



Alabama Library Association

Public Library Division Winter Mini-Conference

Homewood Public Library
1721 Oxmoor Road
Homewood, AL 35209

January 27, 2012

Co-Sponsors:

Birmingham Public Library
Emmet O'Neal Public Library
Homewood Public Library
Hoover Public Library
Trussville Public Library
Vestavia Hills Public Library

8:00AM - 8:45AM

REGISTRATION/COFFEE

8:45AM - 9:00AM

WELCOME (Main Level Auditorium)

9:00AM - 11:30AM

KEYNOTE ADDRESS: Dealing with Change in the Uncertain Library Environment

Keynote Speaker: Linda Bruno

Linda Bruno is a nationally known speaker and certified facilitator with many years of experience.

Program Highlights: Change, of course, is inevitable, especially in libraries. Everything can change: budgets, technology, schedules and practices, and even the patrons can change. In *Dealing with Change in the Uncertain Library Environment* we will tackle the touch issues like ... how can we avoid the energy-draining but natural-resistance we feel to the changes all around us? Why do we resist at all, when we know resistance is often futile? We'll also discover healthy ways to deal with stress that constant change can bring. We will discuss 12 positive ways to help each of us sail our own ship and not let the winds of change blow us off course.

11:45AM - 1:00 PM

LUNCH

1:15PM - 2:30PM

Early Afternoon Sessions

Promoting Your Library in the Community

Presenter: Linda Bruno

Linda Bruno is a nationally known speaker and certified facilitator with many years of experience.

Program Highlights: You know what a valuable resource your library is – but do the members of your community know? When we are immersed in the library environment ourselves, it's easy to forget that there are many in our community who really don't know what we have to offer. So it's our job to tell them! *Promoting Your Library in the Community* will prepare you to do just that. In this session, we'll brainstorm ways to get the attention of not only our patrons, but also members of our community who may wonder just what goes on at their local libraries. We'll discuss avenues for promotion – How can we get the message out? Where should we go to talk about our library? What should we talk about? There is no one who knows better why your library is such an important part of the community –

and a passionate employee can promote your library like no one else! Join us for this session and learn how to help others discover one of your community's greatest treasures...your library!

Own the Night with Zombies, Cake Pops, & Steampunk

Presenters: *Wendy Geist, Hoover Public Library, Emily Seymour, Tuscaloosa Public Library, and Heather Miller Cover, Homewood Public Library*

Program Highlights: In this fun session you will learn how to simplify Cake Pops for your teen programs and make easy Zombie Marshmallows while you explore all the possibilities of Steampunk Parties! Make sure you grab some quick craft ideas from the Make It & Take It table before you go!

Health Infonet and Medical Reference

Presenter: *Kay Hogan Smith, Director of Health InfoNet of Alabama*

Program Highlights: Health reform, pandemic flu, new cancer treatments, and nutritional “cures” – what’s a librarian to do when questions about health come in? Join Kay Hogan Smith for tips on consumer health information “best practices” and resources to deal with the scariest of medical reference questions.

Using Media in the Children’s Department

Presenters: *Carol Melton ad Gloria Repolsek, Emmet O’Neal Public Library, Katie Jane Morris, Hoover Public Library*

Program Highlights: Children’s Librarians will discuss ways they have expanded their Children’s programming and services using new media and technology.

2:30PM - 2:45PM

BREAK

2:45PM - 4:00PM

Late Afternoon Sessions

Sharpening Your Organizational Skills

Presenter: *Linda Bruno*

Linda Bruno is a nationally known speaker and certified facilitator with many years of experience.

Program Highlights: Chances are you have read articles or books on becoming completely organized in 32 seconds or less ☺, or something that unreasonable. Maybe you’ve even tried some of those techniques – but they not only left you unorganized, but feeling like you had failed. Here’s a little secret you really need to know - there really are no “one-size-fits-all” rules for becoming organized – isn’t that a relief?? In this session, you’ll learn about what you can do to be more organized, not what “they” say you should do! We’ll spend time with specific tips that will help you get started on your organizational journey. We will discuss techniques that will help you feel more in control, more organized, and more at peace with your surroundings.

Own the Night with Nightmare Dolls and Library Lock-ins

Presenters: *Matt Layne, Emmet O'Neal Public Library, Lynn Carpenter, Birmingham Public Library, Five Points West Regional Library, and Heather Miller Cover, Homewood Public Library*

Program Highlights: Grab some felt to make a simple, hand sewn doll ugly enough to frighten away bad dreams then hear all about library lock-ins and a teen version of Minute to Win It! Be sure to look over the quick craft ideas on the Make It & Take It table before you go!

eBooks: What's Going On?

Presenter: *Caleb West, Birmingham Public Library*

Program Highlights: Learn about the current trends and changes in the eBook industry and how these changes will affect public libraries. A discussion will follow the presentation.

Successfully Using QR Codes in Libraries: Connecting our Shelves with Electronic Content

Presenter: *Cheryl Burnette, Homewood Public Library*

Program Highlights: In this informative session, learn how to use QR codes not only in a library setting, but also in the “real world”. You will learn about free QR code readers and how to create QR codes for free; also my Two Rules for Creating QR Codes. You will hear what kinds of information can be embedded in these interesting little images and we'll brainstorm to discover practical uses for your library. We will look at how a teacher/grandmother transformed a regular book into an interactive book for her grandchild using QR Codes. OK--I admit it--these are just the coolest things and the possibilities are endless!

