



PROGRAMS BY TRACK

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	ADMINISTRATION/LEADERSHIP			COLLECTIONS/ TECH SERVICES	FACILITIES	MARKETING	
THURSDAY, 3/25	8:30 a.m.	Staff Day Success: Creating an Event Valued by All Employees	Strategic Reality Check	You Say You Want a Revolution	Merchandising Ease: Tracking Displays & Merchandising with an MDD	Creating Self-Directed Library Environments	You Can Get What You Want: Innovative Funding Through Public/Private Partnership
	10:30 a.m.	Confessions of New Library Directors	How to Get the Library Director Job You Want	Sandtraps in Cyberspace? How to Avoid Social Software Policy Pitfalls	Building and Sustaining Your Library's Local History Collection for the Future	The Nature Explorium: Linking Libraries, Early Learning and the Environment	The Public Library as Innovator: Statewide Partnership for Economic Development
	2 p.m.	It Takes a Leader to Be Strategic	Tomorrow Belongs to the People Who Plan for It Today	We CAN All Get Along: Regional Library Cooperation	I've Got These Statistics Now What: Getting Started on the Path of Collection Analysis		Fundraising in Diverse Communities Using Ethnic Traditions of Giving to Generate Support for Your Library
	4 p.m.	From Not to HOT: Turning Your Unknown or Mediocre Library into the Happening Place in the Community!	Lean Your Library: Apply Toyota Techniques for Improving Efficiency and Effectiveness		The New Technical Services: Central Engine of the Library	Need an Overhaul but Can Only Afford a Tune-up? Strategies for a Small Library Remodel	Green Acres and Milk & Cookies: Understanding Your Community Through Market Segmentation
FRIDAY, 3/26	8:30 a.m.	Advanced Black Belt Librarians: The Top Ten Security Issues in Public Libraries	Be a Better You: Advancing Your Career Through Certification	Be A Good Boss: One Year to Success	RDA Update for Public Libraries	Less Is More	Jump Start Your Fundraising
	10:30 a.m.	Shortcuts to Greatness or 10 Things that Great Libraries Know and Maybe You Don't	Why We Borrow! 2010 Edition: Market Research Analysis	Improve Employee Wellness: Why It's Essential in Having a Successful Library		Library to Go: No Money, No Space, No Problem	Using Customer Satisfaction Surveys to Heighten Relevance and Escalate Advocacy
	2 p.m.	Privacy Revolution! Engaging Library Users in a Conversation on Privacy in the Digital Age	Reorganizing the Organization	Communicating About Budget Cuts		Better Libraries: Guiding Successful Projects	Defining the Best Customer Experience
	4 p.m.	The Data-Driven Library	Trustee Excellence: Creating a Strong Foundation Through Orientation and Education	Communication Excellence: How to Be Heard and How to Listen	Providing Consumer Health Information @ your library		Marketing the Library Using Social Software
SATURDAY, 3/27	8:30 a.m.	Don't Play Dead When Facing Life-Threatening Budget Cuts	Using Organizational Culture to Improve Library Services			Not in Our Community! We Don't Want Our Modern, State of the Art Library to Look Modern	Signature Library Fundraisers for Small Public Libraries
	10:15 a.m.	Joint Powers and Governance Structures for the 21 st Century	Outsourcing Public Library Services: Pros and Cons		Dewey or Don't We?	New Buildings and Innovative Library Design: Reflecting Communities in Our Buildings	Perfect Harmony: Orchestrating Cultural Partnerships



NOTE: THIS PRELIMINARY PROGRAM CONTAINS A TENTATIVE SCHEDULE AND THE INFORMATION IS SUBJECT TO CHANGE. CHECK WWW.PLACONFERENCE.ORG FOR UPDATES AND MORE INFORMATION.

