

The Border Regional Library Association, TLA District 6  
and REFORMA - El Paso Chapter present

# *Fall Conference 2017*

*October 20 - 21*

*Preserving the Past - Envisioning the Future!*

*Friday, October 20*

*An Evening with Local Authors*

6:30 p.m. - 8:30 p.m.

501 Bar and Bistro Place

501 Texas Ave. | El Paso TX 79901

Hosted by REFORMA - El Paso Chapter

*Saturday, October 21*

*Workshops and District 6 Meeting*

8:15 a.m. - 1:15 p.m.

El Paso Community College - Northwest Campus

6701 S Desert Blvd. | El Paso, TX 79932



*Saturday Keynote Speaker*

*Michael Sherrrod*

*The Entrepreneurial Imperative:*

*Why Libraries are Critical*

*to Local Economies in the 21st Century*

To register go to: [www.brla.info](http://www.brla.info) OR  
[www.txla.org/groups/D6](http://www.txla.org/groups/D6)



## **Using Art to Visualize Virtual Users**

**Main - M49**

*Alea Henle, Andrea Jaquez and Hannah Gray - Western New Mexico University*

How do you make virtual use present and real? Western New Mexico University's Miller Library designed an art installation to do just that. Staff members will discuss conceptualization, design, installation -- and impact.

## **Increase Your Confidence, Reduce Your Fear:**

**Main - M56**

### **Copyright Essentials for 21st Century Libraries**

*Susan Beck, Department Head of Access Services - New Mexico State University Library*

*Norice Lee, Associate Library Director - Burrell College of Osteopathic Medicine*

The opportunity to create and share copyrighted works has never been greater. Library staff need a basic understanding of copyright law, fair use, and alternatives to the current legal framework. Through interactive scenarios, participants will learn and apply best practices.

## **How librarians and library resources can help entrepreneurs and small business owners**

**Main - M57**

*Michael Sherrod, William M. Dickey Entrepreneur in Residence;*

*Director, Texas Christian University/Coleman Entrepreneurship Fellows Program*

Our keynote speaker, Michael Sherrod, will discuss in depth specifics on how the library community can best serve entrepreneurs and small business owners. This session will complement his general session: *The Entrepreneurial Imperative: Why libraries are critical to local economies in the 21<sup>st</sup> century.* His keynote talk focuses on why all of us, corporations, non-profits, government entities, and individuals are subject to the "Entrepreneurial Imperative".

## **10 Library Lessons to Keep in Your Back Pocket**

**Main - M61**

*Jackie Dean, Librarian - Mesa Middle School, Las Cruces Public Schools*

Join a school librarian who will share 10 tried and true lessons that you can pull together at a moment's notice. These lessons all relate to library and literacy skills and are perfect for those days when you need to make magic happen!

## **The Chicana/o Experience:**

**Main - M62**

### **Developing a Meaningful Literature Collection**

*Reyna Muñoz, English Assistant Professor*

Learn how to develop or enhance a research level collection that is related to the historical and contemporary conditions of Chicanas/os living in the United States. Further, explore how different academic departments can benefit from the collection.

**10:00 – 10:20:**

**QUICK SESSIONS**

**There's an App for That!**

**Library - L109**

**Time-Saving Productivity Apps & Sites**

*Angelica Garcia, Supervisory Librarian - US Army Sergeants Major Academy, Fort Bliss, Texas*

In this quick session, learn about the most popular productivity and project management apps and sites that will help you double your time. Learn how to manage your time and projects and how they will help you accomplish your goals and take control of what needs to be done. Handouts will be provided.

**Public Libraries and the Elusive "Aversion" Problem**

**Main - M48**

*Billy Cryer, Doctoral Student - University of Texas at El Paso*

This presentation explores a growing dilemma, what educators refer to as the Aversion problem. As it is ultimately an issue of literacy, the Aversion problem touches at the core of the public library's mission and the work of librarians.

