

# Exhibitor Registration for PaLA Conference Activities

OCTOBER 24 – 27, 2010

Complete one form per person — register online at [www.palibraries.org](http://www.palibraries.org) or complete and mail to PaLA, 220 Cumberland Parkway, Suite 10, Mechanicsburg, PA 17055

▶▶▶ Forms must be postmarked by October 20, 2010. On-site registration will be required after October 20. ◀◀◀

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail \_\_\_\_\_

Conference Tours	Cost	
<i>Pre-registration is required and space is limited.</i>	<input type="checkbox"/> Franklin & Marshall College Library (Sunday afternoon)	\$20
	<input type="checkbox"/> Spirits in the Mansion, James Buchanan's Wheatland (Monday night)	\$15
	<input type="checkbox"/> Fulton Theatre (Monday night)	\$15
	<input type="checkbox"/> Central Market/Lancaster Quilt Museum Breakfast Tour (Tuesday morning)	\$20
	<input type="checkbox"/> Night at Lancaster Library (Tuesday evening)	\$15

Meal Events	<i>Pre-registration is required. Must also be registered for the full conference or for day of event.</i>	Cost
<b>Trustee Division/PCBL Awards Luncheon</b> (Sunday)		\$20
<input type="checkbox"/> Oriental Chicken Salad (Asian-spiced chicken breast over a bed of nappa cabbage, orange segments and snow peas w/ginger and sesame vinaigrette)		
<input type="checkbox"/> Open-Faced Vegetable Stack with Hummus on Sourdough Bread		
<b>Public Library Division Breakfast</b> (Monday)		\$20
<input type="checkbox"/> Challah French Toast (Served with warm maple syrup, smoked sausage links, fresh fruit garnish)		
<input type="checkbox"/> Granola, Yogurt and Fruit Plate (Homemade almond granola, flavored yogurt, fresh seasonal fruit and berries)		
<b>Carolyn W. Field Award Luncheon</b> (Monday)		\$25
<input type="checkbox"/> Herb Chicken Breast (Tarragon grilled chicken breast with roasted Dijon potatoes, baby vegetable jewels)		
<input type="checkbox"/> Vegetable Lasagna		
<b>PCCLC Luncheon</b> (Monday)		\$25
<input type="checkbox"/> Herb Chicken Breast (Tarragon grilled chicken breast with roasted Dijon potatoes, baby vegetable jewels)		
<input type="checkbox"/> Vegetable Quiche (Vegetable tart with mushrooms, broccoli, leeks and brie cheese)		
<b>College &amp; Research Division Luncheon</b> (Tuesday)		\$25
<input type="checkbox"/> Mediterranean Salad (Herb-marinated chicken breast served over orzo grains with sun-dried tomatoes, Kalamata olives, feta cheese, roasted red peppers, artichoke hearts, balsamic & roasted garlic vinaigrette)		
<input type="checkbox"/> Roasted Vegetable & Orzo Salad (Roasted seasonal vegetables, orzo grains with sun-dried tomatoes, Kalamata olives, artichoke hearts, served over a bed of greens with balsamic & roasted garlic vinaigrette)		
<b>Exhibits Lunch Bar</b> (Tuesday)		\$10
<input type="checkbox"/> Choose from a variety of plated lunch options. A portion of your lunch expense has been subsidized by the exhibitors.		
<b>Annual Awards Banquet</b> (Tuesday)		\$45
<input type="checkbox"/> Roast Prime Rib of Beef (Served with fingerling potatoes, root vegetables, natural jus, creamed horseradish)		
<input type="checkbox"/> Hazlenut-crusted Grouper (Hazlenut-crusted Grouper w/spinach raviolis, butternut squash, sage nage & Swiss chard)		
<input type="checkbox"/> Vegetable Strata (Marinated roasted vegetables stuffed portabella topped w/tomato basil broth & pureed sweet potato)		
<b>Closing Luncheon</b> (Wednesday, included with Wednesday or full conference registration)		\$25
<input type="checkbox"/> Porcini-stuffed Ravioli (Delicate ravioli topped with plum tomato sauce, manchego curls, grilled asparagus)		

## Registration Policies

- 1. Early registration must be postmarked by September 10, 2010.** Registrations postmarked after this date will be invoiced if appropriate fee is not remitted.
- 2. Regular registration must be postmarked by October 20, 2010.** Registrations postmarked after this date will not be accepted — on-site registration will be required. Note: The availability of meal & tour tickets can not be guaranteed for on-site registrations.
- 3. In order to register as a PaLA member, 2010 dues must be paid in full at the time of registration. Institutional membership does not entitle employees of the institution to register as members;** the non-member rate will apply, unless PaLA BUCKS are used.
- 4. Refunds of registration fees must be requested in writing at least 72 hours before the conference opening event.** A \$25 processing fee will be applicable for all registration cancellations.
- 5. Cancellation of meal reservations must be made on or before October 20, 2010 and will be subject to a \$10 processing fee unless included with a full registration cancellation.** No refunds can be given for meals cancelled after October 20.
- 6. No receipts will be sent for pre-registration payments.** A receipt will be included in your registration packet.

