Music city is calling

PLA 2020
NASHVILLE
February 25–29

PRELIMINARY PROGRAM

www.placonference.org | #PLA2020
I am thrilled to announce that the PLA 2020 Conference is only a few months away! Offered biennially, the PLA Conference is the premier event for public libraries, drawing thousands of librarians, library support staff, trustees, friends, and vendors from around the world. As our past attendees can attest, the PLA Conference offers an unmatched opportunity for public library professionals to gather, share ideas, and learn new things.

PLA 2020 will provide outstanding educational experiences for everyone and serve to raise awareness through new and innovative learning opportunities. With more than 100 top-quality education programs, inspirational and entertaining speakers, author luncheons, networking receptions, and a bustling exhibits hall, it’s an event you won’t want to miss!

Please plan to join us in Nashville, TN, February 25–29, 2020, for this important biennial event. Take a look inside to learn more about the PLA 2020 Conference.

Ramiro S. Salazar
2019–2020 PLA President
Director, San Antonio (Texas) Public Library

Thank you!

PLA thanks the members of the 2020 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 2020 Conference Committee members, visit pla.org.

2020 Conference Committee Chair
Felton Thomas, Jr., director, Cleveland (OH) Public Library

2020 Conference Program Subcommittee Chair
Juliane Morian, associate director/UX, Clinton-Macomb Public Library (Clinton Township, MI)

2020 Conference Local Arrangements Subcommittee Chair
Kenton Oliver, director, Nashville (TN) Public Library
# Schedule-at-a-Glance

## Tuesday, February 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 AM–5:00 PM</td>
<td>Registration</td>
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<tr>
<td>9:00 AM–5:00 PM</td>
<td>Full-Day Preconferences $\dagger$</td>
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<td>2:00–5:00 PM</td>
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## Wednesday, February 26

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<td>Registration</td>
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<td>Half-Day Preconferences $\dagger$</td>
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<td>9:45–10:30 AM</td>
<td>Book Buzz: Presented by Booklist</td>
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<tr>
<td>10:45–11:45 AM</td>
<td>Opening Program</td>
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<tr>
<td>2:00–3:30 PM</td>
<td>Opening Session with Stacey Abrams</td>
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<tr>
<td>3:30–6:30 PM</td>
<td>Exhibits Opening Reception</td>
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## Thursday, February 27

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<td>7:00–8:00 AM</td>
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<tr>
<td>7:30 AM–5:30 PM</td>
<td>Registration</td>
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<tr>
<td>8:00–9:00 AM</td>
<td>Big Ideas with Dr. Bettina L. Love</td>
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<tr>
<td>9:00 AM–5:00 PM</td>
<td>Exhibits Open</td>
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<td>9:00–10:15 AM</td>
<td>Exhibits Coffee Break</td>
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<td>10:15–11:15 AM</td>
<td>Programs</td>
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<td>11:30 AM–12:30 PM</td>
<td>Programs</td>
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<td>12:30–1:45 PM</td>
<td>Author Lunch $\dagger$</td>
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<td>Programs</td>
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<td>3:00–4:00 PM</td>
<td>Exhibits Coffee Break</td>
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<tr>
<td>4:00–5:00 PM</td>
<td>Programs</td>
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<tr>
<td>5:15–6:15 PM</td>
<td>Spark Talks</td>
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<td>6:30–8:30 PM</td>
<td>Audio Publishers Association Dinner $\dagger$</td>
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## Friday, February 28

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<td>7:30 AM–4:00 PM</td>
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<td>8:00–9:00 AM</td>
<td>Big Ideas with Haben Girma</td>
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<td>9:00 AM–2:00 PM</td>
<td>Exhibits Open</td>
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<td>Exhibits Coffee Break</td>
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<td>12:30–1:45 PM</td>
<td>Author Lunch $\dagger$</td>
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<td>Exhibits Closing Reception</td>
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<td>Spark Talks</td>
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<td>All-Conference Reception</td>
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## Saturday, February 29

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<td>8:00–10:00 AM</td>
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<td>8:15–9:15 AM</td>
<td>Big Ideas</td>
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<td>Programs</td>
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<td>10:45–11:45 AM</td>
<td>Programs</td>
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<td>12:00–1:00 PM*</td>
<td>Closing Session</td>
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*Due to factors outside PLA’s control, the closing session may be delayed or run longer than the hour allotted. Please plan accordingly and allow additional travel time, especially for flights departing immediately following the closing session. We appreciate your patience and understanding and will work hard to ensure the session runs as closely to the schedule as possible.
General Sessions

Get ready to be inspired, energized, and entertained by the PLA 2020 speakers! Additional speakers and events will be announced soon. Visit placonference.org for up-to-date information.

Opening Session with Stacey Abrams

WEDNESDAY, FEBRUARY 26
2:00–3:30 PM

Stacey Abrams is an author, serial entrepreneur, nonprofit CEO and political leader. After eleven years in the Georgia House of Representatives, seven as Minority Leader, Abrams became the 2018 Democratic nominee for Governor of Georgia, where she won more votes than any other Democrat in the state’s history. She has founded multiple organizations devoted to voting rights, training and hiring young people of color, and tackling social issues at both the state and national levels; and she is a lifetime member of the Council on Foreign Relations. Abrams is the 2012 recipient of the John F. Kennedy New Frontier Award and the first black woman to become the gubernatorial nominee for a major party in the United States.

