



2014 Annual Conference

November 6–8, 2014

Roanoke, Virginia



THE
LIBRARY

The Heart of the School

Join Us in Roanoke November 6–8, 2014

Dear Friends,

The Virginia Association of School Librarians cordially invites you to attend the annual VAASL Conference at the Roanoke Hotel and Conference Center in Roanoke, VA, November 6–8, 2014.

Trevor Green, 2013 National Principal of the Year, tells us, “The library should be the heart of the school, and the teacher-librarian plays an integral part of what we do in education.” This year’s theme, “The Library: The Heart of the School,” focuses on how the library is both the academic and the emotional heart of the school. The school librarian is often the only person in the building who works with all of the students and staff. Some students visit the library every day, not only to check out books, but also to seek sanctuary, to talk, or to read quietly. The library is a safe place where all can fit in and belong.

In Roanoke, our keynote speakers and major authors will highlight these dual roles. Thursday’s keynote **Stephen Krashen** believes that funding for school libraries will yield better results at lower costs than the current funding being allocated for high stakes testing. He passionately believes that reading, particularly self-selected reading, can help close the achievement gap. **Paige Jaeger**, Friday’s keynote, believes that, despite high stakes testing, librarians are still in a unique position to empower life-long learners. She advocates for students and librarians, using practical suggestions and essential questions to develop critical thinking skills.

Author events, all ticketed, abound. Join us Thursday evening for dessert with **David Baldacci**. The internationally acclaimed author of 27 books, David has just published his first young adult novel, *The Finisher*. **Neal Shusterman**, author of many well-known young adult series such as the Skinjacker Trilogy and the Unwind Dystology, will be the featured speaker at Friday night’s banquet. Shusterman’s novels deal with topics that appeal to adults as well as teens, weaving true-to-life characters into sensitive and gripping issues. Saturday’s author luncheon features **Kimberly P. Johnson**. As a strong advocate of improving literacy of children, she provides suggestions as to how to motivate elementary and middle school students in



the classroom. According to her website, she “takes her own experiences and touches the hearts of all,” a perfect fit for our conference theme.

In addition, the conference offers a wide range of **concurrent sessions** presented by outstanding librarians, authors, and vendors. Many of you have great things to share with our members; please consider submitting a concurrent session proposal to our concurrent sessions chair at <http://vaasl.org>.

The VAASL conference is probably the best available professional development opportunity for school librarians. I always come home with something I can use

immediately. Besides formal sessions, the conference provides you opportunities to reconnect with colleagues, form new relationships, and share new ideas. Some of the best ideas I have gotten come from informal conversations with other librarians.

If you are attending this conference for the first time, be sure to register for Friday morning’s **First Timers’ Breakfast**. The conference can be overwhelming for newbies, so do request a mentor on the registration form to help you maximize your conference experience. If you have attended VAASL conferences for years, consider signing up to be a mentor for a newer member. You may learn something from him or her.

Whether you are a new attendee or a seasoned professional, I look forward to seeing all of you at the Hotel Roanoke and Conference Center November 6–8, 2014, as together we strive to make libraries in Virginia *The Heart of the School*.

Eileen Godwin, 2014 Conference Chair

For membership, an online copy of this brochure, and more information, visit <http://vaasl.org>.



Conference Registration

Individual registration can be found online at https://conferencesolutionsllc.com/meeting_participants/register?meeting_id=60. **Group registration** can be found online at https://conferencesolutionsllc.com/meeting_participants/group_register?meeting_id=60.

Registrants will pay either with a credit card or indicate that a check or purchase order will be mailed. The conference planner will send an email receipt to each person who registers as soon as payment is received.

To register for the conference using the “member” rate, your membership must be current at the time of the conference. Memberships renewed or new memberships received between July 1 and October 1, 2014, will be good through September 30, 2015. To renew your membership or to join VAASL, visit <http://vaasl.org>. Hint: The difference between the “member” registration rate and the “non-member” rate is more than the cost of a VAASL membership.

Early Bird Registration for VAASL Members (expires October 6, 2014)

To qualify for this rate, pay your registration with a credit card or send a check or purchase order payment postmarked by October 6, 2014.

