



PREVIEW ISSUE



MARCH 20 – 24, 2018

#PLA2018

PHILADELPHIA



The Exhibits Hall will feature books, products, and services from more than 250 companies. See pages 8-9 for the full company listings. Interested in new products? Turn to page 11.

Rise and Shine with Big Ideas

You already know that PLA 2018 will send you home with tons of great ideas and exciting new plans for your library. But did you know about the Big Ideas General Sessions? Presented on Thursday, Friday, and Saturday mornings of the PLA conference, the Big Ideas Speakers will stimulate you to develop new initiatives and ventures, create new connections and collaborations, and inspire you to achieve great things. Here's this year's exciting line-up:

Big Ideas with Elizabeth Gilbert – Thursday, March 22, 8:15 – 9:15 a.m.

Elizabeth Gilbert's memoir *Eat, Pray, Love* has been called "a gen-

eration's instruction manual" by the Toronto Sun. Exploding onto the scene in 2006, the best-seller famously chronicled the year Gilbert spent traveling the world after a shattering divorce. Translated into more than 30 languages, "Eat, Pray, Love" has sold over ten million copies worldwide. The book – which The New York Times Book Review said is "fueled by a mix of intelligence, wit, and colloquial exuberance that is close to irresistible" – catapulted



Continued on page 4

Imagine the Possibilities at PLA 2018

Planning to join us for PLA 2018? PLA conferences offer an unmatched opportunity to immerse yourself in the world of public librarianship. From hundreds of educational programs to the busy exhibits hall (also tailored to the public librarian's needs and interests), to author events and the Virtual Conference – this is *the* event for public librarians, public library workers, trustees, and anybody interested in the public library world. To help you make the most of your conference experience, we've assembled some tips. (See page 12 for Philadelphia-related information.)

Prepare For the Week

Check out the schedule in advance. Have a loose idea of programs you'd like to attend. Better yet, select a few possibilities for each time slot. Get there early enough to get the lay of the land. Check out the convention center, your hotel, the neighborhood (restaurants, convenience stores, etc) – see page 13. Also spend some time examining the maps in the Conference Schedule and use those to map

out what your days will look like. Bring business cards, you'll want to have them at the ready for all those colleagues you'll be engaging with and you can use them for raffles in the exhibits hall.

Make a Plan

The PLA 2018 website, www.placonference.org, the PLA conference app (more info at www.placonference.org), the onsite conference schedule, and the *PLA Daily News* (available onsite Wednesday-Saturday) are all excellent resources to use when planning your schedule. In the morning, check the onsite *PLA Daily News* for new programming or any last minute room changes. Each onsite issue of *PLA Daily News* will also have the exhibitor list and floor plan to assist you in navigating the exhibit hall.

When outlining your schedule, give yourself a couple of program options for each time slot to guard against room overcrowding or the unexpected diversion. Be sure to plan time for visiting the exhibits

Continued on page 10

Download the PLA 2018 Conference App!

We've once again teamed up with CrowdCompass to build an app that will make your conference experience more valuable. While onsite, the PLA 2018 Conference mobile app is your primary source for conference information. Although a printed schedule will be available at registration, for detailed information – including session descriptions, presenters, evaluations, and more – please refer to the PLA 2018 mobile app. Visit <http://www.placonference.org/mobile-app/> to learn more.

**CLICK
HERE TO
REGISTER
FOR PLA
2018!**



INGRAM

See p. 13.

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Education Highlights

With over 100 quality sessions, PLA 2018 offers educational programming sure to inform, inspire, and challenge attendees. Sometimes the greatest challenge can be picking which program to attend from the many options available! While planning your schedule, be sure to consider these programs focused on areas PLA considers priorities for the public library field:

Research on Voter Perceptions: Panelists from PLA, the ALA Office for Library Advocacy, and OCLC will share key findings and analysis from the “From Awareness to Funding” research study, provide new details on library super supporters and probable supporters, and offer preliminary recommendations for how advocates can act on these findings. Essential info for library leaders.

Digital Literacy: Learn how to leverage local resources and enlist government, education, employment, and private industry partners to support digital literacy training in your library.

Project Outcome: PLA’s Project Outcome provides free patron outcome surveys, tools for collecting and analyzing outcome data, and practical guidance on using the results to take action. Learn how experienced project participants have used Project Out-

come to measure and improve their impact to better tell their library’s story.

Early Literacy and Family Engagement: New research shows libraries using Every Child Ready to Read have stronger engagement of parents and more diverse program offerings than others. Learn how ECRR can help your library become a learning space and strategically focus services on fostering family engagement.

The Opioid Epidemic: Every community in America is affected by this epidemic, which libraries are addressing through education, collaboration, and even first response. Hear from a panel of library workers who will share ideas, resources, and specific actions for libraries supporting their communities in crisis.

Preconference Programs

Also, consider adding a full-day or half-day workshop to your schedule for in-depth learning on essential topics. Space is still available in pre-conferences on the following topics:

- **Social Work Services:** Four social workers with experience in public libraries will discuss best practices, challenges, and how their libraries have integrated a social service program into their systems. You will develop a blueprint for how to bring social work into your library system.
- **School and Public Library Col-**



Attendees have their cameras ready during a luncheon at PLA 2016.

laborations: Learn successful collaborative impact models and identify whether curriculum mapping, formal partnership agreements, deposit collections, popup libraries, and more are a good fit for your community.

- **Strategic Planning:** Learn essential elements of strategic planning with a unique focus on simple, quick, low-cost planning. This preconference is an especially good fit for smaller libraries or those that don’t have the time or staff to devote to an expensive, large-scale planning effort.
- **Health Literacy:** This preconference is part of Promoting Healthy Communities, a new nationwide initiative from PLA and National Network of Libraries of Medicine designed to increase public library workers’ knowledge and skills related to consumer health services.

ence is part of Promoting Healthy Communities, a new nationwide initiative from PLA and National Network of Libraries of Medicine designed to increase public library workers’ knowledge and skills related to consumer health services.

- **Equity, Diversity, and Inclusion:** Developed by PLA’s Equity, Diversity, and Inclusion Task Force, this preconference will build skills and organizational capacity to address institutionalized racism and oppression. Learn to develop action plans to advance equity work in your organization.

Can’t Make it to Philadelphia? Check out the Virtual Conference

PLA is offering a great way to participate in and enjoy the PLA Conference, even if you can’t be there in person. The PLA 2018 Virtual Conference will consist of live programming on Thursday, March 22, and Friday, March 23, including five hour-long programs each day, plus author interviews and opportunities for networking. Programs are chosen from among the highest rated in PLA’s session preference survey. Don’t miss this opportunity to be part of PLA 2018, even if you can’t be there in person! Register and get more information about the Virtual Conference at <http://www.placonference.org/virtual-conference/>.