Appears courtesy of Macmillan

Sponsored by OCLC

Closing Session with Samantha Bee

SATURDAY, FEBRUARY 29
12:00–1:00 PM

Samantha Bee has quickly established herself as having one of the most unique and sharp comedic voices on television with her late-night show Full Frontal with Samantha Bee. In 2003, Bee joined Comedy Central’s The Daily Show on its “Best F#@king News Team” and departed in 2015. She currently holds the title for being the longest-serving regular Daily Show correspondent of all time (12 years). In 2016, Bee received global recognition from the success of her very own weekly late-night comedy series, Full Frontal with Samantha Bee, on TBS. In 2010, Simon and Schuster published Bee’s collection of personal essays, titled I Know I Am, But What Are You? She is currently writing a middle-grade novel for Farrar Straus Giroux.
Big Ideas Series

The Big Ideas Series, PLA’s version of “TED Talks,” kicks off each day with an inspiring speaker sure to challenge your mind, spark your creativity, and leave you with some Big Ideas.

Big Ideas with Dr. Bettina L. Love

THURSDAY, FEBRUARY 27
8:00–9:00 AM

Dr. Bettina L. Love is an award-winning author and associate professor of Educational Theory & Practice at the University of Georgia. Dr. Love’s research focuses on the ways in which urban youth negotiate Hip Hop music and culture to form social, cultural, and political identities and how teachers and schools working with parents can build communal, civically engaged schools rooted in intersectional social justice for the goal of equitable classrooms. She is the author of *We Want To Do More Than Survive: Abolitionist Teaching and the Pursuit of Educational Freedom* and *Hip Hop’s Li’l Sistas Speak: Negotiating Hip Hop Identities and Politics in the New South.*

Big Ideas with Haben Girma

FRIDAY, FEBRUARY 28
8:00–9:00 AM

The first Deafblind person to graduate from Harvard University Law School, Haben Girma advocates for equal opportunities for people with disabilities. President Obama named her a White House Champion of Change. She received the Helen Keller Achievement Award, and a spot on Forbes magazine’s “30 Under 30” list. Haben travels the world teaching organizations the benefits of fully accessible products and services. She’s a talented storyteller who helps people frame difference as an asset. She also authored the bestselling book *Haben: The Deafblind Woman Who Conquered Harvard Law.*

Big Ideas

SATURDAY, FEBRUARY 29
8:15–9:15 AM

We have one final Big Ideas speaker to announce! Be sure to visit placonference.org for the latest details.
Author Events

Author events are a “can’t-miss” experience at PLA Conference. Join your fellow book lovers to hear from award-winning authors, enjoy a good meal, and have your books signed! Visit placonference.org for updates on authors scheduled to appear. Each author event requires separate registration.

Children’s-Author Breakfast
THURSDAY, FEBRUARY 27
7:00–8:00 AM
Start your day with a free breakfast and hear from renowned children’s authors. Attendance is free, but registration is required and space is limited.

Ticket cost: $0

Minh Lê is the award-winning author of Drawn Together (illustrated by Caldecott Medalist Dan Santat), Let Me Finish! (illustrated by Isabel Roxas), The Perfect Seat (illustrated by Gus Gordon), and Green Lantern: Legacy (illustrated by Andie Tong), his debut middle-grade graphic novel for the DC Comics.

Appearing courtesy Disney Book Group

Lisa Moore Ramée has a BA in Speech Communications from San Francisco State University and a MA in English Literature from California State University, East Bay. While working in publishing for the Walt Disney Company, she co-penned The Little Mermaid Disney Junior Graphic Novel. Good Kind of Trouble was her debut novel. Her second novel, Something to Say, will be published in July 2020.

Appearing courtesy HarperCollins Children’s Books

Rebecca Stead is the award-winning and best-selling author of When You Reach Me, Liar & Spy, First Light, and Goodbye Stranger, which have appeared on multiple state master lists and “best of the year” lists.

Appearing courtesy Random House Children’s Books

Henry Winkler and Lin Oliver are co-authors of the bestselling Here’s Hank series and, most recently, Alien Superstar (illustrated by Ethan Nicolle). Henry Winkler is an Emmy Award–winning actor, writer, director, and producer who has created some of the most iconic TV roles, including the Fonz in Happy Days and Gene Cousineau in Barry. Lin Oliver is a children’s book author, a writer and producer for both TV and film, and the executive director of the Society of Children’s Book Writers and Illustrators.

Appearing courtesy Abrams Children’s Books

Author Lunches
THURSDAY, FEBRUARY 27
12:30–1:45 PM
FRIDAY, FEBRUARY 28
12:30–1:45 PM
Network and socialize with your colleagues over lunch, while hearing from some of your favorite award-winning authors.

Ticket cost: $60
Audio Publishers Association Dinner
THURSDAY, FEBRUARY 27
6:30–8:30 PM
Join us for an evening of engaging authors, popular audio voices, and delicious food, which has become a favorite among past PLA Conference attendees.

Ticket cost: $80


Appearing courtesy

Erik Larson is the author of five national nonfiction bestsellers—Dead Wake, In the Garden of Beasts, Thunderstruck, The Devil in the White City, and Isaac’s Storm—that have been published in nearly 20 countries and collectively sold more than 9 million copies worldwide.

Appearing courtesy

Pam Muñoz Ryan’s celebrated novels, Echo, Esperanza Rising, The Dreamer, Riding Freedom, Becoming Naomi Léon, and Paint the Wind, have received countless accolades. Her acclaimed picture books include Amelia and Eleanor Go for a Ride and When Marian Sang (both illustrated by Brian Selznick) and Tony Baloney (illustrated by Edwin Fotheringham).

