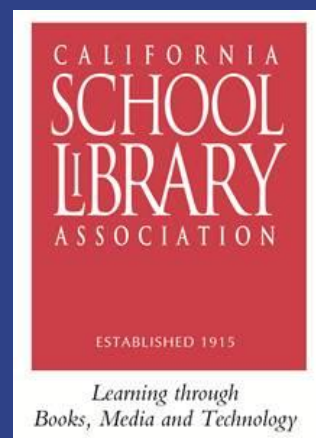


# 2012 CSLA Annual Conference

## *Official Conference Program*

Marriott Hotel, Downtown San José, CA

*November 16 - 19, 2012*



## **School Libraries** ***Link*** Lifelong Learners





# CONFERENCE AT A GLANCE - SAN JOSE 2012

	7:00a	8:00a	9:00a	10:00a	11:00a	NOON	1:00p	2:00p	3:00p	4:00p	5:00p	6:00p	7:00p	8:00p
<b>Friday</b> <i>November 16</i> <b>Welcome to San Jose</b> REGISTRATION HOURS 7:15 AM - 7:30 PM			Google Tour & Workshop CSLA State Board Meeting			Workshops	Workshops		Conference Committee Meeting		Exhibit Hall		Team Trivia	
<b>Saturday</b> <i>November 17</i> <b>Exhibitor / Member Learning Day</b> REGISTRATION HOURS 6:30 AM - 5:15 PM	Early Bird Sessions	Opening Session Keynote	Exhibits, Scavenger Hunt, Exhibitor Learning Sessions	Exhibits, Scavenger Hunt, Vendor Learning Sessions	Membership Meeting						Late Bird Sessions		Presidents' Reception	
<b>Sunday</b> <i>November 18</i> <b>Linked Learning Day</b> REGISTRATION HOURS 7:15 AM - 4:00 PM		Concurrent Sessions	Concurrent Sessions				Concurrent Sessions		General Session WOGles Graphic Novels Panel	Birds of a Feather		Section Meet and Greet	CYRM Author / Illustrator Banquet	
<b>Monday</b> <i>November 19</i> <b>Leadership Day</b> REGISTRATION HOURS 7:00 AM - Noon	Legislative Breakfast	Concurrent Sessions	Keynote Steve Farber	Mastermind Teams	Expert Panel	Wrap-up Steve Farber								



Exhibit Hall and Fun Activities



Concurrent Sessions



All Conference Attendees



Events Requiring Additional Fees

# School Libraries Link Lifelong Learners



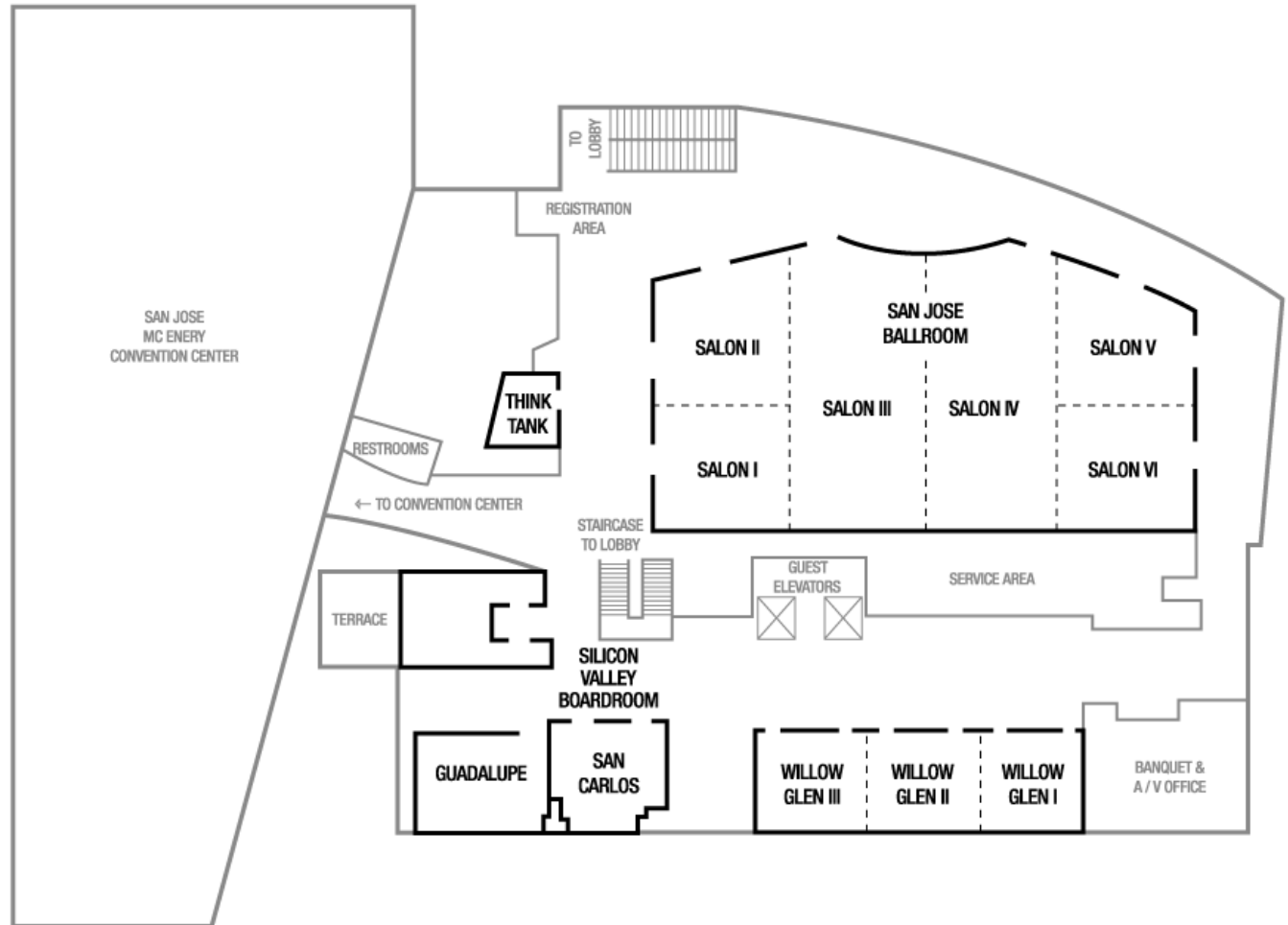
## Table of Contents

Conference at a Glance .....	2
Marriot Hotel Layout .....	4
Conference Exhibitors Layout .....	5
President's Message .....	6
Conference Chair's Message .....	7
Conference Committee 2012 .....	8
CSLA Award Winners 2012 .....	9
Conference Highlights .....	10
Visit San José .....	11
Conference Keynote Speakers .....	12
CYRM Author/Illustrator Banquet .....	13
CSL Foundation Education Fund Drawing .....	14
Author/Illustrator Book Signing Times .....	15
Conference STRANDS 2012 .....	16 – 17
<b>Friday</b> Workshops Overview .....	18 – 19
<b>Saturday</b> Overview .....	20
<b>Exhibitor Learning Sessions</b> .....	21 - 23
<b>Saturday continued</b> .....	24 - 25
<b>Sunday</b> Overview .....	26 - 36
<b>Monday</b> Overview .....	37
<b>Leadership Day</b> .....	38
Sustaining Members .....	39
Conference Exhibitors .....	40 - 42
CSLA 2012-2013 State Board .....	43 - 45
Conference Social Networking / Evaluations / Parking .....	46
Thank you to our Sponsors .....	47
 <b>Advertisers</b>	
Perma-Bound .....	25
LibraryWorld .....	29
Milligan News Co., Inc. ....	36
Thank you to our Sponsors .....	47
Follett Shelf .....	Back Cover

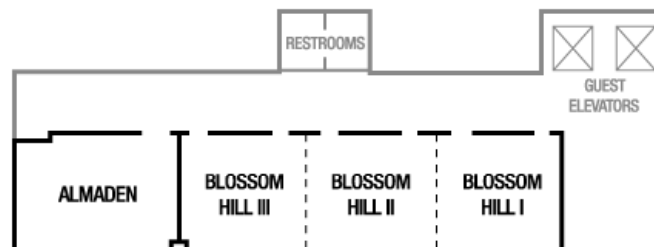


# Marriot Hotel Layout

## SECOND LEVEL



## THIRD LEVEL



## Conference Exhibitors Layout

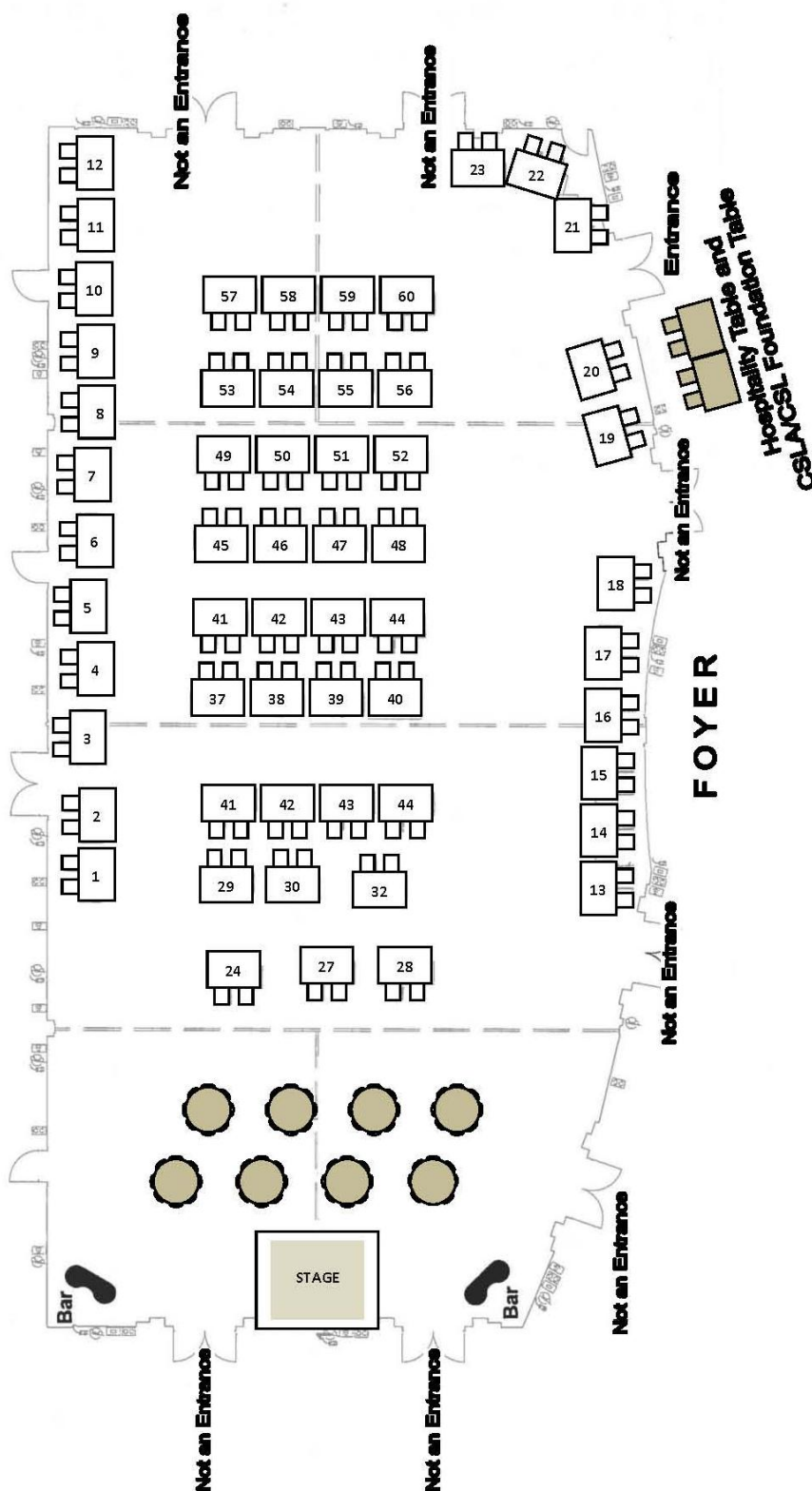


Table Number	Exhibitor
1, 2	Baker & Taylor
3	Let's Read in Spanish
4	ProQuest
5	Cover One, Inc.
6	NoodleTools Inc
7	Children's Plus Inc.
8	Shmoop
9, 10	Crabtree Publishing
11	Media Flex Inc.
12	Alexandria/Textbook Tracker
13	EBSCO
14	L4U Library Software
15	Over Drive
16	Junior Library Guild
17	DEMCO Interiors
18	Facts On File, an Infobase Learning Company
19, 20	Milligan News Co.
21	Edmodo
22	Computer – Using Educators (CUE Inc.)
23	California Learning Resource Network
24	Library World Inc.
27	Optelec Low Vision Solutions
28	Bound To Stay Bound
29	Zaner-Bloser Publishing
30	Symbaloo EDU
32	Shen's Books
33, 34	Mackin Educational Resources
35	Renaissance Learning
36	Mrs. Nelson's Library Services
37	Ross McDonald Co., Inc.
38	Wheelers ePlatform
39	Insignia Software Corp
40	San José State University / SLIS
41, 42, 43	ABDO Publishing
44	Gale, Cengage Learning
45	Rosen Publishing
46	Lerner Publishing Group
47	Capstone
48	California Young Medal Reader
49	World Book, Inc.
50	Follett Software
51, 52	Follett Library Resources, Inc.
53	Scholastic Library Publishing
54	KQED
55	Britannica Digital Learning
56	AWE
57, 58, 59, 60	Perma-Bound Books



---

---

# Welcome

---

## President's Message

I'm So Glad You Found Your Way to San José!

Welcome to our 2012 Conference! Janice Gilmore-See, our Conference Chair and all of the 2012 Conference Committee members have done an incredible job planning this event.



As CSLA President-Elect for 2011-2012, I had the privilege of choosing the conference theme, School Libraries Link Lifelong Learners. I selected this theme in recognition of what I see as the true power, indeed, the magic, of school libraries. Our school library programs not only link students with the education, tools, guidance, and motivation to become lifelong learners; they also serve as a central learning link for all the staff at our schools to enhance their lifelong learning, with their library staff as their leaders in this endeavor. And, while lifelong learning is crucial for every member of our society, I know of no group that places a higher priority on ongoing learning than school library people. We thrive on the new knowledge we gain through our own reading and learning each and every day. But, that isn't enough for us. We have a need to connect with each other to learn more, so we also all build personal learning network links that enable us to learn through virtual contacts with colleagues across the state, the country, and even the globe, each day. And there have never been better or more exciting opportunities than there are today to learn virtually. Still, there is nothing quite like real, live contact. So, when we get the chance - as we do at each annual conference - to meet in person and link with others in our school library field, true magic happens. We meet people in the flesh we once knew only virtually, we all learn from friends old and new, we get inspired with wonderful ideas, we have fun, and we go away energized with enough new learning to carry us through an entire year and well beyond.

