OCTOBER 2014  MLA web site: mdlib.org
MARYLAND LIBRARY ASSOCIATION
1401 HOLLINS STREET, BALTIMORE, MD 21223

CSD Presents

Kids are Customers, Too

Thursday, October 16, 2014, 8:30am – 4:00pm
Westminster Best Western*


Celebrating its 18th year, the “Kids Are Customers, Too” conference is an opportunity for staff working with children in public libraries and school media centers throughout the state to meet new people, renew contacts, and learn the latest information affecting the diverse field in which they work. Join us as we feature a day’s worth of presenters sharing fresh ideas and practical tips that can be applied directly to day-to-day programming and services. We’ll start the day with a general session provided by the FutureMakers where participants will have the opportunity to not only learn about providing maker events, but to also take part in a hands-on maker activity. The morning continues with breakout sessions where you decide your focus. Choose to learn best practices for incorporating ALA’s Every Child Ready to Read into your library programming or explore school partnerships by attending a session on Carroll County’s SCORE Challenge and Baltimore County’s SAIL initiative.

Following the morning break-out sessions, we will welcome two of this year’s Blue Crab Award winning authors. Greg Pizzoli, author and illustrator of The Watermelon Seed, will share his experiences prior to our hotel catered lunch, and David Kelly, author of Miracle Mud: Lena Blackburne and the Secret Mud that Changed Everything, will share his insights immediately after lunch. Both authors will be available to sign books, and various titles will be available for sale.

We’ll end the day with another round of breakout sessions. Find ideas for invigorating your story time programming by checking out Guerilla Story Time, or get a jump start on next year’s summer reading program with a reader’s advisory session on graphic novels presented by staff from Captain Blue Hen Comics and Entertainment of Newark, DE. The conference promises to be a full-day of learning, networking, and yes, fun. Hope to see you there!

This program has been approved for 5 contact hours of continuing education.
Registration deadline: September 26th Refunds cannot be issued after October 2nd.

To register online: https://www.mdlib.org/happenings/register.asp
PSD Presents

Outrageous Outreach, Powerful Partnerships and Surprising Services

Thursday, November 6, 2014, 9:15am – 1:00pm
BCPL-Arbutus*  

Are your programs and services stale and old fashioned? Do you always work with the same partners? All libraries struggle to be proactive in providing programs and services that fulfill the needs and demands of both our existing customers as well as those in our community we have yet to reach. Join us to hear about some of the unique partnerships and programs taking place in District of Columbia Public Library, Harford County Public Library and Howard County Library. Get ready to be amazed and kick start your imaginative planning on a small or big scale while hearing about Passport processing, adult literacy, Books & Bites, Digital Commons and more. After getting inspired by these successful initiatives, we’ll do some brainstorming to identify and explore new services, programs, and partnerships for your community. Please note: the program will begin promptly at 9:15 and will end at 1:00 to get 3 full credit hours. Morning refreshments will be provided during the program plus the branch has a nice café area with vending machines and brown bag lunches are welcome.

This program has been approved for 3 contact hours of continuing education.  
Registration deadline: October 28th  Refunds cannot be issued after October 23rd.
*for directions: http://bcpl.info/branches/branch_ar.html

LLD Presents

Hire Right the First Time: Best Practices for Building the Team You Need

Thursday, November 13, 2014, 10:00am – 2:00pm  
Howard County-Miller Branch*  
MLA Members: $40. Non-members: $60. Students: $34.

Libraries evolve. Shouldn’t your interviews? Success in our profession requires a new skill set, but if you’re asking candidates the same old questions, you’re probably recruiting more of what you already have. Attracting dynamic team members to help you meet tomorrow’s challenges requires hiring for culture fit, crafting more thoughtful questions and bringing creativity and insightfulness to the interview process. In this hands-on workshop, a panel of HR experts will share their tips for hiring right the first time.

