

**2004 NDLA CONFERENCE
MAKING A CASE FOR LIBRARIES
SEPTEMBER 22-24 – INTERNATIONAL INN – MINOT**

PROGRAM DESCRIPTIONS AND SPEAKER/PRESENTER PROFILES

WEDNESDAY, SEPTEMBER 22

**Pre-Conference: 1-4p.m.
Delivering Excellent Customer Service to Library Users
Dr. Mary Bushing**

If you serve library customers and want to enhance your service skills when filling customers' information needs, you will want to attend this pre-conference session. The half-day workshop will focus on: exploring communication models and components for effective interpersonal communication; identifying library customers' information needs through personal interviews, surveys, and focus groups; formulating short and long-term plans for fulfilling library customers' information needs, including budget and training issues; influencing conflict resolution within high-stressed customer interactions (or, "How to deal with a difficult patron"); and customizing information to produce value-added service for the patron.

Dr. Mary Bushing is a library consultant and educator. Her early library experience was in small public libraries in Illinois, and despite subsequent experience in larger public, academic, and special libraries, Dr. Bushing contends that her heart has remained in those small libraries where "it is happening" and life is interesting! She has a BA in humanities from Aurora University, IL, 1973; an MLS from Dominican University, IL, 1975; and an Ed.D. in Adult and Higher Education from Montana State University, 1995. Dr. Bushing's doctoral research was focused on successful librarians in small libraries and their techniques and philosophies concerning success in an environment with very limited resources but high demands for service. Dr. Bushing has presented in 27 states and five countries, recently returning from Riga, Latvia where she conducted a two-day seminar for academic and public librarians. She also served as the Institute Coordinator at the MPLA Leadership Institute at Ghost Ranch, New Mexico in November 2003.

**Pre-Conference – 2-4p.m.
North Dakota Legislative Panel Discussion
Marilyn Johnson, Facilitator**

2005 is a legislative year and we need NDLA members to support library causes in a meaningful way. Learn more about how the legislature works by attending this free pre-conference event! Minot area legislators and librarians, who have experience working with the North Dakota Legislature, will serve as panelists. The discussion will focus on the legislative process, including such things as how a bill becomes a law, how to contact legislators, and how to testify before a legislative committee. Marilyn Johnson, Legislative Council Librarian, will facilitate the discussion. *Note: There is no charge for this pre-conference.*

North Dakota Authors Reception – 5:30-7:30p.m.
(Note: Open to conference registrants only from 5:30-6:30; open to conference registrants and the general public from 6:30-7:30)

Paulette Nelson is coordinating the effort to showcase North Dakota authors as part of the annual conference. An author's reception will be held from 5:30-7:30 p.m. on Wednesday, September 22. Several North Dakota authors, including Brenda Ehrmantraut, Peggy Brooke, Roxanne Henke, Dr. Edward Keller, Richard Betting, Ron Vossler, and Loretta Welk-Jung, have indicated that they plan to join us for the event. Attendees will have a chance to visit with these authors and purchase their books.

Minot Public Library Talent Show Social – 8:30-10p.m.

Get wild and wacky at the Minot Public Library's Talent Show Social! We are looking for librarians to strut their stuff so if you have ever had a yearning to perform, now is your chance! Contact Paulette Nelson (pnelson@ndak.net) if you are interested. (She will also be recruiting acts). We hear that Amelia Bedelia may be the emcee for the talent show and that Minot's Great American Library Book Cart Drill Team may make an appearance.

THURSDAY, SEPTEMBER 23 – 10:30-12 NOON

More Migrations?!? What You Need to Know about the New OCLC Cataloging and ILL Interfaces

Virginia Dudley, MINITEX

It's a good thing so many North Dakota libraries are already in migration mode, because OCLC has a couple more in store for you! OCLC's Passport, CatME, ILLME, and ILL Web will all be retired soon. How soon? Join us to find out! Come see an overview of OCLC Connexion (OCLC's new integrated cataloging service), plus an introduction to OCLC's new ILL interface in FirstSearch. We'll also talk about enhancements and timelines for both services.

Virginia Dudley, a coordinator in the MINITEX Bibliographic and Technical Services unit, provides training and support for OCLC cataloging and ILL products and services. Prior to joining MINITEX in 2001, she worked for the University of Minnesota Libraries. Virginia's MLIS degree is from the University of Wisconsin, Madison.