**TALL Texans: A Transformative Experience**

**Main - M49**

*Jacob Galindo, Instruction and Reference Librarian - University of Texas at El Paso*

A short session in which I would describe my TALL Texans experience, what I learned about being a better leader, and the professional connections I made and how attendees could apply.

**DACA: What Libraries can do for our Dreamer Students?**

**Main - M56**

*Oscar Baeza, Head Librarian/Associate Professor - El Paso Community College*

*Elena Baeza, Adjunct Faculty Librarian - El Paso Community College*

The U.S. Government has announced an ending to the Deferred Action on Childhood Arrivals (DACA) program. Millions across the country marched against the announcement and ending of the program including many congressional and senate leaders on both sides of the political aisle. REFORMA who also stands with these young minds will provide information on library resources that can provide assistance to DACA participants and or those wishing to learn more about the program.

**Mirrors and Windows: Recent Picture Book Biographies**

**Main - M57**

*Sharon Amastae, Librarian - Retired school librarian*

Picture book biographies can be used effectively across the curriculum. This session will highlight books published recently and focus on diversity. Bibliography provided.

**The Night a Zombie Came to Dinner:  
Turning a Simple Idea into an Initiative for Change**

**Main - M61**

*Donna Muñoz, Harley Farley Zombie Books*

Come on by and learn how zombies say hello, and see how "Harley Farley" went from a conversation with my sons at dinner to our very own illustrated picture book teaching kids about self-worth and unconditional friendship and acceptance. Based on The Harley Farley Zombie Book series.

**10:30 – 11:00: TLA DISTRICT 6 MEETING**

**11:00 – 11:30: VENDOR TIME / NETWORKING**

**11:30 – 12:15: SESSION TWO WORKSHOPS**

**Creating a Sierra Create List**

**Library - L109**

*Joy Urbina, Information Literacy Librarian - University of Texas at El Paso*

Attendees will learn how to create a list that can be used to pull out statistics, review a collection and even used to run inventory. Advanced features such as JSON will be reviewed to show the pros and cons.

**BRLA Retired Librarians: Want to get involved?**

**Library - L114**

*Sharon Amastae, Librarian - Retired school librarian*

Retired or thinking about retiring? This two part session will present resources focusing on health, travel, and learning new skills from a retiree's perspective. Also on the agenda: the formation of a retired librarians group within BRLA.

**Sow.Grow.ReapEat: A Seed Library Program**

**Main - M48**

*Lisa Martinez - El Paso Public Library*

Sow.Grow.ReapEat is a grant-funded program at the El Paso Public Libraries where patrons can "check-out" seeds to start their own gardens. Learn how the program was implemented, and how you can participate or start your own seed library.

## **#SISDBookBlitz: Using Twitter to Engage Readers**

**Main - M49**

*Marcy Sparks, Socorro ISD Library Services Coordinator; Socorro ISD*

Smash March Madness excitement with Book Talks and Social Media and you get a fun exciting way to use Twitter to reach parents and the community!

## **To Mend or Not to Mend...is that a question?**

**Main - M56**

*John Sandstrom, Acquisitions Librarian - New Mexico State University*

How do you decide when and how to mend damaged materials at your library? This program will review the basic economics of mending and discuss the criteria that can be used when making mending decisions.

## **DIY Border Comics:**

**Main - M57**

### **Telling Our Stories, Empowering Our Community**

*Elvira Carrizal-Dukes, Author and Assistant Professor - El Paso Community College*

*Ronnie Dukes, Artist - DUKEScomics*

EPC assistant professor and author Elvira Carrizal-Dukes and artist Ronnie Dukes will discuss the process of creating a graphic novel and community LEARNING, where we read, write, and engage together through our different cultures, voices, and ways of knowing.

