

# PLA 2016



# DENVER

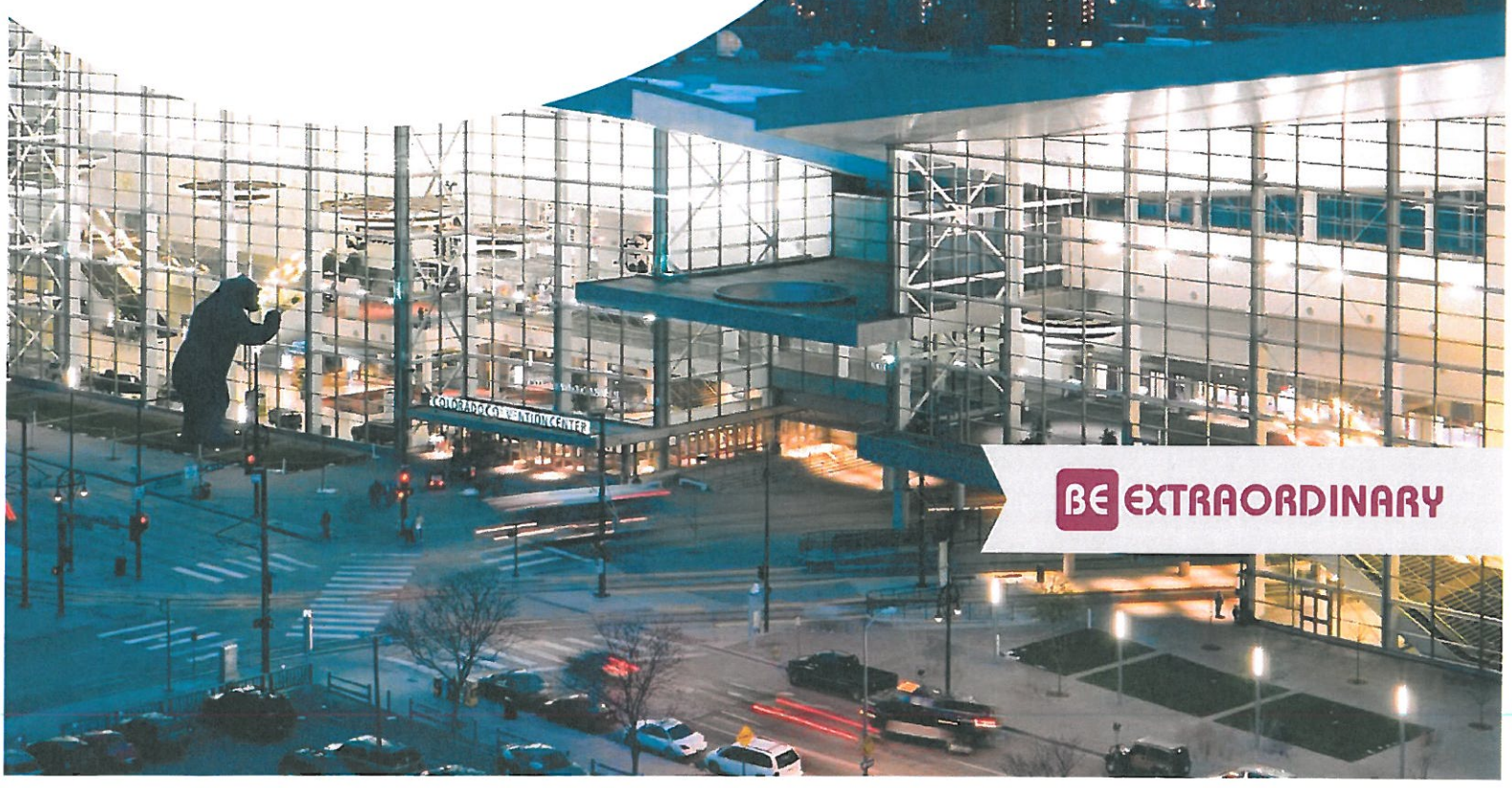
APRIL 5-9, 2016  
PUBLIC LIBRARY ASSOCIATION

## PRELIMINARY PROGRAM

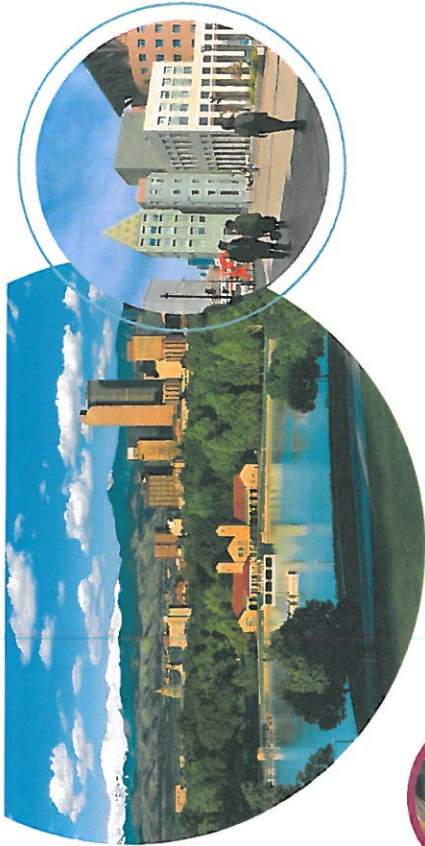
[www.placonference.org](http://www.placonference.org)

**PLA**  
Public Library Association

**BE EXTRAORDINARY**







**I'm so excited** the PLA 2016 Conference is only months away. There is no better place for public library professionals to come together to share ideas and learn new things. Because we believe extraordinary libraries create extraordinary communities, let's challenge

ourselves this April to **Be Extraordinary**, both at conference and back in our libraries. I hope you'll accept the challenge and join me and your colleagues from around the world in sunny Denver. Take a look inside for all the ways that PLA 2016 will be an extraordinary event.

**Valley Oehike**  
2015-2016 PLA President  
Director, Multnomah County (Ore.) Library

**THANK YOU!**

PLA thanks the members of the 2016 Conference Committees. Without the hard work of such dedicated professionals, much of what we do would not be possible. For a complete list of PLA 2016 Conference Committee members, visit [pla.org](http://pla.org).

**2016 Conference Committee Chair**  
Marcellus Turner, City Librarian  
The Seattle (Wash.) Public Library

**2016 Conference Program Subcommittee Chair**  
Pamela Sandlian Smith, Director  
Anythink Libraries (Colo.)

**2016 Conference Local Arrangements Subcommittee Chair**  
Diane Lapierre, Director of Community Relations  
Denver (Colo.) Public Library

# PLA 2016 SCHEDULE-AT-A-GLANCE

**Tuesday, April 5**  
7:30 a.m.–5:00 p.m.  
9:00 a.m.–5:00 p.m.

Registration  
Preconferences

**Wednesday, April 6**

7:30 a.m.–5:00 p.m.  
9:00 a.m.–12:00 p.m./1:00 p.m.  
10:30 a.m.–11:30 a.m.  
2:30 p.m.–4:00 p.m.  
4:00 p.m.–6:30 p.m.

Registration  
Preconferences  
Special Event  
Opening Session  
Exhibits Opening Reception

**Thursday, April 7**

7:30 a.m.–5:30 p.m.  
8:15 a.m.–9:15 a.m.  
9:30 a.m.–5:00 p.m.  
9:30 a.m.–10:45 a.m.  
10:45 a.m.–11:45 a.m.  
12:00 p.m.–1:30 p.m.  
2:00 p.m.–3:00 p.m.  
3:00 p.m.–4:00 p.m.  
4:00 p.m.–5:00 p.m.  
6:00 p.m.–8:30 p.m.

