



MARCH 22, 2018

#PLA2018

PHILADELPHIA

Sally Yates Calls on Public Libraries to be a Gateway for Truth

PLA President Pam Smith kicked off the Opening Session by thanking attendees for braving the weather and getting to Philadelphia. “Public libraries play a vital and innovative role in their communities. We all know that public libraries are essential institutions,” Smith said. “It’s my sincere hope that you will return to your work inspired.”

ALA President Jim Neal was the next to speak. When taking on the ALA presidency, Neal was committed to learning more about public libraries. “One of the amazing things I found is that you are so agile. Public libraries support new, changing, and innovating needs with limited resources. You are clearly at the center of your communities,” he said.

Keynote speaker, former U.S. Deputy Attorney General, Sally Q. Yates, entered the stage to rousing applause. “There is a lot of brain power and passion in this room,” she remarked. “Thank you for the work that you do every day. You are thought leaders, you

“You are the keepers of and the gateway to truth. Libraries are forums for debate. Libraries preserve history. They are one of the few inherently democratic spaces that we have.”
—Sally Yates

are doers. Our nation needs you today more than ever before.”

Yates pointed out that the U.S. is a diverse country with a wide range of views. “That’s part of what makes our country so strong. Out of that debate come the best answers.”

“At our best moments we have resisted those who seek to tear us apart. We have put country before party and the common good before personal ambition,” Yates continued. “And at

Continued on page 3



Sally Yates keynotes the Opening Session.

Conference’s First Book Buzz Focuses on Adult Books

A adult books took center stage during “2018 Book Buzz: Presented by *Booklist*” on Wednesday morning. Publishers highlighted some of their most anticipated new releases, many of which would lend themselves to book club fodder.

Virginia Stanley, HarperCollins Publishers, booth 1206, introduced a title soon to be released, *Bearskin* by James A. McLaughlin. Perfect for book clubs, the story is about an Appalachian nature preserve caretaker who becomes embroiled in a dangerous bear-poaching scheme (galleys available in Booth 1206). *The Tattooist of Auschwitz* by Heather Morris is a novel based on interviews conducted with Holocaust survivor and Auschwitz-Birkenau tattooist Ludwig Sokolov. “This is not a war novel, but rather a love story,” said Stanley.

Stanley also described: *The Word is*

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Unleash Your Imagination and Creativity

Saying that there aren’t any rules for possibilities, Kari Chapin led a large group of PLA attendees through a lesson in productivity during Wednesday morning’s “Imagine the Possibilities” session. “There is no right or wrong way to focus on possibilities, but there is some structure,” she explained.

“Our personal foundation is one of the most important things we can work on,” Chapin continued. “It puts us on course for the kind of life we want to lead. Put intentional thought into what you want to be doing. When you find things you want to change, that’s when possibilities will appear.”

She encouraged attendees to write in the back of their “Schedule-at-a-Glance” notebooks. “Ask yourself: What is possible for me today? Action steps will present themselves

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Attendees make their way into the Exhibits on Wednesday afternoon. See pages 7-9 for the exhibitor list and floor plan.

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NEW PRODUCTS
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Five Reasons Why Every Library Should Have Promotional Tote Bags

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2018



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Yates

Continued from page 1

our very best moments we have lived our patriotism, not just declared it.” But, she asked, will we remain faithful to our core values? “We must acknowledge that we have not always lived up to the ideals of the constitution. We have however, remained faithful to our shared vision of what our country is.”

Yates cited the preamble to the constitution, “We are a democratic

republic, not a dictatorship. We were founded on domestic tranquility and we should never give a foreign adversary reason to doubt that we wouldn’t stand up together,” adding that we care about each other in this country and that we have an obligation to protect future generations as well.

“Without vigilance our rights we take for granted can slip away. No one is above the law and everyone is entitled to its protection,” Yates said. “Truth is the very foundation of our

democracy. Every public servant from the President on down, swears to bear truth and allegiance and any debates must be based on common facts rather than raw emotion.

“You are the keepers of and the gateway to truth,” Yates told the librarians in the audience. “Libraries are forums for debate. Libraries preserve history. They are one of the few inherently democratic spaces that we have.” Quoting Neil Gaiman, Yates said, “Google can bring

you back 100,000 answers, a librarian can bring you back the right one.”

Yates and Smith concluded the opening session with a conversation. She spoke about her personal experience with public libraries and her vivid memories of the children’s corner.

As for advice for citizens in general, she said, “We will get through these difficult times. We need to recognize that we really do have a lot in common with each other.”



Brendan Dowling, PLA, with contestants in the PLA Trivia Contest during the Opening Session.

Play the Mobile App’s Scavenger Hunts!

While on site, the mobile app is your primary source for detailed conference information – including session descriptions, presenters, evaluations, and more. And don’t forget the chance to win prizes by playing the scavenger hunt games in the app.

Most registrants were sent an email invitation to download the app in advance of the conference. If you received an email invitation, then you can download the app and verify your account right from your inbox on your mobile device.

If you didn’t receive an email invitation, then the first thing you’ll need to do is download the CrowdCompass AttendeeHub app at <https://crowd.cc/s/1jGeo> on the device you’re using at the conference. The PLA 2018 Conference lives within AttendeeHub. Instructions for logging in to the app can be found at www.placonference.org/mobile-app/.

PLA Explorer Game

Play the PLA Explorer Game—our new photo scavenger hunt in the mobile app—to be eligible for daily prizes. Upload photos to complete challenges and earn points as you attend conference events, participate in educational sessions, and meet new people on Wednesday, Thursday, and Friday.

Each day is a new game with new challenges and a new sponsor. The top points earners each day wins prizes!

Thursday’s PLA Explorer Game is sponsored by BookPage, and the prize will be announced at BookPage booth #1424 during the afternoon Exhibits Coffee Break, 3:00 p.m.–4:00 p.m.

Friday’s PLA Explorer Game is sponsored by DigitalLearn.org, and the prize will be announced during the All Conference Reception, 5:30 p.m. –7:00 p.m.

Explore the four corners of the conference and you may win prizes! Complete rules and step-by-step instructions are in the mobile app.

Just click the PLA Explorer Game icon to begin.

