

# Florida Libraries



THE OFFICIAL JOURNAL OF THE FLORIDA LIBRARY ASSOCIATION

Volume 55, No. 1  
Spring 2012

## *Libraries Connect:*



Users with Information



Patrons with Technology and Internet Access

### Generations with a Love for Learning



### Library Professionals with Each Other, New Ideas, and Learning Opportunities

Florida Library Association

## **2012 Annual Conference and Exhibits**

April 18 - 20, 2012

Wyndham Orlando Resort



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# Message from the President

Change has been a constant during my entire library career, but recently my head has been spinning at the dizzying pace at which change is taking place. Ebooks, mobile devices, social media, changes in scholarly publishing, new technologies — all are transforming the way in which information is communicated and shared and having a significant impact on the work we do.

This year, we've talked a lot about libraries as vibrant and vital organizations. In part, our libraries remain vibrant and vital because we embrace these changes that are taking place and find ways to use them to offer new services or improve existing ones.

One of the goals in planning this year's annual FLA Conference has been to offer speakers and programs that will be both instructive and stimulating so that attendees will be able to return home with skills, information, and ideas to ensure that Florida's libraries will continue to be vibrant and vital. As you look through the conference schedule, you'll find an array of programs that will appeal to a wide range of interests.

There are so many exciting topics and I don't have space to mention them all, but I'd like to highlight some of the national speakers we're fortunate to have on the program this year.

- Michael Porter, President of Library Renewal and ALA Council member, will lead off the conference as the keynote speaker at the Opening General Session. He'll talk about the role that Library Renewal is taking to assure the ongoing role of libraries in electronic content delivery in the face of competition from for-profit entities.
- Sue Polanka, author of *No Shelf Required* and *No Shelf Required 2*, a 2011 *Library Journal* Mover and Shaker, and national expert on ebooks and libraries, will present a program on the latest ebook trends and news and another on ebook readers.
- Virginia Tech librarians Rebecca Miller and Carolyn Meier will present ideas for integrating iPads and tablet computers into your library.
- Edward Corrado and Heather Moulaison, co-authors of *Getting Started with Cloud Computing: a LITA Guide*,

will discuss the advantages and disadvantages of moving to the cloud.

- Library consultant Allan Kleiman will lead several sessions on library services and spaces for seniors.
- American University law professor Peter Jaszi will provide a briefing on the newly released Code of Best Practices for Fair Use in Academic Libraries.
- NPR librarian Kee Malesky will close the conference with her reflections on working for one of the nation's premier news organizations.

In addition to all of the programs, there will be opportunities to network with other attendees in informal settings and at social events; see the latest technologies, publications, and products and meet with vendors in the exhibits hall; learn about innovative projects in the poster sessions; see performers display their talent in the Performers' Showcase; and relax and enjoy the beautiful grounds and facilities of the Wyndham Orlando Resort.

As I look forward to the conference, I'm also looking back and reflecting on the past year. It's been an honor to serve as President of FLA this year. I've enjoyed visiting a number of libraries, working with the dedicated members of FLA Committees, the Board, and staff, and getting to know FLA members. During the year, FLA sponsored a successful Library Snapshot Day; launched an informational effort about elections and voting; advocated for funding for public libraries, multi-type library consortia, and the successor to FCLA and CCLA; and raised awareness of the importance of keeping public libraries public. We coordinated a mini-conference in the Panhandle, offered an online course on Audacity, and initiated a One Book, One State reading program. *Florida Libraries* was designated as an open-access publication. Our membership grew and our financial base remained stable. I want to thank everyone who generously gave of their time and talents and contributed to making this a successful year and I look forward to seeing you all in Orlando!

**Gloria Colvin**  
*President, 2011 - 2012*







By Lisa B. Buggs

Some are the days of reverent silence during library hours. Visitors of the Main Library of the Jacksonville Public Library (JPL) may encounter resonant melodies from centuries past, velvety jazz, the roar of rock'n'roll, or the booming voice of a DJ layered over music from the last four decades.

"Libraries today offer so much more than books," said Barbara Gubbin, director of the Jacksonville Public Library. "Music programs open the door to a new library experience; for some customers, it serves as their first library experience."

Music lovers of all ages can be found accessing tunes from the library through live performances, downloadable media, personalized assistance from librarians, or listening to public radio stations.

### **Music @ Main Intermezzo Sunday Concerts**

Classical music is the foundation of the popular Music @ Main Intermezzo Sunday Concerts, which began in February 2006, several months after the opening of the new Main Library.

Taking advantage of the superior acoustics of the library's Hicks Auditorium, program offerings have ranged from a concert version of Purcell's opera, *Dido and Aeneas*, complete with chorus and chamber orchestra, to cutting-edge pieces for unaccompanied violin. Performances have included world premieres of more than a dozen newly-composed works in a variety of vocal, choral, and instrumental styles.

The Intermezzo series is presented in partnership with the Jacksonville Symphony Orchestra, Friday Musicales – Jacksonville's oldest community music society, and area schools, colleges and universities. All of the performers freely donate their time and talents for the opportunity to perform in the series. "I originally started library concerts in the late 1980s under the series name *Ex Libris*, in the old Main Library, when we first began opening on Sundays,"

said Ed Lein, who holds master-level degrees in library science and music. "The concerts were another reason for folks to come downtown on Sunday afternoons and to attract people to the library who might not otherwise come."

The concerts showcase the artistry of prominent First Coast musicians, as well as the emerging talents of gifted students from among the area's many outstanding music education programs. In addition to players from the Jacksonville Symphony and faculty artists from the University of North Florida and Jacksonville University, the series has featured visiting musicians, including the internationally-acclaimed chamber ensemble *enhakē*; Trio Solis, faculty artists from Florida State University; Italian pianist Laura Nocchiero; and Noteworthy Duo, faculty artists from Vanguard University of Southern California. The series even served as the American debut of Iraqi pianist and television personality Abbas Abboud.

Program guides accompany each performance, highlighting information about the compositions and performers, as well as selective listings of related reading and listening materials available from the library's collection of music resources.

### **Teen Battle of the Bands**

Thronges of screaming teens can be seen and heard in the Conference Center at JPL for at least one Saturday afternoon each June. It's not due to the appearance of a professional athlete, a reality television personality, or a Top Ten singer – it's the Annual Teen Battle of the Bands.

Started in June 2005 by the Teen Department staff at the Main Library, the event was conceived as a way for teens to showcase their musical talents, let them know that the library has more to offer in addition to books and encourage use of the library by young people who might not normally be aware of JPL's resources.

The community enthusiastically supports the Battle of the Bands each year. Businesses donate prizes including musical equipment, music shop gift certificates, and studio recording time. Restaurants contribute meals for band members and judges, and area musicians and music teachers volunteer for roles as judges or as the competition emcee. Youth that attend the Battle can enter their names into a drawing to sit as the teen judge.

After the Battle has been won, teens continue to access music CDs and downloadable media, and attend other programs. The library isn't necessarily a quiet place any more and our teens like it that way.

## Music Club

Children and tweens ages eight through twelve are not left out of the JPL musical experience. Music Club, a bi-weekly series, allows them to explore different types of music and learn about particular artists, composers, instruments and theory through the most engaging way possible – enjoying live bands and performers.

The guests share their personal histories as musicians and talk about the places they play and record. Each musician goes in depth about his or her instrument of choice – its history, how he or she learned to play it and how it works. Music Club sessions are designed to allow plenty of time for performances, discussion, audience questions, and musical interaction. During some sessions the children are divided into groups and directed to stations where they have the chance to hold and play some of the instruments.

## Music Club Featured:

- Von Barlow's Jazz Journey, a Jazz Hall of Famer who has played with the likes of Ray Charles, Etta James, and Harry Connick Jr.
- Tony Steve, an internationally-touring percussion professor from Jacksonville University whose presentation focused on percussion in film.
- Tropic of Cancer, a New World jazz fusion band complete with vibraphones, focusing on interactive activities incorporating Reggae, Samba and African rhythms.
- After The Bomb Baby; an electro-punk band featuring an unlikely mix of synthesizers, contact microphones, and a trombone. They conjured up a hands-on digital music experience and an audience of children of all ages doing the "Backwards Frankenstein."
- Manatella, focused on women in rock 'n' roll. Singer/songwriter Christina Wagner conducted a class on rock song structure, lyric writing and performance.


*Music produces a kind of pleasure which human nature cannot do without.*

~ Confucius

**Intermezzo**  
Sunday Concerts at the Main Library  
Sunday, October 8, 2006, 2:30 p.m.

Charlotte Mabrey's  
**UNF PERCUSSION ENSEMBLE**  
featuring  
**Matt Wardell**

**Matt Wardell**  
Charlotte Mabrey  
Simon Fabian  
Will Hall  
Kristen Hampton  
Jason Ellerbee  
Jody Morgan



Jacksonville Public Library  
Main Library  
Conference Level Auditorium  
303 North Laura Street  
Jacksonville, Florida 32202

Start Here. Go Anywhere.

**Intermezzo**  
Music/Main Free Sunday Concerts  
2011-2012 CONCERTS @ 2:30pm: Oct 9, Nov 13, Dec 11, Jan 8, Feb 12, Mar 11, Apr 15, May 20, June 10  
Sunday, November 13, 2011 @ 2:30p.m.

**Ruxandra Marquardt**  
violin  
**Christine Clark**  
piano



featuring  
FRANZ SCHUBERT  
"Duo" Sonata in A Major, D.574  
ANTONIN DVOŘÁK  
Romantische Stücker, Op.75



Main Library (Main Auditorium)  
303 North Laura Street



Free parking.  
Concert information at  
jplmusic.blogspot.com

JACKSONVILLE PUBLIC LIBRARY  
Start Here. Go Anywhere.

jaxpubliclibrary.org 630-BOOK

**music@main**  
Tuesday, February 10 @ 6:15 p.m.

**Recital!**  
Music Students from the  
**UNF UNIVERSITY of NORTH FLORIDA.**

Delta Eta chapter of  
**MΦE**  
MU PHI EPSILON professional music fraternity  
Dr. Sandra Stewart, UNF Coordinator

Alec Degnats drums  
Christopher Fry piano  
Janel Harris alto saxophone  
Brittany Manney cello

Elyse Matthews soprano  
Barbee Monk soprano  
Leeyn Osborn tenor  
Angelique Parveta soprano

Quinton Rhodes piano  
Hannah E. Sharron flute  
Anna Wilson cello  
James A. Woods piano

Main Library  
Hicks Auditorium  
303 North Laura Street  
Jacksonville, FL 32202

JACKSONVILLE PUBLIC LIBRARY  
Start Here. Go Anywhere.

jaxpubliclibrary.org  
inform@coj.net  
(904) 630-2665  
Free and open to all



All performances feature time when the youth get to play along and create music with the performers. If you watch closely, you will see parents, grandparents and caregivers joining in on the fun!