Thursday, March 22*

- 8:45 – 9:00 a.m. – Introduction and Welcome
- 9:00 – 10:00 a.m. – Great Expectations: Customer Service and the Future of Libraries
- 10:15 – 11:15 a.m. – Eliminating Fines and Fees on Children’s Materials to Create a Win-Win for Your Library and Community
- 11:30 a.m. – 12:30 p.m. – A Cup of Conversation: The Living Room @ Your Library
- 12:30 – 1:45 p.m. – Lunch Break with Author Interview (1:00 – 1:30 p.m.): Guest TBA, interviewed by Brendan Dowling
- 1:45 – 2:45 p.m. – Operationalizing Your Strategic Plan

- 3:00 – 4:00 p.m. – Coach Your Team to Greatness
- 4:00 p.m. – Daily Wrap-up

Friday, March 23*

- 8:45 – 9:00 a.m. – Introduction and Welcome
- 9:00 – 10:00 a.m. – Ditching Dewey: How to Make Searching Your Collection Engaging, Not Enraging
- 10:15 – 11:15 a.m. – How to Adult: Teaching Life Skills to Teens
- 11:30 a.m. – 12:30 p.m. – Millennials Take Over the Library
- 12:30 – 1:45 p.m. – Lunch Break with Author Interview (1:00–1:30 p.m.): Guest TBA, interviewed by Brendan Dowling

- 1:45 – 2:45 p.m. – The Accidental Trainer: Teaching Technology in a Modern Public Library
- 3:00 – 4:00 p.m. – Lost in the Library? Never Again with User Centered Design
- 4:00 p.m. – Daily Wrap-up

* All times are Eastern. Schedule is subject to change.

REGISTER
FOR THE
VIRTUAL
CONFERENCE
HERE!

DON’T MISS THE FEBRUARY 23
ADVANCED REGISTRATION DEADLINE!

Big Ideas

» from page 1

its author from a respected but little-recognized writer to a woman Oprah Winfrey has called a “rock star author.”

In 2010, Gilbert published “Committed: A Love Story,” the breathlessly anticipated follow-up to “Eat, Pray, Love.” Committed tells the story of Gilbert’s unexpected plunge into a second marriage – this time to Felipe, the man with whom she falls in love at the end of “Eat, Pray, Love.” Part memoir, part meditation on marriage as a sociohistorical institution, Committed is rich with Gilbert’s trademark humor, sparkling prose, and intimate voice.

Named as one of the Best Books of the Year by The New York Times, O, The Oprah Magazine, NPR, and Time, Gilbert’s 2013 novel “The Signature of All Things” is a sweeping story of botany, exploration, and desire, spanning much of the nineteenth century. The author’s first novel in over a decade, it was described by O, The Oprah Magazine as “the novel of a lifetime.” The Washington Post called it “that rare literary achievement: a big, panoramic novel about life and love that captures the idiom and tenor of its age.” It is being produced as a miniseries by PBS’s Masterpiece.

In the decade since “Eat, Pray, Love,” people around the world have sought Gilbert’s advice on how to lead a bold and inspired life, and she has dedicated herself to exploring the mysteries of courage and creativity.

Out of this period of introspection comes Gilbert’s brilliant nonfiction treatise, “Big Magic: Creative Living Beyond Fear.” In this book, she digs deep into her own generative process to share her wisdom and unique perspective on creativity.

Big Ideas with Steve Pemberton – Friday March 23, 8:15 – 9:15 a.m.

This Big Ideas presentation will feature Steve Pemberton. Steve Pemberton’s story is about defying seemingly unsurmountable odds – overcoming abuse and neglect as



an orphan in foster care to become a trail-blazing corporate executive, enlightened diversity leader, visionary youth advocate, and acclaimed speaker. His bestselling memoir, “A Chance in the World,” recounts his triumphant life journey and drive to become a man of resilience, determination, and vision. Now an upcoming major motion picture, “A Chance in the World” further amplifies Pemberton’s highly motivational messages: Believe in your dreams, rise above obstacles, create opportunities for others, and most of all, persevere.

Determined to use his success as a platform to lift others, Pemberton has made equality, access, and opportunity pillars of both his professional and personal life. He currently serves as Vice President, Diversity and Inclusion and Global Chief Diversity Officer at Walgreens Boots

Alliance, the first global pharmacy-led, health and well-being enterprise in the world. He is the first person in Walgreens’ 100-plus year history to hold the position of Chief Diversity Officer, overseeing the company’s global efforts to create and maintain a diverse and inclusive environment that reflects the culture, people and perspectives of the many nations in which they do business. In his personal life, Pemberton is a passionate champion for disadvantaged youth, serving on several boards including The Home for Little Wanderers and UCAN. He established The Pemberton Fund for the Future at The Home for Little Wanderers to provide help and guidance to children aging out of foster care. Pemberton’s achievements have earned him national recognition, including the coveted Trumpet Award and the Steve & Marjorie Harvey Foundation Helping Hand Award. He was also awarded the prestigious Horizon Award by the United States Congress, presented to individuals in the private sector who have contributed to expanding opportunities for all Americans.

Big Ideas with Tim Wu, Saturday, March 24, 8:15 – 9:15 a.m.

Tim Wu is an author, policy advocate, and professor at Columbia Law School, and director of the Poliak Center for the study of First Amendment Issues at



Columbia Journalism School. Wu’s best-known work is the development of Net Neutrality theory, but he also writes about private power, free speech, copyright, and antitrust. In 2014, he ran as the progressive Democrat candidate for lieutenant governor of New York. His book “The Master Switch” (2010) has won wide recognition and various awards.

Wu worked at the Federal Trade Commission during the first term of the Obama administration, and has also worked as Chair of Media reform group Free Press, as a fellow at Google, and worked for Riverstone Networks in the telecommunications industry. He was a law clerk for Judge Richard Posner and Justice Stephen Breyer. He graduated from McGill University (B.Sc.), and Harvard Law School.

Wu is a contributing writer at NewYorker.com and a former contributing editor at The New Republic. In 2006, Scientific American named him one of 50 leaders in science and technology; in 2007, O1238 Magazine listed him as one of Harvard’s 100 most influential graduates; in 2013, National Law Journal included him in “America’s 100 Most Influential Lawyers;” and in 2014 and 2015, he was named to the “Politico 50.” He formerly wrote for Slate, where he won the Lowell Thomas Gold medal for Travel Journalism. In 2015, he was appointed to the executive staff of the office of New York State Attorney General Eric Schneiderman as a senior enforcement counsel and special advisor.



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WED, MARCH 21



RICHARD LAWSON
5:00PM

THU, MARCH 22



LAURIE HALSE ANDERSON
9:30AM



LJ ALONGE
3:00PM
PROGRAM: SPEED DATING WITH YA AUTHORS, 3/22 AT 5:15PM

FRI, MARCH 23



GREG PIZZOLI
9:30AM

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**FRI, MARCH 23
AT 10:30AM**

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FRI, MARCH 23 · 12:00PM

BOOK SIGNING TO FOLLOW

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Conference Digest

★ Deadlines

Advanced Registration Deadline: February 23, 2018. You can still register after this time but at a higher “on-site” rate.

