

**ARKANSAS LIBRARY ASSOCIATION
2001
ANNUAL CONFERENCE**

October 20 - 23, 2001

DoubleTree Hotel and Robinson Center
Little Rock, AR

AT CONFERENCE

ALAPAC FUNDRAISER

Basket Auction Deja Vu All Over Again

The 3rd annual basket auction returns to conference to suck up that check book balance ALA members have been carefully nursing for months.

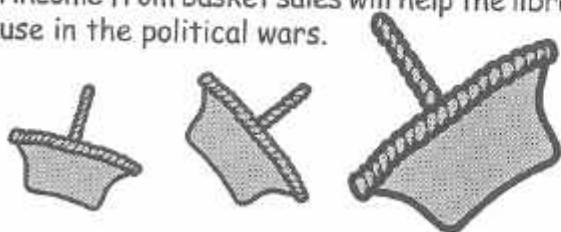
Sponsored by the Association's political action committee (ALPAC), the theme basket auction is ALAPAC's sole money raising effort each year. PAC monies are used to assist the Association in lobbying efforts or political education projects and pays for activities in the political arena that might be too overtly political for the association's tax exempt status as a non-profit organization.

Response to the basket auction has grown each year as generous ALA members recognize the important purpose behind the event while also enjoying an entertaining good time. The more baskets, the merrier the time had by all.

Any individual, group or library can contribute a basket. "Basket" has come to be liberally interpreted and the theme selection grows more creative every year. So put those thinking caps on.

Help planners know how many baskets to expect by contacting basket guru and bagman for library political causes, Bob Razer (510)-918-3036) or email rlieslie@cals.lib.ar.us and announce your intention to be a basket case this conference.

Remember, no basket is too small (or too large). All income from basket sales will help the library cause in the political wars.



SCHOLARSHIP COMMITTEE

The Scholarship Committee is gearing up to do some more serious (and fun) fundraising! Back by popular demand is the raffle for one lucky individual to win lodging and accommodations for four persons for three days and two nights at the fabulous Fairfield Bay Resort.

EXHIBITS GALORE

You will not want to miss visiting the Exhibition Hall where you'll see and hear about the very latest that's available @ The Library. Our vendors contribute so much to the success, value and informational quality of our conferences that we cannot support them enough. Visit each booth, and there will be many, for a "hands-on", face-to-face opportunity to be up-to-date on library "wares". Beware you might even take home a "handout" or two.

Breakfast two days will be with the Exhibitors and a gala opening of Exhibits on Sunday with many surprises in store for all. Food and beverages will abound so you'll want to be around!



CONTACT INFORMATION

Arkansas Library Association
9 Shackleford Plaza, Suite 1
Little Rock, AR 72211
(501) 228-0775 Fax (501) 228-5535
www.arklibassn.org/

Questions?

Kristi Pontius or Jennifer Coleman
arlassociation@aol.com

FEATURED SPEAKERS

DAVID MALONE, a resident of Fayetteville who has been active in numerous area, state, regional and national civic and professional organizations, is currently serving his fourth term as a Member of the Arkansas State Senate. Before his election, he served two terms in the Arkansas House of Representatives and as Mayor of the City of Fayetteville. He also served on the Board of Directors of the City and as the City Attorney for Fayetteville.

Malone received degrees in Accounting, Business, and Law from the University of Arkansas and has taught in both the College of Business Administration and the School of Law plus serving as administrator at the School of Law for a number of years. Malone is currently serving as Executive Director of the University of Arkansas Foundation.

ART LICHTENSTEIN was born on the island of Manhattan in the small town of New York City. He did not like it there and traveled by covered wagon to the State of Maine. After being kicked out of Maine, he lived in Massachusetts, New Hampshire, and the wilds of upstate New York. Eventually, he convinced the fine people of Arkansas to give him a chance and Dr. Willie Hardin, against his better judgement, hired him to work at the University of Central Arkansas Library. Art claims to have several college degrees, and, fortunately for him, no one has ever demanded to see the transcripts. Art is deeply in love with his wonderful wife Anne, and, for some reason no one can figure out, she allows him to live with her and her cat.