Registration  
BIG IDEAS Session  
Exhibits Open  
Coffee Break in Exhibit Hall  
Programs  
Author Lunches  
Programs  
Coffee Break in Exhibit Hall  
Programs  
Audio Publishers Association Dinner

**Friday, April 8**

7:30 a.m.–4:00 p.m.  
8:15 a.m.–9:15 a.m.  
9:30 a.m.–4:00 p.m.  
9:30 a.m.–10:45 a.m.  
10:45 a.m.–11:45 a.m.  
12:00 p.m.–1:30 p.m.  
3:00 p.m.–4:00 p.m.  
4:00 p.m.–5:00 p.m.  
5:00 p.m.–6:30 p.m.

Registration  
BIG IDEAS Session  
Exhibits Open  
Coffee Break in Exhibit Hall  
Programs  
Author Lunches  
Programs  
Exhibits Closing Reception  
Programs  
All Conference Reception

**Saturday, April 9**

8:00 a.m.–10:00 a.m.  
8:15 a.m.–9:15 a.m.  
9:30 a.m.–10:30 a.m.  
10:45 a.m.–11:45 a.m.  
12:00 p.m.–1:00 p.m.

Registration  
BIG IDEAS Session  
Programs  
Programs  
Closing Session



Denver Public Library photo courtesy of Steve Cressida and WEST DINER

# Extraordinary Speakers

Expect to be inspired and energized by the extraordinary sessions taking place at PLA 2016.

Additional events and details to be announced! Visit [www.placonference.org](http://www.placonference.org) for up-to-date information.



## Opening Session with Anderson Cooper

WEDNESDAY, APRIL 6, 2:30-4:00 PM.

Anderson Cooper is the anchor of CNN's *Anderson Cooper 360°*, a nightly newscast that goes beyond the headlines—keeping politicians and policy makers honest with in-depth reporting and investigations. The show airs weeknights at 8:00pm ET on CNN. Since the start of his career in 1992, Cooper has covered nearly all major news events around the world, often reporting from the scene. Most recently, he has extensively covered the conflicts in Syria and Egypt, the NSA surveillance programs, the Boston Marathon bombing, and the Sandy Hook shootings.

Cooper has also played a pivotal role in CNN's political and election coverage and has anchored from conventions and moderated several presidential debates. In October 2012 Cooper moderated CNN's Republican debate from Las Vegas. In addition to his shows on CNN, Cooper is also a regular correspondent for CBS's *60 Minutes*. At CNN and *60 Minutes* Cooper has won numerous major journalism awards. Cooper helped lead CNN's Peabody Award winning coverage of Hurricane Katrina and DuPont award winning coverage of the 2004 tsunami. Additionally, he has been awarded 8 Emmy Awards, including two for

his coverage of the earthquake in Haiti, and an Edward R. Murrow award.

*Dispatches from the Edge*, Cooper's memoirs about covering wars and disasters, topped the *New York Times'* bestseller list and other bestseller charts.

Before joining CNN, Cooper was an ABC News correspondent and host of the network's reality program *The Male*. Cooper anchored ABC's off-beat overnight newscast *World News Tonight* as well as *20/20*. Cooper joined ABC from Channel One News, where he served as chief international correspondent. During that time, he reported and produced stories, often on his own, from conflicts in Bosnia, Cambodia, Haiti, Israel, Myanmar, Russia, Rwanda, Somalia, and South Africa. Channel One News was a school television network seen daily in more than 12,000 classrooms nationwide. Cooper graduated from Yale University in 1989 with a Bachelor of Arts degree in political science. He also studied Vietnamese at the University of Hanoi. Cooper is based in New York City.

PLA thanks [HarperCollins/Penguin](#) for its support of this event.

## Closing Session with Tig Notaro

SATURDAY, APRIL 9, 12:00-1:00 PM.

Most recently, Amazon ordered a semiautobiographical



comedy pilot for Tig to star in, co-write/create and executive produce. Tig is teaming up with Diablo Cody, who is set to co-write, along with Loui Lick, who is executive producing and directing. Tig's stand-up special, *Boyz n the City*, premiered on HBO in August 2015. A documentary feature was made about the comedian following a series of devastating life events, entitled *Tig*. The film opened to a standing ovation at Sundance in 2015 and premiered globally as a Netflix Original documentary that July. Tig is returning for the second season of the critically acclaimed series *Transparent* on Amazon this fall. In 2016, HarperCollins will be releasing Tig's memoir.

In 2014, Tig was nominated for a Grammy Award for her sophomore release, *LIVE*, which sold over 100,000 units in just six weeks. This album is a stand-up set delivered just days after she was diagnosed with Stage II bilateral breast cancer. Tig has since announced her cancer to be in remission. Tig remains a favorite on *Conan* and *This American Life*, tours internationally, and enjoys bird watching with her partner at their home in Los Angeles.

PLA thanks [HarperCollins/Penguin](#) for its support of this event.

## PLA All Conference Reception

FRIDAY, APRIL 8, 5:00-6:30 PM.

Get your groove on and party hard at this fun conference celebration, featuring local Denver entertainment. Join your fellow attendees in blowing off some steam after an extraordinary week of conference-going. Who can say no to a great party!

## BIG IDEAS Series—Back by popular demand!

Because our goal is to send you home from Conference bursting with new ideas and knowledge, we're featuring something special each day—a BIG idea—something that impacts and empowers the way you think, act, and work. So be sure to join us Thursday, Friday, and Saturday mornings for these extraordinary, all-attendee sessions featuring thought-provoking speakers and presenters.

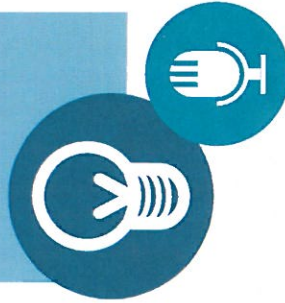


Photo of Sherry Turkle © Peter Urban

Photo of Tig Notaro © Scott McDevitt/David Laund photo courtesy of WERT DENVER

## BIG IDEAS with Verna Myers

THURSDAY, APRIL 7, 8:15-9:15 A.M.

Starting things off in a BIG way is Verna Myers, author of the best-selling books *Moving Diversity Forward: How to Move From Well-Meaning to Well-Doing* and *What If I Say the Wrong Thing?*

*Habitat for Culturally Effective People*. Myers rose out of Baltimore's working class to become a Harvard-trained lawyer, entrepreneur, author, and cultural innovator. Her dynamic, laugh-out-loud speeches inspire audiences to go further—to move beyond leveling the playing field to create a new field altogether—and empower people of all backgrounds to contribute at their highest levels. For the last two decades, Myers and her team of consultants have helped eradicate barriers of race, gender, ethnicity, and sexual orientation at elite international law firms, Wall Street powerhouses, and the 10,000 member Fire Department of New York, with the aim of establishing a new, more productive, and just stature quo.



## BIG IDEAS with Sherry Turkle

FRIDAY, APRIL 8, 8:15-9:15 A.M.

Sherry Turkle has spent the last 30 years studying the psychology of people's relationships with technology. She is the Abby Rockefeller Mauzé Professor of the Social Studies of Science and Technology at MIT. A licensed clinical psychologist, she is the founder and director of the MIT Initiative on Technology and Self.

Turkle is the author of five books and three edited collections, including a trilogy of three landmark studies on our relationship with digital culture: *The Second Self*, *Life on the Screen* and most recently, *Alone Together*. A recipient of a Guggenheim and Rockefeller Humanities Fellowship, she is a featured media commentator and a fellow of the American Academy of Arts and Sciences.

## BIG IDEAS to be announced

SATURDAY, APRIL 9, 8:15-9:15 A.M.

We have one final BIG IDEAS speaker to announce! Be sure to visit [www.placonference.org](http://www.placonference.org) for the latest details.



## Author Events

Take a break and have a literary meal with renowned and award-winning authors. Additional Author Events to be announced! Visit [www.placonference.org](http://www.placonference.org) for up-to-date events.