Exhibits Hunt Game

Our exhibits photo scavenger hunt was so popular at PLA 2016 (when it was known as Extraordinary Exhibits), that we had to bring it back for PLA 2018! Browse the exhibits and be eligible to win great prizes playing the Exhibits Hunt Game. Playing is simple—take and upload photos in the mobile app to complete challenges and earn badges from our participating exhibitors:

Exhibitor/Booth #:

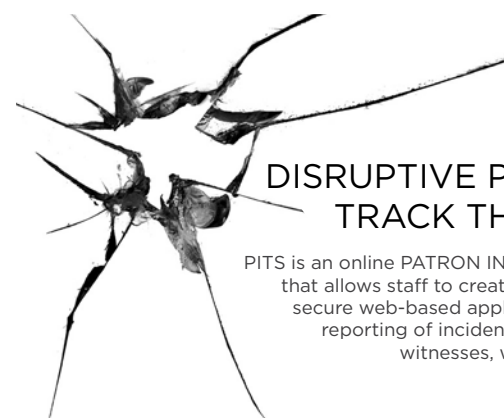
Burgeon Group LLC – 237
Cardinal Publishers Group – 1706
Edelweiss+ by Above the Treeline – 229
Estey/Tennisco – 414
Infobase Learning – 411
Lumos Learning – 1713
Niche Academy – 204
Penguin Random House – 1406
Recorded Books – 736

Earn all the badges no later than 1:00 p.m. on Friday to be eligible for the prize drawing at the Exhibits Closing Reception on Friday, 1:30 p.m.–2:00 p.m.

Your time browsing the exhibits can be even more valuable when you play the game! Complete rules and step-by-step instructions are in the mobile app. Just click the Exhibits Hunt Game icon to begin.

Need Help?

In-app help is available by tapping the Using This App icon, and volunteers at the Help Desk, located outside Hall C, will be available during set hours to offer assistance. Or you can contact PLA staff at placonfapp@ala.org for additional help. But if you need immediate assistance, CrowdCompass, our mobile app provider, has a support team that’s available 24/7. Contact them at 888-889-3069 select option 1.



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Today's Schedule – Don't Miss These Exciting Events

7:30 a.m. – 5:30 p.m.

Registration

8:15 – 9:15 a.m.

Big Ideas With Elizabeth Gilbert

Pennsylvania Convention Center, Exhibit Hall C

Elizabeth Gilbert's memoir *Eat, Pray, Love* exploded onto the scene in 2006. In the decade since, 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 Magic* was hailed by The Washington Post as "a celebration of a creative life... Gilbert doesn't just call for aspiring artists to speak their truth, however daffy that may appear to others; she is showing them how." Gilbert's wisdom and insights are guaranteed to shape your thinking around creativity and kick your conference experience off to a powerful start.

9:30 a.m. – 5:00 p.m.

Exhibits & PLA Pavilion Open

9:30 – 10:45 a.m.

Exhibits Coffee Break

10:00 – 11:30 a.m.

AAP Children's Publishers Book Buzz I

Pennsylvania Convention Center, Exhibit Hall AB

This morning's slate of publisher title previews will feature Random House Children's Books, Disney Book Group, Ingram, Simon & Schuster, HarperCollins Children's Books, Workman, W.W. Norton, Quirk, Sourcebooks, and Bloomsbury.

10:45 – 11:45 a.m.

Programs

12:00 p.m.–1:30 p.m.

Author Lunch With Daniel H. Pink

Philadelphia Marriott Downtown, Grand Ballroom

Required Preregistration

1:00–3:00 p.m.

Career Fair & Crash Courses

Pennsylvania Convention Center, 203 AB

Looking for a library job? See who's hiring at the PLA 2018 Career Fair! And while you're there, be sure to take advantage of special career-related Crash Courses:

- 1:10 – 1:30 p.m.
Amy Waldman, Librarian, Milwaukee (WI) Public Library
How To Build an Amazing Resume, Rock the Job Interview, and Sail Through the Probationary Period
- 1:40 – 2:00 p.m.
Billie Moffett, Director of Studio 270, Gail Borden Public Library District, Elgin, IL
How To Bullet Journal

- 2:10–2:30 p.m.

Oscar Hernandez, Librarian, San Jose (CA) Public Library
How to Be the Best Speaker on the Planet! Well, At Least in Your Library

- 2:40—3:00 p.m.

Douglas Crane, Library Director at Palm Beach County (FL) Library System
How to Get Your E-mail Inbox Down to Zero

2:00–3:00 p.m.

Programs

3:00–4:30 p.m.

AAP Adult Publishers Book Buzz I

Pennsylvania Convention Center, Exhibit Hall AB, Book Buzz Stage at the end of the 400 row

This afternoon's slate of publishers' adult title previews will feature HarperCollins, Simon & Schuster, W.W. Norton, Quirk, Ingram, Workman, and Sourcebooks.

3:00—4:00 p.m.

Exhibits Coffee Break

4:00–5:00 p.m.

Programs

5:15–6:15 p.m.

Spark Talks I

Pennsylvania Convention Center, 201 ABC

Ready, Set, Go! Our presenters have only five minutes each to ignite some new ideas. Using a combination of innovative slides and lightning-fast talk, they'll share a personal passion inspired by their work to fire-up you and your public library colleagues. If they go over five minutes, we're using the big hook. The clock starts... NOW! Programs include:

- Elizabeth Jonkel, Missoula (MT) Public Library
A Quick Response Tool for Managing Crisis
- Douglas Crane, Palm Beach County (FL) Library System
Five Minutes to Inbox Zero – Overcoming the E-mail Avalanche
- Susan Pieper, Paulding County (OH) Carnegie Library
Juvenile Court Literacy Program: A Rural Public Library Partnership with the Juvenile Court
- Haley Holmes, San Antonio (TX) Public Library
Left Shark
- Laura Raphael, Tulsa City-County (OK) Library
Listen, Librarians! Adultsplaining Does Not Work
- Cody Flood, Hancock County (IN) Public Library
Paperless Holds Management
- Kimberly Boldt, Milwaukee (WI) Public Library
Under Our Umbrella: Supporting Our Staff
- Natalie Milbrodt, Queens Borough (NY) Public Library
Introducing a Mobile App for Uploading Fa.m.ily Treasures to Public Library Collections

6:30–8:30 p.m.

Audio Publishers Association Dinner

Philadelphia Marriott Downtown, Grand Ballroom

Required Preregistration

New National Study Reveals Voter Perceptions of Libraries

Joint PLA/ALA/OCLC research updates 2008 "From Awareness to Funding" report

The Public Library Association (PLA), a division of the American Library Association (ALA), and the ALA Office for Library Advocacy, in partnership with OCLC, today released the report, *From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018*. The research updates OCLC's seminal 2008 study that explored voter perceptions, use, and attitudes toward public libraries, librarians, and library funding. Access the summary report, infographics, and more at oclc.org/awareness2018.

The 2018 survey was again conducted by Leo Burnett USA, repeating questions and segmentation analysis from the original study, to allow for comparison with 2008 results. Key findings include:

- a majority of U.S. voters believe public libraries are essential to communities and a source of civic pride;
- voters still highly value traditional library services such as free access to books and quiet areas, but also increasingly value the library as a community hub.
- There continues to be a disconnect between the services libraries offer and public awareness and support for those services;
- although a majority of voters are likely to support library funding at the local ballot box, fewer are committed to definite support than a decade ago; and
- a majority of voters still do not realize that the primary source of library funding is local.