From the Ground Up

Charles Pace

Follow the Fargo Public Library through its facilities planning process from hiring a consultant to completing a facilities master plan. Learn how to successfully make the case for your library by keeping key stakeholders informed at every step of the process and making library advocacy part of the planning process.

Presenter Charles Pace has been Director of the Fargo Public Library since 2001. Prior to moving to Fargo, he worked in libraries in Chicago, New York, Houston, and Dallas.

Statewide Biomedical Information Resources

Dr. Judith L. Rieke

This presentation features two sets of biomedical information resources that are available to the state's libraries. First, free resources such as biomedical books, journals, and databases from the National Library of Medicine as well as other resources will be introduced and demonstrated. This will include books on PubMed, PubMed Central journals, and an overview of NLM databases. BioMed Central and HighWire Press free journals will also be explained. Second, BRIN/INBRE grant resources purchased for the participating libraries will be highlighted. Although available on specific campuses and libraries, their presence in the state benefits everyone. Knowledge of titles available and how to access them will broaden the realm of biomedical information resources for your users.

Judy Rieke (Ph.D, M.L.S.) has served as Assistant Director and Collection Management Librarian at the Harley E. French Library of the Health Sciences, UND since 1992. Prior to that time she worked in a variety of roles in libraries in Tennessee, Texas, Louisiana, and California. Since 2001 in conjunction with her position, she has served as the Electronic Resources Coordinator for the North Dakota BRIN grant <http://www.med.und.nodak.edu/brin/>. This grant and its predecessor INBRE are a statewide effort to strengthen biomedical research capacity in North

Dakota. In that role, she has worked to increase the state's access to high quality biomedical information resources. The results of those efforts form the basis of this NDLA presentation.

Librarian/Trustee Relationships **Jim Connor**

This session is directed toward helping librarians and trustees to know their role, work for the common goal, and develop a working relationship based upon mutual respect with cooperation, coordination, and courtesy. With candor and enthusiasm, presenter Jim Connor will challenge his audience to recognize and advocate for the irreplaceable impact and value of the public library in any community. His direct, no-nonsense approach is fully intended to stir the pot of complacency in the complicated lives we lead.

Jim Connor is a Regional Vice President, Region 10, for the Association for Library Trustees and Advocates (ALTA), a division of the American Library Association. He has over forty years of leadership experience in private business and as a Chamber of Commerce management professional. He also started and published a local weekly newspaper for ten years. Jim has his own consulting service in Organization Management, Government Relations, and Political Strategy.

Customer Services and Team Building **Dr. Mary Bushing**

Making customer service a team affair can add fun and change the perception of staff by making the responsibility for customer satisfaction a shared pleasure rather than a lonely responsibility. Good teams learn to use the strengths of individuals while compensating for their weaknesses; thus lessening the burden and adding joy rather than fear of failure to the whole "game" - - and to all positions! Join Mary for a few laughs and some serious looks at techniques for making excellent customer service simply the way the game is played -- always -- in your library. Appropriate for all staff in all types of libraries.

THURSDAY, SEPTEMBER 23 – 12:30-1:30P.M.

ODIN Advisory Council Meeting **Wilbur Stolt, Chair**

The agenda of this meeting of the ODIN Advisory Council includes a progress report on the implementation of the ALEPH system, a discussion about what is expected during fall-winter 2004-05, and the 2004-05 meeting schedule.

THURSDAY, SEPTEMBER 23 – 1:30-3P.M.

netLibrary eBooks **Beth Staats**

netLibrary is an eBook collection available to residents of the MINITEX region via statewide portals in North Dakota (LaND), South Dakota, and Minnesota. The MINITEX netLibrary eBook collection currently contains over 11,500 titles in academic, popular, and professional subject areas. Learn about the collection, how to access and search netLibrary, and how to create and manage your personal account.

Beth Staats received an MLS from UW-Madison in 1995. She worked for WILS (Wisconsin InterLibrary Services) for two years before relocating to the Twin Cities. Beth has been working for MINITEX Reference Services as a Reference Librarian since January of 1999.

Bioterrorism and Environmental Health: What Should We Know?

Part I - Prescription for Success: Consumer Health Information on the Internet

Kara Thompson

This introduction to consumer health information will cover the information-seeking behaviors of consumers, the basics of MedlinePlus.gov, DIRLINE, ClinicalTrials.gov and other reliable web pages such as those from professional medical associations and advocacy groups. It will cover sites devoted to pharmaceutical information for consumers, drug-interaction databases and herbal information.

Kara Thompson is the Communications Coordinator for the National Network of Libraries of Medicine in Chicago.