### Adult Author Lunch to be announced

**THURSDAY, APRIL 7, 12:00-1:30 P.M.**  
Stay tuned! We have another extraordinary Adult Author Lunch to announce.

### Children's Author Lunch to be announced

**THURSDAY, APRIL 7, 12:00-1:30 P.M.**  
Stay tuned! We have an extraordinary Children's Author to announce.

### Audio Publishers Association Dinner

**THURSDAY, APRIL 7, 6:00-8:30 P.M.**  
A P.L.A. Conference favorite, be sure to register for this special evening of engaging authors, audio voices, and delicious food.

**Tavia Gilbert**, an acclaimed narrator of more than 300 full-cast and multi-voice audiobooks for virtually every publisher in the industry, is a six-time Audie nominee and the recipient of six Earphones Awards and a ListenUp Award. With frequent inclusion on Best of Year and Annual Top Ten lists, Tavia is a trusted and increasingly sought-after actress for work across every genre, from children's and YA, to literary fiction, non-fiction, and genre fiction. Tavia is a producer, singer, and a writer of personal essay and memoir. *Library Journal* said this of the highly-acclaimed actress: "as close as you can get to a full cast narration with a solo voice."

**George Guidall** has recorded over 900 unabridged novels, bringing a consistent artistry to his readings and delighting listeners for over 20 years. His narrations of classics such as *Crime and Punishment* and *The Illiad* as well as best sellers like *Snow Falling on Cedars* and Lillian Jackson Braun's *Cat Who...* series have set a standard for excellence recognized throughout the audiobook industry. In addition to his award-winning work as an audiobook narrator, Guidall has also enjoyed a forty-year career in the theatre, including starring roles on Broadway in such plays as *Chapter Two, Cafe Crown, Alone Together*, and *Cold Storage*.

**Johnny Heller** is an award winning actor and teacher with over 25 years of experience in the industry in voice over, stage, television, and stand-up comedy. He has narrated over 500 titles for adults, young adults, and children—working in almost every genre. Heller is a 2005 and 2009 Audie Award Winner, a double nominee in 2015, a 2014 Nominee for Best Male Narrator, a double nominee in 2012 and was named a Best Voice of 2008-2011 and 2014, and a *Publishers Weekly* Listen Up Award Winner 2008-2011. A winner of over 20 Earphone Awards, *Audiophile Magazine* named Heller one of the top 50 voices of the 20th Century.

**Ruth Reichl** is the bestselling author of *Tender at the Bone* and *Comfort Me with Apples*. She was Editor in Chief of *Gourmet Magazine* from 1999 to 2009. Before that she was the restaurant critic of

both *The New York Times* and the *Los Angeles Times*, where she was also named food editor. As co-owner of *The Swallow Restaurant* from 1974 to 1977, she played a part in the culinary revolution that took place in Berkeley, California. In 2007, Reichl was named *Adweek's* Editor of the Year and received the Missouri Honor Medal for Distinguished Service in Journalism. Reichl also received the 2008 Matrix Award for Magazines from New York Women in Communications, Inc., and has been honored with 6 James Beard Awards.

PLA thanks the *Audio Publishers Association*; *Blackstone Audio*; *Books on Tape*; an *Imprint of Penguin Random House Audio*; *HarperAudio*; and *Recorded Books* for their support of this event.

### Adult Author Lunch with Arianna Huffington

**FRIDAY, APRIL 8, 12:00-1:30 P.M.**  
Arianna Huffington is the chair, president, and editor-in-chief of the Huffington Post Media Group, and author of fourteen books. In May 2005, she launched *The Huffington Post*, a news and blog site that quickly became one of the most widely-read, linked to, and frequently-cited media brands on the Internet. In 2012, she won a Pulitzer Prize for national reporting.

She has been named to *Time Magazine's* list of the world's 100 most influential people and the *Forbes* Most Powerful Women list. Originally from Greece, she moved to England when she was 16 and graduated from Cambridge University with an M.A. in economics. At 21, she became president of the famed debating society, the Cambridge Union.

Her 14th book, *Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder* debuted at #1 on the New York Times Bestseller list and was released in paperback in March 2015. Her new book, on the science, history and mystery of sleep, will be published in April 2016.

PLA thanks *Random House* for its support of this event.

### We Need Diverse Books Young Adult Author Lunch

**FRIDAY, APRIL 8, 12:00-1:30 P.M.**

PLA is pleased to partner with *We Need Diverse Books* ([weneeddiversebooks.org](http://weneeddiversebooks.org)) to bring a panel of YA authors to the conference. This lunch program will be moderated by LW, Gregorio and feature E.E. Charlton Trujillo (Stonewall winner for *Fat Angie*) among other authors to be announced. Don't miss this unique opportunity!

PLA thanks *We Need Diverse Books* for its support of this event.



### TICKETS purchase with conference registration

EVENT	COST
Adult Author Lunch with Arianna Huffington	\$50
Adult Author Lunch to be announced	\$50
Audio Publishers Association Dinner	\$75
Children's Author Lunch to be announced	\$50
Young Adult Author Lunch with We Need Diverse Books	\$50



# Preconferences

Preconferences offer in-depth education for public library administrators, managers, staff, and trustees. Separate registration is required. See rates at the bottom of page 19.

**#1 Community Publishing at Your Public Library: Create a Collaborative E-book**  
**FULL DAY; TUES., APRIL 5, 9:00 A.M.-5:00 P.M.**  
 Your library can become involved in helping local authors reach a worldwide audience using the free tools of e-book self-publishing. Employing examples of projects at Los Gatos Library and at Topoka and Shawnee County Public Library, this program will encourage participants to work together with their entire community by engaging writers in collaborative projects that teach the skills of self-publishing and result in experienced and published authors. Learn how hands-on self-publishing programs promote your library.  
 Henry Bankhead, Los Gatos (Calif.) Library; Lisa Staley, Topoka and Shawnee County (Kans.) Public Library

**#2 Designed for Experience: Reimagining Spaces and Services**  
**FULL DAY; TUES., APRIL 5, 9:00 A.M.-5:00 P.M.**  
 What if we designed our physical libraries with learning—not shelving—at their core? This simple question led one library (and its team of awesome experts) to create an unconventional framework for reimagining its spaces and services. In this highly interactive session, participants will explore the customer activities and outcomes that can drive library design. Using a fun and participatory methodology, participants will create spaces that help customers learn, create, and share.  
 Melanie Huggins, Richland Library, Columbia, S.C.; Margaret Sullivan, Margaret Sullivan Studio, New York, N.Y.

**#3 So You Want to Be a Director?**  
**FULL DAY; TUES., APRIL 5, 9:00 A.M.-5:00 P.M.**  
 Have you recently accepted a directorship or are you contemplating moving into a library director role? Discover the tools and tactics you need to traverse the pitfalls of being a new director from leaders who have done it successfully. Whether you're stressed about creating a budget, anxious about resolving HR issues, unsure how to work with your board or local government, or losing sleep over the idea of strategic planning, this preconference is for you. Participants will gain the knowledge, skills, and confidence to fearlessly face the challenges of library directorship.  
 David Singleton, Charlotte-Mecklenburg Library, Charlotte, N.C.; Marcia Warner, Grand Rapids (Mich.) Public Library

**#4 Stepping Up to Extraordinary: Using Core Values to Inform Public Library Leadership**  
**FULL DAY; TUES., APRIL 5, 9:00 A.M.-5:00 P.M.**  
 This interactive preconference is designed for leaders at all levels of a public library. Whether you are a new director facing significant change, a mid-career manager who's looking for ways to step up, or nearing the end of your career and seeking ways to find more meaning in your work, this session is for you. Participants will identify core values, reflect on defining situations that instill those values, consider how core values can be applied to everyday work, and discover strategies for navigating values conflicts. Participants will engage in a variety of individual, paired, and group activities that give them more clarity on core values, more confidence and commitment to using values with intention,

and a deeper sense of meaning and purpose in their work.  
 Sharon Morris, Colorado State Library, Denver, Colo.

