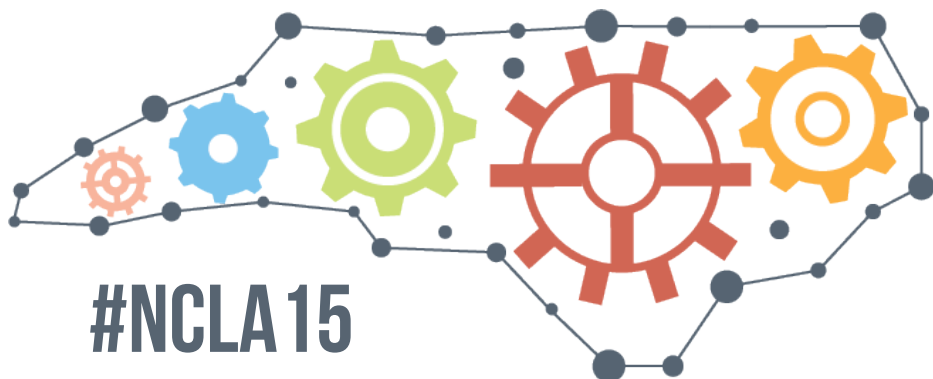


**NORTH CAROLINA LIBRARY ASSOCIATION
61ST BIENNIAL CONFERENCE • OCT. 20-23, 2015**

MAKE IT



MATTER

KOURY CONVENTION CENTER, GREENSBORO, N.C.

<http://www.nclaonline.org/conferences/2015>

CONFERENCE HIGHLIGHTS

TUESDAY,

OCTOBER 20

9:30 A.M. — 7:00 P.M.

[HTTP://NCLAONLINE.ORG/2015/TUES](http://nclaonline.org/2015/TUES)

- Pre-conference workshops
- Librarians Build Communities activity
- Vendor preview
- Movie night

WEDNESDAY,

OCTOBER 21

8:30 A.M. — 10:00 P.M.

[HTTP://NCLAONLINE.ORG/2015/WEDS](http://nclaonline.org/2015/WEDS)

- Coffee & Tea with NMRT
- Opening Keynote at 10 a.m.
- REMCo Luncheon
- PLS / YSS Luncheon
- Vendor Reception
- Endowment Dinner
- Pub Crawl

THURSDAY,

OCTOBER 22

7:30 A.M. — 9:00 P.M.

[HTTP://NCLAONLINE.ORG/2015/THURS](http://nclaonline.org/2015/THURS)

- Beta Phi Mu Breakfast
- WILR Breakfast
- Ogilvie Lecture with ALA President Courtney Young
- CUS Luncheon & Unconference
- NCLPA Luncheon
- PLS wine & cheese reception
- YSS wine & cheese reception & business meeting
- Business meetings
- Library Schools Reception
- All conference reception

FRIDAY,

OCTOBER 23

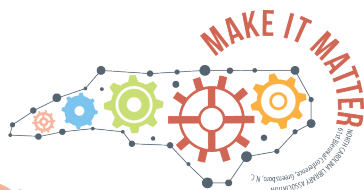
8:30 A.M. — 2:00 P.M.

[HTTP://NCLAONLINE.ORG/2015/FRI](http://nclaonline.org/2015/FRI)

- All-conference luncheon
- Business meeting
- Closing Keynote:
Charlaine Harris & Margaret Maron

Register for the conference at: <http://nclaonline.org/2015/register>.
Online registration and discount ends Oct. 2, 2015 .

Free wifi will be available throughout the conference center.



Sign up for our conference mentoring program!
For librarians, library students and others in the profession.
Contact Tracy Pizzi at tracy.pizzi@cpcc.edu for
information about this great opportunity.

KEYNOTE SPEAKERS

OPENING PANEL

Wanda Brown, Dale Cousins, Kathy Parker, and Rodney Lippard

WEDNESDAY

10:00 – 11:30 A.M.