This program has been approved for 3 contact hours of continuing education.  
Registration deadline: November 3rd  Refunds cannot be issued after October 30th.
*for directions: http://www.hclibrary.org/miller

ACRL-MD Presents

New Identities: Adapting the Academic Library

Friday, November 14, 2014, 9:00am – 3:45pm  
UMBC-Albin O. Kuhn Library*  

ACRL-MD’s fall program, planned in collaboration with MILEX (Maryland Information Literacy Exchange) members, offers perspectives from some of your Maryland colleagues on the changing roles of libraries and librarians in academic communities. Come hear the views and experiences of local academic librarians and share your own through lively discussion. Talks will address new pedagogical approaches in library instruction, 3D printing in library spaces, DDA programs for addressing user needs, enhancing user experience e, usage statistics for better decision making and student involvement in creating digital exhibits. The schedule for this day-long program will be posted to the ACRL-MD blog.

This program has been approved for 4.5 contact hours of continuing education.  
Registration deadline: November 4th  Refunds cannot be issued after October 31st.
*for directions: http://about.umbc.edu/visitors-guide/directions/
### DIVISION, INTEREST GROUP, PANEL AND COMMITTEE MEETINGS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td></td>
<td><strong>October</strong></td>
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<tr>
<td>1</td>
<td><strong>Viewing of the Digital Shifts at MLA</strong>, 10:00am-5:00pm.</td>
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<td>2-3</td>
<td>MAPLA, Ocean City.</td>
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<td>2</td>
<td><strong>Support Staff Division Meeting</strong>, 1pm. Carroll County Public Library-Mount Airy Branch.</td>
<td>1pm</td>
<td>Carroll County Public Library-Mount Airy Branch.</td>
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<td>3</td>
<td><strong>IFAP Meeting</strong>, 12:30pm Annie’s Paramount Steak and Seafood House.</td>
<td>12:30pm</td>
<td>Annie’s Paramount Steak and Seafood House.</td>
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<td>15</td>
<td><strong>Steering Committee Meeting</strong>, 10am-Noon. MLA Office.</td>
<td>10am-12:00pm</td>
<td>MLA Office.</td>
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<td>15</td>
<td><strong>MLLI Meeting</strong>, Noon-2:00pm. MLA Office.</td>
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<td>15</td>
<td><strong>Conference Committee 2015 Meeting</strong>, 2pm-4pm. New: 100 S. Potomac St. Hagerstown.</td>
<td>2pm-4pm</td>
<td>100 S. Potomac St. Hagerstown.</td>
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<td><strong>November</strong></td>
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<td>5</td>
<td><strong>MD Nonprofits Annual Conference</strong>, 8:45am-4:45pm. Universities at Shady Grove.</td>
<td>8:45am-4:45pm</td>
<td>Universities at Shady Grove.</td>
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<td>6</td>
<td><strong>Outrageous Outreach, Powerful Partnerships and Surprising Services Program</strong>, see above.</td>
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<td>7</td>
<td><strong>Legislative Panel</strong>, 10am-Noon. AACPL Headquarters.</td>
<td>10am-12:00pm</td>
<td>AACPL Headquarters.</td>
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<td>8</td>
<td><strong>CML Annual Meeting</strong>, 10:00am-2:30pm. Washington County Free Library.</td>
<td>10:00am-2:30pm</td>
<td>Washington County Free Library.</td>
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<td>10</td>
<td><strong>CSD Meeting</strong>, 10am-12:30pm. Montgomery County-Noyes Branch.</td>
<td>10am-12:30pm</td>
<td>Montgomery County-Noyes Branch.</td>
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<td>12</td>
<td><strong>TSD Open Meeting and Discussion</strong>, 11:00am-1:00pm. Salisbury University, Blackwell Library.</td>
<td>11:00am-1:00pm</td>
<td>Salisbury University, Blackwell Library.</td>
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<td>13</td>
<td><strong>Membership/Marketing Meeting</strong>, 1:00pm-2:00pm. Online via Blackboard Collaborate.</td>
<td>1:00pm-2:00pm</td>
<td>Online via Blackboard Collaborate.</td>
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<td>14</td>
<td><strong>Hire Right the First Time: Best Practices for Building the Team You Need</strong>, see article above.</td>
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<td>19</td>
<td><strong>Executive Board Meeting</strong>, 10am-Noon. MLA Office.</td>
<td>10am-12:00pm</td>
<td>MLA Office.</td>
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<td>19</td>
<td><strong>MLLI Planning Committee Meeting</strong>, Noon-1:30pm. MLA office.</td>
<td>Noon-1:30pm</td>
<td>MLA office.</td>
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<td>19</td>
<td><strong>Conference Committee Meeting</strong>, 2 pm. Online via Blackboard Collaborate.</td>
<td>2 pm</td>
<td>Online via Blackboard Collaborate.</td>
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<td>20</td>
<td><strong>Technology Committee Meeting</strong>, 10:30am-12:00pm. MLA office.</td>
<td>10:30am-12:00pm</td>
<td>MLA office.</td>
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### CANCELLATION POLICY FOR PROGRAMS AND MEETINGS

