

# MLA 2017

ANNUAL CONFERENCE

OCTOBER 18 - 20 ■ LANSING CENTER



ESCAPE  
THE  
ORDINARY.

**MIA**  
Michigan Library Association

MICHIGAN LIBRARY ASSOCIATION ■ 2017 ANNUAL CONFERENCE  
LANSING, MICHIGAN ■ OCTOBER 18 – 20, 2017

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# MLA 2017

## ANNUAL CONFERENCE

### Steven K. Bowers

MLA President, 2017-2018  
Detroit Area Library Network



Welcome to Lansing, a great place to “Escape the Ordinary!”

I’m excited to see all of you back at the state capital for our annual conference. So many great things are planned this week. I hope to learn a lot at all of the great sessions. I am looking forward to meeting with friends and colleagues to enjoy this time with each other.

We are continuing some highlights from the past and trying some new things this year. If you weren’t at the Library SOUP event last year you’ll have a chance again at conference to attend this amazing and inspiring community gathering for crowd-funding a project that attendees help to choose. Interest Groups will have a chance to form and make plans during this year’s Idea Exchange. We will also have two receptions this year including time to visit the exhibits and another event at the East Lansing Public Library.

All of the keynote speakers and special presentations look amazing to me. I can’t wait to hear about all kinds of things like the changes we are all implementing, the work of other organizations like Freedom House Detroit, and maybe something new about technology and how we may apply it in our libraries. I invite each of you to share in the exchange of information, whether you are sharing at a presentation, having an inspiring conversation, or just taking it all in.

Thank you to everyone who makes conference possible: the MLA staff, the Conference Work Group, the Exhibitors, the Sponsors, our libraries, and the membership!

All We Have Is Now,

Steven K. Bowers  
MLA President, 2017-2018  
Executive Director, Detroit Area Library Network

### Holly Ward Lamb

MLA 2017 Conference Chair  
Howell Carnegie District Library



Welcome to Lansing and thank you for attending the 2017 Michigan Library Association Annual Conference. Use this time to “Escape the Ordinary” by learning new ways to think about how you work and what you want to accomplish. After diving into the Conference Program and/or the app, I’m confident you will easily identify topics and programs relevant to your work life. To make the very most of your time at the conference, stretch yourself and attend something outside your typical responsibilities or comfort zone. Treat yourself and attend the Opening Reception Wednesday evening and be ready to experience a taste of a BreakOut edu game. Wednesday’s Game Night has even been expanded to include crafters (I’ll be there with my knitting). Thursday morning will kick off with the Professional Connection Continental Breakfast and Poster Session, and I guarantee our Keynote and Spotlight Speakers will challenge your thinking. We are delighted that you are here ready to learn, have fun and “Escape the Ordinary.”

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**MLA MISSION:** Helping libraries and library professionals succeed.

**Access to Information:** MLA values free and open access to information and skilled professional assistance in information retrieval and research while protecting an individual's right to privacy.

**Professionalism:** MLA values the advancement of well-informed and well-trained library professionals through quality professional development.

**Sharing:** MLA is a forum for collaboration, cooperation and partnerships cultivating cutting-edge ideas and awareness of best practices in an open and supportive culture.

**Leadership:** MLA provides leadership and empowers members to promote libraries as a powerful united presence that is civically engaged and socially active to provide for the sustained stewardship of informational, financial and community resources.

**Sustainability:** MLA is a sustainable, financially viable association that is characterized by diversity and has the ability to quickly change to meet member needs.

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1981-1982	Patricia Wilson
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1979-1980	Carolyn McMillen
1978-1979	Robert Raz
1977-1978	Joan Wilcox
1976-1977	Robert Gaylor

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<b>Conference Chair:</b>	Holly Ward Lamb, Howell Carnegie District Library
	Jerilee Cook, Howell Carnegie District Library
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	Tera Moon, Bloomfield Township Public Library
	Kate Pohjola Andrade, Woodlands Library Cooperative
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Romy Fitschen, Director of Finance and Administration
Leanne Sandoval, Director of Professional Development
Rachel Ash, Communications and Membership Coordinator
Melissa Jo Scenga, Administrative Assistant

# Making Great Libraries in the Great Lakes

While you're making connections at this year's MLA conference, stop by and learn how we can help your library with **SUPERIOR** tools and services. **HURON** over, we promise not to talk your **ERIE** off.



#### Edelweiss Analytics

Smart collection data to support unique community programming



#### Curated Selection Lists

Targeted titles for tough categories like Graphic Novels or Debut Fiction



#### IngramSpark

An independent publishing tool to assist with community engagement

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**Attend a demo at the Ingram booth for your chance to win a 2018 PLA Scholarship\*!**

\*For full contest guidelines please visit [ingramcontent.com/plascholarship](http://ingramcontent.com/plascholarship).

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Sarah Keister Armstrong & Associates  
The Breton Group

# Schedule at a Glance

## WEDNESDAY

7:00 - 11:00 a.m.	Exhibitor Setup	Exhibit Hall A
7:00 - 11:00 a.m.	Coffee/Tea Service	MI Ave. Concourse
7:00 a.m. - 5:30 p.m.	Registration Open	Across from Box Office
8:00 a.m. - 5:30 p.m.	Bookstore Open	MI Ave. Concourse
9:00 - 10:15 a.m.	All Conference Opening Keynote Featuring Manoush Zomorodi	Banquet Rooms 1-6
10:30 - 11:30 a.m.	MLA Escape Room – Pre-Registration Required	Governor's Room
	Education Sessions Sponsored by: GCSI	101-104, 201-205
11:30 a.m. - 3:00 p.m.	Cash and Carry Lunch Available	Exhibit Hall A
11:30 a.m. - 3:15 p.m.	Exhibit Hall Open	Exhibit Hall A
	Discussion Den Sponsored by: Emery-Pratt Company	Exhibit Hall A
11:30 a.m. - 12:15 p.m.	Idea Exchange Sponsored by: DALNET	Exhibit Hall A
12:00 - 1:00 p.m.	MI Author Award Lunch Featuring Doc Fletcher - Ticketed Event	Banquet Rooms 7-8
	2017 MLA Literary Award winners announced	Banquet Rooms 7-8
1:00 - 1:30 p.m.	MI Author Award Book Signing	MI Ave. Concourse
1:30 - 2:30 p.m.	MLA Escape Room – Pre-Registration Required	Governor's Room
	Education Sessions Sponsored by: GCSI	101-104, 201-205
2:30 - 3:15 p.m.	Idea Exchange Sponsored by: DALNET	Exhibit Hall A
	Afternoon Break Service	Exhibit Hall A
3:15 - 5:30 p.m.	Exhibits Closed	
3:15 - 5:30 p.m.	NEW! Deep Dive Education Sessions	
	Executive Exchange Sponsored by: John Keister & Associates and Sarah Keister Armstrong & Associates	101-102
	South Asia Book Awards Panel	201
	Learning Equity, Access and Diversity in Education	203-204
3:15 - 4:15 p.m.	MLA Escape Room – Pre-Registration Required	Governor's Room
	Education Sessions Sponsored by: GCSI	101-104, 201-205
4:30 - 5:30 p.m.	MLA Escape Room – Pre-Registration Required	Governor's Room
	Education Sessions Sponsored by: GCSI	101-104, 201-205
5:30 - 7:30 p.m.	Opening Reception and Poster Preview Sponsored by: Capital Area District Libraries	Exhibit Hall A
7:30 - 10:30 p.m.	MLA Game and Craft Night	Radisson Bar

Thank you to our print sponsor:





# THURSDAY

7:30 - 10:00 a.m.	Coffee/Tea Service	MI Ave. Concourse
7:30 a.m. - 5:15 p.m.	Registration Open	Across from Box Office
8:00 a.m. - 4:30 p.m.	Bookstore Open	MI Ave. Concourse
8:00 a.m. - 12:00 p.m.	Exhibit Hall Open	Exhibit Hall A
	Discussion Den Sponsored by: Emery-Pratt	Exhibit Hall A
8:00 - 9:00 a.m.	Your Professional Connection & Poster Continental Breakfast Sponsored by: Library Design Associates	Exhibit Hall A
9:00 - 10:00 a.m.	MLA Escape Room – Pre-Registration Required	Governor's Room
	Education Sessions Sponsored by: The Breton Group	101-104, 201-205
10:00 a.m. - 12:00 p.m.	Coffee/Tea Service	Exhibit Hall A
10:00 - 10:45 a.m.	Idea Exchange Sponsored by: DALNET	Exhibit Hall A
10:45 - 11:45 a.m.	Spotlight Presentation: Dr. Nicole Cooke	101-102
	MLA Escape Room - Pre-Registration Required	Governor's Room
	Interest Group Meetup	205
	Education Sessions Sponsored by: The Breton Group	103-104, 201-205
12:00 - 1:30 p.m.	Exhibit Hall Closed	Exhibit Hall A
12:00 - 1:30 p.m.	Keynote Lunch Featuring Pat Wagner & Librarian of the Year Award	Banquet Rooms 1-6
1:30 - 3:15 p.m.	Exhibit Hall Open	Exhibit Hall A
	Discussion Den Sponsored by: Emery-Pratt	Exhibit Hall A
1:30 - 2:15 p.m.	Dessert with Exhibitors Sponsored by: Mango Languages, MCLS and Redfin	Exhibit Hall A
1:30 - 2:15 p.m.	Idea Exchange Sponsored by: DALNET	Exhibit Hall A
2:15 - 3:15 p.m.	Library SOUP - Ticketed Event	Banquet Rooms 7-8
3:30 - 4:30 p.m.	MLA Escape Room – Pre-Registration Required	Governor's Room
	Education Sessions Sponsored by: The Breton Group	101-104, 201-205
4:45 - 5:30 p.m.	MLA Annual Meeting	Banquet Rooms 7-8
5:45 p.m.	First Shuttle to Leave for East Lansing Public Library	Radisson Lobby
6:00 - 8:00 p.m.	Intersections Reception at East Lansing Public Library Sponsored by: AWE Learning, C2AE, BiblioCommons Inc., Bibliotheca, Laux Construction	East Lansing Public Library

# FRIDAY

8:00 a.m. - 12:30 p.m.	Registration Open	Across from Box Office
8:00 - 11:30 a.m.	Coffee/Tea Service	MI Ave. Concourse
8:30 - 11:30 a.m.	Bookstore Open	MI Ave. Concourse
9:00 - 10:00 a.m.	Spotlight Presentation: Freedom House Detroit	101-102
	Education Sessions	103-104, 201-205, Governor's Room
10:15 - 11:15 a.m.	Education Sessions	103-104, 201-205, Governor's Room
11:30 a.m. - 12:30 p.m.	All Conference Closing Keynote Featuring Jack Lessenberry	Banquet Rooms 1-6
12:45 - 1:45 p.m.	State Librarian's Luncheon - Ticketed Event	Banquet Rooms 7-8



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# CONVENTION CENTER DIAGRAM



## Lansing Center Overview



**MAP KEY**

- Removable Walls
- Elevators
- Men's Bathroom
- Coat Check
- Women's Bathroom
- Drinking Fountain
- First Aid

# General Information

## Registration **Across from Box Office**

**Wednesday, October 18, 2017**

7:00 a.m. – 5:30 p.m.

**Thursday, October 19, 2017**

7:30 a.m. – 5:15 p.m.

**Friday, October 20, 2017**

8:00 a.m. – 12:30 p.m.

## Exhibits

## Exhibit Hall A

**Wednesday, October 18, 2017**

7:00 – 11:00 a.m.

Setup

11:30 a.m.

Grand Opening

11:30 a.m. – 3:15 p.m.

Exhibit Hall Open

3:15 – 5:30 p.m.

Exhibits Closed

5:30 – 7:30 p.m.

Opening Reception on Exhibit

Floor

**Thursday, October 19, 2017**

8:00 – 9:00 a.m.

Your Professional Connection

Poster Continental Breakfast

8:00 a.m. – 12:00 p.m.