Are you curious about what's happening in libraries across the state of North Carolina? Do you wonder how other libraries are coping with some of the same issues you are? If so, please join our opening session, **The State of North Carolina Libraries**.



Each panelist brings a unique perspective: Wanda serves as the assistant dean of the Z. Reynolds Library of Wake Forest University while Dale is a retired public librarian from Wake County Libraries. Kathy is the statewide school library media consultant with the Dept. of Public Instruction, and Rodney is the director of the Rowan Cabarrus Community College Library.

OGILVIE LECTURE: COURTNEY L. YOUNG

American Library Association President

THURSDAY

2:00 – 3:15 P.M.

Since joining ALA, I have been an active and contributing member of the association. I have committed myself to ALA, developing a progressive understanding of our divisions, round tables, committees, and affiliates. I recognize the importance of building bridges between our diverse membership and its many important parts. I am dedicated to diversity in all forms in our profession and our organization. ALA is made up of librarians, library workers, library school students, library-related vendors, and library trustees interested in maintaining the values of the profession while at the same time moving libraries and the association forward.



My “start to finish” commitment to the profession and the Association sets me apart. I want to sustain the initiatives we have in place, engage all facets of our membership, and demonstrate the value of membership and of librarianship.

The Ogilvie Lecture is an NCLA conference tradition devoted to addressing professional issues in librarianship. It is named in honor of former State Librarian of North Carolina, Phil Ogilvie.

KEYNOTE SPEAKERS

CHARLAINE HARRIS & MARGARET MARON

Closing Keynote

FRIDAY

Noon – 2:00 P.M.

All-conference luncheon, business meeting, and closing keynote. Free, but tickets are required.

A native of the Mississippi Delta, **Charlaine Harris** has lived her whole life in various southern states. Her first book, a mystery, was published in 1981. After that promising debut, her career meandered along until the success of the Sookie Stackhouse novels. All her books are in print, so she is a very happy camper. She is married with three children and two grandchildren.



&

Margaret Maron is the author of 29 novels and two collections of short stories. Her works are on the reading lists of various contemporary Southern literature courses and have been translated into 15 languages. She has served as president of Sisters in Crime, the American Crime Writers League, and Mystery Writers of America. A native Tar Heel, she still lives on her family's farm a few miles southeast of Raleigh.



JOIN NOW AND SAVE ON CONFERENCE REGISTRATION!

NCLA is the only statewide association in North Carolina whose focus is on the entire library community.

Membership benefits include the NCLA email listserv for updates and information, continuing education opportunities, advocacy initiatives and access to NCLA publications. Perhaps the most significant benefit is the opportunity to network and collaborate with other librarians, support staff and institutions across the state.



Join or Renew Online:

<http://nclaonline.org/membership>

Questions?

Email: nclaonline@gmail.com

Phone: 919.839.6252

PRE-CONFERENCE WORKSHOPS

Tuesday, Oct. 20, 2015

*Please note: Lunch is on your own for all pre-conference programs.

ALL-DAY SESSIONS

9:30 A.M. — 4:30 P.M.

Lite Project Management for Librarians

- Kathy Bradshaw, UNC Greensboro
- Sponsor: Library Administration & Management (LAMS). Cost: \$25.00
Limited to 20 attendees; must register by October 12.

Writing a Winning Library Services and Technology Act (LSTA) Grant Application

- Raye Oldham, State Library of North Carolina
- Cost: Free, but registration is required.
Requires a minimum of 10 registrations by October 12.

MORNING SESSIONS

9:30 A.M. — 12:30 P.M.

Geek the Teach: Enhancing Basic Trainer Skills to Create Dynamic Facilitators Part 1: Fundamentals of Training

- Kelly Brannock, State Library of North Carolina.
 - Suvanida Duangudom, Wake Technical Community College
 - Tiffany Hayes, Cumberland County Public Library
 - Jason Rogers, Wake County Public Library
 - Luba Sawczyn, Alamance County Libraries
- Cost: Free, but registration is required.
Requires a minimum of 10 registrations by October 12.

