Next 100 Years

The future of our world, depending on your point of view and attitude, can be viewed as exciting or scary - Frankenlibraries or Librarytopia? Maybe it's both like a rollercoaster! Are e-books just a symptom of a shift in the information environment? Is there more change underlying everything than is visible? Are the financing issues in libraries changing everything materially? We can acknowledge that the future won't be the same as the past - not by a long shot. What are the opportunities for communities, learning and libraries? What enhancements and changes might we expect? Is this the final straw for libraries or the biggest opportunity for us since the advent of the web? Are libraries going to be even more open and boundary-less? Are the newest social technologies for the web a great opportunity for social institutions like libraries, education and governments? Are these again a symptom of an even greater shift for society that we must acknowledge? Stephen Abram is a veteran librarian, strategic technologist and library futurist. In this session he shares his perspectives on these issues, challenges, and opportunities.

Stephen Abram, MLS, is Past-President 2008 of SLA and the past-President of the Ontario (2002) and Canadian Library Associations (2004/5). He received the 2011 CLA Outstanding Service to Librarianship Award in June. He is the Vice President for Strategic Partnerships and Markets for Cengage Learning (Gale). He was Vice President of Innovation for SirsiDynix and Chief Strategist for the SirsiDynix Institute. He was Publisher Electronic Information at Thomson after managing several libraries. Stephen was awarded the AIIP 2010 Roger Summit Award. He is an adjunct professor at the University of Toronto, iSchool Faculty of Information where he received the 2011 Outstanding Teaching Award from the iSchool Institute. Stephen was listed by Library Journal as one of the top 50 people influencing the future of libraries. He has received numerous honours and speaks regularly internationally. His columns appear in Information Outlook and Internet @Schools. He is the author of ALA Editions' bestselling Out Front with Stephen Abram. His blog, Stephen's Lighthouse, is a popular blog in the library sector.
9:00

BALLROOM

Welcome and Keynote Address by Stephen Abram
Presentation of NMLA Award Winners

10:30

ROOM 1 & 2

Advocacy for School Libraries (ASL) Special Interest Group (SIG) meeting

ROOM 6

Academic Libraries Special Interest Group (SIG) meeting

ALCOVE

Author Jennifer Cervantes, Tortilla Sun

11:00 to 12:00 - Programs

ROOM 1 & 2

Reimagining our School Library Spaces & Resources

Presenters: Heather Dahl, Eldorado High School, ASL-SIG Chair, and Marian Royal Vigil, Socorro High School

The ASL-SIG is an organization that supports the professional development and promotion of school libraries. Now is a critical time for school libraries and librarians to reinvent. This session will look at the New Mexico Task Force Standards for School Libraries as a starting point for how library spaces and places need to adapt to digital learning in the 21st Century. We will provide ideas for you to start planning your mission and vision for your library and a checklist of things to start doing for your to prepare your library to become a place of 21st Century learning. Please come ready to share your ideas about how school libraries can become ever more, critical community and learning centers of school campuses.

ROOM 3

Questions to Ask When Selecting a Digital Library System

Presenter: Bill Walker, Imaging Field Services Officer, Amigos Library Services

A key decision for librarians entering the world of digitization is the selection of a digital library system (DLS). A DLS can limit the types and formats of digital objects and metadata used in a project. It exerts control over the workflows for inputting content files and metadata, and how data are stored, accessed, maintained and migrated. This session outlines the different types of DLS and arms you with important questions to ask when shopping for a solution.

- What do we want the system to do?
- How do we get data into the system?
- How does it handle files?
- How do we customize the front end?
- What IT skills are required to maintain the system?
- What support is available?
- How will we get our data out of the system?

ROOM 4

The Future of Library Management Atrium Express by Book Systems, Inc.

Presenter: Bruce A. Price, Book Systems, Inc.