## Fresh Picked

Ever notice how readers advisory gets all the love? Avid readers are enjoying the personalized reading lists offered by libraries all over the world. Librarians are even running their own in-house readers advisory services with nifty innovations like reading maps.

“I started wondering why libraries didn’t similarly offer music advisory services to their patrons,” said librarian Matthew Moyer. “Sure, established sites already offer listening advice, but librarians shouldn’t have to leave music advisory up to commercial services based on search algorithms.”

Moyer and fellow librarian and music aficionado Andrew Coulon decided the time had come to provide personalized playlists for JPL customers.

**Radio Playlist #23 – Best Tracks of 2011**  
 Posted January 5, 2012 by Andrew Coulon

**Categories:** Alternative, Blues, Dance Music, Electronic Music, Heavy Metal, Hip-Hop, Jazz, Pop, Punk, Rock and Roll

**Tags:** Boogie Down Productions, Einsturznde Neubauten, Jackson C Frank, Jimmy Scott, Mercyful Fate, of Montreal, Prince, Stereolab, The Slits, This Mortal Coil, Vivian Girls, XX, Yo La Tengo

Originally aired: 1/5/2011

This week we picked some of favorite tracks we played in 2011 and drop some knowledge with each single.

Artist	Album	Song
Mercyful Fate	Don't Break the Oath / Return of the Vampire	Gypsy
Stereolab	Oscillons of the Anti-Sun	Ping Pong (LP Version)
This Mortal Coil	Blood	With Tomorrow
Jackson C. Frank	Troubadours of Folk	Blues Run The Game
The Slits	Cut	Typical Girls
Of Montreal	The Sunlandic Twins	Forecast fascist future
Prince	Dirty Mind	Dirty Mind
Jimmy Scott	All The Way	I'll Be Around
Boogie Down Productions	By All Means Necessary	Illegal Business
Vivian Girls	Vivian Girls	No
The XX	XX	Islands
Yo La Tengo	Painful	Nowhere Near

The service allows library users to submit an online form, <http://jpl.coj.net/lib/music-advisory2.html>, detailing their taste in music. Within four days customers receive a list of listening recommendations with direct links to items in the JPL catalog based on their preferences.

## Lost in the Stacks

Personalized Playlists For Library Listeners

**Radio Playlist #24**  
Posted January 12, 2012 by Andrew Coulon

**Categories:** Alternative, Blues, Dance Music, Electronic Music, Heavy Metal, Hip-Hop, Jazz, Pop, Punk, Rock and Roll

This week we digging into the Lost in the Stacks archive for some of our favorite episodes but it's all in the service of good radio. Next week we will have special guest in the studio so be prepared for big things.

And yes, Mercyful Fate was on last week but how can you deny the 89th greatest heavy metal vocalist of all time another 5 minutes of fame?

Suicide – "Cheree" (self-titled album)

Heaven 17 – "Fascist Groove Thing" (Penthouse and Pavement)

Eric Burdon & The Animals – "Microphone Fiend" (Follow the Leader)

Slowdive – "Souvlaki Space Station" (Souvlaki)

Shangri-Las – "Out In The Streets" (Best of the Shangri-Las)

Gories – "Rat's Nest" (Outta Here)

Gospel Soul Revivals – "If Jesus Came Today" (Good God! Born Again Funk compilation)

Mercyful Fate – "Gypsy" (Don't Break the Oath / Return of the Vampire)



**Who We Are**  
 The Jacksonville Public Library offers Music Advisory services to help our users find the music they love in the library's collection. Play it loud.

**About This Service**  
 How It Works  
 How to Listen  
 Lost in the Stacks Playlist  
 Music Advisory Questionnaire

**Scan QR Code with a smart phone to visit our mobile friendly form**



A blog, <http://jplmusicadvisory.wordpress.com/>, of content-rich playlist responses are archived online providing more searchable resources for other users.

Coulon explains, “We defined three goals when we began the project last spring:

- 1 - Match listeners with albums they might like
- 2 - Increase catalog usage, circulation and awareness of JPL’s excellent music collection
- 3 - Have fun at work.”

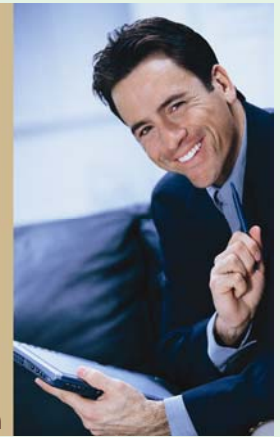
Coulon and Moyer also share their love of music with the community by hosting *Lost in the Stacks*, a weekly, hour-long radio show airing on 89.9 WJCT Public Broadcasting. Each Thursday at 11 p.m., they uncover gems from the library’s diverse music collection, focusing on influential and overlooked albums from a variety of genres and performers.

Music is naturally a vital component of a vibrant community and the Jacksonville Public Library provides the melodies – in various genres and formats – to its customers. *Vivace!*

Lisa Brown Buggs, a former public broadcasting producer, is the Community Education and Enrichment Program Supervisor for the Jacksonville Public Library.

# Shifting Into OverDrive: How a Small Public Library Raised Funds to Offer Downloadables

By Katie Tyler, Courtney Moore, and Nicole Heintzelman



*“Hi! I heard I can get audio books for my iPod. How do I do that?”*



*“I heard you had e-books. I’ve got a Nook. How can I get a book?”*

*“I’m sorry. We don’t offer downloadable materials at this time.”*

*“I’m sorry but we only offer Netlibrary ebooks. The downloadables are on our wish list, though.”*

**T**hese were common exchanges at the Winter Park Public Library prior to August 2011. Patrons and staff alike desired access to digital downloads but our small library felt it was beyond our meager budget. As the larger county library systems began to offer OverDrive, the most popular downloadable service, more and more pressure was placed on Winter Park to join them. Something had to be done! The staff knew it. The director knew it. But how does a small, public library meet the public demand for digital materials?

Our biggest – and perhaps only – challenge was finding the funds to pay for the endeavor. We could not rearrange our materials budget; it had already been stripped down in response to annual

budget cuts. The Library Board decided the answer was to have a fundraiser. For several years our patrons had been increasingly vocal about their desire to see us offer digital downloads, so we took our financial dilemma to them.

Winter Park is a suburban, yet cultural city located just outside Orlando, FL. It has a population of approximately 30,000 and according to the most recent U.S. Census, a majority of residents earn an annual average of \$50,000 - \$74,999. The Winter Park Public Library has been a community staple since 1885 and has received tremendous community support over the years. Therefore, we felt confident the community would rise to meet the OverDrive fundraising challenge, especially given past fundraising successes.

In 2009 the city of Winter Park put up a \$40,000 match to help prevent a shortfall at the end of our fiscal year. We were able to raise the funds to meet the match (for a total of \$80,000) within a two-month period. Other successes include the Bash for Books event that brings in \$40,000 to \$50,000 each year and the thirty plus endowment funds which total \$4.5 million.

It was decided that the best way to raise money for OverDrive would be a matching opportunity. "We know from past campaigns that our donors love matching opportunities," acknowledged Library Director Bob Melanson. Patrons were made aware of the campaign through letters and e-blasts. As a secondary measure, the library's Web site and Facebook page included information about the fundraiser. Our library's growing list of Facebook friends has long been an indicator that our patrons are interested in more digital options.

The fundraising goal for OverDrive was reached in just one month, a testimony to the community's level of enthusiasm for the new technology. After reaching the goal in such a short amount of time, the Board decided to continue raising money to secure funds for additional titles down the road. The fund eventually exceeded \$20,000.

To familiarize the library staff with eReaders, the library purchased what we determined to be the three most popular readers on the market: a Kindle, a Nook and an Apple iPad. The reference staff learned how to use the devices, experimenting on the beta OverDrive page. Eventually, staff trainings were offered where the reference librarians sat down one on one with members of the staff. The idea was for every person on staff to be able to identify a Kindle, Nook or iPad by sight and offer very basic OverDrive assistance if reference librarians were unavailable.

To thank everyone who gave to the cause, donors were given the opportunity to request a title to be included in the digital collection. We also offered Donor Day in advance of the public launch: donors enjoyed an exclusive sneak peak at

"We know from past campaigns that our donors love matching opportunities," acknowledged Library Director Bob Melanson.

the new service as library staff offered classes all day to show them how to navigate the new OverDrive Web site. They had full access to the downloadable materials two weeks before everyone else. This cost-free thank you was appreciated by all who attended; donors felt recognized and staff became acquainted with our philanthropists.

To maintain the small budget, it was decided all title selection would be done by the director. Then another cost-cutting decision was made by Library Administration: library staff would manually import the records into OverDrive. This saved the library \$1.50 per title. With the cooperative effort of the Technical Services department and the Reference staff, all the records were transferred in just under three weeks.





Since our budget is initially very small, we purchase limited titles, only one copy of each title, and set a maximum of two checkouts at a time. Some of our patrons inquired about these restrictions, asking us when additional titles would appear in the catalog. The addition of public domain titles from Project Gutenberg provided 34,000+ classics to our collection but we knew patrons were hungry for newer titles. So we countered this by offering donations cards, stressing to patrons that as our funds grew, so would our collection. Each donation card included a line for a "Title Suggestion" to encourage the idea that the OverDrive endeavor, beginning to end, is patron-driven.

As word spread and interest grew, an increasing number of patrons came in to ask about our new

OverDrive service. Due to the high number of inquiries, the Reference staff decided to teach a series of classes to introduce the public to OverDrive. Patrons were encouraged to bring their eReader devices so they could be walked through the process of checking out and downloading an eBook.

Five months after offering OverDrive, WPPL did not offer classes as frequently but regularly assisted patrons who stopped by the desk for help. The holiday season ushered in new eReaders, tablets and mobile devices to more patrons, therefore classes restarted in January.

And, at last, a common exchange between librarian and patron is:



***“Hi! I heard your offer ebooks. How do I download them?”***

**To which we reply, with a smile (and great relief):**

***“What kind of device do you have?”***

#### NOTES:

1 - U.S. Census Bureau, "State and County QuickFacts," last modified October 18, 2011, <http://quickfacts.census.gov/qfd/states/12/1278300.html>.

Katie Tyler is a reference librarian at the Winter Park Public Library. She received her MLIS from Florida State University in 2008.

Courtney Moore is a reference librarian at the Winter Park Public Library. She earned her MLIS from Florida State University.

Nicole Heintzelman is Head of Reference and Archives at the Winter Park Public Library. She earned her MLS from Florida State University.

# Friends Indeed: Nonprofit Resources for Friends Groups from Stetson University College of Law Library

By Faye Roberts

**F**riends of Library groups provide valuable financial and advocacy support for Florida's libraries. To survive and thrive, these groups need to operate within the law and to be well run.