Exhibit Hall Open

12:00 – 1:30 p.m.

Exhibits Closed

1:30 – 3:15 p.m.

Exhibit Hall Open

1:30 – 2:15 p.m.

Dessert with Exhibitors

3:15 – 6:00 p.m.

Exhibits Teardown/Load-out

## Coffee/Tea Services

**Wednesday, October 18, 2017**

7:00 – 11:00 a.m.

MI Ave. Concourse

2:30 – 3:15 p.m.

Exhibit Hall A

**Thursday, October 19, 2017**

7:30 a.m. – 10:00 a.m.

MI Ave. Concourse

10:00 a.m. – 12:00 p.m.

Exhibit Hall A

**Friday, October 20, 2017**

8:00 – 11:30 a.m.

MI Ave. Concourse

## MLA Annual Meeting **Banquet Rooms 7-8**

**Thursday, October 19, 2017**

4:45 – 5:30 p.m.

Join us for your association's Annual Membership Meeting where we will present MLA's year-end review and honor outgoing Board members. Please show your continued support for MLA leadership by joining us for this meeting.

## Session Handouts

Access session handouts online at [www.milibraries.org](http://www.milibraries.org).

## Wi-Fi

MLA is pleased to offer attendees free Wi-Fi internet access in all conference meeting rooms and exhibit space. Search for the **network: MLA** and input the **password: library**.

## Mobile App

Don't miss a thing! Download the official MLA 2017 Annual Conference App.

Available on the Apple and Android app stores, just search for "MLA 2017 Annual Conference".



## Connect with us!

Don't miss out on your chance to engage with MLA and your colleagues via social media.

Facebook: @MichiganLibraryAssociation

Twitter: @MLAoffice

Instagram: @michigan\_library\_association

Be sure to include #MLA17AC on your conference tweets.

Look out for our social media vanguard team who know everything and anything social media related, the MLAgents. They will be wearing an MLAgent ribbon on their name badge, so be sure to say hello and snap a selfie or two!

## Prize Drawing

A prize drawing will be held Friday, October 20, 2017 at 12:30 p.m. at the All Conference Closing Keynote. You must be present to win.

## Bookstore

MLA 2017 Bookstore is hosted by Bookbound.

Located in the MI Ave. Concourse, across from MLA's Registration Desk, the bookstore will be open during the conference during these times:

**Wednesday, October 18, 2017**

8:00 a.m. – 5:30 p.m.

**Thursday, October 19, 2017**

8:00 a.m. – 4:30 p.m.

**Friday, October 20, 2017**

8:30 – 11:30 a.m.

Visit Bookbound at [www.bookboundbookstore.com](http://www.bookboundbookstore.com) or follow them @BookboundMI



# General Information

## Discussion Den

Sponsored by: Emery-Pratt Company

Join the open forum discussions for lively conversations with your colleagues. These gatherings are designed to bring together attendees to exchange views and discuss relevant issues in an informal, relaxed setting.

Use the Discussion Den #hashtags to continue the conversation on social media.

## Schedule of discussion topics:

### Wednesday, October 18

11:30 a.m. - 12:30 p.m. : Community Outreach:

#CommunityOutreach

12:30 - 1:30 p.m. : Social Justice: #SocialJustice

2:30 - 3:15 p.m. : Technology: #Technology

### Thursday, October 19

8:00 - 9:00 a.m. : MLA Mentor Program: #Mentoring

10:00 - 10:45 a.m. : Intellectual Freedom:

#IntellectualFreedom

1:30 - 2:15 p.m. : Future of Librarianship:

#Futureoflibrarians

## Idea Exchange

New in 2017 is the show and share event: Idea Exchange. Modeled after MLA Spring Institute's successful Cool Things My Library Does, the Idea Exchange is your chance to learn about interesting projects and programs other libraries are doing.

### Schedule

#### Wednesday, October 18, 2017

11:30 a.m. – 12:15 p.m.

##### Have A Heart - How Your Library Has the Power to Save Lives

*Shalonda Griffin, Genesee District Library; Cristen Jackson Genesee District Library*

##### MLA Youth Services Interest Group- Guerilla Storytime Training Session

*Dena Moscheck, Lapeer District Library; Amanda Heidema, Herrick District Library*

2:30 – 3:15 p.m.

##### We Need To Hear From You: Help Us Get Ready for a New Michigan eLibrary Database RFP!

*Deb Renee Biggs, Library of Michigan; Sonya Norris, Library of Michigan*

##### Building Effective Intranets for Public Libraries Using Open Source Tools

*Jarrod Wilson, Kalamazoo Public Library*

#### Thursday, October 19, 2017

10:00 – 10:45 a.m.

##### Low Tech, High Impact Multimedia Outreach

*Emily Brush, Wayne State University*

##### MLA Mentor Program

*Mentor Program Work Group*

1:30 – 2:15 p.m.

##### Intellectual Freedom Interest Group

*Elizabeth Madson, Chesterfield Township Library*

##### Community Publishing: A Way to Engage Your Community, Preserve Local Creativity, and Raise Revenue for Library Programs

*Nicole Lane, Dearborn Public Library; Henry Fischer, Dearborn Public Library*



# Featured Speakers

**Wednesday, October 18, 2017**

**All Conference Opening Keynote with Manoush Zomorodi**

**Banquet Rooms 1-6**

**9:00 – 10:15 a.m.**

**Should we bring back boredom?**



In 2015, Manoush Zomorodi, host of WNYC's podcast Note to Self, led 20,000 listeners through a week of experiments designed to help them reassess their technology habits, unplug for part of each week and jump-start their creativity. That project is now a book, *Bored and Brilliant*, which explores why putting greater emphasis on "doing nothing" is vital in an age of constant notifications and digital distractions. She'll explain "mind wandering" - what our brains do when we're doing nothing at all, and the link between boredom and creativity with insight into how we can rethink our relationship to our devices without completely leaving the digital world.

Manoush Zomorodi is the host and managing editor of Note to Self, "the tech show about being human," from WNYC Studios. Every week on her podcast, Manoush searches for answers to life's digital quandaries through experiments and conversations with listeners and experts.

She has won numerous awards for her work including four from the New York Press Club. In 2014, the Alliance for Women in Media named her Outstanding Host. In spare moments, she tweets @manoushz or takes deep cleansing breaths.

**Michigan Author Award Luncheon - Ticketed Event**

**Banquet Rooms 7-8**

**12:00 – 1:00 p.m.**



Join us for a luncheon in honor of the 2017 Michigan Author Award Recipient Doc Fletcher. Fletcher's published work includes six books about the joy of paddling Michigan's rivers, *Weekend Canoeing in Michigan*, *Michigan Rivers Less Paddled*, *Paddling Michigan's Hidden Beauty*, *Michigan's Pere Marquette River: Paddling Through Its History*, *Paddling Michigan's Pine: Tales From the River* and his latest book, *Canoeing and Kayaking College Campuses in Michigan*.

Fletcher was born 1954 in Detroit, Michigan near the Main Branch of the Rouge River. He is a 1976 graduate of Eastern Michigan University, the school where he met and fell in love with his future bride, Maggie. They were married August 8, 1981 on the banks of the Huron River in

Ypsilanti. Fletcher took his first canoe trip in 1978 on the Pere Marquette River and ever since then gets back into a canoe or kayak whenever possible. A book signing with Doc Fletcher will immediately follow the luncheon presentation.

**Thursday, October 19, 2017**

**Spotlight Presentation:**

**Room: 101-102**

**Expanding Your Pedagogy and Professional Practice.**

**10:45 – 11:45 a.m.**

**How would you like to be remembered? Expanding your pedagogy and professional practice.**



In Thursday's Spotlight Presentation, Nicole Cooke, PhD, from the University of Illinois at Urbana-Champaign, will detail efforts in the graduate LIS program at the University of Illinois' School of Information Sciences to offer a suite of classes dedicated to issues of diversity and social justice. Nicole A. Cooke is an assistant professor and MS/LIS Program Director at the School of Information Sciences at The University of Illinois at Urbana-Champaign, having graduated from Rutgers University with a PhD in communication, information, and library studies in 2012. Her research interests include human information behavior, particularly in an online context, eLearning, and diversity and social justice in librarianship.

# Featured Speakers

Banquet Rooms 1-6

## Keynote Lunch with Pat Wagner and Librarian of the Year Award 12:00 – 1:30 p.m.

Immediately prior to Thursday's Luncheon keynote, MLA President Steven Bowers will present the 2017 MLA Librarian of the Year Award.

### Commonality and Civility: The Secrets to Building Partnerships with Just About Anyone

Most models regarding managing conflict and improving influence share the same concepts. Their techniques can work reliably with people who are different from you and even those whom a reasonable person might find difficult to engage with. The basic guidelines have not changed for hundreds of years. The problem: As with most established ideas, it's easy to take them for granted and look for shortcuts, particularly in stressful situations. The good news: Regardless of your role at your library, you can learn how to increase the positive impact you have on co-workers, library customers, and the greater communities and institutions you serve.

Pat Wagner has been a trainer and consultant for libraries, academia, local government, and nonprofits since 1978. She has worked for libraries and library organizations in 47 states and Canada, from the smallest rural storefronts to among the largest urban public libraries and universities. Her focus is on the skills needed to support library productivity and positive workplace relationships. She is a frequent speaker at state, regional, and national library conferences, including ALA, SLA, AALL, MLA, ACRL, and LLAMA. Connect with Pat @pat2pattern.



## Friday, October 20, 2017

### Spotlight Presentation: Freedom House Detroit 9:00 – 10:00 a.m.

Room: 101-102

#### Featuring Deborah Drennan, Executive Director

Freedom House Detroit is a place for new beginnings. It is a temporary home for indigent survivors of persecution from around the world who are seeking asylum in the United States and Canada. Their mission is to uphold a fundamental American principle, one inscribed on the base of the Statue of Liberty, providing safety for those "yearning to breathe free." In 2012 they became a formal partner in the Northern Tier Anti-Trafficking Consortium servicing victims of human trafficking.

Guided by their belief that all persons deserve to live free from oppression and to be treated with justice, compassion and dignity, Freedom House Detroit offers a continuum of care and services to their residents as well as to other refugees in need. Follow them @FreedomHouseDetroit.



## All Conference Closing Keynote with Jack Lessenberry 11:30 a.m. – 12:30 p.m.

Banquet Rooms 1-6

### Fact-Based Journalism or Fake News

Fact-based journalism has taken a back seat to fake news in some instances. What is the difference and how is the news media responding? What should libraries be doing to mitigate the impact of fake news? Jack Lessenberry, the head of the journalism faculty at Wayne State University, will provide his view and tips for dealing with this destructive trend. Lessenberry is WUOM-FM's senior news analyst and delivers daily essays and commentary on important Michigan issues. He provides regular radio commentary and occasional analysis for other television stations, and won a National Emmy award in 1994 for one of two Frontline documentaries he helped report and produce on Dr. Jack Kevorkian. As a former foreign correspondent for and executive national editor of The Detroit News, he reported from more than 40 countries. He has also worked for other newspapers in Michigan, Tennessee and Ohio, and was Editor-in-Chief of both Detroit Monthly and Corporate Detroit magazines.



ESCAPE THE ORDINARY

#MLA17AC

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# Special Events

## Wednesday, October 18, 2017

### Cash and Carry Lunch

11:30 a.m. – 3:00 p.m.

Lunch will be available for purchase within the exhibit hall for those not attending the MI Author Award Lunch.

Exhibit Hall A Concession Center

### Opening Reception and Poster Preview

Sponsored by Capital Area District Libraries

5:30 – 7:30 p.m.

You won't want to "escape the conference" until you "break in" at the opening reception. Be the first to solve the puzzles and open the locked box in the middle of the exhibit hall and win prizes, ribbons and bragging rights! Mingle with friends, old and new. Meet the exhibitors. Enjoy the live music by Tony Viviano, jazz pianist. Food and a cash bar will be available.