"Just as a decade ago, this new data offers critical insights that will inform strategic planning at the local, state and national levels for years to come," said PLA President Pam Sandlian Smith. "I hope today's release will serve as a catalyst for important conversations and creative engagement across the public library community."

As part of the 2018 PLA Conference, speakers from ALA, PLA and OCLC will share key findings and analysis from the new research, provide new details on library super supporters and probable supporters in context with other library trends and research, and initiate discussion on how advocates can act on these findings. "Voter Perceptions: Getting from Awareness to Funding in 2018" will take place Thursday, March 22, at 4 p.m. in the Philadelphia Convention Center 202AB. A new infographic highlighting key findings also is available at the OCLC, PLA and ALA booths during the conference.

"While no industry has been immune from the effects of the significant soci-

etal shifts that have occurred over the past decade, this new research puts into context the resiliency and adaptability of libraries in the face of rapid and continuous change," said Skip Prichard, OCLC president and CEO.

For people who miss the PLA Conference session, OCLC's WebJunction will host a free webinar *Voter Perceptions of Libraries: Getting From Awareness to Funding in 2018* on April 17.

The original research identified nine segments of the voting population based on six factors around voter behavior and attitudes toward funding, use of

the library, perceptions of libraries and library staff. The 2018 report and both scheduled programs will revisit and update information about these segments,

including Super Supporters, Probable Supporters and Barriers to Support. The full report and additional resources can be found online at oclc.org/awareness2018.

Cancellations / Changes

Thursday, 2:00 – 3:00 p.m.

Your Neighbor is a Writer: Curating a Local E-book Collection – 109 AB, cancelled.

Conflict as Opportunity: Library Restorative Practices for Youth – 204 ABC, Cancelled.

Friday, 10:45 – 11:45 a.m.

Re-Envisioning the Library: Engaging Staff and Building Capacity for Change – 113 ABC, cancelled.

Friday, 11:30 – 11:50 a.m.

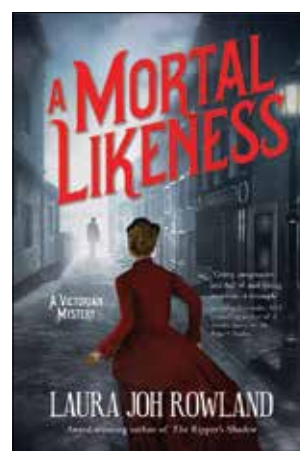
How to Festival – Hoop Dancing, cancelled.

Come Meet our Authors!



Cross My Path

Clea Simon
3/22/2018 | 1:45 PM
Severn House
Publishers Limited
Booth 1316



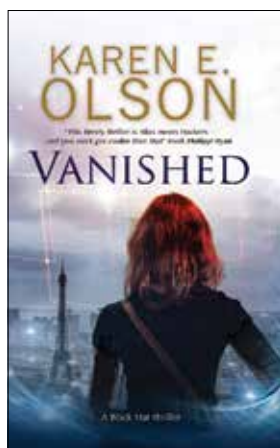
A Mortal Likeness

Laura Joh Rowland
3/22/2018 | 2:00 PM
Crooked Lane Books
Booth 1309B



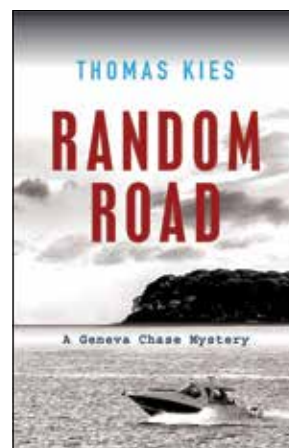
Chef Roy Choi And The Street Food Remix

June Jo Lee
3/21/2018 | 4:00 PM
3/22/2018 | 12:00 PM
3/23/2018 | 10:00 AM
READERS to EATERS
Booth 1317B