Book Systems, Inc., is a progressive library automation provider, which offers web-based interactive solutions for public libraries. Atrium is the ultimate centralized library management solution with advanced features like quick cataloging, a configurable interface, real time customizable reporting, and federated searching. The Librarian Desktop feature gives you, the librarian, the ability to personalize your workspace and workflow as you desire. Learn more about it here - http://www.atriuum.net

ROOM 5

Begin your Family History Search at your Local Library

Presenter: Victoria Minnick, Thomas Branigan Memorial Library

Genealogy can be very daunting for beginners and experienced researchers alike. By using resources at your local library, researchers can gain valuable information into their family history. Resources such as Ancestry.com (library edition), free websites and non-fiction material will be examined.

ROOM 6

Fundraising for Libraries

Presenter: Peter D. Pearson, Executive Director, Friends of the St. Paul Library

This session will help you to understand and implement the basic principles and practices of successful fundraising. Presenter is experienced and successful fundraiser and will give an anatomy of a fundraising program for libraries.

Noon to 1:30

ROOM 1 & 2

Amigos/MLNC Proposal: Lunch and Learn

Presenters: Bonnie Juergens, Amigos, Charlie Kalogeros-Chattan, Los Alamos County Library System

Important invitation for Amigos members in New Mexico: Let’s discuss the pro-
posed merger of Amigos and the Missouri Library Network Corporation (MLNC). Please join Amigos Director and Secretary Charlie Kalogeros-Chattan and President and CEO Bonnie Juergens in a conversation over lunch about the proposed merger and future of Amigos. As members of this 35-year-old membership organization, you can take advantage of this opportunity to share your ideas and questions in a relaxed face-to-face group discussion. Please plan to join your Amigos colleagues for lunch as we discuss this important future-focused topic.

New Mexico Consortium of Academic Libraries (NMCAL) Meeting

Battle of the Books (BoB) Special Interest Group (SIG) meeting

1:30 to 2:30 - Programs

Playing Catch-up with Technology
Presenter: Christine Peterson, Amigos Library Services
Technology is constantly changing – so much so that it is difficult to keep up. What did you miss during the past year? Find out – we’ll discuss what’s new, what’s different … and what’s surprising! [This program will be repeated on Friday]

El Portal – The Changing Face of Research in New Mexico!
Presenter: Gale/Cengage
Have you ever had trouble finding information for research? Have you been frustrated by authentication ‘road-blocks’!? Now with “El Portal” from Gale Cengage Learning and New Mexico State Library, access has never been easier or more intuitive! Spend an hour with Troy Anderson, Customer Education Specialist – Gale Cengage Learning, as we discuss and uncover exciting changes to “El Portal!” We’ll also spend time immersed in discussion about the amazing and ambitious renovations and additions to resources like the Gale Virtual Reference Library, PowerSearch and even Business and Company Resource Center; making these resources more powerful, more meaningful and easier to access and utilize than ever before!

Public and School Libraries Moving Forward – Together!
Presenter: Barbara Huff, Youth Services Librarian and Flo Trujillo, Youth Services Coordinator, Farmington Public Library
Ever wonder what is going on behind the walls of the “other” library in the
neighborhood? This program will address how public and school libraries can share 
information and needs to manage and enhance collections and programming. The 
Farmington Public Library provides a yearly teacher orientation (to promote library 
services) and a school librarian’s in-service day (collection development) and Every 
Child Ready to Read workshops at the library for area schools, caregivers and edu-
cators.

ROOM 5

**A Library without Shelvers is Just a Pile of Books: Training, Monitoring and Motivating Human Shelvers**

*Presenter: Mark Wolf, Patron Services Coordinator, Farmington Public Library*

It’s Monday morning and your R2D2 deluxe reshelving androids are offline once again! Don’t risk your collection dollars with mis-shelved items that patrons want 
but can’t find. While more and more library services continue to move toward self-
service and online availability, your library’s most basic resources - its print and me-
dia collections - remain in the care of two human hands and two human eyes. If you 
have entrusted your collection to human shelvers, you need this workshop! Public, 
university, school and specialty librarians will benefit from this collection of proven 
tips for training, monitoring and motivating your human shelvers to ensure the 
highest possible quality of accurate and efficient work from your human shelvers 
until the R2 reshelving units are back online.

