



# 2014 Annual Conference

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SCLA CONFERENCE  
2014

**UNCONVENTIONAL SERVICES IN  
SOUTH CAROLINA LIBRARIES**

October 22-24  
Marriott / Columbia, SC



October 22-24, 2014  
Marriott Downtown  
1200 Hampton Street  
Columbia, South Carolina 29201

## Conference Registration Packet

## General Information

The South Carolina Library Association invites all library professionals and vendors to our annual conference. Please submit your registration by **September 19, 2014** to take advantage of the **early bird rate** and save on your travel costs! This year's conference promises to be one of the premiere continuing education events offerings in the Southeast. The conference will feature a wide selection of workshops and networking opportunities for all library professionals.

## Conference Host Hotel



### **Marriott - Downtown** **1200 Hampton Street** **Columbia, SC 29201**

The SCLA is pleased to announce our host hotel is the newly renovated Marriott on Main Street in downtown Columbia. Please contact the Marriott at (800) 93-6465 by October 1, 2014 to reserve your room.

**The conference committee has reserved a discounted rate of \$144 plus tax per night.**

**PLEASE NOTE:** The HOTEL ROOM CANCELLATIONS POLICY REQUIRES AT LEAST A ONE DAY NOTICE OR A ONE NIGHT FEE WILL BE CHARGED to the credit card on file. Please visit [www.scla.org](http://www.scla.org) for additional information and a direct link to the hotel's reservation's page.

## Parking

Self-parking is \$12 per day in the City of Columbia garage adjacent to the hotel. You may choose to valet park your car for \$22 per day.

### **Wednesday, October 22**

Registration Desk open from 8:30 a.m. to 5 p.m.

Visit with Exhibitors and Sponsors

Scholarship for Diversity in Librarianship FUND-raiser

### **Thursday, October 23**

Registration Desk open from 8:30 a.m. to 5 p.m.

Vendor Showcase

USC SLIS Alumni Tea

SCLA Play (NMRT Social)

All Conference Reception at Senate's End

### **Friday, October 24**

Registration Desk open from 7:30 a.m. to 10 a.m.

Poster Sessions

- **Photography Policy:** Please note that photos may be taken at the SCLA annual meeting and used by SCLA on our website and other social media outlets.
- **Payment Information:** Checks or Money Orders should be made payable to the SC Library Association (SCLA) and mailed to SCLA, Attn: Conference Registration, P.O. Box 1763, Columbia, SC 29202. The Early Bird deadline is September 19, 2014. All payments must be received or postmarked by September 19, 2014 in order to take advantage of the discounted rate.
- **Cancellation policy:** Substitutions are welcomed at any time. Registration cancellations made in writing and postmarked, emailed or faxed at least thirty days prior to the official start of the conference or workshop will result in a full refund less an administrative fee of \$35. No telephone cancellations will be accepted. There will be no refunds issued for cancellations received after September 22 unless there is an extraordinary reason or circumstance.

## General Session Speakers

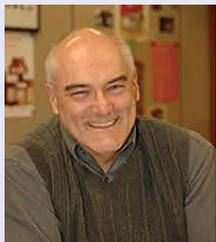
### First General Session - Wednesday, October 22



Our opening keynote session will feature award-winning poet **Ed Madden, Jr.** Madden's poems have appeared in *Borderlands*, *Los Angeles Review*, *Poetry Ireland*, *Southern Humanities Review*, and other journals, as well as in *Best New Poets 2007* and the anthology *The Book of Irish American Poetry from the Eighteenth Century to the Present* from the University of Notre Dame Press. A second collection of his poetry, *Prodigal: Variations*, is forthcoming from Lethe Press in 2011, and a third, *Nest*, will be published by Salmon Press in Ireland in 2012. Madden's chapbook *Nest* was published earlier this year by Seven Kitchens Press.