Part II - Panel Discussion about Bioterrorism and Environmental Health In North Dakota

A panel discussion regarding bioterrorism and environmental health issues in North Dakota among representatives of the National Network of Libraries of Medicine, ND Public Health Association, First District Health Unit (based in Minot), and the Borders Alert and Ready Bioterrorism Preparedness Project at UND.

Digital Library Collections: Some Answers, Many Questions

Virginia Bjorness, Mary Hegle Drewes, Kathryn Thomas

Join a team of librarians for a presentation on digital library collections. Virginia Bjorness will describe the Electronic Documents Project at the State Library; Kathryn Thomas will discuss a project to digitize federal publications with North Dakota topics for NDSU's Library Collection; and Mary Hegle Drewes will present the many questions associated with creating a digital collection of faculty self-archiving pre-print and/or post-print articles such as the ROMEO Project.

Virginia Bjorness is State Documents Librarian at the North Dakota State Library; Kathryn Thomas is Government Documents Librarian at NDSU Libraries, and Mary Hegle Drewes is the Head of Collection Development & Information Access Services at the Chester Fritz Library, UND.

Media Literacy and What It Meant to 21 Valley City State University English 120 Students

Dr. Clarence Bina and Donna V. James

"Students Understand Media" is English language arts standard #5. This session will address the library/technology standards for students' needs to access, evaluate, and use information to solve problems and think critically; employ technology to develop a product; and deal with ethical issues such as intellectual property and plagiarism. Using his teaching experience in a college-level research English course as a case study showing that visual literacy is a valid and viable topic for college level and K-12 research, Dr. Bina will demonstrate how he used media literacy theory and research standards to inform students of cultural values in current American magazine ads for products aimed at young people. Attendees will also learn how a VCSU librarian supported the student research processes (teacher-librarian teaming).

Dr. Clarence Bina retired from the North Dakota Department of Public Instruction in 2003 where he directed the initial state standards and assessment projects (1993-2000). He also taught English at the college/university level for 10 years and worked as a research analyst in the electric utility industry. In 2001-2002, he was on staff at the UND School of Communications, team teaching during summer institutes on media. Currently, he serves as director of the North Dakota Mentoring Academy at Valley City State University.

Donna V. James is the new Director of Library Services at Valley City State University. Prior to assuming her new duties on July 1, she was the Information Technology Librarian at VCSU.

MPLA Leadership Institute at Ghost Ranch, New Mexico
Al Peterson and Jeanne Narum

What is the MPLA Leadership Institute? Al Peterson and Jeanne Narum, who represented North Dakota at the 2003 Institute, share their experiences.

Al Peterson is the Training Coordinator at the North Dakota State Library. Jeanne Narum is Technology Coordinator/Circulation Supervisor at the Minot Public Library.

THURSDAY, SEPTEMBER 23 – 3:00-5:00P.M.

Pointe of View Winery Tour

Tour limited to 30 participants; sign up when you arrive at the Conference

North Dakota's first winery was approved as a bonded winery on April 17, 2002. Located in Burlington, overlooking the beautiful Souris River Valley, it is a small, two-family operation. Jeff & Diana Peterson and Ken & Cindy Eggleston enjoyed making wine on an amateur level for some 15 years and now share their craft with other wine enthusiasts.

Tour participants will gather in the hotel lobby to share cars or vans for the ten-minute drive to the winery. The tour itself will take about half an hour, leaving plenty of time to arrive back at the hotel for evening festivities. For more information about the winery, visit the web site at <http://www.povwinery.com/>

THURSDAY, SEPTEMBER 23 – 3:30-5P.M.

A Living History with Lewis & Clark
Diane Briggs, Fargo Public Library

For this living history program, Diane Briggs appears in appropriate dress and through a first person narrative, brings the journals of Lewis and Clark to life from a woman's perspective. Other strong women characters Diane loves to portray are: Eleanor Roosevelt, Rosie the Riveter, a flapper from the 1920s, etc.

Diane Briggs is the Outreach and Volunteer Coordinator at Fargo Public Library.

Journey to Publication
Roxanne Henke

For a behind-the-scenes look at the writing and publication process, plan to attend this session by North Dakota author Roxanne Henke. Find out what it takes to turn an idea into a story on paper (er ... computer), how to go about interesting a publisher in your story, and what happens once a manuscript is purchased by a publishing house. Roxanne will also talk about the differences between self-publication and mainstream publishers, getting an agent, how covers are designed, how titles selected, how authors get paid, etc. There will be plenty of time for questions so be prepared to ask everything you ever wanted to know about the journey to publication!