2:30

**ROOM 1 & 2**

**Native American Libraries (NAL) Special Interest Group (SIG) meeting**

3:00 to 4:00 - Programs

**ROOM 1 & 2**

**Tribal Libraries: Where Dreams Take Flight**

*Presenters: Janice Kowemy, Laguna Public Library; Nathaniel Lujan, Isleta Pueblo Public Library; Bernice Martinez, Pueblo De San Ildefonso Library; Tamara Sandia, Jemez Pueblo Community Library; and, Nolan Valdo, Acoma Learning Center*

*Tribal Libraries: Where Dreams Take Flight*, has been the inspiration of the New Mexico Tribal Libraries Fundraising Committee (TLFC). TLFC consists of participating tribal librarians and staff dedicated to providing library services in their tribal communities. Since 2008, TLFC has hosted five fundraising events that include a silent and live auction dinner, fashion show, museum exhibit, and golf tournament. Funds have been used for programs, operational expenses, professional development, materials, and other needed library resources. Learn how these tribal libraries
came together through the efforts of one dedicated supporter; the ups and downs of
event planning; creating a local partnership of supporters; and sustaining a fundrais-
ing budget for future events.

ROOM 4

Help!!! With eBooks. Part 1
Presenters: Michael Kocurek, Account Manager, and Rebecca Navar-Stepashkin, Ac-
count Manager, Follett Library Resources
This session is for those beginners who are just now learning about eBooks and how
they work. We will give a history and overview of what is happening with publishing,
and go into a basic description of how eBooks work. We will show a basic Fol-
lettShelf and describe how it works.

ROOM 5

Seeking Synchronicity: Reflections and Recommendations for Implementation
of Successful Virtual Reference Services
Presenter: Antonio Jose Alba – OCLC Regional Manager
This program takes the conclusions and findings of the OCLC membership report,
Seeking Synchronicity, published by OCLC Research, in partnership with Rutgers, the
State University of New Jersey, which distills more than five years of virtual reference
(VR) research, to discuss its conclusions, implications, and recommendations to suc-
cessfully implement a virtual reference service. Additionally, this program will address
good practices on how to attract, welcome, and retain patrons who are used to tradi-
tional (face-to-face) reference, and who are new to virtual reference.

ROOM 6

Dolly Parton Imagination Library
Presenter: David Weaver
"The Imagination Library was created by Dolly Parton as a path to give back to the
community she grew up in. She gave a free book every month to every child under
the age of five. The program has grown and today is available to every community
the U.S., Canada, and Great Britain. We have started the program in three counties in
New Mexico and seeking new opportunities in other counties. The books are free to
all children that are registered. The program is designed to instill a lifelong love of
books and for reading.

6:30
Springtini Dinner & Meet-Up—Ramada Palms de Las Cruces
Sponsored by Gale Cengage
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spite of the stress of today's busy lifestyle.
8:30 to 10:30  
**BALLROOM**

*New Mexico Library Association Business Meeting*, introduction of the new State Librarian, Devon Skeele, followed by the *Library Commission Hearing* and *Public Library Roundtable* with the New Mexico State Librarian

10:30 to 11:00  
**ROOM 1 & 2**

**REFORMA de Nuevo Mexico**  
*Presenter: Flo Trujillo, Youth Services Coordinator, Farmington Public Library and Reforma de Nuevo Mexico*

REFORMA is a National Association to Promote Library and Information Services to Latinos and the Spanish Speaking. Please take time to join us and let’s work together to reactivate the New Mexico Chapter. More details will become available at [http://reformanm.blogspot.com/](http://reformanm.blogspot.com/)

**ALCOVE**

*Author Jeanette Smith*, *The Laughing Librarian, A History of American Library Humour*

11:00 to 12:00 Programs  
**ALCOVE**

*Author Molly Molloy*, *El Sicario: The Autobiography of a Mexican Assassin*

**ROOM 1 & 2**

*How Many Students Does It Take? – Making the Most of Work-Study Students*  
*Presenters: Andrea Jaquez and Beth Reese, WNMU Miller Library*

Making the most of your academic institution’s work-study students is a relentless challenge of changes, schedules, and skill levels. This program will look at how students, funding, and job descriptions have undergone dramatic shifts in the past and the possibilities for the future. Recent results of departmental cross-training for the benefit of all departments will be presented.