Educational programs and Division/Interest Group meetings will be cancelled or postponed in the event that schools are closed due to weather in the county/city where the event is scheduled to be held. A notice will be recorded on the office phone of the cancellation/postponement. In the event that a decision is made to proceed with the program/meeting, the individual responsible for the program/meeting should notify the office of that decision and notify participants individually, if practical. The individual responsible for the program/meeting must contact the office to have the notice recorded. For this purpose only, the cell phone number for the Executive Director will be made available to you. Rescheduling information should be supplied to the office as soon as possible to be posted on the phone and the web site. It is the responsibility of the sponsoring unit to notify the MLA office.
MLA-DLA 5th Annual Conference: Boldly Go Where No Library Has Gone Before
May 6-8, 2015
Clarion Hotel, Ocean City, MD

Note: the conference brochure will only be on line—watch for notification!

The Conference Committee has confirmed that we will have a representative from NASA as the Keynote speaker on Wednesday evening. This session is open to everyone—those who arrived in the morning for pre-conference programs and those who have arrived early for the full conference. We will follow up the opening session with a reception—also including everyone from the MLA/DLA community. Don’t plan to go home after the reception—the conference committee heard your suggestions and scheduled a dance to round out the evening. The theme is still being developed; can you Moonwalk? If you have any other suggestions, contact Julie Zamostny at jzamostny@washcolibrary.org. The different divisions are busy developing programs and lining up speakers before the October deadline. In the works is a un-conference pre-conference around bicycles. ACRL-MD will meet soon to whittle down their program submissions from twenty to nine.

EmPOWER Maryland makes $ent$ for Marylanders

This October, Maryland is celebrating National Energy Awareness Month by showing Marylanders how to save energy, protect your environment, reduce the amount of pollutants in the air and keep money in your pockets! Did you know that more than 40% of our greenhouse gas emissions come from electricity consumption? Energy efficiency programs are the fastest, most cost-effective approach to reduce our impacts on the climate. The EmPOWER Maryland initiative has been in existence since 2008. The statewide goal is to reduce energy consumption 15 percent by 2015. We have three months to surpass this goal but we need your help! Have you participated in any of the EmPOWER Maryland programs yet? Find out by logging on to the website: climatechange.maryland.gov. to see and then take advantage of discounted energy efficient lighting, discounted appliances, and the Quick Home Energy Check Up. EmPOWER Maryland makes $ent$ for Marylanders by reducing energy in your home and keeping money in your pocket.

Please register me for the following:
Members in good standing with any of these organizations are eligible to attend MLA programs at the member fee. REFORMA DC, WMPL, CML, CVLA,MASL, MAILL, MD/SLA, DCLA, LLAM, CMCLLD, CALD and DC/SLA

Kids are Customers, Too. October 16, 2014
____ Member $85. ____ Non-member $128. ____ Student $73.
After 9/26: ___$90  ____$133.  ____$77.

Outrageous Outreach, Powerful Partners November 6, 2014
____ Member $30. ____ Non-member $45. ____ Student $25.

Hire Right the First Time November 13, 2014
____ Member $40. ____ Non-member $60. ____ Student $34.

New Identities: Adapting the Academic Library November 14, 2014
____ Member $50. ____ Non-member $75. ____ Student $43.

Name: __________________________________________
Library System:________________________ Branch __________________________
Address: ______________________________________________________________________
Phone:________________________________________ E-mail: ____________________________ Total $ ________
Payment Method: ____ Check (made out to MLA) ___ Visa   ____ Master Card
Reverse Side
Account # ___________________________________________ 3 digits _ ___ ___ Exp __________
Card Holders Name:________________________________ Signature __________________________

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