Appearing courtesy

Ann Patchett is the author of six novels and three books of nonfiction. She has won many prizes, including Britain’s Orange Prize, the PEN/Faulkner Prize, and the Book Sense Book of the Year. She lives in Nashville, TN, where she is the co-owner of Parnassus Books.

Appearing courtesy

Photo of Erik Larson courtesy of Benjamin Benschneider; Photo of Ann Patchett by Heidi Ross

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Preconferences

Jump-start your learning by attending a preconference! These in-depth learning opportunities will provide you with the knowledge, resources, tools, and best practices to tackle challenges and help you implement change at your library. Full- and half-day preconferences are available. Separate registration is required.

Tuesday, February 25

Fostering Dynamic School-Public Library Relationships
FULL DAY: 9:00 AM–5:00 PM
Straight out of Music City libraries, stakeholders from the nationally recognized Limitless Libraries program will facilitate an interactive, all-day preconference on building school-public library relationships that support students and staff. The Nashville team will work with participants to identify the bridges and barriers between where the relationship is and where it could be. Participants will leave the session with working documents, action items, and contacts to brand and expand their school-public library partnership.

Library Hackathon: Inspiration, Imagination, Innovation
FULL DAY: 9:00 AM–5:00 PM
No coding required! At the first-ever PLA hackathon, come together to work on solutions to an intractable library or societal issue. Vote on the issue you want to hack and work in teams of five to come up with innovative solutions. Receive expert guidance that will enable you to brainstorm and formulate a plan for solving a specific issue and how your library can contribute. Learn how to host a hackathon at your library and get your community involved in solving local issues. Compete for a $500 grand prize and the chance to be an “Innovator for Change.”

Reinventing Strategic Planning for a Deeply Weird World
FULL DAY: 9:00 AM–5:00 PM
Traditional strategic planning is increasingly less effective in a rapidly changing, increasingly complex world. A new approach is needed—one that is adaptable, staff-driven, and above all, human-centered. In this fun, practical, and highly interactive workshop, participants will learn how to use service design and take an experiential approach that builds staff capacity to adapt and learn, and invites all staff, and patrons, to participate in the co-creation of a truly meaningful strategic roadmap.

Building Equity into the DNA of Your Organization
HALF DAY: 2:00–5:00 PM
Over the last five years, the Seattle (Washington) Public Library has integrated equity into every level of programmatic and operational planning. The approach, grounded in community listening, has transformed how the library develops programs and evaluates operations. This session discusses the foundational elements of embedding equity into library services starting with a community listening program that builds to make equity an organizational priority, and reviews several examples of putting these values into action.

The Person-Centered Approach to Providing Library Services
FULL DAY: 9:00 AM–5:00 PM
This library social worker panel will provide an overview of a trauma informed, person-centered, holistic approach to library services. Topics covered will include: applying social work research-based practices to library work; recognizing and addressing the impact of trauma on public service; understanding the person-centered concept; understanding the strengths-based approach; using people-first language; and stress management.

Developing Your Advocacy Assets
HALF DAY: 2:00–5:00 PM
Advocacy is a necessary part of a librarian’s everyday job, yet the thought of it can be overwhelming and scary. In this interactive presentation, we will start by categorizing the spectrum of advocacy and connect it back to...
specific examples of persuasive communication, then dive into skill-building breakouts for attendees. The preconference will culminate in the importance of statistics and storytelling opportunities that empower librarians to advocate for not only our institutions but also our colleagues and diverse communities we serve.

**Digital Literacy: Tools for Teaching, Learning, and Increasing Staff Confidence**  
HALF DAY: 2:00–5:00 PM

In this entertaining and interactive preconference, a panel of digital literacy experts will demonstrate the importance of digital literacy as well as best practices for helping patrons with technology. They’ll also show you how to use free tools to create, teach, and evaluate tech classes; provide learning resources for patrons; and implement tech competencies with your staff to ensure they have the skills to meet customer needs and to build an economically successful community.

**Preconference Registration**

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<th>Type</th>
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**Wednesday, February 26**

**Building CQ: Shaping Culturally Intelligent Libraries**  
HALF DAY: 9:00 AM–12:00 PM

You’ve heard of IQ and EQ, but what about CQ? Cultural Intelligence (CQ) is the ability to effectively cross cultural boundaries. CQ building is a life-long journey, and all can improve their CQ over time through four interdependent skills: knowledge, motivation, interpretation, and behavior. Those same skills grow organizational CQ, fostering community trust. Through this highly interactive workshop, build CQ and learn exercises you can use immediately as you shape your library’s future.

**Digital Libraries Meeting the Needs of Their Communities**  
HALF DAY: 9:00 AM–12:00 PM

The only certainty in life is change. In 2013, BiblioTech launched as the first all-digital public library in the United States with the mission of engaging challenged communities. In 2018, Rutherford County (Tennessee) opened the doors of the Technology Engagement Center (TEC) in Murfreesboro, placing its unique stamp on digital libraries. Since opening, both libraries have capitalized on the flexible nature of digital to fluidly morph and adapt to meet the changing needs of their patrons.

