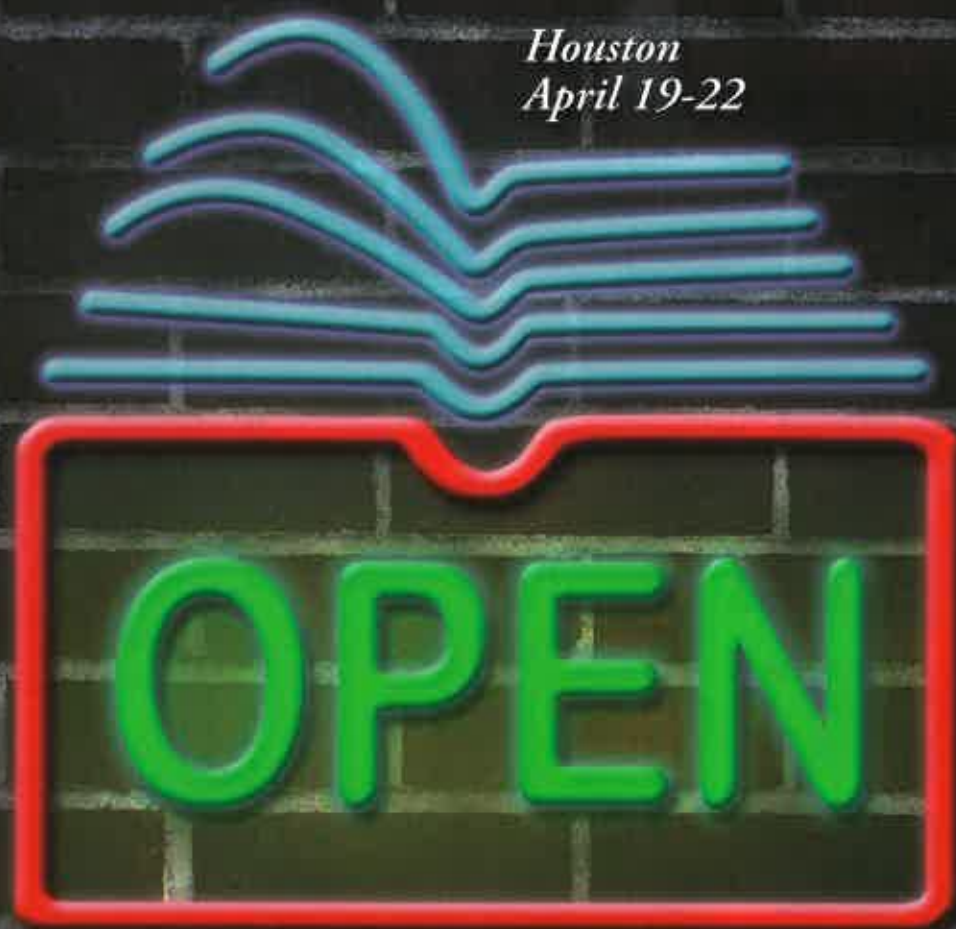


# TexasLibraryJournal

VOLUME 91, NUMBER 4 • WINTER 2015

*Houston  
April 19-22*



# LIBRARIES OPPORTUNITIES

*2016 Annual Conference Program*

Also in this issue: *Front Line School Libraries, Money Smart Outreach, New Librarian Action Items, & More*

# FEATURED SPEAKERS

## General Sessions

**Evan Smith** is the editor-in-chief and co-founder of *The Texas Tribune*, a nonprofit, nonpartisan digital news organization recently called “one of the nonprofit news sector’s runaway success stories.” Since its launch in 2009, the *Tribune* has garnered international acclaim and honors, including eight national Edward R. Murrow Awards from the Radio Television Digital News Association and six awards from the Online News Association. Previously Smith spent nearly 18 years at *Texas Monthly*, including eight years as editor and a year as president and editor-in-chief.



**Al Roker** is a nationally-acclaimed figure who has earned 10 Emmy awards for his work on NBC’s *Today* show. He is also a bestselling author with many acclaimed works. His first book, *Don’t Make Me Stop This Car: Adventures in Fatherhood*, spent weeks at the top of the *New York Times* best-seller list. His most recent work, *The Storm of the Century: Tragedy, Heroism, Survival, and the Epic True Story of America’s Deadliest Natural Disaster: The Great Gulf Hurricane of 1900*, is a riveting exploration of one of the most tragic events in American history.