## **Using Alternative Subject Headings Locally**

**Main - M61**

### **to Promote Inclusiveness and Diversity in Your OPAC**

*Sol Maria Lopez, Cataloging Librarian - Regis University in Denver, Colorado*

Are you interested in making your library a more welcoming, diverse, and inclusive space for all? Come learn about how subject headings in your online catalog can be modified at a local level to convey diversity and inclusion, stepping away from authorized controlled vocabularies such as Library of Congress Subject Headings. Libraries in border regions can learn how to positively impact the communities they serve through use of language used in representing their collections. Come learn about ways technical services departments can choose to catalog material ethically!

***PARTICIPATE IN OUR TOTE BAG EXCHANGE: Looking for some different tote bags? Bring one of your book bags and exchange for another book bag!***

**12:30 – 1:15:**

**LUNCH AND KEYNOTE SPEAKER**



## **MICHAEL SHERROD**

### **The Entrepreneurial Imperative:**

### **Why Libraries Are Critical to Local Economies in the 21st Century**

Michael Sherrod, as the Texas Christian University (TCU) William M. Dickey Entrepreneur in Residence, teaches undergraduates and manages an interdisciplinary, faculty based entrepreneurship program. He has been a pioneer in the online world since 1985. Mr. Sherrod has founded/co-founded 10 companies, including Black Dove Media, LLC and DigitalCity.com, and has served in senior management roles at AMR Information Services, AOL, Ancestry.com and Examiner.com. He recently served as the first Publisher of TexasTribune.org, is Immediate Past Chair of the Board of Umbel.com and sits on the Kinsey Institute Board of Trustees.

Mr. Sherrod will also be giving an individual presentation, entitled, “How librarians and library resources can help entrepreneurs and small business owners.” Mr. Sherrod’s keynote will be “The Entrepreneurial Imperative: Why Libraries are Critical to Local Economies in the 21st Century.” This talk focuses on why all of us, corporations, nonprofits, government entities, and individuals are subject to the “Entrepreneurial Imperative”.

What is the “Entrepreneurial Imperative”? It is simply the fact that in every economic entity in America will be forced by economic reality to be, to a greater or lesser degree, entrepreneurial. Libraries must play a central role in preparing their patrons and their communities for this paradigm shifting change in the way value is created, jobs produced, and economies stabilized.

# 2017 Annual Fall Conference

October 20 & 21

## Registration Form

Name: \_\_\_\_\_

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

Telephone(s): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

\_\_\_\_\_ Friday Evening with Local Authors – Free. ***Please let us know if you plan to attend.***

\_\_\_\_\_ Saturday Conference Workshops - \$25 for BRLA, REFORMA, or TLA members

\_\_\_\_\_ Saturday Conference Workshops - \$30 for Nonmembers

\_\_\_\_\_ Saturday Conference Workshops - \$15 for Presenters (Member or Nonmember)

\_\_\_\_\_ Saturday Conference Workshops - \$15 for Library School Students

Conference registration includes:

Light Continental Breakfast: Coffee or Tea, Juice, Assorted Pastries

Box Lunch from Jason's Deli: ***Please indicate your preference:***

\_\_\_\_\_ Turkey Sandwich on multigrain wheat bread, lettuce and tomato, with pickle, chips, and cookie

\_\_\_\_\_ Ham sandwich on white bread, lettuce and tomato, with pickle, chips, and cookie

\_\_\_\_\_ Vegetarian: Spinach veggie wrap, with pickle, chips, and cookie

\_\_\_\_\_ Gluten-free: Turkey on gluten-free bread, lettuce and tomato, with pickle, chips, and gluten-free cookie

Enclosed is a check in the amount of \$ \_\_\_\_\_ .

Please make check payable to BRLA and mail by **Monday October 16, 2017:**

**Sebastian Diaz, BRLA Treasurer**

**10805 Bywood Dr.**

**El Paso, TX 79935**

Online payments can also be made at the District 6 website. Go to: <http://www.txla.org/groups/D6>

Questions? Contact Angie Garcia, at (915) 241-7934 or [roldangarcia@me.com](mailto:roldangarcia@me.com)