**Family Engagement Starts at the Top: Leading Your Library**  
HALF DAY: 9:00 AM–12:00 PM

Join experts from the PLA Task Force on Family Engagement to learn about PLA’s framework and how you, as a library leader, can create a vision and strategy for your library. Whether you’re a library director, assistant/deputy director, or lead the library’s child or youth services programming, this session will provide you with the tools to articulate your library’s role in family engagement, engage your staff in professional development to improve services to families, identify community partners and funders for your family engagement work, and more.
Programs

The number one reason public library professionals attend PLA’s biennial conference is for high-quality educational programming that is both practical and relevant to their work. With more than 120 programs to choose from, there’s sure to be something for everyone at the 2020 Conference. PLA member volunteers selected these top-rated programs from a record-breaking number of proposals. Attendees will learn from diverse speakers, covering a wide range of topics, and addressing a variety of learning styles to advance their professional development. Visit placonference.org to view full program descriptions and the tentative schedule.

Administration/Management

Decreasing Barriers to Library Use
Developing Your Library’s Fiscal Plan
How to Fuel your Summer Reading Program and Avoid Burnout
Preferred but not Required: The Changing Role of the MLS
Proactive Models for Managing Difficult Patron Interactions
Recruiting and Engaging Friends and Trustees Under Age 40
Self-Care and Increasing Productivity while Avoiding Burnout
So You DON’T Want to Be a Library Director
Storming the Forts, Levelling Silos: Radical Reorganization and Rapid Change
The Bookstore Model of Customer Service
The True Story of Being a Library Director
Working Through Transitions and Institutional Change

Equity, Diversity, Inclusion, and Social Justice

Building Bridges for Reconciliation
Bystander Intervention in the Library
Data-Driven Digital Equity in Seattle
Intentional Inclusion: Disrupting Middle Class Bias in Library Programming
Leveraging Partnerships to Serve Immigrants and Refugees
Mentoring to Diversify Librarianship
Perspectives on Outreach to Tribal Libraries
Prioritizing Equitable Outreach
Programming for All Abilities
Serving Adults on the Autism Spectrum
Serving Immigrants Beyond the Citizenship Corner
Social Work Interns at Small and Medium Sized Public Libraries
StoryCorps: Tools to Amplify Diverse Voices in Your Community

Collections/Tech Services

A Deep Dive into Diverse Books
A Moonshot Initiative to Boost Circulation
Addressing Bias in Your Catalog
Bringing Personalized Service to Digital Readers’ Advisory
Creating a Diverse, Patron-Driven Collection
Enhancing the Patron Experience through Visual Merchandising
How a Library of Things Can Impact Services and Initiatives
Public Libraries Changing the eBook Publishing World
Tackling Racism in Classic Children’s Literature

Leadership

An Empathetic Approach to Customer Service Training
How Librarians Can Facilitate Community Emergency Preparedness
Leading from the Middle
Leading Teen Volunteers to Professional Development and Teen Agency
Levy Campaigns in a High-Turnout Election
Self-Management to Focus on Patron-Centered Services
Staff Inclusion in Decision-Making, From Big Ideas to Cat Chats
Tiny Spaces Bring Big Opportunity
What Would You Do? Ethical Issues in Public Libraries

Marketing/Advocacy

Celebrating Libraries in Communities Through Stories
Data Visualization on a Dime
Formulating An Inclusive Marketing/Communications Strategy
Going Fearlessly Fine-Free

Suicide and Overdose Prevention at the Library
Updated Strategies for Refugees, Immigrants, and Displaced Persons
Welcoming Transgender Customers
What Comes After Drag Queen Storytime?
Instagram Teams: Using Varied Voices to Create Inclusive Content
Leverage Assessment and Advocacy to Demonstrate Community Outreach Impact
Pitching and Producing a Library Podcast
The Piano Project: Community Engagement through Music and Street Art
Uniting Library Patrons, Staff, Donors, and Advocates for Library Giving Day

Serving Adults
African-American Genealogy Programming
Breaking Down Barriers to Workforce Development
Bringing Curbside Delivery to Your Library
Bringing Technology and Arts Programming to Senior Adults
Challenging Dementia with Creativity, Collaboration, and Compassion
Developing Scalable, Inclusive, and Engaging Adult Programs
Fostering Mutuality with Peer Navigators in Public Libraries
Gather at the Table: Community Conversations in the Library
How Libraries Can Support Cognitive, Emotional, and Physical Health in Adults
Navigating Hot Topics with Media Literacy Skills
Public Libraries as Champions of Health Insurance Enrollment
Service to Bilingual Public Library Patrons
Showcase Your Community with a Late-Night Talk Show
Supporting Baby Boomers and Older Adults in Libraries
Top 5 of 5: Fresh Voices in Classic Genres
When You Give a Library a Kitchen: Culinary Workforce Development
Whole-Family Learning with NASA Science Programming

Serving Teens/Young Adults
Connecting Youth and Opportunity is More Than Transportation
Esports and Evidence-Based Connected Learning
LGBTQ+ Reader’s Advisory
Promoting Civic Engagement for Teens
Public Library Partnering in Juvenile Detention Centers
Serving Youth in Systems of Care
Why Middle School and College Career Success Go Hand-in-Hand

Serving Youth
A Third Grade Reading Project in Rural Missouri
Adding Mindfulness to Your Storytime Checklist
Build Community with an Inclusive Early Literacy Program
Closing Opportunity Gaps through School-Library Partnerships
Disability in Children’s Literature and in Library Programming
Early Literacy in Unexpected Places
Environmental Literacy for Children and Families
GROWing New Library Patrons
How to Run a Librarian-in-Training Program for Children
Libraries Moving Beyond Summer Food Service
Library Outreach Re-imagined
Library’s Role in Bridging the Middle School STEM Equity Gap
Taking Literacy to the Community with Barbershop Books
Using Mirrors and Windows to Teach Cultural Literacy

