

New York State Library Assistants' Association

41st Annual Conference
June 12-14, 2019



Library Assistants: Learning in the Heart of the Finger Lakes

Hosted by the Library Assistants of
Geneva Public Library

Held at the Ramada Geneva Lakefront
Geneva, NY

Workshop Choices Thursday - June 13, 2019

Workshop Session I 10:00 - 11:30

Please see insert for speaker information.

**1. Libraries Are for Everyone
(or Are They?)**

Andrea Snyder

As institutions and community hubs, libraries should always be striving to be more inclusive to ALL members of their community by providing a welcoming environment, resources, information, and programming. This also includes providing learning opportunities and conversations so that community members can learn about each other and the world at large. During this interactive session, we'll discuss ways that libraries can break down barriers and ensure that libraries truly are for everyone..

**2. The Enemy in the Room:
An Update on Understanding
Our Opioid Epidemic**

**Dr. Tiffany Welch, LSW, LMSW
Micaiah Welch**

Opioid drug abuse and related fatalities are increasing in our society and in our communities. People in all occupations and lifestyles are affected. This session will focus on raising your awareness of the issue and will update you on resources available, how to access them, and steps we can take to combat it.

**3. ComiCon and Beyond:
Library Programing as a
Gateway to Engagement**

**Jenny Burnett
Tara Montoney**

Reaching patrons, students, faculty and staff where they are can be a challenge. Getting them into the library can seem even more daunting when so many resources are at our finger tips. Join us to learn about how library programming can engage your patrons, students and faculty and create new partnerships throughout your community.

**4. Making Local History
Relevant**

John Marks

Discover the importance of making local history relevant to all visitors by connecting it to national trends. Local historical societies often talk about their people and town exclusively without context. By comparing and contrasting a town or city to its state, region, and the U.S., local history can be more interesting for everyone. Examples will be from Geneva and the region.

**5. Adult Programs: The Good,
The Bad, and The Ugly**

**Muffie Beato
Susan Flick
Ruth Freier
Rachel Wizeman**

A panel of dedicated adult service professionals talk about programs that were successful; programs that did not meet expectations; and those programs that just did not work. They will discuss how to determine the success of a program. It is not just about the numbers!

Workshop Session II 2:00 - 3:30

**6. Budgeting Basics for Public
Library Staff**

Chris Finger

Library staff members can come face-to-face with budgeting and financial analysis responsibilities that were not covered in their training or previous work experiences. Participants will learn core concepts and practical skills to develop budgets and budget forecasts to help them make sound decisions.

**7. Searching for Genealogy in
New York State**

Larry Naukam

This workshop will give an overview of state resources, including online and offline. It will also give advice on how to help patrons find their ancestral information.

**8. How Reference Practices and
Patron Behavior Factor into
the Service Desk Design**

Tom Ottaviano

Every patron and library staff member is unique. How can a library design a service desk that meets each individual's needs and behaviors? We will examine popular practices in reference service, discuss common causes of library anxiety, and offer suggestions on how to design a service point that accommodates both.

9. Certificate of Achievement

Michele Matthews

Learn more about the NYSLAA Certificate of Achievement Program that has piqued the interest of library assistants and administrators in many states and regions. See how the program works, what the benefits can be and how to get started.

**10. Accessibility in the Library:
Here's How**

**Mark Allnatt
Leslie Pcolinsky**

Beyond ADA: from design principles to staff awareness, there's a lot you can do to improve access for people with disabilities and enhance your library's welcoming image for everyone. We'll explain the key role you can play in providing equal access to information for persons with disabilities and why it is important. Learn about Project ENABLE, a free online training resource designed for libraries. Take home resources and strategies for your own library, regardless of budget limitations.

Workshop Choices Friday - June 14, 2019

Workshop Session III 8:45 - 10:15

Please see insert for speaker information.

