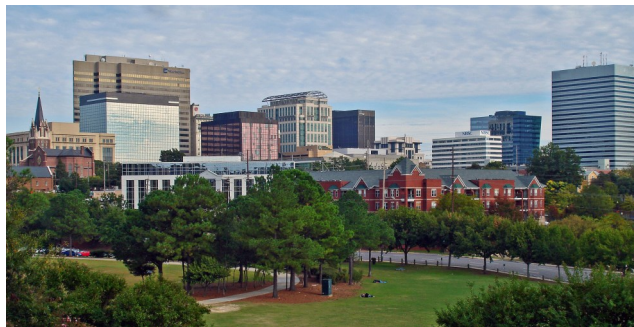




100 Years in the Making

SCLA Annual Conference 2015



October 21-23, 2015
Columbia Marriott
1200 Hampton Street
Columbia, South Carolina 29201



Conference Registration Packet



General Information

The South Carolina Library Association invites all library professionals, paraprofessionals, students, and vendors to our annual conference. Please submit your registration by **September 18, 2015**, to take advantage of the **Early Bird rate** and save on your costs! This year's conference will mark SCLA's 100th anniversary of service to SC libraries and citizens. The conference will feature a wide selection of programming, networking opportunities with librarians from across the state, engagement with library vendors, and Centennial Celebration events.

Conference Host Hotel



Columbia Marriott
1200 Hampton Street
Columbia, SC 29201

SCLA is pleased to announce that the conference host hotel is the Marriott located in the center of downtown Columbia. Please contact the Marriott at (800) 593-6465 by October 1, 2015, to reserve your room.

The conference committee has reserved a discounted rate of \$146 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. Visit www.scla.org for additional information and a link to the hotel's reservations page.

Parking

Whether staying at the hotel or driving in for the day, self-parking is \$12 per day (or \$2/hour) in the City of Columbia garage adjacent to the hotel. You may choose to valet park your car for \$22 per day.

Wednesday, October 21

Registration Desk open from 8 a.m. to 5 p.m.
First General Session / Keynote
Visit with Exhibitors and Sponsors / Vendor Showcase
State Library Performers Showcase (Concurrent event)
Scholarship for Diversity in Librarianship Fundraiser Event

Thursday, October 22

Registration Desk open from 8 a.m. to 5 p.m.
Vendor Breakfast with Library Directors at Richland Library
Second General Session / Keynote Luncheon
USC SLIS Alumni Tea
All Conference Reception / Centennial Celebration at the Columbia Museum of Art

Friday, October 23

Registration Desk open from 7:30 a.m. to 10 a.m.
Poster Sessions
Third General Session / Keynote & Awards Brunch

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- **Photography/Videography Policy:** Please note that photos and videos 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 18, 2015. All payments must be received or postmarked by September 18, 2015, 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 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 21, 2015, unless there are extenuating circumstances.





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General Session Speakers

First General Session - Wednesday, October 21



Marjory Wentworth – The opening keynote session will feature the Poet Laureate of South Carolina and five-time Pushcart Prize nominee, Marjory Wentworth. Her four books of poetry include the most-recently published, *New and Selected Poems*. She is co-writer with Juan Mendez of *Taking a Stand: The Evolution of Human Rights*, co-editor with Kwame Dawes of *Seeking: Poetry and Prose inspired by the Art of Jonathan Green*, and the author of the prizewinning children’s story *Shackles*. Wentworth is on the faculty at The Art Institute of Charleston, is the co-founder and former president of the Lowcountry Initiative for the Literary Arts, serves on the Editorial Board of USC’s Palmetto Poetry Series, and is the poetry editor for *Charleston Currents*.

Second General Session - Thursday, October 22



Catherine Hakala-Ausperk – The second general session will feature Catherine Hakala-Ausperk, the Executive Director of the Northeast Ohio Regional Library System (NEO-RLS). Hakala-Ausperk is the author of *Be A Great Boss: One Year to Success*, *Build a Great Team: One Year to Success*, and the upcoming *Renew Yourself! Energize Your Career at Any Stage* (2016)—all published by ALA Editions. She is a consultant and frequent speaker at national and state conferences, staff days, and workshops. She has a passion for supporting, coaching, and developing successful libraries, staff members, and leaders. Hakala-Ausperk is a 31-year public library veteran and an adjunct faculty member of Kent State University’s School of Library and Information Science.