Roxanne Henke has released three books through Harvest House Publishers: *Becoming Olivia* (an inspirational "Top Pick" by Romantic Times magazine and a Doubleday Book Club membership catalog selection); *After Anne* (the Christianbook.com Favorite Book of 2002); and *Finding Ruth*, which quickly found a place on the Christian BookSellers Association bestseller list in 2003. Henke was named the 2003 Writer of the Year at the Mt. Hermon Christian Writer's

Conference in California. She is a graduate of the University of Mary in Bismarck and lives in Wishek, North Dakota. You can find Roxanne on the web at www.roxannehenke.com

Library Exchange (PR Swap Fair)

Stop by this showcase of PR materials and take samples home!

ODIN Database User Group Meeting Shelby Harken, Chair

An opportunity to learn more about the implementation of Aleph and discuss issues.

Library Coordinating Council Update

A report on the Council's activities for the past year and a chance to ask questions.

AWARDS BANQUET SOCIAL & CASH BAR – 6:00-6:30P.M.

A chance to relax and talk before the main event of the evening, the Awards Banquet!

AWARDS BANQUET, 6:30-8:30P.M.

Keynote Speaker Michael Angelo Caruso

Michael Angelo Caruso has delivered over 1,000 presentations and keynote speeches on the subjects of conflict resolution, team leading and pro-active communication. He has spoken in Africa, the Middle East, the Caribbean and 49 of the 50 states. He is founder and President of The Edison House LLC, an international consulting firm specializing in corporate and personal improvement. Edison House LLC clients include Bank One, Nortel Networks, Citgo, Bank One, Rayovac, Hallmark, The National Institutes of Health and the United States Navy.

Michael has educated and entertained audiences all over the world, drawing on a previous career in the telecommunications industry and a decade as a professional musician. He is the author of *5 Cool Ideas for Better Working, Living & Feeling* and *Hmmm. . . Little Ideas With BIG Results*. He has an audio book on legacy titled, *Dear Michael Angelo – A Father's Life Lessons to His Son*. Michael is a member of Optimist International, Rotary International and a faculty member at Rockhurst University's Center for Continuing Education. You can find Michael on the web at www.edisonhouse.com

NDLA AUCTION – 9P.M. - ???

Jan Murphy and Kari Deck are coordinating this year's NDLA Auction. Proceeds will go to the Ron Rudser Memorial Continuing Education Fund and to professional development funds for our membership. Please consider donating items for this worthy cause – theme baskets or items old, new, or unique are all welcome!

FRIDAY, SEPTEMBER 24 – 9-10:30AM.

**Propshop II: Based on Books
Trisha Waichulaitis and Gail Benton**

Gail Benton and Trisha Waichulaitis will present Propshop II: Based on Books, which is packed with new flannel and prop stories appealing to a child's natural curiosity and fun loving spirit. Join this enthusiastic duo and participate in lively songs and stories that will enhance your storytime program.

Gail Benton and Trisha Waichulaitis have been working together at the City of Mesa Library for 14 years. They developed their large group storytime called "Circletime" in order to serve Mesa's youngest patrons and their parents. They have conducted continuing education training at rural libraries around Arizona, presented at numerous national and state library conferences, and continue to create and conduct workshops for librarians, teachers, and daycare providers. Gail and Trisha co-authored *Ready-to-Go-Storytimes*, which includes original story scripts, patterns, fingerplays and a musical CD. They are putting the finishing touches on their next book, which will be released this fall, *Low-Cost, High-Interest Programming: Seasonal Events for Preschoolers*, containing new story scripts, patterns, songs, games and activities for each event. The accompanying CD-Rom includes original songs, flyers, signs, and certificates which can be personalized for your organization.

**Becoming Genre Fluent
Diana Tixier Herald**

Need some tips for building fiction collections of the books your patrons really want to read? This session will focus on descriptions and booktalks of titles in popular genres, recent trends, and ideas for readers' advisory.

Presenter Diana Tixier Herald is the author of *Teen Genreflecting* now in its 2nd edition, *Genreflecting* in its 5th, *Fluent in Fantasy*, and the co-author of *Strictly Science Fiction*. She started her career as an avid reader long before she ever saw the inside of a classroom and usually reads in excess of 400 books a year. Formerly a popular-materials librarian, she now writes, consults, and speaks at conferences. Diana is currently an elected member of the 2005 Printz Award committee and is also a YALSA Serving the Underserved trainer. She lives with her husband in an off-grid house made of recycled materials on the edge of a remote Colorado canyon.