Housing Reservation Deadline: March 2, 2018

Virtual Conference Registration Deadline: March 14, 2018

★ AAP Book Buzz Stage

Sponsored by the Association of American Publishers

Visit the Book Buzz Stage to hear the latest publisher “buzz” for 2018!

★ Career Center

The following events will be held in the Career Center, which will also be open during conference hours to enable job posting or impromptu interviews:

Career Fair: Thursday, 1:00 – 3:00 p.m. The career fair will feature libraries recruiting for positions, a job board, and new this year, “Crash Courses,” short career-focused sessions. Get more information on Crash Courses at www.placonference.org.

Resume Review and Interview Coaching: Friday, 10:45 a.m. – 3:15 p.m.

Speed Mentoring Event: Friday, 4:00 – 5:00 p.m.

★ Exhibits

Find products, ideas, and solutions for your library in the PLA Exhibits Hall, located in the Pennsylvania Convention Center. Browse hundreds of booths and see the latest in publications, media, technology, equipment, services, and supplies.

Exhibits Hours:

Wednesday, March 21

3:30 – 6:30 p.m.:

Exhibits Opening Reception

Thursday, March 22

9:30 a.m. – 5:00 p.m.:

Exhibits Open

9:30 – 10:45 a.m.:

Coffee Break

3:00 – 4:00 p.m.:

Coffee Break

Friday, March 23

9:30 a.m. – 2:00 p.m.:

Exhibits Open

9:30 – 10:45 a.m.:

Coffee Break

1:30 – 2:00 p.m.:

Closing Reception

★ How-To Festival

Join the fun of our mini How-To Festival! Twenty-minute demonstrations will be provided by and for conference attendees as a taste of the wildly

successful How-To Festival that attracts 4,000 individuals to the Louisville (Ky.) Free Public Library every May. *For schedule – see PLA stage on page 7.*

★ Imagine the Possibilities with Kari Chapin

Wednesday, March 21, 10:45 – 11:45 a.m.

Bestselling author, teacher, and consultant Kari Chapin returns to PLA 2018 to help us Imagine the Possibilities! Join us Wednesday morning to learn how to make the most of your time at conference, adapt the ideas you learn, and unleash your creativity and imagination.

★ Message Center

A message board is located in the registration area. Attendees may post messages to each other and post buy/sell notices for meal tickets.

★ ECRR Mini-Sessions

Held at the PLA Stage in the Exhibit Hall, check out these 20-minute presentations on topics related to Every Child Ready to Read. See page 7.

★ PLA Pavilion

See below.

★ Registration Area

To make badge corrections, replace a lost badge, needs for any special assistance, visit the onsite registration counter.

Tuesday: 7:30 a.m. – 5:00 p.m.

Wednesday: 7:30 a.m. – 6:30 p.m.

Thursday: 7:30 a.m. – 5:30 p.m.

Friday: 7:30 a.m. – 4:00 p.m.

Saturday: 8:00 – 10:00 a.m.

★ Social Media

If you’re planning to use Twitter, Facebook, or Instagram during or after the conference, remember to use the unique hashtag #PLA2018. PLA asks that you use discretion and be respectful of speakers and fellow attendees when posting publicly.

★ Spark Talks

Thursday, March 22 & Friday, March 23, 5:15 – 6:15 p.m.

Join us on Thursday and Friday evening for up-to-the minute, fast moving talks on the latest and greatest ideas from your public library colleagues. Come be surprised, inspired, and energized!

PLA Pavilion at the PLA Conference 2018

During the PLA 2018 Conference, visit the PLA Pavilion in the Exhibits Hall. The space features a lounge area with chairs and sofas where attendees can relax, charge their devices, interact with one another, and chat with PLA staff members.

The PLA Pavilion will also feature a larger section with a stage where the “How-To Festival” and “Every Child Ready to Read” mini-sessions will be held (see page 7). In addition, there will be booth space in the PLA Pavilion that is dedicated to “short” casual talks related to current PLA/ALA initiatives and topics associated with public libraries. These talks will be approximately 20 minutes in length and led by PLA/ALA staff members, member volunteers, and staff from partner organizations. Geared to provide a quick overview of some of PLA’s current projects, interests, and activities, the topics include:

- ALA Fundraising (Sheila O’Donnell, director, Development Office at ALA)
- Census Statistics (Larra Clark, deputy director, Policy at PLA)

- Family Engagement (Scott Allen, deputy director at PLA)
- Gail’s Toolkit (Monica Dombrowski, director of digital services AT Gail Borden Public Library District)
- Getting Involved with PLA (PLA Membership Advisory Group)
- Inclusive internships (Mary Hirsch, deputy director at PLA)
- International Initiatives (presenter to come)
- Libraries Transform Campaign (Jeff Julian, director, Public Awareness Office at ALA)
- Opioid Crisis (Scott Allen, deputy director at PLA)
- PLA and Health: What’s Happening? (Scott Allen, deputy director at PLA)
- Short Story Dispenser Project (Brian Franklin, program manager at PLA)
- Using DigitalLearn in Your Library (Brian Franklin, program manager at PLA)

Be sure to stop by the PLA Pavilion during the conference – we look forward to seeing you there!

**THE HOUSING REGISTRATION
DEADLINE IS MARCH 2!**

PLA Stage

New this year be sure to visit the PLA Stage in the Exhibits Hall. Located in the PLA Pavilion, the stage will feature the How-To Festival (sponsored by Niche Academy) sessions as well as Every Child Ready to Read (ECRR) short sessions. Check out the schedule:

WEDNESDAY EXHIBIT HOURS 3:30-6:30 p.m.

- 3:40 – 4:00 p.m.
HOW TO Create an Escape Room
- 4:10 – 4:20 p.m.
ECRR Through PLAY
- 4:40 – 5:00 p.m.
HOW TO Home Roast Coffee
- 5:10 – 5:30 p.m.
ECRR Taking Early Literacy Messages to WIC Centers
- 5:40 – 6:00 p.m.
HOW TO Make Slime, Stress Balls, and Other Sensory DIYs



THURSDAY EXHIBIT HOURS 9:30 a.m. – 5:00 p.m.

