



Happenings

Programs

MARCH 2009

MLA web site: mdlib.org

**MARYLAND LIBRARY ASSOCIATION
1401 HOLLINS STREET, BALTIMORE, MD 21223**

**GID & TuGIS Advisory Committee
Present**

**Bringing the World to the Library: an Introduction to Geographic Information Systems
Software and Resources for Librarians.**

Wednesday March 18, 2009 8:30 am—5:00pm

Towson University, Towson, MD*

\$250. until 2/27 \$275.00 after 2/27*

The Government Information Division and the Department of Geography at Towson University 2009 are for the first time sponsoring a special program for librarians interested in computerizing mapping. This is a full-day, post conference workshop in Geographic Information Systems (GIS), a rapidly developing field of geography of increasing importance to global commerce, security and the natural environment. GIS services are flourishing at all levels of government, non-profits, research universities and private enterprises. More and more libraries have begun to offer GIS services, and to use GIS in planning their operations in a fast changing world. Please join us for an important and informative program covering hands-on instruction in GIS software, the world of GIS data, and the management of GIS services in a library setting. The fees include continental breakfast, lunch, coffee breaks, parking and workshop materials.

This program is worth 6 hours of continuing education.

*the registration site is: <http://tugis.towson.edu> and this site includes a link to directions.

**Public Services Division
Presents**

Silver Service: Public Library Outreach to Seniors

Thursday, March 19, 2009 9am—4:00pm

Howard County Library-Glenwood Branch*

MLA Members: \$75., Non-members \$105. Students: \$66.

As peoples age, their needs can shift dramatically. Librarians likewise need to consider how these changes impact their senior patrons and position their libraries as leading points of entry for use by older adults. Whether that means rethinking how to approach programming, outreach, or materials selection, library staff can discover new ways to serve senior citizens. This program will familiarize library staff with outreach efforts that have shown particular success with older adults. They will learn of materials that area popular with seniors. The program includes a tour of the Glenwood Senior Center as well as the Silver Reader, Harford County Public Library senior outreach vehicle. Lunch is included in the registration fee, so be sure to include your choice.

This program is worth 5.5 contact hours of continuing education.

Refunds cannot be issued after March 12, 2009.

* for directions: <http://hclibrary.org/index.php?page=20>

**DIVISION, INTEREST GROUP, PANEL AND
COMMITTEE MEETINGS**

- March**
- 6 **Legislative Panel Meeting**, 10am-noon, AACPL Headquarters. Contact Denise Davis at: 410 996-1055 or ddavis@ccplnet.org .
- 6 **IFAP Meeting**, 12:30 pm, Hemingway's Restaurant, Kent Island. Contact Mary Somers at: msomers@harford.edu or 443 412-2268
- 9 **CSD Meeting**, 10am-12:30. Noyes Library for Young Children, Kensington, MD. Contact Julie Ranelli at: jranelli@quan.lib.md.us or 410 643-7098.
- 11 **MD Library Leadership Institute** 2pm - 4pm, MLA office. Contact Jim DeArmey at jdearmey@bcpl.net or 410 887-6124.
- 12 **PSD Meeting**, 9:30am-12:30pm AACPL-Linthicum Branch. Contact Sandy Meyers at: smeyers@aacpl.net or 410 729-1742
- 12 **TIG Bi-Annual Meeting** 12:30-2:30 pm. AACPL-Linthicum Branch. Contact Stefan Freed at sfreed@bcpl.net or 410 887-0512 to RSVP (by 3/9) or to add agenda items.
- 18 **GID & TuGIS: Bringing the World to the Library: an Introduction to Geographic Information Systems Software and Resources for Librarians.** See article on pg 1
- 18 **Executive Board Meeting**, 10am-noon, MLA Office. Contact Darrell Batson at: 301 600-1613 or dbatson@fredco-md.net .
- 18 **Conference Committee**, 2-4pm MLA Office. Contact Elizabeth Cromwell at: 301 600-1629 or ecromwell@fredco-md.net .
- 19 **PSD: Silver Service: Public Library Outreach to Seniors.** See article on pg 1
- 19 **Codes & Enigmas** 5:30-8pm National Cryptologic Museum. Sponsored by MD Chapter of SLA. Pre-registration required by 3/16. Contact Sean Henry for more information at SHenry@frostburg.edu.
- April**
- 2,3 **MAPLA**
- 8 **MD Library Leadership Institute** 2pm - 4pm, MLA office. Contact Jim DeArmey at jdearmey@bcpl.net or 410 887-6124.
- 15 **Steering Committee Meeting**, 10am-noon, MLA Office. Contact Darrell Batson at: 301 600-1613 or dbatson@fredco-md.net .
- 15 **Conference Committee**, 2-4pm MLA Office. Contact Elizabeth Cromwell at: 301 600-1629 or ecromwell@fredco-md.net.
- 17 **Legislative Panel Meeting**, 10am-noon, AACPL Headquarters. Contact Denise Davis at: 410 996-1055 or ddavis@ccplnet.org.
- 17 **ARLD: Marketing your Library: Planning, Publications, Winning Awards and \$\$\$.** See article
- 20 **CSD Meeting**, 10:00am - 12:30pm. Frederick County Public Library, C.Burr Artz. . Contact Julie Ranelli at: jranelli@quan.lib.md.us or 410 643-7098.
- 20 **Tunes, Tots and Tweens: Oh, My! Tried and True Techniques for Successful Progamming.** See article.