Every day of the conference offers unique activities and magic, from tried and true long-time conference favorites, to brand new events this year. Among the tried and true events you won't want to miss are a stellar lineup of pre-conference workshops and concurrent sessions, our CYRM Authors/Illustrators Banquet, and a wonderful assortment of vendor exhibits. Exciting new events this year include our Friday night Team Trivia Competition, Vendor Learning Sessions on Saturday, WOGI-es (Welcoming One Good Idea - crowd-source) on Sunday, and what promises to be a life-changing Leadership Day experience with Steve Farber on Monday.

This conference also marks my personal transition from President-Elect, with my key focus on this year's conference, to your 2012-2013 President. As President, it is my goal to serve each and every one of you, and I want your input on how best to accomplish that. If we haven't met before, please introduce yourself at the conference. If we have, let's please reconnect so I can hear your ideas and enjoy an opportunity to visit.

I am confident that we will all take away priceless, magical experiences at this conference that will energize and improve our practice as school library people and help us to better link our students, staff, and ourselves to lifelong learning. I am equally confident that we will all have a wonderful time, and leave with treasured memories of time spent with friends old and new.

Thanks so much for joining your CSLA colleagues here!

Jane Lofton

CSLA President, 2012-2013





---

---

# Welcome

---

## Conference Chair's Message

Dear School Library Colleagues and Friends,



We are thrilled to welcome you to the city of San José for our annual conference.

In the short time we are together we have crafted a packed schedule of workshops, concurrent sessions, exhibits, and keynote speakers, as well as some fun extracurricular activities. We seek to enrich your practice and celebrate how School Libraries Link Lifelong Learners.

How great will it be to hear from Tasha Bergson-Michelson, a Google Search Educator and our Opening Keynote Speaker, that school librarians are more important than ever in helping to ignite students' curiosity, creativity, and critical thinking?

We hope that, in addition to the outstanding conference program that has been assembled through the hard work of the conference committee members, you will be able to participate in the social activities that allow us to connect with old friends and make new ones. The Opening Reception at the Exhibit Hall, Team Trivia Competition, Presidents' Reception at Gordon Biersch, and our Birds of a Feather Meetings are meant to do just that.

Please attend our annual Membership Meeting where your State Board Officers will report on the health of the association and share the vision for the future. This is also your opportunity to share your thoughts and concerns with us. We are actively inviting our members to become more involved, and we'd like you to let us know the best way to provide you opportunities to contribute to our organization.

Finally, our culminating event, the Extreme Leadership Summit, will explore the weighty issues facing our profession, especially in light of our critical role in education. Steve Farber will help us LEAP into leadership roles leveraging our expertise and strengths. We have invited and gotten the support of many partners from the technology, communications, and entertainment industries, as well as governmental agencies. This is indeed a great opportunity for collaboration, critical inquiry, and reflective dialog at an exciting juncture for school library practitioners.

We hope you enjoy the conference and leave San José ready to change the world for the better.

Cheers,

Janice Gilmore-See

2012 Conference Chair

CSLA President-Elect, 2012-2013



# Conference Committee 2012



**President-Elect  
2011-2012**

Jane Lofton



**Conference Chair**

Janice Gilmore-See



**Secretary and  
Facilitators /  
Evaluations**

Mitzie Larson



**Treasurer and  
Publications**

Kathie Maier



**Exhibitors /  
Sponsors and AV**

Peter Doering



**Exhibitors /  
Sponsors and Ads**

Susan Pennell



**AV and On-site  
Registration**

Terry Lai



**Special Events**

Yvonne Weinstein



**Hospitality**

Jackie Siminitus



**Hospitality**

Patricia Ohanian



**Website/Social  
Networking**

Marie Slim



**Concurrent  
Sessions /  
Workshops**  
Ellie Goldstein-  
Erickson



**Concurrent  
Sessions /  
Workshops**

Sandra Lane



**Authors /  
Illustrators**

Kay Hones



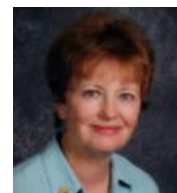
**Authors /  
Illustrators**

Nancy Lucero



**Leadership Day**

Glen Warren



**Decorations**

*CSLA Past  
President  
2011-2012*  
Diane Alexander



**Advanced  
Registration**

Liz Dodds



**Meals**

Lonni Gause



**CYRM Liaison**

Randy de Jong



**Drawing**

Brooke Ahrens



**CSLA State  
President  
2011-2012**

Pam Oehlman



**SJSU Liaison**

Mary Ann Harlan



Learning through  
Books, Media and Technology





---

# CSLA Award Winners 2012

---

We would like to congratulate the following 2012 award winners for their hard work, dedication and contributions to education, our organization and the field of librarianship.

**Above & Beyond Award** *Presented at the Membership Meeting*

**Karen Morgenstern**

*Brawerman Elementary School*



**Administrative Leadership Award** *Presented at the Legislative Breakfast*

**Mary Ann James**

*Director of Curriculum and Assessments, Santa Cruz City Schools*



**DEMCO Betty Barkema Award** *Presented at the Opening Keynote Address*

**Anne Wick**

*Teacher Librarian, Sierra Junior High School*



**Good Ideas Award** *Presented at the Legislative Breakfast*

**Lydia Smith-Davis**

*Teacher Librarian, Orange Lutheran High School*



**Honorary Membership** *Presented at the Membership Meeting*



**Tom Kaun**  
*retired*



**George Pilling**  
*retired*



**Sandra Yoon**  
*retired*

**LFD Award** *Presented at the Membership Meeting*

**Kay Hones**

*Teacher Librarian, R.L. Stevenson School, San Francisco*



**Presidents' Award** *Presented at the Opening Keynote Address*

**Heather Gruenthal**

*Western High School, Anaheim Union High School District*



**Technology Award** *Presented at the Opening Keynote Address*

**Kathie Maier**

*Savanna High School, Anaheim Union High School District*



## FULL CONFERENCE SCHEDULE

### FRIDAY, NOVEMBER 16<sup>th</sup>

**7:15am – 7:30pm**

*Registration Hours*

**8:30am – 11:00am**

*Google Tour & Workshops*

*(registration and additional fee required)*

**12:00 Noon – 2:00pm**

*Workshops*

*(registration and additional fee required)*

**2:30pm – 4:30pm**

*Workshops*

*(registration and additional fee required)*

**5:00pm – 7:00pm**

*Exhibits Open*

**7:00pm – 8:30pm**

*Team Trivia*

### SATURDAY, NOVEMBER 17<sup>th</sup>

**6:30am – 5:15pm**

*Registration Hours*

**7:00am – 7:50am**

*Early Bird Sessions*

**8:00am – 9:30am**

*Opening Session & Keynote*

**9:30am – 12:45pm**

*Exhibits & Scavenger Hunt*

*Exhibitor Learning Sessions*

**12:45pm – 2:00pm**

*Membership Meeting*

**2:00pm – 5:00pm**

*Exhibits & Scavenger Hunt*

*Exhibitor Learning Sessions*

**5:00pm – 5:50pm**

*Late Bird Sessions*

**7:00pm – 9:00pm**

*Presidents' Reception*

## Conference Highlights

### Google Workshop, Google Keynote

Don't miss a unique opportunity on Friday morning to tour Google's Googleplex headquarters and attend a special workshop on Google Search led by Tasha Bergson-Michelson, Google Search Educator. And do continue your day with great afternoon workshops at the Santa Clara County Office of Education. Should you miss the Friday morning event, you will be able to hear Tasha Bergson-Michelson's keynote for all conference attendees on Saturday morning exploring "Curiosity, creativity, and critical thinking: Why school libraries matter more than ever."

### MTV - Meet the Vendors Scavenger Hunt

As you tour the Exhibit Hall on Friday evening and all day Saturday, play our Meet the Vendors Scavenger Hunt. Get answers and complete a scavenger hunt card as you visit exhibitors and learn about their products for a chance to win prizes. You can complete up to four different cards for four chances to win. And, don't miss the special exhibitor learning sessions scheduled adjacent to the Exhibit Hall.

### WOGIcs "Welcoming One Good Idea – crowd-source"

Along with a stellar selection of concurrent sessions, a highlight on Sunday will be our **WOGIcs** "Welcoming One Good Idea – crowd-source" general session at which we will crowd-source school library program gems from all our attendees. Go away with a barrel full of ideas to take back to your site, and please do share one of your own great ideas with the group.

### Legislative Breakfast

Monday's Legislative Breakfast will feature an address by the California Department of Education's top staff. We will hear from Craig Cheslog, Chief Advisor to Tom Torlakson, Superintendent of Public Instruction about the top recommendations of the recent CDE-sponsored Technology Task Force and learn about Torlakson's vision for public education in California.

### Leadership Day

Steve Farber, best-selling author of *The Radical Leap Re-Energized* and other business books, inspires audiences with his transformative ideas on how to be an effective leader. CSLA is honored to have him as our keynote speaker and guest leader on Monday. Over 20 governmental and industry organizations have committed to participating as Steve Farber leads us through a collaborative process exploring the changing roles of school librarians, creating opportunities to leverage the expertise of school library workers, and forming new partnerships to solve challenges faced by schools and society at large.



## FULL CONFERENCE SCHEDULE

*Continued*

### SUNDAY, NOVEMBER 18<sup>th</sup>

7:15am – 4:00pm

*Registration Hours*

#### Morning Concurrent Sessions

8:00am – 9:00am *Session 1*

9:15am – 10:15am *Session 2*

10:30am – 11:30am *Session 3*

#### Afternoon Concurrent Sessions

12:30pm – 1:30pm *Session 4*

1:45pm – 2:45pm *Session 5*

3:00pm – 4:00pm

*General Session & Panel Options*

4:10pm – 5:00pm

*Birds of a Feather Sessions*

6:00pm – 7:00pm

*Section Meet and Greet*

7:00pm – 9:00pm

*CYRM Author Illustrator Banquet  
(registration and additional fee required)*

### MONDAY, NOVEMBER 19<sup>th</sup>

7:00am – 12:00pm Noon

*Registration Hours*

7:00am – 8:45am

*Legislative Breakfast and Session*

9:00am – 9:50am

*Concurrent Session 6*

10:00am – 12:15 pm

*Leadership Day Begins*

10:00am Keynote – Steve Farber

11:15am Mastermind Teams Meet

1:00pm – 2:50pm

*Leadership Day Continues*

1:00pm Expert Panels

2:00pm Wrap-up with Steve Farber

## Visit San José

### *Sightseeing 5 In Less Than 10*

Marriot Travel Guide

<http://www.marriott.com/hotels/travel-guide/sjcsj-san-jose-marriott/>

1

**Across the street...**

201 South Market Street, San José



**The Tech Museum**

<http://www.thetech.org/>

2

**Down the block ....**

110 South Market Street, San José



**San José Museum of Art**

<http://www.sjmusart.org/>

3

**10 minute walk...**

150 E. San Fernando St., San José



**Dr. Martin Luther King, Jr. Library**

*a collaboration between the City of San José and San José State University*

<http://www.sjlibrary.org/>

4

**7 minute drive ...**

1660 Park Avenue, San José



**Rosicrucian Museum**

<http://www.egyptianmuseum.org/>

5

**10 minute drive ...**

525 S Winchester Blvd., San José



**Winchester Mystery House**

[winchestermysteryhouse.com](http://winchestermysteryhouse.com)



---

# Conference Keynote Speakers

---



## Tasha Bergson-Michelson

Google Search Educator

*Curiosity, creativity, and critical thinking: Why school libraries matter more than ever*

*Saturday Opening Keynote*

**Convention Center  
Meeting Room C**

Libraries have long been a home to wonder. In an age of unprecedented access to content consumption and production, the ability to wonder and the capacity to do something about it can lead students to fantastic creations...but only when they know how to find, assess, and use the information they need. It is our responsibility, and our opportunity, to provide students with the resourcefulness to discover, explore, and analyze in a time when we never know what the next change to their information landscape will be.

Tasha Bergson-Michelson has been a Google Search Educator since 2010. Her work at Google includes collaborating with educators who teach other people to search, including librarians, technology integration specialists, classroom teachers, professors, and more. Her main focus is K-20 and public libraries. She also supports educational efforts via Google's Massive Open Online Courses like "Power Searching with Google," the Search Education hub

(<http://www.google.com/insidesearch/searcheducation/>), and Google+. Tasha is a librarian with almost 20 years' experience, having earned an MLIS degree from San José State University, following a B.A. from Mt. Holyoke College and M.A. in Chinese Studies from Harvard.

Conference attendees will have the opportunity to hear her thoughts on why and how school libraries matter more than ever as we, our students, and our teachers use tools like Google Search to access and evaluate information.



## Steve Farber

Leadership Expert,  
Bestselling Author,  
Executive Coach

*Monday Keynote*

**Marriott Ballroom**

In this chaotic and extreme age, leaders of all kinds must demonstrate an unprecedented level of passion, determination, foresight, dedication, and fearlessness. In his wildly popular book and presentations, Steve Farber shows you how to use the LEAP framework – Love, Energy, Audacity and Proof to radically TRANSFORM EDUCATION and your life.

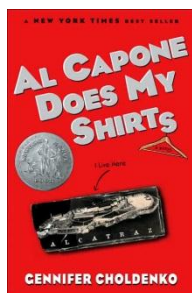
In this energetic and insightful program, you will discover how to...

- Use the power of the heart to achieve the extraordinary at work
- Inspire yourself and others to change the world you live in
- Earn your community's love and loyalty
- Keep yourself and others passionately engaged in the work at hand—even in troubled or difficult times



# CYRM Author/Illustrator Banquet

California Young Reader Medal 2007  
Young Middle School/Junior High Medal Winner



## Gennifer Choldenko

Hear Gennifer Choldenko, a California Honor Book Winner, speak about “*The Weird*

Learn about the history behind her Al Capone the third book, *Al Capone Does My Homework*, Alcatraz are the stuff of legends, but the reality is year working as a docent on Alcatraz and became an tion. She will share a slide show using vintage Library) about the history of the island and how *Shirts*, *Al Capone Shines My Shoes*, and *Al*

Gennifer Choldenko, a graduate of Brandeis Design, was born in Santa Monica, California, have won numerous recognitions, including ALA Notable Recording, Best Books for Young Books of the Year, California Library Association Beatty and Focal Awards, Chicago Public Library Best of the Best, New York Library's Best 100 Books for Reading and Sharing, Publisher's Weekly Best Books of the Year, and School Library Journal Best Books of the Year.

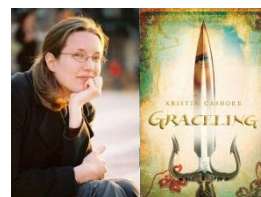
We will also honor Kristin Cashore, 2012 Winner of the CYRM Young Adult Award for *Graceling*. We regret that Kristin Cashore is unable to attend. *Graceling* was Kristin's debut novel and represents a significant addition to young adult literature. *Graceling* and *Fire*, its sequel, are both New York Times bestsellers and ALA Best Books for Young Adults.