- 11. Law Enforcement Response/ Juvenile Procedures**
Sgt. Tyler Turner
Detective Winter
When something happens in your library, do you question if you should call the police? Do you know what information they need to know? We often think that the police have a lot of authority, do they really? Have all your questions answered! Also hear about new laws that impact their procedures/response to juvenile issues.
- 12. Libraries, Archives and History: A Perfect Combination**
Cyndi Park-Sheils
As an Executive Director of a library with two museums, Cyndi is working to make this community resource a cohesive whole. Hear a brief history of Waterloo, the library, and its roots in the founding of Memorial Day in 1866. Explore the trend of taking on archives and historical collections and how it is shaping the future of libraries. There will be an opportunity to explore *your* collections and your wildest dreams for them.
- 13. Teen Programs: The Good, The Bad, and The Ugly**
Debbie Elliotto
Julia Koberlein
Katie Smith
Alicia Vasquez
A panel of dedicated teen service professionals talk about programs that were successful; programs that did not meet expectations; and those programs that just did not work. They will discuss how to determine the success of a program. It is not just about the numbers!
- 14. Library Assistants and Workplace Stress: What's Fact and What's Fiction**
Alexander Eustice-Corwin
Current thinking and research on stress can teach us a lot about the complex relationships between stress, work, and health. However, it can be difficult to know the difference between truth and myth. Discuss the science of stress and how it relates to the library assistant profession. Hear how a library assistants' place within the hierarchy can be a source of stress and yet an escape from it and address some possible coping strategies.
- 15. Cultivating Empathy in Reference Services**
Ilka Datig
Miranda Stefano
This interactive session will discuss the mental health issues dominating national conversations. Empathy is the ability to share another's feelings. Gain a framework for situating empathy within reference services, explore the wider social context affecting our patrons, and practice cultivating empathy. How can empathy be developed? How can staff express empathy and still maintain their boundaries?

Workshop Session IV 10:30 - 12:00

- 16. If I Knew Then What I Know Now: Alma Fulfillment, Reserves, and More**
Ben Hogben
Many libraries in New York State have either migrated to Alma, or will in the near future. Learning a new library system can be challenging and rewarding. In this presentation, we will discuss how Alma handles circulation transactions, such as fines, blocks, requests and other functions that may not be obvious to staff. We will also take a look at how reserves and reading lists are processed, and finish the presentation with information on how resource sharing integrates with ILLiad.
- 17. Marketing Libraries with Canva**
Becky Chapin
Participants will be given a brief introduction to the graphic design program, Canva and a deeper dive into what Canva for Work can do for you in your library. We'll be discussing what makes a good design and how to avoid common mistakes. Get hands on experience creating a Canva account and start your first design. **Bring your own laptop and information for one or two upcoming library programs to get hands-on practice.**
- 18. Find It in the Finger Lakes**
Lisa Wemett
Terry Mulee
Across the heart of New York, travelers embrace eleven finger-shaped lakes the glaciers left behind. Join Lisa and Terry for adventures discovering state parks and waterfalls, food and beverages, art and history, and hidden gems. The tourist industry offers many trails to explore, but we'll help you craft your own journeys through this scenic section of NYS.
- 19. Celebrating 50 Years of Earth Day: Planning Earth's Future**
Fred Stoss
On April 22, 2020 we celebrate the 50th (Yes, FIFTIETH) anniversary of Earth Day. This workshop will discuss planning for library programs, activities, and outreach for making 2020 a BIG CELEBRATION of Earth Day. April 2020 is Earth Month. The original Earth Day was on a Wednesday as it will be again in 2020. We will focus on what activities you can get started on immediately after the conference to help make this special day a huge success!
- 20. Women of the Hall, Media and the Women's Movement**
Betty M. Bayer
Denise DeLucia
Newspapers, magazines and books have been founded and authored by women for centuries to advance women and advocate for equality and justice. Many women who founded newspapers, became journalists and authors are also Inductees of the National Women's Hall of Fame. Looking at women's central role in the media and at the long arc of the topics they addressed opens up a longer history of women in the media and news as more central agents than we often imagine.