Unfortunately, clear, reliable information on tax and legal issues facing Friends groups can be difficult to find. Now, thanks to the *pro bono* work of lawyer/librarians from Stetson University College of Law Library, this problem has been solved.

Stetson Law Professor Rebecca Trammell, who also directs the Stetson Law Library, developed a program on tax and legal issues for nonprofits. Using a survey of Friends groups distributed by FLA, Trammell researched topics of concern, including tax exempt status, fundraising, volunteers and risk management. She then prepared short talks on each topic and recorded these in eight separate video sessions.

The entire set of sessions was presented at six locations around Florida during October, 2011 with Trammell or her colleagues, Stetson law librarians Robert Brammer and Whitney Curtis, attending each session in person to answer attendees' questions.

A total of 104 persons registered for the workshops which were promoted by FLA's Friends, Foundations and Boards member group. The workshops were held in libraries in Delray Beach, Jacksonville, Naples, Ocala, Orlando, and Palm Harbor with refreshments provided by the library or its Friends group. A member of the FLA Board attended each workshop and served as onsite coordinator.

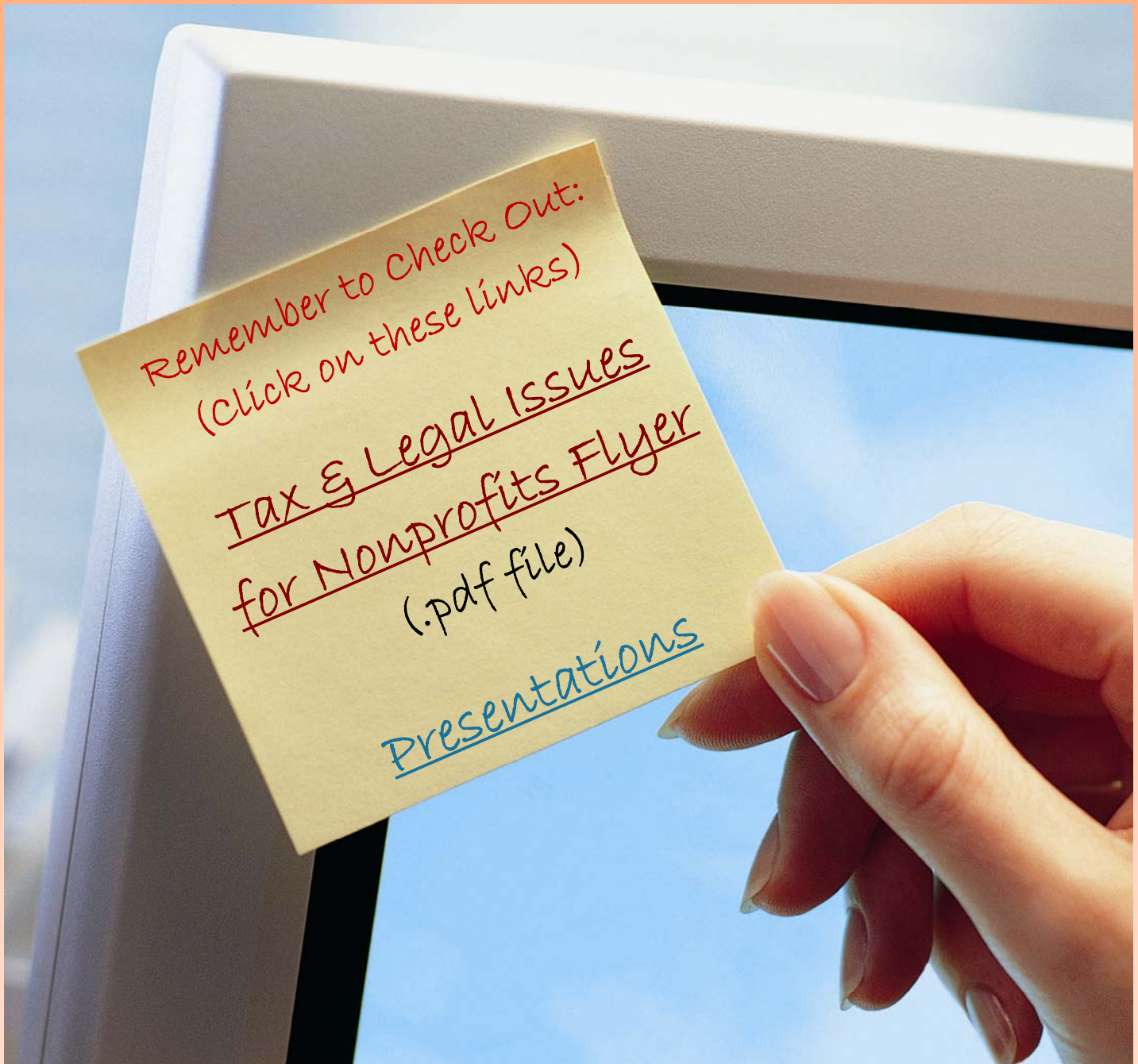
Trammell's recordings and accompanying





slides are now available on the FLA Web site at [http://www.flalib.org/friends\\_found\\_boards.php](http://www.flalib.org/friends_found_boards.php) Also available is a list of Frequently Asked Questions that Trammell has provided since the workshop to address questions that arose at the various sessions.

Thanks to the contributions of all who helped, the workshops were a resounding success and Florida Friends have a lasting resource.



Faye Roberts is the Executive Director of the Florida Library Association.



# Florida Reads: Why Florida?

By Joyce Sparrow

I had the opportunity to correspond with three authors who set their newest novels in Florida. My question is always: Why Florida? Why did the author choose to set the novel in the Sunshine State?

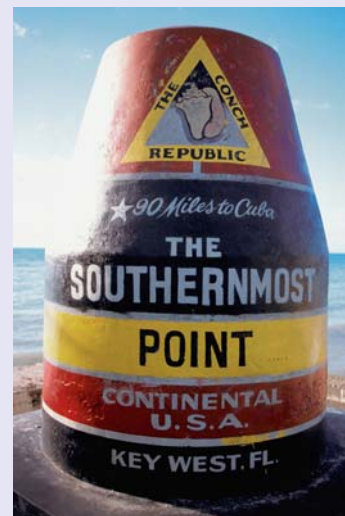
## **Reed, Deborah. *Carry Yourself Back to Me* (Amazon Encore, 2011).**

This original love story and family history set in present-day central Florida involves forty year old popular singer and song writer Annie Walsh who escapes the limelight by living in a pale creamsicle-colored bungalow cloaked by over grown trees. It is a foggy, cold December. Annie's boyfriend has left her and her brother is in jail accused of murder. Reed said: *"I moved to Central Florida from Michigan as a teenager, and though I was already finished with high school, it was really in Florida that I came of age. Back then (in the early 80s) there was still so much rural area right around Orlando—I'm thinking particularly of the eastside, out past Goldenrod and up in the Howell Branch Road area. In fact, this is the area I had in mind when I wrote the chapters with Annie and Calder as children. Coming from Michigan, you can imagine how exotic Florida was for me. And so beautiful. I had never seen or experienced anything like it. The area I thought of for Annie's house as an adult is west around Clermont"*. Reed writes beautifully about Florida's weather and builds a strong sense of place. She even mentions

how years ago, doctors prescribed Florida's fresh air and sunshine to help cure "bad humors". Reed's book is not to be missed.

## **Burdette, Lucy. *An Appetite for Murder* (Penguin, 2012).**

Hayley Snow arrives in Key West from New Jersey, following her new boyfriend Chad Lutz, only to find she is one of several loves in his life. Luckily, Haley's freshman college roommate Connie lives on a houseboat in Key West. Hayley decides to stay in Key West. She applies for a job as food critic at a new magazine. As complications build, soon Haley is questioned in the murder of one of Chad's other girlfriends.





Burdette comments on why she chose to set her amateur sleuth mystery in Florida:

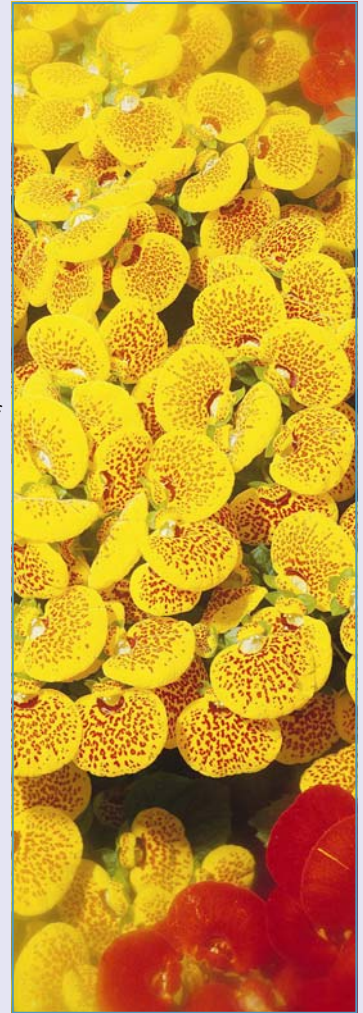
*My husband and I visited Key West about five years ago. The town has so many layers, reaching from the richest of the rich at one end to a significant homeless population on the other. There are folks who were born and raised on the island and lots of others who come to party or who come because they don't quite fit into a traditional lifestyle but feel comfortable here. There's a thriving artistic scene, great food, and a fabulous literary history. And the island is gorgeous and tropical. So when thinking about pitching a new series, Key West was a natural! Key West is really like no other town and it seemed as though the way to show that was by using key details in my descriptions. The challenge with that is to avoid slowing the story down with a travelogue!* Burdette's new mystery will be popular with readers.



**Mandel, Emily St. John. *The Lola Quartet* (Unbridled Books, 2012)**

Brooklyn resident Mandel set her latest novel in Florida to expose the state's exotic wildlife problem. The novel opens with Gavin, a New York City reporter being sent back to Sebastian, his home town, to report on the problem with pythons creeping closer and closer to the homes built near canals and swamps. Gavin visits his sister, Eilo, who is a real estate agent dealing in foreclosed homes. Eilo shows Gavin a photo of a ten year old girl, Chloe Montgomery, who Eilo saw when she recently visited a house for a new real estate listing. The photo sends Gavin on a quest to find Anna Montgomery, his high school girlfriend, to find out if he is the father of the little girl. Mandel does a good job exposing Florida's contemporary problems while telling the story of four high school musicians who performed as the Lola Quartet.