**Back to the Future?
Joanne Proctor**

From a shelf of books to a bank of computers with no librarian in sight. Will our future look like our past? It will unless we become advocates for ourselves.

Presenter Joanne Proctor's first "library job" was as a student assistant in 7th and 8th grades. She worked for the Enoch Pratt Library in Baltimore, Maryland during her high school and college years. After earning her bachelor's degree from Towson State University in Baltimore, Joanne taught kindergarten before moving to Kansas with her husband. She completed her MLS degree in 1986 and is currently the librarian at Most Pure Heart of Mary School in Topeka, Kansas. Joanne is active in the state association, KASL, having served as a district director and KASL president. Joanne represents KASL at the AASL (American Association of School Libraries) Affiliate Assembly and has served on several AASL awards committees. She is currently the AASL Region IX Director.

Secrets of Pro-Active Communication
Michael Angelo Caruso

The secret to a smooth day is to anticipate what other people are thinking and what they are about to do. It all starts with your positive attitude and your refined interpersonal communication skills. This motivational and fun program is a boot camp for sharpening your speaking and listening skills, and will help you and your team focus on the fundamentals of communication (expect results within 48 hours!). It features the FISH! video that teaches how to have fun at work. As a special bonus, Michael will present a remarkable concept called "Life Scripting" that uses patterned behavior and speech to predict the future and deliver positive results nearly every time!

Manage Digital Collections with CONTENT/dm
Suzanne Butte, OCLC

CONTENTdm allows you to build, manage, and share digital collections on the Web. Whatever materials you want to share, this flexible, multi-function software package handles it all – documents, PDFs, images, video, and audio files. [Note: The Minnesota Digital Library Coalition is planning to use CONTENTdm to manage its statewide historical images project.]

FRIDAY, SEPTEMBER 24 – 10:45-12:15

Author & Illustrator: Mary Jane and Herm Auch

How do they do it? Flicker Tale author and illustrator Mary Jane and Herm Auch will show how they combine oil painting and computer graphics to come up with a final illustration for their books. The Auchs will discuss the writing and revision process and will also show how Herm manipulates Mary Jane's painted images in Photoshop, a technique they used in their first three books: *The Princess and the Pizza*, *Souperchicken*, and *Poultrygeist*. They are now working on a book called *Chickerella* with an entirely new illustration process (which they will show) using sculpted characters and scenery.

Mary Jane Auch is perhaps best known for her 'chicken books' like *The Easter Egg Farm*, *Peeping Beauty*, and *Bantam of the Opera*. She has also written books for young adults, including *Journey to Nowhere* and *Frozen Summer*. Mary Jane studied art in high school and majored in art at Skidmore College. After graduation, she headed for NYC to seek fame and fortune, but after a year of designing prints for men's pajamas, decided to do something more 'meaningful' with her life. She enrolled in the occupational therapy program at Columbia University and worked in a children's hospital near Hartford, Connecticut for several years. In the summer of 1984, friends suggested that she join them for a week-long children's writing workshop. Something clicked and at the age of 46, Mary Jane finally knew what she wanted to be when she grew up!

Herm Auch was a graphic artist for the *Rochester Democrat & Chronicle* before making his first foray into the world of children's books by illustrating Mary Jane's book, *I Was a Third Grade Science Project*. Now he has retired from the newspaper and works full-time as a children's illustrator. He has continued working with Mary Jane and illustrated *I Was a Third Grade Spy*, *The Princess and the Pizza*, *Souperchicken*, and *Poultrygeist*.

Developing Leadership Skills through Team Building
Jeanne Narum

Jeanne currently serves on the NDLA Executive Board as MPLA Representative and Chair of the Professional Development Committee. She attended the MPLA Leadership Institute at Ghost Ranch, New Mexico last November.

North Dakota Agriculture and Rural Life Bibliography Project
Kathie Richardson, NDSU Libraries

The National Agricultural Library, Cornell University, and land grant university libraries have formed several cooperative efforts regarding agricultural, rural life, and home economics information, including: preservation, digitization, and centers of web-based information. This presentation will describe and discuss several of these national and state projects.

Kathie Richardson earned her MLS at the University of Oklahoma and has worked in various library positions at Iowa State University, University of Minnesota, and NDSU. Since 1993, she has served as the Agriculture Sciences Librarian at NDSU Libraries.