Continued on page 2

## Payment Information

Conference Registration Fee	\$ N/A	My check # _____ for \$ _____ is enclosed.
Tour Fee(s)	\$ _____	I would like to pay by <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover
Meal Event Fee(s)	\$ _____	Account # _____
Contribution to offset conference program expenses (optional)	\$ _____	Expiration Date _____ Card Verification # _____
Total Amount Due PaLA	\$ _____	Amount \$ _____
		Signature _____

To aid in our planning and session room assignments, please indicate which session(s) you plan to attend and return with your conference registration form. (Note: some titles have been abbreviated.) Registration for meals and tours should be completed on the previous page.

## Program Sessions Schedule *Please consult the previous page for meal and tour information & registration*

### Sunday, October 24

#### 2:00 – 3:00 p.m.

- Stepping Up to a Great Performance, Part I
- A Library Needs Friends
- Art Goes to the Library
- Facebooking: The New Generation of Library Marketing
- GAC Open Forum
- The Miracle 30-Day Plan to Create Publicity for Your Small Library
- Partnering to Introduce eBooks into a Graduate Education Course

#### 3:15 – 4:15 p.m.

- Stepping Up to a Great Performance, Part II
- Beyond Gaming: Rich Media Programming for Youth
- Eat Your Words: Host an Edible Book Festival
- Going Mobile: Putting Your Library in the Hands of Your Patrons
- Library Trustees: Be the Best You Can Be
- Senior Spaces: Pennsylvania Style! First Year

#### 4:30 – 5:30 p.m.

- Assessing Assignments
- Destination College
- The Entrepreneurial Librarian
- Getting on Board: A Trustee Development and Assessment Initiative
- Grants and Fundraising for Everyday Library Staff
- Programming with Older Adults in Mind

#### 4:30 – 6:00 p.m.

- Conference 101 & New Member Reception

#### 7:30 – 10:00 p.m.

- President's Program, Reception & Library Jeopardy! w/Brad Rutter

### Monday, October 25

#### 9:00 – 10:15 a.m.

- This Book Is Overdue (Unplugged)
- Best Practices: Get the Inside Story
- Evergreen Open Source Library Systems, Part I
- Future-proofing Your Libraries...
- Improving Security and Protecting Visitors, Staff & Collections...
- Sing It! Say It! Stamp It! Sway It!™
- What They Know and What They Should Know

#### 10:30 – 11:45 a.m.

- Evergreen Open Source, Part II
- Hire Right the First Time!
- Imagining Our Future: Preserving PA's Collections
- Library Support Staff Certification: Is It for Me?
- Our First Time: New Young Adult Authors
- Music for Young Children
- Search Strategies of Millennial Undergraduates...

#### 2:15 – 3:45 p.m.

- PaLA Annual Business Meeting

#### 5:30 – 7:30 p.m.

- PaLA Previews: Performer's Showcase

### Tuesday, October 26

#### 9:00 – 10:00 a.m.

- Building Digital Collections at PSU Libraries
- Cultivating Technical Services...
- Information Literacy through a Looking Glass...
- Sign It! Using Sign Language in Your Storytime
- Somewhere Not So Over the Rainbow...
- What Does the Office of Commonwealth Libraries Do?
- Your Questions Answered! From Site Selection to Ribbon Cutting

#### 11:00 a.m. – 12:00 p.m.

- Building Organizational Resiliency to Stress
- Double-Check
- Free and Low-cost Productivity Tools...
- Hooray Ole! Bilingual Storytime for Beginners
- It Ain't Hip, Happening or Hot: Why Gen Xers Think You're Irrelevant...
- Open Access to Deep Collections: Understanding PA's Statewide Library Resource Centers
- You Can Be a Game Designer: Creating 3D Games to Teach Information Literacy Concepts

#### 3:00 – 4:00 p.m.

- Extra! Extra!...Free Historic Newspapers Online
- How Many Hats Do You Wear?
- Levity in the Library: Incorporating Humor in Instruction...
- The Nuances and Challenges of Marketing to Culturally Diverse Populations
- RDA for Rookies: Everything You Always Wanted to Know about the New Cataloguing Code
- Thinking Outside the Summer Reading Box
- Tweet-en the Deal! Going Social for Engaging Library Services

### Wednesday, October 27

#### 9:00 – 10:15 a.m.

- 60 Gadgets in 60 Minutes, Revisited!
- Blogging to Develop Your Digital Identity
- Digging Deep to Understand What Your Community Needs
- Flying High in Storytime: Adding Parachute Play...
- Promoting Early Literacy at Your Baby & Toddler Programs
- Teaching an Old Dog New Tricks & Puppy Training: Benefits of an Inter-generational Office
- "Yes, This Is a REAL Job and You DO Need to Show Up on Time!"

#### 11:15 a.m. – 12:30 p.m.

- Customer Service and Communication
- Law and Order L.I.B.
- Local Children's Author Panel
- Making Connections @ the Library: Celebrating Collaboration between the School & Public Library
- NextGen Library Advocacy
- Small Business Information: Using Resources That Won't Break the Bank
- TEDx and Libraries: A Perfect Partnership for Community Engagement