



# CAL Conference 2008 Trustee Programming

November 6-8 – Marriott Denver Tech Center

<http://cal-webs.org>

Join your trustee colleagues from across Colorado for these programs:

**Thursday, November 6 -- 4 to 6 p.m.**

**Opening Reception**

**6 p.m.**

**Keynote Presentation: Dwight Jones, Commissioner, Colorado Department of Education**  
*Thinking Forward*

**Friday, November 7 -- 9 a.m.**

**Keynote Presentation: Mary Dempsey of the Chicago Public Library**  
*The New Third Place: Libraries as the Heartbeat of the Community*

**10:15 a.m.**

Choose from:

• **Civic Engagement in Your Library**

Civic Engagement Forums are moderated discussions of topics your community cares about. They give participants a chance to have their say, and to listen respectfully to other viewpoints. Learn how to host and to moderate these timely discussions. We'll show some great tips and tricks and help you find free or nearly free materials and other help that will make your program a success. It's democracy in action and you can do it!

• **When Good People Disagree: Having Effective Conversations about Library Ethics:**

Can we improve the quality and effectiveness of conversations about ethics inside and outside the library community? Compassion, civility and rationality can lower emotionality, connect with audiences, avoid communication mistakes and raise the level of discourse. For directors, managers, library trustees and anyone who has responded too quickly to an e-mail or passed on a story before checking facts. Includes exercises, handout and resources. Featuring nationally known library ethics consultants Martin Garnar and Pat Wagner.

Noon -- Lunch (Included in your conference registration) and  
**CAL Business Meeting**

**1:45 p.m.**

• **Family Nights—Bringing Community Together**

There is nothing more heart-warming then to see parents interacting with their children as they share their love of a good book. Learn how a school librarian has been doing Family Nights using themes: from the past with Knights in shining armor to the Future in Space. Using the resources provided, everyone—from Elementary school librarians to Children's librarians in the public library--will have a Family Night planned and ready to go.

**3:15 p.m.**

• **Visit Your Neighbors Library: Take a tour of 10 Colorado libraries and learn the latest techniques and ideas being implemented across the state.**

Ever wonder what has been going on in other facilities across Colorado when it comes to new service models, design ideas, and implementation? Take a tour of the most recent libraries being designed and constructed across Colorado to get an insight of what others are doing to better serve their patrons. You will be given an overview of the facilities and be inspired by the details including sustainable strategies, display techniques, and designs for specific areas of the library.

Continued on reverse

**Saturday, November 8 -- 9:15 a.m.**

**Julie J. Boucher Memorial Lecture on Intellectual Freedom**

**Keynote Presentation: John E. Finn**

*Men Feared Witches and Burned Women: Fear and Intellectual Freedom in a Time of Terror*

**10:45 a.m.**

**Who's Buying What You're Selling?**

Libraries of all types can always use extra revenue. Whether labeled "cause-related marketing" or "sponsorships," an effective approach involves identifying funders who share values with your library as well as want to reach your community. In this session, you'll learn to think in these terms, enabling you to make your fund-raising more efficient and effective, eliminating many deadends before you expend energy on them. Especially appropriate for special events and projects.

**Noon**

**Colorado Public Library Association (CoPLA) Business Meeting**

**2 p.m.**

**Pikes Peak Meets the Blue Ocean**

Is your library looking for something other than the traditional route to strategic planning? Are your staff, management team, or Board members ready to look at what you do in new and different ways? Do you want your library to boldly go where no library has gone before? This program will explain 'Blue Ocean Strategy' (the book was published in 2005) and will present Pikes Peak Library District's experience in 2008 with this planning process.

**3 p.m.**

**Snack Break**

**3:30 p.m.**

**Keynote Presentation: Jim Rettig, American Library Association President**

*Creating Connections: Thoughts on Our Future*

**5 p.m.**

**Full Conference Reception**

**For registration and more details, visit the CAL Web site at:  
<http://cal-webs.org/conference.html>**



Colorado Association of Libraries  
12081 W Alameda Pkwy, Ste 427 • Lakewood CO 80228-2701 • Phone 303/463-6400  
<http://cal-webs.org>