Exhibit Hall A

### MLA Game and Craft Night

7:30 - 10:30 p.m.

The evening is still young. MLA Game night is back for the second year with the addition of some fiber, but not the kind you eat. Join the gamers and crafters at the Radisson for some gaming, stitching, food and beverage. You bring the fiber and needles, we'll have the games. No gaming experience necessary. Food and beverage will be available for purchase. This is a pay your own way event. No pre-registration required.

Radisson Bar

# Kathleen



# Zaenger

Congratulations on  
38 years of leadership!

We're celebrating Kathleen's  
retirement on Sunday, Dec. 3  
12 noon-4pm. All are welcome!

[www.howelllibrary.org](http://www.howelllibrary.org)





## Thursday, October 19, 2017

### Your Professional Connection and Poster Continental Breakfast

Sponsored by: Library Design Associates

**8:00 - 9:00 a.m.**

**Exhibit Hall A**

This casual, inclusive reception turned continental breakfast is designed to bring emerging professionals, local MLIS program alumni, exhibitors and established library professionals from all backgrounds together to network and learn about innovative new projects.

Posters will be available for viewing during the Opening Reception in Exhibit Hall A on Wednesday and hosted by the presenters during the Your Professional Connection Breakfast.

#### **Building Basic Reads: Creating Effective Adult Literacy Collections**

*Shannon Powers, Chelsea District Library*

#### **Data Management and Sharing Culture at the University of Michigan Biological Station**

*Thomas Gerrish, Miami University and University of Michigan Biological Station*

#### **Genesee District Library: It's Not What You Think**

*Katie Badgley, Genesee District Library; Eileen Button, Genesee District Library; David Conklin, Genesee District Library; Kelly Flynn, Genesee District Library*

#### **Have A Heart - How Your Library Has the Power to Save Lives**

*Shalonda Griffin, Genesee District Library; Cristen Jackson, Genesee District Library*

#### **Library Services to Persons with Dementia**

*Donna Dlugie, Paw Paw District Library; Mary K. Davis, Rochester Hills Public Library*

#### **Library SOUP 2016 Winner**

*Jessica Lee-Cullin, East Lansing Public Library*

#### **Taking the Show on the Road...Adapting Story-Time on a Dime for Special Needs**

*Deborah Sobczak, Canton Public Library*

#### **Teen Expansion Project**

*Kimberly Feltner, Branch District Library; Jessica Tefft, Branch District Library*

#### **Building the Spanish-speaking family in Okemos, MI**

*Andrea Rodriguez, Capital Area District Libraries*

### Library SOUP - Ticketed Event

Tickets are available for purchase for \$10.00 at the MLA Registration Desk.

**2:15 - 3:15 p.m.**

**Banquet Rooms 7-8**

Library SOUP is a fundraising event that helps secure money for innovative projects libraries would otherwise not be able to pursue. Think of it as a go-fund-me project where you and your peers will vote for the winning project idea.

Half of the proceeds goes to the Library SOUP winner and the other half goes to the MLA Scholarship Fund. Imagine the satisfaction of knowing your money helped a library program support the community and a budding professional attend a workshop.

**It's YOUR choice.** You get to vote for the winner!

#### **Library SOUP Top 2:**

##### **The Next Chapter- A Teen Program**

*Kristine Swanson, Public Libraries of Saginaw; Jennifer Harden, Public Libraries of Saginaw*

##### **Creating Visual Novel Games**

*Dan Major, Romeo District Library*

### Intersections Reception @ East Lansing Public Library

Sponsored by: AWE Learning, BiblioCommons Inc., Bibliotheca, C2AE, Laux Construction

**6:00 - 8:00 p.m.**

Please pre-register for this event - free

Join the staff from East Lansing Public Library and C2AE as they entertain you for the evening. Showcasing their newly renovated library, the evening will be filled with food, fun and let's not forget drinks! Karaoke, painting with a twist and local musical artists are lined up!

A free shuttle will be available leaving every 30 minutes from the hotel. Shuttle services begin at 5:45 p.m.

## Friday, October 20, 2017

### State Librarian's Luncheon – Ticketed Event

**12:45 – 1:45 p.m.**

**Banquet Rooms 7-8**

Join State Librarian Randy Riley as he announces and honors the winners of the Library of Michigan Foundation's State Librarian's Excellence Award.



# INSTITUTE of Museum and Library SERVICES

## DID YOU KNOW THE LIBRARY SERVICES AND TECHNOLOGY ACT FUNDS THESE IN MICHIGAN?

E-rate Training & Support

Public Library Services Grants

United for Libraries for Friends and Trustees

FOML and Trustee Alliance Workshop Support

MLA Professional Development Support

Ploud Websites

Collaborative Summer Library Program

MeLCat

Mi-ALA Conference Support

Continuing Education Stipends

Collaborative Grants

Harwood Community Training

MeL.org

Every Child Ready to Read

Michigan Reads!

## WHAT USERS HAVE TO SAY...



*Friends - I am now working on my doctorate at Catholic Theological Union in Chicago, while living in [rural Michigan]. Without MeLCat, this would not be possible. How can I begin to express my appreciation for the availability of resources and wisdom that would otherwise be unattainable?"*



*I wanted to thank you for your webinar, "Early Literacy Tips For Storytimes - Preschoolers" I am a new Library Board Member...Your webinar was well produced, entertaining and very informative. Your rich content and expert presentation skills allowed me insights I would otherwise not have enjoyed. I will be sharing it with others."*

## SOME KEY FACTS ABOUT LSTA

1. A range of quality early literacy resources are available at no cost to parents, caregivers, libraries and Great Start and Head Start communities through MeL.
2. Job seekers and those practicing for educational and occupational tests took 53,607 practice tests and 226 courses in LearningExpress at no cost to them.
3. People searched MeL databases 31.7 million times and downloaded 16.9 million documents, which is nearly two items per person living in Michigan.



Commerce Township Community Library | Youth Area



Grand Ledge Area District Library

Commerce Township Community Library



[www.danielsandzermack.com](http://www.danielsandzermack.com)

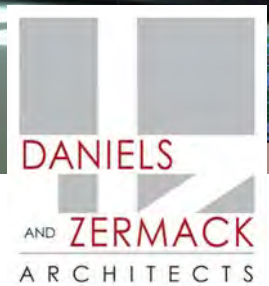
ph.734.761.2090



Commerce Township Community Library | Adult Reading



Cromaine District Library | Story Rm.



Planning ■ Architecture ■ Interiors ■ Sustainable Design

ESCAPE THE ORDINARY

#MLA17AC 19

	ROOMS 101-102	ROOMS 103-104	ROOM 201
<b>WEDNESDAY</b>			
7:00 - 11:00 a.m.	Exhibitor Setup		
7:00 - 11:00 a.m.	Coffee/Tea Service (MI Ave. Concourse)		
7:00 a.m. - 5:30 p.m.	Registration Open (Across from Box Office)		
8:00 a.m. - 5:30 p.m.	Bookbound Bookstore Open (MI Ave. Concourse)		
9:00 - 10:15 a.m.	<b>All Conference Opening Keynote Featuring Manoush Zomorodi (Banquet Rooms 1-6)</b>		
10:30 - 11:30 a.m.	Legislative Update	PR for Libraries: 7 Tips to Go Beyond the Flier	What Type of Library Are You and Does it Meet the Needs of Your Community?: A Legal Perspective
11:30 a.m. - 3:00 p.m.	Cash & Carry Lunch (Exhibit Hall A)		
11:30 a.m. - 3:15 p.m.	Exhibit Hall Open (Exhibit Hall A), Exhibit Hall Closed 3:15 p.m.-5:30 p.m.		
11:30 a.m. - 12:15 p.m.	Idea Exchange (Exhibit Hall A) Sponsored by: DALNET		
12:00 - 1:00 p.m.	<b>MI Author Award Lunch Featuring Doc Fletcher - Ticketed Event (Banquet Rooms 7-8)</b>		
1:00 - 1:30 p.m.	Doc Fletcher Book Signing (MI Ave. Concourse)		
1:30 - 2:30 p.m.		3D Printing: Innovation, Inspiration, Collaboration	Top 5 Policies Every Library Should Have
2:30 - 3:15 p.m.	Idea Exchange Sponsored by: DALNET, Afternoon Break Service (Exhibit Hall A)		
3:15 - 4:15 p.m.	EXECUTIVE EXCHANGE Advocacy From the Top: Spring Your Board to Action Pre-registration Required	What do you do With TV White Space?	Meet the 2017 South Asia Book Award Winners
4:30 - 5:30 p.m.		Mental Health in Libraries	
5:30 - 7:30 p.m.	Opening Reception and Poster Preview Sponsored by: Capital Area District Libraries (Exhibit Hall A)		
7:30 - 10:30 p.m.	MLA Game and Craft Night (Radisson Hotel Bar)		
<b>THURSDAY</b>			
7:30 - 10:00 a.m.	Coffee/Tea Service (MI Ave. Concourse)		
7:30 a.m. - 5:15 p.m.	Registration Open (Across from Box Office)		
8:00 a.m. - 4:30 p.m.	Bookbound Bookstore Open (MI Ave. Concourse)		
8:00 - 9:00 a.m.	Your Professional Connection and Poster Continental Breakfast Sponsored by: Library Design Associates (Exhibit Hall A)		
8:00 a.m.- 12:00 p.m.	Exhibit Hall Open (Exhibit Hall A) Discussion Den Sponsored by: Emery Pratt Comapny		
9:00 - 10:00 a.m.	New Kid on the Block	Engaging Your Board, Staff, and Community in Strategic Planning	The Social Justice Reading Group
10:00 - 10:45 a.m.	Idea Exchange Sponsored by DALNET		
10:45 - 11:45 a.m.	Spotlight Presentation: How would you like to be remembered? Expanding your pedagogy and professional practice.	From Pinterest to Instructables: Building a STEAM Program from Scratch	Providing Exceptional Service Through Kindness and Empathy
12:00 - 1:30 p.m.	<b>Keynote Lunch featuring Pat Wagner and Librarian of the Year Award (Banquet Rooms 1-6)</b>		
1:30 - 3:15 p.m.	Exhibit Hall Open (Exhibit Hall A) Discussion Den Sponsored by: Emery Pratt Comapny		
1:30 - 2:15 p.m.	Dessert with Exhibitors Sponsored by: Mango Languages, MCLS and Redfin		
1:30 - 2:15 p.m.	Idea Exchange Sponsored by: DALNET		
2:15 - 3:15 p.m.	Library SOUP - Ticketed Event (Banquet Rooms 7-8)		
3:30 - 4:30 p.m.	Creating Standards for Consistently Excellent Customer Service	Library Millage Success	Making the Grade: Outstanding School Outreach
4:45 - 5:30 p.m.	MLA Annual Meeting (Banquet Rooms 7-8)		
6:00 - 8:00 p.m.	Intersections Reception at East Lansing Public Library Sponsored by: AWE Learning, Bibliocommons, Inc., Bibliotheca		
<b>FRIDAY</b>			
8:00 a.m. - 12:30 p.m.	Registration Open (Across from Box Office)		
8:00 - 11:30 a.m.	Coffee/Tea Service (MI Ave. Concourse)		
8:30 a.m. - 11:30 p.m.	Bookbound Bookstore Open (MI Ave. Concourse)		
9:00 - 10:00 a.m.	Spotlight Presentation: The Path Forward: Justice, Compassion and Dignity for All	Breaking Out of the Box ... for Staff, Patrons & Beyond	Intentional Youth Services Programming and Collaborations to Better Prepare for Disasters
10:15 - 11:15 a.m.		Surviving Libraries: Outdoor Survival Techniques for the Stacks	A Breakout Hit: Escape Rooms in the Library
11:30 a.m. - 12:30 p.m.	<b>All Conference Closing Keynote Featuring Jack Lessenberry (Banquet Rooms 1-6)</b>		
12:45 - 1:45 p.m.	State Librarian's Luncheon - Ticketed Event (Banquet Rooms 7-8)		

**ROOM  
202**

**ROOM  
203-204**

**ROOM  
205**

**GOVERNOR'S  
ROOM**

Gateway To Accessibility:  
Becoming a Demo Site for the  
Braille and Talking Book Library

Librarians Go To Juvie

Lessons Learned from a  
System Migration

MLA Escape Room  
Pre-Registration Required

Discussion Den Sponsored by: Emery-Pratt Comapny

A Win-Win Situation:  
Creating a Successful  
Teen Writing Contest

Getting Started Using Design  
Think @ Your Library

Democratizing Library Education:  
The U of M's Free/Low-Cost Online  
Program in Public Library Management

MLA Escape Room  
Pre-Registration Required

A Crash Course on  
Michigan's  
Social Safety Net

Learning Equity, Access and  
Diversity in Education

Making Room for a  
Nontraditional Collection

MLA Escape Room  
Pre-Registration Required

50 Affordable Programs  
in 50 Minutes

Taking it to the Streets!:  
Bookmobiles of the Present

MLA Escape Room  
Pre-Registration Required

You Don't Have to Stay Up All  
Night to Have a Good Time!