- 10:00 – 10:20 a.m.
ECRR Through PLAY
- 10:30 – 10:50 a.m.
HOW-TO Create Alcohol Ink Tiles
- 11:00 – 11:20 a.m.
ECRR Every Librarian Ready to Mentor- ECRR in a Media Heavy World
- 11:30 – 11:50 a.m.
HOW TO DIY Dog Toys
- 12:00 – 12:20 p.m.
ECRR Using Nursery Rhyme Activities to Encourage Talking, Singing, Reading, and Playing in Storytime
- 12:30 – 12:50 p.m.
HOW TO Develop a Low Cost MAKEngineering Kit
- 1:00 – 1:20 p.m.
NARCAN Demonstration
- 1:30 – 1:50 p.m.
HOW TO Run a Take-Apart Workshop for Kids
- 2:00 – 2:20 p.m.
ECRR New Books Recommended for ECRR's Five Practices
- 2:30 – 2:50 p.m.
HOW TO Fix a Flat
- 3:00 – 3:20 p.m.
ECRR Taking Early Literacy Messages to WIC Centers
- 3:30 – 3:50 p.m.
HOW TO Recommend a Book You Haven't Read
- 4:00 – 4:20 p.m.
HOW TO Spark Community-wide Collaboration on Homelessness Issues
- 4:30 – 4:40 p.m.
Storytime Challenge: Encouraging Adult Engagement

FRIDAY EXHIBIT HOURS 9:30 a.m. – 2:00 p.m.

- 9:30 – 9:50 a.m.
HOW TO How to Enroll in Public Service Loan Forgiveness
- 10:00 – 10:20 a.m.
ECRR Storytime Challenge: Encouraging Adult Entertainment
- 10:30 – 10:50 a.m.
HOW TO Host a Teen LGBTQ Club
- 11:00 – 11:20 a.m.
ECRR New Books Recommended for ECRR's Five Practices
- 11:30 – 11:50 a.m.
HOW TO Hoop Dance
- 12:00 – 12:20 p.m.
ECRR Every Librarian Ready to Mentor
- 12:30 – 12:50 p.m.
HOW TO Tie a Tie
- 1:00 – 1:20 p.m.
Using Nursery Rhyme Activities to Encourage Talking, Singing, Reading, and Playing in Storytime
- 1:30 – 1:50 p.m.
HOW TO Supercharge your Staff Training in Four Easy Steps



Schedule subject to change.



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Exhibiting As Booth Number

3branch Products 327
4imprint..... 1543

A–B–C

A RIFKIN CO.....	246
ABC-CLIO	1009
ABDO Publishing Company.....	427
Abingdon Press.....	1442
ALA - Allied Professional Association	T1
ALA Office for Diversity, Literacy & Outreach Services.....	1719
ALA Publishing.....	1606
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American Archive of Public Broadcasting.....	T2
American Documentary	T3
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Baker & Taylor.....	519
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BayScan Technologies, LLC	1156
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Biblionix	949
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Biblomodel, SA de CV	1049
Birchard Co / EZDrop	1349
Blackstone Audiobooks, Inc.	1522
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BMI Digital Reel	848
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BookPage	1424
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Brodart Company	700
Burgeon Group, LLC	237
Bywater Solutions LLC	554
Candlewick Press.....	1740
Capira Technologies, LLC	1154
Cardinal Publishers Group	1706
CareerOneStop	230
CCS Content Conversion Specialists GmbH.....	1459
Center for Cyber Safety and Education	1254
Center Point Large Print	1610
Centers for Medicare & Medicaid Services.....	1357
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Cherry Lake Publishing/Sleeping Bear Press.....	656
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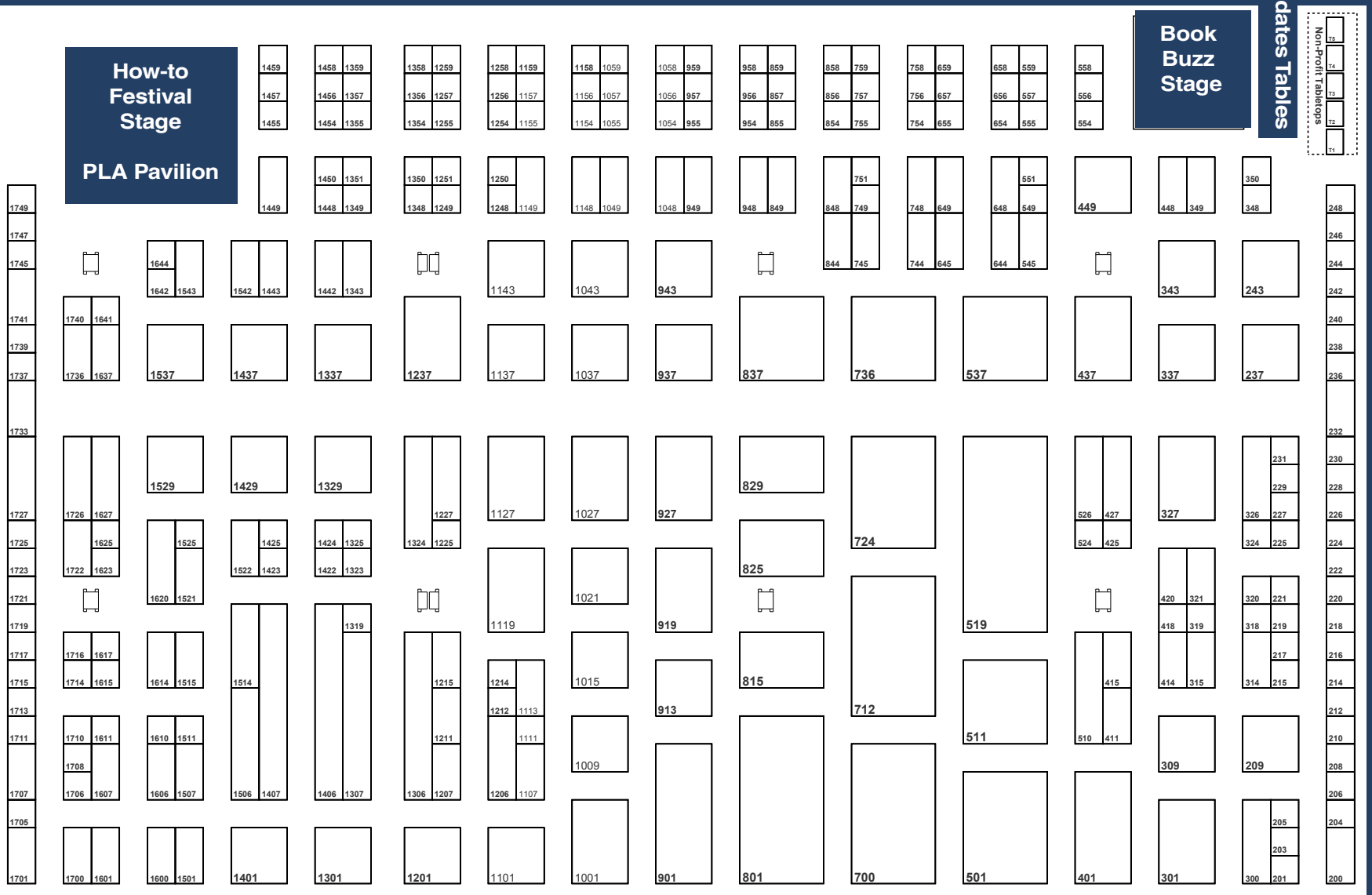
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Exhibitors: Advertise in PLA Daily News

Seeking to promote product lines or new publications? Advertise in *PLA Daily News*, the official daily newspaper of the PLA Conference.