Member Early Bird – Full conference	\$120.00
Retirees Early Bird – Full conference	\$70.00
Member Early Bird – Thursday only	\$70.00
Member Early Bird – Friday only	\$70.00
Member Early Bird – Saturday only	\$50.00

Registration for Members after October 6, 2014

Full Conference	\$150.00
Retirees Full Conference	\$100.00
Thursday only	\$100.00
Friday only	\$100.00
Saturday only	\$70.00

Registration for Non-Members

Full Conference	\$210.00
Thursday only	\$150.00
Friday only	\$150.00
Saturday only	\$120.00

TICKETED EVENTS

On the registration form, check all of the optional events you plan to attend even if the events are complimentary. Each optional event requires a ticket which will be included in your registration packet available at the conference. To add optional events after you have submitted your registration, contact Jennifer Eichel at vaasl@customconference.com.

President’s Reception	\$0
Thursday Night Dessert Buffet with David Baldacci	\$20.00
First Timers’ Breakfast	\$0
Administrators’ Conference on Friday	\$0
Author/Awards Banquet on Friday with Neal Shusterman...	\$45.00
Author Luncheon on Saturday with Kimberly P. Johnson	\$30.00

Administrators’ Conference: Administrators (school administrators and principals) who are attending only the Administrators’ Conference should register for **Administrators’ Conference ONLY**. Other participants who are registered for the conference and want to attend the Administrators’ Conference should register for the **Administrators’ Conference** under **Optional Events**. There is no charge for this session, but tickets are required.

CANCELLATIONS

To cancel your registration, send a written request postmarked on or before October 9, 2014, to VAASL 2013 Conference, c/o Conference Solutions, LLC, P.O. Box 7276, Fairfax Station, VA 22039-7276 or email vaasl@customconference.com. A cancellation fee of \$50.00 will be charged. No refunds will be given for cancellations after October 6, 2014. Refunds will be processed after the conference.

Featured Speakers

THURSDAY KEYNOTE

Stephen Krashen, Professor Emeritus at the University of Southern California, will expound on his theories emphasizing the importance of reading as a means to improve student learning. In many published articles he identifies poverty as the root of the education crisis and believes funding for school libraries will yield better results at lower cost than the current funding directed to increase standardized testing.



Stephen Krashen

ADMINISTRATORS' CONFERENCE

Dr. Javaid Siddiqi is Director of the Hunt-Kean Fellows at the Hunt Institute, an educational research affiliate of the University of North Carolina. A former Secretary of Education for the Commonwealth of Virginia, Dr. Siddiqi will address lifelong learning and how the library and its librarian are instrumental in setting the standard to establish this disposition in our students. He understands the importance of school libraries and will demonstrate best practices to administrators for their utilization of school librarians.



Paige Jaeger



Dr. Javaid Siddiqi

FRIDAY KEYNOTE

Paige Jaeger is the Coordinator of School Library Services for the Washington-Saratoga-Warren-Hamilton-Essex Board of Cooperative Educational Services in upstate New York. In her address, she will reveal how librarians are still in a unique position to empower life-long learners. A widely published author, Mrs. Jaeger advocates for students and librarians by using practical suggestions and essential questions so that critical thinking is the goal, regardless of the obstacles.



Stephen Krashen
skrashen.blogspot.com



Paige Jaeger
librarydoor.blogspot.com

Featured Authors

TICKETED EVENTS

David
Baldacci



Neal Shusterman

Kimberly P.
Johnson



David Baldacci
davidbaldacci.com



Neal Shusterman
www.storyman.com



Kimberly Johnson
www.simplycreativeworks.com

THURSDAY NIGHT EVENT

David Baldacci will introduce his first young adult fantasy novel, *The Finisher*, at this event, which includes a dessert buffet. He is the author of 27 books for adults, each of which has become a national and international bestseller. In his latest work, he portrays a thrilling world where things are as wrong as wrong can be—and introduces readers to an unforgettable heroine named Vega Jane who must think fast, look close, and defy all odds in her fight to do what's right.

FRIDAY AUTHOR BANQUET

Neal Shusterman, prolific author of many award-winning novels and screenwriter of several television shows, knows the young adult audience well. Much of his fiction is traceable back to stories he tells to large audiences of children and teens. His novels deal with topics that appeal to adults as well as teens, weaving true-to-life characters into sensitive and riveting issues, and binding his stories together with humor. Among his many series, readers have enjoyed *The Dark Fusion*, *Darkness Creeping*, *Skinjacker Trilogy*, and the *Unwind Dystology*.

SATURDAY AUTHOR LUNCHEON

Kimberly P. Johnson, a tireless advocate for literacy, visits schools throughout the U.S. speaking to children and adults about literacy and writing. The author of 16 books written for youth, she has been a guest speaker for local and national organizations including Project Read to Me, Smart Start, National Reading Association, and Head Start. She is a former Head Start student who went on to earn college degrees, and is presently enrolled in a doctoral program.