At the CYRM Author/Illustrator Banquet, you will have the opportunity to visit with other invited authors and illustrators. Each table will have a spot for an author or illustrator. You will also have the opportunity to purchase books and get them signed during the banquet and earlier in the day following author and illustrator presentations.

Young Reader Medal Winner and Newbery *World of Alcatraz Island in 1935.*”

Books with a special emphasis on the creation of due out in 2013. The myths about Al Capone and pretty amazing in its own right. Choldenko spent a honorary member of the Alcatraz Alumni Association. Alcatraz photos (courtesy of the San Francisco it impacted the writing of *Al Capone Does My Capone Does My Homework*.

University and the Rhode Island School of nia, and lives in the Bay Area.. Her books the CYRM Medal, Newbery Honor Award, Adults, Bank Street College Best Children's





---

# California School Library Foundation Education Fund Drawing

---

Each conference registrant will receive one free drawing ticket. Additional tickets will be given to registrants who make a donation to the Education Fund.

***Make sure to visit the hospitality booth on  
Friday and Saturday to purchase drawing tickets***

The CSL Foundation drawing supports professional development for school library workers and scholarships and advocacy for California school libraries.



## Tickets:

- \$1 - 3 tickets
- \$5 - 18 tickets
- \$10 - 40 tickets
- \$20 - 100 tickets

Prizes include a gift basket, wine tastings, surf lessons, amusement park tickets and more.

All drawings will take place on Friday and Saturday:

- **You must be present to win.** CSLA will not be responsible for shipping any items.
- Drawings will be held at various times on Friday and Saturday. All tickets will be carried forward to the final drawing

## Drawing Schedule and Location

- Friday** Six (6) winners will be drawn and announced during the Team Trivia Competition at the Exhibit Hall Stage
- Saturday** Five (5) prizes will be drawn at each of the following times from the stage in the Exhibit Hall: 10:30 AM, 11:10 AM, 2:35 PM, and 3:55 PM. All remaining prizes, including the Scavenger Hunt winners and the early hotel registration drawing winners will be announced at 4:30 PM.

*Thank you to everyone who donated items to the Foundation Education Drawing!*

### Foundation Board Members:

**President:** Lesley Farmer, Diane Alexander, Rosemarie Bernier, Barbara Jeffus, Tom Kaun, Jane Lofton, Jeanne Nelson, Patrick Nelson, Pam Oehlman, Sandra Patton, Jackie Siminitus, Glen Warren, and Connie Williams.



---

---

# Author/Illustrator Book Signing Times

---

## Friday

**5:00 PM – 6:00 PM**      Melissa Moss at Perma-Bound Table

**6:30 PM – 7:30 PM**      Malin Alegria at Milligan Table

## Saturday

**11:00 AM – 12:00 PM**      Joan Schoettler at Shen's BooksTable

**4:00 PM - 5:00 PM**      Demi at Shen's Books Table

## Sunday

**9:00 AM**                      Marta Fuchs

**10:15 AM**                     Deborah Rose Lee  
Oliver Chin

**11:30 AM**                     Demi,  
Adisa Banjoko  
Jerry Chase Ferris

**1:30 PM**                      Ying Compestine  
Jason Edwards

**2:45 PM**                      Kay Tillotson  
Sudipta Bardham-Quallen  
Debbie Abilock, Connie Williams, Susan Smith

**4:00 PM**                      Gene Yang, Trevor Getz, Michael Kevane, Thien Phan,  
and Elisee Sare

*We will also have author and illustrator book signings  
after the CYRM Banquet on Sunday evening.*



# Conference *STRANDS* 2012

## STRANDS

A session may address numerous topics and may be listed in several strands. The strand listed with each session is not necessarily the only topic that will be addressed, but is provided to assist you in planning which sessions you want to attend.

<b>FRONT &amp; CENTER</b> <i>Leadership and Advocacy</i> → <b>Library of Congress Institute + Small Learning Community Collaboration = Linked Learning + Advocacy<sup>2</sup></b> Sun 8-9 AM → <b>Triple A: Advanced, Accomplished Advocate</b> Sun 9:15-10:15 AM → <b>Advocacy Goes International</b> Sun 10:30-11:30 AM → <b>Librarians Leading the Way: Librarians as Professional Developers: Pt 1</b> Sun 12:30-1:30 PM → <b>Librarians Leading the Way: Librarians as Professional Developers: Pt 2</b> Sun 1:45-2:45 PM → <b>Legislative Update</b> Mon 9-9:50 AM	<b>IN THE CLOUD</b> <i>Social Media, Web Presence &amp; 2.0 Tools</i> → <b>Web 2.0 Tools for Screencasting, Video Creation, and Video Hosting</b> Sat 7-7:45 AM → <b>iPads in Education – Got an App for That?: Pt 1</b> Sun 8-9 AM → <b>Live eLearning and Online-Conferencing that Augments Instruction</b> Sun 8-9 AM → <b>iPads in Education – Got an App for That?: Pt 2</b> Sun 9:15-10:15 AM → <b>QR Codes: A Fun Way to Link Learners with Information @ Your Library!</b> Sun 1:45-2:45 PM
<b>CULTIVATING DISCERNING LEARNERS</b> <i>Inspiring innovation and creativity</i> → <b>Incorporating Art in the Library and the Library in Art</b> Sun 9:15-10:15 AM → <b>When the Library Meets the Farmstand and Other Stories from the University of San Francisco</b> Sun 10:30-11:30 AM → <b>Asking Good Questions; Getting Good Answers</b> Sun 12:30-1:30 PM → <b>Connecting Curriculum Creatively</b> Mon 9-9:50 AM	<b>IMAGINE, PLAN, MANAGE &amp; MEASURE</b> <i>Library Systems and Operations</i> → <b>What RDA Does for Your Catalog</b> Sun 8-9 AM → <b>Life is All About Plan B: Strategies for Being a Super Librarian</b> Sun 12:30-1:30 PM → <b>Turkish Delights – Recipe for a Successful Grant</b> Mon 9-9:50 AM
<b>SAFE &amp; SOUND</b> <i>Cyber safety and digital citizenship</i> → <b>Helping Students with Special Needs Become Digital Citizens</b> Sat 5-5:45 PM → <b>Using Social Media Responsibly</b> Sun 8:00 AM – 9:00 AM → <b>Using Social Media Responsibly (Repeat of 12:30-1:30)</b> Sun 12:30-1:30 PM → <b>Creating and Using Scavenger Hunts for Information Literacy</b> Sun 12:30-1:30 PM	<b>CUTTING EDGE</b> <i>Educational trends and keeping current</i> → <b>Common Core State Standards</b> Sat 7-7:50 AM → <b>A New Opportunity for Teacher Librarians: the Special Class Authorization</b> Sat 5-5:45 PM → <b>Library of Congress Institute + Small Learning Community Collaboration = Linked Learning + Advocacy<sup>2</sup></b> Sun 8-9 AM → <b>Great eLearning vs. Online Road Kill: How Can You Tell the Difference?</b> Sun 1:45-2:45 PM → <b>The Library is Dead! Long Live the Library!</b> Mon 9-9:50 AM



# Conference *STRANDS* 2012

<p><b>SCRIBES &amp; SCRIBBLERS</b> <i>Authors and Illustrators share their craft and perspective</i></p> <ul style="list-style-type: none"> <li>→ <b>Legacy of Rescue – Inspiring Young Adults to Make a Difference</b> Sun 8-9 AM</li> <li>→ <b>Finding Your Roots: Following the Paper Trail</b> Sun 9:15-10:15 AM</li> <li>→ <b>Charlotte and Me</b> Sun 9:15-10:15 AM</li> <li>→ <b>Immediun Highlights Asian America for Kids</b> Sun 9:15-10:15 AM</li> <li>→ <b>Noah Webster Brought America Together. How? Why? When? A New Picture Book Biography Reveals All</b> Sun 10:30-11:30 AM</li> <li>→ <b>Demi's Great Voyage with Zheng He, China's Greatest Admiral</b> Sun 10:30-11:30 AM</li> <li>→ <b>What Comes Next? How Sequels Can Inspire Writing</b> Sun 12:30-1:30 PM</li> <li>→ <b>Being a Writer in Two Worlds</b> Sun 12:30-1:30 PM</li> <li>→ <b>Perfect Partners: How Libraries and Authors Can Partner for Literacy</b> Sun 1:45-2:45 PM</li> <li>→ <b>Making Marks: a Hands-on Exploration of Media &amp; Techniques in Illustrating Children's Books</b> Sun 1:45-2:45 PM</li> </ul>	<p><b>ENHANCE &amp; ENGAGE</b> <i>Programming and Differentiation</i></p> <ul style="list-style-type: none"> <li>→ <b>Helping Students with Special Needs Become Digital Citizens</b> Sat 5-5:45 PM</li> <li>→ <b>California Young Reader Medal Overview: Primary, Intermediate and Picture Books for Older Readers</b> Sun 8-9 AM</li> <li>→ <b>Good Ideas! World Class Teaching and Standards</b> Sun 8-9 AM</li> <li>→ <b>Powerful Programming, Fresh Ideas, and Intriguing Activities Develop Lifelong Learners</b> Sun 9:15-10:15 AM</li> <li>→ <b>The Street Lit Book Club – Reaching the Reluctant Reader</b> Sun 10:30-11:30 AM</li> <li>→ <b>Empowering Minds with Hip-Hop, Chess &amp; Martial Arts</b> Sun 10:30-11:30 AM</li> <li>→ <b>Learning Through Literature</b> Sun 10:30-11:30 AM</li> <li>→ <b>HA! Made You Look!</b> Sun 10:30-11:30 AM</li> <li>→ <b>Dewey Defeats Boredom: How to Turn Library Skills-Building into an Adventure</b> Sun 12:30-1:30 PM</li> <li>→ <b>Series? Seriously! Energizing Readers with Series Fiction</b> Sun 1:45-2:45 PM</li> <li>→ <b>California Young Reader Medal Program Overview for Middle School/Junior High, &amp; Young Adult Categories</b> Sun 1:45-2:45 PM</li> <li>→ <b>Comic Book Clubs for Teens: Programming Made Easy and Fun!</b> Sun 1:45-2:45 PM</li> </ul>
<p><b>PIECING IT TOGETHER</b> <i>Curation and collaboration</i></p> <ul style="list-style-type: none"> <li>→ <b>Library of Congress Institute + Small Learning Community Collaboration = Linked Learning + Advocacy2</b> Sun 8-9 AM</li> <li>→ <b>Collaboration Success! A Research Model</b> Sun 9:15-10:15 AM</li> <li>→ <b>LibGuides- Your Answer to Online Resources that Make You the "Resource Queen/King" at Your School</b> Sun 10:30-11:30 AM</li> </ul>	<p><b>ON THE GO</b> <i>Mobile trends and practices</i></p> <ul style="list-style-type: none"> <li>→ <b>iPads in Education – Got an App for That?: Pt 1</b> Sun 8-9 AM</li> <li>→ <b>iPads in Education – Got an App for That?: Pt 2</b> Sun 9:15-10:15 AM</li> <li>→ <b>Getting Out There: Geocaching as a Way to Engage Students (and Parents) with the Great Outdoors</b> Sun 9:15-10:15 AM</li> </ul>
<p><b>TRANSFORMATIVE EDUCATION</b> <i>Transforming spaces and services</i></p> <ul style="list-style-type: none"> <li>→ <b>Virtual Learning Commons: 24/7 Learning Environment. What Does It Look Like?</b> Sun 12:30-1:30 PM</li> </ul>	<p><b>POTPOURRI</b></p> <ul style="list-style-type: none"> <li>→ <b>First Timer's Session</b> Sat 7-7:45 AM</li> <li>→ <b>Figuring out Faith: A Discussion on Issues in Religious &amp; Parochial School Libraries</b> Sun 8-9 AM</li> <li>→ <b>Getting Out There: Geocaching as a Way to Engage Students (and Parents) with the Great Outdoors</b> Sun 9:15-10:15 AM</li> <li>→ <b>Five Books You Must Read</b> Sun 1:45-2:45 PM</li> </ul>



## Friday All workshop sessions are \$50 each

**REGISTRATION OPEN** 7:15am - 7:30pm

8:30am – 11:00am  
Google Tour and Workshops

12:00pm – 2:00pm

Workshops  
2:30pm – 4:30pm  
Workshops

5:00pm – 7:00pm

Exhibits  
7:00pm – 8:30pm  
Team Trivia

### Googleplex Tour and Google Skills Workshop (K-12)

8:30 AM – 11:00 AM

A FREE shuttle service leaves the **Marriott Hotel Main Entrance** for the **Googleplex** at 7:45 AM and will shuttle participants to SCCOE (Santa Clara County Office of Education) in time for noon workshop **OR** returns participants to the Marriott

## Session A

12:00 Noon - 2:00 PM

Workshops at the Santa Clara County Office of Education, San José

A FREE shuttle service leaves the **Marriott Main Entrance** at 11:30 AM for SCCOE

### A1 YA Literature: The Best of the Best *repeated Session B 7*

**San José Room (7-12)**

**Michael Cart**, *Author and Columnist and reviewer for ALA's "Booklist"*

Michael Cart will present his annual survey of the best new young adult books of the year, examining in the process new trends that are enhancing and transforming the field of YA literature.



### A2 Maintain a Dynamic Resource for Your Library: Create Your Own Library Web Page Today!

**CISCO Lab (K-12)**

**Sondra Keckley**, *Teacher Librarian, Kern High School District*

Does your library have its own web page? Are you able to change it as new needs arise? Frustrated when you have to wait for someone else to update it? The presenter made her own web site using Weebly.com. Following her instruction, you will have time to start your own library web site and leave with an actual product!



### A3 50 Free Online Reference and 2.0 Tools

**Gilroy Room (K-12)**

**Peter Milbury**, *Retired*

Good reference habits, combined with appropriate use of Web applications provides a foundation for lifelong learners! This session will provide a rapid overview of 50 FREE ready reference works, selected from the California Learning Resource Network collection of pre-screened and professionally evaluated Web Information Links.



### A4 Book Repair

**CANCELLED (K-12)**

**George Pilling**, *Retired*

DEMCO presents a practical, hands-on seminar where participants learn and practice basic repairs for both hard and softbound books. Emphasis is placed on becoming familiar with techniques and materials for economical in-house repair of materials that must be available for frequent use. Additionally, protective measures which will extend the life of new materials will be demonstrated and discussed. This workshop is useful for anyone involved in repair of library materials. Participants will gain skills that can be shared with staff or volunteers.



### A5 iPads and the Common Core

**Oak Grove Room (K-12)**

**John Magneson**, *Coordinator for Media and Technology Services*

Two of the biggest disruptive forces in education will be brought into focus during this workshop. Participants will be provided with hands-on opportunities to explore viable workflows, systems and techniques that leverage the iPad tablet to support the implementation of the Common Core.