The first three issues of *PLA Daily News* will include the exhibitor list and floor plan. *PLA Daily News* advertisers will be highlighted in this list.

For more information, contact Jenn Waters, CustomNEWS, Inc., 240/401-6779 or jwaters@showdailies.com.

— Exhibitor list as of 2/13/18
 Companies bolded and listed in purple are
 advertising in the PLA Daily News preview issue

Possibilities

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hall, the products and demonstrations offer yet another educational opportunity.

Don't miss Imagine the Possibilities with Kari Chapin

The conference schedule that you will receive at registration check-in contains a variety of tools to help you make the most of your time at PLA 2018. Grab the schedule and head to Chapin's session on Wednesday from 10:45–11:45 a.m. She'll inspire and motivate you with tangible tips to maximize your experience at the conference.

The Show Before the Show

While general programming doesn't begin until Thursday morning, there are numerous events and activities held on Tuesday and Wednesday. There are several preconference programs held on Tuesday and Wednesday (these require preregistration). On Wednesday, in addition to morning preconference programming, a number of other events are offered. These include:

- **Book Buzz:** Presented by Booklist (9:30–10:30 a.m.) A panel of publishers highlights some of the best upcoming books for adults. PCC Ballroom A.

- **The Aforementioned "Imagine the Possibilities with Kari Chapin."** PCC Ballroom B.

- **Opening General Session with Sally Yates (2:00–3:30 p.m.) in Exhibits Hall C.** The Opening Session features Sally Yates. Yates served as a United States Attorney and later United States Deputy Attorney General, having been appointed to both positions by



President Barack Obama. Following the inauguration of Donald Trump and the departure of Attorney General Loretta Lynch, Yates served as Acting Attorney General from January 20, 2017, until being dismissed by President Trump on January 30, following her instruction to the Justice Department not to defend Trump's immigration-related executive order in court. In a recent talk she told the Kennedy School of Government, "The defining moments of our life don't come with advance warning." Please join us for this relevant and thought-provoking event.

- **Exhibits Opening Reception (3:30–6:30 p.m.),** Offers a first look at the products and services of more than 300 exhibiting companies – and the opportunity to enjoy some food and drink while you are at it.

- **Dine Around Philly (7:00 p.m.)** Get a taste of Philly with local librarians and other PLA colleagues over a delicious meal. The Local Arrangements Committee has graciously arranged dinners in a number of restaurants throughout the city on Wednesday at 7:00 p.m. Dinners are pay-your-own-way, and space is limited. The restaurant list and sign-up sheets are available onsite at the Local Information Desk.

Have a Back-Up Plan

Program room assignments are made in advance based on the results of the session preference survey. From this data, we place what looks to be the most popular programs in the largest rooms. When planning your day, make sure to include two or three alternate choices for each time slot. That way, if your first choice is too crowded for your liking, you can go to your back-up plan. Alternatively, you can use this time to visit the exhibits hall, which is significantly less crowded during programming. In addition to visiting vendor booths, check out the



Get a first look at new products and services at the Exhibits Opening Reception.

PLA Stage which will host the How-To Festival and also feature mini-sessions on Every Child Ready to Read.

- **How-To Festival** Held in the Exhibits Hall at the PLA Stage, join in the fun by participating in our mini How-To Festival, based on the wildly successful How-To Festival that attracts 4,000 individuals to the Louisville (Ky.) Free Public Library every May. The PLA 2018 How-To Festival is a cooperative learning experience, teaching practical, hands-on skills that can be learned in short, 20-minute sessions. See schedule on page 7.

Convention Center Temps

Plan to dress in layers and bring a light sweater that you can put on or take off as needed in the convention center. We work hard to ensure that each room is comfortable but please know that as soon as you feel cold, someone else in the room has remarked that it is too warm. There is no way to guarantee that everyone is comfortable temperature-wise, but we will do our best to accommodate. Find a PLA staff member or volunteer who will then contact the proper building authorities to have the temperature adjusted.

Exhibits

Visiting the exhibits is a crucial part

of the conference experience and may seem overwhelming. To make your visit productive and stress-free, follow these tips: Wear comfortable shoes. The exhibits hall is large so you'll be doing a lot of walking. Shoes that are comfortable to stand in are essential. Make a plan. Look through the list of exhibitors and make a list of those you'd like to visit. Also plan to stop by and say hello to any vendors you are already doing business with. Bring a big bag. Wheeled carts are not allowed in the exhibits hall. Use those business cards!

Plan to Network

Our attendees tell us that much of the learning occurs during conversations that happen outside of sessions. These informal chats can be among your most valuable experiences at the conference. So prioritize talking with others. Sign up for the dine-around! Chat with people next to you in sessions (before and after the program is going, of course!) Go to the receptions! Use those business cards!

Got any great tips for first-timers? Send those to Kathleen Hughes at khughes@ala.org, use the subject line "Tips for PLA 2018." We'll share in the onsite issues of *PLA Daily News*.

Kari Chapin led the "Make it Extraordinary" session at PLA 2016 in Denver.



Attendees learn about podcasting at the How-To Festival during PLA 2016.



NEW PRODUCT SHOWCASE

PAID LISTINGS



3branch Booth #327

3branch's new discovery mini™ is a complete, self-contained activity center for libraries, schools, early learning and day-care facilities. With a compact 7 sq/ft footprint, clever storage, and versatile play surfaces, discovery mini™ makes play possible just about anywhere.

While small is size, [discovery mini™](#) is big on function and versatility. It includes:

- Two (2) reversible tops providing four different play surfaces.
- An integrated storage shelf holds the additional play surface top in the table when not in use.
- A spacious open storage shelf to keep toys and programing assets organized and close at hand.
- Locking casters.

No assembly required.



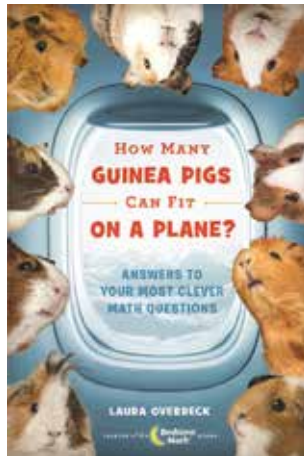
Gale, A Cengage Company Booth #501

Gale Small Business Builder is a step-by-step online planning tool to help aspiring entrepreneurs and experienced small-business owners plan, launch, manage and grow their small businesses. Nonprofits will find tools and templates tuned to the specific needs of founders serving their communities.

The intuitive program provides self-guided business planning and guides users through five areas of exploration:

- Entrepreneur Profile
- Business Ideation
- Break-Even Analysis
- Business Plans
- Financial Projections

Start-ups and nonprofits can use this service to explore and learn about options, evaluate readiness, and build a plan focused on success. Learn more at gale.com/gsbb.