BETSEY MARTIN, Information Specialist at the UALR Arkansas Small Business Development Center's office in Little Rock, oversees the Research Center, which includes a comprehensive research library of business resources. In addition to her library duties, Ms. Martin hosts a local television program, *Inside Small Business*. She holds a B.A. from Ohio University and a M.B.A. from the University of Arkansas at Little Rock.

PATTI BUTCHER attended KU and received her BS in Elementary Education and in 1993 received an MLS from Emporia State University. She served as head of reference and interlibrary loan at Central Kansas Library System, Great Bend. She moved to the State Library as Director of Library Information Technology (1995-97) before taking her current position as Library Development Coordinator for Northeast Kansas Library System in Lawrence, KS.

She has received two professional awards: the KLA Presidential Award for a New Professional (in 1996), and was selected to attend the Snowbird Library Leadership Institute (also in 1996). She has served as the Kansas representative to Mountain Plains Library Association for the past 3 years, and also serves on the Kansas Library Association Council.

DEBORAH DAVIS has been with the ALA Public Information Office for 3 years, first serving as the association's Public Relations Specialist and then as Acting Director of the Public Information Office. She has been responsible for managing internal and external communications for ALA, including coordinating ALA's Library Advocacy Now! program, serving as online news editor for the ALA Web site, writing and editing press releases, fielding calls from the media, producing brochures and other publications, and managing a wide variety of special projects and initiatives.

Prior to her work at ALA, Deborah worked for MSI Strategic Communications, a Chicago-based public relations firm specializing in public affairs and advocacy work. She managed media, community and government relations for a number of clients including the Illinois State Board of Education, the Illinois Coalition Against Tobacco, the U.S. Child and Adult Care Food Program and the American Academy of Adoption Attorneys. She also worked for Lipman Hearne, Chicago's foremost marketing communications firm serving non-profit clients. Deborah has won awards from the Publicity Club of Chicago, the Public Relations Society of America and the International Association of Business Communicators.

ARKANSAS LIBRARY ASSOCIATION

**Saturday, October 20, 2001
PRE-CONFERENCES**

**9:00 a.m. - 12:00 p.m.
DoubleTree Hotel**

Censorship

Speaker: **Rick Peltz**, Assistant Professor of Law - UALR School of Law

An analysis of the current legal climate surrounding Internet Filtering. This session will examine legal issues on both the state and national level, recent court cases, and trends in filtering decisions. This program will provide a recap, a continuation and a look at what's new.

**9:15 a.m. - 12:00 p.m.
Central AR Library**

Census Bureau

Speaker: **Matthew Milbrodt**

A hands-on introduction to American FactFinder will be presented. FactFinder is the on-line source for population, housing, economic, and geographic census data. It will include the 2000 census data.

**12:00 p.m. - 1:00 p.m.
DoubleTree Hotel**

Lunch

**1:00 p.m. - 4:00 p.m.
DoubleTree Hotel**

Stress Management

Speaker: **Ed Mink**, Director of Health Promotion/Adjunct Assistant Professor, University of Arkansas, Fayetteville

This program will be an overview of the principles and practice of effective stress management. This is a dynamic, inspiring, and interactive presentation designed to motivate participants to more actively manage the stress of their lives.

Cost: \$35 for one and \$50 for two sessions (lunch included)

Please indicate below your selection of workshop/s:

- Censorship
 Census Bureau
 Stress Management

Amount Due: _____

Enclosed: _____

Please Invoice: _____



Name: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Return To:

Arkansas Library Association
9 Shackleford Plaza, Suite 1
Little Rock, AR 72211
(501) 228-0775 Fax (501) 228-5535
Email: arlassociation@aol.com

**SUNDAY
OCTOBER 21, 2001**

10:00 a.m. - 5:00 p.m. **Registration**

10:00 a.m. - 11:00 a.m. **ALA Board Meeting**
All members welcome.

1:00 p.m. - 2:15 p.m. **General Session - Sponsor Recognition**
Featured Speaker: **David Malone**, Arkansas State Senator

2:30 p.m. **Exhibits Open**

2:30 p.m. - 3:00 p.m. **New Members**
Special time for new members and first timers to meet with Past President **Carolyn Ashcraft**. Opportunity to share tips on how to get the most out of conference and become involved in ArLA.