Toxic Employees: Liars and Slackers  
and Bullies, Oh My!

Grants from the Library of Michigan -  
What's Available and How to  
Develop a Good Grant Proposal

MLA Escape Room  
Pre-Registration Required

Bringing Library Services to  
Senior Residence Facilities

A "How To Guide" to Meet Changing  
Needs of Library Facilities

Interest Group Meetup

MLA Escape Room  
Pre-Registration Required

**Exhibit Hall Closed (Exhibit Hall)**

Finding Your Voice in the  
Library Profession: Presenting,  
Publishing and Participating

Outgrowing the Seat but Not the  
Stories: Engaging Teens & Adults  
with Special Needs at the Library

MLA Escape Room  
Pre-Registration Required

C2AE, Laux Construction First Shuttle to Leave for East Lansing Public Library @ 5:45 (Radisson Lobby)

Web Apps You Can Use

Friendly Advice: Working Together to  
Become a High-Achieving Library

One-Shot Library Instruction

Creative Engagement: New Ways to  
Actively Engage Your Community

Maximum Impact!  
DemographicsNow  
and Your Library

Ask The Lawyer

What Every Director of Small and  
Medium Size Libraries Should Know  
About the Accounting Process

Get to Know Your Neighbors: Diversity  
Programs in a Public Library Setting

# Wednesday Sessions

**10:30 - 11:30 a.m.**

Wednesday Education Sessions Sponsored by: GCSI

## **MLA Escape Room**

### **Room: Governor's Room**

PRE-REGISTRATION REQUIRED – LIMITED TO 15 PEOPLE

You've found yourself locked in a room with 14 of your colleagues and you have less than 60 minutes to find the clues to break out. Can you do it? Find out and be a part of this unique team building exercise hosted by Escape Rooms Portland. Use your communication, organizational, critical thinking, logistical and creative skills while you work together to get your team on the other side of that door.

## **Legislative Update**

### **Room: 101-102**

Join our GCSI lobbyist for the latest news on pending legislation impacting libraries today.

*Gary Owen, Governmental Consultant Services, Inc.*

## **PR for Libraries:**

### **7 Tips to Go Beyond the Flier**

#### **Room: 103-104**

For libraries, public perception is often 15 years behind the reality of the value a library brings to a community – and that includes both the brick and mortar building as well as online resources. Whether your goal is to increase your number of cardholders, increase attendance at events or pass the next millage, identifying and reaching your audience is key. Go beyond the print flier in the window and reach your audience where they are with the services they find valuable.

*Allie McLary, Piper & Gold Public Relations*

## **What Type of Library Are You and Does It Meet the Needs of Your Community?:**

### **A Legal Perspective**

#### **Room: 201**

This session will focus on explaining the different types of public libraries in Michigan. We will discuss what authority your library has under the law and how that authority affects the services you can provide to your community. Finally, we will discuss the pros and cons of the different types of libraries and whether your community may benefit from changing your library's organization, for example, transforming from a city library to a district library. We will then discuss how to organize and form different types of libraries in Michigan.

*Anne Seurnyck, Foster Swift Collins & Smith*

## **Gateway to Accessibility: Becoming a Demo Site for the Braille and Talking Book Library**

### **Room: 202**

Become a gateway toward accessibility for qualifying patrons in your communities that need a wider selection of audio or braille books. Learn about the benefits of being a Demo Site with the Braille and Talking Book Library (BTBL). As baby boomers continue to age, the number of qualifying individuals in your communities will increase as the majority of eye diseases affect older populations. Become familiar with the BTBL program, and how this program would benefit your low vision patrons.

*Stephanie Wambaugh, Braille and Talking Book Library*

## **Librarians Go to Juvie**

### **Room: 203-204**

In an effort to better serve incarcerated teens, Kalamazoo Public Library partners with the County Juvenile Home and community volunteers on teen author visits, book clubs, and a bedtime reading program. These programs have led to increased interest in reading and library use, a rise in community awareness, and some surprising connections between authors and students.

*Jill Lansky, Kalamazoo Public Library; Susan Warner, Kalamazoo Public Library*

## **Lessons Learned from a System Migration**

### **Room: 205**

Migrating library data from one system to another can be daunting. Going through the Request for Information (RFI) and Request for Proposal (RFP) processes are time-consuming, but necessary steps to help realize a proper choice that will fit your metadata, patron needs and budget. DALNET completed a system migration in under a year. Because our consortium runs 16 separate library catalogs and has used the same integrated library system for 20 years, this process was all-encompassing. This presentation will include timeline structure, lessons learned, tasks that went well and some that could have been improved, communication, and managing change.

*Cathy Wolford, DALNET*

# Wednesday Sessions

1:30 – 2:30 p.m.

## MLA Escape Room

**Room: Governor's Room**

PRE-REGISTRATION REQUIRED – LIMITED TO 15 PEOPLE

## 3D Printing: Innovation, Inspiration, Collaboration

**Room: 103-104**

Exploration of an interesting, emerging new technology led libraries in the Mideastern Michigan Library Cooperative to embark on a shared 3D printing project over a 12 month period in 2016-17. Twenty public library members and one academic institution – divided into seven even separate regions - shared 3D printer set-ups that also included a laptop, scanner, and filament. Representatives of each library met to discuss and agree on a circulation schedule and to plan transportation among libraries. Facilitated by MMLC, the group held conference calls to discuss programming ideas, completed an evaluation survey, and published a final report.

*Jason Bias, Genesee District Library; Jessica Bostian, Ruth Hughes Memorial District Library; Amy Comber-Gross, Coleman Area Library; Denise Hooks, Mideastern Michigan Library Cooperative; Dena Moscheck, Lapeer District Library*

## Top 5 Policies Every Library Should Have

**Room: 201**

Has your library ever had the need to suspend a patron's library privileges? Do you have a meeting room? Do you offer internet access? If you answered "yes" to any of these questions, your library needs to have policies to regulate patron activity and protect the library. This session will focus on the top 5 policies every library should have and address substantive provisions that should be included in those policies.

*Anne Seurnyck, Foster Swift Collins & Smith*

## A Win-Win Situation: Creating a Successful Teen Writing Contest

**Room: 202**

Teens are ready to show what they've got when a writing opportunity pops up, especially when it's in the form of a contest! Based on two highly successful writing contests, learn how to develop your own exciting library contest to showcase the talent in your community and supplement student learning. In this session, we will discuss tips for starting from scratch, staying organized, thriving on a small budget, and cultivating partnerships.

*Kayla Coughlin, Ann Arbor District Library*

## Getting Started Using Design Think @ Your Library

**Room: 203-204**

You don't need to have a design degree to begin implementing new strategies to get your staff thinking in new ways. Find out how to begin incorporating user experience concepts and the Design Think process in your library's problem solving practices. This session will show ways to introduce the idea, including activities at meetings, infiltrating the library's culture and identifying problems that can benefit from a Design Think process. Our library has seen some return on investment in the Design Think process, which will also be covered.

*Michelle Boisvenue-Fox, Kent District Library*

## Democratizing Library Education: The University of Michigan's Free/Low-Cost Online Program in Public Library Management

**Room: 205**

Librarianship is full of "accidental managers" who find themselves in supervisory positions without much formal training. This slows libraries' abilities to meet or exceed community needs. To address this phenomenon, the University of Michigan School of Information has launched a series of online courses in Public Library Management. Unlike existing online college courses, which come along with high tuition costs and long-term commitments, these courses run as MOOCs (or Massive Open Online Courses), which leverage economies of scale to provide high-quality education for free (or earn a Verified Certificate to highlight the knowledge and skills you gain). Partnering university faculty with exceptional practitioners, our goal is quality education at a lower cost for a greater audience. Whether you're thinking of a transition to management, are a new manager, or are about to move an employee from front-line to managerial work, come hear about our project and its early results.

*Kristin Fontichiaro, U of M School of Information; Larry Neal, Clinton-Macomb Public Library; Josie Parker, Ann Arbor District Library*

# Wednesday Sessions

3:15 – 5:30 p.m.

## NEW IN 2017! DEEP DIVE SESSIONS

You responded to our conference surveys last year looking for more in-depth sessions. These sessions will not take a break and will be uninterrupted to better accommodate your learning needs.

### Executive Exchange

Sponsored by: John Keister & Associates and Sarah Keister Armstrong & Associates

**Room: 101-102**

#### Advocacy From the Top: Spring Your Board to Action

Library consultants John Keister and Sarah Keister Armstrong team for a presentation to help directors engage with, persuade, and motivate trustees to become advocates for the libraries they serve. Drawing on their years of experience both serving on and working with library boards, John and Sarah bring a combination of professional advice and practical tips on navigating the relationship between board members and directors. The three-pronged session will cover how directors can better speak the language of boards, how to motivate trustees into active roles as advocates, and practical tips from their experiences. Then continue the conversations with round table discussions that bring the topic back to your library and how best to Advocate from the Top!

Joining John and Sarah as panelists are Michigan library directors Lori Coryell, Chelsea District Library; Jessica Keyser, Grosse Pointe Public Library; Maria McCarville, Saginaw Public Library and Dale Parus, Ionia Community Library.

### Meet the 2017 South Asia Book Award Winners

**Room: 201**

In recent years, an increasing number of high-quality children's and teen books have been published that portray people in South Asia or South Asians living abroad. To encourage and commend authors and publishers who produce such books, and to provide librarians and teachers with recommendations, the South Asia Book Award (SABA) was established in 2011 to highlight outstanding titles. The culture, people or heritage of South Asia should be the primary focus of the text and accurately and skillfully portray South Asia, the experience of individuals living in South Asia, or of South Asians living in other parts of the world. The countries and islands that make up South Asia are: Andaman and Nicobar Islands, Afghanistan, Bangladesh, Bhutan, India, Nepal, Maldives, Pakistan, Sri Lanka, and the region of Tibet. The SABA Award is sponsored by the South Asia National Outreach Consortium (SANOC). [southasiabookaward.org](http://southasiabookaward.org)

Meet the 2017 award-winners: Mahak Jain, author and Eily MacKay, illustrator of *Maya* and Eric Dinerstein, author of *What Elephants Know*. The 2017 award will be officially presented to the winners! Each creator will then talk about their books and the stories behind their creation. Books will be for sale and participants will have a chance to have them signed.

In the second half of the program we host a facilitated discussion with Jain, MacKay, Dinerstein and members of the 2017 SABA Award Committee on the importance of South Asian literature for youth. Speakers will also share some ideas on how to highlight these titles in your library or for book discussion.

*Kevin King, Kalamazoo Public Library*

### Learning Equity, Access and Diversity in Education

**Room: 203-204**

Explore the assumptions, stereotypes and implied expectations students and patrons face. Discover opportunities to promote social justice within the everyday happenings of the library in this interactive session. Amber Johnson, Director of TRiO Student Support Services at University of Detroit Mercy, will discuss the role individuals within the academic field play in creating a space that encourages respectful and equitable treatment of students. Participants will engage in dialogue and activities that will assist them with meeting the needs of students through relationship building, collaboration and advocacy.