Concurrent Sessions

If libraries are *The Heart of The School*, then the **Concurrent Sessions** are the lifeblood that flows through this conference. Feel the pulse of trending topics in over 150 concurrent sessions with topics such as 1-1 initiatives, makerspaces, using social media for professional learning, hot 2014 titles and more!

You won't want to miss this opportunity to learn about best practices and be inspired by your professional colleagues as well as from our keynote speakers, Stephen Krashen and Paige Jaeger, who will also be presenting concurrent sessions. Here's a sample of what's in store:

AASL Best Websites for Teaching and Learning

Admin. Advocacy: Where Do I Start?

Click, Click, Books: Social Networking with Books

CliFi: The "Hottest" New Subgenre

The Contemporary School Story: A New Nemesis Appears

Copyright: Newsflash for 2014

Data Mining: You Can Run, But You Can't Hide

Did Socrates Get it Wrong? Making Connections through Student Questioning

E-book Wars and Your Library

Elementary Library Centers: Let's Get Messy!

Evaluating Websites

The Ever Increasing Power of Libraries, Reading and Writing

Everything I Learned about Library Services I Learned from Kroger

Family Reading Night: From Big Mess to Hot Success

If You Build a Makerspace, Will They Come? Make a Difference! Learn How to Teach



Scenes from last year's concurrent sessions

Social Justice through Your Library Program

Making the 2014 Elementary Connection: What's New in Children's Literature

New Release Books Your Students Will Love

Repacking Research for Higher Level Thought

Teaching Research through Making
Tweet All About It: Using Twitter to Promote Your Library and for Professional Growth

These are only a few of the sessions you can find in our conference lineup. Join us in Roanoke and keep the circulation flowing through your own library!

Conference Schedule

Wednesday, November 5

5:00 pm – 8:00 pmGeneral Registration Open

6:00 pm – 9:00 pmExhibitor Set-up

Thursday, November 6

6:30 am – 4:00 pm.....General Registration Open

6:30 am – 8:00 amExhibitor Set-up

8:00 am – 9:00 amExhibit Hall Grand Opening (Ribbon Cutting and Continental Breakfast)

9:00 am – 10:45 amConcurrent Sessions

8:00 am – 5:30 pm.....Exhibit Hall Open

11:00 am – 12:15 pm.....First General Session and Keynote Address, Stephen Krashen

12:15 pm – 1:45 pmLunch Break with the Vendors

2:00 pm – 3:45 pmConcurrent Sessions

4:30 pm – 5:30 pmPresident's Reception in Exhibit Hall

7:00 pm – 8:30 pm* Dessert Buffet with David Baldacci

8:30 pm – 9:30 pm Alumni Gatherings

Friday, November 7

7:00 am – 3:30 pm.....General Registration Open

7:00 am – 7:45 am.....* First Timers' Breakfast

7:00 am – 3:30 pm.....Exhibit Hall Open

8:00 am – 9:45 amConcurrent Sessions

10:00 am – 10:45 am.....Snack Break in the Exhibit Hall

11:00 am – 11:45 am.....Concurrent Sessions

11:45 am – 1:15 pmLunch Break with the Vendors

1:30 pm – 4:30 pm.....* Administrators' Conference with Dr. Javaid Siddiqi

1:30 pm – 3:15 pmConcurrent Sessions

3:30 pm – 4:45 pm.....Second General Session and Keynote Address by Paige Jaeger

6:00 pm – 9:00 pm* Reception and Author Banquet with Neal Shusterman

Saturday, November 8

7:30 am – 12:00 noonGeneral Registration Open

8:00 am – 11:45 am.....Concurrent Sessions

12:00 noon – 2:00 pm* Author Luncheon with Kimberly P. Johnson

*Ticketed event; see page 3 for details.



The Host Hotel

The Hotel Roanoke & Conference Center, a DoubleTree by Hilton Hotel
110 Shenandoah Avenue
Roanoke, Virginia, 24016-2025

VAASL Conference rate: \$140.00 plus tax per night (single or double occupancy room)

Telephone Reservations: 1-540-985-5900

Be sure to request the rate for the "Virginia Association of School Librarians 2014."

Online Reservations: Click the link below and follow the instructions for reservations.
Be sure to select "attendee" from the drop-down menu.

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=11260314



The cut-off date for reservations in the conference block is October 15, 2014, **OR UNTIL THE BLOCK IS FILLED.**