HIGHLIGHTS FOR BOOKLOVERS & LIBRARY SUPPORTERS for the Texas Library Association Conference
A full schedule containing all 300+ programs with CPE credits, featured speakers, attending authors, parties, and other events is available at the conference website: www.txla.org/annual-conference

TUESDAY, APRIL 8, 2014
Come on a Storytelling Safari: 2:00 - 3:20 pm
Monkey around and become a storyteller! Step off the pages and discover how storytelling can enhance library storytime.
Dianne de Las Casas, Susan Kay Kralovansky, and Jeannette Larson.

Animals Misbehaving: Being Bad Never Felt So Good! 2:00 - 3:50 pm
Naughty Peter Rabbit’s stories have stood the test of time. Why is innocent misbehavior so funny and engaging to children? Explore the popularity of characters whose escapades offer just the right amount of badness.
Jim Benton, Peter Brown, Nick Bruel, Marianne Fallis, Polly Horvath, Aaron Reynolds, and Adam Rubin.

Master Plans for Public Libraries: 2:00 - 3:50 pm
A panel shares the processes and resulting master plans for Fort Worth, Houston, and Round Rock public libraries. The speakers will compare and contrast the components and timeframes for strategic planning and developing facility master plans. Learn how to incorporate market data and analysis into these tasks.

Texas Gets the Edge: An Initiative Update: 2:00 - 3:50 pm
Learn about the launch of Edge and its value to the library field. Using national benchmarks, this professional tool is helping libraries assess and improve public technology services. With valuable data and support, Edge helps libraries and local governments work together to achieve community goals.

Bringing Little Free Libraries to Your Community: 4:00 - 4:50 pm
It’s a “take a book, return a book” gathering place where neighbors share their favorite literature and stories. In its most basic form, a Little Free Library is a box full of books where anyone may pick up a book (or two) and bring back another to share. Learn about this movement and how you can get one started in your community.

PR on a Budget for Public Libraries: 4:00 - 4:50 pm
Public relations initiatives are frequently pushed aside because of costs. Libraries cannot afford to marginalize PR efforts. Learn approaches to PR that are cost-effective, motivate your community, and keep administrators in your corner.

Preparing for Change - The Social Side of Retirement: 4:00 - 4:50 pm
It’s been a long great career, and you’re getting closer to retirement. Are you ready? Money issues are only part of the transition - the social and emotional impacts can be far more significant. Join this collegial discussion on planning for retirement, anticipating change, getting ready, and dealing with surprises.

SCHEDULE OF EVENTS - WEDNESDAY, APRIL 9
General Session I with James Patterson: 8:30 - 10:00 am
International best-selling author James Patterson has set records for the most consecutive hardback titles to reach No. 1 on The New York Times bestseller list. The world-wide demand for his books and his prolific work ethic led The New York Times Magazine to call him the man who “transformed book publishing.” His works include Along Came A Spider, First to Die, and The Ots. Hear him speak about his life and latest works Nevermore, NYPD Red 2, and Unlucky 13.

Breaking Through to Common Ground: People, Poetry, and Libraries: 10:15 - 11:50 am
The poet laureates of San Antonio and Texas share the power of poetry to affirm that the voices of all communities contain literary and cultural treasures. The speakers offer ideas about public programs that reinforce the many connections between community voices and published text. Their overriding message: poetry is a route toward greater literacy, and an educated citizenry is essential to democracy.
Rosemary Catacalos and Carmen Tafolla.

TONS TO SEE AND DO!
In ADDITION TO the programs listed here, attend the TLA Conference and see hundreds of authors, enjoy book and reading programs, attend parties and meal functions, and participate in some new activities!

