

Not Such

LP3 2010: It's A Small World After All!

The 3rd Annual North Texas Conference for *Library Program Planners & Presenters*

Thursday November 18, 2010 at the Lockheed Martin Recreation Area in Fort Worth

9:00-10:00 a.m. Welcome & Keynote Session

Who Are Your Neighbors? Programming for Our Region's Changing Demographics



Even though ours is a nation built by immigrants, change isn't easy for most people. As Anglos become a minority population in Texas, the question "Why don't they learn English?" has become a frequent point of debate. Local vocabulary evolves - What in the world is a *Desi* or a *Chicano*? Should we say *Indian* or *Native American*? Libraries are called upon to offer ESL and citizenship classes, and libraries wonder if they need to order books in languages other than English. This session will introduce the major changes brought by the new demographic in every neighborhood across the region.

Anne Marie Weiss-Armush, a commentator on international and immigrant cultures, founded DFW International in 1998. She has produced the Dallas International Festival for 12 years and has added the ¡Fiesta Latinoamericana! and the African Unity Festival to the organization's initiatives. The author of four books on Middle Eastern culture, she lived 11 years in Saudi Arabia, served as a Fulbright scholar to Mexico and is a former Spanish teacher. She was named Dallas "Peacemaker of the Year" for 2003.

Break-Out Sessions

ArtCycleTx Exchange

Join the ArtCycleTx movement which encourages everyone to re-purpose, re-design and re-distribute unused (or gently used) supplies which can be used for art. Environmental artist VET will guide you through the art of recycling by sharing fun, practical and innovative ways to transform discarded items into creative works of art. So, clean-up, clean-out and bring those unused objects to this ArtCycling event. Any unwanted items will be hauled away free of charge.

Mixed Media Artist VET is a native Texas artist who incorporates environmental recycling awareness through her artwork, public arts commissions, arts education programs and workshops. Her goal is to involve participants in the creative process using a variety of tools through exciting and innovative creative projects which offer practical solutions to reduce, reuse and recycle - promoting recycling education in a creative venue. She has extensive experience in program development and implementation through community collaborations, master classes, workshops, residencies and community collaborations which include elements of fine art, culture and the environment.

Junanne Peck is actively involved with community programs which teach young people art techniques and appreciation. She was recently selected as a Texas Originals (TXO) Artist by the Texas Commission on the Arts.

Babe In Arms: You Can Handle It!

If you want to learn about the why and how of baby massage, the importance of nursery rhymes, sign language basics and what to do about baby frustration and screaming, this is the session for you!

Ann Coleman has been the Youth Services Librarian at Roanoke Public Library since 1998. She developed "Babe In Arms" and started presenting the program for the public January 2004. Since then it's been a successful once a week, 12-week program for both Spring and Fall.

Content of the presentations will relate to library personnel who plan and/or provide programs for:

Infant Toddler Preschool Kindergarten Elementary Middle School Junior High High School
College Parent/Adult Boomer Senior Family

Captain Stormfield's Keys to a Heavenly Presentation

One of Mark Twain's last works of humor was *Captain Stormfield's Visit to Heaven*. Twain himself will use metaphor and the Classics to illuminate instructions on delivering an effective presentation. As a lover of technology, he would have enjoyed PowerPoint. Here he will demonstrate how to put it to its best use.

In addition to 30 years as a Mark Twain Impersonator in theatre, library, school (grades 3 -12 and higher ed.) and corporate settings, Alan Kitty has 10 years' experience in (business-to-business) technology marketing, five years in educational marketing operations and eight years as a Management Consultant, specializing in team building and facilitation. Even before the advent of PowerPoint, he was an early adopter of presentation technology.

Connections: Your Neighbors, Your Programs & Your Services

What innovative and successful programs are being offered across North Texas to meet the needs of New Americans? How can one reach diverse populations when the budget is limited? Which potential partners can support the new initiatives with marketing assistance to help build participation? This session will discuss current challenges to library personnel responsible for library programming and will suggest ways to offer new services which inform and educate.

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Flying Solo? No Puppet Stage? No Problem!!!

Think it takes two people (or more) and a stage to present a puppet show? Think that "storytelling with puppets" means having one puppet simply tell a story? You'll think again when you've heard Sandy Shrou's secrets for combining kids, stories and puppets - and toys and stuffed animals and dolls - with no partner and no stage. How to, demonstration and fun - a perfect formula for an entertaining and educational session!