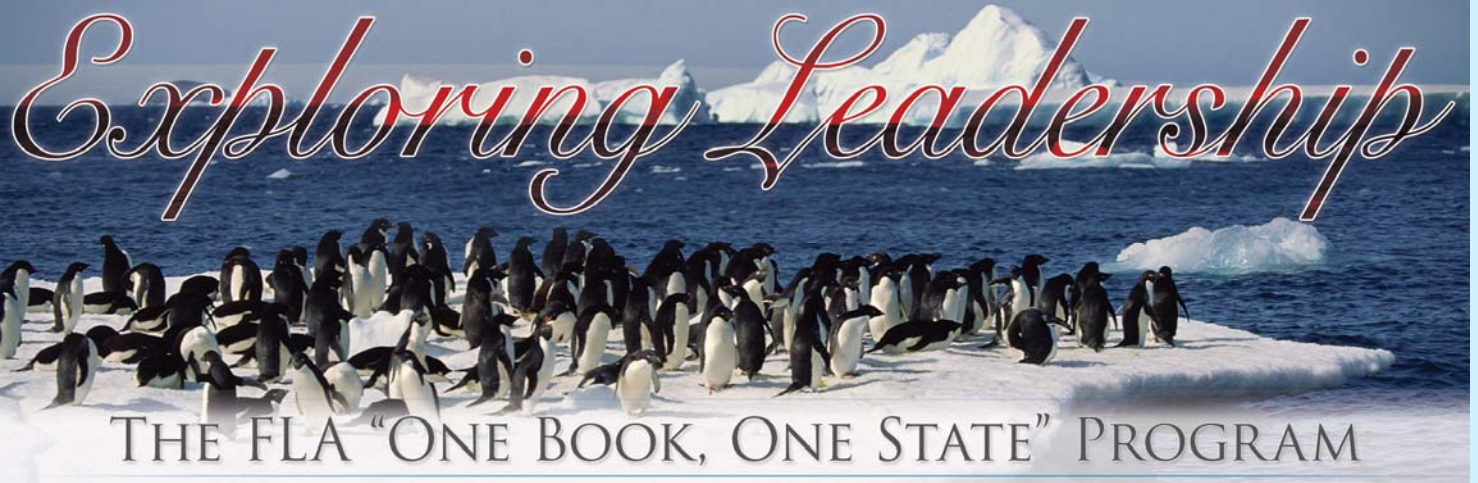
Craig Pittman, a Tampa Bay Times award-winning environmental reporter has written *The Scent of Scandal: Greed, Betrayal, and the World's Most Beautiful Orchid* for the University Press of Florida's Florida History and Culture Series. The book's focus is the 2003 - 2004 federal trials of the Marie Selby Botanical Gardens Orchid Identification Center scientists and James Michael Kovach, the man accused of smuggling a new orchid species into the United States from Peru. Pittman tells the consequences of Kovach bringing orchids to the Selby Gardens in order for the scientists to name it for him. This book has a broad appeal to all readers who like a good crime story.



And finally new series releases: Nancy J. Cohen has published a new book in her *Bad Hair Day* series. Coincidentally, *Shear Murder* (Gale Cengage Learning, 2012) has an orchid smuggling story line surrounding the marriage of her main character Marla Shore and Dalton Vail.

Steven M. Forman just published *Boca Daze* (Tor Doherty Associates Book, 2012) the third comic mystery where retired Boston cop Eddie Perlmutter investigates the problems of pill mills financial scams, and homelessness in Boca Raton.

Joyce Sparrow can be reached at [joycehopesparrow@gmail.com](mailto:joycehopesparrow@gmail.com).



**I**n late 2011, Florida Library Association (FLA) President Gloria Colvin announced the selection of *Our Iceberg is Melting: Changing and Succeeding under Any Conditions*<sup>1</sup> for the inaugural “One Book, One State” program at the 2012 FLA Annual Conference. The program, sponsored by the FLA Leadership Development Committee, provides a way to create a network of activities and conversations about leadership throughout the state,<sup>2</sup> in the words of committee member, Elizabeth Curry, who proposed the idea. Curry stated that in an era where travel to professional development activities is often not possible, a program such as this offers opportunities for librarians and library staff around the state of Florida, regardless the area of librarianship, to share ideas about leadership based on the common experience of reading the same book.

The idea of creating environments for communities to come together and hold discussions on particular issues through the framework of one book has become increasingly popular in the twenty-first century. The state of Rhode Island instituted a one book, one state program in order to encourage communities to discuss ways to improve literacy. The Reading across Rhode Island program was designed to stimulate conversations about the importance of literacy in the state.<sup>3</sup>

Another example is the project in Nebraska in 2005 implemented to encourage citizens of that state to read and discuss native daughter, Willa Cather’s, *My Antonia*.<sup>4</sup> The book Colvin selected for the 2012 FLA program involves a leadership theme that is particularly relevant in a climate of change in libraries -- how to lead an organization through change. Curry suggests that “the project would enhance the development of leader-

**By Anne Marie Casey and Kristen Davis**

ship and contribute to continuous improvement of library services in Florida.”<sup>5</sup>

Colvin chose this particular book for several reasons. She reviewed a number of titles that were submitted by members of the FLA Leadership Development Committee. She found *Our Iceberg Is Melting* to be particularly timely in the current period of rapid change in libraries. Also, since this is the first title of one of the Committee’s annual “Leadership Legacy” initiatives, she wanted one that has wide appeal and is accessible to many librarians and library staff members in order to encourage broad participation. This short book, with many illustrations, is available in a variety of formats and is easy to read.

*Our Iceberg Is Melting: Changing and Succeeding under any Conditions* is a fable that focuses on a group of penguins and illustrates how each individual works as part of a team to solve a melting iceberg crisis. The book uses the penguin story as an example to discuss how people can work together to adapt to the constant changes occurring in both our professional and personal lives. The penguins encounter obstacles much like we do in our everyday lives, including members who are resistant to change. The book describes how members of the penguin colony work together to overcome the obstacles with clever tactics and heroic action.

The fable draws considerably from the frame-



works for leading and managing change that Kotter proposed in earlier works<sup>6</sup> as well as a short training exercise about the penguins designed by Rathgeber. The authors' state, "*Our goal in writing *Our Iceberg Is Melting* was to draw on the incredible power of good stories to influence behavior over time -- making individuals and their groups more competent in handling change and producing better results.*"<sup>7</sup> Their story raises questions for discussion group members to ponder after reading it and offers an eight-step process of successful change that participants can use to develop procedures for their organizations.

Colvin views the discussion of change in *Our Iceberg Is Melting* as a complement to the conference theme. As she stated in an interview about this program, part of what she means to convey through the conference theme is how librarians and library staff have to make changes in order to maintain libraries that are "vital" in their communities currently and into the future.

She added that library employees need to embrace new ideas and let go of traditions that no longer support "vibrant" library services.

The "One Book, One State" program features regional group discussions centered on *Our Iceberg Is Melting*, which will take place throughout the state of Florida beginning in early 2012. A formal program which includes a discussion of the book will be hosted by the Leadership Development Committee at the 2012 FLA conference. Part of the program will offer an opportunity for participants to share advice and guidelines with colleagues who wish to initiate local book talks and start conversations about how to deal with change. These local groups may include anyone from the library community as well as library staff members from every level of the organization.

Through her choice of this book and support of the program, Colvin hopes to stimulate discussions statewide and to encourage librarians and library staff to consider the need for change. In

addition, she envisions this program will spur discussions in which members can begin to develop structures for addressing change and produce examples that FLA members can apply in their own libraries.

For more information, please contact Gene Coppola, Chair of the FLA Leadership Development Committee, [gene@phlib.org](mailto:gene@phlib.org) or Elizabeth Curry, FLA Leadership Development Committee member and program organizer, [elizabethcurryFL@gmail.com](mailto:elizabethcurryFL@gmail.com).

#### NOTES:

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- 1 – Kotter, John P. and Holger Rathgeber, *Our Iceberg Is Melting: Changing and Succeeding under Any Conditions* (New York: St. Martin's Press, 2006).
- 2 – Elizabeth Curry, e-mail message to authors, December 16, 2011.
- 3 – Arvidson, Anne J. and Pamela Blanco, "Reading across Rhode Island: One Book, One State, Many Successful Readers," *English Journal* 93, no. 5 (2004): 47-53.
- 4 – Monaghan, Peter, "Their Antonia," *The Chronicle of Higher Education* 51, no. 33 (Apr 22, 2005): A.6-A6.
- 5 – Elizabeth Curry, e-mail message to authors, December 16, 2011.
- 6 – Particularly: Kotter, John P., *Leading Change* (Boston: Harvard Business School Press, 1996) and Kotter, John P. and Dan S. Cohen, *The Heart of Change: Real-life Stories of How People Change Their Organizations* (Boston: Harvard Business School Press, 2002).
- 7 – Kotter and Rathgeber, *Our Iceberg is Melting*, 142.

*Anne Marie Casey is the director of the Hunt Library at Embry-Riddle Aeronautical University in Daytona Beach, FL. She has an AMLS degree from the University of Michigan and a PhD in Managerial Leadership in the Information Professions from Simmons College.*

*Kristen Davis is the Hunt Library Evening Circulation Library Technical Assistant at Embry-Riddle Aeronautical University in Daytona Beach, FL. She is enrolled in the Master of Science degree program at the Florida State University School of Library and Information Studies with an anticipated graduation in May 2012.*



# SNAPSHOT: A DAY IN THE LIFE OF FLORIDA LIBRARIES

By Ava Iuliano and Nuria Curras

This year's Florida Library Association's "Florida Library Snapshot Day" is an event that provides a strong tool for advocacy that is sorely needed by all libraries, public, academic and special. Library Snapshot Day is a nationwide effort that focuses on collecting library use data (gate counts, workshops, questions, circulation statistics, photographs, user feedback, etc.) for one single day out of the year as a way for librarians and library staff members to show their communities how they serve their members every day. It is one of the best times to be a Florida Library, but also one of the worst. Considering that we are in the midst of an economic recession and spiraling budget cuts, Florida libraries on the other hand have seen a boom in their usage. In such times when libraries are caught between two directly opposing forces, there is only one strategy that we can follow to help get us out of this dire situation: the use of clear and strong advocacy.

Library Snapshot Day, according to the American Library Association Web site, was originally conceived in New Jersey through the collective efforts of the New Jersey Library Association and the New Jersey State Library. Soon, other states followed suit, creating their own Library Snapshot Days. In support of the efforts of the ALA, the Florida Library Association has charged its Public Relations Committee with overseeing and coordinating Library Snapshot Day throughout the state of Florida.

The November 2nd, 2011 Library Snapshot Day event had 538 participating libraries throughout Florida, including 299 public, 56 academic, 11 special and joint-use libraries and 175 school media centers. These libraries had over a quarter of a million visitors. Compared to the previous Library

Snapshot Day hosted in January 2011, this is an increase of nearly 30,000 visitors (253,168 in January versus 287,631 in November). Florida libraries circulated at least one item for every patron that walked through the doors, 3,061 library cards were issued and 33,673 reference questions were answered in a single day.

