



## CAL Preconference Workshops Thursday, November 8, 2007

CAL Conference 2007 – Get RadiCAL!

[www.cal-webs.org/conference.html](http://www.cal-webs.org/conference.html)

Additional registration fees apply

9 a.m. to Noon

### **Generations Training: “It’s Not Your Father’s Training!”**

For the first time in our history, it is possible to have four generations employed in the workplace. Imagine the range of events that happened during their formative years and how those events shaped their current work expectations. Join our fun interactive class that talks about how to effectively communicate with coworkers from different generations and how to better understand the ever changing library workforce. Learn how to apply understanding of generational differences to improve customer service.

Lead contact/presenter: Bobbi Jones, Denver Public Library

Presenters: Melody Soell, Career Services Authority, City & County of Denver; Richard Del Valle, Career Services Authority, City & County of Denver; Laurie Spurling, Schlessman Family Branch Library

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9 a.m. to 4 p.m.

### **Every Child Ready to Read at Your Library**

Tailor the PLA/ALSC early literacy classes, resources, tools and materials to YOUR library and community needs. A full day gives you curriculum for three separate workshops for parents and care givers, based on the ages of children, as well as how to adapt the official and research-based approach to your story times and other services. Make your library more visible, position it for community and financial support, and improve your children's services. Also learn how to plug into the new statewide network of training providers being established by the State Library and practical tips from current library leaders.

Lead contact/presenter: Bonnie McCune, Colorado State Library

Presenters: Susan Bard, Public Library Assn; Robbie Marks, Consultant, CSL

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9 a.m. to Noon

### **The Art & Science of Passing Tax-Related Referenda**

This workshop takes a no-nonsense look at the tools and strategies that are allowing library districts, school districts, special districts and municipalities to consistently garner voter support for new taxes. Topics covered will include public opinion research and tax-threshold testing, issue framing, voter identification and targeting, campaign budgets and time lines, fundraising, legal time lines, the crafting of ballot questions, and other critical public policy development and election-related issues. The workshop is highly interactive, informative and entertaining, and draws from numerous real-life examples of what has worked--and has not worked--in some of the toughest anti-tax communities in Colorado.

Lead contact/presenter: Paul Hanley, Senior Vice President, George K. Baum & Company

Presenters: Alan Matlosz, George K. Baum & Company; Josh Magden, George K. Baum & Company

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9 a.m. to Noon

### **Nancy Pearl: Doorways to Pleasure Reading -- Providing Excellent Reader’s Advisory Service**

This half-day workshop will focus on helping the library patron – of whatever age – find their next good book to read. Beginning with a definition of reader’s advisory service, it will include a discussion of the concept of “doorways” into books, the role of mood and motivation in reading choices and enjoyment, as well as nonfiction and online reader’s advisory.

Lead contact/presenter: Nancy Pearl

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9 a.m. to Noon

### **The Advocacy Institute**

Attendees will learn skills to become an effective library advocate. Appropriate for both beginners and those wishing to brush up on their skills, this workshop will feature presentations on message development, coalition-building, and lobbying.

Lead contact/presenter: Shelley Walchak, Colorado Library Consortium

Presenters: Judith Gibbons, ALA Public Awareness Office; Carol Brey-Casiano, ALA Past-President; Director of Libraries, El Paso Public Library; Marci Marola, ALA Public Information Office

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10:15 a.m. to Noon

**Tour of the Colorado State Archives**

State Archives staff will cover how to best use the State Archives and the State Archives Web site. There is a wealth of information available through the state archives especially useful to local history collections. Terry Ketelsen, State Archivist, has graciously provided this special tour for information professionals on a day not regularly scheduled for tours. *Limited to 15 registrants only*

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1 to 4 p.m.

**Youth Participation @ Your Library: Putting It into Practice**

When teenagers feel connected to their libraries, they usually become adults who are library users and supporters who in turn bring their own children to the library. But how do we go about getting teens to buy into becoming active library participants in the first place? This program will provide not only a philosophical base for teen library participation, but it will give you practical ideas and advice to make it happen at your school or public library! Learn how to start and maintain library teen advisory groups, teen book discussion groups, teen volunteer groups, and teen literary magazines, in addition to conducting many other lively library offerings that will get teens hooked!

Lead contact/presenter: Diane Tuccillo, Instructor/Consultant/Author

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1 to 4 p.m.

**Exploring the treasures of the Library of Congress**

Learn how to access and teach with the primary sources of the Library of Congress. Explore a few of the 7 million historical documents, maps, photos, films and audio records. This session will include hands-on activities and on-line exploration of LOC teacher resources.

Lead contact/presenter: Sherrie Galloway, Mt. Garfield Middle School

Presenters: Elaine Korver, Bookcliff Middle School

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1 to 4 p.m.

**Hot Picks! Publishers Lift the Covers of 2008 Forthcoming Titles**

Adult fiction publishers Holtzbrinck, Harper Collins, and Unbridled Books will give attendees a sneak peak at the fiction you should be buying for Spring and Summer 2008, and what the latest trends reveal on shifts in reading taste. Think speed-book talking! Get ahead of the crowd and have the next bestseller on hand before it hits the NY Times Bestseller list. Galleys for forthcoming titles will be available. Time will be left for Q&A on adult fiction publishing concerns, including cover design, bestseller marketing, and the editorial process. Nancy Pearl will be adding commentary and suggesting read-alikes during the program.

Presenters: Publishers Holtzbrinck, Harper Collins, Unbridled Books, and Nancy Pearl

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9 a.m. to 4 p.m.

**Bringing Back Civil Discourse – One Library at a Time**

It's difficult to have a civil disagreement anymore. There's too much yelling and not enough listening. We often restrict our media access to views that reinforce rather than challenge our beliefs. It's time for a change, and where better to start than in one of the community's gathering places – the library. We will begin by discussing a real life issue for libraries that will challenge our beliefs about protecting patron privacy. The format will include a moderated civic engagement forum, where we will share our views, not to reach a conclusion, but to hear each other. In the afternoon you will learn how to conduct a civic engagement forum in your own library on any hot button topic of local, state or national interest. Learn how to initiate a lively discussion where everyone gets to talk and listen and everyone comes away having learned something without raising their blood pressure.

Lead contact/presenter: Karen Bary, Westminster Public Library, CAL Intellectual Freedom Committee Chair

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