**ROOM 3**

*Community Reading with Book Parties and Book Clubs*  
*Presenters: Heather Dahl, School Librarian, Eldorado High School, and Misty Horning, Instructional Coach and Language Arts Teacher, Hoover Middle School*

Are you like us and feel an urge to control teenager book clubs? Can’t quite be comfortable with their social nature? Want to provide structure and accountabil-
ity and then learn to WALK AWAY and trust them and let them have fun? We think we found a structure that works for us. Come see how Eldorado High School student and staff book clubs function and how we implement community reading at our schools. IN ADDITION ... come prepared to discuss to popular books from our book clubs: *Beauty Queens* by Libba Bray and *The Shallows: What the Internet is Doing to Our Brains* by Nicholas Carr.

**ROOM 4**

**QR Codes and Beyond!**
*Presenter: Mary Lee Smith, Farmington Public Library*
QR codes are popping up all over. See the creative ways libraries are using QR codes and learn how easy it is to create QR codes yourself (for free!). Get a glimpse of the next big wave in smart scan technology and collect some surprising facts about smart phones that will convince you to jump on board.

**ROOM 5**

**Pirates, Princesses, and Poetry: Engaging Children, Building Skills with Poetry and Song**
*Presenters: Jane Heitman Healy and Eric Ode, Deep Rooted Music, LLC*
Presenters Eric Ode and Jane Heitman Healy will lead participants and model children’s poetry and music activities attendees can take home and use. Participants will learn ways to engage children and improve their literacy skills using poetry and music. No music or poetry skills are required for this interactive session. Both presenters are experienced in working with kids of all ages. Ode, a former teacher and current singer-songwriter-entertainer for children, has several award-winning books and CDs to his credit. Heitman Healy’s experience includes teaching and library work in academic, children’s services (public), and school. She is the author of three books for librarians and teachers, and is a member of MPLA and the South Dakota Library Association.

**ROOM 6**

**Read / Watch / Listen LOCAL: How to bring unique homegrown talent into your library**
*Presenter: Dana Braccia, President, Mountain Plains Library Association and Content & Digital Communities Manager, Scottsdale Public Library*
The "Eat Local" movement encourages people to buy and eat food that is harvested within the community. This movement gives consumers an opportunity to discover unique community bounty and re-establishes the connection between the eater and the grower. In the spirit of the Eat Local movement, the Scottsdale Public Li-
library piloted a LOCAL Collection in order to showcase the emerging literary, film, and musical efforts of our community, introduce library users to unique homegrown talent that is not yet nationally known, and give local authors, filmmakers and musicians a tangible way to connect with an Arizona audience. This program will discuss the process for developing and implementing this collection as well as the results. There will also be discussion on trends in the explosive growth in new publishing alternatives including self-publishing authorship, print-on-demand (POD) book production, and digital materials and how these relate to library collection practices.

**Noon to 1:30**

**BALLROOM**

**Youth Literature Lunch featuring Jeanie Franz Ransom**, Co-Winner of the 2010-11 Children’s Land of Enchantment Book Award for *What Really Happened to Humpty*? She is the author of *Grandma U*, a 2004 Storytelling World Award Honor Book, and *What Parents Do? (When You’re Not Home)*, which was named one of The Best Children’s Books of the Year by the Children’s Committee of the Bank Street College of Education. In addition to writing picture books, Ransom visits schools to give presentations and writing workshops, and also speaks at libraries and professional conferences. She utilizes her experience as a school counselor to provide workshops and presentations designed to meet the needs of students and teachers. Ransom lives near St. Louis, Missouri. $25 / person

**1:30 to 2:30 - Programs**

**ROOM 1 & 2**

**Advocating for the Future**

**Presenter:** Rachel Altobelli, Albuquerque Public Schools

Some things never change – libraries have and will always need to advocate for sufficient funding and support. However, there are new tools available, and we’re advocating for different things now. This presentation will address the issue of how we balance respect for the past with looking to the future in our advocacy. In other words, how do we continue to stress the need for funding for printed books, while also advocating for increased funding for electronic resources? How do we keep
our current supporters, while convincing even more people of our vital mission? Come for an exploration of these ideas, and bring your thoughts and concerns to share.