**#5 Think, Do, Show: Practical Techniques for Analyzing, Using, and Visualizing Data to Improve Practice and Demonstrate Impact**  
**FULL DAY; TUES., APRIL 5, 9:00 A.M.-5:00 P.M.**  
 Libraries collect a lot of data: circulation, program attendance, user satisfaction, etc. In this preconference, you will learn how to go beyond simply collecting and reporting on these numbers. Through a series of interactive exercises, you will discover how to analyze your data, use your results to inform your strategic planning, management, and communication with stakeholders, and visually present your statistics in infographics and other formats to demonstrate your library's impact.

Danise Davis, Sacramento (Calif.) Public Library; Linda Hochstetler, Colorado State Library, Denver, Colo.; Janice LaRue, Colorado State Library, Denver, Colo.; Katie Beck, Colo.; Zaki Lezak, Denver (Colo.) Public Library; Rachelle Logan, Highlands Ranch, Colo.; Jon D. Schelle, Logan, Englewood (Colo.) Public Library; Nicole Steffen, Colorado State Library, Mesa, Ariz.; Beth Ann, Colorado State Library, Steamboat, Berthoud (Colo.) Community Library District

*Presented by the Colorado Association of Librarians (CAL)*

**#6 Keeping Peace in the Library: Best Practices for Providing Service to Patrons Experiencing Homelessness**  
**HALF DAY; TUES., APRIL 5, 2:00-5:00 P.M.**  
 Does your library serve a large number of persons experiencing homelessness? We know from public health experts that a large number of that population experience mental health issues. How do you provide the best possible service for them while ensuring the comfort and safety of all library patrons? This session will look at the situation from a holistic viewpoint, including the perspectives of security, law enforcement, mental health, and library professionals. Attendees will come away with the latest information and great strategies for success.  
 Elissa Hardy, Denver (Colo.) Public Library; Scott Hopkins, Frederick County (Md.) Sheriff's

Department; Bob Knowles, Denver Public Library; Sydney McCoy, Frederick County (Md.) Public Libraries

**#7 Powerful Summers: Library-Community-School Partnerships**  
**HALF DAY; TUES., APRIL 5, 2:00-5:00 P.M.**  
 This interactive preconference explores strategies and partnerships for summer learning. Find out how summer learning experts, schools, community partners and libraries are working together to address the challenge of summer learning loss by maximizing summer learning loss new partnerships, identifying outcomes and exploring new models for summer. Share your experience and get advice, as participants craft a vision for summer. This interactive session will build on research conducted by the Urban Libraries Council (ULC) in partnership with the National Summer Learning Association (NSLA) with funding from the Institute of Museum and Library Services (IMLS).

Angela Goodrich, Urban Libraries Council, Washington, D.C.; Katie Wilcox, National Summer Learning Association, Baltimore, Md.

**#8 Teach Adults Anything and Do It Right**  
**HALF DAY; TUES., APRIL 5, 2:00-5:00 P.M.**  
 From e-mail to knitting to develop financial planning, customers are expecting libraries to provide high quality instruction on the things that matter to them. Creating engaging, effective lesson plans can be a challenge, designing an entire curriculum is even more daunting. This workshop will teach you how to create truly extraordinary classes using instructional design theory. You'll leave with a lesson plan template and a great class that works for you and your customers.  
 Simone Greene-Nieto, Denver (Colo.) Public Library; Squee Leigh, Denver Public Library

**#9 Emerging Adults in Our Libraries: Who Are They and How Do We Find Them?**  
**HALF DAY; WED., APRIL 6, 9:00 A.M.-12:00 P.M.**  
 The term emerging adults is a recently identified demographic in library services that encompasses ages 18-25 and can include up to age 30. The four librarians will present the findings from their national research, identifying service trends and gaps in delivery, and will also include best practices and ways to garner support from library administration for serving this population. Interactive activities and an action plan exercise will help attendees come away with concrete ideas for their own libraries.

Laura Liang, New York (N.Y.) Public Library; Jessica Snow, Boston (Mass.) Public Library; Nikki Terrell, Queens (N.Y.) Library; Julie Winkelstein, University of Tennessee, Knoxville, Tenn.

**#10 Every Child Ready to Read: The Spirit of Collaboration**  
**HALF DAY; WED., APRIL 6, 9:00 A.M.-12:00 P.M.**  
 The ultimate goal of this preconference is to spark curiosity about how we can best serve families through community cooperation and collaboration using Every Child Ready to Read (ECRR). Join colleagues to discuss how ECRR collaborate with parents and child-serving agencies, in order to best serve children birth through age eight. The New York Times best-selling author and children's advocate, Regina Calcaterra, will join a panel of librarians and educators in exploring how to develop extraordinary partnerships among early childhood allies—parents, caregivers, agencies, schools, and public officials—and promote talking, singing, reading, writing, and playing in order to help children get ready to learn to read. Come prepared to share your experiences and learn how other libraries incorporate Every Child Ready to Read into partnership efforts. No matter your starting point, this preconference will offer tips, conversations, and inspiration to reach out and engage families.



Regina Calcaterra, NY Times best-selling author and children's advocate; Beth Criss, Colorado State Library, Denver, Colo.; Holly Henley, Arizona State Library, Phoenix, Ariz.; Susan Mitchell, Carroll County (Md.) Public Schools; Warren Oxtgard, King County (Wash.) Library System; Dorothy Stolz, Carroll County (Md.) Public Library; Krista Tokarz, Cuyahoga County (Ohio) Public Library

**#11 Practical Community Engagement**  
**HALF DAY; WED., APRIL 6, 9:00 A.M.-12:00 P.M.**  
 Carrie Andrew, Library Director at Norwood Public Library and James Vallejos, Senior Librarian at the Hadley Branch Library, Denver Public Library, will talk about their use of the Harwood community engagement model in drastically different ways – one in rural Western Slope Colorado, in preparation for a new library building; and one in urban Denver, working to engage the Vietnamese community. Using the U.Libraries Transforming Communities model, they will share their lessons learned as well as engage attendees in the Harwood Community Model exercises.  
 Carrie Andrew, Norwood (Colo.) Public Library; James Vallejos, Denver (Colo.) Public Library

*Presented by the Colorado Association of Librarians (CAL)*

**#12 Project Outcome Enrollment Workshop: Simple Tools to Measure Our True Impact on the People We Serve**  
**HALF DAY; WED., APRIL 6, 9:00 A.M.-1:00 P.M.**  
 At this preconference, PLA will convene public library representatives and introduce them to Project Outcome and how it helps them measure the impact of their services. Library leaders from PLA's Project Outcome task force will kick off the session by describing their experience in pilot-testing outcome measurement in seven core service areas. Attendees will learn how to deploy outcome measures in their libraries, collect and use resulting data, and leverage the project support network to ensure successful adoption.  
 Carolyn Anthony, Stokie (Ill.) Public Library; Denise Davis, Sacramento (Calif.) Public Library; Crystal Schimpf, Noel

*This preconference is free, but registration is limited and available by application only. Visit [www.placonference.org](http://www.placonference.org) for more information.*



# Programs

The array of professional development programs are the highlight of PLA Conference. Nearly 100 extraordinary programs fill eight tracks and offer attendees so much to choose from!

Note: This is a preliminary schedule and is subject to change. Check [www.pla-conference.org](http://www.pla-conference.org) for updates and more information.

## Broadcast – Tell your story.

Programs in the BROADCAST track will provide participants with tools, strategies, and ideas for effective marketing, advocacy, and diffusion of information.