It is well-known that in times of economic hardship, the library becomes a central access point for library visitors to use current technologies such as computers, the Internet, online government services, e-Books, and other resources. Library Snapshot Day revealed just how much libraries aid the community by providing computer access and instruction. A total of 56,813 people used computers in a single day, with 8,872 patrons receiving computer skills instruction. The state of Florida is home to a diverse population, including senior citizens, people pursuing second careers, and English language learners. Computer skills are essential for success in today's technological society and librar-



*Photograph shared on the Florida Library Snapshot Day's Flickr account, a free digital photograph hosting site, of a librarian assisting patrons at the TNC Technology Class at a Hillsborough County Public Library Cooperative location.*

ies are front and center in providing the much-needed instruction and access to technology. Libraries also assisted 1,447 job seekers in their searches for employment and 1,383 people needing access to government-provided services.

Students and children also benefit from the programs in their libraries. “The school library has helped me a lot because I don’t have a library close to my house,” wrote Emily, a student in Orange Park. Many public libraries have suffered budget cuts that have led to decreased hours and staffing, which has inconvenienced library visitors and increased the workload for the remaining library staff members. Due to the economic conditions, students in elementary, middle and high schools have become more dependent on their school libraries and media centers while the number of certified media specialists in school libraries has decreased. 13,710 children (age 12 and under) attended program sponsored by the library or media center, nearly double the number of children in the beginning of the year (7,875 in January 2011). Libraries also welcomed nearly double the number of young adults as well; 2,924 young adults (ages 13 through 17) attended a library instruction program or special event in November versus 1,596 in January. Additionally, students received help with schoolwork in their local school or public library, a number that has grown from 5,780 students in January to 8,968 students in November. These increases were influenced by the dramatic surge in media centers and school libraries participating in Snapshot Day. During the January event 27 locations participated while during the November Snapshot Day 175 locations submitted statistics!

Academic libraries provide key instruction programs and research support to students and faculty. 33,673 students in universities and colleges across the state received bibliographic instruction at their campus libraries. “The library helps by providing an environment where I can work on my homework without distraction. It also provides me with a computer which I don’t really have at home,” wrote Angelica, a student at USF Polytechnic in Lakeland. Many students completing degree and certificate programs have been impacted by tuition increases and reductions in available grant funds. Academic librarians and library staff assist students by continuing to provide access to tech-



*Clearwater Library System shared a photograph of patrons using computers (from Flickr).*

nology and information. Many academic libraries circulate laptops to students who cannot afford their own.

Visit the FLA Library Snapshot Day Web site, [http://www.flalib.org/snapshot\\_day\\_results\\_nov\\_2011.php](http://www.flalib.org/snapshot_day_results_nov_2011.php), to see even more statistics, stories and pictures documenting libraries and librarians hard at work to serve their communities. It is important to note that all statistics were gathered for a single day and only reflect participating libraries. In actuality, library use is much higher. FLA’s Library Snapshot Day gives libraries across the state a venue to collaborate and build a comprehensive picture of how communities use their libraries. By providing a clear picture of how libraries affect their communities, decision-makers and local residents can see exactly how budget cuts would impact the daily lives of Florida citizens.

The ultimate purpose of Library Snapshot Day is to provide an advocacy tool grounded in statistics and evidence. Touting the inherent ‘good’ of libraries does not reveal what ‘good’ libraries do on a daily basis. In providing numbers, photos, stories and quotes, Library Snapshot Day celebrates the daily work of libraries in addition to arming librarians and staff with a strong tool for advocacy. Economic hardships often place legislators and government officials in difficult situations. By providing a clear picture of libraries’ roles in the lives of Florida resi-



dents, library advocates can educate and enable decision-makers to make the best decision for the entire community.

### Using Your Library Snapshot Day Statistics for Advocacy Purposes

The Florida Library Snapshot Day entailed a lot of planning and work by the FLA Public Relations Committee. One of its ongoing tasks was to send out emails to all types of libraries in Florida. The committee also created customizable statistical forms, promotional materials (press releases, bookmarks, stickers) and a series of Result Templates (Microsoft Word, Publisher and Power Point). Links to these resources, available on the Florida Library Snapshot Day Web site, allow librarians and staff to enter their results, including photographs, comments, and share this information with their own patrons, staff, administrators, and funding agencies.

Much emphasis was placed on encouraging participation and to make it even easier the FLA Public Relations Committee made available resources and tools to make the most out of the event and results. Participating and sharing the results with FLA was an accomplishment for most libraries. Libraries wanting to create a greater impact in their community utilized the customizable press releases, flyers, bookmarks, and stickers to advertise the event. Others used ideas from “16 Ways to Make Snapshot Day a Success” to get the most out of the results.



Audubon Elementary (Brevard Public Schools) shared a photograph on Flickr highlighting that “Collaborative instruction is infused with technology for 21st Century learning.”

It is worth mentioning a few examples of some of the “16 Ways to Make Snapshot Day a Success,” available on the Florida Library Snapshot Day Web site to show just how Snapshot Day might work as an advocacy or public relations tool for any library:

- Use the quotes and comments collected in the library’s annual report.
- Feature information about the library’s participation in the next newsletter.
- Share the results with library’s board.
- Make a slideshow of the Flickr photographs.
- Ask if the library’s governing agency can feature the slideshow and results on their Web site.

All of these advocacy tools create an impact on a small or large scale in the community. An example of this was last seen in an article published in the *St. Petersburg Times* on November 6, 2011 shortly following Florida Library Snapshot Day titled “*Statistics show Floridians love their libraries*” by Bill Maxwell who attended the event. The article highlighted the value of libraries, showcased some of the important programs available at the St. Petersburg Public Libraries, and shared the results of the Florida Libraries Snapshot Day event. The results were conclusive in showing that Floridians love their libraries, but there is still more to be done to ensure that libraries continue to receive the tax dollars and support they need in order to offer their services and resources to all the taxpayers and visitors who need them.

#### NOTES:

- 1- American Library Association. Library Snapshot Day: A Day in the Life of Your Library. <http://www.ala.org/ala/issuesadvocacy/advleg/statelocalefforts/snapshotday/index.cfm>.
- 2- Data gathered from responses from a survey created by the FLA’s Public Relations Committee on November 2nd Florida Library Snapshot Day.

Ava Iuliano, a graduate of the USF School of Information, works as the International Relations Librarian for the FIU Green Library. Nuria Curras, a graduate of USF School of Library & Information Science, is currently the UCF Regional Campus Librarian at the University of Central Florida/Valencia College West Campus Library. Ava and Nuria are also part of the Florida Library Association Public Relations Committee.



# FLORIDIANA WITH A TWIST: PRINT IT!

By Nancy Pike

Although ebooks fill ever more space in both libraries and in the publishing news, there are still craftsmen and -women who print books the old fashioned way, by hand, at the same kind of equipment that was used over a hundred years ago.

Private printing presses, as opposed to commercial presses, grew out of the arts and crafts movement at the turn of the twentieth century. With its dedication to quality handmade items, William Morris' Kelmscott Press in England was perhaps the best known. These fine presses printed limited edition, artistically designed books and other printed items made basically by hand of high quality materials.

As the arts and crafts movement spread to the United States, so did fine presses. While the economics of mechanized and digitized printing have made it difficult for small presses to survive financially, there are still some in our country, even in Florida, devoted to their small niche in the printing universe.

Housed in some instances by universities, these presses produce small editions of beautifully crafted books, pamphlets, broadsides and artist prints. Original artwork and elegant typography on handmade paper, individually bound, with decorative covers and unusual formats are some characteristics of fine press work. Some presses specialize in graphic art. Florida has several fine presses.

John Cutrone and Seth Thompson in Fort Worth are proprietors of Convivio Bookworks where they have been using antique letterpress equipment and making books by hand since 1995. John is also the director of the Jaffe Center for the Book Arts at Florida Atlantic University and Seth is Collections Specialist. Their Web site not only shows their work but also offers a monthly message to which you can subscribe as well as their monthly Book of Days.

<http://www.conviviobookworks.com/index.html>

Small Craft Advisory Press, lead by Denise Bookwalter, is an artists' book press at Florida State University in Tallahassee, Florida. "Our mission is to

enable artists and scholars to create artists' book editions that push the boundaries and traditions of the book arts," explains the Web site:

<http://smallcraftadvisorypress.art.fsu.edu/>. Denise describes the origins of the press on a Book Artists and Poets podcast available at iTunes or <http://www.bookarts.ua.edu/podcast/podcasts.html>.

You can listen to John Cutrone and Seth Thompson at this site, as well.

Flying Horse Editions is "the University of Central Florida's fine art research facility and non-profit publisher of limited-edition prints, artist books, and art objects by internationally renowned artists," according to their Web site: <http://flyinghorse.cah.ucf.edu/> Theo Lotz is the director. Lotz demonstrates and describes the printing process, in this YouTube video:

<http://www.youtube.com/watch?v=zwJaFI5ZmwM>

Hoopsnake Press operated by Ke and Mary Francis has offices in Oviedo, FL. Hoopsnake Press, [www.hoopsnakepress.com](http://www.hoopsnakepress.com), publishes limited edition fine art prints and artist's books, sharing equipment at a privately sponsored space in the UCF Foundation's facility at Research Park, Orlando.

Graphicstudio at the University of South Florida is not only a press. The Web site: [http://ira.usf.edu/GS/gs\\_about.html](http://ira.usf.edu/GS/gs_about.html) states, "Graphicstudio is a university-based atelier engaged in a unique experiment in art and education, committed to research and the application of traditional and new techniques for the production of limited edition prints and sculpture multiples."

## Want to know more?

A history of the private press is outlined in *The Private Press* by Roderick Cave. (Bowker, 1983) For those who want to try printing, see *Letterpress Printing: a manual for modern fine press printers* by Paul Marvelas. (Oak Knoll Press, 2006)

The American Printing History Association publishes a newsletter and bi-annual journal called *Printing History*. The Web site, [www.printinghistory.org](http://www.printinghistory.org), provides membership information.

For a directory of artists' books collections at museums and libraries, including some in Florida and some with online images, visit: <http://www.andrew.cmu.edu/user/md2z/ArtistsBooksDirectory/ArtistsBookIndex.html>.



Nancy Pike is former Director of the Sarasota County Library System and former President of the Florida Library Association.





# 2012 FLA Conference & Exhibits Preview



## Wednesday, April 18

8:00 – 8:45 A.M.

### New Member and First-Time Conference Attendee Orientation

Speakers: Gloria Colvin, FLA President; John Callahan, FLA Past President; Gene Coppola, FLA Board Director; Christy Koontz, FLA Member

Sponsor: New Members Round Table Member Group

This session provides new FLA members and first-time conference attendees with an overview of the

Florida Library Association, association involvement, and conference highlights to help “newbies” navigate the program. Speakers will discuss opportunities for getting active in FLA and getting the most out of your FLA membership and conference attendance.