Third General Session - Friday, October 23



Wiley Cash - The third general session will feature best-selling author, Wiley Cash. His debut novel, *A Land More Kind Than Home*, was a New York Times best-seller followed by the critically-acclaimed *This Dark Road to Mercy*. Wiley is currently working on his third novel. His stories have appeared in *Crab Orchard Review*, *Roanoke Review*, and *The Carolina Quarterly*, and his essays on Southern literature have appeared in *American Literary Realism*, *The South Carolina Review*, and other publications. He teaches at UNC-Chapel Hill and in the Low-Residency MFA Program in Fiction and Nonfiction Writing at Southern New Hampshire University. He is a native of North Carolina. Currently, he and his wife and daughter live in Wilmington.

Social Media Users...

Use the hashtags

#SCLA2015 and #SCLA100

to follow and share on Twitter,
Instagram, and Facebook!



Order your very own

SCLA Annual Conference 2015 T-shirt

with your conference registration!

\$10 each



Include your order with your conference registration. Support SCLA and take home a wearable souvenir of the Association’s Centennial Celebration!



100 Years in the Making

SCLA Annual Conference 2015

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. Up to thirty (30) simultaneous poster sessions will be selected for presentation during the 2015 SCLA Annual Conference. Please join this well-attended event.

Poster Sessions will be presented on Friday, October 23, from 8 a.m. to 9 a.m. You may set up your poster between 7:30 a.m. and 7:50 a.m.

POSTER SESSION GUIDELINES AND TIPS

Poster Session Guidelines:

- Presentation consists of a single poster board with a surface area of 4' (122cm) high by 6' (183cm) wide. 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 may not exceed these dimensions.
- 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; WiFi 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 the duration of the session.
- Your poster must be in place by 8 a.m. Friday morning (October 23) and must be removed directly after the Poster Sessions close at 9 a.m.
- Those selected to present will be contacted by email no later than August 31 (September 16 for student spotlight participants) with directions and additional information.





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POSTER SESSION GUIDELINES AND TIPS (Con't)

Poster Session Tips:

- The title/heading of your presentation should be simple, to the point, and catchy.
- The poster is primarily a visual display. The bigger the visual impact, the better!
- 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.

SCLA Poster Session Competitions 2015

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:

- ⇒ The topic is one of current interest or special importance to studies of library trends and practice.
- ⇒ The 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.

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 2016.

Faith R. Keller, SCLA Poster Sessions Coordinator

Francis Marion University, Florence, SC

Phone: (803) 734-8851

Email: frkeller1@gmail.com



SCLA Annual Conference Registration Form - October 21-23, 2015

Please complete or attach business card.

Name: Mr. / Mrs. / Ms. / Dr. _____

Title: _____

Library/Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

Name as it should appear on nametag: _____

(Optional) Twitter Username (for inclusion 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
Early Bird Rates (through September 18, 2015):	
_____ Comprehensive Registration - Includes the Conference Luncheon, Awards Brunch, and All Conference Reception/Centennial Celebration	\$175 / \$205
_____ ** I plan to attend the All Conference Reception: ___Yes ___No	
_____ 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
_____ Awards Brunch (Friday) - Early Bird Rate	\$35 / \$40
After September 18 or On-Site Rates:	
_____ 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
_____ Awards Brunch (Friday)	\$40 / \$45
Additional Selections (pre-registration is encouraged for all additional events):	
_____ USC SLIS Alumni Tea (pre-registration encouraged)	Free
_____ Scholarship for Diversity in Librarianship Fundraiser Event (Karaoke)	\$10
_____ All Conference Reception (included in Comprehensive Registration)	\$10
_____ SCLA 2015 Annual Conference T-shirt Size(s): ___S ___M ___L ___XL ___2XL ___3XL	\$10 (per shirt)
(Indicate Quantity)	
TOTAL DUE	\$ _____