- Book Buzz: What's New in Children's and YA Publishing
- Crossover Appeal: Books that Work for Teens and Adults
- Every Person is A Book: Every Life Tells A Story
- Get Outside the Lines: Reintroducing Your Library to the Community
- Giving Your Community Back its Voices: Making Your Oral History Collections Fully Accessible
- LibraryReads Best in Debut Authors
- LibraryReads Mystery Authors Revealed
- Lights, Camera, Advocacy: Digital Storytelling for Your Library
- Making Progress in Digital Content
- Top 5 of the Nonfiction 5
- What's Your Elevator Speech? The Message Matters
- Who are the Persons Experiencing Homelessness in My Library?

## Challenge – Push boundaries.

Programs in the CHALLENGE track will show participants how to use risk to their advantage and provide ways to overcome fear and achieve positive results.

- A Different Way of Doing Business: Cross-Functional Strategic Initiative Teams
- Accessibility from Every Angle
- Beyond Bad Covers: Poor Copyediting and On-to-table Comment: How to Deal with the Self-Publishing Onslaught

## De-identifying Patron Data to Balance Privacy and Insight

- Don't Worry...We're Only Going to Change Everything
- How Two Libraries Quit Summer Reading and You Can, Too
- OUT @ the Library: Innovative LGBTQ Programming the Library
- Puff, Puff, Lend: Cannabis Culture and the Library Collection
- Shhh! Don't Tell My Mom: Reader's Advisory that Everyone Can Live With
- Strong Girls School: Create a Program Addressing Gender Bias, Inequality, and Self-Esteem Building for Girls
- Tech to Go: Circulating Nontraditional Items
- The Changing Landscape of Library Privacy

## Collaborate – Share success.

Programs in the COLLABORATE track will offer participants inspiration, examples, and the "how-to's" of successful connections both within and outside of the library.

- <Code> at Your Library: Preparing Your Current and Future Workforce
- Better Together: Civic Engagement and Civic Dialogues
- Connect, Crowdsource, and Kickstart: Make Dream Projects a Reality
- Disasters: Bring Out the Best in Us: Providing Community Support When it is Needed Most
- Engaged and Inclusive: Institutional Approaches to Racial Equity and Social Justice
- Eric Carle Meets Rachel Carson: 21st Century Environmental Literacy
- Extraordinarily Engaged: How Three Libraries are Transforming Their Communities

## Extraordinary at Any Size: Tips for Keeping Your Library Relevant and Your Community Engaged for Every Size Library

- Guiding Ohio Online: Working With AmeriCorps to Strengthen Technology Skills in Rural Library Communities
- It Happened in My Town: Collaboration in Crisis
- Making the Grade at Each Stage with School Outreach
- Networking for Wallflowers
- Services to Those Who Serve: Library Programs for Veterans and Active Duty Military Families
- So a Planner and a Librarian Walk into a Bar... Teen Asset Mapping: A Community Development Approach to Teen Services Expansion

## Imagine – Think big.

Programs in the IMAGINE track will examine current trends and emerging realities to explore the larger questions and issues about the future of libraries.

- Aspen Institute's "Rising to the Challenge: Re-Envisioning Public Libraries" in Action
- Bubble @ Madison Public Libraries: A System-Wide Approach to Learning through Walking the Public Library
- Inside the 2015 New Landmark Libraries
- Libraries = Education: Redefining Our Purpose for the 21st Century
- Middle Childhood Matters: Realizing Services and Programs for School-Age Children

## Open to All: Serving the Gay, Lesbian, Bisexual and Transgender (GLBT) Community in Your Library

- Safe in the Stacks: Public Libraries Serving LGBTQ Homeless Youth
- Storytime Manifesto: Early Literacy Awareness and Advocacy
- The Intentional Makerspace: A New Framework for Making and Learning in Libraries
- This Ain't Your Grandma's Library...Or is It? Serving Older Adults in a Changing World
- TV White Spaces: Expanding Broadband Internet Access in Your Community
- Where the Black and Brown Boys Aren't (and Why)

## Invent – Design, test, repeat.

Programs in the INVENT track will provide participants with ideas to invoke the creative spirit in their libraries and inspire innovation and solution-focused thinking.

- [Your Community Here]: Engaging Audiences and Artists with Local Digital Collections
- AnyAbility: Taking Ordinary Services for Adults with Disabilities to an Extraordinary Level
- Creative Merchandising Strategies for Libraries with Picture Books and Poetry
- Design Thinking at Your Library: Try, Try Again
- Leamos (Let's Read) at the Library: Using Web-Based Curriculum to Engage Latino Families
- Merchandising Master Class: Youth Materials and the Art/Science Behind Extraordinary Displays
- Score! Engaging Sports Fans at Your Library



We're shaking things up this conference by introducing new, want to narrow your search? Visit [www.pla-conference.org](http://www.pla-conference.org) to search for programs by keywords and tags.

Want to narrow your search? Visit [www.pla-conference.org](http://www.pla-conference.org) to search for programs by keywords and tags.

- Steal This UX: Improving Your Collection With Content Strategy and User Testing
- Sustainable Connected Learning for Youth
- Taking it Personally: Creating Human Connection in a Virtual World
- Tech Assistance for Cutting Edge Communities Through Linked Data
- The Visible Library: Exposing Collections
- Walking the Library Landscape: Using Mobile Apps to Connect Literature to Your Community

## Lead – Inspire, listen, empower.

Programs in the LEAD track will provide participants with the information and tools needed to build healthy organizations that innovate and excel.

- Building a Better Board to Support Your Library
- Creating a New Support Organization: Lessons Learned that You Can Apply, Too
- Developing Truly Effective Performance Evaluations
- Following the Leadership Academies
- Hospitality: The Essential Ingredient
- Library Board Wars and Power Plays: How to Reveal, Avoid, and Do it Right!
- Never Leave Internal Communications to Chance
- One Community, Many Faces: Building a Diverse Staff
- Organizational Health: Capitalizing on Your Most Important Asset
- Put Learning First: Developing a Staff Learning Philosophy
- Tame Your Digital Strategy
- Trauma-Informed Care and the Library
- We Are Tech Workers: Cultivating a Library Techoculture

## Plan – Invest with purpose.

Programs in the PLAN track will provide participants with insight, guidance, and support for setting and tracking goals and initiatives.

- Beyond Bilingual Storytime and ESL: Digging Deeper into Your Spanish

- Speaking Community
- Blowing Up The PLDS: Measuring Impact
- Building for the Future Today: Broadband Planning
- Data Driven Collections: Right-Sizing Library Collections
- Designing for Patron Behaviors
- Developing a Holistic Collection Development Policy
- E-Rate Evolution: Getting from Policy to Practical
- Immigration Reform: Is Your Library Ready?
- Making Waves with Research: Lessons from RPL Participants
- Stress Tests: Conducting Strategic Analyses of Services and Programs to Guide Libraries of the Future
- The One-Page Strategic Plan: Is it Real? Is it Right For You?
- The Power of Performance: The PLA Performance Measures Initiative
- The Power of Performance 2: Project Outcome Enrollment Primer
- Weed? In Denver? Collection Maintenance at DPL and Fort Worth

## Play – Energize and engage.

Programs in the PLAY track will provide participants with the opportunity to discover new concepts, skills, and fun ways to build better libraries.

- 52 Weeks of STEM at Your Library
- Bite-Sized Staff Training: Transform Staff Development for Busy Employees
- Blast Off with San Jose Public Library's Maker(Space)Ship!
- Everything is Awesome! Reimagining Library UX
- Play Your Way to an Engaged Staff
- Read & Reach: Promoting Physical Activity in Storytime Programs
- The Studio Experience: Creating a Makerspace for Ages 0-108
- Think Outside the Box by Going Inside the Box
- View from the Director's Chair: Filmmaking for Teens



# Exhibits Hall

Find new products, ideas, and solutions for your library in the PLA Exhibits Hall. Browse hundreds of booths and see the latest in publications, media, technology, equipment, services, and supplies.