2:30 p.m. - 3:15 p.m. **Online Vendor Training Session**
(details to be announced)

2:30 p.m. - 4:00 p.m. **Concurrent Sessions**
Libraries Build Sustainable Communities

Facilitators: **Patti Butcher, Jean Hatfield**
Librarians from the Northeast Kansas Library System
This workshop will help library professionals, staff, and trustees explore what choices they are making and *can* make to contribute to healthier, more prosperous, and more equitable communities.

@ Your Library Campaign

Speaker: **Deborah Davis**, American Library Association Manager, @ Your Library Campaign

Libraries have a whole new "brand." It's called @ your library™ and it's part of a five-year public awareness campaign launched by the American Library Association to speak loudly and clearly about the value of libraries and librarians in the 21st century. The Arkansas State Library and Arkansas Library Association have launched a state-wide PR campaign based on this program.

Come hear about *The Campaign for America's Libraries* and Arkansas' statewide campaign and how you can implement it in your community. Learn about the national campaign's goals and objectives, key messages and target audiences. Get tips and tools for promoting this new public relations effort, including using the brand and the new campaign Web site. Hear how libraries around the country are getting involved. Don't be left out!



3:00 p.m. - 4:00 p.m.



Concurrent Sessions

AASLME: Simple Hard Drive Clean-Up

Speaker: **Rachel Shankles**

You'll leave this session with a list of simple maintenance steps to help keep your computer running smoothly. Who doesn't need this?

Trustees: Planning for Results: Fair Compensation Planning, Performance Management & Policy Administration

Speakers: **Jim Corter & Kellie C. Blake**

The consultant team will explain what they can do for your library system, including: establishing key business indicators, linking pay to results, managing appraisals and salary reviews, developing performance measurements, writing clear policies, and development of a pay and reward system. Presentation to be followed by a panel discussion.

3:15 p.m. - 4:00 p.m.

Online Vendor Training Session

(details to be announced)

4:00 p.m.

Grand Opening of Exhibits

4:00 p.m. - 6:00 p.m.

No Conflict Time with Exhibits

6:30 p.m. - 8:30 p.m.

Awards/Trustee/Banquet

MONDAY OCTOBER 22, 2001

8:30 a.m. - 4:30 p.m.

Registration

8:00 a.m. - 3:30 p.m.

Exhibits Open

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

Breakfast in Exhibit Hall

Sponsored event

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

AAPL Meeting

9:00 a.m. - 10:50 a.m.

Concurrent Sessions

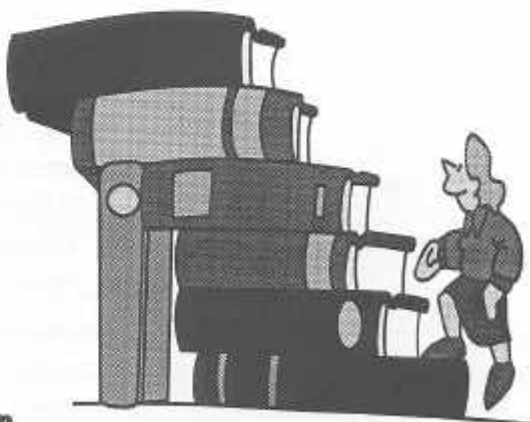
Panel on Web Site Design

Front Page - **Nathan Whitmire**

Dreamweaver 4 - **Lynette Jack**

Net Object Fusion - **Brent Passmore**

Sponsored by Conference Committee



9:00 a.m. - 10:50 a.m.
continued

@ Your Library Campaign - Repeat of Sunday's Session

Speaker: **Deborah Davis**, American Library Association Manager, @ Your Library Campaign

9:00 a.m. - 9:45 a.m.

Online Vendor Training Session

(details to be announced)

9:00 a.m. - 9:50 a.m.

Concurrent Sessions

demo-ing netLibrary

Speaker: **Jeff Downing**



Government Universe Database Demo

Speakers: **Frances Hager & Karen Russ**

A guide to using Lexus-Nexus' Government Universe, an index of Government Document periodicals, will be presented. It will include an overview of the database and search strategies. A handout will list Government Universe periodical titles indexed and/or full-text in Proquest and Wilson databases.