### A6 Best Books of 2012 and a Peek into 2013

**Saratoga Room (K-8)**

**Deborah Ford**, *Director of Library Outreach at Junior Library Guild*

Participants of this session will see a fast-paced look at the best books of 2012. We'll take a peek around the calendar and look at what's coming for 2013. How to find the best books, including digital resources, will also be discussed. Handouts of titles and web resources will be provided.





## Friday continued All workshop sessions are \$50 each

### Session B

2:30 PM – 4:30 PM

Workshops at the Santa Clara County Office of Education (SCCOE), San José

A FREE shuttle service leaves the **Marriott Main Entrance at 2:00 PM** for SCCOE

- B7 YA Literature: The Best of the Best** *repeated Session A 1* **San José Room (7-12)**  
**Michael Cart**, *Author and Columnist and reviewer for ALA's "Booklist"*  
Michael Cart will present his annual survey of the best new young adult books of the year, examining in the process new trends that are enhancing and transforming the field of YA literature.
- B8 Book Repair** **Morgan Hill Room (K-12)**  
**George Pilling**, *Retired*  
DEMCO presents a practical, hands-on seminar where participants learn and practice basic repairs for both hard and softbound books. Emphasis is placed on becoming familiar with techniques and materials for economical in-house repair of materials that must be available for frequent use. Additionally, protective measures which will extend the life of new materials will be demonstrated and discussed. This workshop is useful for anyone involved in repair of library materials. Participants will gain skills that can be shared with staff or volunteers.
- B9 Portrayals, Parodies and Weird Humor: Songs, Movies and Videos** **Gilroy Room (K-12)**  
**Peter Milbury**, *Retired*  
This session makes use of two Web 2.0 Cloud-based applications, Pinterest "boards" and StichIt "threads," to present and play selections from three online video collections gathered by the presenter from the YouTube video vaults.
- B10 TL Guides: Bringing Together the Best Resources for Practicing Teacher Librarians** **CISCO Lab (6-12)**  
**Rosemarie Bernier**, *Teacher Librarian, Hamilton High School, LAUSD*  
Introduction to TL Guides, a live binder containing links to helpful information about our practice. Participants in this session will learn about a selection of these intriguing topics in depth: Advocacy, Digital Collection Curation Workshop, Information/Media, Fluencies/Transliteracy, Mission Statements, Policies and Guidelines, Professional Development, Assessment/Evaluation/Reflection, Curation / Digital Collection Development, and Curation Tools.
- B11 Graphic Non-Fiction** **Oak Grove Room (9-12)**  
**Patrick Nelson**, *Owner, Mrs. Nelson's Library Services*  
Graphic novels can introduce complicated stories about topics such as the Iranian Revolution or the Manhattan Project with enough heart to captivate the most reluctant reader.
- B12 Advocating for Teaching and Learning** **Saratoga Room (K-12)**  
**Gail Dickinson**, *AASL President-Elect, Associate Professor, Old Dominion University*  
It's a new world for teaching and learning through the school library. This workshop extends resources available through AASL to help teacher librarians develop new strategies and priorities for student learning.



## 5:00 PM - 7:00 PM FRIDAY

### Exhibits Open

#### Ballroom Salons I - VI

Tour our exhibitors' displays and enjoy hors d'oeuvres and a no-host bar. Get started on a Scavenger Hunt and buy drawing tickets to win cool prizes. See the exhibitor list on pages 40-42.

## 7:00 PM - 8:30 PM FRIDAY

### Team Trivia

#### Ballroom Salons I - VI

Come prepared to have a ball testing your trivia expertise. Teams will be formed at the event. You might just go away with a trophy!

# Saturday



**REGISTRATION OPEN** 6:30 AM - 5:15 PM

**7:00am - 7:50am**

Early Bird Sessions

**8:00am - 9:30am**

Saturday Opening Session Keynote

**9:30am - 12:45pm**

Exhibits & Scavenger Hunt

Exhibitor Learning Sessions

**12:45pm - 2:00pm**

Membership Meeting

**2:00pm - 4:00pm**

Exhibits, Scavenger Hunt &

Exhibitor Learning Sessions

**4:00pm**

Drawings & Prizes - Exhibit Hall Stage

**5:00pm - 5:50pm**

Late Bird Sessions

**7:00pm - 9:00pm**

Presidents' Reception (at Gordon Biersch)

## 7:00 AM

## Saturday

### Common Core State Standards

ALL

*Willow Glen I/II*

Learn the who, what, when, where, why and how of the new Common Core State Standards for English Language Arts. Leave the conference with more knowledge about these standards and how they will change your school and your library.

- **John Magnuson,**  
Coordinator for Media and  
Technology Services, Merced  
County Office of Education



### Web 2.0 Tools for Screencasting, Video Creation, and Video Hosting

ALL

*Blossom Hill I/II*

The power of video! Great for documenting student achievement of your Model School Library Standards Projects! But how to get what's on the screen or on your camcorder/phone onto the Internet? Let's work together to do a screencast and host it. Then we will use a smartphone or Flip Camera to record video and host that. Later we will discuss options for video editing and explore one of them. Computers will not be provided as we will all work together to create videos on the presenter's computer! Leave with a help doc you can disseminate to students and staff so that they too can become video stars.

- **Marie Slim,** District  
Teacher Librarian and Span-  
ish Teacher, Fullerton Joint  
Union High School District.



### First Timer's Session

*Newcomers*

*Presidential Suite (Room 2611 / 2615)*

First time conference attendees are invited to a special session where you will learn tips on how to get the most out of the conference from CSLA President Pam Oehlman.

- **Pam Oehlman,**  
CSLA President



## 8:00 - 9:30 AM

## Saturday

### Saturday Open General Session

ALL

*San José Convention Center - Meeting Room "C"*

Keynote Address by **Tasha Bergson-Michelson**, Google Search Educator, on "Curiosity, creativity, and critical thinking: Why school libraries matter more than ever." See page 12 for details. Also included at this session is the installation of CSLA State Board Members, recognition of Sustaining Members and Conference Sponsors and the following awards: Presidents' Award and Betty Barkema School Library Improvement Grant, both sponsored by DEMCO; and the Technology Award.



---

---

# Exhibitor Learning Sessions

---

**10:00 – 10:25 AM**

## **Wheeler's ePlatform - eBook Library Lending Made Easy**

**Willow Glen I/II**

The Wheeler's ePlatform is the library lending platform that uniquely allows you to purchase eBooks with no set-up fees, no hosting fees and no on-going commitments. Eight hundred publishers are profiled and over 1,000 schools/libraries around the world are already working with the platform.

## **Gale Cengage Learning - Ready, Set, 'Geo'**

**Blossom Hill I/II**

Drop in to this session to see what's new with Gale and National Geographic. Take a sneak peak at our newest and exclusive online resource from the magazines you know and love – NatGeo - the most authoritative publication on people and cultures, exploration, nature, and more. This collection takes learning to the next level as it enables students to make engaging connections that have never been possible with the hard copy format.

**10:40 – 11:05 AM**

## **Shmoop - Returning the Joy to Education**

**Willow Glen I/II**

Shmoop's goal in life is to take the friction out of learning. We spray WD-40 dripping humor on the tracks of knowledge. Our children deserve the best. Meshing good teachers, sound practices, and new technologies we can make today's students lovers of literature, history, STEM, science, math, and test prep. Test prep and learning should not feel like a root canal.

## **KQED - Media- Rich Learning Experiences with PBS LearningMedia**

**Blossom Hill I/II**

In this 25 minute presentation, learn the ropes around the next generation digital media library from PBS and WGBH. Explore the features and functions of the PBS LearningMedia platform and preview the vast collection of videos, interactive games and lesson plans from public media and partners.

**11:20 – 11:45 AM**

## **Alexandria Library Automation: Check it Out!**

**Willow Glen I/II**

Fully integrated, cross-platform, web-based library automation system used and loved by thousands of libraries for over 20 years. Learn how Alexandria will help increase the worth and value of your wonderful libraries.

## **ProQuest Supports for Common Core – SIRS, eLibrary, CultureGrams, and ebrary (e-books)**

**Blossom Hill I/II**

Come and join **ProQuest** to learn more about our key student and educator tools and content in SIRS, eLibrary, CultureGrams, and ebrary ebooks, and how they can help in supporting your Common Core goals.



**12:00 – 12:25 PM**

**Britannica - Beyond Reference, Beyond  
Leveled Reading, and Beyond Your Ex-  
pectations**

**Willow Glen I/II**

The new Britannica School provides content at three levels and lets students dynamically adjust text complexity without leaving the page. Content dynamically fits to whatever device a student uses. And Britannica School provides support for Common Core in one comprehensive and economical resource. Join us for this session to learn how the new Britannica School goes beyond.

**Follett Library Resources - eBooks and  
the FollettShelf**

**Blossom Hill I/II**

Participants will learn how eBooks can be an effective teaching/learning tool for librarians, teachers, and students. Whether your goal is helping students become independent readers, engaging a classroom in whole-group instruction, or grabbing the attention of young learners, eBooks from Follett Library Resources are a cost-effective solution. Content includes graphic novels, big books, reference and popular fiction titles. eBooks are ideal for Interactive White Boards, with no minimum order quantities; no special handling, or annual subscription fees. Materials can be housed on the FollettShelf - a free, cloud-based virtual bookshelf that provides simplified eContent management with an easy to use graphical interface for your Follett eBooks.

**2:05 – 2:30 PM**

**Building your EDU environment with  
SymbalooEDU!**

**Willow Glen I/II**

SymbalooEDU is a visual bookmark management tool that allows you to easily organize and share your online resources with colleagues and students. We will show you how easy it is to get started and provide examples of how educators around the world are currently using it in their classrooms.

**Zaner-Bloser - Using Engaging Multicul-  
tural Literature to Promote Social Emo-  
tional Development**

**Blossom Hill I/II**

This session will explore engaging multicultural literature anchored by universal social emotional themes. Because classroom climate impacts a teacher's ability to successfully close the achievement gap in literacy, it is important that students receive intentional, systematic social development. Through the use of the best children's literature and thematically presenting relevant social content deserving of reading, writing, and discussing, teachers can build student's self-esteem and literacy skills concurrently. The literacy consultant will engage participants in discussions and hands on activities to experience: building positive relationships, implementing classroom preventive practices, and using social and emotion teaching strategies (NAEYC, 2003 and CSEFEL Pyramid Model).



**2:45 – 3:10 PM**

**ProQuest - ebrary** [www.ebrary.com](http://www.ebrary.com)

**Willow Glen I/II**

ebrary helps customers acquire e-books strategically through a three step approach: Transition, Diversify and Streamline™. The company believes that by challenging the e-book status quo, organizations can effectively serve the diverse and growing needs of researchers and maximize their budgets. Founded in 1999, long before e-books were popular, ebrary is a ProQuest business located in Palo Alto, CA, USA. Moreover, ebrary's Schools & Educators Complete™ subscription collection contains almost 4,500 titles with relevance to state, national or provincial curriculum standards – with coverage of all common core subjects – including English Language Arts, Science, Math

ematics, Social Studies, Health and Physical Education, and Information Literacy/Technology. With ebrary, students can annotate the book, which is a Common Core directive, and we promote Close Reading of Text because of the reference nature of our content.

**Edmodo for Librarians**

**Blossom Hill I/II**

This session will provide an introduction for those who are new to Edmodo, as well as discuss tips for experienced users. Attendees will learn how to make the most of Edmodo by creating groups, sharing content with students, and connecting with other educators in Edmodo communities. In addition, the session will present several ideas and examples of practical ways librarians can use Edmodo.

**3:25 – 3:50 PM**

**OverDrive - Give 'em What They Want: How to Lend eBooks to Your Students:**

**Willow Glen I/II**

Discover how you can extend your school library and start lending popular & educational eBooks to your students with OverDrive, the global leader in library downloads. Join Kevin Coon to learn how your school can connect with a digital generation on every device in the classroom, including iPhone®, iPad®, NOOK® and Kindle®.

**Follett Software - DISCOVER. CONNECT. LEARN: Digital Content and Discovery**

**Blossom Hill I/II**

When digital exploration and discovery take place - anywhere, anytime - it's easier to inspire in your students a lifelong passion for learning. Follett Software will present features and real-life applications of Destiny to enable you in creating and enhancing the digital learning experience in your district, school, library and classroom.

**4:05 – 4:30 PM**

**Gale Cengage Learning - eBooks: Unlimited Access Anytime – Anywhere**

**Willow Glen I/II**

It's time to give your students and teachers total access to your library from home or school. Unlimited. Simultaneous. No Check-Out. eReference. Providing reference and primary source content to address the need for informational texts within Common Core; leading students to become more effective researchers and critical thinkers; helping students hone the 21st Century Skills they need to excel in college, and providing a cost-effective supplement to textbooks and other online resources

**Mackin - Don't Go Crazy: Finding & Using Ebooks & Online Databases VIA One Portal**

**Blossom Hill I/II**

Dive into the hottest topic in the world of education today-eBooks. They're here to stay, so let's figure out how you can find the best ones for your school. Attendees will see and listen to examples of eBooks, interactive books and online databases to understand what makes each unique. Find out why these exciting new products are engaging a whole new group of students. We have the answers to your questions, so join us as we explore the world of eBooks!





## 9:30 AM – 12:45 PM Saturday

### Exhibits Continue

ALL

#### Ballroom Salons I - VI

Tour our exhibitors' displays, participate in a fun Scavenger Hunt and buy drawing tickets to win cool prizes, and attend Exhibitor Learning Sessions. See the exhibitor list on pages 40-43. See pages 21-23 for a schedule of Exhibitor Learning Sessions.

## 12:45 PM – 2:30 PM Saturday

### Membership Meeting

ALL

#### San José Convention Center – Meeting Room "C"

Come hear a review of CSLA's accomplishments in the last year and about plans for the coming year from our organization's leadership and participate in a members' forum. Also included at this session will be introduction of special guest AASL President-Elect Gail Dickinson, and presentation of the following awards: Above & Beyond, Honorary Membership, and Leadership for Diversity.

*Please wear your conference T-shirt to the meeting.  
We will be taking a group picture.*

## 2:30 PM – 5:00PM Saturday

### Exhibits Conclude

ALL

#### Ballroom Salons I - VI

Tour our exhibitors' displays, participate in a fun Scavenger Hunt and buy drawing tickets to win cool prizes, and attend Exhibitor Learning Sessions. See the exhibitor list on pages 40-43. See pages 21-23 for a schedule of Exhibitor Learning Sessions.

## 5:00 PM Saturday

### Helping Students with Special Needs Become Digital Citizens

6 – 12

#### Willow Glen I/II

Digital citizenship involves using technology safely, responsibly, critically, and proactively to contribute to society. How do we insure that students with special needs become first class digital citizens? This session provides resources and strategies to fit these students' digital needs.