## EXHIBIT HOURS

- FRIDAY, APRIL 4**  
**4:00 p.m. – 6:30 p.m.**  
*Exhibits Opening Reception*
- THURSDAY, APRIL 3**  
**9:30 a.m. – 5:00 p.m.**  
*Exhibits Open*
- 9:30 a.m. – 10:45 a.m.**  
**3:00 p.m. – 4:00 p.m.**  
*Coffee Break*
- FRIDAY, APRIL 4**  
**9:30 a.m. – 4:00 p.m.**  
*Exhibits Open*
- 9:30 a.m. – 10:45 a.m.**  
**3:00 p.m. – 4:00 p.m.**  
*Coffee Break*
- 3:00 p.m. – 4:00 p.m.**  
*Closing Reception*

## EXHIBIT BADGES

An **Exhibits-Only Badge** entitles you to visit the exhibits any time they are open and can be purchased onsite at the conference for \$25.

An **Exhibits Plus Badge** entitles you to visit the exhibits any time they are open as well as to attend the Opening General Session, the BIG IDEAS Series, the All Conference Reception, and the Closing Session. Exhibits-Plus Badges can be purchased onsite at the conference for \$50.

## EXHIBITORS

(as of Sept. 4, 2013)

- 3 Branch Products  
 3M Library Systems  
 ABC-CLIO  
 ABEQO  
 Abridge Press  
 Above the Treadline  
 Agate Furniture  
 ALA / ALCTS Preservation Week  
 Alexander Street Press  
 Aite Public Press  
 Audio Editions  
 Auto-Graphics, Inc.  
 AWE  
 Backstage Library Works  
 Baker & Taylor, Inc.  
 Baker Publishing Group  
 Bearport Publishing Company, Inc.  
 Bella & Harry  
 Bernan  
 Better Containers Mfg. Co.  
 Better World Books  
 BiblioCommons Inc.  
 Bibliobex  
 Bibliotheca  
 Big Copy Books  
 Birchard Co.  
 Blackstone Audio  
 Bloomsbury  
 BMI Digital Reel  
 Book Systems  
 Booklist Publications  
 BookPage  
 Boopis, Inc.  
 Brainfuse  
 Britannica  
 Broadband Learning  
 Broad Company  
 Burgeon Group, LLC  
 Capira Technologies, LLC  
 Career Cuing  
 Cavendish Square  
 Center Point Large Print  
 Children's Plus, Inc.  
 Child's Play  
 Child's World  
 Chive Fresh Enterprises, Inc.  
 CMC Technologies  
 Collibri Systems North America, Inc.  
 Collaborative Summer Library Program  
 Combined Book Exhibit  
 Comprise Technologies  
 Crisis Prevention Institute (CPI)  
 Crowley Company  
 D.K. Agencies (P) Ltd.  
 David C Cook  
 Dawson Titles, Inc.  
 Demco/Upstart/Isquared  
 Dewberry  
 DLSC at Image Access  
 Dreamspinner Press  
 D-Tech International USA  
 East View Information Services  
 EBSCO Information Services  
 Edge Initiative/Urban Libraries Council  
 e-ImageData Corp  
 Emery-Pratt Company  
 Engberg Anderson, Inc.  
 Enslow Publishing  
 EnvisionWare  
 Equinox Software  
 Estey/Tiemco  
 Booklist Publications  
 FamilySearch  
 Euclid Chair  
 Faber Specialty Vehicles  
 Firefly Books  
 FastScan24 Fax and Scan Service  
 Gale, Cengage Learning  
 Gareth Stevens  
 Geographic Research Inc.  
 Grass Roots Press  
 Grecco Ltd  
 Grey House, Salem Press & HW  
 Morningside, Inc.  
 Motion Picture Licensing Corp.  
 Hachette Book Group  
 Hal Leonard Corporation  
 Haifequin  
 HarperCollins Children's Books  
 HarperCollins Christian  
 HarperCollins Publishers  
 HBM / HPA Architects  
 Hiddell and Associates Architects  
 Houghton Mifflin Harcourt  
 Ingram Content Group  
 Innovative Interfaces, Inc.  
 JanWay Company  
 John Wiley & Sons, Inc.  
 Kapco Book Protection  
 Laptops Anytime  
 Lerner Publishing Group  
 Libraria LLC  
 Library Bureau Steel  
 Library Ideas, LLC  
 LibraryThing  
 Little Brown Books for Young Readers  
 Lynda.com  
 Lyngsoe Systems, Inc.  
 L'YRASIS  
 Macmillan Adult  
 Macmillan Children's Publishing Group  
 Magazine Subscription Service Agency  
 Mango Languages  
 MARCIVE, Inc.  
 McFarland & Company Inc., Publishers  
 McGraw-Hill Education  
 Media Source, Inc. / Library Journal  
 Merignt, Inc.  
 Midwest Library Service  
 Midwest Tape  
 MI Industries  
 MI Industries  
 Moody Publishers  
 Morningside, Inc.  
 Motion Picture Licensing Corp.  
 Hachette Book Group  
 Hal Leonard Corporation  
 Haifequin  
 HarperCollins Children's Books  
 HarperCollins Christian  
 HarperCollins Publishers  
 HBM / HPA Architects  
 Hiddell and Associates Architects  
 Houghton Mifflin Harcourt  
 Ingram Content Group  
 Innovative Interfaces, Inc.  
 JanWay Company  
 John Wiley & Sons, Inc.  
 Kapco Book Protection  
 Laptops Anytime  
 Lerner Publishing Group  
 Libraria LLC  
 Library Bureau Steel  
 Library Ideas, LLC  
 LibraryThing  
 Little Brown Books for Young Readers  
 Lynda.com  
 Lyngsoe Systems, Inc.  
 L'YRASIS  
 Macmillan Adult  
 Macmillan Children's Publishing Group  
 Magazine Subscription Service Agency  
 Mango Languages  
 MARCIVE, Inc.  
 McFarland & Company Inc., Publishers  
 McGraw-Hill Education  
 Media Source, Inc. / Library Journal  
 Merignt, Inc.  
 Midwest Library Service  
 Midwest Tape  
 MI Industries  
 MI Industries  
 Moody Publishers  
 Morningside, Inc.  
 Motion Picture Licensing Corp.  
 Hachette Book Group  
 Hal Leonard Corporation  
 Haifequin  
 HarperCollins Children's Books  
 HarperCollins Christian  
 HarperCollins Publishers  
 HBM / HPA Architects  
 Hiddell and Associates Architects  
 Houghton Mifflin Harcourt  
 Ingram Content Group  
 Innovative Interfaces, Inc.  
 JanWay Company  
 John Wiley & Sons, Inc.  
 Kapco Book Protection  
 Laptops Anytime  
 Lerner Publishing Group  
 Libraria LLC  
 Library Bureau Steel  
 Library Ideas, LLC  
 LibraryThing  
 Little Brown Books for Young Readers  
 Lynda.com  
 Lyngsoe Systems, Inc.  
 L'YRASIS  
 Macmillan Adult  
 Macmillan Children's Publishing Group  
 Magazine Subscription Service Agency  
 Mango Languages  
 MARCIVE, Inc.  
 McFarland & Company Inc., Publishers  
 McGraw-Hill Education  
 Media Source, Inc. / Library Journal  
 Merignt, Inc.  
 Midwest Library Service  
 Midwest Tape  
 MI Industries  
 MI Industries  
 Moody Publishers  
 Morningside, Inc.  
 Motion Picture Licensing Corp.

# EXHIBITS



## PARTNERS

(as of September 2, 2013)

PLA would also like to thank the generous support of our conference partners.