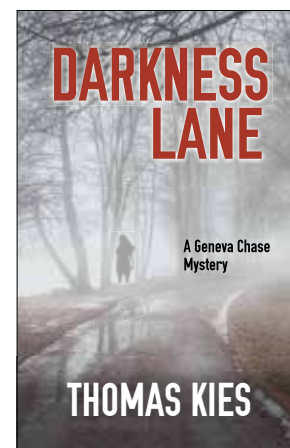
Vanished

Karen E. Olson
3/22/2018 | 1:45 PM
Severn House
Publishers Limited
Booth 1316



Random Road

Thomas Kies
3/22/2018 | 10:30 AM
Poisoned Pen Press
Booth 1308A



Darkness Lane

Thomas Kies
3/22/2018 | 3:30 PM
Poisoned Pen Press
Booklist Booth 1301

Thursday’s Author Signings

Company	Booth Number	Author/Book	Time
Baker & Taylor	519	Bigfoot & DL Miller/ <i>Big Foot Visits the Big Cities</i>	9:30 – 10:30 a.m.
Baker & Taylor	519	Andrea Pinkney/ <i>Martin Rising: Requiem for a King</i>	11:00 a.m. - Noon
Baker & Taylor	519	Laurie Anderson/ <i>Landfall</i>	Noon-1:00 p.m.
Baker & Taylor	519	John Amos/ <i>A World Without Color</i>	1-2 p.m.
Baker & Taylor	519	Josiah Bancroft/ <i>Senlin Ascends</i>	2-3 p.m.
Baker Publishing Group	1215	Kristi Ann Hunter/ <i>A Defense of Honor</i>	9:30 - 10:15 a.m.
Baker Publishing Group	1215	Dani Pettrey/ <i>Dead Drift</i>	3 - 4:15 p.m.
Blackstone Audio	1522	Atz Kilcher/ <i>Son of a Midnight Land</i>	2-4 p.m.
Blink YA Books	1212	Christina June/ <i>Everywhere You Want to Be</i>	2:30-3:30 p.m.
Center Point Large Print	1610	Nancy Naigle/ <i>Sweet Tea and Secrets</i>	5 p.m.
Crooked Lane Books	1309B	Laura Joh Rowland/ <i>A Mortal Likeness</i>	2 p.m.
Disney Book Group	1736	Greg Pizzoli/ <i>This Story is for You</i>	9:30 a.m.
Disney Book Group	1736	Ryan T. Higgins/ <i>Bruce’s Big Move</i>	4:30-5:15 p.m.
Fox Chapel Publishing	1705	D.L. Miller/ <i>Big Foot Visits the Big Cities</i>	During exhibits hours.
Harlequin	1211	Dana L. Davis/ <i>Tiffany Sly Lives Here Now</i>	9:30 a.m.
HarperCollins	1206	Beatriz Williams/ <i>The Summer Wives</i>	9:30-10:30 a.m.
HarperCollins	1206	Sarah Beth Durst/ <i>The Queen of Sorrow</i>	10:30-11:30 a.m.
HarperCollins	1206	Simon Winchester/ <i>The Perfectionists</i>	11:30 a.m. - 12:30 p.m.
HarperCollins	1206	Peng Shepherd/ <i>The Book of M: A Novel</i>	12:30-1:30 p.m.
HarperCollins	1206	Lou Berney/ <i>Tomorrow Never Knows</i>	1:30-2:30 p.m.
HarperCollins Children’s Books	1207	Erin Entrada Kelly/ <i>Hello, Universe</i>	9:30 – 10:30 a.m.
HarperCollins Children’s Books	1207	Soman Chainani/ <i>The School for Good and Evil</i>	3-4:00 p.m.
HarperCollins/Harlequin	1211	Amanda Foody/ <i>Ace of Shades</i>	4:30 - 5:15 p.m.
HarperCollins/Harlequin	1211	Falguni Kothari/ <i>My Last Love Story</i>	11 - 11:45 a.m.
HarperCollins/Harlequin	1211	Jon Cohen/ <i>Harry’s Trees</i>	2 - 2:45 p.m.
HarperCollins/Harlequin	1211	Christina Dodd/ <i>Dead Girl Running</i>	4 - 4:45 p.m.
Houghton Mifflin Harcourt	1641	J.D. Barker/ <i>The Fourth Monkey</i>	10 a.m.
Houghton Mifflin Harcourt	1641	Sarah Beth Durst/ <i>The Stone Girl’s Story</i>	3:00 p.m.
Image Comics, Inc.	1747	Tee Franklin/ <i>Bingo Love</i>	3-4 p.m.
Independent Publishers Group	1514	Katherine Lockel/ <i>The Girl with the Red Ball</i>	11-Noon
Lerner Publishing Group	1620	Rebecca E. Hirsh/ <i>The Monarchs are Missing</i>	10 - 10:30 a.m.
Llewellyn Worldwide	1716	Kellye Garrett/ <i>Hollywood Ending</i>	10 a.m.
Llewellyn Worldwide	1716	Silver Ravenwolf/ <i>The Witching Hour</i>	3 p.m.
Macmillan Adult	1607	Adrienne Young/ <i>Sky in the Deep</i>	3:30 p.m.
Macmillan Children’s	1611	Bad Kitty Costume Character/ <i>Bad Kitty Camp Daze</i>	3-4:00 p.m.
Macmillan Children’s	1611	Wendy Mass and Rebecca Stead/ <i>Bob</i>	9:30-10:45 a.m.
Midwest Tape	837	Claire LeGrand/ <i>Furyborn</i>	11:00 a.m. - Noon
National Geographic	1406	Sarah Albee/ <i>Food Fight</i>	2:30 p.m.
North Star Editions	1745	Kathryn Donahue/ <i>The Dog Walker’s Diary</i>	9:45 a.m.
NorthSouth Books	1717	Author/Book: Abigail Rayner/ <i>The Backup Bunny</i>	2 p.m.
Peachtree Publishers	1700	Lisa Papp/ <i>Madeline Finn and the Library Dog</i>	4-4:45 p.m.
Penguin/Random House	1406	Tommy Orange/ <i>There There</i>	9:30-10 a.m.
Penguin/Random House	1406	Fred Van Lentel/ <i>The Con Artist</i>	9:30-10 a.m.
Poisoned Pen Press	1308A	Thomas Kies/ <i>Random Road</i>	10:30 a.m.
Publisher Spotlight	1722	Jon McGoran/ <i>Spliced</i>	1 - 2 p.m.
Publisher Spotlight	1722	Roxie Munro/ <i>Rodent Rascals</i>	2 - 3 p.m.
Publisher Spotlight	1722	Sheena Howard/ <i>Superb #1</i>	3 p.m.
Readers to Eaters	1317B	June Jo Lee/ <i>Chef Roy Choi and the Street Food Remix</i>	10 a.m.
Romance Writers of America	1319	Stephanie Julian	9:30 a.m.
Romance Writers of America	1319	Caridad Pineiro	10 a.m.
Romance Writers of America	1319	Samantha A. Cole	10:30 a.m.
Romance Writers of America	1319	Becky Wade	11 a.m.
Romance Writers of America	1319	Susan Scott Shelley	12:30 p.m.
Romance Writers of America	1319	Falguni Kohari	1 p.m.
Romance Writers of America	1319	Kate Forest	1:30 p.m.
Romance Writers of America	1319	D.L. Carter	2 p.m.
Romance Writers of America	1319	Ursula LeCoeur	2:30 p.m.
Romance Writers of America	1319	Rayna Vause	3 p.m.
Romance Writers of America	1319	Xio Axelrod	3:30 p.m.
Romance Writers of America	1319	Eliza Knight	4 p.m.
Severn House Publishers	1316	Clea Simon/ <i>Cross My Path</i>	1:45 p.m.
Severn House Publishers	1316	Karen E. Olson/ <i>Vanished</i>	1:45 p.m.
Sourcebooks	1614	Claire LeGrand/ <i>Furyborn</i>	9:30 a.m.
Sourcebooks	1614	Kate Moore/ <i>The Radium Girls</i>	3 p.m.
Sleeping Bear Press	656	Gina Cascone & Bryony Williams Sheppard/ <i>Around the World Right Now</i>	9:30-10:30 a.m. and 3-4 p.m.
Workman/Algonquin Young	1501	Sarah Jean Horowitz/ <i>Carmer and Grit #2</i>	2 p.m.
Zonderkidz	1212	Mike Berenstain/ <i>The Berenstain Bears</i>	10-11 a.m.

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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
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POSSIBILITY LIVES IN PUBLIC LIBRARIES

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Big Ideas with Steve Pemberton

Tomorrow's Big Ideas presentation will feature Steve Pemberton, whose 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 + 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. His 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.

Join us tomorrow morning, 8:15 – 9:15 a.m., in the Pennsylvania convention Center, Exhibit Hall C.

New! Directors Discussion Group

Pennsylvania Convention Center, 103C - 12:30 – 1:30 p.m. Thursday and Friday
This is a forum for library leaders to share their experiences, offer advice, and learn from each other, all while building a support network of peers to whom they can turn for help and advice in the future. Attendees are encouraged to continue the conversation after the conference by signing up for the Library Directors Group (librarydirectors.org) email listserv, which is currently used by 500 library directors across the United States.