- **Lesley Farmer**, Professor of Librarianship, CSULB



### A New Opportunity for Teacher Librarians: the Special Class Authorization

ALL

#### Blossom Hill I/II

Holders of a Teacher Librarian Services Credential have an opportunity to add an authorization to their credential that entitles them to teach information and digital literacy in a departmentalized setting. TL's who complete a course focusing on two additional standards to earn this special class authorization (SCA) will possess greater flexibility in employment.

Attend this session to hear the details of this opportunity, how it came about, and where it is in the process with the California Commission on Teacher Credentialing.

- **Jo Ellen Misakian**, Program Director – Fresno Pacific University
- **Carol Doerksen**, District Library Coordinator, Kings Canyon Unified School District
- **Geri Mohler**, Program Evaluation and Research Consultant for the California Commission on Teacher Credentialing
- **Roxann Purdue**, California Commission on Teacher Credentialing – Certification, Assignment and Waivers



---

## PRESIDENTS' RECEPTION

**7:00 PM – 9:00 PM Saturday**

### Presidents' Reception

*ALL*

**Gordon Biersch**

Join the CSLA Presidents and the Presidents' Reception at Gordon Biersch Restaurant's covered patio. Drinks and appetizers will be served. This venue is a short .6 mile, three-minute drive or eight-minute walk from the Marriott. Please bring a jacket to keep warm. If you signed up for this event during advanced registration, you received a ticket for one free drink in your registration packet. Additional beverages and food will be available for purchase. Ask at the hospitality desk for directions to the restaurant.

33 East San Fernando Street  
San José, CA 95113  
phone: 408-294-6785

---

## OTHER RECEPTIONS

**4:00 PM – 6:00 PM Saturday**

### San José State University | SLIS

*The Sainte Claire Hotel | Saratoga Room*

302 S. Market Street  
(across the street from the Marriott)

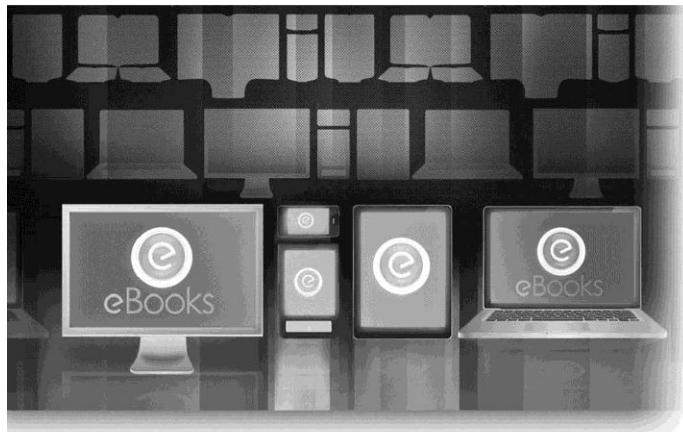
**6:30 PM – 7:30 PM Saturday**

### Fresno Pacific University Teacher Librarian Program

*Blossom Hill I/II, Marriott Hotel*

### California State University Long Beach Librarianship Program/ Dept. of ASEC

*Marriott Lobby*



**Your books.**  
Anytime.  
Anywhere.

Electronic books now available  
at [www.perma-bound.com](http://www.perma-bound.com).

Call 1-800-637-6581 or  
Visit us at [www.perma-bound.com](http://www.perma-bound.com)



Drop by the Perma-Bound booth  
and meet Marissa Moss on  
Friday November 16th from 5-6 p.m.

*First 125 people will receive a FREE book!*

**PERMA-BOUND**  
THE STRONGEST BOOKS YOU CAN BUY



# Sunday



**REGISTRATION OPEN** 7:15am - 4:00pm

## Morning Concurrent Sessions

8:00am – 9:00am Session 1  
9:15am – 10:15am Session 2  
10:30am – 11:30am Session 3

11:30am – 12:30pm

Break for Lunch

## Afternoon Concurrent Sessions

12:30pm – 1:30pm Session 4

1:45pm – 2:45pm Session 5

3:00pm – 4:00pm

General Session

WOGlcs "Welcoming One Good Idea  
Crowd-Sourced"

Graphic Novel Panel

4:10pm – 5:00pm

*Birds of a Feather*

6:00pm – 7:00pm

Section Meet and Greet

7:00pm – 9:00pm

CYRM Author Illustrator Banquet

**8:00 AM**

**Sunday**

## Figuring Out Faith: A Discussion on Issues in Religious and Parochial School Libraries

ALL

Willow Glen I

This session will consist of a moderated discussion about the issues unique to religious school libraries and librarians. Bring questions and topics you'd like to discuss, or feel free to simply listen. Topics may include (but are not limited to): building a collection that encompasses a wide variety of viewpoints yet honors your school's faith tradition, censorship, and making students of all faiths feel welcome and valued in your library.

- **Lisa Newton**, *York School in Monterey*



## California Young Reader Medal Overview: Primary, Intermediate and Picture Books for Older Readers

K – 8

Salon II

This session will provide an overview of the CYRM program and great ideas to implement the books in your library. The panel will present booktalks, hooks, bookmarks and will give free books to our most attentive listener. There will be time for questions at the end of the session.

- **Wendy Chason**, *Davis Joint Unified*
- **Randy DeJong**, *South High School*
- **Sally James**, *South Hillsborough Elementary*



## Library of Congress Institute + Small Learning Community Collaboration = Linked Learning + Advocacy<sup>2</sup> 6 – 12

Willow Glen II

Two Teacher Librarians attended the Library of Congress Summer Institute and will share the learning experience to enhance your collaboration with high school small learning communities and emphasize linked-learning. Learn also how they have developed project-based events, using the LOC primary source materials, to emphasize relevance and rigor in learning focused on higher, vocational, and certificated pathways and careers. The learning community project embeds the Model School Library Standards into the WASC-reviewed Linked Learning process. They will share their learning, their groundwork and the process. This session can be adapted to upper elementary and middle school. This is advocacy from the ground-up.

- **Pamela Oehlman**, *Polytechnic High School*
- **Dr. Barbara Duffy**, *Jordan High School*



## What RDA Does for Your Catalog K – 12

Salon I

RDA is the new AACR2 – the guidelines for cataloging materials into libraries. There are substantial changes that intend to bring cataloging into the 21<sup>st</sup> century by incorporating e-format books and other items better into our catalogs. This presentation introduces the changes. The presenter will discuss with the audience the ways RDA will affect their services to schoolchildren.

- **George Pilling**, *retired*



---

## Good Ideas! World Class Teaching and Standards

K – 12

San Carlos

Tami Tharpe organizer of the *Good Ideas!* award will host this session. Lydia Smith-Davis, Teacher Librarian at Orange Lutheran High School and *Good Ideas!* winner will present her project. Don't miss hearing about Lydia's exemplar program.

*As part of a 2 year faculty wide program at OLU called CADU (Classroom Assessment: Development and Use - Tools for Teaching, Grading, and Assessing) Lydia was able to produce a Qualities Matrix for Information Literacy: Grades 9 -12, based on the CA Model School Library Standards.*

---

## iPads in Education – Got an App for That?: Part 1

K – 12

Salon VI

You either have one, want one, or know someone who has one – yes, I am talking about the iPad. Learn how to use your iPad as a teaching tool in the classroom with a few simple cables or go wireless (\$\$). You will be shown applications for teacher presentations, collaboration, curriculum enhancement, and some “just plain fun” stuff. Join me on an adventure in iPad apps for education. (Continued at 9:15 AM)

- **Kathie Maier**, Savanna High School



---

## Live e-Learning and Online-Conferencing that Augments Instruction

K – 12

Salons III/IV

Today's online culture and post-secondary education is at a point where most students will experience, and instructors will utilize, the real-time Internet interactions that virtually mimic school environments. Live e-Learning, online-conferencing, and collaboration software are becoming prevalent in education. This session will show how to utilize one form of synchronous information delivery to support classroom content for the K-12 environment.

This presentation will illustrate the collaboration and preparation between the librarian and teachers to develop exciting e-presentations. It will also demonstrate the software and tools for a productive experience.

- **David Joyner**, Marysville High School



---

## Legacy of Rescue – Inspiring Young Adults to Make a Difference

6 – 12

Willow Glen III

“Legacy of Rescue: A Daughter's Tribute” tells the story of Marta's father, who was one of 100 Hungarian Jewish men saved by Zoltán Kubinyi, posthumously honored as a Righteous Among the Nations due to Marta's father's testimony. The story of rescue came full circle in June 2011 when Marta and her brother took their children back to Hungary to meet Zoltán Kubinyi's family. With the rescuer's son, his wife, and granddaughters – the great grandchildren of Zoltán Kubinyi – Marta's family discussed how this courageous man none of them knew has made an indelible impact on all their lives. This intergenerational memoir inspires teens and adults alike, and serves as a catalyst for engaging discussions about historical events, ethical dilemmas, and finding one's own courage in everyday life to do the right thing.

- **Marta Fuchs**, Director of Library Services, Drew School, SF



---

## Using Social Media Responsibly

K – 12

Salon V

This presentation will explore the social media environment, address information literacy, teach how to distinguish among trusted environments and will explore the adoption of safe and responsible social media technologies that can be used in an academic network so that students can creatively express themselves in ways that foster innovative solutions to assignments. This integration will result in a better understanding of cyber safety, digital citizenry and incorporate 21st-century best practices with social media while adhering to the new CIPA (child privacy) requirements. (Repeat of session at 12:30).

- **Andrea Catania-Stephenson**, Teacher Librarian, El Camino High School, San Juan Unified School District
- **Jonathan King**, Chief Strategy Officer, i-SAFE, Inc.





**Triple A: Advanced, Accomplished Advocate**

K - 12

Willow Glen I

Why should YOU become a National Board Certified Teacher-Librarian? Teachers who achieve National Board Certification have met high standards through study, expert evaluation, self-assessment, and peer review. What does it take to achieve this Advanced Teaching Credential? What are the benefits in becoming an Accomplished Teacher-Librarian? This will be a clear, hands-on, and concise interactive workshop.

- **Kay Hones** *Teacher Librarian, SFUSD Stevenson*

**Finding Your Roots: Following the Paper Trail**

9 - 12

Willow Glen II

Following your ancestors' paper trail helps create an interest in research and can lead to a narrative of your ancestors' lives. Using the book "The Cactus on My Forehead" as a model, the author will demonstrate a process that will boost interest in researching original documents. Consequently, this will draw interest to history and creative writing. The model is that of a long and important presence of a Mexican American family in North America.

- **Alicia De Laurie** *Retired Library Media Teacher*

**Collaboration Success! A Research Model**

6 - 12

Salons III/IV

Learn how two classroom teachers and the school Teacher Librarian collaborated to teach the research process to the entire 7th grade and in the process changed the culture of research at the school. The model can be replicated in parts or as a whole and will work with any subject.

- **Darla Magana**, *Teacher Librarian, St. Margaret's Episcopal School*
- **Jeni Johnson**, *English Teacher, St. Margaret's Episcopal School*

**Powerful Programming, Fresh Ideas, and Intriguing Activities Develop Lifelong Learners**

K - 8

Salon II

Lifelong learners may very well start with loving their school library. Do you need fresh ideas for drawing students to the library, program promotion, teacher collaboration? This session will also present strategies to spark research questions, bring families together through a reading celebration, and excite students about both fiction and non-fiction through book talks and an intriguing "Did You Know?" Using best practices, as well as new ideas, you can, even with a limited budget, excite students, parents, and staff while making your library the heart of your school—where learning takes place and the school community loves to come.

- **Lynne Sundstrom**, *Birch Lane Elementary, Davis Joint Unified*

**Charlotte and Me**

K - 12

Salon V

For the 60th anniversary of "Charlotte's Web," award-winning author Deborah Lee Rose shares how E.B. White's classic inspires her to write for children in ways that connect the natural world and the power of words. Deborah is the internationally published author of 14 books, including the forthcoming *Someone's Sleepy*, and blogger for howtosmile.org, which won a 2012 AASL Best Websites Award for Teaching and Learning.

- **Deborah Lee Rose**, *Author*

**iPads in Education – Got an App for That?: Part 2**

K - 12

Salon VI

You either have one, want one, or know someone who has one – yes, I am talking about the iPad. Learn how to use your iPad as a teaching tool in the classroom with a few simple cables or go wireless (\$\$). You will be shown applications for teacher presentations, collaboration, curriculum enhancement, and some "just plain fun" stuff. Join me on an adventure in iPad apps for education. (Continued from 8:00 AM.)

- **Kathie Maier**, *Savanna High School*





## Getting Out There: Geocaching as a Way to Engage Students (and Parents) with the Great Outdoors

K – 12

Salon I

Geocaching is an activity that requires the use of technology (a gps or smart phone), the internet, and a spirit of adventure. Come to this session to learn the nitty-gritty details about this hobby, including an orientation to the geocaching.com website, how to locate geocaches in your area or while you are traveling, helpful hints about finding a cache, etiquette of the sport, and tips for logging your find.

- **Yvonne Weinstein**, *River-side Unified School District*



## Incorporating Art in the Library and the Library in Art

K – 12

San Carlos

This session will demonstrate how a Teacher Librarian and Fine Arts Teacher have worked together to promote art in the library as well as the library in art. They will offer ideas for new and interesting displays of artwork in the library space, research and special projects in the library by art students, as well as “instant collaborations” that you and your art colleagues can implement Monday morning!

- **Amy Linden**, *Bear River High School*
- **Elizabeth Jens**, *Bear River High School*



- Everything you need to manage your school library
- Streamlined, easy-to-use interface
- Save \$1,000's over other library software systems
- Web-based OPAC, Z39.50 capabilities, Google-like search engine, book jacket thumbnails, Google previews, mobile apps for both Android and Macintosh, and much more
- No conversion or “start up” costs
- Just \$425 annual charge per library
- Sign up for a [LibraryWorld.com](http://LibraryWorld.com) exclusive 30-day free trial today

## Immediu Highlights Asian America for Kids

4 – 8

Willow Glen III

Author Oliver Chin shares how his contemporary Asian American children's books enrich students, teachers, and parents. His popular series *Tales from the Chinese Zodiac* (The Year of the Dragon) dovetail perfectly with annual New Year celebrations. Other stories address key classroom themes such as the value of ethnic-identity (*Sora & the Cloud*), character building (*Julie Black Belt*), and team work (*The Treehouse Heroes*, *The Octonauts*). Plus the topics of sports (*The Tao of Yao: Insights from Basketball's Brightest Big Man*), and graphic novels (*9 of 1: A Window to the World*) can engage middle and high schoolers, and provide rich opportunities for class discussion, group activities, and self-exploration.

Learn how Immediu's children's books invigorate traditional subject matter, and inspire students to learn and create.

- **Oliver Chin**, *Author*



10:30 AM

Sunday

## Advocacy Goes International!

K – 12

Salon VI

School librarianship advocacy is an international phenomenon. This session shares a brand new advocacy toolkit being developed by the International Association of School Librarianship and the School Libraries Section of the International Federation of Library Associations. This cutting-edge set of modules helps librarians build strong partnerships and associations to advance school libraries.