9:15 – 11:15 A.M.



**Opening General Session**  
Florida’s new Secretary of State, Ken Detzner will bring greetings from his department. Michael Porter,

keynote speaker and President of Library Renewal as well as Communications Manager for Web Junction will talk about the leading role Library Renewal is taking in charting the future of electronic content delivery in libraries and its work in research, rela-

tionships and outreach to assure the future of libraries.

11:30 A.M. – 12:30 P.M.

### Continuing Education Committee Roundtable Discussions and Member Group Discussion Tables (cash lunch)

Table Leaders: Linda Chaney, Polk County Library Co-operative; Gene Coppola, Palm Harbor Community Library; Elizabeth Henry & Rachel Longstall, Saint Leo University; Mary Page, University of Central Florida

Sponsors: Continuing Education Committee

Pick up some lunch, check-out the Roundtable topics and make your own topic at discussion tables for FLA Member Groups.

1:00 – 2:00 P.M.

### FLA Student Member Mixer

### Vital Reference in a Vibrant Society

Tony Garrett & John Phil, Troy University  
Making information and reference services vital through using non-traditional tools such as QR codes, Zotero, cloud computing, apps, text/mobile reference, eBook readers – this program covers it all to help you discover ways to bring your services into the 21<sup>st</sup> Century.

### Nothin’ But Blue Skies Do I See: Cloud Computing in the Library



Edward Corrado Heather Moulaison

### Edward Corrado & Heather Moulaison, co-editors of *Getting Started with Cloud Computing: A LITA Guide*

The speakers will cut through the hype about “The Cloud” and dispel some of the myths surrounding cloud computing as they introduce the concept and how it pertains to libraries. They will discuss advantages and disadvantages of moving to the cloud, including issues of privacy, security, staff workload and overall cost.

### Meet the Keynote, Michael Porter

Get up close and personal with Michael Porter, President of Library Renewal. This is your chance to get in-depth answers to questions raised by his Opening Session speech.

### The Choice is Yours: Teen GLBT Titles for a New Era

Authors David Matthew-Barnes, Steve Berman, Sam Cameron & Greg Herren, Bold Strokes Books

Sponsor: GLBT Library Services Support Member Group

The authors discuss their recent works and the significance of these titles for teens grappling with identity and their place in the world. Future trends in the genre will also be discussed.

### Open Minded: Moving to an Open Source ILS

Paul Alford & Adam Brooks, Hernando County Public Library System; Brendan Gallagher, ByWater Solutions; Cheryl Pulliam, Three Rivers

Regional Library System Sponsor: Learning Support Member Group

Is an open source integrated library system right for your library? Find out how this software is working out at some libraries that have made the switch. Speakers will share lessons learned and what’s happening in this increasingly attractive approach to ILS.

### Library Snapshot Day – The Results and How to Use Them

Salena Collier, Sanford-Brown Institute; Lisa Horton, Emerald Cove Middle School; Karen Kaufman, Seminole State College of Florida; Brian Smith, Delray Beach Public Library

Sponsor: Public Relations Committee

Snapshot Day is more than just the great pictures and customer stories – results from the day are a tool for library advocacy. Learn about the day in all library types and how you can use the published results to promote services and funding.

2:15 – 3:30 P.M.

### Back to Work @ Your Library

Stephanie Race, Florida Department of State, Division of Library and Information Services; Paolo Melillo, Orange County Library System; Brian Smith, Delray Beach Public Library.

Today’s challenging economy brings many people to a library seeking assistance. Learn about the services libraries provide to meet the needs of

the unemployed and under-employed, small business owners, and people seeking financial literacy assistance.



Rebecca Miller Carolyn Meier

### ***Integrating iPads and Tablet Computers into Your Library***

Rebecca Miller & Carolyn Meier, University Libraries at Virginia Tech

Tablet devices offer major potential for enhancing library services and instruction as well as increasing staff productivity. The speakers will share their experiences with a multi-faceted tablet program and provide guidance on building your own program, from choosing and purchasing through deployment.

### ***Implementing Web Scale Discovery without a Map***

Rhonda Kitchens, State College of Florida, Manatee-Sarasota; Jean Phillips, Florida Center for Library Automation; Danielle Rosenthal, Florida Gulf Coast University; Jane Strudwick, Florida Atlantic University; Dave Whisenant, College Center for Library Automation

Providing a single point of access to a broad range of library materials seems to be emerging as the Holy Grail of the library world and vendors have responded with an array of products. Speakers will discuss a variety of these tools and provide practical, useful information on implementation and whether the tools were successful in their academic library settings.

### ***Every Child Ready to Read 2<sup>nd</sup> Edition: What's different? What's the same?***

Sue McCleaf Nespeca, Kid Lit Plus Consulting



A national expert will bring you up to speed on the updated and expanded 2nd edition of *Every Child Ready To Read* which incorporates simple research-based practices to help parents and other caregivers develop early literacy skills in children from birth to age five.

### ***Engaging Students in Information Literacy: The First Year and Beyond***

Elana Karshmer & Jacalyn Bryan, Saint Leo University; Anna Carlin, Florida Gulf Coast University; Diane Fulkerson, University of South Florida Polytechnic; Portia McQueen, Florida State University

The speakers will present a variety of innovative strategies for teaching information literacy skills with a focus on first-year students. Topics will include creating and using online tutorials, using Google to teach research skills, designing instruction for incoming engineering majors, and creating videos to address problem-based learning situations.

### ***Meeting Seniors in the Community***

Isabelle Fetherston & Mary Keesling, Pasco County Library System; Kathy Mayo, Lee County Library System; Roberta Reiss, Collier County Public Library

Librarians from three public library systems describe how they delight seniors and enrich lives with personalized

services such as teen tech tutors, senior socials, blogs, and more. Some services are taken to seniors where they live and gather.

3:45 – 4:45 P.M.

### ***Legal Research – The Basics for Assisting Library Customers***

Eric Young, Shepard Broad Law Center, Nova Southeastern University

Florida citizens need access to legal information and a basic ability to navigate its complexities. Learn how you can help your customers when they have legal information needs.

### ***Top 10 Mobile Apps for Libraries***

Chad Mairn, Novare Library Services

Smartphones are everywhere! Hear about the best of the best apps for library staff and users from a librarian who is in the app development business.

### ***Soy Culto! Connecting with the Hispanic Population***

Wendi Bost, Orange County Library System; Sami Haiman-Marrero, Urbander Business Development & Marketing; Dr. Joyce Nutta & Alison Youngblood, University of Central Florida School of Teaching, Learning & Leadership

Orange County Library System's partnership with UCF is breaking down barriers to serving Hispanic residents through a concentrated effort involving collection development, English language classes, and education about available resources.

### ***Shaping Kids with Today's Technology for Tomorrow's Future***

Brian Knoll, Tony Orengo &

Ormilla Vengersammy, Orange County Library System

Technology programs for kids enhance learning, exploration and creativity. The speakers share their motivating and educational programs developed using instructional design principles.

### ***Opening up Open Access: Open Access is Not Just an Academic Library Issue***

Lee Dotson, University of Central Florida; Christine Ross, University of Florida; Jonathan Miller, Rollins College; Isabelle Silver, University of Florida; Micah Vandegrift, Florida State University

The panel will discuss how open access has been, and can be, brought out of the academic library and into the broader community through efforts such as institutional open access mandates and public library advocacy. The future of open access as a movement will also be discussed.

### ***Designing and Building a Gold Level Certified LEED Library***



Cay Hohmeister, LeRoy Collins Leon County Public Library; Ivan Johnson, Johnson Peterson Architects; Judith Runder, Eastside Branch Manager; John M. Ward, Leon County Facilities Management

The new Eastside Branch of the Leon County system opened in fall 2011 and has all the latest bells and whistles to sustain and protect our environment. The major players in this building project take you on the grand tour, sharing what worked and what didn't as they sought gold level LEED certification for the building.

# Thursday, April 19

8:30 – 9:30 A.M.

## **Ebooks: What's Hot, What's Not**

Sue Polanka, Wright State University, author of *No Shelf Required* and an ebook blog



Well known for her blog and other ebook-related activities, Sue Polanka brings her expertise and a national view to provide the latest information on ebook trends such as business models, new technologies, statistics, and innovations in libraries.

## **Telling Tales: Fun Ways to Use Folk Tales with School Age Children**

Sue McCleaf Nespeca, Kid Lit Plus Consulting

Need some ideas for programming for elementary age children? Explore ways to share folk literature with children through story sharing, poetry, music, creative dramatics, reader's theatre and puppetry.

## **Survey Says: Assessing the Value of Library Sponsored Tutoring in Higher Education**

Michelle Demeter & Rebecca Reibman, Florida State University

Florida State University's library tutoring service will be described along with the methods for assessing its success, including how to implement and interpret a social survey.

## **Award Winning Elevator Speeches: Be Prepared with Anywhere, Anytime Advocacy for your Library**

Meg Scharf, University of

Central Florida  
Learn all about elevator speeches – those short but very to the point advocacy talks so fast they can be delivered in an elevator ride. Participants will develop their own elevator speeches and try them out on partners. Chocolate goes to the best!

## **Organizing for Online Presentation**

Christie Koontz and Michelle Kazmer, Florida State University College of Communication & Information, School of Library & Information Services

Organization is key to presenting online. Learn from speakers who have been teaching online for many years and have learned the hard way how to be prepared to present webinars, classes and other online events.

## **Prezify Yourself!**

Gary Scott Brown, Nova Southeastern University and Loanis Menendez-Cuesta, Delray Beach Public Library  
Meet Prezi, a new and intuitive Web-based presentation program that uses time, space and movement to develop a unique way of sharing your story. Prezi takes your presentation skills to the cloud so get ready to purge the linear presentation mindset and enter the Prezi Zone. Best of all, you can get started for FREE!

10:30 A.M. – 12:00 P.M.

## **Ebook Reader Lending: The Hardware Side of Ebooks in Libraries**

Sue Polanka, Wright State University, author of *No Shelf Required* and an ebook blog

The *No Shelf Required* librarian continues her discussion

of ebooks in libraries from the early morning session by getting into the nitty-gritty of ebook hardware. She will discuss types of devices and lending programs, provide guidelines for establishing such programs, device purchasing and training.

## **The Future of Florida Academic Libraries**

Jim Corey, Florida Center for Library Automation; Don Muccino, College Center for Library Automation; Shirley Hallblade, University of North Florida; Deborah Robinson, Tallahassee Community College

Sponsor: LINCC Users Forum & State University Libraries Member Groups

A Florida legislative mandate to form a new organization out of FCLA and CCLA resulted in the work of the Academic Libraries Task Force. Speakers will summarize Task Force results but the focus will be on implementation and the future. Brief meetings of State University Libraries and LINCC Users Group Member Groups will be held at the end of the program.