• Cycling for Libraries – a health event (Ticketed), April 8,
• Geekdom San Antonio – a tour; offered twice (Ticketed), April 8. Find out where the next great idea is coming from: Geekdom is more than a MakerSpace; it’s where startups are born.
• TLA Diversity and Inclusion Summit: Breaking Down Silos for a Diverse Society (Ticketed), April 8
• TLA’s First Ever Hackathon (Ticketed), Friday
• Voce de San Anto + Sandra Cisneros, a program presented by Latino Caucus and REFORMA, April 9
• Grunch! An Evening with Zombie Authors (Ticketed), April 10

EXHIBIT HALL
Almost 40 vendors & publishers demonstrating educational technologies and resources!

EXPERTS...A SAMPLE
Jennifer LaGarde, North Carolina Dept. of Instruction
Jonathan Bergmann, Flipped Learning
Char Booth, Educational Services, Gannon Colleges
Ross Todd, Rutgers, State University of New Jersey
Shannon Miller, Van Meter Community School (IA)
Kristin Fontichiaro, University of Michigan
Lee Rainie, Pew Research Center
Debbie Abbock, KnddleToons
Todd Neskey, Waller ISD
Bruce Ellis, TCEA
Mega Subramaniam, University of Maryland
Michelle Luhtala, New Canaan HS
Katherine Skinner, Educopia
And many more!

KEYNOTE SPEAKERS
James Patterson, April 9
Ron Suskind, April 10
Henry Winkler, April 11

AUTHORS
100+ authors will be on hand to present programs, sign books, and meet educators!

JOIN YOUR COLLEAGUES!
It Can't Be Science! It's Fiction! 10:15 - 11:50 am
Kids love the fantastic and imaginative aspects of both science fiction and books with scientific plot elements. Authors discuss the process of scientific fact-checking, when it is acceptable to blur lines between fact and imagination, and how they draw inspiration for their characters.
Nate Ball, Megan Fraiser Blakemore, Shirley Duke, Matthew Kirby, Wendy Mass, Kate Messner, and Suzanne Selfors.

Market Like You Own It: Library Marketing on the Edge: 10:15 - 11:50 am
From its billboard campaign to its YouTube comedy series, the Craighead County Jonesboro Public Library takes an adventurous approach to increasing community awareness. Take an entertaining look at their award-winning marketing campaign and learn how you, too, can engage your community.

Opening Author Session Luncheon Sponsored by LiFTA (Ticketed Event); 12:00 - 1:50 pm
Begin your conference experience with this eclectic taste of literary delights. This year's opening luncheon features Susan Albert (the China Bayles series), Laurie Halse Anderson (Wintergirls), and Josh Hanagarne (The World's Strongest Librarian).

Imagabrum: Building a Premier Public Library and Changing the Culture of Your Community: 1:15 - 1:50 pm
Just five years ago, Midland County elected officials considered defunding its public libraries. Today, Midland has built a state-of-the-art library and changed the thinking about public libraries in the community. Midland’s library and community leaders discuss what they did and what you can do in your own community.
Steve Jenkins, Robin Page, and the CRT Business Meeting: 1:00 - 1:50 pm
These award-winning authors discuss their collaborative efforts to create scientific picture books suitable for use in primary research. A business meeting precedes the program.
Steve Jenkins and Robin Page.

Texas General Land Office: Resources for Libraries: 1:00 - 1:50 pm
The Texas General Land Office has many resources available for research in history, genealogy, land use, and resource management. Learn about programs, initiatives, and services for librarians, researchers, and genealogists.

Author Panel: Oh the Horror! 2:00 - 3:50 pm
Zombies, werewolves, demons – oh my! How will the world end? In a zombie apocalypse or volcanic eruption caused by angelic rebellion? Envision the end with these fearless authors.
Kami Garcia, Jonathan Maberry, and Josh Malerman.

Latino Bookfest: A Celebración de the Best in Latino Literature for Youth: 2:00 - 3:50 pm
What do the Tejas Star, Pura Belpré, and Tomás Rivera awards have in common? Award-winning literature celebrating Latino cultural experiences, that’s what! Explore the universal themes of strong families, humor, overcoming adversity, and hard work with committee librarians and the authors and illustrators who have been honored by these awards.