**Dav Pilkey** is the Caldecott Honor Award-winning author and illustrator of more than 50 books for children. He is beloved by children and parents, and he is known for his humor, inventiveness, and ability to subtly underscore kindness and friendship. He is a champion for intellectual freedom and has braved many challenges to his work – notably the Captain Underpants series, which remains a favorite for children and has been instrumental in developing life-long readers.



## Directors Summit

**Jim Neal** served as the vice president for information services and university librarian at Columbia University during 2001-2014, providing leadership for university academic computing and a system of 22 libraries. Previously, he served as the Dean of University Libraries at Indiana University and Johns Hopkins University. Neal is one of the most decorated library leaders and has represented the field on copyright and intellectual property matters before Congress.



**Valerie Gross** has served as president and CEO of Howard County Library System (HCLS) in Maryland since 2001. An educator and attorney for 30 years, Gross developed a new vision for libraries working with the HCLS Board, staff, funders, elected officials, and the community. Implementing “Libraries = Education,” she led the transformation of HCLS to its current prominence as a renowned educational institution, alongside the region’s schools, colleges, and universities.

**Suzanna L. Panter** is the educational specialist for library services in Henrico County Public Schools (VA), winner of AASL’s 2011 National School Library Program of the Year. In this position she supervises over 160 school librarians, assistants, and central office personnel. In 2009 she was an ALA Emerging Leader and was chosen to attend the first ALA Leading to the Future Institute in 2013. In 2012, her school library won the Virginia Association of School Librarians’ Program of the Year Award.



## TechCamp

**Drew Minock** is an enthusiastic elementary teacher and technology trainer. He is the co-founder of the educational blog *Two Guys and Some iPads* and the augmented reality meet up *AR Detroit*. Minock has launched the popular educational podcast “The Two Guys Show” to inspire educators to reach new heights. Minock is currently serving on the Teacher Advisory Board for edtech startups Remind 101 and Three Ring.

**Brad Waid** is a passionate educator who works to foster educational change through technology and augmented reality. He is one of the co-founders of *AR Detroit*, a monthly meet up that brings together industry leaders and visionaries, and of *Two Guys and Some iPads* blog, an internationally viewed blog from over 120 countries and over 100,000 visitors in the first 4 months of its creation.



**Stephen Abram**, a strategy and direction planning consultant for libraries and the information industry, is principal of Lighthouse Partners. He is also executive director of the Federation of Ontario Public Libraries. He is a library trend watcher, innovator, and author of *Stephen’s Lighthouse* blog. He has held executive leadership positions in libraries and at Cengage Learning (Gale) and other corporations.

**Maureen Ambrosino** is a former TALL Texan and director of the Westborough Public Library (MA). This former journalist and *LJ Mover* and Shaker has made her mark in children’s services, technology programming, and advocacy. Often noted for her piece “The Metamorphosis; or, How I Went from Being a Quiet





# THURSDAY APRIL 21 PROGRAMS & EVENTS

ALL SESSIONS ARE OPEN TO ALL ATTENDEES, UNLESS NOTED OTHERWISE. Meetings are in red; events are sans serif.

Registration ..... 7 am – 5 pm  
 Connection Corner (Computers, Housing, Internet) ..... 8 am – 5 pm  
 Career Development Center ..... 9 am – 4 pm  
 Exhibits ..... 9 am – 4 pm  
 TLA Store ..... 9 am – 4 pm  
 Bag Check ..... 9 am – 6 pm

## Continuing Professional Education CREDITS

Event Number      State Board for Educator Certification      TX State Library & Archives Commission

CPE#123; SBEC 2.0; TSLAC 2.0A

*Program Title*

8:00 - 9:50 AM

## Zumba

7:00 - 8:00 AM

DISCOVERY GREEN NEAR ANHEUSER-BUSCH STAGE

Get into a healthy groove with Zumba!

CONFERENCE LOCAL ARRANGEMENTS COMMITTEE.

## Distance E-Learning Round Table

7:45 - 8:15 AM



CPE#402; SBEC 2.0

*16th Annual Texas 2x2 Showcase: Books for 2 Years through 2nd Grade*

8:00 - 9:50 AM

The Texas 2x2 Reading List Committee will introduce

their titles on the current list and showcase activities and resources you can use to promote all 20 books.