Bedtime Math Foundation Booth #203

How many bees does it take to make one jar of honey? How much gum could stick me to the wall? The answers can be found in [How Many Guinea Pigs Can Fit on a Plane?](#), written by Laura Overdeck, founder of the nonprofit Bedtime Math and author of the best-selling Bedtime Math children's book series.

Not only does the book include answers to wacky questions that were submitted by some of Bedtime Math's tens of thousands of followers of its popular daily math problems, but young readers will learn how to solve them while discovering cool math facts along the way.



Palmieri Furniture Booth #1037

Create hands-on learning environments with Lavoro! Encourage curiosity, teamwork and make imaginations come to life!

Designed to adapt to today's increase in technology, equipment and devices. Available with a variety of durable table top options, storage capabilities and in children's, sitting, standing or adjustable heights.

This table adapts to any makerspace and supports a variety of work and activity: electronics, robotics, 3D printing, parts assembly, engineering, laboratory research, tests, arts & craft, etc. Acquire the skills needed for the 21st century and beyond; plan, invent, build and experiment with Lavoro maker tables!

Redesign or add [Lavoro](#) to your space today!



Edelweiss by Above the Treeline Booth #229

[Edelweiss+](#) gives over 100,000 book professionals a platform to discover, read, review, and order new titles. With all major publisher catalogs and thousands of review copies, you'll never miss out on a new title. And it's free!

We are excited to introduce Alpine for librarians. This account upgrade incorporates national sales and circulation data, allowing you to create custom lists that drive informed collection development. By adding Alpine to our Edelweiss+Analytics suite, libraries of all sizes can choose the tool that's right for them based on their needs and budget. Our mission is to help you "work better, read more."

Promote your new product here!

It's not too late to submit a New Product Listing for *PLA Daily News*.

Each listing includes a product photo or company logo, 100-word description, company name and booth number. Listings are \$750/product and appear in all four issues of *PLA Daily News*.

All New Product Showcase advertisers will be highlights in the exhibitor list in *PLA Daily News*.

For more information or to request the New Product Showcase order form, please email Jenn Waters, jwaters@showdailies.com.

Special Events at the Free Library and Around Philadelphia

If #PLA2018 marks your first visit to the City of Brotherly Love and Sisterly Affection, then we welcome you. If you've been here before, we're glad you're back! And there's always more to see and do! Of course, our librarians can point you to a plethora of must-see, can't miss museums, concerts, and other happenings around Philadelphia. We've also asked the librarians of the Free Library of Philadelphia to help narrow down the offerings. What follows is a short, sweet, librarian-curated list of the best, most unique and interesting special events happening at the Free Library and around Philadelphia during PLA.

Monday, March 19

Mysterious Travelers: The Writings of Poe, Clemens, & Wilde featuring Mike Kennedy

7:00 p.m. Parkway Central Library, 1901 Vine Street, FREE

Explore the works of Oscar Wilde, Samuel Clemens (Mark Twain), and Edgar Allan Poe through live, original music with jazz artist Mike Kennedy. *Mysterious Travelers*, a collaborative project between the Free Library and the Philadelphia Jazz Project, returns to generate more new music inspired by the Library's collections. One Monday a month, settle into your seat in the auditorium, and let the music find you. Kennedy is a guitarist, composer, recording artist, and music educator. He is currently the Guitar Department Chairperson at the University of the Arts. He has performed at the Mann Music Center, The Kimmel Center, Theatre of The Living Arts, and jazz performances throughout the region. The Philadelphia Jazz Project works to inspire a network to support, promote, archive, and celebrate the diverse elements within the Philadelphia jazz community, with the larger goal of connecting to the global community.

Tuesday, March 20

Mary Frances Berry | History Teaches Us to Resist

7:30 p.m., Parkway Central Library, 1901 Vine Street, FREE

The Geraldine R. Segal Professor of American Social Thought at the University of Pennsylvania, Dr. Mary Frances Berry is one of America's most respected legal historians and human-rights advocates. Her many books include "Power in Words," "Five Dollars and Pork Chop Sandwich," and "Black Resistance/White Law." A former chairwoman of the Commission on Civil Rights, she is a Distinguished Fellow of the Ameri-



can Society for Legal History and the recipient of 35 honorary degrees. In *History Teaches Us to Resist: How Progressive Movements Have Succeeded in Challenging Times*, she offers a comprehensive tableau of the pushback against previous presidential administrations, posits that antagonistic leaders help progressive movements flourish, and details her six decades as an activist in an array of causes. For more information, visit freelibrary.org/authorevents.

Wednesday, March 21

Big and Small, Books for All: Way-Too-Big Wednesdays

5:30 p.m., Rare Book Department at Parkway Central Library, 1901 Vine Street, FREE

Join us after-hours in the Rare Book Department as we take out books that were just too large (or too small!) to be shown in our Big and Small, Books for All exhibition. Examples include a Bible smaller than your finger nail and a handwritten scroll from the 15th century over 15-feet long that belonged to King Edward IV (1442–1483) that claims to trace his family history all the way back to the biblical Adam. No reservations are required, so please pop in!

Singing the Bay Psalm Book

6:00 p.m., The Rosenbach, 2008–2010 Delancey Place, \$25

"The Whole Booke of Psalmes," also known as "The Bay Psalm Book," is the first book printed in North America. Only 11 copies of it are known to exist. Translated from the Hebrew in 1640, it was then rewritten in metered poetry so the text could be easily memorized; metrical psalmody was one of the hallmarks of Puritan life in the Massachusetts Bay Colony. Singers from Craftworks will present these psalms as they would have been sung in the 1640s, and Emma Barnaby, a Ph.D. student in musicology at the University of Pennsylvania, will provide historical context. Featuring poetry from Anne Bradstreet, the first poet published in the United States, this event will bring to life these poems and songs of the 17th Century. Registration is required. For more information visit rosenbach.org/events.

Alon Shaya | Shaya: An Odyssey of Food, My Journey Back to Israel

7:30 p.m., Parkway Central Library, 1901 Vine Street, FREE

Alon Shaya's innovative New Orleans eateries have garnered the Israeli-born, Philadelphia-raised chef and restaurateur two James Beard Awards and praise from some of the world's most prestigious culinary publications. After opening his eclectic Italian restaurant Domenica and its spinoff Pizza Domenica, he returned to his roots with his namesake Israeli restaurant, Shaya. Consisting of more than two dozen gustatory vignettes, his new cookbook wends its way from the U.S. to Italy to Israel, ultimately returning to the American South and his beloved New Orleans. For more information, visit freelibrary.org/authorevents.

Thursday, March 22

Art of the Pochoir-Illustrated Book

6:00 p.m., Parkway Central Library, Room 108, 1901 Vine Street, FREE

Join us for a look at books illustrated using pochoir, a laborious stencil-based technique. The intricate and vibrant results can only be truly experienced in person, the Art Department holds many examples of pochoir-colored illustrations by artists like E. A. Seguy and Edouard Benedictus.