NYSLAA Program - June 12-14, 2019

Wednesday, June 12, 2019

11:00 – 5:00 p.m.	Conference Registration open - Ramada Hotel	
	Tours: (See Tour/Speaker Information insert for details.)	
1:00 – 4:00 p.m.	♦ Wine and Distillery Tour (includes limo/tastings) (limit 20)	\$35.00
1:00 – 2:30 p.m.	♦ Smith Opera House Walking Tour (stairs, no elevator) (limit 25)	\$10.00
2:00 – 3:30 p.m.	♦ White Deer/Seneca Depot Tour (limit 20)	\$25.00
6:00 – 9:00 p.m.	Mixer: Ventosa Winery	\$30.00
	Includes dinner and a cash bar. Free wine tasting. (Tours of the vineyards, weather permitting.)	

Thursday, June 13, 2019

7:00 – 8:00 a.m.	Conference Registration - Ramada Hotel
7:00 – 8:30 a.m.	Hot Breakfast Buffet - Ramada Hotel, Seneca Pavilion
8:30 – 9:45 a.m.	Welcoming Remarks and Town Meeting, Seneca Pavilion
10:00 – 11:30 a.m.	Workshop Session I
11:30 – 2:00 p.m.	Lunch - on your own.
2:00 – 3:30 p.m.	Workshop Session II
5:00 – 9:30 p.m.	Dinner - Belhurst Castle.
	Located 2.5 miles from the Ramada Hotel. Sit-down dinner and cash bar. <i>Ride needed? Food issues? See special needs section on registration form.</i>

Friday, June 14, 2019

7:00 – 8:00 a.m.	Conference Registration - Ramada Hotel
7:00 – 8:30 a.m.	Hot Breakfast Buffet - Ramada Hotel, Seneca Pavilion
8:00 – 8:30 a.m.	Welcome and Announcements
8:45 – 10:15 a.m.	Workshop Session III
10:30 – 12:00 p.m.	Workshop Session IV
12:15 – 3:00 p.m.	Luncheon - Ramada Hotel, Seneca Pavilion
	♦ Keynote Eleanor Stearns - <i>Celebrate the Women's Rights Movement with a visit from Elizabeth Cady Stanton</i>
	♦ Ray Murray and Craig Koste Awards presented
	♦ Certificates of Achievement presented
	♦ 5, 10, 15, 20 and 25-year members honored <i>Bring and wear your five-year pin and add your longevity year to it.</i>
	♦ Passing of the Scroll
	♦ Raffle

Name badges will be required for all conference activities.

Lodging information: Conference Lodging will be at the Ramada Geneva Lakefront
41 Lakefront Dr., Geneva, NY 14456.
Call the hotel to reserve your room: (315) 789-0400.
Ask for the NYSLAA rate of **\$129.00 City-side -or- \$139 Lakefront.**

Maps & Directions: See nyslaa.org/conference.html or Google Maps

Area Things to do:

Women's Rights National Historic Park	National Women's Hall of Fame
Geneva History Museum	Rose Hill Mansion/Johnson House
del Lago Resort & Casino	Waterloo Premium Outlets
National Memorial Day Museum	Hobart & William Smith Campus
Sonnenberg Gardens & Mansion State Historic Park	

Conference info: See nyslaa.org/conference.html to download copies of this brochure and more info.
Join NYSLAA-L from nyslaa.org for questions/discussions regarding the conference.

The Certificate of Achievement Review Board will be available by appointment.
Make yours now by contacting Michele Matthews: 518-276-8330 or prendm@rpi.edu.

2019 Outreach for the Community
(See Facebook and NYSLAA-L for full info)

This year we will be collecting for the following agencies:

- ♦ Center for Concern - Non-perishable foods;
- ♦ Beverly Animal Shelter - Pet items and cleaning supplies;
- ♦ Linus Project - Homemade blankets (*Handmade, i.e. knitted, crocheted, fleece tied*);
- ♦ Golisano Children's Hospital - Children's books (tots - middle school) and Character Band-aids (**NO Latex NO Band-aid brand**).

Donated items, along with cash, and checks (*made payable to NYSLAA*) will be accepted at the NYSLAA registration table. Please consider helping our host's area charities.

Questions? Contact: Donna Hanna at: 585-245-5508 or hanna@geneseo.edu
Ruth V. Oberg at: 716-984-5612 or oberg@buffalo.edu