Storyteller/Puppeteer Sandy Sommerfeld Shrou has been performing her one-woman puppet shows across Texas for nearly 20 years. Her unique version of storytelling with puppets prompts audiences to forget that there is no stage and that the puppeteer is sitting among the puppets. Sandy laughs as she recalls, "My mom once told my sister that she never realized that all the years I was watching Saturday morning cartoons I was actually in training for my career."

How to Use the DFW International Website to Help Mix the Melting Pot

Whether you've been using DFW International's website for years or have never visited it, this session will feature programming assistance available from the site. It will also enlighten attendees regarding the organization's history and what the group is, does and offers.

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Just Add Water! Hands-On Science Experiments in Your Library

A sense of humor, flexibility and the desire to introduce children to science are the only things required to bring science programs to your library. This session will explore the PBS "Fetch" and NASA Explore! science programs created especially for the library setting. Bring your scientific curiosity and participate in hands-on experiments while designing tinfoil boats, predicting how many pennies each boat can hold without sinking and comparing the different ways in which soil forms on the Earth and the Moon.

Fort Worth Library Assistant Branch Manager Cheryl Thomas is a children's librarian who is passionate about children's services, especially programming, she has presented children's programs for families with mixed-age groups, scout troops and school groups. She has also coordinated system-wide science activity programs at the Fort Worth Libraries.

Marketing Basics

Using the Talking Book Program as an example, this session will present basic methods for marketing a library service. TBP flyers, brochures, bookmarks, etc., will be distributed as take-home examples of some of the ideas.

Since 2005, Stephen Biles has served as Public Awareness Coordinator of the Talking Book Program at the Texas State Library and Archives Commission, sharing information with current and potential readers. He has researched needs, developed a plan and promotional materials, and provided presentations and exhibits all across Texas. Previously he

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College **Parent/Adult** **Boomer** **Senior** **Family**

served as Associate Director of Marketing for the Memorial Student Center at Texas A&M University from 1991 to 1999. His department had a \$5.9 million budget which came entirely from sales, donations and student service fees and no direct state funding.

Put On Your Clown Face!

If you've ever wanted to be a clown, here's your chance to develop your clown character, clown face, makeup and costuming. In addition, Boocoos the Clown will not only present quick stress-free fun tips for clowning around but also share makeup tips to avoid being a scary-looking clown.

*In the past quarter of a century, **Boocoos the Magical Juggling Clown** has performed for audiences of all sizes and ages in Texas, Louisiana and Mississippi. He is a member of the World Clown Association.*

Reaching Your Patrons: Programming for Adults & Nearly So

It's challenging to provide programs for patrons you're aware of – and even more challenging to provide for those who are not yet your patrons. This session is for library personnel who want to learn ways to identify the not-yet-patrons and develop ways to reach them. These suggestions on finding those underserved demographics and creative ideas on tuning your programs to their needs will help both public and academic librarians develop appropriate outreach programs.

Frances May, Coordinator of Library Workshops at the University of North Texas, has taught a course in Adult Materials and Reading Interests for the UNT Library School for six years – and enjoyed every minute of it! Explaining that her students have to design a program for their libraries, she says “Some of them are so creative my heart just bursts with pride when I read them.” This session will showcase some of the best.

Summer Reading Programs – Not Just for Kids Anymore!

Do you not have enough work to do at your job? Do your adults want to “play” in their own Summer Reading Program? Come to this session to find out how you can offer an adult version of SRPs, how to make it fun and how to create extra work for yourself! In the end it will all be worth it as your adults reach a common goal!

Sylvia Rodriguez, Adult Services Librarian at W. Walworth Harrison PL (Greenville), has almost 20 years of programming experience in a variety of venues such as campus and public recreation centers, libraries, and even a summer camp! She has created programs for a variety of ages and interests...not all have worked but some were quite successful!

Using Humor, Props & Magic with Storytelling to Hold Audience Attention

You can captivate audience attention while making them to laugh and helping them learn! In this abridged version of the 80-minute session she provided at TLA 2010, Veteran children's performer **Margaret Clauder** will demonstrate ways to use humor, props and magic to spice up your storytelling and hold audience interest.

*A former preschool teacher and current professional clown, **Margaret Clauder** has provided interactive storytelling, puppetry, ventriloquism, magic and humor to children all over Texas for several years.*

3:50-4:00 p.m. Door Prizes
YOU MUST BE PRESENT TO WIN!!!