*Amber Johnson, University of Detroit Mercy*



# Wednesday Sessions

3:15 – 4:15 p.m.

## MLA Escape Room

Room: Governor's Room

PRE-REGISTRATION REQUIRED – LIMITED TO 15 PEOPLE

## What do you do with TV White Space?

Room: 103-104

TV White Space is the analog television broadcasting spectrum that is no longer being used due to digital broadcasting. Three Michigan public libraries are experimenting with pilot projects supported by Microsoft and the Library of Michigan as part of the Gigabit Library Network's Beyond the Walls Initiative. These three projects provide library services through TV White Space (TVWS) enabled internet access in areas with barriers to traditional delivery methods. Presenters will describe their experiences selecting, purchasing and installing equipment; their results in three very different service delivery environments and what they see as the benefits of experimenting with the delivery of library services via TVWS.

*Mitch Shapiro, Project Consultant and Panel Moderator;*

*Sheryl Cormicle Knox, Capital Area District Libraries;*

*Maureen Derenzy, Otsego County Library;*

*Jean Montgomery, Superiorland Library Cooperative;*

*Pam Christensen, Superiorland Library Cooperative*

## A Crash Course on Michigan's Social Safety Net

Room: 202

Public librarians are increasingly faced with the task of helping people find information about critical social services, like public assistance programs, drug abuse treatment and elder care. These reference transactions can be some of the most difficult we face, as the need always exceeds the available resources. Come learn about Michigan's safety net service providers, and about the rich history of Information and Referral programs that can help you navigate Michigan's network of helping agencies.

*Maria Williams, Baldwin Public Library*

## Making Room for a Nontraditional Collection

Room: 205

Nontraditional collections are increasing in popularity, particularly in larger library systems. But small libraries shouldn't dismiss the possibility of creating their own collections of "things" for their patrons to borrow. Librarians from the Chelsea District Library will share how they started the CDL Garage, a collection of hands-on items from knitting needles to robots and everything in between. Logistics will be discussed, and items from the CDL Garage will be available to take a look at after the main presentation. Get inspired to start your own nontraditional collection!

*Emily Meloche, Silver Maples of Chelsea; Jessica Zubik, Chelsea District Library*

4:30 – 5:30 p.m.

## MLA Escape Room

Room: Governor's Room

PRE-REGISTRATION REQUIRED

## Mental Health in Libraries

Room: 103-104

One in five Americans has a mental illness, but many are reluctant to seek help or might not know where to turn for care. Unlike physical conditions, symptoms of mental health and substance use problems can be difficult to detect. For non-clinicians, it can be hard to know when and how to step in. As a result, this session will give library professionals the tools to identify when someone might be struggling with a mental health or substance use problem and how to connect them with appropriate support and resources when necessary.

*Shantalea Johns, Wayne State University School of Social Work*

## 50 Affordable Programs in 50 Minutes

Room: 202

We began working to feature parts of our non-fiction collection through programming and we would love to share what we've done and are working to continue at Hopkins and Dorr Libraries. We will start you off with January and end in December with a variety of programs that have been done on a tight budget and little staff time (in most cases). Participants will leave with a variety of ideas.

*Elyshia Schafer, Hopkins District and Dorr Township Library*

## Taking it to the Streets:

### Bookmobiles of the Present

Room: 205

Think bookmobiles are a thing of the past? Think again! Mary Davis will discuss the whys and hows Rochester Hills began offering the community bookmobile service, the wheres and what's involved in a bookmobile stop, and all the "extras" offered at these stops. Sarah Von Oeyen will share the ways in which we bring fun (and education) to local pre-schools and child care centers on our early literacy bus.

*Mary K. Davis, Rochester Hills Public Library; Sarah Von Oeyen, Rochester Hills Public Library*

# Thursday Sessions

9:00 - 10:00 a.m.

Thursday Education Sessions Sponsored by: The Breton Group.

## MLA Escape Room

**Room: Governor's Room**

PRE-REGISTRATION REQUIRED

## New Kid on the Block

**Room: 101-102**

Are you a new library director? Are you new to the position or just to the state? Do you want to be a director? Come listen to a panel of newbies as they discuss this particular state of being. We'll learn about experiences, mistakes, victories, and more. They'll offer their suggestions for the first few days on the job and for the first month; how to win your staff's trust and what they wish they'd done differently.

*Linda Lyshol, Branch District Library*

## Engaging Your Board, Staff, and Community in Strategic Planning

**Room: 103-104**

When their operations are aligned with community needs, libraries can be transformational institutions. Learn how to engage your library's stakeholders - from your board to your staff to the community you serve - to best plan for your library's future.

*John Keister, John Keister & Associates; Sarah Keister Armstrong, Sarah Keister Armstrong & Associates*

## The Social Justice Reading Group

**Room: 201**

In January 2017, the East Lansing Public Library and Michigan State University launched a new program for children; the Social Justice Reading Group. Each month volunteers read a selection of children's books on a social justice topic (immigration, race, gender, etc.), and facilitate small group discussions with parents and children. The program was initially planned for 30 attendees, but within the first 48 hours of registration going live, 150 children were signed up for the event. We have received calls from libraries across the country asking about the program and want to share how to do it at your library.

*Dorinda Carter Andrews, Michigan State University; Georgina Montgomery, Michigan State University; Jason Shoup, East Lansing Public Library; Vivek Vellanki, Michigan State University*

## You Don't Have to Stay Up All Night to Have a Good Time!

**Room: 202**

Like the idea of using the entire library for a program, but don't want to stay all night? Come learn how two public librarians have started regular, after hours programs for patrons of all ages! We'll discuss planning, promoting, and paying for your event, as well as how to work within your library's policies. We'll show examples of the types of programs we've planned, including Family Tech Night, a magical Harry Potter Party, and a fall celebration of world cultures. All ages programs bring together adults, teens and children and everyone loves taking over the entire library!

*Hillary Berry, Richland Community Library; Whitney Hagen, Paw Paw District Library*

## Toxic Employees: Liars and Slackers and Bullies, Oh My!

**Room: 203-204**

Do you work with a toxic co-worker? Do you think of her as toxic waste? Is he a liar, a slacker, or a bully? If so, we encourage you to join us as we highlight Toxic Employees: who they are, what they do, how they think, and why they matter in an organization. We will provide specific strategies to employ in order to work with and/or manage a Toxic Employee. You are not off the hook, though, because we will also offer a quiz to identify your personal risk - YOU may be the toxic one in your library!

*Rebecca Higgerson, Brandon Township Public Library; Michele Pratt, Delta College*

## Grants from the Library of Michigan - What's Available Now and How to Develop a Good Grant Proposal!

**Room: 205**

The Library of Michigan is now offering a range of small and large scale grants for the Michigan library community. We have a major grants program, but also continuing education support for individual librarians and a range of author visits. But grants come with grant applications. Come learn not only about the Library of Michigan programs, but about how to develop a good application proposal for any grant funder. We'll discuss how to develop a proposal that works for you and a funder.

*Karren Reish, Library of Michigan*

# Thursday Sessions

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10:45 – 11:45 a.m.

## SPOTLIGHT PRESENTATION

**How Would You Like to Be Remembered? Expanding Your Pedagogy and Professional Practice**

**Room: 101-102**

Diversity, as a concept, is not new to the library and information science profession. But what does it look like in practice? There are many opportunities to learn and grow as a culturally competent professional, but what if purposeful conversation about issues of diversity, social justice, race, intersectionality, power, and privilege happened before information professionals entered the field? This presentation will detail the efforts in the graduate LIS program at the University of Illinois<sup>1</sup> School of Information Sciences to offer a suite of classes dedicated to issues of diversity, social justice, and race, gender, and sexuality, and also attempts to infuse these concepts and sensibilities throughout the curriculum. With such discussions, it is hoped that students will develop an explicit personal philosophy and pedagogy that will enable them to engage in a critical professional practice post-graduation. Examples from classes will be shared, along with anecdotes that depict the successes and challenges that accompany this type of coursework. The shared examples will also be valuable to already established library professionals looking to enhance their existing professional practices.

*Nicole Cooke, PhD, University of Illinois at Urbana-Champaign*

**MLA Escape Room**

**Room: Governor's Room**

PRE-REGISTRATION REQUIRED

**From Pinterest to Instructables: Building a STEAM Program from Scratch**

**Room: 103-104**

Your boss has just informed you that the new STEAM program is in your hands. Without any guidance or hints you wonder where to get started. Maybe that phrase STEAM truthfully baffles you and may not be your strong area. How can you deliver a program that kids will enjoy and your boss will like? Like many others you may have searched Pinterest for inspiration. Want to know how to take those simple ideas and turn them into something? Just need some hints to get started? Come to this program to find out more.

*Erin Durrett, Flint Public Library; Ashley Nizinski, Flint Public Library*

**Providing Exceptional Service Through Kindness and Empathy**

**Room: 201**

In this interactive and informative session participants will learn the importance of using kindness and empathy to provide the kind of customer service that builds loyalty and lasting patron relationships. Research on the benefits of human connection and acting with kindness will be presented and discussed. Interactive exercises will help participants identify biases and learn how to let go of judgment and negative emotions that can hinder exceptional service.

*Lindsey Dorfman, Kent District Library*

**Bringing Library Services to Senior Residence Facilities**

**Room: 202**

Because no one should have to give up books, I bring them monthly to five different residential senior facilities. My audience is as varied as any population and I learn and adapt my constantly evolving outreach program to each group I visit. I offer pop-up libraries, tech assistance, tech classes, and book discussions, as well as reading aloud to those most severely impacted by dementia. I will share my successes and failures, and demonstrate successful adult read-alouds, inviting class participation.

*Penni Zurgable, Kent District Library*

**A "How To Guide" to Meet Changing Needs of Library Facilities**

**Room: 203-204**

A detailed guide to defining the unique role your library plays within your community, developing a facility plan to accommodate the programming and resources and services for your community through a "defensible" facility and funding plan the community will support to make happen.

*Duane Feldpausch, The Breton Group; Mark Morrow, The Breton Group*

**Interest Group Meetup**

**Room: 205**

MLA Interest Groups: if you are looking to connect with your Interest Group members or want to get more information about starting or joining a group, meet at this session. Interest Groups in the process of forming are Youth Services, Intellectual Freedom, Library Administration, Public Programming, Rural Libraries and Academic Libraries.

# Thursday Sessions

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**3:30– 4:30 p.m.**

**MLA Escape Room**

**Room: Governor's Room**

PRE-REGISTRATION REQUIRED

## **Creating Standards for Consistently Excellent Customer Service**

**Room: 101-102**

Success in every aspect of running a library starts with developing and sharing written goals. What results do we want to achieve? How will we know that our programming, collections, and services are having the effects we want? The same is true of customer service: How do we know we are delivering the goods as good as we can? Learn how other libraries are establishing standards and seeing usage figures and support from library customers climb! Topics include the importance of consistency, details that count, and why customer service is more than a smile at a circ desk.

*Pat Wagner, Pattern Research Inc.*

## **Library Millage Success**

**Room: 103-104**

Herrick District Library passed a millage levy in August of 2016 with 86% approval across four municipalities (three townships and the city). Library staff members began laying the foundation for this vote in 2012 and continued building energy through the informational campaign. Citizens to Keep Herrick District Library Open formed in February 2016 and raised \$35,000 to fund their volunteer-led four-month persuasive marketing campaign. Hear the details, tactics, and strategies for both a successful library informational campaign and a citizens' persuasive campaign, as well as how the two complemented one another to maximize messaging. Discover strengths, weaknesses and tips for planning with both short and long timelines. Gain insights for recruiting and leveraging staff and community volunteers.