ROOM 3

Mothers’ Research and Service Needs: The Case of WNMU’s Miller Library
Presenter: Gilda Baeza Ortego, Ph.D., Western New Mexico University
Historically, academic libraries supported intellectual pursuits of primarily male library users. This was evident in space utilization, hours of operation, services, collection holdings, and policies. However, the Department of Education indicates that women currently constitute the majority of college students and will grow another 16% in the next decade. Furthermore, women are also becoming more prominent in higher education administration and in the professoriate. This presentation was developed for several purposes: (1) to explore gender differences in information seeking and research behavior (2) to identify social and biology influences on female patrons and (3) to showcase the successes at the Miller Library in creating a more effective environment for women students, administrators, and faculty.

ROOM 4

iPads for Roving Reference: the good and the bad
Presenters: Paulita Aguilar and Lori Townsend, UNM University Libraries
iPads are popular with students, but what do librarians think of them for roving reference? Learn about UNM University Libraries librarians experience using the iPad at its Satellite Outreach Services point located near ethnic centers, El Centro de la Raza and American Indian Student Services. Hear first-hand the problems, the bad, about using the iPad, and the positive aspects, the good. This session will be helpful to anyone considering using the iPad for reference or purchasing it for his or her own use. If you own an iPad, bring it with you. If time permits, maybe we can come up with solutions to problems encountered by UNM librarians.

ROOM 5

Easy SRP Outreach (10 to 30 minute programs designed to make your SRP outreach memorable and fun)
Presenter: Lin McNickle, MLIS, Albuquerque/Bernalillo County Library System
The hurdles to SRP outreach challenge the most fleet footed of public librarians: first there is the obstacle of finding a mutual date and time to visit a school amidst their numerous end of year testing and programs; then there is maneuvering to reschedule ordinary library responsibilities in order to make time to visit a school; and then ... there is the actual program presentation that must be both memorable and adaptable to schools’ ever-changing schedules. Lin McNickle, a recent graduate of
UNT’s MLIS program, will share her eight years of experience with outreach with public schools promoting SRP. Lin also will hold an SRP Round table regarding SRP outreach success that will help us all better promote SRP. She will present the results of an informal survey on current New Mexico outreach definitions, target, measurement and results.

**Using Clickers to Increase Student Involvement: Why it Matters**
*Presenter: Joseph Owen, San Juan College Library*

The focus of this session will be more on creating active learning environments to involve students in instruction and less on the technology itself, though the technology is pretty fun as well. Engaging students with information literacy, as well as the potential of using clickers for measurable student outcomes will be discussed. There should also be clickers to play with!

**FRI 2:45 to 3:45 - Programs**

**Playing Catch-up with Technology**
*Presenter: Christine Peterson, Amigos Library Services*

Technology is constantly changing – so much so that it is difficult to keep up. What did you miss during the past year? Find out – we’ll discuss what’s new, what’s different . . . and what’s surprising!

**Help!!! With eBooks. Part 2**
*Presenters: Michael Kocurek, Account Manager, and Rebecca Navar-Stepashkin, Account Manager, Follett Library Resources*

This is a more advanced session showing the FollettShelf and all of its functionality. We will be showing how to set up a shelf, how to download to devices, and how it will interact with Destiny Library Manager and other automation systems. Perfect for those who have been exposed to eBooks already, or who have taken part 1.

**Using Virtual Reference In College Assignments: Reflections from an Instructor and Provider**
*Presenters: José L. Aranda, Assistant Professor, Doña Ana Community College/ NMSU, and Tammy Powers, Doña Ana Community College/NMSU*

Getting college students interested in using Virtual Reference can be a challenge,
but it shouldn't be painful. Students using Virtual Reference should benefit exactly as if they were in person. This presentation will provide some insights to: what some students have said was their experience using VR; clear expectations and instructional objectives in creating successful assignments; and tips in improving the delivery of VR.

ROOM 6

Meeting for New NMLA Board Members, Committee and Special Interest Group Chairs
The New Mexico Library Association wants to acknowledge the donations of raffle/door prizes. Thank you!