## **Building a Library Foundation from the Ground Up: Hardhats Optional**

Sarabeth Kalajian, Sarasota County Library System; Peter Pearson, Library Foundation for the St. Paul (MN) Public Library

The public library support groups in St. Paul are leaders in taking assistance to libraries to the highest levels. One of their leaders and a Florida director who has recently gone through the process describe the role private funding should play in a public library's budget and how to form a foundation. Success stories from around

the country will also be presented.

## **RDA for Beginners**

Jeanne Piascik, University of Central Florida

Sponsor: Technical Services Member Group

The why and how of RDA (Resource Description & Access), the new cataloging code, will be explained with examples and interactive exercises.

## **Ethnographic Assessment Techniques: A Mini Workshop, Part One**

Rachel Besara, Rebecca Bichel & Kirsten Kinsley, Florida State University

This two part mini-workshop offers hands-on experience on how to use less common qualitative assessment techniques such as charrettes, photo diaries, and photos of users in the library. Workshop leaders will teach several alternate assessment techniques, when to use them, data gathering techniques and data analysis.

## **Serving Older Adults: Generation-by-Generation**

Allan Kleiman, Library Consultant



Seniors come in all shapes, sizes and generations. Learn how libraries can develop programs and services to meet the needs of Baby Boomers, the Silent Generation and the Greatest Generation with more than just large print books and homebound services! Models of successful programs will be provided.

## **Performers' Showcase I**

Watch and participate in eight minute sketches by perform-



ers from all over the state! A great way to audition acts for your summer youth programs and lots of fun, too. A directory of these and other performers will be provided and performers will offer informational materials about their services.

**12:15 – 1:45 P.M.**

***Friends, Foundations and Boards Member Group Luncheon and Business Meeting*** (ticketed event)

**1:00 – 2:00 P.M.**

***Building the Next Generation of E-government Librarians: Skills, Training and Service***

John Bertot, University of Maryland, College of Information Studies; Nancy Fredericks, Pasco County Library Cooperative; Lawrence Mello, Florida Atlantic University; Janet Norton, West Palm Beach Public Library; Pamela Thompson, Florida Department of State, Division of Library and Information Services

Panelists will discuss development of the next generation of e-government librarians with a focus on skills and training needed to successfully engage in e-government services and develop needed partnerships. Trends in e-government and the impact of this service will be discussed.

***Every Librarian a Filmmaker: Creating Online Videos for Your Library***

Chris Zabriskie, Orange County Library System

Videos promoting library events and services can be easily and inexpensively made. Learn the many ways original video content can be used and about basic equipment, software and know-how.

***Navigating the Minefield: Understanding Power and Politics in Organizations***

Kate Nevins, LYRASIS

In this lively presentation participants will look at who has power in organizations, what impact organizational politics can have on your career and how to navigate the minefield and come out on top!

***Find Your Oasis: How Libraries Can Deliver Comprehensive Technology Training in a Financial Desert***

Peggy Remis, Oasis Connections; Hayley St. John-Ayre & Tara Zimmermann, Broward County Library

Comprehensive volunteer-based technology training is the answer! Speakers will discuss resources, best practices and finding funding for technology training.

***Ethnographic Assessment Techniques: A Mini Workshop, Part Two***

Rachel Besara, Rebecca Bichel & Kirsten Kinsley, Florida State University

Continuation of mini-workshop from the morning session.

***The Future of Library Technical Services: Moving into the 21<sup>st</sup> Century***

Annie Glerum, Michael Luesebrink, Amy Weiss, & Ruth Ziegler, Florida State University

Key functions provided by technical services staff evolve through adoption of new technologies, restructuring of functions and change in use of personnel. Current trends and possible futures for administration, acquisitions, cataloging and authority control will be discussed.

***Performers' Showcase II***

More performer sketches and fun!

**2:15 – 3:15 P.M.**

***Building In - Instructional Design Principles for Library Instruction***

Corinne Bishop, University of Central Florida

This session examines instructional design principles and popular models like AD-DIE and Understanding by Design. Explore how learning works, steps for creating objectives, and ideas on design. The session will also include a handout of face-to-face instruction and online learning strategies.

***Social Media and Demographics: Hitting the Right Media for Your Audience***

Diana Silveira, Novare Library Services

The number of social media continue to grow exponentially and with a multitude of sites developed daily, one size no longer fits all. The speaker will help you sort through the tangled web of social media sites and learn how to use different outlets in order to target and tailor messages to different audiences and for specific purposes.

***How to Make Your Friends Your "Best Friends"***

Phyllis Gorshe, Dunedin Public Library; Linda Harcrow & Patricia Ross, Dunedin Friends of the Library; Deborah Hohler, Friends, Foundations & Boards Member Group

Sponsor: Friends, Foundations & Boards Member Group

Friends of the Library – a lifeline for many public library

programs and services. The panel will address Friends Group and staff collaboration, creative ideas, and promoting the library through the Friends.

***Library Clubs for Youth***

Sharon Fiske & Theresa Owen, Flagler County Public Library; Tanci Mishler, Tampa-Hillsborough County Public Library Cooperative; Ron Moore, Lake County Library System

Sponsor: Youth Services Member Group

Libraries are a great place for young people to interact in groups and these speakers have lots of ideas for making that happen at your library. Clubs for model kit building, Legos, trading cards, duct tape for teens and book clubs are among the ideas to be presented. Homeschooling groups will be on the agenda, too.

***One Book, One State***

Anne Haywood, Bruton Memorial Library; Jaime Goldman, Nova Southeastern University; Lisa Manners, Broward County Library; Renae Rountree, Washington County Public Library

Sponsor: Leadership Development Committee

Join your colleagues for a discussion of *Our Iceberg is Melting: Changing and Succeeding under Any Conditions* by John P. Kotter, President Gloria Colvin's selection for this inaugural One Book program.

***Senior Spaces: Creating Your Library as Place for Older Adults***

Allan Kleiman, Library Consultant

Libraries are developing spaces that serve as focal points of service to seniors. The speaker has been helping to shape services for seniors all over the nation for many years. Learn

about the kinds of spaces that make this age group feel welcome, hear what other libraries are doing, and learn how you can create such a space in your library.

**4:00 – 5:00 P.M.**

***Making the Most Rather Than Making Do: Repurposing Library Space***

David R. Moore, McMillan Pazdan Smith Architecture



Space is the place where all your stuff goes and it's quite possible you're out of it – or will be real soon. When building projects are off the agenda, seeing opportunities for progress and optimization become increasingly difficult. Learn how to make the most of your space and review several case studies involving large and small libraries with this experienced library architect.

***Practical Strategies for Developing Broadband Services in Libraries***

Lauren Mandel, Information Use Management and Policy Institute, Florida State University

What is broadband and what can you do with it? The speaker answers these and related questions while reporting on rural library research that demonstrates practical strategies and resources for developing broadband services.

***2011 Florida Book Award Winning Authors Discuss Their Books***

Selected authors from the winners list of the 2011 Florida Book Awards discuss their winning books.



***Navigating the New NetSmartz***

Ed Russo, National Center for Missing & Exploited Children; Renelda Sells, Tampa-Hillsborough County Public Library Cooperative

The modern library is a Cyber Café without the expensive coffee. Protecting computer users' personal safety through education about appropriate online behaviors is vital and NetSmartz provides a way. Learn about this tool for reducing online risks.

***PDA: Putting Your Patrons in the Driver's Seat***

Natalie Henri-Bennett & Cherie McCraw, College Center for Library Automation; Becky Donlan, Florida Gulf Coast University; Claire Dygert, Florida Center for Library Automation; haron Lokken, Polk State College

PDA (Patron Driven Acquisition) is a national trend that has placed Florida's academic libraries on the cusp of change. Join representatives from the Florida College System and the State University System as they discuss two pilot programs conducted this year.

***Cchhh Chhanging: A Library Job Isn't Always in a Library***

Susan Wald Berkman, Research-Ability; Lisa Chinn, University of Florida; Nora Everlove, Everlove & Associates; Bethany Sehon, Price-waterhouseCoopers

Sponsor: Library Personnel Recruitment Committee

What do librarians offer that non-library employers want? Hear from four who revitalized their careers by taking their skills down a different path.

**Friday,  
April 20**

**9:00 – 10:00 A.M.**

***Film Making with Students***

Banks Helfrich, Filmmaker

Award winning filmmaker Helfrich will teach you how to take an idea and make it a film. Examples of his work will be presented.

***Making Public Library and School Library Partnerships Work in Troubled Times***

Bill Harris, Tampa-Hillsborough County Public Library; Carol Sivard, Hillsborough County Public Schools

Budget restrictions at public and school libraries/media centers are causing staff and service cuts. Increased standardized testing in the schools restricts what school librarians can do. Learn how you can make a partnership work under these restrictions. An example partnership will be discussed as a model.

***Fair Use: The New Code of Best Practices in Academic Libraries***

Peter Jaszi, American University



American University coordinated development of the new Code of Best Practices released in winter of 2012. Peter Jaszi, a Professor of Law, had a lead role in developing the Code. Hear from him how it will impact your work as an academic librarian assisting students and faculty with their research.

***Innovative Outreach Ideas: How to Serve Communities without Library Buildings***

Linda Chancey, Tina Peak & Gladys Roberts, Polk County

Library Cooperative, Michael Sullivan, Jacksonville Public Library

Sponsor: Outreach & Programming Member Group

Communities without library buildings can be served locally with new and tried and true methods. Hear about some of the methods Florida libraries are using such as electronic lockers for pickup of reserved items and material vending machines.

***Retention Anxiety: What do you do for the employees that are not being let go?***

Steve Rosenthal, The Training Tree

Human Resources expert and training professional Steve Rosenthal provides inspiration and ideas on keeping staff morale positive after staff cuts have been made.

**9:00 – 11:00 A.M.**

***Technology Petting Zoo and Tech Talk Tables***

The Petting Zoo is back, bigger and better than ever with more room this year to fondle those electronic goodies and learn about them from experts! Tech Talk Tables in the same room will be an extra added attraction – a place to discuss what you saw and how you can use it in your library or personal life with others of like mind.

**10:15 – 11:15 A.M.**

***American FactFinder and Census Data: Vital Information for Your Patrons***

Joe Aufmuth & Jan Swanbeck, University of Florida

Sponsor: Government Documents Member Group

2010 U.S. Census results offer information vital to your customers making business decisions, supporting grant proposals, determining political boundaries and creating maps. It's even used for library plan-

ning! Learn how to navigate and map the Census data using American Fact Finder.