Learning from LSTA, Part I: Data Driven Community Engagement

- Meeghan Rosen, Chapel Hill Public Library
 - Marc Futterman, President & CEO at CIVICTechnologies
- Cost: Free, but registration is required.

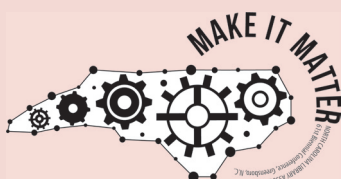
For more details on all pre-conference events, see <http://nclaonline.org/2015/tues>

LIKE THE CONFERENCE LOGO?

Make it Matter & buy a t-shirt to benefit NCLA!

\$20 at the conference store.

Other library-themed merchandise will also be for sale!



PRE-CONFERENCE WORKSHOPS

Tuesday, Oct. 20, 2015

AFTERNOON SESSIONS

1:30 – 4:30 P.M.

Accessible Library Web Content: A Hands-On Approach to Getting Started

- Morgan Steele, Central Carolina Community College
- Co-Sponsored by: Community & Junior College Libraries Section (CJCLS) & North Carolina Community College Library Association (NCCCLA). Cost:
- CJCLS or NCCCLA member: \$30
 - NCLA member (not a member of CJCLS or NCCCLA): \$35
 - Non-NCLA member: \$50

Early Literacy Outreach: Taking Every Child Ready to Read to Childcare Providers

- Siobhan Loendorf, Catawba County Library System
- Sponsor: Youth Services Section. Cost: \$10.00



Geek the Teach: Enhancing Basic Trainer Skills to Create Dynamic Facilitators Part II: Applying Basic Training Principles

- Kelly Brannock, State Library of North Carolina
- Suvanida Duangudom, Wake Technical Community College
- Tiffany Hayes, Cumberland County Public Library
- Jason Rogers, Wake County Public Library
- Luba Sawczyn, Alamance County Libraries

Cost: Free, but registration is required.

Requires a minimum of 10 registrations by October 12.

Learning from LSTA, Part II: Understanding User Experience

- Susan Brown, Chapel Hill Public Library
- Aaron Schmidt, *Library Journal* columnist

Cost: Free, but registration is required.

Social Media Hacks: Tips & Conversation for Enhancing Social Media Use in Libraries

- Stephanie Willen Brown, UNC Chapel Hill
- Matthew Clobridge and Jennifer Lohmann, Durham County Library

Sponsor: Technology and Trends (TNT) Round Table. Cost: \$10.00

For more details on all pre-conference events, see <http://nclaonline.org/2015/tues>



**If you have any accessibility needs,
please make a note on the registration form.**

PRE-CONFERENCE EVENTS

Tuesday, Oct. 20, 2015

LIBRARIANS BUILD COMMUNITIES

TIMES VARY

Through our partnership with Greensboro Parks and Recreation Department, Librarians Build Communities (LBC) volunteers can provide "TLC" to Little Free Libraries that will be placed at Parks and Rec. sites throughout Greensboro. LBC volunteers can also meet with high school students during their visit to the conference and/or they can visit elementary schools to read with students in grades K-2. Opportunities are available Tuesday, Wednesday, and Thursday.



There is no charge for LBC activities. The first 30 to register will get a free conference t-shirt. For more information, contact Brian Hart (b.hart@outlook.com) or Jennifer Taft (jtaft@harnett.org).

LBC's mission is to connect librarians with libraries and community organizations in need of skilled volunteers in order to form meaningful volunteer opportunities and to improve awareness of the expertise librarians possess.

VENDOR SNEAK PEEK

5:00 – 7:00 P.M.