- **Lesley Farmer**, *Professor of Librarianship, CSULB*



---

### **The Street Lit Book Club – Reaching the Reluctant Reader**

6 – 12

**San Carlos**

Requiring the lowest level readers at a middle school to join a book club was NOT a disaster! Instead, it became a tight group where students were motivated to read and discuss street lit books. Learn how to build excitement among struggling middle school readers with this edgy genre. An annotated booklist will be available. Many ARCs will be available free.

- **Silvia Gutierrez**, *Young Readers Librarian, Palos Verdes Peninsula Center Library, Rolling Hills Estates*



---

### **Noah Webster Brought America Together. How? Why? When? A New Picture Book Biography Reveals All**

K – 12

**Willow Glen III**

Noah Webster wrote the second most popular book ever printed in English. It's in your library, in homes, on computers, and e-readers. Here, Jeri Chase Ferris will demonstrate her research, writing, and editing process for *Noah Webster and His Words*, a 2012 picture book biography. You'll delve into early American history and see how the first American dictionary was created. You will collect lesson plans and ideas for using the book in your library and see how, with the author's note and an illustrated chronology of Webster's life and times, it supports social studies, language arts, creative writing, grammar, and more.

- **Jeri Chase Ferris**, *Author*



---

### **When the Library Meets the Farmstand and Other Stories from the University of San Francisco**

K – 12

**Willow Glen I**

Interested in connecting your library to real world projects? David Silver will introduce you to a relatively new course at the University of San Francisco in which students learn how to harvest seasonal produce from their campus garden, how to cook various dishes, and how to offer their meals to the larger community via a campus farmstand. The talk then discusses the unique role Gleeson Library plays in the farmstand.

- **David Silver**, *Associate Professor, University of San Francisco*



---

### **Empowering Minds with Hip-Hop, Chess, & Martial Arts**

K – 12

**Salon I**

This workshop will explain how the fusion of music, chess, and martial arts promote unity, strategy, and nonviolence.

- **Adisa Banjoko**, *Author*



---

### **Learning through Literature**

K – 6

**Salon V**

We will explore learning and lessons in the library using great books. Learn how to use over 50 picture books to create learning in your library for students in grades K-6. Titles and lessons will cover many different subjects and genres. You will leave with lessons you can use the next day with books that you already have sitting on your library shelves. Standards will be included. We will share excellent ideas for teacher librarians and paraprofessionals.

- **Patricia Ohanian**, *Addison Elementary School, Palo Alto Unified School District*



---

### **LibGuides- Your Answer to Online Resources That Make You the “Resource Queen/King” at Your School!**

K – 5

**Salons III/IV**

The library needs to be the place where students can find relevant, appropriate, and compelling resources that are tied in with their classroom curriculum. Come to this presentation to see how one district has created online “LibGuides” (library guides) which put great resources in one handy spot and make its Teacher Librarians \*the\* people that classroom teachers will turn to for help with curricular links. We will discuss Elementary School Resources, 4th Grade Social Studies Resources, 5th Grade Social Studies Resources, Science Resources, Math Resources, And... Digital Safety Resources (linked to the Broadband Improvement Act). Best of all, the LibGuides are linked to the Model School Library Standards!

- **Kristen Lee**, *Teacher Librarian, Palo Alto*



---

## HA! Made You Look!

K – 5

Willow Glen II

As a paraprofessional I do not have the time or skills to ‘teach’ students, but over the years have found clever ways for students to actually figure out library skills while having fun.

- **Mitzie Larson**, *Library Media Technician Palmyra Elementary, OUSD*



---

## Demi's Great Voyage with Zheng He, China's Greatest Admiral

3 – 12

Salon II

Demi will show slides of the beautiful artwork from her new book, *The Great Voyages of Zheng He*, and describe her journey throughout the making of the book.

- **Demi**, *Author*



12:30 PM

Sunday

---

## Librarians Leading the Way: Librarians as Professional Developers Part 1

K – 12

Salons III/IV

You will learn a variety of approaches to professional development from a team of public and private school librarians who are experienced staff development leaders in their own schools. Participants will leave this two-part session with models, strategies and their own plans for differentiated hands-on PD they can use at their own schools. The school librarians leading the workshop with Debbie Abilock, speaker and consultant, are among those featured in *Growing Schools* (Libraries Unlimited, 2012), the stories of challenges and successes of librarians who have taken on the task of faculty learning. (*Continued at 1:45 PM*)

### Demonstration – Panel

- **Connie Williams**, *Teacher Librarian, Petaluma High School*
- **Debbie Abilock**, *NoodleTools*
- **Susan Smith**, *Harker School*



---

## What Comes Next? How Sequels Can Inspire Writing

K – 8

Willow Glen III

Sometimes the hardest part of writing is getting started, but when we are teaching children to write we can remove this initial obstacle by letting them take inspiration from existing books. By forging forward with a character that the child already feels connected to, we heighten interest and remove writer's block, making the sequel an ideal tool for teaching narrative writing.

- **Sudipta Bardhan-Quallen**, *Author*



---

## Asking Good Questions; Getting Good Answers

K – 12

Salon II

In order to search effectively, students must develop good questions—and then know how to judge the efficacy of their search results. Participants will explore the Right Questions Institute's thoughtful process for getting to good questions, and learn about several helpful online tools, including Public Learning Media's Comparison Search and Who-Is.

- **Sara Armstrong**, *Educational Consultant*



---

## Life is All About Plan B: Strategies for Being a Super Librarian

K – 12

Salon VI

Those who bend don't break. In an ever-changing world, library staff must keep up with changes in everything from technology to library management. Join Deborah B. Ford in a fast paced session of strategies to get the job done without losing your patience or your sanity.

- **Deborah B. Ford**, *Director of Library Outreach, Junior Library Guild*



---

## Using Social Media Responsibly K – 12

San Carlos

This presentation will explore the social media environment, address information literacy, teach how to distinguish among trusted environments and explore the adoption of safe and responsible social media technologies that could be used in an academic network so that students can creatively express themselves in ways that foster innovative solutions to assignments. This integration will result in a better understanding of cyber safety, digital citizenry and incorporate 21st-century best practices with social media while adhering to the new CIPA (child privacy) requirements. *(This session is repeated at 1:45 PM)*

- **Andrea Catania-Stephenson**, *Teacher Librarian, El Camino High School*
- **Jonathan King**, *Chief Strategy Officer, i-SAFE, Inc.*



---

## Virtual Learning Commons: 24/7 Student Learning Environment. What Does it Look Like? K – 5

Salon I

With the exponential expansion of information, ever-changing technology, and heightened demands for critical, creative, and collaborative thinking, how do we teach our digital learners to access and utilize information no longer confined to books? How do we keep students involved, engaged, and excited about learning?

This presentation will share how Virtual Learning Commons provide access to 24/7 interactive learning environments available anytime, anywhere. Tour an elementary VLC in real time, explore webtools, and see how collaborating with classroom teachers and hosting activities and school-wide events create an interactive and dynamic learning environment for 21st century learning.

- **Roxanne Clement**, *Teacher Librarian, Bay Farm School*



---

## Creating and Using Scavenger Hunts for Information Literacy 6 – 8

Willow Glen I

This session will present the way a TL works with the teachers at her school to create Information Scavenger Hunts. These hunts use resources in the library to provide scaffolding information on the background of classroom novels or other sections of the curriculum, including tools such as the World Café. Attendees will leave with a number of Information Scavenger Hunts (including several on wikis) and the procedure for creating Information Scavenger Hunts of their own.

- **Nina Jackson**, *Teacher Librarian, Franklin CMS and Tincher K-8*



---

## Dewey Defeats Boredom: How to Turn Library Skills-Building into an Adventure! K – 12

Salon V

This workshop will help you make learning library skills fun for kids! Mom's Choice Award Winning Author Jason Edwards, a licensed and certified educator with over 20 years of experience creating innovative ways to inspire and instruct children, guides participants through the process of producing inventive, hands-on learning exercises that teach and develop the skills children need in order to find books and information in the library. Edwards will demonstrate how to identify appropriate goals, select methods, produce materials, and carry out exciting activities that teach kids vital research skills including identifying and distinguishing the content of different sections of the library, how to use the Library Catalog, finding books of different subjects using the Dewey Decimal System, and how to perform Internet searches. The model used to exemplify activity construction will be Jason's signature Monster Hunt program, in which teams of adventurers learn library skills as they track down and capture a lurking monster! Edwards will show how to tailor programs to groups of differing ages and levels of ability, and how to integrate many AASL educational goals into the programs generated including the building of reasoning, organization, and team-building skills. He will also review how to work together with other departments to incorporate broader learning goals into your program.

- **Jason Edwards**, *Author*





---

## Being a Writer in Two Worlds *K – 12*

Willow Glen II

Ying will show slides of her life in China and the people and locations that inspired her writing. She will talk about her journey as a writer, growing up in China during the Cultural Revolution, coming to this country as a graduate student, and writing in her second language. She will share how experiences inspired her writing, such as her award-winning books *Revolution is Not a Dinner Party*, *Crouching Tiger*, *The Run Away Wok*, and her newest cookbook *Ying's Best One-Dish Meals*.

- **Ying Compestine**, *Author*



1:45 PM

Sunday

---

## Librarians Leading the Way: Librarians as Professional Developers Part 2

*K – 12*

Salons III/IV

You will learn a variety of approaches to professional development from a team of public and private school librarians who are experienced staff development leaders in their own schools. Participants will leave the session with models, strategies and their own plans for differentiated hands-on PD they can use at their own schools. The school librarians leading the workshop with Debbie Abilock, speaker and consultant, are among those featured in *Growing Schools* (Libraries Unlimited, 2012), the stories of challenges and successes of librarians who have taken on the task of faculty learning. *(Continued from 1:45 PM)*

### Demonstration – Panel

- **Connie Williams**,  
*Teacher Librarian, Petaluma High School*
- **Debbie Abilock**,  
*NoodleTools*,
- **Susan Smith**, *Harker School*,



---

## Series? Seriously! Energizing Readers with Series Fiction

*K – 12*

Willow Glen II

**Link** your students to series fiction and watch them grow into avid readers. Explore series fiction for all ages from elementary through middle and high school. Read beyond the familiar and popular to discover lesser-known series' books. An annotated booklist will be available.

*Presented by a mother-daughter duo*

- **Silvia Gutierrez**, *Young Readers Librarian, Palos Verdes Peninsula Center Library, Rolling Hills Estates*
- **Gabriela Gualano Gutierrez**, *St. Martin of Tours and SJSU Library Program Student*



---

## Perfect Partners: How Libraries and Authors Can Partner for Literacy *K – 8*

Willow Glen I

An author visit at school can be fun and educational, but can also be so much more. Creating partnerships between authors and schools can reinforce literacy lessons in ways that make a lasting impression on students. This workshop will discuss tips and suggestions from both sides of the desk (from a school librarian and an author) to make an author visit something librarians can do to demonstrate how vital the library is in supporting the community of the school, and to enrich the students, parents, and staff in a way that is different from the regular instructional time.

- **Sudipta Bardhan-Quallen**, *Author*
- **Lynne Sundstrom**,  
*Teacher Librarian, Birch Lane Elementary School*





---

## California Young Reader Medal Program Overview for Middle School/Junior High, & Young Adult Categories 6 – 12

Salon V

The CYRM panel will present an overview of the CYRM program and great ideas to implement the program in your library. The presentation will include book talks, hooks to engage your students, bookmarks, and more. Free books will be given out to our most attentive listener.

- **Wendy Chason**, *Davis Joint Unified School District*
- **Randy DeJong**, *Teacher Librarian, South High School*
- **Sally James**, *Teacher Librarian, South Hillsborough Elementary*



---

## Comic Book Clubs for Teens: Programming Made Easy and Fun!

6 – 12

Willow Glen III

Invigorate your library's programming by running a comic book discussion group! We will introduce you to the California Center for the Book's Book-Club-in-a-Box program, which provides you with free books and promotional materials. Running this club is fun and easy. We will warn you about potential pitfalls and share some tips. Attendees will leave with a wealth of suggestions for comic titles, discussion questions, and activities to engage comic-loving teens and draw them into the conversation. Create a nexus of nerd culture in your own library!

- **Jessica Lee**, *Teacher Librarian, Willard Middle School, Berkeley USD*
- **Jack Baur**, *Teen Services Librarian, Berkeley Public Library*



---

## Making Marks: a Hands-on Exploration of Media & Techniques in Illustrating Children's Books

K - 3

San Carlos

A discussion and exploration of the many materials used in creating children's book art. Original art samples will be shown and a demonstration of paste paper included.

- **Katherine Tillotson**,  
*Illustrator*



---

## Great eLearning vs. Online Road Kill: How Can You Tell the Difference?

6 – 12

Salon I

What should you expect from a great online course? How do you know if it's any good, if your students will be highly engaged, if activities provide multiple learning paths, if the course is accessible to all students or if teaching and learning goes beyond knowledge and comprehension? We'll review iNACOL's standards for quality online courses, explain how to take a course for a test drive, share how to select engaging courses, and speak to course features you should be expecting from publishers.

- **Brian Bridges**, *Director, Stanislaus COE, California Learning Resource Network (CLRN)*



## QR Codes: A Fun Way to Link Learners with Information @ Your Library!

K – 12

Salon VI

Participants will learn all about QR Codes, how to generate them, and how they can be easily incorporated into the school library as a novel and useful marketing tool students will love.

- **Amy Linden**, *Teacher Librarian, Bear River High School, Nevada Joint Union HSD*



## Five Books You Must Read

ALL

Salon II

If you could tell every teacher that they must read certain books, what would they be? This panel of Teacher Librarians, from all different walks, talk about their picks and why they chose them. Add some new books to your reading list, and bring your picks to add to the conversation.

- **Cathy Henry**, *Teacher Librarian, Kern High School*



3:00 PM

Sunday

## WOGI-es: "Welcoming One Good Idea – crowd-source"

K – 12

Salons III/IV

Come to this fun, fast-paced general session prepared to hear and take away a great collection of good ideas you can use in your library and with your fellow educators. We will be inviting every attendee to come to the podium and share one favorite school library idea. Participation is voluntary, but we promise you will get even more from the session if you share your own best idea!

## NorCal Going Global: Graphic Novel Panel

K – 12

Salons V

Panel discussion of the work and world of YA and college student oriented graphic novels by writers and illustrators from Northern California, many of whom deal with global themes. This session will inspire librarians to explore the rapidly growing world of graphic novels and histories. Attendees will hear about what inspires writers and illustrators, and also learn some of the tricks and tropes of the graphic world.