Platinum Partners (\$10,000+)



Gold Partners (\$5,000+)

- Baker & Taylor
- Demco
- Penguin
- Random House
- Romance Writers of America

Silver Partners (\$1,000+)

- Audio Publishers Association
- Blackstone Audio
- Books on Tape, a division of Random House
- EBSCO Information Services
- HarperAudio
- Innovative
- Library Systems & Services
- Recorded Books
- Treehouse
- Upstart

- Tor / Forge Books
- Total Book
- Transparent Language
- Tsai Fong Books, Inc.
- Tutor.com
- Tyndale House Publishers
- Unique Management Services, Inc.
- University of California Press
- University of Illinois Graduate School of Library and Information Science
- University of North Texas
- University of Wisconsin - Milwaukee School of Information Studies
- Unshelved
- Useful
- Vanguard ID Systems
- VanMill Industries, Inc.
- Video Librarian
- WW Norton & Company, Inc.
- Watson Label Products
- Weston Woods / Scholastic Audio
- Worden Company
- Workman Publishing Co.
- World Book, Inc.
- WT Cox Information Services
- Zondervan
- Zoobean

## NATIONAL GEOGRAPHIC SOCIETY

- NewBank, Inc.
- Northern Micrographics
- OBS Specialty Vehicles Inc.
- Oceanview Publishing
- OCLC, Inc.
- ODILO
- Office of Minority Health Resource Center
- OverDrive
- Oxford University Press
- Pi-Supa Inc.
- Palmieri Furniture Ltd
- Papercutz / NBM
- PBS Distribution
- Peachtree Publishers
- Penguin Random House
- Perseus Books Group
- Plymouth Rocket, Inc.
- Pronunciator
- ProQuest
- Public Information Kiosk
- Publisher Spotlight
- Publishers Group West
- Quipu Group, LLC
- Ramusem Software, Inc.
- Recorded Books
- ReferenceUSA
- Rhode Island Novelty

## CAREER CENTER

We'll have a spot dedicated to job providers and job seekers. The Career Center will offer the opportunity to post and search job openings, have private meetings/interviews, and benefit from resume review.





With 300 days of sunshine annually, award-winning dining, world-class museums, and natural beauty from the Rocky Mountains backdrop, Denver blends urban sophistication with outdoor adventure. Here's just a taste!

**Arts & Culture**

With its vibrant art districts, world-class museums, and hidden gems, Denver is the place to be when it comes to all things artsy!

**Denver Public Library**  
Designed by world-renowned architect Michael Graves, the Denver Public Library is one of the largest libraries in the country. It features unique exterior and interior architecture and holds one of the largest collections of Western history manuscripts, art, maps, newspapers, magazines, and photographs in the world.

**Denver Performing Arts Complex**  
The second largest performing arts complex in the U.S. is home to 10 state-of-the-art venues, including the spectacular Ellie Caulkins Opera House, which boasts crystal-clear acoustics and rich decor. The Performing Arts Complex hosts Tony Award-winning theater, Broadway musicals, symphony orchestras, ballet, and more.

**Denver Art Museum**  
Inside the museum, explore everything from American Indian and Western masterpieces to modern, multimedia works. This world-class museum (one of the largest between Chicago and the West Coast) also hosts exclusive, temporary exhibitions.

**Museum of Contemporary Art Denver (MCA)**  
MCA Denver proves that contemporary art can be thought-provoking and fun all at once. The museum has five galleries, each with rotating exhibits, guaranteeing that every visit is a new experience.

**Denver Public Art**  
The mission of the Denver Arts & Venues Public Art Program is to enhance the quality of life in Denver through the rich context of the arts. The program brings artwork by local artists as well as internationally recognized artists to the city center and the neighborhoods around Denver.

**Eat & Drink**

When you visit The Mile High City, it's likely that you'll leave dishing about Denver's glorious restaurants. The culinary scene is thriving, offering everything from farm-to-table bistros to classic steak houses. Denver is a hub for chef-owned, neighborhood restaurants known for using locally grown ingredients.

For those in search of a good watering hole, Denver doesn't fall short. Called the "Napa Valley of Beer," Denver produces more beer than any other city in the nation. Explore Denver's beer culture with a visit to one (or more) of the twenty breweries featured on the **Denver Beer Trail**.

Beer is just the beginning. The Mile High City's artisanal wine and spirits scene is also booming. Drop into **Balistreri Vineyards**, a family operation dedicated to completely natural, handcrafted wines. Discover **Infinite Monkey Theorem**, the trailblazing Denver winery that did the unthinkable—it canned its wines! On the more "spiritual" side of things, taste the best of Colorado whiskey at **Stranahan's Colorado Whiskey**.

**Wild Denver**  
From native Colorado species to exotic creatures from the other side of the globe, from delicate butterflies to lumbering elephants, The Mile High City is filled with amazing animals in state-of-the-art habitats. Attractions include the **Denver Zoo**, **Rocky Mountain Arsenal National Wildlife Refuge**, **Downtown Aquarium**, **Dinosaur Ridge**, and the **Denver Museum of Nature & Science**.

**Outdoors**

The Mile High City and the nearby Rocky Mountains are filled with outdoor recreation thrills. Here are just a few of your options:

**Rocky Mountain National Park**  
Located 71 miles northwest of Denver, Rocky Mountain National Park features 400 square miles of scenic beauty, including Trail Ridge Road, the highest continuous highway in the world crossing the Continental Divide at over two miles above sea level. The park has two information centers, hundreds of miles of hiking trails, tranquil lakes, waterfalls, wildlife, and horseback riding.

**Denver Bike Paths**  
With 850 miles of bike routes/trails and 300 days of sunshine, Denver is a two-wheeled paradise. Explore the city using Denver B-cycle, the city's pioneering bike-sharing program. For a small membership fee, you can pick up a shiny red bike at one of more than 80 conveniently located stations throughout the city, go for a spin, and then drop it off when you're done.

**Scenic Jogging Paths**  
Always pack your exercise clothes and sneakers when coming to The Mile High City! Denver's lovely jogging paths allow you to tour beautiful sites AND burn calories.

**The Trails at Red Rocks Amphitheatre & Park**  
Red Rocks Amphitheatre & Park is known the world over for its summer concert series, but during the day, it makes for a gorgeous hiking and biking destination. The Trading Post Trail is 1.4 miles in length, and goes through spectacular rock formations, valleys, and a natural meadow.

**Denver Botanic Gardens**  
This 23-acre oasis in the middle of the city has 45 different gardens (some 33,000 plants), as well as one of the nation's top 10 conservatories. Facilities include nature trails, a wildlife observation area, a historical farm, a 19th century one-room schoolhouse, working beehives, and picnic areas.

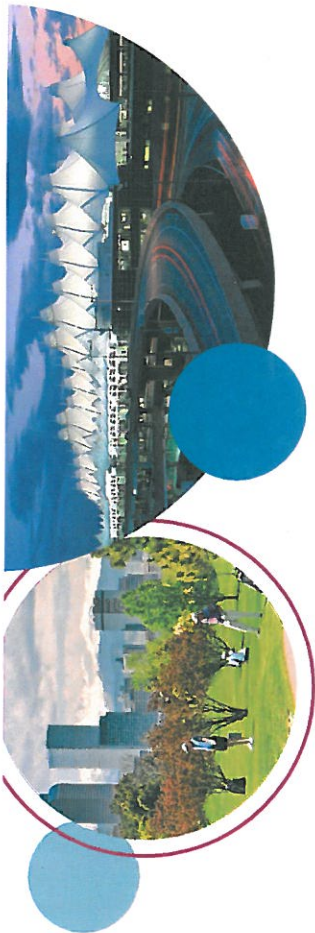
**Shopping**

Downtown and the surrounding neighborhoods offer an abundance of retail experiences, making Denver the shopping capital of the Rocky Mountain West. If you're on the hunt for a snazzy t-shirt, grab a latte and do a little window-shopping in the historic Larimer Square. As you reach the end of the day, you'll encounter the 16th Street Mall, a sprawling 1.6-block, 1M+ Ped-designed pedestrian mall that stands as Metro Denver's No. 1 tourist attraction.

Just a ten-minute drive from downtown, Cherry Creek North is a 16-block extravaganza featuring the region's largest collection of independently owned shops, boutiques, galleries, restaurants, and spas. Adjacent to **Cherry Creek North is Cherry Creek Shopping Center** with over 160 brand name stores.