Robert Sabuda Pops Up at the TASL Business Meeting: 2:00 - 3:50 pm
What makes a great book stand out? Robert Sabuda, creator of cleverly designed pop-up books, knows a thing or two about that. A business meeting precedes the program.

The Library as a Place of Learning, Experimentation, and Discovery: 4:00 - 4:50 pm
Enter the exciting world of anythink™ and see how the Rangeview Library District continues to magically transform into an idea place, the heart and soul of the community.

Voces de San Anto: San Antonio Authors: 4:00 - 4:50 pm
Join Latino Texas authors all based in San Antonio. They will share stories from their books and from their experiences.

SCHEDULE OF EVENTS- THURSDAY, APRIL 10
"Haute" Authors: 8:00 - 8:50 am
If Anna Wintour were a librarian, these authors would always be in her Spring collection. This panel features a group of literary designers talking about the future of tween and teen literature.
Jill Bellomy, Holly Black, Rae Carson, Melissa de la Cruz, Elizabeth Eulberg, Scholastic Inc.; and E. Lockhart.

Donated Materials - Buried Treasure or Burying You? 8:00 - 9:20 am
Can you make more money from your donated materials by selling books to brokers, creating online bookstores, and running auctions? Probably, but what pitfalls can drain profits and community goodwill?

The Future of Libraries: 8:00 - 9:20 am
Explore the latest research from the Pew Internet & American Life Project on the changing roles of libraries and our users in the digital age. Who are our users and what matters most to them? Discover customer perceptions on technology and services and how to stay relevant.

The New Adult Genre - Meet the Authors: 8:00 - 9:50 am
More and more authors are writing books aimed at the 21-30 year-old demographic. Libraries have a new opportunity to keep these younger adults in the library as readers and to develop programs to serve them.
Cora Carmack, Sophie Jordan, and Molly McAdams, Mari Mancusi, and Jessica Sorensen.

Other Worlds: Exciting Reads for Teens: 10:00 - 11:20 am
Think teens are from another planet? Authors will discuss how they write for this key audience and will share their processes for creating other worlds that engage teens in reading.
Sophie Jordan, Jim Di Bartola, Trent Reddy, Kiersten White, Jonathan Stroud, and Moira Young.

People Who Look Like Me: Beyond Civil Rights and Migrants in YA Books: 10:00 - 11:20 am
A panel of Hispanic and African-American teens and authors discuss the direction they want to see minority representation in
young adult literature, especially in non-traditional genres.

Reaching Reluctant Readers through Urban Fiction: Black Caucus RT Author Session Brunch (Ticketed event): 10:00 - 11:50 am
Engage, entice, and energize reluctant readers with urban fiction.

Be Book Cool! Join the Nerdy Book Club: 10:00 - 11:50 am
Nerdy Book Club founders, members, and authors invite you to join this active online reading community. Humming with informative and inspiring posts from authors, librarians, teachers, and other literacy advocates, nerdybookclub can enhance your personal learning network and add value to your library program.

Grants Part I: Show Me the Money! 10:00 - 11:50 am
A panel will discuss the types of grants available to public libraries and what types of projects each organization is interested in funding. Each panelist will discuss the grant review process and elements of a good grant request.

Not Your Mama's Romance: 10:00 - 11:50 am
Think today's romance novel is like the bodice ripper of the '70s? Think again. Today's romance reflects its readership: smart, eclectic, and full of surprises. Hear from some of the genre's leading advocates and learn how to create and promote your next romance genre event.

The Purpose Based Library: 10:00 - 11:50 am
Have reduced staffing, more demanding customers, and skeptical city managers forced you into survival mode? John Huber (Lean Library Management) shows you how to embrace a vision for success for surviving these current challenges by developing more responsive core services, embracing your libraries' true purpose, and developing partnerships.

Lariat Adult Fiction Reading List Author Session Luncheon (Ticketed event): 12:00 - 1:50 pm
Celebrate five years of reading selections for adults in this special presentation of TLAs Lariat Adult Fiction Reading List. You'll hear from authors featured on the Lariat List and enjoy a delicious lunch.