*Sara DeVries, Herrick District Library; Nicole Paquette, Holland Zeeland Community Foundation / Holland Young Professional*

## **Making the Grade: Outstanding School Outreach**

**Room: 201**

Discover how developing grade level specific outreach programs has resulted in a huge increase in response from the schools served by the Clinton-Macomb Public Library. By thinking of these programs as individual products that target a specific grade, we are better able to clearly identify the goals of each and how they contribute to grade level reading. The speakers will describe their current outreach products, talk about those that did not work, and discuss the ideas they have for the future.

*Brittany Trudeau, Clinton-Macomb Public Library; Amy Young, Clinton-Macomb Public Library*

## **Finding Your Voice in the Library Profession: Presenting, Publishing and Participating**

**Room: 202**

Want to get more involved with the library profession but uncertain how to do so? This session, facilitated by three librarians, will give you a crash course on presenting, publishing, and participating professionally. We'll discuss doing poster sessions, planning presentations, finding ways to publish, networking, and joining committees. The presenters have firsthand experience in all of these areas and will share from their adventures, plus provide practical tips relevant to both public and academic librarians that you can immediately try. Librarians can be introverts (us included!) so this session will give you concrete strategies to get involved in the library profession.

*Martha Stuit, Delta College; Joanna Thielen, Oakland University*

## **Outgrowing the Seat but Not the Stories: Engaging Teens & Adults with Special Needs at the Library**

**Room: 203-204**

As young people with special needs grow older, libraries may struggle with how to provide services to this population. This session will help you identify the potential audience and learn techniques on how to provide programming and services for adults and teens with special needs. Examples of story time and other program plans and activities will be given. Presenters will also discuss collection development resources for this audience.

*Ed Niemchak, Bloomfield Township Public Library; Jennifer Taggart, Bloomfield Township Public Library*

# Friday Sessions

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9:00 – 10:00 a.m.

## SPOTLIGHT PRESENTATION

**Freedom House Detroit:**

**The Path Forward: Justice, Compassion and Dignity for All**

**Room: 101-102**

Across the state, libraries are helping refugees stay in touch with their own culture while also supporting them as they find their way into U.S. society. Whether they provide books in their native language or offer links to other community resources, libraries act as a bridge for these individuals.

Guided by their belief that all persons deserve to live free from oppression and to be treated with justice, compassion and dignity, Freedom House Detroit offers a continuum of care and services to their residents as well as to other refugees in need. Join Executive Director, Deborah Drennan, as she advocates for systemic change that more fully recognizes the rights of these asylum seekers and see how your library can make a difference in your community.

*Deborah Drennan, Freedom House Detroit*

**Breaking Out of the Box ... for Staff, Patrons & Beyond**

**Room: 103-104**

The BreakoutEDU community has adapted the “escape room” concept for use in education. Buy their pre-assembled kit (or use their list to assemble your own) and register for a free account (no purchase necessary) to access hundreds of games for all ages, interests and content areas. In this session, learn the basics of Breakout, how to adapt it for any space or budget and best practices for using it in your library.

*Janice Heilman, Howell Carnegie District Library; Elizabeth Norton, Commerce Township Community Library; Brandi Tambasco, Howell Carnegie District Library*

**Intentional Youth Services Programming and Collaborations to Better Prepare for Disasters**

**Room: 201**

With rising social tensions and natural disasters all over, public librarians everywhere would be remiss to plan only for our physical collections during disaster. By taking the time to intentionally create collaborative relationships focused on care of their young community before disasters, youth services librarians will have a strong network of partners available to aid them - and by extension, their community. This session will go over the basics of community-inclusive programming and planning for youth services while incorporating audience feedback.

*Grace Morris, University of Washington*

**Web Apps You Can Use**

**Room: 202**

Make professional-looking program flyers in minutes, keep track of your must-read news and blogs, track your to-do list like a pro, and reach out to library patrons where they're at - all for free! It may sound too good to be true, but web apps have been popping up to fill all of these needs. We will go over a few of the more popular web apps that can help library staff. Please bring a web-connected tablet or laptop if possible.

*Stephanie Reinhardt, Houghton Lake Public Library*

**Friendly Advice: Working Together to Become a High-Achieving Library**

**Room: 203-204**

What are the best practices that lead all library staff, the trustees and Friends working together to achieve the best functioning library organization? The presenters will discuss obstacles and challenges that can impede progressive development and lead to conflict, offering suggestions and strategies for solving problems when conflict develops or things turn unfriendly.

*Allison Arnold, St. Clair County Library System; Shirley Bruursema, Friends of Michigan Libraries; Paul Snyder, Friends of Michigan Libraries; Lance Werner, Kent District Library*

**One-Shot Library Instruction**

**Room: 205**

All librarians, whether public, special or academic, are faced with the challenging paradigm of the one-shot instruction session. Although the model may be fraught with problems such as excessive cognitive load, learner disengagement and unreasonable expectations, there are also opportunities. This session will bring forward ideas that can help extend the time limits of the one-shot, improve learner engagement and develop strategies for encouraging learning after the session.

*Veronica Bielat, Wayne State University*

**Creative Engagement: New Ways to Actively Engage Your Community**

**Room: Governor's Room**

How do you engage your community? Do you give the community something to do or create? Do you facilitate timely discussions that your community deeply cares about? By collaboratively building, actively learning, and playing together, your engagement activities can give your community something tangible they can take home, including joyful memories and a sense of progress. Discover ways your engagement activities can enrich your community and strengthen library support.

*David Votta, MCLS*

# Friday Sessions

10:15 – 11:15 a.m.

## Surviving Libraries: Outdoor Survival Techniques for the Stacks

**Room: 103-104**

You've learned the library profession in classrooms, online, in books, at conferences and on the job, but have you tried outdoor survival training? In this presentation, Tahquamenon Area Library Director, Dion Mindykowski, shares the ways he utilized lessons in survival to make his library a safer, better prepared and more efficient organization. Attendees will learn leadership skills, how to prepare for the worst-case-scenario and receive tips on stocking a first-aid kit and emergency supply bag.

*Dion Mindykowski, Tahquamenon Area District Library*

## A Breakout Hit: Escape Rooms in the Library

**Room: 201**

Bring this great trend to your library for unique fun and learning - even for adults! Participants will participate in a short escape room-style project, then learn ways to build clues and breakout rooms to fit their space and any audience.

*Stephanie Reinhardt, Houghton Lake Public Library*

## Maximum Impact! DemographicsNow and Your Library

**Room: 202**

DemographicsNow, available 24/7 to all Michigan residents through Michigan eLibrary, provides the data needed to fuel successful planning and marketing not just for businesses, but for your library, too! With key data points like census information, consumer expenditure, consumer profiles and attitudes accessible at the geographic level of your choice, DemographicsNow can underscore grant needs, provide strategic starting points, and more! This session will show you how to apply data within DemographicsNow to your library processes so that you can maximize your library's community presence and impact. Join this session and put DemographicsNow to work for your public library!

*Deb Renee Biggs, Library of Michigan; Andrea Devlin, Gale, A Cengage Company*

## Ask The Lawyer

**Room: 203-204**

This session will provide opportunities for Libraries to seek legal advice on a variety of library law topics, including library privacy, FOIA, OMA, tax capture and policies. The session will be a question and answer session and will focus on the topics of interest of the audience.

MLA's Executive Director Gail Madziar will join Anne to take feedback and answer questions about recent tax capture legislation.

*Anne Seuryneck, Foster Swift Collins & Smith  
Gail Madziar, MLA Executive Director*

## What Every Director of Small and Medium Size Libraries Should Know About the Accounting Process:

**Room: 205**

- How to stop the accounting process from wasting the directors time.
- How to effectively communicate the "financials" to the board.
- How to manage the budget process proactively.
- How to manage the Audit process effectively.
- New technology designed to help.

*Matthew Cooper, CPA, Matthew Accounting*

## Get to Know Your Neighbors: Diversity Programs in a Public Library Setting

**Room: Governor's Room**

How can your library facilitate discussion and understanding of diverse population groups in your community? Hear how the Canton Public Library hosted programs featuring Muslim and Sikh populations and get ideas for hosting your own program.

*Laurie Golden, Canton Public Library*

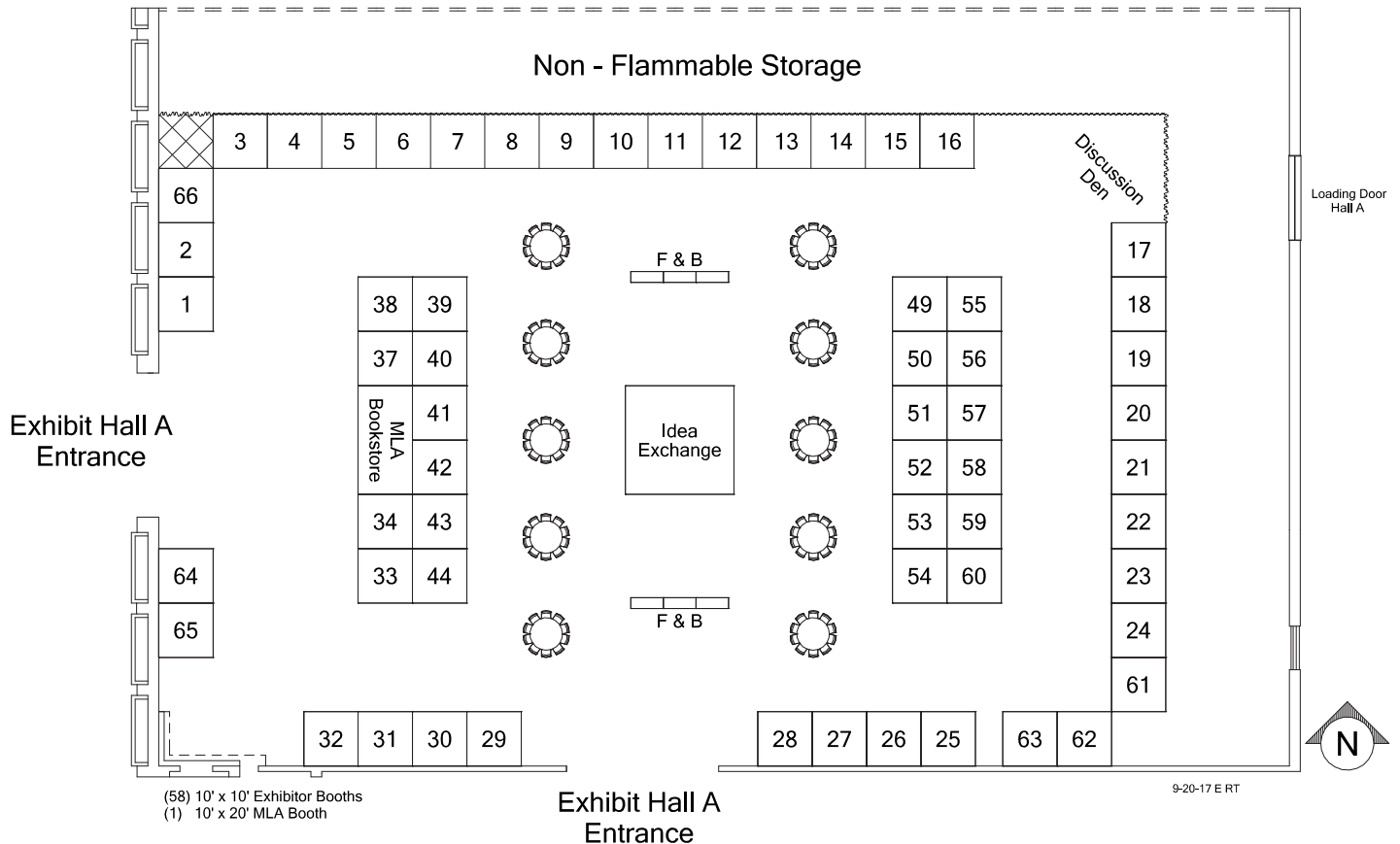
Annual Conference is supported in part by the Library of Michigan with federal funds from the Institute of Museum and Library Services