Alliance for Young Artists & Writers: The Best Teen Writing of 2011
Alison Almquist: BBQ Grill
Brodart: Ipod Shuffle
Buffalo Thunder Resort: Two night stay for two and $20 free play
Jackie Dean: Chocolate basket, martini basket, Hunger Games basket
DG’s University Deli & Coffee Shop: Four regular combo meals
Eagle Ranch Heart of the Desert Pistas: Two 10 lbs. bags of roasted, salted pistachios and two $10 gift certificates
Inn of the Mountain Gods: Two one nights stays for two
John A. Beeman Jewelry Design, Gallup, New Mexico: Earring and necklace set designed especially for NMLA
Joseph & Genevieve Garcia: Pottery designed especially for NMLA
La Posta de Mesilla: $100 gift basket, coupons
Learn360: One year gift certificate
Lorenzo’s Pan Am: $25 gift certificate, coupons
Mesilla Book Center: A Year Or So In the Life of New Mexico: An Uncensored Look at Life in the Land of Enchantment
New Mexico Book Association: Jewelry and autographed book
New Mexico Farm & Ranch Heritage Museum: Four museum passes
Phillips Enterprises: Tesco wood cutting boards
San Saba: New Mexico gift basket
Santorini Greek & Mediterranean Cuisine: Coupons
School Equipment, Inc.: Weekend at Elephant Butte Lake
Sonic: Coupons
Ruth Spiro: Lester Fizz, Bubble-Gum Artist, signed by author, Skype visit
St. Claire Winery & Bistro: Two bottles of wine and wine glasses, coupons
W. Bruce Stanford: Picture frame
Rio Grande Books: Six of their best-selling New Mexico titles
The Double Eagle: Sunday Brunch for two gift certificate
Zeffiro New York Pizzeria: Coupons
2012 Exhibitors

Advocacy for School Libraries—Special Interest Group (ASL—SIG) — Table T-16

Alexandria — Booth 27 — Represented By: Zac Fenton—www.goalexandria.com

Amigos Library Services — Booth 12 — Represented By: Bonnie Juergens, Laura Kimberly, Gerry McEntire, Bill Walker, Chris Peterson, Erica Owusu — www.amigos.org

AWE, Inc. — Booth 6 — Represented By: Lisa Maestas—www.awelearning.com

Azro Press — Booth 33 — Represented By: Gae Eisenhardt, Nancy Poes


Barnes & Noble Booksellers — Table T-15 — Represented By: Andy Billstone, Elisa Dailey, Cheryl Graves, Randall Peterson, Kason Twitchell

Battle of the Books Special Interest Group (BoB — SIG) - Table T-1

Biblionix — Booth 36 — Represented By: Clark Charbonnet—www.biblionix.com

Bonds for Books Special Interest Group — Table T-6


Bound to Stay Bound — Booth 56 — Represented By: Bill Tobin—www.btsb.com

Brodart Co. — Booth 7 — Represented By: Jason Goodson—www.brodart.com

BWI — Booth 49 — Represented By: Ryan McNicholas

Chair Massage — Booth 40 — Represented By: Renée Raley-Brown, Stephanie Montoya—www.simplydevinssalon.com — Chair massages $1 per minute

Cover One — Booth 34 — Represented By: Keith Wilde—www.coverone.net


Davidson Title, Inc. — Booth 8 — Represented By: Sharon VanDamme Hollis, (800) 433-3903, Sharon_hollis@davidsontitles.com sharobooks91@aol.com — www.davidsontitles.com

EBSCO — Booth 39 — Represented By: Mike Crowe, Mark Holmes, Jimmie King — www.ebsco.com


Government & Educational Furnishings — Booth 22 & 23 — Represented By: Casey Bell, George Herzog, Karen Landwerlen, Rosa Elena Matos, Tito Matos, Earl Phillips

Gumdrop Books — Table T-2 — Represented By: Gus Burkard, Ron Jaynes — www.gumdropbooks.com

InaBind of New Mexico — Booth 16 — Represented By: Margaret Otero — www.inabindnm.com