Texas Bluebonnet Award Author Session Luncheon (Ticketed event): 12:00 - 1:50 pm
The Texas Bluebonnet Award is a nationally-recognized children’s choice award. During the luncheon the author of the winning Bluebonnet title will share insights on his/her writing and will accept this year's award from student representatives.

Texas Tea with YA Authors (Tickets event): 12:00 - 1:50 pm
Join us for the third annual Texas Tea, the premier event for YA literature enthusiasts. Attendees stay put as authors move from table to table sharing stories over tea and pastries.

FamilySearch: Beyond the Magic Search Box: 1:00 - 1:50 pm
Discover the latest family history tools, search techniques, and types of records available in FamilySearch.org.

Legislative and Policy Update: 1:00 - 1:50 pm
Join TLA advocacy team for a discussion on library policy issues for the upcoming 84th Legislative Session. State Librarian Mark Smith will also discuss the activities and work of the State Library and Archives Commission.

Introducing the Digital Public Library of America: 2:00 - 2:50 pm
The Digital Public Library of America (DPLA) brings together the riches of America’s libraries, archives, and museums and makes them freely available to the world. It offers cultural heritage institutions opportunities to reach more users, increase access to their content, and collaborate in new ways.

Gone Digital: The Bookless Library: 2:00 - 3:20 pm
While many libraries have been increasing their e-resources collections, some have chosen to completely phase out print materials. A panel of librarians shares experiences working in bookless libraries.

The Graveyard Shift: Programming around Mysterious and Scary Books: 2:00 - 3:20 pm
A common question from young readers is, "Where are the scary books?" Join librarians and a panel of authors who create these just-right mysteriously scary books as they talk about the cognitive benefits of these stories and offer strategies for teaching library devices.

Openly YA: The Evolution of Gay Literary Characters: 2:00 - 3:20 pm
Authors will discuss the evolution of YA books featuring gay characters while exploring the influences and anxieties on gay characters in their own works. Discover how they view the literary landscape ahead as generational shifts change the kind of stories available to teen readers.

Strong Characters, Strong Stories for YA: 2:00 - 3:20 pm
Featured authors discuss writing strong stories around strong characters for the YA audience. The panel will discuss characters, style, difficult issues, and the writing process.

Grants Part II: Why Didn't I Get the Money? 2:00 - 3:50 pm
Your awesome grant application was not funded. Why not? Panelists from library grant-making organizations will answer that question. Learn how to write a stronger application by considering the grantor's mission, telling a compelling story, and demonstrating careful planning for costs, benefits, and evaluation.
**Picture Books in a Digital Age:** 2:00 - 3:50 pm
As reading moves to screen, picture books once thought to be immune from the digital domain are undergoing a transformation. Regardless of the format, picture books should pair a compelling story with expressive artistic illustrations.

Lizi Boyd, Michael Hall, Christie Matheson, Molly Idle, and Oliver Jeffers.

**The Future of the Book is the Future of Society:** 3:00 - 3:50 pm
Forms of expression will change dramatically as we learn to exploit the new electronic media. Boundaries between reading and writing will become ever more porous as readers take a more active role in the production of knowledge and ideas.

**General Session II with Ron Suskind:** 4:00 - 5:30 pm
The *New York Times* bestselling author and Pulitzer Prize-winning journalist Ron Suskind tackles his most personal story – that of his autistic son, Owen. *Life, Animated, A Story of Sidekicks, Heroes, and Autism* is the remarkable true story of his own family, and their courage and creativity in discovering the means to reach their autistic son. So much more than an individual success story, *Life, Animated* is a blueprint for love, engagement, and innovation.

**Black Caucus Reception/Romancing Readers: Library and the Community (Ticketed event):** 6:30 - 8:30 pm
Come hear Harlequin Romances authors entice librarians and the community on the power of passion.

A.C. Arthur, Deborah Mello, Maureen Smith, and Kimberly Kaye Terry.