SERVING ADULTS		SERVING YOUTH		TECHNOLOGY	WORKFORCE DEVELOPMENT
Readers' Advisory Tool Kit IV: Multimedia Readers' Advisory	Spanning the Generations: Serving the GLBTIQ Community of ALL Ages	Groove-n-Move: Making Music Meaningful	Tweens: Lean, Mean, and Green Reinventing Your Teen Department	Top Ten Tech Trends	Where Do You Think YOU'RE Going?! Retaining Institutional Knowledge of Soon-to-be-Retirees
What's New in Fantasy, Paranormal, and Science Fiction for Teens and Adults	Beyond Fact: Libraries and Museums Making Science Accessible	Partner Up: Outreach to After-School Programs Exploration Station: Doing Science with Parents and Preschoolers	Top Trends: Taking Teen Services to the Next Level	The Impact and Benefits of Learning 2.0 Programs in Public Libraries	Everyone Serves Youth: Developing 21 st Century Skills to Serve Today's Children & Teens
Crossover Advisory: Adult Books for Teens and Teen Books for Adults	Smart Investing @ your library: The Library as a Place for Personal Finance Information	Improving Storytime Delivery with Peer Coaching	Cool Teen Programs for Under \$100	Library Mashups: Exploring New Ways to Deliver Library Data	Dive into the Think Tank! How Brooklyn Public Library's Unconference Revitalized Staff Communication Power Up Your Learning Organization: Make the Shift from Training to Learning
What's Love Got to Do With It?	Author Events Made Easy	Camp Fun-to-Read: a Summer Reading Intensive for New Readers Every Child Ready to Read (ECRR): Evaluation Update	You're Invited: A Feast of New Literature for Teens	Civic Connections: Using Technology to Build Bridges in your Community	Mourning the Loss: How to Let Go of the Old and Welcome the New
Thrilling Tales and Selected Shorts: An Adult Storytime @ your library	Two-Minute Reviews of Recent Works by Northwest Authors	Get Real: Getting Kids Excited About Reading through Booktalking Nonfiction	Pregnant/Parenting Teens: Promoting Library Services Among the Underserved	Cents and Sensibility: Will Your Technology Pay Off?	Oh, I'd Wish I'd Said... aka Dealing with Difficult People
The One-Room Schoolhouse Project Reader's Advisory for Dummies: Yes, You CAN Judge a Book by Its Cover!	The Top 5 of the Top 5	Partnering Children with Dogs to Read-Literacy Magic! Children's Book Buzz	What Teens Are Really Reading: Quick and Popular Titles to Entice Teens	Open Source Software for Public Libraries	You Want Me to Do What? Innovative Training for Soft People Skills
STEP UP! Timely Outcomes-based Model for Helping Job Seekers	I Remember When: Connecting Your Community	Becoming a Dia State: Models for Developing Statewide Literacy Initiatives Using El día de los niños/El día de los libros	Mashed Media: A Preliminary Report on Public Libraries, Youth, and 21 st Century Skills	Expanding Your World Through Web Conferencing: Connecting Small Libraries in Big Ways	Reinventing Circulation Jobs Safety in Small Libraries
Advocating for Library Outreach Services: Toolkits to Guide Your Steps	More than Martinis and Manolos: Chick Lit and Women's Fiction	The Public Library as the Homeschooler's Library	Too Busy to Booktalk? Training Volunteers as Booktalkers	Marketing as Conversation: How to Interact with Your Community Through Your Website	Stop Passive Aggressiveness @ your library: A Dangerous Idea
If You Didn't Work Here, Would You Visit?	Building the Global Village: Public Libraries as Responsive Agents of Community Engagement and Change	Multicultural Programming: Sharing Similarities and Celebrating Differences	The Teen Library and Community Volunteer: How to Take Teen Volunteers to the Next Level	Virtually Yours: The Bayou Librarians	The 30-Second E-mail: How to Write Clear and Productive E-mail Messages
Opening Doors: Making Your Library Accessible with Partners, Plans, and Programs for Special Clients	Nonfiction Readers' Advisory: Titles, Tips, and Techniques	Catch Them by the Tale: Storytelling Rewires Your Brain and Helps Build Community	S.Y.A.S.S. Save Your After School Sanity		Cultivating Tomorrow's Leaders Today: The Discipline of Succession Planning