- **Gene Yang**
- **Trevor Getz**
- **Michael Kevane**
- **Elisee Sare**
- **Thien Pham**

4:10 PM

Sunday

## Birds of a Feather

ALL

Don't just observe, LINK up with others at the conference. The Birds of a Feather sessions are interactive meetings for conference attendees to openly discuss topics of focused mutual interest and currency within a homogeneous group. These meetings have a strong emphasis on audience-driven discussion, professional networking and open participation. The following groups will have *Birds of a Feather* meetings:

- |                       |                        |
|-----------------------|------------------------|
| • District Librarians | <b>Salon I</b>         |
| • Private Schools     | <b>Willow Glen I</b>   |
| • High School         | <b>Salon II</b>        |
| • Middle School       | <b>Willow Glen II</b>  |
| • Elementary          | <b>Willow Glen III</b> |
| • Paraprofessionals   | <b>Salon V</b>         |
| • Retirees            | <b>San Carlos</b>      |

*Birds of a Feather* meetings are an excellent opportunity to connect and interact with other attendees with whom you share a mutual interest.



**6:00 PM**

**Sunday**

**Section Meet and Greet**

*ALL*

**Foyer**

Before the CYRM Banquet, visit with members from your own region. Tables will be hosted by your section representatives from each of the four Northern and six Southern sections. Take the opportunity to meet and visit with your own section representatives and with members from your own geographic area while enjoying drinks from a no-host bar and having your photo taken, courtesy of Lifetouch.

*Lifetouch*

**7:00 PM**

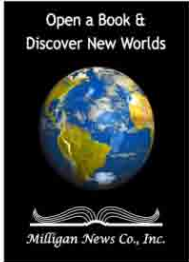
**Sunday**

**CYRM Author/Illustrator Banquet**

**Ballroom Salon III and IV**

At the CYRM Author/Illustrator Banquet, you will have the opportunity to hear award-winning author **Gennifer Choldenko** speak and to visit with other invited authors and illustrators. Each table will have a spot for an author or illustrator. You will also have the opportunity to purchase books and get them signed after the banquet.

Open a Book &  
Discover New Worlds



**Milligan News Co., Inc.**  
(A Resource for Schools and Libraries)

CSLA Sustaining Member

Offering **30%** off the cover price  
with no minimum purchase.

**Visit us at [www.milligannews.com](http://www.milligannews.com) 24/7**

We are a San Jose based educational trade book distributor,  
specializing in books for pre-school - 8th grade.

**Providing:**

Leveled Readers, Accelerated Reading, Chapter Books, Picture Books,  
Spanish & Spanish/English, Graphic Novels, Fiction and Non-fiction  
titles, Poetry, Series Books, and Cal. Young Reader Medal Nominees.

We represent over 100 publishers, making it easy to purchase all your  
books from one source.

150 N. Autumn Street  
San Jose, CA. 95110  
Phone: (800) 873-2387  
Fax: (408) 293-5669  
Email: [ed-dep@milligannews.com](mailto:ed-dep@milligannews.com)



# Monday



**REGISTRATION OPEN** 7:00 AM - Noon

**7:00am – 8:45am**  
Legislative Breakfast

**9:00am – 9:50am**

*Concurrent Session 6*

**10:00am – 12:15pm**

Leadership Keynote by Steve Farber  
Mastermind Teams with Steve Farber

**1:00pm – 2:50pm**

*Leadership Experts Panels and Leadership  
Day Wrap up by Steve Farber*

**7:00 AM**

**Monday**

## Legislative Breakfast

*Ballroom Salon III/IV*

Monday's Legislative Breakfast will feature an address by the California Department of Education's top staff. We will hear from **Craig Cheslog**, Chief Advisor to Superintendent of Public Instruction **Tom Torlakson** about the top recommendation recommendations of the recent CDE- Educational Technology Task Force and Torlakson's 21st century vision for public education in California.



Also presented at this session will be the Administrative Leadership Award and the Good Ideas! Award.

**9:00 AM**

**Monday**

## Legislative Update

*K – 12*

*Salon VI*

This session will provide CSLA Conference delegates with information on the impacts to schools of the 2012-13 state budget, the impact of Proposition 30 results, and highlight some of the key legislation that was dealt with in the 2012 legislative session.

- **Jeff Frost**, *Legislative Advocate, Frost, Davis & Donnelly*

## The Library is Dead! Long Live the Library!

*ALL*

*Salon I*

What is the future of libraries and teacher librarians? Are we still relevant? Even if there were no librarians, they would need to be invented to meet community needs. The new state teacher librarian program standards and special class authorizations affirm our unique skill set. This session looks at ways that teacher librarians can re-invent themselves – and show administrators why we are lynchpins in today's and tomorrow's education.

- **Lesley Farmer**, *Professor of Librarianship CSULB*



## Connecting Curriculum Creatively

*K – 5*

*Salon II*

See samples of projects and get some great ideas for elementary aged students that integrate the arts into your library lessons.

- **Doree Tschudy**, *Teacher Librarian, Duveneck Elementary*



## Turkish Delights – Recipe for a Successful Grant

*K – 12*

*Salon IV*

Participants will learn 6 steps to developing a successful grant.

1. Find a grant: American Turkish Society Curriculum Grant
2. Apply for a grant, connecting to student learning.
3. Grant award! Add students and teachers and resources.
4. Mix well and prepare student projects.
5. Presentation!
6. Evaluation, final report, extensions for future grants.

- **Kay Hones**, *Teacher Librarian SFUSD Stevenson*



---

---

# Monday

## *Leadership Day*

---



### Leadership Day

Steve Farber, best-selling author of *The Radical Leap Re-Energized* and other business books, inspires audiences with his transformative ideas on how to be an effective leader. CSLA is honored to have him as our keynote speaker and guest leader on Monday. Farber, along with a stellar panel of educational and industry leaders and experts, will work with all of us to help us find and elevate our leadership potential.

Salon III/IV

#### LEADERSHIP DAY BEGINS ...

- 10:00an - 10:15an** ACTIVITY to form Mastermind Teams  
**10:15an** Keynote Speaker ~ Steve Farber  
**11:15an** Mastermind Teams Meet  
**12:15pm - 1:00pm** Participants Break for Lunch  
**1:00pm** Experts Panel  
**2:00pm** Wrap-up



#### **Our Experts Panel includes leaders from the following organizations:**

California Department of  
Education

Adobe

Comcast

Verizion

AALRR

Santa Clara County Office of  
Education

Imperial County Office of  
Education

CUE

ISTE

CLRN

Insight

iKeepSafe

Pearson

Scholastic

Center for Copyright  
Information

and much more . . .

**See pages 12 for more information about Steve Farber and the Leadership Summit.**

*\* Business casual attire is suggested*





---

---

# Sustaining Members

---

## ABDO Publishing

P.O. Box 398166  
Minneapolis, MN 55439  
1-800-800-1312 (toll free)  
1-800-862-3480 (fax)  
[info@abdopublishing.com](mailto:info@abdopublishing.com)

## Follett Library Resources

1340 Ridgeview Drive  
McHenry, IL 60050-7047  
(888) 511-5114

*Kathleen F. Paur*, Director of Sales  
1340 Ridgeview Drive  
McHenry, IL 60050-7047  
(888) 511-5114 extension 3603

*Barry Calfee*, Account Manager  
1340 Ridgeview Drive  
McHenry, IL 60050-7047  
(888) 511-5114 extension 3747

*Dave Cella*, Account Manager  
1340 Ridgeview Drive  
McHenry, IL 60050-7047  
(888) 511-5114 extension 3825

## Follett Software Company

1391 Corporate Drive  
McHenry, IL 60050  
direct: 815.578.7385  
800-323-3397 toll free  
fax: 815.578.5385  
[www.follettsoftware.com](http://www.follettsoftware.com)

*Kristy Paul*, Sales Executive  
[kpaul@follettsoftware.com](mailto:kpaul@follettsoftware.com)

*Tom Neve*, Sales Executive  
[tneve@follettsoftware.com](mailto:tneve@follettsoftware.com)

*Mike Drury*, Small District Sales  
[mdrury@follettsoftware.com](mailto:mdrury@follettsoftware.com)

## Gale, Cengage Learning

27500 Drake Road  
Farmington Hills, MI 48331-3535  
(800)877-4253

*Janice Lentz*, Southern California  
Field Sales Representative  
(760)807-8999

*Marcia Vidal*, Los Angeles County  
Field Sales Representative  
(818) 303-6755

*David Guziak*, Central California  
Field Sales Representative  
(661) 342-1959

*Wendi Peterson-Glaser*, Northern  
California Field Sales Representative  
(707)-373-2268

## Mackin Educational Resources

3505 County Road 42 W  
Burnsville, MN 55306  
800.245.9540

*Todd Blackmoore*, CA Sales Consultant  
[todd.blackmoore@mackin.com](mailto:todd.blackmoore@mackin.com)  
916-759-7423

*Judith Christianson*, Customer Service  
[judith@mackin.com](mailto:judith@mackin.com)  
800-245-9540

*Kimberly Johnson*, Digital Services  
[kimberly.johnson@mackin.com](mailto:kimberly.johnson@mackin.com)  
800-245-9540

## Milligan News

150 N. Autumn Street  
San José, CA 95110  
(408) 298-3322

*Grady Lawyer*, General Manager  
(408) 298-3322

*Sam Wallace*, Educational  
Div/Operation Manager  
(408) 286-7604

## Mrs. Nelson's Toy & Bookshop, Inc.

1650 W. Orange Grove Avenue  
Pomona, CA 91768  
(800) 875-9911

*Patrick Nelson*, Library Services General  
Manager  
(800) 875-9911

*Laura Nelson*, Book Fair General  
Manager  
(909) 865-8550

*Andrea Vuleta*, Book Store General  
Manager  
(909) 599-4558

## Perma-Bound Books

8 Vintage Way  
Coto de Caza, CA 92679

*John Geeza*, Regional Sales Manager  
(949) 274-3222  
[johngeeza@perma-bound.com](mailto:johngeeza@perma-bound.com)

## San José State University

Library & Information Science  
Department

One Washington Square  
San José, CA 95192-0029  
Phone: 408-924-2490

*Dr. Mary Ann Harlan*, Teacher Librarian  
Program Coordinator  
[maryann.harlan@gmail.com](mailto:maryann.harlan@gmail.com)

*Dr. Sandra Hirsch*, Director San José  
State School of Library and  
Information Science

*Dr. Linda Main*, Associate Director and  
Graduate Coordinator



# Conference Exhibitors

## ABDO Publishing

*CSLA Sustaining Member*

### Table 41, 42, 43

Paul Skaj  
8000 W. 78<sup>th</sup> St., Suite 310  
Edina, MN 55439  
952-698-2403  
952-831-1632 *fax*  
800-800-1312  
[abdopublishing.com](http://abdopublishing.com)

## Alexandria/Textbook Tracker

### Table 12

Curtis Haderlie  
1831 Ft. Union Blvd.  
Salt Lake City, UT 84121  
800-347-6439  
888-515-3883 *fax*  
[goalexandria.com](http://goalexandria.com)

## AWE

### Table 56

Sandi Walter  
2501 Seaport Dr. SH 400  
Chester, PA 19013  
610-833-6400  
610-833-6440 *fax*  
[awelearning.com](http://awelearning.com)

## Baker & Taylor

### Table 1, 2

Juliana Tobin  
2550 W. Tuvola Rd. Ste 300  
Charlotte, NC 28217  
704-998-3259  
[baker-taylor.com](http://baker-taylor.com)

## Bound To Stay Bound

### Table 28

Alan Schade  
1880 West Morton  
Jacksonville, IL 62650  
800-637-6586  
800-747-2872 *fax*  
[btsb.com](http://btsb.com)

## Britannica Digital Learning

### Table 55

Marie Giannola  
331 N. LaSalle  
Chicago, IL 60654  
312-347-7431  
800-621-3900  
[info.eb.com](http://info.eb.com)

## California Learning Resource Network

### Table 23

Brian Bridges  
1100 H Street  
Modesto, CA 95354  
209-238-1420  
209-238-4223 *fax*  
[clrn.org](http://clrn.org)

## California Young Medal Reader

### Table 48

Wendy Chason, Sally James, and  
Randy de Jong  
21311 Pinetree Lane  
Huntington Beach, CA 92646  
[californiayoungreadermedal.org](http://californiayoungreadermedal.org)

## Capstone

### Table 47

Sandi Rowe  
1710 Row Crest Drive  
North Mankato, MN 56003  
800-747-4992  
888-262-0705 *fax*  
[capstonepub.com](http://capstonepub.com)

## Children's Plus Inc.

### Table 7

Kevin Walsh  
1387 Dutch American Way  
Beecher, IL 60401  
800-230-1279  
800-896-7213 *fax*  
[childrensplusinc.com](http://childrensplusinc.com)

## Cover One, Inc.

### Table 5

Keith Wilde  
3767 Forest Lane #124-1234  
Dallas, TX 75244  
800-881-1521  
888-747-0174 *fax*  
[coverone.net](http://coverone.net)

## Crabtree Publishing

### Table 9, 10

Andrea Crabtree  
PMB59051 - 350 Fifth Ave.  
New York, NY 10118  
800-387-7650  
[crabtreebooks.com](http://crabtreebooks.com)

## Computer - Using Educators (CUE Inc.)

### Table 22

Mike Lawrence  
877 Ygnacio Valley Rd., Ste 200  
Walnut Creek, CA 94596  
925-478-3460  
925-934-6799 *fax*  
[cue.org](http://cue.org)

## DEMCO Interiors

### Table 17

Randy Korte  
4810 Forest Run Rd.  
Madison, WI 53704  
530-345-1876  
800-859-9040  
530-345-4460 *fax*  
[demcointeriors.com](http://demcointeriors.com)

## EBSCO

### Table 13

Greg Padilla and Sam Williams  
5724 Hwy 280 East  
Birmingham, AL 35242  
205-991-1211  
800-633-4604  
205-995-1613 *fax*  
[ebSCO.com](http://ebSCO.com)



*Help us to Support those who Support us*

### EXHIBIT HALL HOURS

**Friday, November 16**

5:00pm - 7:00pm

**Saturday, November 17**

9:30am - 5:00pm

*Continued on next page*



**Edmodo****Table 21**

John Hermanson  
60 East 3<sup>rd</sup> Ave, #390  
San Mateo, CA 94401  
650-963-5035  
650-376-2594 *fax*  
[edmodo.com](http://edmodo.com)

**Follett Library Resources, Inc.***CSLA Sustaining Member***Table 51, 52**

Kathleen Paur  
1340 Ridgeview Drive  
McHenry, IL 60050  
888-511-5114 x3311  
800-347-6439  
800-852-5458 *fax*  
[titlewave.com](http://titlewave.com)

**Follett Software***CSLA Sustaining Member***Table 50**

Kristy Paul  
1391 Corporate Drive  
McHenry, IL 60050  
815-578-7912  
800-323-3397  
815-578-5912 *fax*  
[follettsoftware.com](http://follettsoftware.com)

**Gale, Cengage Learning***CSLA Sustaining Member***Table 44**

Latrescia Murphy  
27500 Drake Rd.  
Farmington Hills, MI 48331  
248-699-8231  
800-877-4253  
248-699-8094 *fax*  
[galeschools.com](http://galeschools.com)