Born and raised in rural Arkansas, Ed Madden is an associate professor of English at the University of South Carolina, where he teaches Irish literature and creative writing. His scholarly works include *Tiresian Poetics*, a study of modernist poetry, and he is the editor of *Out Loud: The Best of Rainbow Radio*, a collection of radio essays from the first three years of South Carolina's only gay and lesbian radio show.

### Second General Session - Thursday, October 23



Our second general session will feature **George Needham** from the Online Computer Information Center (OCLC). George was appointed Vice President of Member Services at OCLC in 1999 and was named to his current position in 2009. During his tenure at OCLC, he has been deeply involved with transforming the cooperative into a global membership organization with a new governance structure — a more inclusive, representative model designed to extend participation to more libraries and cultural heritage institutions around the world.

Before joining OCLC, he was State Librarian of Michigan, where he launched several innovative, statewide library projects, including AccessMichigan, a pioneering LSTA-funded project that provides full-text databases, indexes, abstracts and other online reference services to all types of libraries in Michigan. From 1984 to 1989, he served as library director of Fairfield County District Library in Lancaster, Ohio, during which he opened a new library built entirely with community donations and designed by library staff. From 1990 to 1993, he was Director of Member Services of the Ohio Library Association. He was also Executive Director of the Public Library Association, a division of the American Library Association, from 1993 to 1996.

George received a bachelor's degree in English and a master's degree in library science from the State University of New York at Buffalo. He has taken additional courses at the Fisher College of Business at The Ohio State University. He credits his experience as a reference librarian as helping him become a two-time champion on the television show *Jeopardy* in 1994.

### Third General Session - Friday, October 24



Our third general session will feature award winning comic book illustrator and author, **Sanford Greene**. Sanford has worked in comics and related industries for over 10 years. His clients include Disney, DC Comics, SEGA, Nickelodeon, Hasbro, Warner Brothers, Fox, and Marvel Comics. His current works include a French graphic album for Humanoid Publishing and a Spiderman children book for Disney/Marvel Publishing. Sanford is also working on two creator owned projects: one called "**Rotten Apple**" published by Dark Horse Comics, the other project is titled "**1000**" with MTV.

## CALL FOR POSTER SESSIONS

Poster Sessions are conducted each year at the South Carolina Library Association's annual conference. Poster Sessions are an effective visual forum for exchanging information, a means to communicate ideas, research, and future trends, and a great way to highlight successful library programs and services. Poster Sessions consist of presentation materials such as pictures, data, graphs, diagrams, and narrative text placed on display boards. During the conference time allotted for Poster Sessions, presenters informally discuss their projects with conference attendees. The Poster Sessions are always well attended. Up to thirty (30) simultaneous poster sessions will be selected for presentation during our annual SCLA Annual Conference.

Poster Sessions will be presented on Friday, October 24 from 8 a.m. to 9 a.m. You may set up your poster between 7:15 a.m. and 7:45 a.m.

### POSTER SESSION GUIDELINES AND TIPS

#### Guidelines:

- Presentation consists of a single poster, or a central poster with one or two foldout wings, no larger than 48" total height by 72" total width (including wings). Other configurations are possible but must not exceed these dimensions.
- Posters should be mounted and displayed on a tabletop (only tables are provided.) **Wall or tripod mountings are not allowed.**
- Poster Session content: Posters may present any of the following:
  - ⇒ A description of an innovative library program or service
  - ⇒ An analysis of a practical problem-solving effort
  - ⇒ A report of a research study
- Electricity is NOT available; Wi-Fi is sometimes available in a conference poster session area, but should not be relied upon.
- A PowerPoint or other electronic presentation on a laptop can be used to supplement but **cannot be substituted** for an original poster presentation – your poster must be the primary visual focus of your presentation. Those who have strictly online or electronic materials to present are encouraged to conduct a conference session, where they may easily and effectively present information electronically to an audience. If you plan to use a laptop to supplement your presentation be sure to bring an extra battery pack to last for the duration of the session.
- Your poster must be in place by 8 a.m. Friday morning (October 24) and must be removed directly after the Poster Sessions close.
- Those selected to present will be contacted by email no later than September 16 with directions and additional information.