Building a Public Library: the Good, the Bad, the Ugly
Jim Chattin, Lake Region Public Library

Are you contemplating a building project? Come to this session for an overview of a 12-year fundraising, design, and construction effort to build the new Lake Region Public Library in Devils Lake. The facility, which opened on December 22, 2003, is 9,000 sq. ft. and cost \$1.1 million. Seventy-percent of the funding came from private sources. Jim Chattin will tell how it was done and lessons learned.

A native Californian, Jim Chattin, Lake Region Public Library's Director, came by his job after a career in the U.S. Navy and post-graduate school at St. Cloud State University. He has a BA in history and an MS in "Information Technology," and has been library director in Devils Lake for nine years.

On the Trail with Books
Jerry Kaup

Discover the literature of the Lewis and Clark Expedition, the Corps of Discovery, and the people they met on the way. The Minot Public Library has an extensive collection of materials, including publications not seen in any commercial databases, Amazon.com, or Barnes & Noble. Jerry Kaup has developed this collection over the last ten years. Jerry will highlight core collection items for all libraries, books focusing on specific trail-related subjects, and expensive publications that make one lust for more funding.

Jerry Kaup is the Director of the Minot Public Library. So far, he has attended five of the first eight Corps of Discovery Signature Events (Charlottesville, VA; Louisville, KY; St. Louis, MO; Ft. Atkinson, NE; and Chamberlain, SD). Jerry has had the opportunity to personally meet and hear 40+ authors speak about Lewis & Clark and the Corps of Discovery. He is also developing a major display on the Corps of Discovery, 1803-1806. Jerry took a four-day keelboat trip down the Missouri in the White Cliffs Area of Montana in May, and also visited the Bitterroot Mountains during the summer.

FRIDAY, SEPTEMBER 24 – 1:30-3P.M.

How to Deal with Difficult People and Challenging Situations
Michael Angelo Caruso

Your most frustrating problems at work are exacerbated by ineffective communication. Reduce your stress by learning these proven techniques for dealing with different types of people and challenging situations. Discover how to use Personality Style Analysis for *immediate* results. Michael will cover special techniques for achieving comfort and confidence. Learn the simple secret about dealing with difficult people that will improve your life instantly. Also included is a powerful segment on how to tame the critters in Michael's famous animal chart: the Bull (bully,

intimidator), the Fox (sniper, gossip), the Pig (time waster) and the most challenging animal of all, the Rat (negative, pessimist). This program will convince you that confrontation is actually healthy. It's a session you will never forget.

Latest and Greatest Books for Teens
Diana Tixier Herald

This session will showcase some of the best books of the last year along with discussion of trends in YA literature.

Where the Fun Is Free
Pam Strait and Erin Smith, Fargo Public Library
Jim Ferragut, H2M Advertising, Fargo

According to Patrick Jones, author of *Running a Successful Library Card Campaign*, one of the biggest mistakes librarians make is taking for granted that everyone wants to have a library card. Statistics tell us otherwise. Find out how the Fargo Public Library implemented its "Where the Fun Is Free" library card campaign, and learn about low-cost ways to implement similar campaigns in a variety of library settings.

Presenter Pam Strait is a Library Associate III at the Fargo Public Library (FPL) and previously worked in libraries in Montana and in radio advertising sales. She is a member of the Fargo Public Library Card Campaign Committee and has worked diligently to put the "Where the Fun Is Free" program together. Erin Smith, who also serves on the committee, is a member of the children's staff at FPL. She is a recent graduate of Clarion University and a native of Minnesota. Jim Ferragut is the chief principal of H2M Advertising, which was responsible for the North Dakota lottery campaign among others. Jim also writes an occasional series of columns for the *Fargo Forum*.

Spectrum Tips and Tricks
Wendy Denton

If you use Winnebago Spectrum, this program will help you learn some time-saving tips to better serve your patrons. Manual MARC merge, global subject edit, catalog set-up, Spectrum listservs, BenchMARC, and information that can be found on Spectrum's web site will be covered.

Presenter Wendy Denton has been a cataloger at the Minot Public Library for the past three years and is a certified mentor trainer for Winnebago Spectrum automated software.

Advocacy: Care and Feeding of Public Officials
Jim Connor

Presenter Jim Connor says "Be an advocate, not an adversary." This session is meant to be fun and interactive – the goal being an understanding of advocacy at the local level. Jim likes to refer to it as Irish Diplomacy – 'make them do what you want, and let them think it is their idea.'