Spotlight Gallery Conversation: Fruit Piece with Peaches Covered with a Handkerchief, 1819, by Raphaele Peale

11:00 a.m., Philadelphia Museum of Art, 2600 Benjamin Franklin Parkway, FREE after admission to the museum

A masterpiece takes center stage during a participatory gallery conversation. Meet in the Great Stair Hall, near gallery 151. For more information, visit philamuseum.org/calendarEvents.

Friday, March 23

Friday Nights at the Museum: Mike Casey Trio

5:00 – 8:45 p.m., Philadelphia Museum of Art, 2600 Benjamin Franklin Parkway, FREE after admission to the museum

Kick-start your weekend with live music and gallery access as well as cocktails and tapas-style dishes by Starr Catering. With different musical acts each week and a new theme every month, there's a surprise waiting for you every Friday night. This week will feature the Mike Casey Trio – three of the brightest rising stars in jazz perform modern original music

and creatively reimagined classics. For more information, visit philamuseum.org/calendarEvents.

Saturday, March 24

Family Cooking Class: Street Food Remix with June Jo Lee and Clara Park

10:00 a.m., Culinary Literacy Center at Parkway Central Library, 1901 Vine Street, \$10

Cooking together can bring out the best kinds of creativity among friends and family. What happens when we take a familiar food and change, or remix, parts of our recipe to make a new favorite dish? Author and food ethnographer June Jo Lee will explore her food culture and the making of the 2017 publication "Roy Choi and the Street Food Remix," a children's book co-authored with Jacqueline Briggs Martin. Lee will be joined by local chef Clara Park as we get hands-on to make tacos from scratch with Korean-inspired vegan and beef fillings. Participants will enjoy a ramen tasting as well as hearty taco samples! This program is open to children age five and up and their caregivers. Registration is required. For more information, visit freelibrarycook.eventbrite.com.

Wine 101: Simple Rules for Perfect Food and Wine Pairings

3:00 p.m., Philadelphia City Institute, 1905 Locust Street, FREE

Learn the fundamentals behind food-and-wine pairing by discovering what makes wine taste the way it does and how these characteristics are affected by basic food tastes. In this workshop, you'll taste four wines for acid, tannin, body, and sweetness and experience how salty, sour, sweet, and oily tastes alter and/or improve the wine. Led by Food and Wine Educator Dolores Peralta of Wines 'Til Sold Out. Registration is required; please call 215-685-6621 or stop by the Reference Desk at Philadelphia City Institute to sign up. This program will be held in the meeting room on the library's lower level, and we regret there is no elevator.

The Sentimental Art of Victorian Hairwork Jewelry

6:00 p.m., Chemical Heritage Foundation, 315 Chestnut Street, \$15

Victorians used real human hair to create decorative mementos in honor of their departed loved ones. The Chemical Heritage Foundation has teamed up with Atlas Obscura Philadelphia for a special evening dedicated to the art, beauty, and mystery surrounding this historical practice. Learn about the challenges of preserving and presenting

Continued on page 13

PLA 2018 Philadelphia Quick Info

Pennsylvania Convention Center
1101 Arch Street, Philadelphia,
PA 19107

TRANSPORTATION

Parking Information

There are many parking garages and surface lots located within blocks of the Pennsylvania Convention Center, including

- ABM Parking: 1301 Market Street
- Central Parking System: 1030 Race Street
- Parkway Corporation: 1201 Filbert Street
- Convention Center Parking Facility: 1324 Arch Street
- E-Z Park Lot: 1321 Race Street

The rates for parking along the perimeter of the building vary.

To and from the Convention Center

Mass-transit options—including subway, trolley, and bus service throughout the city and the surrounding area—are offered through SEPTA. \$2.50 FARE; reloadable fare cards available at major subway stations.

SEPTA stops near the Convention Center:

- 13th and Market streets – Market–Frankford Line (the “El”) and bus routes 32 and 33
- 11th and Filbert streets – Jefferson Station, for Market–Frankford Line and Regional Rail lines
- 13th and Arch streets – bus route 48
- 12th and Arch streets – bus routes 23 and 45
- 11th and Arch streets – bus routes 48 and 61
- 8th and Race streets – Chinatown Station, for Broadstreet Line Broad–Ridge Spur

For additional information, call the SEPTA Travel Information Center at 215-580-7800 or visit septa.org.

Getting to the Parkway Central Library

The Parkway Central Library is located along the Benjamin Franklin Parkway, at 1901 Vine Street. It is a 15-minute walk from the Convention Center and accessible by SEPTA bus routes:

- route 32 – stops on the Parkway at 20th Street
- route 33 – stops at 20th and Wood streets

To and From Philadelphia International Airport

• SEPTA Regional Rail Airport Line trains depart from 30th Street Station, Suburban Station (16th Street and JFK Boulevard), and Jefferson Station (11th and Filbert streets) every 30 minutes, from 4:15 a.m. – 11:15 p.m. daily.

• Train travel to the Airport takes approximately 40 minutes from Center City.

• Tickets: \$6.75 To/from center city, \$9.25 to/from all other SEPTA destinations – with advance purchase of SEPTA Key Quick Trip card from fare kiosk, located on the train platform

\$8.00 – On-board purchase (cash only)

For taxi service, there are cab stands near baggage claim in all terminals. fare to center city approximately \$29.

PATCO Speedline

PATCO is a quick way to travel from southern New Jersey into Center City Philadelphia. It has four Center City stops; the closest stop to the Pennsylvania Convention Center is at 8th and Market streets; same street entrance as the Market–Frankford Line. For more information, call 856.772.6900 or visit ridepatco.org.

Cab and Car Services

- Olde City Taxi – 215-247-7678
- 215-Get-A-Cab – also available as an app at 215getacab.com

Accessibility – SEPTA ADA Paratransit Service

In accordance with the Americans with Disabilities Act (ADA), SEPTA provides comparable service for people with disabilities who are functionally unable to use regular accessible fixed-route bus service for some or all of their transportation needs. Eligible individuals can travel whenever and wherever buses operate in SEPTA's five-county service region. or more information visit septa.org/service/cct/pdf/ADA-Brochure.pdf or call 215-580-7145.

Additional Web Resources

visitphilly.com
atlasobscura.com/things-to-do/philadelphia-pennsylvania
paconvention.com

Product News

Five Reasons Why Every Library Should Have Promotional Tote Bags

1) They Don't Cost You Anything!

Tote bags pay for themselves because you can sell them at cost or for a profit.

2) They Make Money for your Library or Friends Group

When you sell bags for a profit you can easily recoup your initial investment and make extra money for your library needs.

3) They Promote Your Library in Your Community

Tote bags become walking billboards that promote your library wherever they go.

4) They Protect Library Materials

Tote bags protect materials from weather and damage caused by dropping.

5) They Increase Circulation

People check out more materials when they have a bag to carry their media.