# EXHIBITS

## Michigan Library Association

October 18-20, 2017 Lansing Center - Hall A



### Booth#: 31

#### Abdo Publishing Company

3533 Bent Trail Dr.  
Ann Arbor, MI 48108  
Doris Taylor  
(734) 994-0402  
doristaylor@msn.com  
www.abdopublishing.com  
@ABDOPublishing

### Booth#: 43

#### AWE Learning

2501 Seaport Dr., SH410  
Chester, PA 19013  
Lauren Wink  
(610) 833-6400  
linkj@awelearning.com  
www.awelearning.com  
@AWElearning

### Booth#: 42

#### Baker & Taylor, Inc.

2550 W. Tyvola Rd. Ste 300  
Charlotte, NC 28217  
Ashley Dixon  
(704) 998-3231  
Ashley.Dixon@baker-taylor.com  
www.btol.com  
@BakerandTaylor

### Booth#: 61

#### Bibliotheca

Kristy Goebel  
(404) 345-0612  
k.goebel@bibliotheca.com, d.lamm@  
bibliotheca.com  
bibliotheca.com  
@BibliothecaCo

### Booth#: 58

#### BizTech Solutions

200 Centennial Ave. Suite 200 200  
Centennial Ave., Suite 200  
Piscataway, NJ 08854  
Debbie Hadley  
(732)-637-1231  
debbieh@forbiztech.com  
www.forbiztech.com  
@forBizTech

### Booth#: 39

#### Book Systems, Inc.

4901 University Sq., Ste. 3  
Huntsville, AL 35816  
Marian Hinson  
(256) 319-6720  
marian@booksys.com  
www.booksys.com  
@booksystems

**Booth#: 50****Brodart Company**

500 Arch Street  
 Williamsport, PA 17701  
 Linda Robbins  
 (570) 326-2461  
 exhibits@BRODART.COM  
 www.brodart.com  
 @Library\_Supply

**Booth#: 52****C2AE**

648 Monroe Ave., Ste. 210  
 Grand Rapids, MI 49503  
 Tom Wiersma  
 (616) 454-9414  
 tom.wiersma@c2ae.com  
 www.c2ae.com  
 @C2AE.Architects.Engineers

**Booth#: 04****Capira Technologies**

Jessica Rathjen  
 jessica@capiratech.com  
 capiratech.com  
 @CapiraTech

**Booth#: 23****Clarke Historical Library**

250 E. Preston St. Park 142  
 Mt. Pleasant, MI 48859  
 Kim Hagerty  
 (989)-774-7604  
 hager1km@cmich.edu  
 @DigMichNews

**Booth#: 59****CoLibri Systems North America**

13301 NW 47th Avenue  
 Opa Locka, FL 33054  
 Shannon Selinsky  
 (786)-506-7585  
 sslinsky@colibriusa.com

**Booth#: 15****Daniels and Zermack**

2080 S State St  
 Ann Arbor, MI 48104  
 Seth Penchansky  
 (734)-761-2090  
 spenchansky@danielsandzermack.com  
 @spenchansky

**Booth#: 34****EBSCO Information Services**

110 Olmsted St., Suite 100  
 Birmingham, AL 35242  
 Elise Gold  
 (205) 981-4678  
 EGold@ebSCO.com  
 www.ebSCO.com  
 @EBSCO

**Booth#: 57****ELM USA**

1609 Barclay Blvd.  
 Buffalo Grove, IL 60089  
 Michael Rozner  
 (847)-243-4150  
 mrozner@elm-usa.com

**Booth#: 16****Emery Pratt Company**

Chris Balmer  
 chris.balmer@emery-pratt.com  
 @EmeryPratt

**Booth#: 41****FTCH**

1515 Arboretum Drive SE  
 Grand Rapids, MI 49315  
 Amy McLellan  
 (616) 575-3824  
 AKMCLELLAN@FTCH.COM  
 @ftch\_inc

**Booth#: 54****Gale, a Cengage Company**

27500 Drake Rd.  
 Farmington Hills, MI 48331  
 Shannon Ostrowski  
 (248) 699-8549  
 shannon.ostrowski@cengage.com  
 www.gale.cengage.com  
 @galecengage

**Booth#: 24****Graphic Sciences, Inc.**

1551 E. Lincoln  
 Madison Heights, MI 48071  
 Patti Rohloff  
 pattir@gsiinc.com

**Booth#: 18****Ingram Content Group**

One Ingram Blvd  
 LaVergne, TN 37086  
 Stephanie Lund  
 (615)-213-5603  
 stephanie.lund@ingramcontent.com  
 @IngramContent

**Booth#: 62 and 63****Kent District Library**

814 West River Center Dr. NE  
 Comstock Park, MI 49321  
 Lance Werner  
 lwerner@kdl.org  
 @KDLNews

**Booth#: 30****Kent Record Management**

1950 Waldorf NW  
 Grand Rapids, MI 49544  
 Heather Van Drunen  
 (616) 427-9845  
 hvandrunen@kentrecords.com  
 @KentRecords

**Booth#: 33 and 44****Library Design Associates, Inc.**

1149 S. Main St.  
 Plymouth, MI 48170  
 Chris deBear  
 (734) 459-5000  
 chris@librarydesign.com  
 www.librarydesign.com

**Booth#: 02****Library of Michigan**

702 W. Kalamazoo  
 Lansing, MI 48909  
 Mary Anne Smith  
 (517) 373-1580  
 smithm99@michigan.gov  
 www.michigan.gov/libraryofmichigan  
 @LibraryofMich

**Booth#: 11****LocalHop**

31 N. Saginaw  
 Pontiac, MI 48342  
 Robert Bales  
 (248)-797-5735  
 rbales@getlocalhop.com  
 @localhop

**Booth#: 06****MAME**

1407 Rensen Street  
 Lansing, MI 48910  
 Lisa Kelley  
 (517) 394-2808  
 lkelly@mimame.org  
 www.mimame.org  
 @mamedev\_org

**Booth#: 40****Mango Languages**

30445 Northwestern Hwy. Suite 300  
 Farmington Hills, MI 48334-3102  
 Nichole Choinski  
 248 254-7450 x819  
 nicole.choinski@mangolanguage.com  
 www.mangolanguages.com  
 @MangoLanguages



**Booth#: 19****Matthew Accounting**

124 E. Washington Ste. H  
DeWitt, MI 48820  
Matthew Cooper  
(517) 668-9000  
mcooper@matthew-accounting.com

**Booth#: 08****McCarthy & Smith, Inc.**

24317 Indoplex Circle  
Farmington Hills, MI 48335  
Deborah McCarthy  
(248)-302-4335  
dmccarthy@mccarthysmith.com

**Booth#: 60****Meemic**

1685 N. Opdyke Rd.  
Auburn Hills, MI 48326  
Kayla Brennan  
(248) 373-5700  
kayla.brennan@meemic.com  
@Meemic

**Booth#: 51****Mergent, Inc.**

580 Kingsley Park Drive  
Fort Mill, SC 29715  
Adam Vitek  
(704) 559-7659  
adam.vitek@mergent.com  
@MergentInc

**Booth#: 10****Merritt Cieslak Design, PLC**

103 N. Center St.  
Northville, MI 48167  
Ronald A. Cieslak  
(248) 374-0001  
rcieslak@merrittcieslakdesign.com  
www.merrittcieslakdesign.com

**Booth#: 26****MERS of Michigan**

1134 Municipal Way  
Lansing, MI 48917  
Veronica LaBar  
(517) 703-9030  
vlabar@mersofmich.com  
www.mersofmich.com  
@mersofmichigan

**Booth#: 32****Metcom, Inc.**

21643 E. 9 Mile Rd.  
Saint Clair Shores, MI 48080  
Annie Warnez  
(586) 772-8860  
awarniez@metcom-inc.com  
www.metcom-inc.com  
@MetcomInc

**Booth#: 01****Midwest Collaborative for Library Services (MCLS)**

1407 Rensen Street Ste.1  
Lansing, MI 48910  
Jan Davidson  
(517) 492-3819  
davidsonj@mcls.org  
www.mlcnet.org  
@mclsorg

**Booth#: 14****Midwest Tape**

1417 Timberwold Dr.  
Holland, OH 43528  
Nick Anderson  
(800)-875-2785  
nanderson@midwesttapes.com, ealtwies@midwesttapes.com  
@midwesttape

**Booth#: 66****Money Smart Week**

Kelly Masters  
248.761.1762  
moneysmartmichigan@gmail.com  
www.moneysmartweek.org  
@MoneySmartWeek (Twitter), @MoneySmartWeekMichigan (Facebook)

**Booth#: 05****Mulder's Moving & Storage**

1313 Ravine Road  
Kalamazoo, MI 49004  
Keith Benthin  
(269) 492-3941  
keith@muldersmoving.com  
www.muldersmoving.com

**Booth#: 64****National Insurance Services of Wisconsin, Inc**

250 S. Executive Dr., Suite 300  
Brookfield, WI 53005  
Brian Mitchell  
(262) 780-1310  
bmitchell@nisbenefits.com  
nisbenefits.com  
@NISBenefits

**Booth#: 55****PCMG - OH**

6450 Poe Avenue, Suite 200  
Dayton, OH 45414  
Kathy Kramer  
(937) 361-4405  
Katherine.kramer@pcm.com  
www.pcmg.com

**Booth#: 37****Playaway Pre-Loaded Products**

31999 Aurora Rd.  
Solon, OH 44139  
Cathy F. Phillips  
(877) 893-0808  
cphillips@findaway.com  
@wearefindaway

**Booth#: 20****Plymouth Rocket, Inc.**

42 Bay Shore Drive  
Plymouth, MA 2360  
Ric Bailey  
(508) 746-4080  
rbailey@plymouthrocket.com  
@EventKeeper

**Booth#: 17****Proquest**

789 E Eisenhower Pk  
Ann Arbor, MI 48106  
Sean Kozak  
(734)-707-2182  
sean.kozak@proquest.com  
@ProQuest

**Booth#: 38****Quinn Evans Architects**

219 1/2 N. Main  
Ann Arbor, MI 48104  
Brooke Nagel  
eroach@quinnevans.com  
@quinnevansarch

**Booth#: 12****Rainbow Book Company**

P.O. Box 159 P.O. Box 159  
Crete, IL 60417  
Kevin Wislo  
(219)-616-4250  
kevin@rainbowbookcompany.com

**Booth#: 03****Recorded Books**

270 Skipjack Rd.  
Prince Frederick, MD 20678  
Dave Lysinger  
(800) 638-1304 x1403  
dlysinger@recordedbooks.com  
www.recordedbooks.com  
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**Booth#: 29****SAGE Publishing**

2455 Teller Rd.  
Thousand Oaks, CA 91320  
Lisa LaMont  
(805) 410-7239  
Lisa.lamont@sagepub.com  
us.sagepub.com/en-us/nam  
@SAGEPublishers

**Booth#: 21 and 22**

**Scholastic/Capstone**

35460 Heritage Lane  
Farmington, MI 48335  
Laureen Bowman  
(248)-474-6527  
laureen@archieassociates.com

**Booth#: 09**

**SirsiDynix**

3300 N. Ashton Blvd. Suite 500 3300 N.  
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**Booth#: 28**

**Stevens, Kirinovic, & Tucker  
P.C.**

btucker@sktcpas.com

**Booth#: 07**

**Team Schutmaat, Inc.**

2730 Robinson Rd SE  
Grand Rapids, MI 49506  
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**Booth#: 27**

**Tech Logic Corporation**

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**Booth#: 53**

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@BrentonGroupLLC

**Booth#: 65**

**The New York Times**

620 8th Ave.  
New York, NY 10018  
Marian Hatour  
732-485-9987  
marian.hatour@nytimes.com

**Booth#: 13**

**The Skillman Corporation**

8120 Moorsbridge Road Suite 101 8120  
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**Booth#: 25**

**TLC - The Library Corporation**

Research Park  
Inwood, WV 25428  
Cheryl Viands  
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cviands@tlcdelivers.com  
www.tlcdelivers.com/  
@TLCdelivers

**Booth#: 56**

**World Book**

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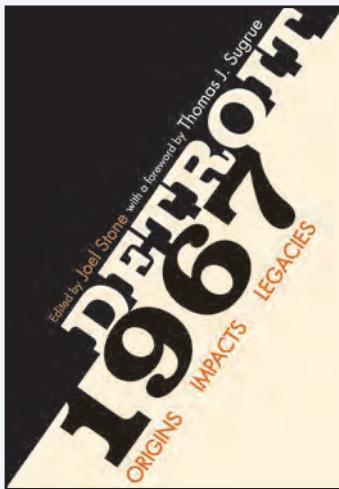
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With a Foreword by Thomas J. Sugrue

Examines relationships between black and white Detroit residents through the lens of 1967, fifty years later.