**MLA Conference
Wednesday, May 13 to Friday, 15, 2009
Generation WHY not**

Generation WHY Not represents those individuals with open minds, finding solutions in new places outside our "comfort zone," and harnessing our best collective traits as we continue to grow. **Join us in Ocean City -WHY NOT?**



Academic and Research Libraries Division

Presents

Marketing Your Library: Planning, Publications, Winning Awards and \$\$\$

Friday, April 17, 2009 9:30am—1:00pm

Goucher College, Heubeck Room*

MLA Members: \$35., Non-members \$50. Students: \$30

.Marketing your library is even more important in tough times! Join ARLD for a full-range of hands-on and how-to tips on marketing academic, public or special libraries. Debbie Nolan from Towson University will present the key components of a marketing plan, i.e., the target audience, key messages, sample strategies/tools, and assessment with time for group activities and brainstorming. Next Eleni Swengler will give do-it-yourself tips for creating great marketing materials for those without graphic design background. Then Nancy Magnuson from Goucher College will discuss the John Cotton Dana award. The Julia Rogers Library was a recipient of this prestigious \$5000 award that is given to several academic and public libraries each year for outstanding library public relations programs

.This program is worth 3 contact hours of continuing education.

Refunds cannot be issued after April 10, 2009.

*for directions: <http://www.goucher.edu/x4643.xml#directions>

Childrens Services Division

Presents

Tunes, Tots and Tweens: Oh My!

Tried & True Techniques for Successful Programming

Monday, April 20, 2009 1pm—4:15pm

C.Burr Artz Library, Frederick, MD*

MLA members: \$35. Non-members: \$53. Students: \$30.

Join CSD for an afternoon of programming ideas, from tots to tweens. Joe Stover from Charles County presents 50 favorite books for story time, a "greatest hits" of finger plays, and songs to get kids up and moving! Elizabeth Rafferty, Youth Specialist for Baltimore County Public Library, explains how tweens' needs are unique and shares homemade kits for tween programming, along with demonstrations of successful programs that bring tweens into your library.

This program is worth 3 hours of continuing education.

Refunds cannot be issued after April 13, 2009

*for directions: www.fcpl.org

MLA Pre-Conference Workshop - Wednesday, May 13, 2009

Knowledge Before the Need

Management and Leadership Skills for Managers, Supervisors and Team Leaders

(Speaker: Andrew Sanderbeck, People~Connect Institute)

Whether you want a refresher of the basics or are looking for new and different ways to manage and lead others in your organization, this interactive one day workshop helps supervisors, managers and team leaders to grow their management and leadership skills fast. Get the "*Knowledge Before the Need*" by learning ways to help you better manage yourself and others. You will leave this workshop with techniques and phraseology that you'll begin using the very next day at work! Whether you have been managing others for 10 years or 10 days, you'll benefit from attending this seminar! (Sponsored by PSD.)

BookExpo America

Book Expo America has signed on as a participant at our upcoming MLA conference. Stop by their table to learn more about the conference that will be taking place in New York two weeks later. BookExpo America is Librarian friendly! BEA is the largest North American book fair featuring over 1,000 authors, special events, conferences and keynotes and books. Only at BEA can you meet the authors and touch the books and get your hands on advanced read copies and galleys. BEA is back in New York City May 28-31, 2009. The registration for BEA opened in February, so log on to www.bookexpoamerica.com/MLANews for more information and to register. **Make sure that you mention MLA in order to get your \$20 discount.**

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

Introduction to GIS software

March 18, 2009

Register at: <http://tugis.towson.edu>

Silver Service-Outreach to Seniors

March 19, 2009

___ member \$75. ___ non-member \$105. ___ student \$66
Sandwich choice: ___ Vegetarian ___ Tuna Salad ___ Turkey Club

Marketing Your Library: Planning Publications

April 17, 2009

___ member \$35. ___ non-member \$50. ___ student \$30

Tunes, Tots & Tweens, Frederick, MD

April 20, 2009

___ member \$35. ___ non-member \$53. ___ student \$30

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 Date: _____

Card Holders Name: _____ Signature : _____

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Baltimore MD 21223
phone 410-947-5090 fax 410-947-5089

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Happenings