Spaces and Places
Co-Locating Library Branches and New Service Combinations
Creating a Platform to Experience Music Live and Virtually

Staffing
A Trauma-Informed Approach to Public Library Social Service
Developing Interactive Activities to Boost Team Building
Seeking Stellar Staff at All Levels
Serving the Mentally Ill and Promoting Wellness
Setting Healthy Boundaries
Skills for the Accidental Volunteer Coordinator
Student Loan Forgiveness 101
Training Staff to Serve Patrons Experiencing Homelessness in the Suburbs
What Your Onboarding Says About Your Organization

Technology
Database Promotion from the Inside Out
Improving Employment Outcomes and Community Life Skills with Business Support
Marketing your Library with Video
Podcasting as Professional Development
Restoring History: Designing an African American Research Database
Strategic Approaches and Sustainability for Library Creative Spaces
The Internet is Dark and Full of Terrors
We’re All Tech Librarians Now
Special Events

Back by popular demand, these special events will spice up your day, help you discover new ideas, and get your creativity flowing! Visit placonference.org to view the full schedule of events.

**Spark Talks**

**THURSDAY, FEBRUARY 27**
5:15–6:15 PM

**FRIDAY, FEBRUARY 28**
4:45–5:45 PM

Get fueled with great ideas in this fan-favorite program where your peers will educate, inspire, and entertain—each in less than five minutes!

**Book Buzz Stage**

Hear the latest publisher buzz for 2020 at the Book Buzz Stage, located in the Exhibits Hall!

**Career Center**

Résumé reviews, speed mentoring, interview coaching, and more! The career center will have scheduled events—including career “how-to” lessons—and will also be open during conference hours for job posting or impromptu interviews.

Staff from these libraries will offer PLA Conference attendees an immersive experience demonstrating how art can be used as a vehicle for meaningful engagement with patrons of diverse backgrounds and interests, positioning libraries as catalysts for creativity and innovation.

**All-Conference Reception**

Join your fellow attendees on Friday for an evening of fun, food, and dancing—this is Music City after all!

**How-To Festival**

From programming ideas to crafts to gaining life skills, the How-To Festival is a great way to get some bite-sized learning and have a little fun!
What’s New

PLA is committed to using the 2020 Conference to educate, inspire, and raise awareness. Here are a few new things to look forward to in Nashville.

Day in the Community

WEDNESDAY, FEBRUARY 26
8:30 AM–1:30 PM

Explore Nashville beyond the Honky Tonk Highway! These excursions will send small groups of attendees to visit 2–3 Nashville organizations that are supporting library values of equity, diversity, inclusion and social justice. Space is limited and separate registration is required.

Cost (includes lunch and transportation): $50

Give Back

Public libraries are the heart of every community and no one understands giving back to the community more than a public library worker. Attendees will have the opportunity to give back to Nashville by participating in a community service project within the Music City Center.

Pop-Up Shops

THURSDAY, FEBRUARY 27
FRIDAY, FEBRUARY 28

Shops for a cause between program sessions! Local organizations will host pop-up shops so attendees can support their missions. Participating organizations include:

• **BRANDED Collective** works with survivors of human trafficking from Nashville-based non-profit End Slavery Tennessee. BRANDED is an economic empowerment jobs program where the women design and handcraft the jewelry collection.

• **Humphreys Street**, a social enterprise of Harvest Hands CDC, was born out of a desire to raise up leaders within the neighborhood by creating jobs, providing mentorship opportunities, and teaching job skills that empower youth. 100% of profits are reinvested into programs and scholarships that support their students.

• **Thistle Farms** is a nonprofit social enterprise, based in Nashville, dedicated to helping women survivors recover and heal from trafficking, prostitution, and addiction. Thistle Farms provides a safe place to live, a meaningful job, and a lifelong sisterhood of support because they believe love is the most powerful force in the world.

StoryCorps

**Sponsored by the National Network of Libraries of Medicine (NNLM)**

StoryCorp is a non-profit organization whose mission is to record, preserve, and share the stories of Americans from all backgrounds and beliefs. PLA, NNLM, and StoryCorp are teaming up to offer you the chance to record your own stories, attend sessions about library impact and story collection, and learn how to bring StoryCorps to your library.

Wellness Center

Relax and recuperate in the PLA Wellness Center, where yoga and meditation sessions will be provided throughout the conference. Attendees will sign up for yoga classes in advance. Between sessions, this room will be available as a quiet, reflective space for all attendees. Namaste!
Exhibits Hall

PLA’s Exhibits Hall will help you find the products, solutions, and services you need to take your library to the next level. Browse hundreds of booths to see the latest in publishing, technology, and media.

Exhibits Schedule

**Wednesday, February 26**
3:30–6:30 PM: Opening Reception

**Thursday, February 27**
9:00 AM–5:00 PM: Exhibits Open
9:00–10:15 AM: Coffee Break
3:00–4:00 PM: Coffee Break

**Friday, February 28**
9:00 AM–2:00 PM: Exhibits Open
9:00–10:15 AM: Coffee Break
1:30–2:00 PM: Closing Reception

Exhibits Badges

An **Exhibits-Only Badge** gives you access to the exhibits any time they are open and can be purchased in advance or onsite for $50.

An **Exhibits-Plus Badge** gives you access to the exhibits any time they are open, plus attendance at the Opening Session, the Big Ideas Series, the All Conference Reception, and the Closing Session. Exhibits-Plus Badges can be purchased in advance or onsite for $95.