Visit and chat with vendors offering a wide variety of resources and services important to the work we do in libraries. Vendors will be available to answer questions and demonstrate their products and services. Win prizes in our Vendor Bingo game! See which exhibitors will be at the conference: <http://nclaonline.org/2015/exhibits>

MOVIE NIGHT

7:00 P.M. UNTIL MIDNIGHT

Nearby theater Movie Tavern is offering 20% off all food and non-alcoholic beverages with NCLA conference badge after 7:00 p.m. on Tuesday. This in-theater dining service comes with premium quality food and drink and luxurious seating. Grab a buddy and enjoy! More about Movie Tavern: <http://bit.ly/ncla-movie>

CONFERENCE HOTEL ACCOMMODATIONS

Reserve Your Rooms Early!

"N.C. Library Association" rate deadline: September 19.

Sheraton Greensboro Hotel at Four Seasons

Rate: \$122 per night

3121 High Point Road • Greensboro, N.C. 27407

Adjacent to the Koury Convention Center

336.292.9161

Book online: <http://nclaonline.org/2015/hotel>



SPECIAL EVENTS

More info: <http://nclaonline.org/2015/special>

WEDNESDAY, OCT. 21, 2015

CONFERENCE ACTIVITIES

TIMES VARY

Presentations & Poster Sessions

There will be over 140 conference presentations and almost 30 poster sessions through the conference! See <http://nclaonline.org/2015/program> for more!

Birds of a Feather

Do you want to meet up with like-minded librarians and discuss ... something? Check out "Birds of a Feather" to schedule a meeting on the fly. Details on how to schedule these impromptu sessions at <http://nclaonline.org/2015/bof>.

COFFEE & TEA WITH NMRT

8:30 – 10:30 A.M.

Enjoy a complimentary cup of coffee or tea and meet other conference attendees before the opening session. Use this time to seek out your conference mentor/mentee. This is a free and non-ticketed event. Beverages available while supplies last.

Sponsor: New Members Round Table (NMRT).

LUNCHEON WITH ALAN BAILEY

12:15 – 1:30 P.M.

When first-time author Alan R. Bailey was offered a book contract, he was beyond elated. However, before the book was released, he felt overwhelmed, confused, frustrated, discouraged, angry, and inadequate before the feeling of excitement returned and was joined by feelings of pride, accomplishment, and success. Dine with Professor Bailey as he chronicles his publishing journey, one filled with both joys and pains, and shares valuable lessons learned along the way.



Sponsor: Round Table for Ethnic Minority Concerns (REMC0). Cost: \$30.00.

STAY CONNECTED VIA SOCIAL MEDIA!



For conference updates, follow @nclaonline on Twitter or like "NCLA: North Carolina Library Association" on Facebook.



IF YOU TWEET OR INSTAGRAM, USE #NCLA 15

SPECIAL EVENTS

More info: <http://nclaonline.org/2015/special>

WEDNESDAY, OCT. 21, 2015 (CONT.)

LUNCHEON WITH BRIAN STURM

12:15 – 1:30 P.M.

Brian Sturm will address the power of storytelling, including how to engage people in a narrative world, creating community and an understanding within and across cultures, and to improve memory and retention of content.

Sponsor: Youth Services Section (YSS) and Public Libraries Section (PLS).

Cost: \$30.00.

VENDOR RECEPTION

5:00 – 7:00 P.M.

Visit and chat with vendors offering a wide variety of resources and services important to the work we do in libraries. Vendors will be available to answer questions and demonstrate their products and services. Free, but tickets are required.

See which exhibitors will be at the conference: <http://nclaonline.org/2015/exhibits>



Support the **NCLA Endowment** by attending one of the events below!
The NCLA Endowment supports scholarships, grants, advocacy, leadership development, and NCLA's leadership institute.

ENDOWMENT DINNER

7:00 – 9:00 P.M.

Join your colleagues and friends at Greensboro's Blandwood Mansion for a lovely dinner as well as entertainment by the Igbolade Jazz Group and a cash bar.

Transportation will be provided.