AASLME - Internet Driver's License in the Middle School

Speaker: **Karen Richardson**

Teach Internet search strategies, e-mail, and other information to students to certify them for the Internet highway.

9:45 a.m. - 10:30 a.m.

Online Vendor Training Session

(details to be announced)

10:00 a.m. - 10:50 a.m.

Concurrent Sessions

AASLME Traveler Project - Free Online Full Text Bases for AR Libraries

Speaker: **Sally Hawks**

An overview of the federal project begun in 1998 that provides online full text databases.



Special Libraries

- **Who are Our Pro Se Patrons?**
- **What do they expect from us?**
- **How can we help them?**

Speakers: **Melissa Serfass & Kathryn Fitzhugh**

Handing legal cases without a lawyer - a fact of life in public law libraries.

10:00 a.m. - 10:50 a.m.
continued



College & University and Reference - *Did You See What That Student Had Up on That Computer Screen?*

Speakers: **Carol Macheak**, **Renee LeBeau-Ford**, **Necia Parker-Gibson**, and **Lee Ann Alexander**

Technical Services and Reference - Live Aggregator Wrestling: Creating OPAC Records for Electronic Journals

Full-text electronic journals provided through an aggregator database (ProQuest, EBSCO, WilsonSelect, etc.) are some of the most expensive and most popular resources your library purchases. However, database vendors either don't provide catalog records for individual journals in the database or charge for those records, making it difficult for patrons and staff to find out what the library subscribes to through the library's catalog. Find out how to create customized catalog records for these items LIKE MAGIC using data from the aggregator vendor and easily available software!

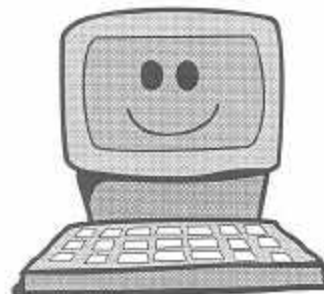
10:50 a.m. - 11:00 a.m. **Coffee Break**

11:00 a.m. - 11:20 a.m. **Divisions - Business Meeting**

11:25 a.m. - 11:45 a.m. **Roundtables - Business Meeting**

11:45 a.m. - 12:30 p.m. **Concurrent Sessions**

You've Got a Friend @ Your Library



Panel Leader: **Carolyn Ashcraft**, Arkansas State Library Coordinator of Extension Services

Panelists: **Dr. Brady Banta**, ASU Library Associates; **Bill Millager**; Friends of the Rogers Public Library; **Ted Hutchcroft**, Conway County Friends of the Library; **Janet Burgess**, Friends of the Bella Vista Public Library; **Margo Reiser**, Craighead County/Jonesboro Friends of the Library

A brief overview of their Friends organization, share project ideas, handouts, how they work with library staff/board members, etc. Question and answer time to follow.

AASLME - Utilizing Technology to Introduce Students to the Library

Speaker: **Barbie James**, LMS, Forrest City High School
Let technology help you do the job of introducing students to the library media center. Using a television, a computer, and an inexpensive interface to connect the two, train your students on how to use the online catalog and other library resources.



11:45 a.m. - 12:30 p.m.
Continued

Satisfying the Expectations of Library Patrons

Speaker: **Betsey Martin**, Small Business Development Center
This program emphasizes the role of library patrons as customers. Can Arkansas libraries completely satisfy, if not delight, customers in the wake of state budget cuts? The program provides useful tools and concrete examples for improving customer satisfaction. Appropriate for public academic and special libraries.

12:30 p.m. - 1:30 p.m.

Lunch

Art's Take on Libraries

Featured Speaker: **Art Lichtenstein**,
University of Central Arkansas Library



1:30 p.m. - 3:20 p.m.

Desserts in Exhibit Hall

Visit Exhibits

Contemplating the ArLA Web Page: A Focus Discussion

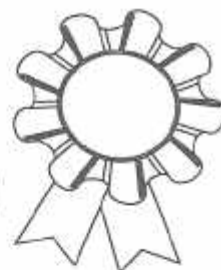
Speakers: **Amanda Moore & Ron Russ**
Come by the ArLA Booth for a focus discussion and input on the Web page. We need your ideas!