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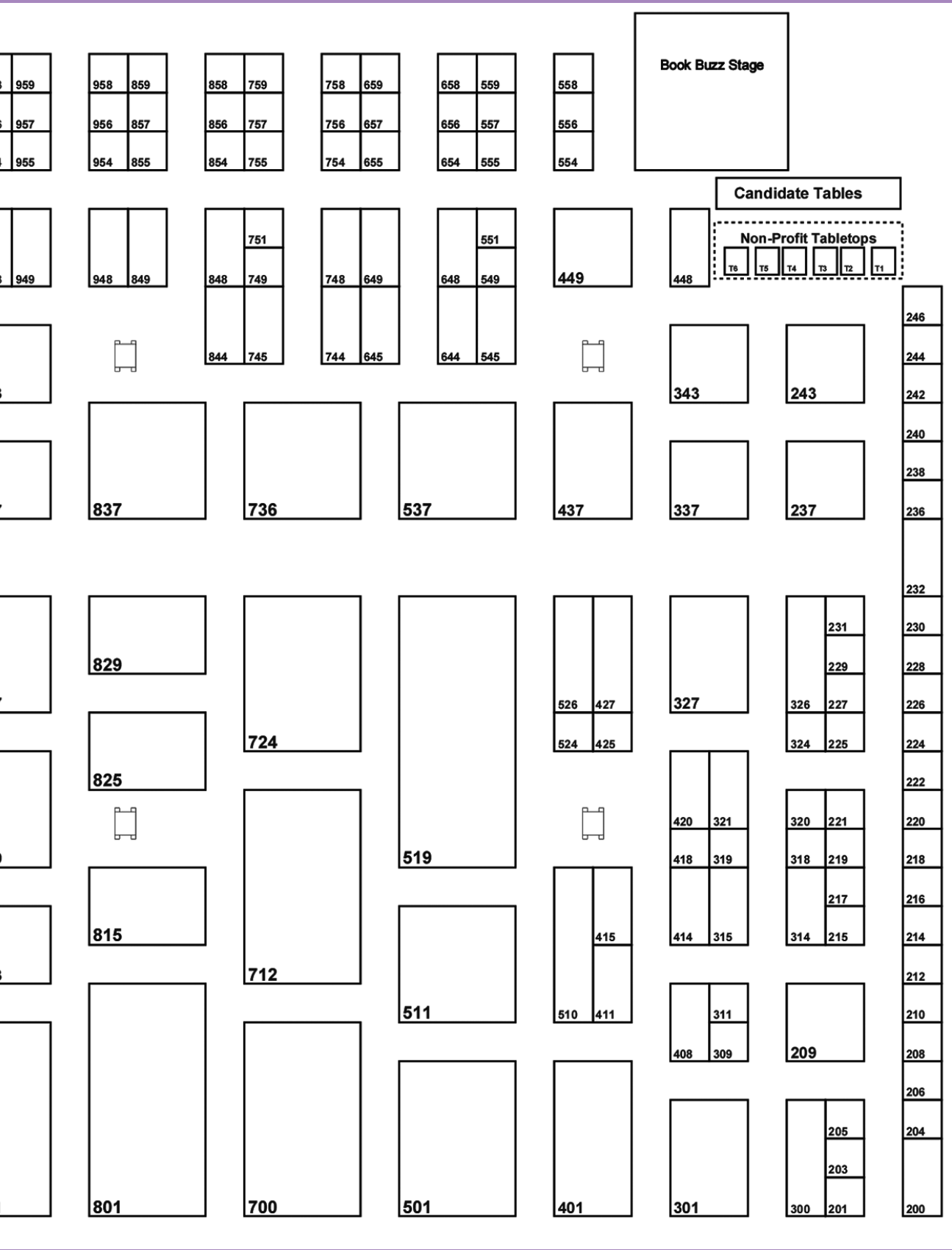
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Kari Chapin encourages attendees to work on their personal foundation during Wednesday’s “Imagine the Possibilities” session.



An attendee reacts to a comment made by Kari Chapin during Wednesday’s “Imagine the Possibilities” session.

Chapin

Continued from page 1

if you set some intention.” She also said to jot down possibilities that became realities at the end of the day.

Chapin told attendees to challenge themselves by asking who they helped, and who helped them. “You have the ability to support others in their quest to do better. You will need to seek help from others. By not asking for help, you are denying others the good feelings of being helpful,” Chapin laughed.

What is possible for you each day?

The more days you tell yourself it will be a really good day, the more good days you will have. It’s important to set

that expectation early. “Set an intention or goal for yourself in the morning and reflect on it in the evening. This will help unveil the possibilities available to you.” She encouraged the audience to set goals here at conference and then apply the same principle to work and home.

Although networking comes naturally to some, others find it to be a difficult task. Chapin pointed out that learning to think about networking as a list is sometimes helpful:

- Think about three areas you could talk to people about.
- What are three things you would like to know more about?
- The best place to meet people at an event is at the end of the table or at

Put intentional thought into what you want to be doing. When you find things you want to change, that’s when possibilities will appear.”
–Kari Chapin

the bar.

- Ask questions (people generally want to talk about themselves).
- Imagine your ideal day.

Your ideal day is a day when you get to make your own choices. “Use the notebook in your registration packet to jot notes,” Chapin advised. “By doing

this, you will see what may be lacking in your day as well as things that you currently enjoy.”

She challenged the audience to think of an area where they could ask for support. Then seek out a person to get that advice. Chapin encouraged attendees not to focus on what they should or should not do with their day. “It is usually something that you aren’t that wild about anyway. Let yourself off the hook. Instead of saying, ‘I should go to yoga class,’ say ‘If I ever decide to go to yoga class, I will.’”

She advised the audience that they may need to let go of things in their life to make room for new possibilities.

Anything is possible, she said. Figure out how you can make things happen.



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Book Buzz

Continued from page 1

Murder by Anthony Horowitz, a contemporary take on Sherlock Holmes; a untitled crime novel by Lou Berney about the murder of JFK (Berney will sign in Booth 1206 on Friday); and *The Real Lolita* by Sarah Weinman, a gripping true-crime investigation of the 1948 abduction of Sally Horner – her full story for the first time.

Golda Rademacher highlighted upcoming releases from W.W. Norton & Company, Booth 1627: *War On Peace* by Ronan Farrow, an exploration of the collapse of diplomacy and the decline of American influence; *The Honey Farm* by Harriet Alida Lye, her debut novel set on an eerily beautiful farm teeming with secrets; *Who is Vera Kelly* by Rosalie Knecht, a coming of age, woman-driven spy novel; and *The Prison Letters of Nelson Mandela*, containing 255 letters written by Mandela, many of which have never before been published.

Rademacher also mentioned *The Devoted*, a debut novel by Blair Hurdley, where the main character tries to find the courage to break free of her Zen master; and *These Truths* by Jill

Lepore, a one volume history of the United States; *Home After Dark* by David Small, a graphic novel set in 1950's California – a YA crossover book.

Talia Sherer provided a synopsis of some upcoming favorites published by Macmillan Publishing, Booth 1607. In *My Ex-Life* by Stephen McCauley, a couple gets together 30 years after their split. *Rust & Stardust* by T. Greenwood, is a novel based on the real life kidnapping victim Sally Horn. In *Lost for Words Bookshop* by Stephanie Butland, the main character prefers books to people. *The Other Woman* by Sandie Jones explores exactly what mothers will do for their sons.

