



# TUESDAY, SEPTEMBER 30

Registration Desk  
PaLA Store  
Exhibits  
Career Center

7:30 a.m. – 5:30 p.m.  
8:00 a.m. – 6:00 p.m.  
9:30 a.m. – 2:30 p.m.  
To be determined

## 7:30 – 8:45 a.m.

### CONFERENCE TOUR

#### Central Market History with Breakfast on Your Own

Come learn about the country's oldest farmers market! Central Market occupies a beautiful 120 year old red brick building chock-full of local character. Regional food specialties include Pennsylvania Dutch sausage, scrapple (a breakfast meat of pork scraps and cornmeal), and headcheese (like scrapple, an acquired taste). You'll also find preserves, including chowchow (pickled vegetables in a spicy mustard sauce), and bread and butter pickles. The market is also a great place to buy souvenirs. After the introduction to the building and its history, you'll have time to explore the market and grab breakfast.

### PUBLIC LIBRARY DIVISION BREAKFAST

#### The Big Idea: Establishing Your Timeless Value in Pennsylvania's Changing Marketplace

*Valerie Gross, President & CEO, Howard County Library System (MD)*



Would you like to learn about a simple strategy that will make you, your library, and our profession indispensable for centuries to come? This Breakfast Keynote will present how a growing number of libraries are ushering in a new era with this effective approach.

As libraries from all U.S. regions begin implementing this concept, they are finding that their inherent value is no longer questioned.

They no longer need to constantly explain

why they are important. No one looks at them anymore with a puzzled look, asking, "Tell me again what you do?" Instead, the library systems enjoy heightened respect in their communities and optimal funding. Implementing this powerful approach is simple. It does not require changing anything we do—only what we say.

Easily incorporated into the PA Forward vision, this timeless strategy has the power to eradicate—permanently—all misperceptions. From the very words we use, everyone will recognize the true value of libraries. We are what the world values most. Alongside schools, colleges, and universities, we are education: a timeless, economic imperative that merits immense respect and maximized funding.

*Sponsor: Association of Pennsylvania Public Library Systems (APPLS)*

## 8:00 – 8:45 a.m.

#### Preservation Round Table Business Meeting

## 9:00 – 10:0 a.m.

#### Making a Splash: How to Implement the Big Idea

*Valerie Gross, President & CEO, Howard County Library System (MD)*

Learn how to make a splash in your community with the game-changing vision introduced in the Breakfast Keynote Session. You'll experience how to replace traditional library terminology and jargon with strategic language that people outside the field immediately understand. This approach has the power to eradicate, permanently, all misperceptions about libraries and the library profession.

At the conclusion of this session, you will have gained the skills and confidence you need to describe your work and profession in terms that people understand and value. You will explore proven techniques, participating in a concluding discussion to:

- Redefine libraries in a new, innovative way
- Align your library with what the community values most: education
- Incorporate intuitive, value-enhancing words into your everyday lexicon
- Heighten your library's visibility and stature
- Develop strategies that you can integrate immediately into your work
- Understand how to incorporate the concepts in the PA Forward vision

*Sponsor: Public Library Division & Association of Pennsylvania Public Library Systems (APPLS)*

#### The One Good Thing Project: A Public Project about Recognizing the Good that Happens Each Day

**ACT 48**  
7 Hour

*Michael Balkenhol, Teen Specialist, Carnegie Library of Pittsburgh*  
*Emily Scullli, artist and community partner of Carnegie Library of Pittsburgh*

This session will introduce librarians to a successful program and outreach series at Carnegie Library of Pittsburgh called The One Good Thing Project. What would our perspective be like if we simply chose to focus on the good in life? That is the premise behind The One Good Thing Project. Learn about how a small partnership with a local artist turned into a library program and community outreach series for children, teens, and adults. Attendees will leave with a program toolkit to get started at their library.

*Sponsor: Public Library Division & Youth Services Division*

**ANNUAL CONFERENCE**  
**SEPTEMBER 28 – OCTOBER 1**  
**LANCASTER, PA**

PENNSYLVANIA LIBRARY ASSOCIATION

- 2 — PROGRAM
- 8, 13, 15 — POSTER SESSIONS
- 18 — CONTINUING EDUCATION/ACT 48
- 22 — SPECIAL EVENTS
- 23 — TRADESHOW
- 24 — HOTEL RESERVATION
- 25 — REGISTRATION



**2014**