Exhibitors

Highlighted exhibitors indicate conference sponsors (as of September 17, 2019)

- 3branch Products
- 4imprint
- 720 design
- ABC-CLIO
- ABDO
- ALA Store American Library Association
- Ambauminable LLC
- American Library Association
- Assabet Interactive
- Auto-Graphics, Inc.
- AWE Learning
- Backstage Library Works
- Baker & Taylor
- Baker Publishing Group
- BCWH / Tapp_+
- Bellwether Media, Inc.
- Better Containers Mfg. Co.
- Better World Books
- BiblioCommons Inc.
- BiblioLabs / BiblioBoard
- Blibionix
- Bibliotheca
- Bibliomodel
- Birchard Co / EZDrop
- Blackstone Audio
- Blick Art Materials
- Blink
- Bloomsbury
- BMI Digital Reel
- Book Publishing Company
- Book Systems
- Booklist Publications
- BookPage
- Brainfuse
- Brodart Co.
- Burgeon Group, LLC
- Candlewick Press
- Capira Technologies, LLC.
- Cardinal Publishers Group
- Center Point Large Print
- Charlesbridge
- Cherry Lake Publishing / Sleeping Bear Press
- Children’s Plus, Inc.
- ChiliFresh Enterprises, Inc.
- ChinaSprout, Inc.
- Chooseco
- Chronicle Books
- Collaborative Summer Library Program
- Combined Book Exhibit
- Comprise Technologies
- Connectrac
- Consumer Financial Protection Bureau
- ConverSight.ai
- Counting Opinions
- Creativebug
- D.K. Agencies (P) Ltd.
- Demco
- Diamond Book Distributors
- Disney Book Group
- DLSG at Image Access
- D-Tech International USA, LLC
- EBSCO Information Services
- e-ImageData Corp
- Emery-Pratt Company
- Emporia State University, School of Library and Information Management
- EnvisionWare, Inc
- Equinox Open Library Initiative
- Estey / Tennsco
- Eustis Chair
- FamilySearch
- Farber Specialty Vehicles
- FaxScan24
- FE Technologies
- Firefly Books
- Fox Chapel Publishing
- Gale, a Cengage Company
Gressco Ltd
Hachette Book Group
Hale Manufacturing
Harlequin
HarperCollins
HarperCollins Children’s Books
HarperCollins Leadership
HarperCollins Publishers
HeinOnline
HMH Books & Media
Illion Digital Tech Solutions (Formerly Talkingtech)
Independent Publishers Group (IPG)
Infolbase
Ingram Content Group
Innovative Interfaces, Inc.
Jackson Manufacturers Company Inc.
JanWay Company
Jump! Library
Junior Library Guild
Kanopy
Kensington Publishing
Laptops Anytime
Lerner Publishing Group
Librarica LLC
Library Design Systems, Inc.
Library Ideas, LLC
Library Market
LibraryIQ
Little Brown Books for Young Readers
Llewellyn Worldwide, Ltd.
Lonely Planet
Lucas Color Cards
Lyngsoe Systems, Inc.
LYRASIS
Mackin
Macmillan Adult
Macmillan Children’s Publishing Group - MCPG
Magazine Subscription Service Agency
Mango Languages
MARCIVE, Inc.
MatterHackers, Inc.
McFarland & Company
meeScan Bintec Library Services Inc.
Mergent by FTSE Russell
Midwest Library Service
Midwest Tape
MJ Library Shelving by Aurora
mk Solutions, Inc.
MOBIUS
Morningstar, Inc.
My Library Rewards
National Center for Families Learning--NCFL
National Geographic
National Network of Libraries of Medicine
NewsBank, Inc. / Readex
Niche Academy
Northern Micrographics, Inc.
OCLC, Inc.
Operation Warm
OverDrive Inc.
Oxford University Press
P.V. Supa Inc.
Palmieri Furniture Ltd
Peachtree Publishing Company
Penguin Random House
PermaCard
Playaway Pre-Loaded Products by Findaway
Plymouth Rocket, Inc.
Preservation Week / ALCTS
Princeton University Press
Pronunciator Language Learning
ProQuest
Publisher Spotlight
Purple Toad Publishing, Inc.
Quarto Group, The
Quipu Group, LLC
Reading Group Choices
READsquared
Recorded Books
Rhode Island Novelty
Romance Writers of America
Rosen Publishing
Rowman & Littlefield Publishing Group
RTI Company - Public Information Kiosk
Sage Publishing
Salem Press & Grey House Publishing
Scannx, Inc.
Schedule3W Dymaxion Research, Ltd.
Scholastic Library Publishing
SenSource, Inc.
Simon & Schuster
SimplyAnalytics, Inc.
SirsIDynix
Soho Press, Inc
Sourcebooks, Inc.
Springshare
ST Imaging, Inc.
Star Bright Books
Tech Logic
The Child’s World, Inc
The Library Corporation - TLC
The Library Store, Inc.
The Penworthy Company, LLC
Third Week Books
Thomas Klise / Crimson Multimedia
Thomas Nelson Publishers
ThriftBooks
Traf-Sys Inc.
Transparent Language
Tutor.com
Tyndale House Publishers
Unique
Management Services, Inc.
University of Illinois School of Information Sciences
ValueLine
Vanguard ID Systems
Vidcode
W.W. Norton & Company
Western Writers of America
Weston Woods/Scholastic Audio
Workman Publishing Co.
World Trade Press
WT Cox Information Services
Zondervan
Zoobean
Plugging Into Music City

Creativity is the heart and soul of Music City and there’s never a shortage of inspiring things to do. With outstanding music, culture, arts, food, sports, and shopping, there is an “only in Nashville” experience waiting for you. Go to visitmusiccity.com to start exploring.