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### *To the Copper Country: Mihaela's Journey*

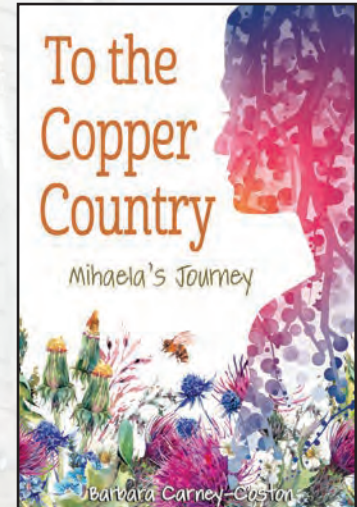
Barbara Carney-Coston

A young Croatian girl travels to America hoping to heal her father in 1880s northern Michigan.

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Kerstin Barndt and Carla M. Sinopoli, editors

Explores the museums, libraries, and special collections of the University of Michigan on its bicentennial.

OCTOBER 2017 • 7 X 10 • 376 PAGES  
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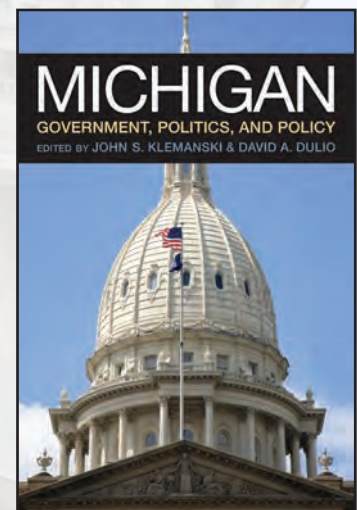
### *Michigan Government, Politics, and Policy*

John S. Klemanski and David A. Dulio, editors

A comprehensive overview of how Michigan's government and political institutions function.

AUGUST 2017 • 6 X 9 • 408 PAGES • 23 FIGURES, 12 TABLES  
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# 2018

# Professional Development

## **Leadership Academy**

February 26 – 27, 2018, Ann Arbor

May 14, 2018, Grand Rapids

August 10, 2018, Lansing

October 16, 2018, Novi

Are you looking for the skills that will take you to that next level of leadership? MLA Leadership Academy offers the kind of training not found in library school. Plus you will develop a cohort of colleagues that you can call on and count on for support as you navigate your way throughout your career. Nine topics presented over five days cover everything from leadership fundamentals to successfully managing the politics inherent in every library position.

## **Academic Libraries**

March 8, 2018

This one-day event shares best practices, emerging trends, career advancement, mentorship and future goals for academic libraries. This year's focus is on selecting research topics, publishing and presenting.

## **Spring Institute Conference**

March 22 – 23, 2018, Grand Rapids

This two-day conference brings together statewide children and teen service librarians to share, learn and experience best practices. Valuable programming includes award-winning authors, illustrators and nationally recognized keynotes and presenters.

## **Fundraising Tips and Tricks Workshop**

April 12, 2018

Successful fundraising can supplement a substantial portion of your library's budget if you know how to do it right. Find out how to launch productive events that your community will enjoy and support. Look beyond the ordinary to find innovative ideas you can implement with your library in this one-day fundraising bootcamp.

## **ALA Advocacy Bootcamp**

April 20, 2018, Lansing

MLA and the Michigan Cooperative Directors Association are joining forces to bring the ALA Advocacy Bootcamp to Lansing. The focus of the day-long work shop is on developing an advocacy plan you can implement in your library. It will empower librarians with skills to tell their library's story and secure funding and teach practical tips on how to be a respected and effective voice in your community. Intellectual Freedom basics will also be covered.

## **Hard Conversations: Hiring, Firing and Conflict Management Workshop**

April 25, 2018, Washtenaw Community College

What's the best approach to the worst conversations?

There is no painless way to handle performance issues and conflict management, but there are ways to help minimize the negative impact on staff and avoid lawsuits. Hear from an employment law attorney and a library HR expert for some of the most successful ways to deal with discord. You'll also take home a packet of useful resources including step-by-step instructions for some of the toughest HR challenges.

## **Community Collaborations – Homelessness in Libraries Workshop**

May 8, 2018, Flint

What is the library's role in dealing with the homeless population? Public libraries are designed to be welcoming spaces for all. As a result, they are often coping with large number of patrons who are homeless or have mental illnesses. How can your library best serve this increasing segment of your community?

## **Libraries and the Business of People Workshop**

May 22, 2018

Excellent customer service should be the goal of every library. It's a people business and your staff and policies should reflect that important aspect of patron service. Learn how you can ensure your librarians and staff have the skills necessary to provide the right kind of assistance and advice.

## **Executive Summit**

June 1, 2018

Executive Summit is a valuable one-day event designed for directors, deans and executive management. Dealing with challenging human resources issues is often one of the toughest parts of the job. Public, academic and specialty librarians all have a chance to learn about the key HR issues impacting library staffing today. Anyone looking to broaden their perspective should attend.

## **Annual Conference**

October 17 – 19, 2018, Novi

Annual Conference is the premier education and networking event for Michigan Library professionals. Join us for this three-day conference scheduled for October 17 – 19, 2018 at the Suburban Collection Showplace in Novi, Michigan.

# 2017 LIBRARIAN OF THE YEAR

For more than 30 years, the MLA Librarian of the Year Award has recognized a librarian's outstanding contributions and accomplishments to the library community. Winners of this award provide innovative library service to his or her community and promote collaboration among libraries. The MLA Librarian of the Year shows evidence of personal and professional achievement as well as initiative and creativity. They are leaders who provide cutting edge ideas that inspire people.



**Lance Werner**  
Kent District Library

The Michigan Library Association (MLA) is pleased to announce Lance Werner has been named 2017 MLA Librarian of the Year. Werner, director of Kent District Library (KDL) will receive the award during the MLA 2017 Annual Conference award luncheon October 19.

Werner has been serving the west Michigan community since 2011 and is a graduate of Wayne State University and the Michigan State University College of Law.

As part of an ongoing effort to increase student reading skills, KDL initiated its Play Grow Read program which has the library building collaborations among the Literacy Center of West Michigan the Kent Intermediate School District and Steelcase Corporation. This public private partnership is just one way KDL is looking for ways to benefit Michigan's next generation. Lance is a staunch advocate for statewide library funding working with MLA and legislators to protect the library's right to disseminate information to communities and ensure tax dollars are spent according to the voter's choice. His tireless work on legislative issues including our tax capture success is unmatched. His efforts were critical to the successful passage of that package of bills.

"Lance believes in working for the success of all libraries. He understands how patrons around the state and across the country are impacted by their local library," said Gail Madziar, MLA executive director. "He is a leader in bringing innovative library services to his community and sets an example for other libraries to follow."

Sign up today for 2017-18 Great Michigan Read for **FREE copies of X: A NOVEL** for your patrons and to add to your collection, plus Readers Guides, Bookmarks and Posters!

Our **Partner Program Resources** will help you schedule the best scholars for your community programs.

Grant funds are available through our **Quick Grants** to help support your budget.

Visit our website today for all the details - and sign your community up to be a part of The Great Michigan Read!

**#MIHumanities**  
**517.372.7770**



## All Michigan libraries are invited to be a part of 2017-18 Great Michigan Read

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YOU CAN BE AND DO ANYTHING  
YOU PUT YOUR MIND TO."



[www.michiganhumanities.org](http://www.michiganhumanities.org)

Michigan Humanities Council's Great Michigan Read program is offered to all libraries in the State of Michigan. During each cycle, over 300 libraries have joined us, and over 6,000 free books are distributed. Thousands of patrons around the state reading one book, discussing one story together.



Support for Great Michigan Read and Michigan Humanities Council is provided by The National Endowment for the Humanities and Meijer.

**Michigan Humanities Council**  
119 Pere Marquette, Suite 3 B  
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# 2016-17 Year-End Review

## MLA provides statewide support for libraries and library professionals

### ADVOCACY

Six MLA-initiated bills protecting library millages from tax capture and returning more than \$8 million annually to library budgets were signed into law this year. In January, Governor Rick Snyder enacted SB 619-624 now PA 505-510 providing for specially dedicated library millages to be exempt from a number of tax captures. This achievement not only ensures millions of future tax dollars will go to libraries, but it is recognition by the legislature and administration that libraries are unique and important. Our special millages were the only ones given consideration (only the fourth historically) for an exemption in a year that saw a multitude of TIFA bills introduced. This is an incredible recognition by the Michigan legislature of the importance of libraries in this state.

MLA worked to secure an increase of nearly \$1.2 million in state aid to libraries – highest state aid numbers since 2008. The fiscal year 2018 State of Michigan budget went to the governor's desk with a \$1,191,700.13 boost in funding for libraries in the state aid to libraries line item. This is great news as we advocate to gradually rebuild this funding source.

MLA worked to educate librarians and ensure they received their Personal Property Tax reimbursement from municipalities. District libraries saw reimbursements above expected amounts due to additional payments collected by the Local Community Stabilization Authority. These were amounts above what was needed for full reimbursement of revenue losses resulting from Personal Property Tax reform. Such payments will continue in future years under current law.

MLA opposed legislation that would have limited millage proposals to the November ballot only. Work with the bill sponsor ensured only the February millage option was eliminated.

Work progresses to ensure Penal Fines continue to fund libraries.

### MEMBERSHIP

MLA's organizational memberships total 309 with 1,434 individual members from public, academic, cooperative, special and K-12 libraries.

MLA is partnering with National Insurance Services (NIS) to provide much needed health insurance consulting for Michigan libraries. After being extensively vetted by the MLA office and Board of Directors, NIS was selected to offer a new insurance management opportunity to MLA members.

### PROFESSIONAL DEVELOPMENT

MLA education benefited 931 library professionals at MLA conferences and workshops.

MLA continued to expand and enhance the MLA Mentor program increasing both volunteer opportunities and leadership building skills.

MLA's online learning platform provided successful webinars to help bring professional development to member libraries. Topics included budgeting, digital resources and a managing human resources series.

MLA partnered with the Michigan Cooperative Directors Association, Library of Michigan, MCLS, MAME and MIALA on a program highlighting the impact of digital devices on reading comprehension.

### MEMBER ENGAGEMENT, COLLABORATION and NETWORKING

MLA members continue to serve their profession with 93 members volunteering and leading on MLA's Board of Directors, standing committees and work groups.

The MLA Board of Directors launched informal Interest Groups to foster member engagement in addition to current MLA professional development opportunities. Youth Services, Intellectual Freedom, Academic Libraries, Rural Libraries, Library Administration and Public Programming are a few of the groups now forming.

MLA continued expansion of micro-volunteering opportunities in communications with content curation for web and newsletter, social media and member outreach.

**SAVE THE DATE**

October 17-19

**MLA2018**  
NOVI

# DALNET



DALNET is a community of libraries working together to provide access to information for research, cultural enrichment, and lifelong learning opportunities.



DALNET congratulates Steven K. Bowers, MLA President and Executive Director of the Detroit Area Library Network.



[www.dalnet.org](http://www.dalnet.org)

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