### Poster Session Tips:

- The title/heading of your presentation should be simple, to the point, and catchy.
- The poster is primarily a visual display, so try for great visual impact.
- The information presented should be easy to follow and shown in a logical manner.
- Avoid clutter – keep visuals and messages clear and concise.
- All materials and information should be visible and legible from four feet away.
- Handouts are not required, but are strongly encouraged. Provide your business card, or a slip with your contact information for those who have further questions.

### Student Spotlight and Viewers' Choice

**Student Spotlight Competition:** Only Poster Session presenters who are currently enrolled in a Master's program in librarianship are eligible to enter the student competition. Judges will determine a winner in the Student Spotlight Competition from among the entries based on the following criteria:

- Topic is one of current interest or special import to studies of library trends and practice.
- Ability of the poster to deliver the information clearly and logically; visuals and text work together to convey information to the viewer.
- Personal presentation is knowledgeable and comprehensive.
- Viewer questions are welcomed and are completely answered.
- Handouts (if available) are neatly presented and cover the information well.

**Viewers' Choice Competition:** All posters are automatically entered in the Viewer's Choice Competition. Poster Session attendees choose and vote for their favorite posters during the Poster Sessions.

**Note:** It is possible that a Student Spotlight Competition entry will also be selected as the overall Viewers' Choice winner.

The two winning presenters will each receive a paid one-year membership for the South Carolina Library Association. Winners will be recognized in a future edition of the South Carolina State Library's online newsletter.

Student Spotlight entrants must complete the competition section on the poster session registration form if they would like their poster to be considered for this award.

Entrants must indicate whether they will need a student or professional membership in 2015.

Faith R. Keller, SCLA Poster Sessions Coordinator  
South Carolina State Library  
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Phone: (803) 734-8851  
Email: [frkeller1@gmail.com](mailto:frkeller1@gmail.com)

# SCLA Annual Conference - October 22-24, 2014

Please complete or attach business card.

Name: Mr. / Mrs. / Ms./ Dr. \_\_\_\_\_

Title: \_\_\_\_\_

Organization/Library: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name as it should appear on nametag : \_\_\_\_\_

I am a current member of **SCLA** \_\_\_\_\_ Yes \_\_\_\_\_ No

**Payment Information:** Checks or Money Orders should be made payable to the SC Library Association (SCLA) and mailed to SCLA Conference Registration, P.O. Box 1763, Columbia, South Carolina 29202.

	Member Rate / Non-Member Rate
<b>Early Bird Rates (through September 19, 2014)</b>	
_____ Comprehensive Registration - The Comprehensive Registration includes the Conference Luncheon, Awards Brunch, and All Conference Reception.	<b>\$175/\$205</b>
_____ Three Day Registration Only	\$135 / \$150
_____ Full-time student and/or Retiree	\$105 / \$130
_____ One-day Registration	\$75 / \$105
_____ One-day Full-time Student and/or Retiree	\$65 / \$95
_____ Conference Luncheon (Thursday) - Early Bird Rate	\$35 / \$40
_____ Award Brunch (Friday) - Early Bird Rate	\$35 / \$40
<b>After September 19 or On Site Rates</b>	
_____ Comprehensive Registration (includes all activities)	\$195 / \$220
_____ Three Day Registration	\$155 / \$180
_____ Full-time student and/or Retiree (3-day)	\$135 / \$160
_____ One day Registration	\$110 / \$135
_____ One Day Full -time Student and/or Retiree	\$105 / \$125
_____ Conference Luncheon (Thursday)	\$40 / \$45
_____ Award Brunch (Friday)	\$40 / \$45
<b>Additional Events (pre-registration is encouraged for all additional events)</b>	
_____ USC Alumni Tea (pre-registration encouraged)	Free
_____ Out of the Stacks, Onto the Stage Scholarship FUND-raiser	\$10
_____ All Conference Reception (included in Comprehensive Registration)	\$10
<b>TOTAL DUE</b>	<b>\$ _____</b>