Music

From the airport lounge to coffee shops to the Honky Tonk Highway, you’re always within earshot of great live music in Nashville. Legendary country music venues include the Grand Ole Opry House and RCA Studio B, known as the birthplace of the “Nashville Sound.” The Country Music Hall of Fame is located across the street from the Music City Center and houses one of the world’s most extensive musical collections. Check out Hank Williams’s Martin guitar, Elvis Presley’s custom Cadillac limousine, and become immersed in the history and sounds of country music and its traditions.

Food

Nashville’s food scene has exploded over the past few years thanks to a combination of chef-driven restaurants and classic dining spots offering up Southern favorites. Discover the spots that put Nashville on the culinary map and start planning your tasting tour at visitmusiccity.com.

Experiences

The city is full of unique experiences for everyone—from stepping back in time at the full-size Parthenon replica to relishing the arts at Frist Center. One must-see attraction is conveniently located across the street from the Music City Center. Nashville’s Hatch Show Print—one of the oldest working letterpress print shops in America—receives 100,000 visitors each year who come to experience the art of the letterpress, browse the gallery exhibits, and shop for a souvenir print of their own.
Celebrating Nashville

For the first time in 20 years, PLA’s national conference is going to the southeastern part of the country, where you’ll find that Nashville’s rich tapestry of people, voices, tastes, sounds, thoughts, and sights supports PLA and library values. It’s one of the fastest growing cities and regions in the nation, with exciting new opportunities on the horizon, and already has one of the best public libraries in the country.

2017 Library of the Year

The Nashville Public Library (NPL) was named 2017 Library of the Year by Gale/Library Journal, being called a “model for the nation and the world” in the process. We are excited to show off and provide attendees with the opportunity to get a firsthand glimpse of some of NPL’s work with the local school system and its commitment to marginalized communities. One example of NPL’s work in the equity space is the Limitless Libraries program, which aims to give every public-school student easy access to the best educational resources and learning materials.

Nashville’s Place in American History

The city has a reputation as a place of culture. By the 1850s, Nashville was already being called the “Athens of the South,” in reference to the number of universities located in the area, including multiple historically black colleges and universities. After the Civil War, Fisk University opened its doors to educate recently freed slaves. Fisk began a dedication to civil rights that, nearly 100 years later, would be carried on by one of its students—U.S. Representative John Lewis (D – Georgia).

Library Branch Tour

WEDNESDAY, FEBRUARY 26, 9:00 AM–1:30 PM

Join fellow attendees for a tour of the Nashville Public Library branches, with stops at the Bellevue, Madison, and Looby branches.

Cost (includes coffee, donuts, and a boxed lunch): $50
In 1919, the deciding vote to ratify the 19th Amendment, granting American women the right to vote, was cast in Nashville. In spring 2020, NPL’s downtown branch will open the Votes for Women Room, a permanent exhibit dedicated to the legacy of women’s suffrage in Nashville.

In February 1960, a group of students from the city’s four black colleges, including Fisk’s John Lewis, set out to confront segregation at lunch counters, movie theaters and other public places in downtown. Over the course of two months, hundreds of African American students participated in sit-ins across the city. Their efforts helped Nashville become one of the first places in the country with integrated lunch counters. Attendees can eat at the historic Woolworth on 5th, where one of the first sit-ins was hosted.

The library’s Civil Rights Room captures the drama of a time when thousands of African Americans in Nashville sparked a nonviolent challenge to racial segregation in the city and across the South. Visitors of the exhibit are immediately met with the words of Dr. Martin Luther King Jr.: “I came to Nashville not to bring inspiration, but to gain inspiration from the great movement that has taken place in this community.”

PLA has added special events to the conference to celebrate Nashville and immerse attendees in its rich history and all it has to offer. Visit placonference.org to learn more about celebrating learning and library values in Music City!
Reserving your room through Experient, PLA’s official housing company, ensures you’ll receive a great price at a quality hotel. Conference registration is required to book housing in the PLA room block. The deadline to make your housing reservation is January 31, 2020.

1. 21c Museum Hotel, 221 2nd Avenue North, $299
2. AC Hotel by Marriott Nashville Downtown, 410 5th Avenue South, $269
3. Courtyard by Marriott Nashville Downtown, 170 4th Avenue North, $229
4. Drury Plaza Hotel Nashville Downtown, 300 Korean Veterans Blvd., $219
5. Hampton Inn & Suites Nashville–Downtown, 310 4th Avenue South, $260
6. Hilton Garden Inn Nashville Downtown/Convention Center, 305 Korean Veterans Blvd., $239
7. Hilton Nashville Downtown, 121 4th Avenue South, $289
8. Holiday Inn & Suites Nashville Downtown–Convention Center, 415 4th Avenue South, $269
9. Holiday Inn Express Nashville–Downtown, 920 Broadway, $249
10. Holston House Nashville, 118 7th Avenue North, $299
11. Hotel Indigo Nashville, 301 Union Street North, $269
12. Hyatt Place Nashville Downtown, 301 3rd Avenue South, $259
13. JW Marriott Nashville, 201 8th Avenue South, $279
15. Omni Nashville Hotel (Headquarter Hotel), 250 5th Avenue South, $253
16. Renaissance Nashville Hotel, 611 Commerce Street, $239
17. Residence Inn by Marriott Nashville Downtown/Convention Center, 410 5th Avenue South, $239
18. Sheraton Grand Nashville Downtown, 623 Union Street, $219
19. SpringHill Suites by Marriott Nashville Downtown–Convention Center, 410 5th Avenue South, $239
20. The Westin Nashville, 807 Clark Place, $289
Travel

There’s a reason Nashville has been ranked as one of the best and friendliest U.S. cities by *Travel + Leisure* magazine. Join us for PLA 2020 and meet some new friends along the way!

