



Happenings

Programs

APRIL 2009

MLA web site: mdlib.org

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

**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

Support the Maryland Author Award Endowment by--

Joining Bill's Book Club We'll celebrate the \$15,000 raised through donations and pledges at Ocean City on May 14th.
Contact the MLA office 410-947-5090 for more information.

Take a chance on two roundtrip Southwest airline tickets or a digital camera. Buy a raffle ticket or better yet, sell some. Thanks to Southwest Airlines for their generous support. Contact Ada Woods woods@towson.edu or Annie Young ayoung3@umd.edu for information.



MARYLAND LIBRARY
ASSOCIATION RAFFLE

Drawing at the conference, May 15, 2009

2 roundtrip passes from Southwest!

Digital/web/video camera!

Tickets \$2 each or 3 for \$5.
Need not be present to win.

Benefits Author Award Endowment.



BookExpo America (BEA) Welcomes Librarians!

Join us at BEA, the largest gathering of the North American book industry, returning to New York City from May 28-31, 2009. There is no better place for Librarians to see and learn what's new and what's next in publishing to help build your Library. BEA is your opportunity to see the authors, touch the books and connect with the industry's publishers, agents, retailers and booksellers. Learn the latest trends by attending Librarian focused sessions at the all-new "Big Ideas at BEA" Conference. Don't delay - register today to enjoy special Librarian registration fees and the very best hotel and travel deals at www.bookexpoamerica.com

BookExpo America Attends MLA

Get a head start on BEA in New York by visiting the BEA table at the upcoming MLA conference in Ocean City, MD. We will have multiple times set aside during the conference with no programs scheduled so that you can visit with all of our vendors. Be prepared to see some of our regulars who annually support us as well as a few new vendors who are trying us out for the first time. Be sure to check the schedule of presentations listed in your conference brochure as some of these topics will be about new products and some will be new ideas.

Children's Book Guild of Washington DC Award

The Children's Book Guild of Washington, D.C. is honoring Susan Campbell Bartoletti as the 2009 winner of the Children's Book Guild/Washington Post 2009 Nonfiction Award in an April 4th program to be held at the National Geographic Society. The 2-4:30 program will include a talk by Bartoletti as well as performances of Irish dance and music with a reception and refreshments to follow. Tickets are \$35 and can be purchased online at www.childrensbookguild.org or by sending a check to Children's Book Guild of Washington, D.C, 216 Walnut St. NW, Washington, D.C. 230016.

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

- April**
- 2,3 **MAPLA**
- 4 **Children's Book Guild of Washington DC program.** See article on page 3.
- 8 **MD Library Leadership Institute** 2pm - 4pm, MLA office. Contact Jim DeArmeay 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.
- May**
- 1 **Legislative Panel Meeting,** 10am-noon, AACPL Headquarters. Contact Denise Davis at: 410 996-1055 or ddavis@ccplnet.org .
- 7 **SLRC Spring Tour** please register by April 27th. Contact Doug Skeen at dskeen@prattlibrary.org or 410 396-5440 for more information.
- 8 **CALD Annual Meeting: "Building Trends in Academic Libraries"** 9:30am-3pm, Loyola-Notre Dame Library. Contact John McGinty at jmcginty@loyola.edu or 410 617-6811 to register.
- 11,12 **National Library Legislative Day** Washington, D.C.
- 13-15 **MLA Conference** Ocean City, MD
- 20 **Executive Board Meeting,** 10am-noon, MLA Office. Contact Darrell Batson at: 301 600-1613 or dbatson@fredco-md.net .
- 20 **Conference Committee Meeting,** 2-4pm MLA Office. Contact Elizabeth Cromwell at: 301 600-1629 or ecromwell@fredco-md.net .
- 20 **Finance Committee Meeting,** 12-1pm MLA Office. Contact Susan Waxter at swaxter@bcpl.net or 410 887-2336
- 25 **Memorial Day.** MLA Office Closed

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

A Few Conference Highlights:

Knowledge Before the Need 9am - 4pm Wednesday, 5/13. Whether you want a refresher of the basics or are looking for new and different ways to manage and lead others, this interactive one day workshop helps supervisors, managers and team leaders grow their management and leadership skills fast. Andrew Sanderbeck from the People Connect Institute will introduce ways to help better manage yourself, whether you've been a manager for 20 years or 20 days.

How to Collaborate in the Workplace 12-4pm Wednesday, 5/13. Participants will learn that conversation is the way we work. Many organizations have large reserves of untapped brilliance. Andrea B. Mayfield will show you how to tap into that knowledge by introducing you to the Five C's which represent the underlying concepts of how a group can have collaborative conversations.

From Snake Oil to Penicillin: Health Information for Librarians 11am - noon Thursday, 5/14. According to the Department of Education, a third of U.S. citizens do not have proficient health literacy. Join Terri Ottosen to gain the resources and tools needed to locate and evaluate health information on the Internet. This session will provide an overview of the issues, resources and tools needed to locate and evaluate health information on the Internet/

MLA Quilt Project 11am - Noon Thursday 5/14. The MLA Quilt project participants are proud to present the "Heart of Maryland Libraries" quilt and they will discuss the year long process. Join some of the quilters, the scrap bookers the square creators and the chair and get a sneak preview of the quilt before it is unveiled at the dinner this evening.

The Case of the Millennials Mysterious Searching Habits. 9:15am - 10:30am Friday 5/15. Much has been made of the search habits of "millennials", people who have grown up with the Internet always being available as a quick and easy source of information. Lucy Holman has been conducting interviews and watching them search for answers and has gained unique insight into not only how this group searches but why they do it.

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

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 : _____

Maryland Library Association
1401 Hollins Street
Baltimore MD 21223

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Happenings