### **Creating Culturally Competent Kids**



Kristen Arnett & Jonathan Dolce, Maitland Public Library

Take the kids in your library to other lands on virtual visits on a shoestring budget. The speakers present their model for bringing together multimedia, library materials, local residents from other cultures and countries, businesses, and authentic food, music and crafts to create fantastic trips.

### **Assessment across Library Types**

Rachel Besara, Florida State University; Kirsten Kinsley, Florida State University Libraries; Deb Svec, Palm Beach County School System; Mary Anne Hodel, Orange County Library System

Get a broader perspective and new ideas on how to use assessment at all library types to improve services. Take advantage of this opportunity to start a cross-library dialog on effective assessment.

### **Making Connections: Strategies to Personalize the First-Year College Student Experience**

Kim Copenhaver, Lakeisha Hall, Alyssa Koclanes & Stephanie Henderson, Eckerd College

An innovative first-year student experience initiated in 2011 by the Eckerd College Library will be described. It included an orientation event based on the television show *The Amazing Race*, a self-directed online tutorial on plagiarism prevention, and an individualized personal librarian program.

### **Exploring Florida's Vibrant History – Planning and Programs for 2013 Viva Florida 500**



Judi Ring, Florida Department of State, Director of the Division of Library and Information Services and Jennifer Obermaier, Clearwater Public Library & FLA Board Fellow

FLA is a partner in planning Viva Florida 500, the commemoration celebration of the 500 years since the Spanish first landed in Florida. Learn how your library can be a cornerstone in planning community events and also about ideas for related programs.

**11:30 A.M. – 1:30 P.M.**

### **Closing General Session & Luncheon, Awards Presentations and FLA Annual Business Meeting**

Keynote Speaker: Kee Malesky, National Public Radio



Kee Malesky, a member of the NPR library team, will speak about her wonderful experiences in twenty-five years of answering questions for journalists, handling deadline pressure, learning new skills, and doing what all librarians do everywhere: working hard to meet the information needs of her patrons.

The program also includes the FLA Annual Business meeting and presentation of the 2012 FLA Awards.

**1:45 – 4:00 P.M.**

### **FLA Executive Board Meeting (open to all)**

Location: Marathon

## **Schedule of Meetings**

- Academic Libraries Member Group/FACRL, 2:00 – 3:00 P.M., Thursday, April 19, Azalea B
- Awards Committee, 3:45 – 4:45 P.M., Wednesday, April 18, Azalea A
- Conference Committee, 8:00 – 9:00 A.M., Friday, April 20, Azalea A
- Continuing Education Committee, 8:45 – 9:30 A.M., Friday, April 20, Azalea B
- Intellectual Freedom Committee, 1:00 – 2:00 P.M., Wednesday, April 18, Azalea B
- Leadership Development Committee, 8:00 – 8:45 A.M., Thursday, April 19, Azalea A
- Legislative Committee, 12:00 – 1:00 P.M., Wednesday, April 18, Azalea B
- Library Personnel Recruitment, 1:00 – 2:00 P.M., Thursday, April 19, Azalea A
- LGBT Support Services Member Group, 2:15 – 3:00 P.M., Wednesday, April 18, Azalea B
- Membership Committee, 3:00 – 3:45 P.M., Wednesday, April 18, Azalea A
- Outreach & Programming Member Group, 4:00 – 5:00 P.M., Thursday, April 19, Azalea A
- Past Presidents Council, 3:00 – 4:00 P.M., Thursday, April 19, Azalea A
- Planning Committee, 3:45 – 4:45 P.M., Wednesday, April 18, Azalea B
- Public Library Directors Member Group, 12:00 – 1:00 P.M., Thursday, April 19, Azalea B
- Public Relations Committee, 2:00 – 3:00 P.M., Thursday, April 19, Azalea A
- REFORMA de Florida Member Group, 12:00 – 1:00 P.M., Thursday, April 19, Azalea A
- Scholarship Committee, 12:00 – 1:00 P.M., Wednesday, April 18, Azalea A
- Youth Services Member Group, 8:00 – 8:45 A.M., Thursday, April 19, Azalea B



# Message from the Executive Director

Like the libraries it serves, the Florida Library Association is a vibrant and vital organization. Thanks to its hard-working committees and dedicated volunteers, FLA is able to build on its past.

FLA's long history is reflected in its archives housed in Special Collections at the University of South Florida. Bernadette Storck, who has served FLA for over 50 years in so many roles, has been working with USF's Andy Huse and volunteers Kelsey Adams and Kira Smith to organize FLA's collection of materials from conferences, board and committee work. A sample of materials from the archives will be on display at this year's conference.

Library Legislative Day was held in Tallahassee on February 1, earlier than usual due to the earlier legislative session. More than 70 advocates, including library school students from USF and FSU, visited legislative offices. Secretary of State Kurt Browning was honored following a breakfast reception at the R.A. Gray Building. We are grateful, as always, for the signed prints provided for participants by Doug McNamara of Mumford Library Books. The financial support of all who contribute to the Honor Roll helps to make possible Library Day and FLA's advocacy efforts.

One of the advocacy tools available to Library Day attendees and library supporters statewide are the results of FLA's second Snapshot Project held on November 2 and organized by the Public Relations Committee. With a total of 538 library locations, including 175 schools and 56 academic libraries participating, the event produced data that libraries can use to tell their story to funders and other decision-makers.

Other FLA committees have been working hard this year, too. The Conference Committee has assembled a schedule of stimulating programs and speakers. The Continuing Education Committee has lined up thought-provoking poster sessions and the Leadership Development Committee has planned two programs to highlight and stimulate the leadership skills of FLA members. At the conference, we'll also see the results of the work of the Awards and Scholarship Committees as scholarship recipients are recognized and award recipients are honored.

It has been a full year that included new activities, including the Continuing Education Committee's online workshop in the use of Audacity for which we're indebted to Paul Alford of Hernando County for teaching the course and to SEFLIN for the arrangements. As noted elsewhere in this issue, the six workshops on tax and legal issues for nonprofits conducted by Rebecca Trammell and her associates did much to help libraries by strengthening the Friends groups that support them.

Thanks to the leadership of FLA's board and the many contributions of its members, the Florida Library Association is strong and ready for the future. Thank you for being a part of the Florida Library Association!



*Faye C. Roberts*

Executive Director

	<b>Wednesday, 1 to 2 p.m.</b>	<b>Wednesday, 2:15 to 3:30 p.m.</b>	<b>Wednesday, 3:45 to 4:45 p.m.</b>
<b>Jasmine</b>	Vital Reference in a Vibrant Society	Back to Work @ Your Library	Legal Research -The Basics for Assisting Library Customers
<b>Magnolia</b>	Nothin' But Blue Skies Do I See: Cloud Computing in the Library	Integrating iPads and Tablet Computers Into Your Library	Top 10 Mobile Apps for Libraries
<b>Oleander A</b>	Meet the Keynote, Michael Porter	Implementing Web Scale Discovery without a Map	Soy Culto! Connecting with the Hispanic Population
<b>Oleander B</b>	The Choice is Yours: Teen GLBT Titles for a New Era	Every Child Ready to Read 2nd Edition: What's Different What's the Same?	Shaping Kids with Today's Technology for Tomorrow's Future
<b>Tangerine A</b>	Open Minded: Moving to an Open Source ILS	Engaging Students in Information Literacy: The First Year and Beyond	Designing and Building a Gold Level Certified LEED Library
<b>Tangerine B</b>	Library Snapshot Day - The Results and How to Use Them	Meeting Seniors in the Community	Opening up Open Access: Open Access is Not Just an Academic Library Issue

	<b>Thursday, 8:30 a.m. to 9:30 a.m.</b>	<b>Thursday, 10:30 a.m. to noon</b>	<b>Thursday, 1 p.m. to 2 p.m.</b>	<b>Thursday, 2:15 to 3:15 p.m.</b>
<b>Jasmine</b>	Ebooks: What's Hot, What's Not	Ebook Reader Lending: The Hardware Side of Ebooks in Libraries	Building the Next Generation of E-Government Librarians: Skills, Training, and Service	Building In - Instructional Design Principles for Library Instruction
<b>Magnolia</b>	Organizing for Online Presentations	The Future of Florida Academic Libraries	Every Librarian a Filmmaker: Creating Online Videos for Your Library	Social Media & Demographics: Hitting the Right Media for Your Audience
<b>Oleander A</b>	Award Winning Elevator Speeches: Be Prepared with Anywhere, Anytime Advocacy for your Library	Building a Library Foundation from the Ground Up: Hardhats Optional	Navigating the Minefield: Understanding Power & Politics in Organizations	How to Make Your Friends Your "Best Friends"
<b>Oleander B</b>	Telling Tales: Fun Ways to Use Folk Tales with School Age Children	RDA for Beginners	Find Your Oasis: How Library Can Deliver Comprehensive Training in a Financial Desert	Library Clubs for Youth
<b>Tangerine A</b>	Survey Says: Assessing the Value of Library Tutoring in Higher Education	Ethnographic Assessment Techniques: A Mini Workshop Part I	Ethnographic Assessment Techniques: A Mini Workshop Part II	One Book, One State
<b>Tangerine B</b>	Prezify Yourself!	Serving Older Adults: Generation-by-Generation	The Future of Library Technical Services: Moving into the 21st Century	Senior Spaces: Creating Your Library as a Place for Older Adults

	<b>Thursday, 4 to 5 p.m.</b>	<b>Friday, 9 to 10 a.m.</b>	<b>Friday, 10:15 to 11:15 a.m.</b>
<b>Jasmine</b>	Making the Most Rather Than Making Do: Repurposing Library Space	Technology Petting Zoo & Tech Talk Tables (Note - This Session is from 9 to 11 a.m.)	Technology Petting Zoo & Tech Talk Tables <i>Continued from 9 a.m.</i>
<b>Magnolia</b>	Practical Strategies for Developing Broadband Services in Libraries	Retention Anxiety: What Do You Do for the Employees that are Not Being Let Go?	American FactFinder and Census Data: Vital Information for Your Patrons
<b>Oleander A</b>	2011 Florida Book Awards Winning Authors Discuss Their Books	Film Making with Students	Creating Culturally Competent Kids
<b>Oleander B</b>	Navigating the New NetSmartz	Making Public Library & School Partnerships Work in Troubled Times	Assessment Across Library Types
<b>Tangerine A</b>	PDA: Putting Your Patrons in the Driver's Seat	Fair Use: The New Code of Best Practices in Academic Libraries	Making Connections: Strategies to Personalize the First-Year College Student Experience
<b>Tangerine B</b>	Cchhh Chhanging: A Library Job Isn't Always in the Library	Innovative Outreach Ideas: How to Service Communities without Library Buildings	Exploring Florida's Vibrant History - Planning and Programs for 2013 Viva Florida 500