Greg Pizzoli, Disney-Hyperion.

CHILDREN'S ROUND TABLE.

## Library Support Staff Day

– A content rich day devoted to fuel the skills development of library support staff in Texas Libraries.

9 - 9:50 AM      Avoiding Gotcha! Patrons, Data, and Security in an Online World  
 10 - 11:20 AM      It Happened at Library Near You: Frontline Stories  
 11:30 AM - 12:50 PM      Lunch time (optional programs)  
 1 - 1:50 PM      Creative and Dazzling Displays  
 3 - 3:50 PM      Top 10 Things Support Staff Need to Know  
 4 - 5:30 PM      General Session II & Book Cart Drill Teams

CPE#428; SBEC 2.0; TSLAC 2.0

*Director's Symposium: Making Your Library Indispensable* (Ticketed)

8:00 - 9:50 AM

HILTON AMERICAS-HOUSTON HOTEL, 1600 LAMAR STREET

An academic, public, and school library director will share strategies that persuaded stakeholders to value and transform their libraries. From building cohesion among staff to preparing for those moments of opportunity (think “elevator speeches”), these leaders provide real world tips on shaping a stronger future for your institution. *Breakfast tickets must be purchased by Friday, April 8, through preregistration.*

MENU: *Basket of Freshly Made Pastries; Farm Fresh Scrambled Eggs; Sausage; Shredded Hash Browns; Orange Juice, Regular and Decaffeinated Coffee, Assorted Hot Teas.*



Valerie Gross, Howard County Library System (MD); Jim Neal, Columbia University (NY); and Suzanna Panter, Henrico County Public Schools (VA).

CONFERENCE PROGRAM COMMITTEE.

CPE#403; SBEC 1.5; TSLAC 1.5

*Speed Dating with Vendors*

8:00 - 9:50 AM

Looking for love – oops, I mean vendors! – in all the wrong places? Take a fun and informal approach to vendor relationships. Engage with industry leaders; learn all about new products and services; and network with your peers, while enjoying light refreshments. *Note: Vendors will spend significant time on ebooks. A business meeting follows the program.*

ACQUISITIONS AND COLLECTION DEVELOPMENT ROUND TABLE.

## Acquisitions and Collection Development Round Table

8:00 - 9:50 AM

**Districts 2, 5, 8, 9, and 10**

8:20 - 8:50 AM

CPE#HL410; SBEC 1.5; TSLAC 1.5

*Tools for Enhancing Your Library's Social Media Presence – HANDS ON LAB 08* (Ticketed; register online only)

8:30 - 9:50 AM

HOUSTON PUBLIC LIBRARY EXPRESS MOBILE LAB ON DISCOVERY GREEN

Already using Twitter and Instagram for your library? Looking for ways to kick it up a notch? Maximize the effectiveness of your social media presence and promote your programs using Pictual, Canva, and Flipagram. Participants will learn these tools to create eye-catching and memorable posts. *Tickets must be purchased by Friday, April 8, through preregistration.*

Lucy Podmore, Northside ISD.

CONFERENCE PROGRAM COMMITTEE.

## PRESIDENT'S PROGRAM

CPE#460; SBEC 1.0; TSLAC 1.0

*Advocacy: Value, Impact, and Presence with Stephen Abram*

9:00 - 9:50 AM



Why do our advocacy efforts often fall on deaf ears? Perhaps part of the solution is that, by improving our own ability to listen to our audiences, we strengthen their commitment to heed our call for support! Abram, a leading

voice for library advocacy, presents his latest ideas on building influence and promoting our work.

Stephen Abram, Federation of Ontario Public Libraries (Canada).

CONFERENCE PROGRAM COMMITTEE.

CPE#406; SBEC 1.0; TSLAC 1.0

*Augmented Reality in School Libraries*

9:00 - 9:50 AM

Get an overview of how one school uses tablets (BYOD iPad or Android) to engage reluctant readers' imagination and creativity through the use of iMovie and Aurasma.

Joshua Hicks and Joy Llorens, Aldine ISD.

CONFERENCE PROGRAM COMMITTEE.



CPE#407; SBEC 1.0; TSLAC 1.0

*Avoiding Gotcha! Patron Data Security in an Online World*

9:00 - 9:50 AM

Your library's operating system contains data which must remain private. When you connect it to other systems, including third