**Facts On File, an Infobase Learning Company****Table 18**

Louise Bloomfield  
132 W. 31<sup>st</sup> St. 17<sup>th</sup> Fl.  
New York, NY 10001  
800-322-8755, ext. 4616  
800-322-8755  
800-678-3633 *fax*  
[infobasepublishing.com](http://infobasepublishing.com)

**Insignia Software Corp****Table 39**

George Pilling  
2544 Ellwood Dr #201  
Edmonton, AB T6X0A9  
559-901-6676  
1-866-428-3997 x 1  
[insigniasoftware.com](http://insigniasoftware.com)

**Junior Library Guild****Table 16**

Jennifer Bennett  
7858 Industrial Pkwy  
Plain City, OH 43064  
800-491-0174  
800-827-3080 *fax*  
[juniorlibraryguild.com](http://juniorlibraryguild.com)

**KQED****Table 54**

Almetria Vaba  
2601 Mariposa Street  
San Francisco, CA 94110  
415-553-2482  
[pbslearningmedia.org/kqed.org/education/](http://pbslearningmedia.org/kqed.org/education/)

**L4U Library Software****Table 14**

Al Christie  
1632 Dickson Ave Suite 400  
Kelowna, BC V1Y7T2  
800-667-3634  
800-856-4036 *fax*  
[L4U.com](http://L4U.com)

**Lerner Publishing Group****Table 46**

Lisa Gamboa  
Kathy O'Kane  
1251 Washington Avenue  
North  
Minneapolis, MN 55401  
800-332-1132  
800-328-4929 *fax*  
[lernerbooks.com](http://lernerbooks.com)

**Let's Read in Spanish****Table 3**

Claudia Knigge  
1102 Bird Ave., Ste #20  
San José, CA 95125  
408-564-7370  
408-642-1580 *fax*  
[letsreadinspanish.com](http://letsreadinspanish.com)

**Library World Inc.****Table 24**

Fred Zaccheo  
POB 231  
San José, CA 95103  
800-852-2777  
408-993-2147 *fax*  
[libraryworld.com](http://libraryworld.com)

**Mackin Educational Resources***CSLA Sustaining Member***Table 33, 34**

Todd Blackmoore  
3505 Country Rd. 42W  
Burnsville, MN 55306  
916-759-7423  
800-245-9540  
800-369-5490 *fax*  
[mackin.com](http://mackin.com)

**Media Flex Inc.****Table 11**

Harry Chan  
P.O Box 1107  
Champlain, NY 12917  
877-331-1022  
[mediaflex.net](http://mediaflex.net)

**Milligan News Co.***CSLA Sustaining Member***2012 Conference Sponsor****Table 19, 20**

Sam Wallace  
150 N. Autumn St.  
San José, CA 95110  
408-286-7604  
800-873-2387  
408-293-5669 *fax*  
[milligannews.com](http://milligannews.com)

**Mrs. Nelson's Library Services***CSLA Sustaining Member***Table 36**

Patrick Nelson  
1650 W. Orange Grove Ave.  
Pomona, CA 91768  
909-397-7820  
800-875-9911  
909-397-7833 *fax*  
[mrsnelsons.com](http://mrsnelsons.com)



*Be sure to complete your Exhibitor Scavenger Hunt*

*Continued on next page*



**NoodleTools Inc****Table 6**

Damon Abilock  
P.O. Box 60214  
Palo Alto, CA 94306  
650-561-4071  
650-618-1911 *fax*  
[noodletools.com](http://noodletools.com)

**Optelec Low Vision Solutions****Table 27**

Read Again, Local Authorized Dealer  
3030 Enterprise Court, Ste C  
Vista, CA 92081  
800-826-4200  
800-368-4111 *fax*  
[optelec.com](http://optelec.com)

**Over Drive****Table 15**

Kevin Coon  
8555 Sweet Valley Dr.  
Cleveland, OH 44125  
216-573-6886  
216-573-6888 *fax*

[overdrive.com](http://overdrive.com)

**Perma-Bound Books**

*CSLA Sustaining Member*

**2012 Conference Sponsor****Table 57, 58, 59, 60**

John Geeza  
617 E. Vandalia Road  
Jacksonville, IL 62650  
800-637-6581  
800-551-1169 *fax*  
[perma-bound.com](http://perma-bound.com)

**ProQuest****Table 4**

Lisa Alent  
789 E. Eisenhower Parkway  
Ann Arbor, MI 48108  
734-707-2512  
800-521-0600  
[proquest.k12.com](http://proquest.k12.com)

**EXHIBIT HALL HOURS**

*Friday, November 16*

*5:00pm - 7:00pm*

*Saturday, November 17*

*9:30am - 5:00pm*

**Renaissance Learning****Table 35**

Steven Bauer  
2911 Peach Street  
Wisconsin Rapids, WI 54494  
800-338-4204  
877-280-7642 *fax*  
[renlearn.com](http://renlearn.com)

**Rosen Publishing****Table 45**

Sarah Gross  
Lisa Gamboa  
Kathy O'Kane  
29 East 21st Street  
New York, NY 10010  
800-237-9932  
888-436-4643 *fax*  
[rosenpublishing.com](http://rosenpublishing.com)

**Ross McDonald Co., Inc.****Table 37**

Garen McDonald  
Robert Schmidt  
1154 Stealth Street  
Livermore, CA 94551  
925-455-1635  
800-455-1635  
925-373-1227 *fax*  
[wrossmcdonald.com](http://wrossmcdonald.com)

**San José State University / SLIS**

*CSLA Sustaining Member*

**Table 40**

Alfredo Alcantar  
One Washington Square  
San José, CA 95192  
408-924-2490  
408-924-2476 *fax*  
[slisweb.sjsu.edu](http://slisweb.sjsu.edu)

**Scholastic Library Publishing****Table 53**

Jim Frederick  
John Zick  
PO Box 3785  
Jefferson City, MO 65102  
800-621-1115  
866-783-4361 *fax*  
[scholastic.com/listbuilder](http://scholastic.com/listbuilder)

**Shen's Books****Table 32**

Renee Ting  
1547 Palos Verdes Mall #291  
Walnut Creek, CA 94597  
925-262-8108  
800-456-6660  
888-269-9092 *fax*  
[shens.com](http://shens.com)

**Shmoop****Table 8**

Paul Taylor  
PO Box 0935  
Los Altos, CA 94023  
650-559-8003  
650-644-3384 *fax*  
[shmoop.com](http://shmoop.com)

**Symboloo EDU****Table 30**

Kimmie Chann  
2915 Redhill Ave. #B201D  
Costa Mesa, CA 92626  
949-478-3559  
[symbolooedu.com](http://symbolooedu.com)

**Wheelers ePlatform****Table 38**

Paul du Temple  
211 Wairau Road  
Glenfield, Auckland, NZ  
0064273564955  
00649479-7949 *fax*  
[eplatform.co](http://eplatform.co)

**World Book, Inc.****Table 49**

Gregg Golding  
233 N. Michigan Ave. Ste 2000  
Chicago, IL 60601  
312-729-5800  
800-975-3250  
312-729-5610 *fax*  
[worldbook.com](http://worldbook.com)

**Zaner-Bloser Publishing****Table 29**

Marguerite Morgan Pollard  
PO Box 169  
Elk Grove, CA 95759  
916-529-3357  
800-248-2568 x2537  
916-685-4907 *fax*  
[zaner-bloser.com](http://zaner-bloser.com)



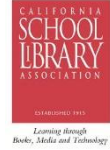
---

---

# CSLA 2012 – 2013

## State Board

---



### STATE PRESIDENTS



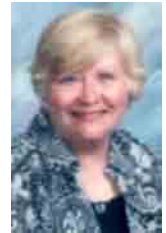
**President**

Jane Lofton  
*2012-2013*



**President-Elect**

Janice Gilmore-See  
*2012-2013*



**Past President**

Pam Oehlman  
*2012-2013*

### TREASURER SECRETARY



**Treasurer**

Sandra Patton  
*2011-2013*



**Secretary**

Nina Jackson  
*2012-2014*

### VICE PRESIDENTS



**Governmental  
Relations**

Glen Warren  
*2012-2014*



**Professional  
Development**

Susan Pennell  
*2012-2014*



**Membership**

Liz Dodds  
*2011-2013*



**Communications**

Jessica Gillis  
*2011-2013*





# CSLA 2012 – 2013 Northern Region Board

## NORTHERN REGION



**President**

Katie Williams  
2012-2013



**President-Elect**

Andrea Catania-  
Stephenson  
2012-2013



**Past President**

Terry Lai  
2012-2013



**Treasurer**

Renee Ousley-  
Swank  
2011-2013



**Secretary**

Christina Larrechea  
2012-2014



**Section 1  
Representative**

Kit Hein  
2011-2013



**Section 1  
Representative**

Donnine Davis  
2012-2014



**Section 2  
Representative**

Annette  
Weiskircher  
2011-2013



**Section 2  
Representative**

Liz Coman  
2012-2014



**Section 3  
Representative**

Eric Wheeler  
2011-2013



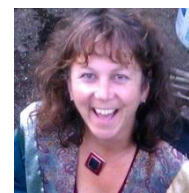
**Section 3  
Representative**

Lisa Huddleston  
2012-2014



**Section 4  
Representative**

Valerie Barth  
2011-2013



**Section 4  
Representative**

Lisa Bishop  
2012-2014



# CSLA 2012 – 2013 Southern Region Board

## SOUTHERN REGION



**President**

Marie Slim  
2012-2013



**President-Elect**

Yvonne Weinstein  
2012-2013



**Past President**

Kathie Maier  
2012-2013



**Treasurer**

Becky Johnston  
2012-2014



**Secretary**

Claudia Durnerin  
2011-2013



**Section 1  
Representative**

Sue Heraper  
2012-2013



**Section 1  
Representative**

Sondra Keckly  
2012-2014



**Section 2  
Representative**

Janet HasBrouck  
2011-2013



**Section 2  
Representative**

Laurel Bullock  
2012-2014



**Section 3  
Representative**

Minerva Samayoa  
2011-2013



**Section 3  
Representative**

Lia Ladas  
2012-2014



**Section 4  
Representative**

Mitzie Larson  
2011-2013



**Section 4  
Representative**

Lydia Smith-Davis  
2012-2014



**Section 5  
Representative**

Susan Sheldon  
2011-2013



**Section 5  
Representative**

Erin Southam  
2012-2014



**Section 6  
Representative**

Stephanie Hall  
2012-2013



**Section 6  
Representative**

Mark Williams  
2012-2014



---

---

## Conference Social Networking

---

***This is YOUR Conference!***

*Share all that you learn on one or more of our social networking platforms:*



**Website** [csla.net](http://csla.net)



**Wiki** [csla12.wikispaces.com/](http://csla12.wikispaces.com/)



**Twitter** @cslainfo



**Hashtag** #csla12



**Facebook** [facebook.com/4CSLA](https://facebook.com/4CSLA)



**YouTube** <http://www.youtube.com/4csla>



**Flickr** [flickr.com/groups/csla12/](http://flickr.com/groups/csla12/)



**Symbaloo** <http://csla.symbaloo.com/>

*We will be using Symbaloo to share all our presenters' electronic handouts and links.*

*Symbaloo Information:* <http://www.symbalooedu.com/>

“Organize & Share the Best of the Web with Your Students.” Watch how a 7th grader uses *Symbaloo* to create her “Personal Learning Environment:” <http://youtu.be/YEls3tq5wIY>

---

---

## Conference Evaluation

---

The CSLA Conference Committee would appreciate your comments and suggestions about our 2012 Conference. Please complete an evaluation for the conference as a whole and for each of the workshops and concurrent sessions you attend. Your evaluation will provide us feedback we will use to plan for future conferences. Thank you for taking the evaluations.

**General Conference**

<http://bit.ly/CSLA12Survey>



**Workshops/Concurrent Sessions**

<http://bit.ly/sessionevaluation>



Please complete a workshop/concurrent sessions evaluation for each session you attend.

***URLs are Case Sensitive***

---

---

## Parking

---

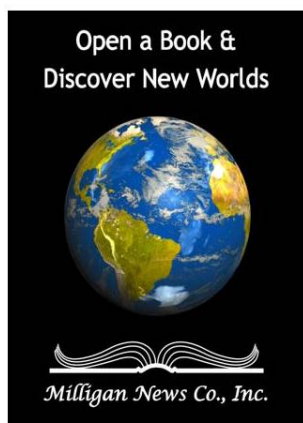
The Marriott is offering conference attendees a reduced \$10 per day rate for the hotel's valet parking. Please be sure to park at the Marriott and not at the Convention Center to receive this rate. Attendees staying at the hotel will have the \$10 per day parking posted to your hotel bills. If you are not staying at the hotel, please tell the valet that you are with the conference when you pick up your car. There is also free street parking in Downtown San José on Sundays.



---

## Thank you to our Sponsors


---



# PERMA-BOUND®

## THE STRONGEST BOOKS YOU CAN BUY

Special thanks to **SCCOE** for hosting our workshops and

 for allowing our members the opportunity to experience the Google Tour and Workshop



### Thanks to our Member Sponsors

*Can you Match the Name to the Avatar?*

Diane Alexander  
Rosemarie Bernier  
Liz Dodds  
Janice Gilmore-See  
Barbara Jeffus  
Tom Kaun  
Jane Lofton

Kathie Maier  
John McGinnis  
Pam Oehlman  
George Pilling  
Marie Slim  
Mark Williams  
Katie Williams

---

### Author/Illustrator Sponsors

**Immedium** for Oliver Chin  
**Mackin** for Gennifer Choldenko  
and Katherine Tillotson

**Rogue Bear Press** for Jason Edwards  
**Shen Books** for Demi

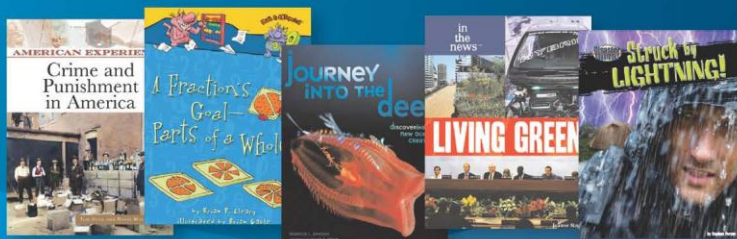




Used in over  
20,000 schools

# What's new with Follett Shelf?

- NEW** Easier searching with more intuitive interface
- NEW** Support for smartphones
- NEW** Expected return dates keep patrons informed (COMING SOON)
- NEW** Holds feature helps drive circulation (COMING SOON)
- NEW** Common Core eBook Bundles



Drive student achievement with eBooks and audiobooks using the **NEW** and **IMPROVED FollettShelf™**

- 140,000+ PreK-12 eBooks
- Unlimited access eBooks
- 10,000+ Catalyst Digital™ Audiobooks
- Free 24/7 access, no annual fees
- Integrated with Destiny® Library Manager™
- Supports other library management systems

## Build your collection today

Limited time offer - Free Follett  
Classic eBooks with qualifying order.

**FollettShelf.com** | 888.511.5114 x1164