**Crunch! An Evening with the Zombie Authors (Ticketed event; register online only):** 6:30 - 8:30 pm
Don’t settle for death warmed over! Eat like it is your last meal! Join thrill-seeking colleagues for a night of terrifyingly tasty dishes and tales at this annual favorite event. Zombie-themed works will leave you hungry for more as authors share their BRAINS.

Paolo Bacigalupi, John Campbell, Jonathan Maberry, Diana Rowland, and David Wellington.

**Under Texas Stars: A Storytelling Concert:** 7:30 - 9:30 pm
Margaret Read MacDonald is the nationally-known star in an evening concert of star storytellers. She will be joined by regional professional tellers as well as one of our own library stars! Bring your friends to this evening event.

**SCHEDULE OF EVENTS - FRIDAY, APRIL 11**

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**10th Annual Poetry Roundup:** 8:00 - 9:20 am
For the last 10 years, TLA has hosted 50 poets writing for young people at the annual Poetry Roundup. Hear poets read from their work, learn about the best and latest poetry for kids, experience firsthand the pleasures to be found in the spoken word, experience poetry’s power to develop literacy and language.

Ronald Alexander, Margarita Engle, Nikki Grimes, Eric Ode, Joyce Sidman, Carmen Tafolla, Sylvia Vardell, Karma Wilson, and Janet Wong.

**Speed Dating with the Publishers: The AAP Book Buzz:** 8:00 - 9:50 am
Hear straight from the publishers about new adult titles before they hit the review journals. This session offers a great chance to get a head start on book selections and readers' advisory.

**Texas Association of School Librarians Author Session and Breakfast with Lemony Snicket (Ticketed event):** 8:00 - 9:50 am
Noted author and aficionado of the mysterious Lemony Snicket will ponder the eternal question: Why is it fun to read about kidnappings but hardly any fun to be kidnapped at all?

**Women of YA Panel and Young Adult RT Business Meeting:** 8:00 - 9:50 am
A panel of women YA authors will dish out the latest on their works. Hear about good reads and good choices for your collection. *A business meeting precedes the program.*

Ava Dellaira, Rachel DeWoskin, Laini Taylor, and Robin Wasserman.

**Dia de los Niños: School and Public Libraries Connecting with Latino Families:** 10:00 - 11:20 am
Dia de los niños/Dia de los libros is an internationally recognized literacy program founded by Pat Mora to connect children and families to books, cultures, and libraries. Learn from experts on helping families strengthen literacy through meaningful experiences with books relevant to their own multicultural experiences.

**BiblioTech: The Bookless Library of Bexar County:** 10:00 - 11:50 am
A representative of the Bexar County Commissioners' Court will talk on the concept, funding, and building of a bookless library. The facility's manager will address the issues surrounding the development and maintenance of this type of library.

**Saving the World One or More Ordinary Kids at a Time:** 10:00 - 11:50 am
Since Nancy Drew and the Hardy Boys, children have loved reading about the daring exploits of kids just like themselves. Saving the world and foiling bad guys has a universal empowering appeal for young readers. Join authors as they explore just what makes a great adventure story.

**Closing Author Session Luncheon with Maggie Stiefvater (Ticketed event):** 12:00 - 1:20 pm
Acclaimed author Maggie Stiefvater (*Books of Faerie* and the *Shiver* trilogy) serves up magical tales at the annual closing luncheon. Described as "vibrant and potent" and "utterly original," she reveals the blend of myth and truth in her works.

**Mystery Writing with Greg Iles:** 12:30 - 1:20 pm

**General Session III with Henry Winkler:** 1:30 - 2:10 pm
Actor, producer, and author, Henry Winkler is known for his portrayal of Fonzie on the hit 1970s sitcom *Happy Days*. During his 40 plus year career, Winkler has worked in diverse areas, including film, theatre, and television. Since 2003, Winkler has collaborated with Lin Oliver on a series of children’s books about a 4th grade boy, Hank Zipzer, who is dyslexic. Join him, the iconic King of Cool, for a discussion of his career, advocacy, and works.

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