Jen Childs, Penguin Random House, Booth 1406, began her presentation by announcing *Anatomy of a Miracle* by Jonathan Miles as the selection by Sarah Jessica Parker as the next pick for ALA Book Club Central (copies will be available in booth 1406). She highlighted *There There* by Tommy Orange, showing the

plight of the urban Native American in which each chapter presents a different point of view; *A Place For Us* by Fatima Farheen Mirza, a portrait of a family caught between two cultures; and *VOX*, where women wear a device that doesn't track steps, but instead, tracks words. This novel is set in the future

where the government has decided that women are only allowed 100 words per day before a device shocks them into silence.

More information about these and other books can be found at the respective publisher's websites or by stopping by their booths in the Exhibit Hall.



Wednesday's Book Buzz: Presented by Booklist drew a large crowd eager to hear about the latest adult book releases.



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There's still time to advertise in the **Friday** and **post-show digital Highlights** issues of *PLA Daily News*.

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Drexel Libraries Collects User Feedback During ScholarSnack Event Series

By Stacy Stanislaw, Communications Manager, Drexel University Libraries

In fall 2016, the Drexel University Libraries launched ScholarSnack, a new event series that invites students to share their discoveries among all formats of information and data held in the libraries.

The event series was originally launched in celebration of the University's 125th anniversary and featured formal student presentations on some aspect of research or academic inquiry. For the 2017-2018 academic year, the libraries are taking a slightly different approach to the event. Instead of featuring formal student presentations, the quarterly event will focus on stimulating open and honest conversations about informal learning activities

and engagement with the libraries.

"This year, we're exploring different ways of engaging students in how they conceive of the library space and how the Libraries can and does stimulate their

quest for life-long learning," Danuta A. Nitecki, PhD, Dean of Libraries, explained during the November 2017 event. "We're here today to give you a chance to tell your stories about the libraries: How do you use the libraries' spaces? Why do you come to the library? What about this space

"I started to realize students don't use the Libraries enough or in the ways that they should. So I convinced a few of my friends to study [in the library] with me... Now, they come here all the time. It's like one time and you're hooked!"

—Matthew Brooks

inspires you?"

Dean Nitecki went on to speak about the space changes the libraries have made over the last few years – from the Data Visualization Zone to the most recent addition of new "Practice Zone" furniture where the event was held (*see*



Danuta A. Nitecki, Dean of Libraries at Drexel University, speaks to students about their work in the Libraries during the fall 2017 ScholarSnack event.

above) – all of which have been consciously added to facilitate the active learning behaviors students need to become life-long learners. They range from quiet areas for working alone to different places to encourage learning with social and group activities.

Following the Dean's introduction, she invited Matthew Brooks, a sophomore communications major at Drexel, to jump-start the conversation by recounting his first time studying in the Libraries and the impact it has had on him.

"I didn't really come to the library when I first started at Drexel until one night when I got stuck [in the Libraries] after a class. It started pouring, and instead of running back to the dorm without an umbrella, I decided to stick around and study here," Brooks explained during the event. "I realized I didn't have the same distractions in the library, and I got so much more work done here."

Brooks also recounted that many of his friends had never been to the Libraries, a fact that he found surprising.

"I started to realize students don't use the Libraries enough or in the ways that they should," he said. "So I convinced a few of my friends to study [in the library] with me... Now, they come here all the time. It's like one time and you're hooked!"

During the discussions that followed, other students recounted similar experiences, sharing stories of how inspiring it can be to work and study in a building full of people doing the exact same thing – studying and working to achieve an academic goal. Others expressed interest in more interactive events and activities, like University-wide book clubs or monthly social meet-ups organized by the Libraries.

Students also offered opinions on how to improve both the Libraries' services and informal learning environments – many suggesting coffee and snack stands and new and improved furnishings – as well as suggestions for renaming the Bookmark Café. Their thoughtful comments and suggestions are currently on display on a dry erase board in this 24/7 room. Just a few of the ideas discussed during the event can also be found below.

- Why Do You Come to the Libraries?
- "For easy access to Library employees and expertise."
- "Being around other students studying motivates me."
- "The group study rooms."
- What Should We Rename the Bookmark Café?
- Dragon's E.D.G.E. (Effective Discovery of Great Evidence)
- Dragon's Den
- Spiro Gyra
- What Do You Want from the Libraries?
- A University book club
- Multiple printing options
- A bigger, more modern building

Need a Charge?

Take advantage of PLA's Charging Lounge right next to the Internet Station, as well as a charging station in the PLA Pavilion, located in the 1500 aisle in the Exhibits Hall. PLA has also set up power strips for attendees to charge their devices in each of the program hallways and also in front of Ballroom A and B.

Paid portable mobile battery rental stations can be found around the Convention Center.



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Find education and information dedicated to public library professionals at the 2018 ALA Annual Conference in New Orleans. Preliminary programs include:

- Our Do-It-Yourself Approach to Learning Online
- Supporting Diversity Through Social Media and What To Do When This is Challenged
- Ensuring the Future of Libraries: Connecting the Academy and the Profession
- Compassionate service: promoting dignity for marginalized patrons through a holistic approach
- Cultural Competence & Collaborative Conversations: A Path to Providing Equitable Services for Multicultural Patrons
- Impact of Embedded Digital Inclusion Champions
- M&Mó: the LA County Library MakerMables
- We Welcome You to Welcome Everyone: Serving Immigrants in Public Libraries
- On the Ground, Online & Operative: Perceptions & Effectiveness of Public Library Staff Professional Development
- Stronger Together: Public-Private Partnerships for Digital Literacy
- Public Libraries: Leading Communities in Family Engagement
- Teen Internships: Building a Future Library Workforce
- Lessons Learned from the 2017 Eclipse: What Participation in Charismatic Events Can Do For YOUR Library

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3branch Booth #327

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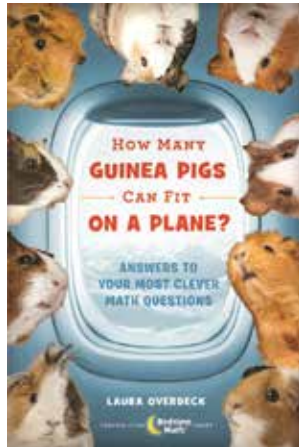
LocalHop Booth # 210

[LocalHop Room Reservation](#) launches summer 2018! Let patrons book spaces, reserve equipment, and pay for available rooms. Manage rooms internally from your LocalHop dashboard to save time and keep your team organized!

Designed for and with the help of local libraries, our room reservation tool accommodates all of your library's needs, including:

- Set-up & break-down times
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- Payment processing
- Room descriptions
- Room configuration
- Reserve equipment
- Availability validations
- Manage multiple locations

LocalHop is a provider of library event management software and offers web calendars, community calendars, registration, and event promotion to libraries of all sizes.