Visit JanWay at booth #526 to see samples of a large selection of tote bag styles or visit their website at www.JanWay.com.

Connecting with Multilingual Patrons

The world is reading and the demand for multilingual content is growing. Regardless of format or language, libraries have more options to engage with this growing subset of patrons looking for titles in various languages.

A Case in Collaboration: The Somali Book Project

What do you do when you can't meet demand for books in a foreign language? Write and publish your own! During a normal business review with Ingram Library Services, Seattle Public Library expressed a need to offer board books in the Somali language. Because there are so few Somali publishers and distributors, it seemed like a tall order. But with a little ingenuity and pairing of resources, it became a reality in a matter of months. The library engaged five local Somali families to create content, then worked with Ingram client and publisher, Applewood Books. An original alphabet board book was created and is now in use within the Seattle community. The co-branded book now has plans to be integrated in

Seattle Public Schools, Seattle Housing Authority programs, and retail outlets.

A Digital Collaboration:

Ingram Library Services and ODILO teamed up to offer access to 1.4M+ multilingual eBooks and audiobooks via iPage®. This robust catalog includes titles in 240 languages including Spanish, Arabic, English, Chinese and more with 60 Spanish magazines and 35 Spanish newspapers to be added in the upcoming months. The collaboration with ODILO, an internationally recognized leader and provider of technology and digital content for US libraries and schools, expands the collections of multilingual eBooks and audiobooks for library patrons. By combining ODILO with Ingram's ordering tool, iPage®, librarians will be able to use ODILO's marketplace which features digital lending with Bring-Your-Own-Content hosting capabilities, branded apps, an integrated catalog capable of sourcing content from different providers, social reading functionalities, and collaborative reading experiences.

Events

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this work from Lindsay Jancay from Historic Bethlehem Museums and Sites, and join artist Rebecca Reeves, who draws on Victorian-era mourning symbolism and will share her work. Featuring a light reception to toast the intriguing ways Victorians celebrated love and remembrance. Registration is required. For more information, visit chemheritage.org/event-calendar.

Accessibility Information

Parkway Central Library: A wheelchair ramp is located at the library's Wood Street entrance, and an elevator for the public is located inside the building. The Montgomery Auditorium is equipped with Hearing Loop for use by people with hearing aids. The Hearing Loop provides a mag-

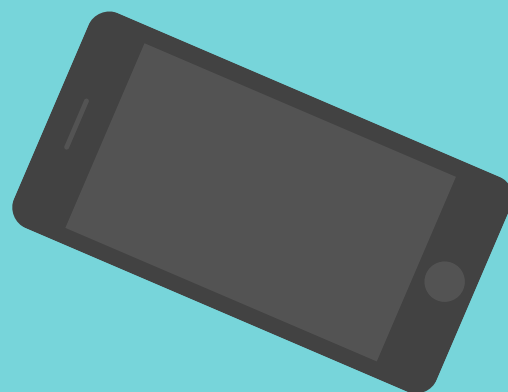
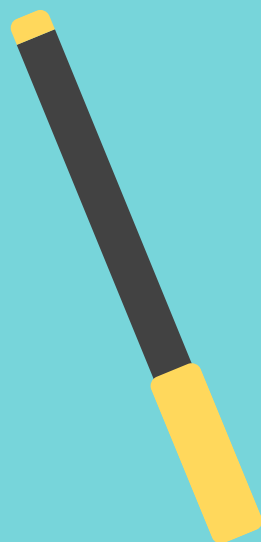
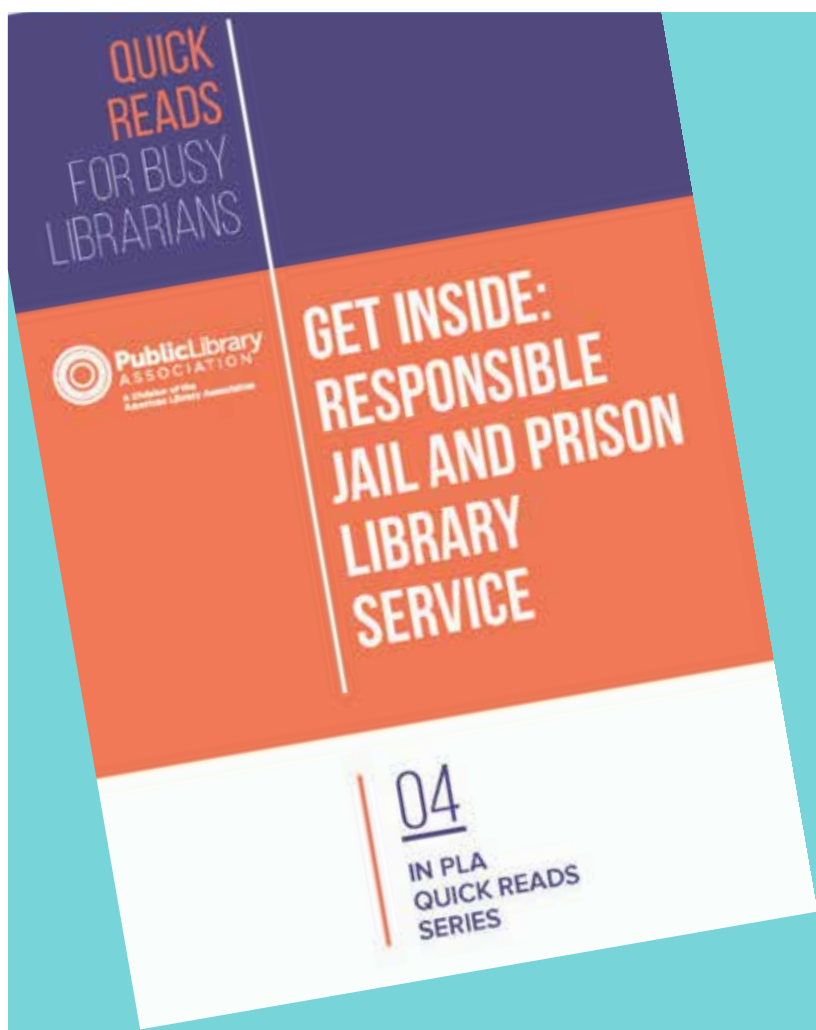
netic, wireless signal that is picked up by the hearing aid when it is set to "T" (Telecoil). Ask your audiologist if your hearing aids have the Telecoil setting. For those without hearing aids, we offer headphones that augment the sound level.

The Rosenbach: The Rosenbach is wheelchair accessible at our south entrance. To access this entrance, please call 215-732-1600 ext. 0 for assistance.

Philadelphia City Institute: The lower level of the library is accessible by stairs only. We regret there is no elevator.

Chemical Heritage Society: A wheelchair-accessible pedestrian gate is available at our parking-lot entrance on 3rd Street, between Chestnut and Market streets.

Philadelphia Museum of Art: Visit philamuseum.org/accessibility for more information.



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