If you're in the market for something vintage, head to the thriving **Antique Row**, where you can browse the diverse offerings of antique shops, art galleries, and independently owned boutiques. Beyond antiques, the **South Broadway Shopping District**, or "SoBo" for short, is lined with an eclectic mix of shops and restaurants. For a more laid-back historic northwest Denver to find funky gifts, handmade goods, hip clothing, unique jewelry, and more.

**Sports**  
If you're a sports fan, The Mile High City is the place you want to be. Denver is home to no less than seven professional sports teams that thrill crowds year-round. Four numerous sports attractions including **Coors Field**, the **Colorado Sports Hall of Fame**, **Sports Authority Field at Mile High**, **Pepsi Center**, and the **National Ballpark Museum**.



Red Rocks Amphitheatre photo courtesy of Steve Cavazos, gold photo courtesy of Sam Oberst and WEST DENVER

Denver Zoo photo courtesy of Kirk Crank, hiking photo courtesy of WEST DENVER







## Housing

### Reservations

Reserving your room through the PLA Housing Bureau ensures you'll receive a great price at a quality hotel. Make your reservations by Tuesday, March 8, 2016. Housing reservations will not be accepted after this date. For inquiries: [pla@experient-inc.com](mailto:pla@experient-inc.com)

### Official PLA 2016 Conference Hotels and Rates

HOTEL NAME	ADDRESS	RATE*
1 Courtyard by Marriott Downtown	934 16th Street	\$216
2 Crowne Plaza Denver Downtown	1450 Glenarm Place	\$215 single/\$228 double
3 Curtis, a Doubletree Hotel by Hilton	1405 Curtis Street	\$219
4 Denver Marriott City Center	1701 California Street	\$235
5 Embassy Suites Denver Downtown at the Convention Center	1420 Stout Street	\$224
6 Grand Hyatt Denver	1750 Welton Street	\$199
7 Hampton Inn & Suites Convention Center	550 15th Street	\$215
8 Hilton Garden Inn Downtown Denver	1400 Welton Street	\$200
9 Homewood Suites Denver/Downtown - Convention Center	550 15th Street	\$230
10 Hyatt Place Denver Downtown	440 14th Street	\$224
11 Hyatt Regency Denver at Colorado Convention Center	650 15th Street	\$245
12 Sheraton Denver Downtown	1550 Court Place	\$235

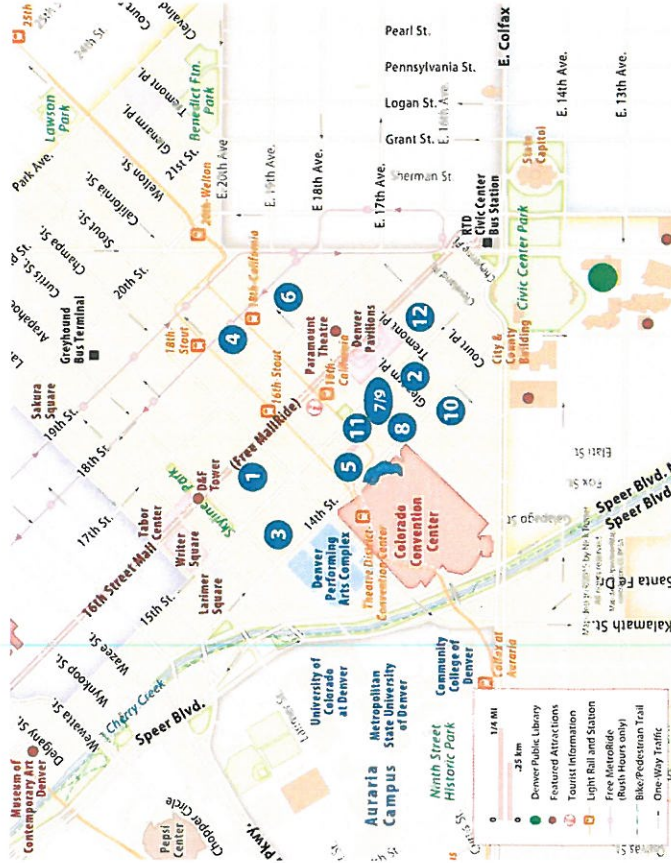
\* Rates for single and double unless otherwise stated



Photo courtesy of Steve Credits and VISIT DENVER



### Downtown Denver Hotels & Attractions







## Getting to Denver

Whether you choose a plane, train, or automobile, you'll find Denver a convenient hub for travel.

### By Automobile

Three major interstates pass through the metropolitan area of Denver, making PLA Conference the perfect chance to get in your first road trip of the season. Or let someone else do the driving. Greyhound offers low cost tickets (as low as \$11) to ride in style. They offer express rides with free Wi-Fi, power outlets, and extra legroom. Visit [www.greyhound.com](http://www.greyhound.com) to take a look. The Denver station is less than a mile from the convention center.

### By Train

Experienced travelers say Amtrak's California Zephyr route is one of the most beautiful train trips in all of North America. Explore itineraries on [www.amtrak.com](http://www.amtrak.com). The route runs daily through Denver, between Chicago and San Francisco (and many other stops in between). The station is conveniently located in downtown Denver.

### By Plane

Denver International Airport is a major airline hub, the fifth busiest airport in the United States and tenth busiest in the world, serving the third most destinations of U.S. airports. Fly on United Airlines, the official PLA 2016 airline, and save with an exclusive discount on United's lowest applicable fare. Certain restrictions apply. Visit [placonference.org](http://placonference.org) for details.

Photo courtesy of Rich Durrin and West Denver

## Registration Rates

Three easy ways to register for PLA 2016!



**Online** Register online at [placonference.org](http://placonference.org) (credit cards only).



**By Mail** Download a registration form at [placonference.org](http://placonference.org). Mail your completed form with payment to the address listed on the form.



**By Fax** Download a registration form at [placonference.org](http://placonference.org). Fax your completed form to (301) 694-5124 (credit cards only).

### Full Registration

TYPE	EARLY BIRD (by 1/22/16)	ADVANCE (by 2/26/16)	ONSITE (after 2/26/16)
PLA Personal Members	\$255	\$300	\$345
CAL Personal Members	\$255	\$300	\$345
ALA Personal Members *	\$375	\$420	\$420
Nonmembers	*	\$450	\$495
Students	*	\$125	\$130

\* Early Bird rate available to PLA and CAL members only.

### Single-Day Registration

TYPE	ADVANCE (by 2/26/16)	ONSITE (after 2/26/16)
PLA Personal Members	\$220	\$235
CAL Personal Members	\$220	\$235
ALA Personal Members	\$295	\$310
Nonmembers	\$370	\$385
Students	\$105	\$110

### Preconference Registration

TYPE	HALF DAY (with lunch)	FULL DAY (with lunch)
PLA Personal Members	\$150	\$250
CAL Personal Members	\$150	\$250
ALA Personal Members	\$205	\$305
Nonmembers	\$260	\$370

### Special Events Registration

TYPE	PER EVENT
Author Lunches	\$50
Audio Publishers Dinner	\$75

### Not a member?

You'll have the chance to join and receive the registration discount when you register. For membership details, visit [www.pla.org](http://www.pla.org)



**PLA** Public Library Association  
a division of the American Library Association  
50 E. Huron Street, Chicago, IL 60611-2795

Non-Profit Organization  
U.S. Postage  
**PAID**  
American Library Association  
Permit No. 3226  
Chicago, Illinois

PLA 2016



**DENVER**  
APRIL 5-9, 2016  
PUBLIC LIBRARY ASSOCIATION

**Visit**

[www.placonference.org](http://www.placonference.org)  
for the latest conference  
news and updates.

We're looking forward  
to seeing you in Denver!

Photo courtesy of Scott Draxler/Alamy.com and iStockPhoto.com