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

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Edelweiss by Above the Treeline Booth #229

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READsquared Booth #231

Reading Programs - Readers Advisory Homework Helper - Reading Buddies

Join [READsquared](#) and engage your community like never before with targeted patron experience and content. Inspire participation with curated book recommendations, fun activities, literacy games, random drawings, raffles, social interactions and more!

Promote your library's brand with the many pre-packaged programs using popular themes and easily updated to reach your unique community!

READsquared Connecting your Library and Community!

See what READsquared can do for you and request a demo today! RequestDemo@READsquared.com.



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.



Unique Management Services Booth #212

Unique Management Services, the worldwide leader in material recovery for libraries, now also provides inbound phone and live chat coverage for public libraries.

Are you looking for solutions to:

- Hectic service desks?
- Distracted staff?
- Rushed interactions?
- Missed patron activity?
- Lengthy e-Media calls?
- Limited/no online support?
- Serve all generations?

Unique solves these problems with phone and chat coverage to keep patrons engaged and active and give library staff more time for in-house patrons and key job tasks.

Visit booth 212 or librarycalls.com for more information.

Product News —

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The Future of Libraries Depends Upon Advocacy and Awareness

A 2016 Pew Research Center survey revealed that library usage declined 5% between 2012 and 2016, but why?

First, the internet has created a false assumption that libraries are not needed. A 2015 article “Do We Need Libraries?” by Steve Denning of *Forbes* writes, “Libraries everywhere are under threat. After all, who needs a library today, when it is possible, without even getting out of bed, to find and read almost any book or article that has ever been published?”

Second, the public is uninformed of the many valuable services provided by libraries. A 2016 Pew survey revealed that only 38% of respondents knew that libraries lent e-books. This figure, as well as additional survey results, showed that much of the public is unaware of most library services.

For libraries to survive in the 21st century we must change the perception of libraries, and raise awareness of the valuable services libraries provide.

Unfortunately, many libraries are going about business as usual. There has been little shift in funds toward advocacy and program promotion. Many libraries, who face funding cuts, even pulled money away from these important functions. Without change the future of libraries is bleak.

Gary Stebbins, V.P. of marketing at JanWay Company (Booth 526) encourages every library to engage in advocacy and program promotion. “As part of the

library community JanWay cares about the future of libraries. As the only company in the US that specializes in providing promotional items for libraries, JanWay is uniquely positioned to partner with libraries in their advocacy and program promotion efforts” Stebbins said.

Stop by the JanWay Booth (#526) to see product samples showing how libraries use promotional items for advocacy and program promotion. Call 800-877-5242 or visit janway.com.

Improve Circulation with Better Data from Edelweiss+ Analytics

Ensure your shelves are filled with the books patrons want.

How does it work?

Ingram Library Services connects to Edelweiss+ Analytics in *ipage*® to help curate the perfect collection. Your library inventory is analyzed in combination with real-time data from 600+ retailers and libraries nationwide plus title discovery to improve your collection and save you time.

What is Edelweiss+ Analytics?

An all-in-one, web-based collection development tool that uses robust data to help libraries improve collection performance. Receive detailed answers to questions such as:

- What books in your collection are performing well?
- What books in your collection need weeding?
- Where do imbalances exist in your

branches and collections?

- What books are selling well in national retail markets?
- What books have you missed on first pass?

How does Edelweiss+ Analytics help you improve your collection?

- Expanded search capabilities allow you to drill deeper into results
- Customizable dashboards simplify data

interpretation

- Action plans allow you to proactively identify areas of concern
- Order system integration adds efficiency to your collection workflow

Edelweiss+ Analytics helps you get immediate insights and actionable analytics to drive smarter collection decisions.

Learn more at ingramcontent.com/edelweiss.

Denver Public Library and Somerset County Library System Launch Ecard Online Library Card Registration and Address Verification System

As a Denver-based company, we are especially delighted to share the news that Denver Public Library (DPL) has implemented Quipu Group's eCARD system throughout its 26-branch system. Jennifer Hoffman, DPL's Manager, Books and Borrowing, reports “Quipu's eCARD address verification service supports our vendor agreements and eCARD email confirmations allow us to clarify card benefits, connecting new library customers with information to enhance their library experience.”

Somerset County Library System of

New Jersey (SCLSNJ) launched eCARD on March 1. “Somerset County residents have had the ability to apply for a card online before, but staff had to manually check the patron's eligibility for a card, and the patron sometimes didn't get a response for a day or two,” states SCLSNJ Director of Operations, Lynn Hoffman. “With eCARD, eligibility determination is automated, giving patrons feedback as soon as they apply. And the integration with CARLX means that new cardholders can start using our research and download resources right away.”

The eCARD system allows borrowers to self-register for a library card online, remotely or onsite, adding convenience for the patron and time-savings for staff. eCARD verifies and standardizes the address information entered by the patron in real time. Zip+4 enhancement allows libraries to maximize GIS mapping that can be used for service assessment and funding purposes. Addresses are validated via an approved U.S./Canadian Postal Service database provider. eCARD can also provide residency verification of the patron beyond address standardization,

including name verification and third party data such as tax records.

Registration form fields and policies are determined by the library, as each implementation is based on local specifications. Service areas can be defined to reflect current patron policies, using ZIP codes, cities, counties, or specific local data, such as tax records.

Interested in eCARD for your library system? Contact us at thefolks@quipugroup.com for details and a quote today or visit www.quipugroup.com.

Baker & Taylor Exhibiting in Booth #519

For 190 years, we've stood by the side of librarians across the world. A lot has changed since Baker & Taylor sold its first book in 1828, but our commitment to libraries will always be at the heart of everything we do. Baker & Taylor is thrilled to sponsor PLA 2018 for that very reason.

This year, in Philadelphia, we have an exciting line-up of author signings and activities at our booth #519.

On Thursday, March 22, our booth will feature five masters of their craft, starting with D.L. Miller and a special guest to sign the book *BigFoot Visits the Big Cities of the World* from 9:30 to 10:30 a.m. At 11 a.m., Andrea Pinkney will be signing her book *Martin Rising: Requiem for a King*. Then at noon, musician Laurie Anderson will be signing the CD booklet from her album *Landfall*.

John Amos will be at our booth from 1 to 2 p.m., promoting his children's book *A World Without Color*. Finally, Josiah Bancroft

will round out the afternoon signing his book *Senlin Ascends* until 3 p.m.

If you need to refuel throughout the conference, stop by our booth on Thursday and Friday between 9:30 a.m. and 1:30 p.m. to grab a complimentary cup of coffee, sponsored by Capstone. The first 25 people in line both days will receive an exclusive coffee mug.

And of course, our trusty mascots, Baker and Taylor, wouldn't miss PLA either. Have your photo taken with the cat duo on Wednesday from 3:30 to 6:30 p.m., Thursday from 12 to 4 p.m. or Friday from 10 a.m. to 2 p.m. While you're at it, pick up your 2018 cat bag too!