Tickets are \$60 and are tax deductible.



PUB CRAWL

7:00 – 10:00 P.M.

Join the New Members Round Table for an evening of fun(draising), drinks, and networking in beautiful, historic Jamestown, N.C. Local bars and restaurants will have food trucks and music. The \$25 fee gets you a NMRT Koozie (while supplies last) and drink specials – and transportation to Jamestown.



Email sarahvlyon@gmail.com for more information.

SPECIAL EVENTS

More info: <http://nclaonline.org/2015/special>

THURSDAY, OCT. 22, 2015

BETA PHI MU BREAKFAST

7:30 – 8:30 A.M.



Tammy Baggett, Director of the Durham County Library System, will speak. All current members of Beta Phi Mu are invited to attend.

Cost: \$25.00.

BREAKFAST WITH THÉRÈSE PLUMMER

7:30 – 8:30 A.M.

Thérèse Plummer discusses narrating books written by Charlaïne Harris, Candace Bushnell, Jennifer Haigh, YA novels by Julie Kagawa and many others. She will also discuss her work as a reader of erotica under the pseudonym, Savannah Richards.

Sponsor: Women's Issues in Libraries Round Table (WILR). Cost: \$25.00

CUS UNCONFERENCE LUNCHEON

NOON – 1:30 P.M.

Join the College & University Section for lunch, followed by an Unconference. During this brainstorming session, CUS members will be able to contribute ideas about activities and events they would like to see from CUS in the next biennium, as well as how they would like to be involved. The goals of this session are learning, networking, and kickstarting new ideas among CUS members! We hope to dissolve the divide between presenters and attendees by making everyone active participants.

Sponsor: College & Universities Section (CUS). Cost: free but ticket required.
Limited to 30 attendees

LUNCHEON WITH RONN WINTER

NOON – 1:30 P.M.

Ronn Winter is a Magician and Mentalist from Charlotte, N.C. "My goal is to make your mind conflict with itself. If I can make you doubt what reality is, if only for one second, then I have done my job," he says, and Ronn's show is 100% interactive!

Sponsor: North Carolina Library Paraprofessional Association (NCLPA). Cost: \$30.00.



If you plan to attend any meal functions and have special dietary restrictions, please make a note on the registration form.

SPECIAL EVENTS

More info: <http://nclaonline.org/2015/special>

THURSDAY, OCT. 22, 2015 (CONT.)

WINE & CHEESE RECEPTION

Diane Chamberlain, N.C. Author

Diane Chamberlain is the international bestselling author of 24 novels, many set in North Carolina. Join PLS for an afternoon of drinking wine and nibbling on cheese while listening to Ms. Chamberlain speak.

PLS will also have a short business meeting and present the William Roberts Public Library Distinguished Service Award.

Sponsor: Public Library Section (PLS)

Cost: PLS members \$15 • NCLA members \$20

5:15 – 6:30 P.M.



LIBRARY SCHOOLS RECEPTION

5:15 – 6:30 P.M.

Reception for all alumni, students, faculty and staff of the University of North Carolina, Chapel Hill, the University of North Carolina, Greensboro, East Carolina University, North Carolina Central University, Appalachian State University and Central Carolina Community College. We will provide delicious snacks and beverages.

YSS RECEPTION & BUSINESS MEETING

5:15 – 6:30 P.M.

Join the Youth Services Section for a wine and cheese reception and business meeting. Cost: YSS members \$10 • NCLA members \$15.

ALL CONFERENCE RECEPTION

7:00 – 9:00 P.M.

Join your library friends and colleagues for a reception at the Greensboro Historical Museum. The reception will feature entertainment by Molly McGinn. There will be a cash bar, music, good food, and good fun. Put on your dancing shoes and join us! Transportation provided. Cost included with conference registration, but tickets are required.



Build your own conference schedule on the conference website!

Create an account and get started:

<http://nclaonline.org/2015/register>

Add to my schedule