Insignia Software — Booth 46 — Represented by Kevin Forbes — www.insigniasoftware.com

Joseph & Genevieve Garcia — Booth 24

Land of Enchantment Book Awards — Table T-17

Learn360 — Booth 18 — www.learn360.com

Mackin Educational Resources — Booth 42 — Represented By: David McPhee — www.mackin.com

Magazine Subscription Service Agency — Booth 50 — Represented By: Richard Emmons, Karen Keegan — www.magazinesubservagy.com

Mountain Plains Library Association (MPLA) - Table T-13 — www.mpla.us

Native American Libraries Special Interest Group (NAL — SIG) - Table T-9

New Mexico Book Association (NMBA) — Table T-8 — Represented By: Paula Lozar, Karen Villanueva — www.nmbook.org

New Mexico Library Foundation (NMLF) - Booth 14 — Don’t forget to buy your raffle tickets to support the Foundation! www.nm-lf.org

New Mexico State Library — Booth 17 — Represented By: Gary Harris, Devon Skeele, Veronica F. Tapia, Monica Villaire-Garcia — www.nmstatelibrary.org

NMSU-DACC Library Science Program — Booth 15 — NMLA CONFERENCE SPONSOR — THANK YOU! — Represented By: Nora Bernal, Susan Pinkerton - dacc.nmsu.edu/lsc
Perma-Bound Books — Booth 21 — Represented By: Janine Erbe, S.L.Fuller, Melanie Gallagher

Portable Micrographics, Inc. — Booth 44 — Represented By: Cristela Pinkston, John Pinkston — www.portablemicrographics.com

ProQuest — Booth 54

Rolling R Productions — Booth 2 — Represented By: Cheryl Gage, Rhoda Weill — www.rollingr.com

San José State University — SLIS — Booth 28 — www.sjsu.edu

Scholastic Book Fairs — Booth 30, Booth 31 — Represented By: Lisa Moreno, Cory Snippen, Dee Thibert — www.scholasticboofairs.com

School Equipment, Inc. — Table T-14 — Represented By: Lorenzo M. Moreno, Juan Albert — www.seinm.com

Shamana Jewelry — Table T-7 — Represented By: Rebecca Swallows

Siren Audio Studios — Booth 47 — Represented By: Linda Coulombe Roybal McKenna Minero — www.sirenaudiostudios.com


Sundance Co. — Tables T-3, T-4 — Represented By: Isabel Martin, Meisse Martin, Mark Martin

Texas Woman’s University — Booth 25 — Represented By: Sarah Alexander — www.twu.edu/slis

TLC — The Library Corporation — Booth 32 — Represented By: Richard Jacovson — www.tlcdelivers.com

UNM Health Sciences Library — Booth 11 — Represented By: Richard Carr

UNM Press — Tables T-10-, T-11, T-12 — UNM Press is pleased to offer libraries a 50% discount at NMLA 2012.

University of North Texas, College of Information — Booth 55 — Represented By: Sharon Faber, Toby Faber - www.ci.unt.edu

Usborne and Kane Miller Books — Table T-18 — Represented By: Edie Henry — www.UsborneNM.com

World Book, Inc. — Booth 5 — Represented By: Jon Gregory — www.worldbook.com

WT Cox Subscriptions — Booth 29 — Represented By: Mike Perrine — www.wtcox.com
The New Mexico Library Association wants to give special recognition and thanks to the following for going above and beyond with all different aspects of the 2012 Conference:

Doña Ana Community College in general and specifically Rod Santos and Juan Martinez from DACC for their help with the AV equipment.

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Jennifer Chavez
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Lynda Garcia
Sally Harper
Carmella Lee
Mardi Mahaffy
Lisa Mendoza-Valdivia
Victoria Minnick
Mary Phillips
Tammy Powers
Lynette Schurdevin
Nancy Syner
Make plans now to join us:

**October 26, 2012**

in Carlsbad at the

Pecos River Village

Conference Center

for the Mini Conference ! ! !

**April 17-19, 2013**

at the Sheraton Uptown

in Albuquerque for the

Annual Conference ! ! !
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