Described as a “geographic bullseye,” Nashville is perfectly positioned to bring people together and the Music City Center—where most PLA Conference events will take place—is in the heart of it all.

The Music City Center is located at 201 Fifth Avenue South, Nashville, TN, 37203. For printable and interactive city maps, go to visitmusiccity.com.

Getting to Nashville

Driving

40% of the U.S. population lives within 600 miles of Nashville. The downtown is uniquely positioned at the convergence of three major interstates—the I-65 runs north-south; the I-40 runs east-west; and the I-24 crosses the city from the northwest to the southeast. Visit parkitdowntown.com for parking locations.

Flying

The Nashville International Airport (BNA) is served by all major airlines with nearly 400 daily arrivals and departures. Fly on United Airlines, the official PLA 2020 airline, and save with an exclusive discount available at placonference.org.

The airport is conveniently located less than 10 miles from downtown. Taxi and rideshare services are available for pickup at the Ground Transportation Center, located on Level 1 in the Terminal Garage. The Metro Transit Authority route 18 Airport/Elm Hill Pike bus will transport you downtown for under $2.00. Visit nashvillemta.org for bus routes and schedules.
PLA Membership

“Being involved in a national organization full of people just like me, it helped me find my people, and truly I’ve landed, and this is home.”
- PLA MEMBER SINCE 2012

Exclusive Access to Discounts

PLA Personal Members receive exclusive access to the Early Bird discount, saving $280 more than nonmembers on their PLA 2020 Conference registration, as well as discounted pricing on preconferences. The Early Bird deadline is December 20, 2019.

Not a PLA member? Join today at pla.org!

Benefits Beyond Conference

As the role of public libraries keeps expanding, public library workers need to expand with it. PLA is here to help. The conference is a great introduction to what PLA has to offer, but the learning doesn’t need to end there. Our online learning, in-person trainings, volunteer opportunities, toolkits, resources, publications, and network of more than 9,000 public library professionals will help you grow your professional skills year-round.

Annual Dues

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>Annual Dues</th>
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<tbody>
<tr>
<td>Regular, International, &amp; Trustee or Associate Members</td>
<td>$77</td>
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<tr>
<td>Non-salaried or Retired Members</td>
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<td>Student Members</td>
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The Public Library Association is a division of the American Library Association (ALA). You must be a personal member of ALA in order to join PLA. The membership rates listed above do not include the price of ALA personal membership. Learn more about the benefits of ALA and PLA membership at pla.org.

Celebrating 75 Years

October 13, 2019, marked the Public Library Association’s 75th Anniversary. We have been celebrating all year long by reflecting on our storied history, commemorating our achievements, honoring the people who have contributed to our success, and preparing for an even brighter future. Learn more at 75years.pla.org.

PLA is proud to celebrate 75 years as an indispensable ally to public libraries.
Registration

Online
Register online and reserve your hotel at placonference.org. Credit cards only.

By Mail
Download a registration form at placonference.org and mail your completed copy and payment to the address on the form. Credit cards, checks, and purchase orders only.

By Fax
Download a registration form at placonference.org and fax your completed form to: 301-694-5124. Credit cards and purchase orders only.

Full Conference Registration

<table>
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<th>TYPE</th>
<th>EARLY BIRD (by 12/20/19)</th>
<th>ADVANCE (by 1/31/20)</th>
<th>ONSITE (after 1/31/20)</th>
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<tr>
<td>PLA Personal Members &amp; Tennessee Library Association (TLA) Members</td>
<td>$305</td>
<td>$350</td>
<td>$395</td>
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<td>ALA Personal Members</td>
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<tr>
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<tr>
<td>Nonmembers</td>
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<td>Students</td>
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Single-Day Registration

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<tr>
<td>PLA Personal Members &amp; TLA Personal Members</td>
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<td>ALA Personal Members</td>
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<tr>
<td>Retired or Non-salaried PLA Personal Members</td>
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<tr>
<td>Nonmembers</td>
<td>$420</td>
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<td>Students</td>
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Preconference Registration

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<th>TYPE</th>
<th>FULL DAY WITH LUNCH</th>
<th>FULL DAY W/O LUNCH</th>
<th>HALF DAY</th>
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<tr>
<td>PLA Personal Members &amp; TLA Personal Members</td>
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Author Event Registration

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<th>TYPE</th>
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<tr>
<td>Children’s-Author Breakfast</td>
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<tr>
<td>Author Lunch</td>
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<tr>
<td>Audio Publishers Association Dinner</td>
<td>$80</td>
</tr>
</tbody>
</table>

For registration assistance, contact pla@experient-inc.com.
VIRTUAL CONFERENCE
Can’t make it to Nashville? Join us online for the PLA 2020 Virtual Conference! Enjoy live hot-topic sessions, dynamic discussions, and author interviews from the comfort of your own computer! Registration will open January 2020. Check the conference website for the latest details.