3:30 p.m. - 4:30 p.m.

Concurrent Sessions

Two Year Colleges - Show us Your Best! Panel

Moderator: **Ron Russ**
Panelists: **Dr. Joyce Adams and Clara O'Daniel**
Note: Business Meeting and Dinner to follow.



ALPS - Diversity & Multicultural Issues

Speaker: **Dr. David Briscoe**
An explanation of the significance and the pros and cons of multiculturalism. Also, a discussion about integrating multiculturalism and diversity in everyday life.

AASLME - "Grab Hold of the Rainbow"

Speakers: **Jessie Pierce and Chaneta Case**
Learn what works in the Media Center in the New Millennium: Using familiar books, technology while researching with students.



An Arkansas Director's Forum

Speaker: **Bonnie Juergens**, Amigos Executive
Closed except to Directors

4:30 p.m. - 5:30 p.m.

Concurrent Session

Children's Services - Library Teen Volunteers - Successful Strategies

Speaker: **Diane Hubener**

A "How to do it" program about beginning and maintaining a Teen Volunteer Program in any size public or school library. Strategies on recruitment, scheduling, duties, regulations, maintaining positive interactions with co-workers.



Government Documents

The Role of Depository Libraries in a Presidential Library

Speaker: **Malene Ware**, Director, Clinton Presidential Materials Project

Discussion of the role of documents in a presidential library and the problems associated with building a library from the ground up.

Public Libraries - Grants

An introduction to **Deborah Hall**, new coordinator of grants and research services, Arkansas State Library.

AASLME - American Memory LOC Online Treasures

Speaker: **Sylvia Chudy**

Digital collection at the Library of Congress - learn more about the collection and how it can enhance classroom experience.

**Tuesday
October 23, 2001**

7:30 a.m. - 9:00 a.m.

Breakfast

Sponsored by **Amigos**

9:10 a.m. - 10:15 a.m.

ALA Business Meeting

All members and attendees invited.

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

Concurrent Sessions

Public Relations Committee Customer Service at Your Library

Speaker: **Mark Miller**

Like it or not, library patrons are customers and how we serve them impacts their view on libraries and librarians. Mark Miller, a business consultant for Main Street Arkansas and the husband of a librarian will share pertinent customer service tips and pointers.



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



11:30 a.m. - 1:00 p.m.

Children's Roundtable - Overview of Awards Books

Speaker: **Lloyd Harris**

Review of **Charlie May Simon** nominees for 2001-02.

Update on State-Wide Network Infrastructure

Speaker: **Rick Martin**, Department of Information Services

Ethics

Moderator: **Kathy Sanders**

"Actors": **UALR Students**

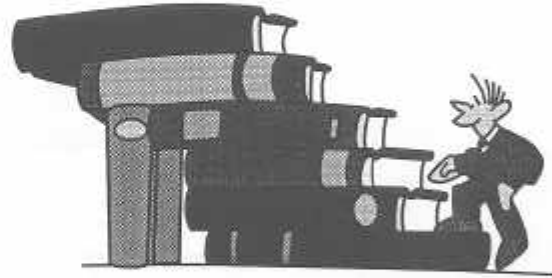
Join us as **Kathy Sander's students** acts out different ethical dilemmas which could take place in your library. The staged dilemma will be followed by discussion from session participants.

Lunch

Featured Guest Author: **Grif Stockley**

Followed by book signing.

Sponsored by **Scholarship Committee**



Conference Special

Poster Sessions

This year there will be two poster sessions. One will feature library transformations from around the state, which was a "hit" at conference several years ago and another will focus on publicity. These will begin at the opening session and will move to the exhibit hall.



Hotel Information

The 2001 Arkansas Library Association Conference is being held at the DoubleTree Hotel and Robinson Center in Little Rock, AR. Room rates start at \$78. For reservations call 501-372-4371 or 1-800-222-TREE. Make sure to mention that you are with the Arkansas Library Association to receive the conference room rates. Make your reservations today, rooms are going fast!

Arkansas Library Association
9 Shackleford Plaza, Suite 1
Little Rock, AR 72211

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Conference
Materials