At this year's PLA, stop by our booth and get to know the people who have stood with libraries through it all. Baker & Taylor shares your love of books and your passion for libraries. We've been with you through each page turn and new chapter, and that won't change.



Christopher Warren, chair of the PLA Membership Committee, speaks with attendees in the PLA Pavilion.

CHECK OUT THESE PHILADELPHIA ATTRACTIONS

Visit the Reading Terminal Market

Compiled by Andrea Shumsky,
Free Library of Philadelphia

Are you looking for something to eat? Step over to the Reading Terminal Market, right across the street from the Convention Center. One of America's largest and oldest public markets offers an incredible selection of locally grown and exotic produce, locally sourced meats and poultry, plus the finest seafood, cheeses, baked goods, and confections. You will also find cookbooks, table linens, kitchenware, cut flowers, and much more. Plus they have a wide variety of restaurants under one roof. The market is open, weather permitting, Monday through Sunday, from 8:00 a.m. until 6:00 p.m.

Public Markets have been a part of Philadelphia's history since the late 17th century – William Penn's time. The Reading Terminal Market opened for business in February 1893 and reverberated with the sound of trains rumbling overhead, with space for 800 merchants. The market became known for its free delivery service. People living near train stations served by the Reading or Pennsylvania Railroads called in orders and had their goods dropped off at the station, near their homes. The



Reading Terminal Market, located right across the street from the Pennsylvania Convention Center, offers a wide variety of cuisine -- from seafood, to baked goods, to traditional diner fare.

Market saw its share of ups and downs, as the economy and rail travel changed throughout the decades. In 1985, the train shed above the market fell silent when the city's commuter-rail system was rerouted to bypass the terminal, in part due to the building of the Convention Center, where you may be right now. The Market was revitalized in

the early 90s and today it is once again the gastronomic bazaar that its original planners had envisioned. Many of the historic Market stands survived and

are once again filled with all manner of delights.

Currently home to over 80 merchants, on any given day one can find an eclectic array of fresh baked Amish goods, produce direct from the field, unusual spices, ethnic foods, crafts and more. Check out Bassett's ice cream, Pearl's Oyster House, Beiler's Donuts, Miller's Twists, and more (every Philadelphian has a favorite stall at the Market!). One hundred thousand Philadelphians and tourists pass through the Reading Terminal Market every week enjoying its exceptional products, history, and people. Today, this Market is considered by many as one of the finest public markets in the United States and blends together state-of-the-art systems technology without sacrificing its historical and personal integrity. A trip to Philadelphia is not complete without a stop here.

Enjoy Tasting Thursdays where a local chef will share free samples of some of the Terminal's signature products. Much more information is available on their website at <https://readingterminalmarket.org>.

Musical Instrument Collection at the Free Library

By Andrea Shumsky,
Free Library of Philadelphia

If you hear music at the Free Library of Philadelphia's Parkway Central Library, follow the sounds to the Music Department! Since September 2016 musicians at any skill level have been to borrow the tools of their craft. Our Music Department exists to serve Philadelphia's communities of musicians, music students, music fans, music listeners, and dancers. This lending collection was sparked by a staff member's idea, funded as a pilot, and is now fully integrated into the department's deep musical offerings. The program began when the idea was submitted to a system-wide library contest where staff members propose an idea to a committee and the most interesting and engaging get funded.

Any card holder in good standing is able to check out one of nearly forty instruments including a ukulele, electric guitar, electric bass, acoustic-electric guitar, mandolin, banjo, xylophone, and hand drums. The loan period is three-weeks, just like books. Each instrument comes with a gig bag to

carry it in, and everything you need to play it including pics, amps and straps. Philadelphia is one of the most passionate cities of music on Earth, and studies show that playing a musical instrument can improve mood, school performance, and quality of life. Having to buy an instrument is just one hurdle toward learning to play, joining the city's music ranks, and engaging with our booming cultural community.

Beginning musicians checking out an instrument for the first time have easy access to the free, conservatory-quality Music Department at the Parkway Central Library. Whether you're learning an instrument or you're a professional, the expert Music Department will help you select the best resources for your skill level. Our libraries are active institutions boasting equal access to all, regardless of whether one can pay money.

While you are visiting Philadelphia, we hope you will go to music performances around town as well as stop by the Music Department at the Parkway Central Library. Play on!

Compiled from <https://libwww.freelibrary.org/blog/post/2893>



PLA NEEDS PEOPLE LIKE YOU

PLA needs people like you—people who are moved by the extraordinary possibilities that libraries create. By getting involved with PLA you'll develop new skills, grow your network, and make a difference in your profession and community.

- **Volunteer for a Committee:** Volunteer to serve on a PLA committee while networking and expanding your professional development.
- **Contribute to PLOnline:** Contribute to PublicLibrariesOnline.org to have your voice heard. We're always seeking new writers.
- **Share Your Expertise:** Propose an educational program or webinar that's thought-provoking and engaging.
- **Connect with PLA Online:** Connect and engage with PLA's online communities at your own time and pace.

Learn more at: www.ala.org/pla/getinvolved



PLA MEMBERSHIP

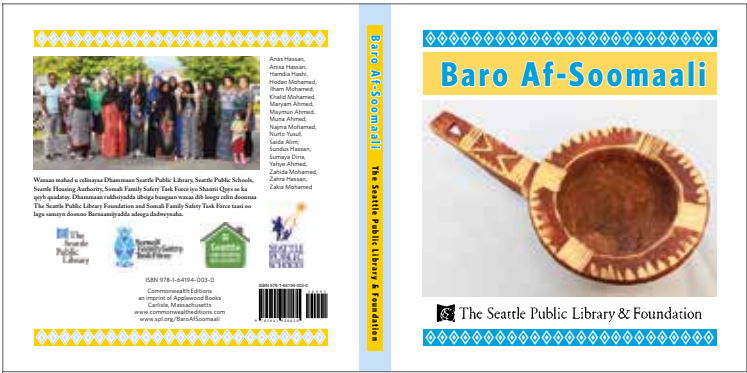


A Children's Book in Somali

When the **Seattle Public Library** recognized a need in their community for children's books in a particular language, they reached out and took action.

#TheLibraryLife is ... A passion for books that unites local and global communities.

4 Local Organizations* | **5** Somali Families | **1** Local Poet



A Somali Board Book Published by Applewood Books

Now available in **ipage**®

Your mission. Our purpose. **#TheLibraryLife**



Author & Community Engagement



Searching and Ordering Simplified



Extensive Product Knowledge



Shelf-Ready Title Processing



Patron-Focused Custom Curation Lists



Smarter Collection Analysis

How does **#TheLibraryLife** challenge you?
Share with us at booth **301** and we'll share our solutions.

*Somali Family Safety Task Force, Seattle Public Library Foundation, Seattle Public Schools, Seattle Housing Authority