

Digipalooza 2011  
Cleveland, OH

Estimated cost of attendance for Wendy Freir and Beth Horn to attend:

- \$159.00 registration X 2 = \$318.00
- \$400.00 for hotel
- 586 miles round-trip @ at \$.255 per mile = \$149.43
- TOTAL = \$867.43

Conference Program

The following is a preliminary program and presenters for Digipalooza 2011.  
All times are Eastern Time Zone.

**Thursday, July 28**

5:00 – 8:00 PM	<b>Registration</b>
7:00 – 9:00 PM	<b>Digipalooza Kick-Off Reception</b> Hors d'oeuvres and drinks will be served.

**Friday, July 29**

7:30 – 8:30 AM	<b>Registration &amp; Continental Breakfast</b> , sponsored by <a href="#">Baker Publishing Group</a>
8:30 – 8:45 AM	<b>Welcome to Digipalooza</b> <i>Steve Potash, CEO, OverDrive</i> <i>Shannon Lichty, Manager of Library Partner Services, OverDrive</i>
8:45 – 9:45 AM	<p><b>Managing the eBook Explosion: New Challenges and Opportunities for Your Library</b> 2011 is the year of the eBook. Many OverDrive library partners are experiencing dramatic growth, demand, and increased customer expectations for eBook availability. Learn the most important developments that impact the ability to address eBooks in the library.</p> <p style="text-align: center;"><i>Christopher Platt, New York Public Library</i> <i>Cindy Orr, Owner, <a href="#">Cynthia Orr Consulting</a></i> <i>Josh Hadro, Associate Editor, <a href="#">Library Journal</a></i> <i>Nora Rawlinson, <a href="#">Early Word</a></i></p>
9:45 – 10:00 AM	<b>Update &amp; Report: Library Advocacy Initiatives</b> <i>Dan Stasiewski, Public Relations Manager, OverDrive</i>

10:00 – 10:10 AM	<b>Publisher Spotlight: What's New from <a href="#">AudioGO</a></b>
10:10 – 10:40 AM	<b>Networking Break</b> Interact with librarians, publishers, industry experts, and the OverDrive team to share best practices, experiences, and lessons learned about digital media in the library.

10:40 AM – 12:00 PM	<p><b>The Digital Lending Library: Maximize the Value of the 'Virtual Branch'</b> Libraries are innovating and expanding services to leverage the 24/7 access and growing device usage for their OverDrive digital collection. Hear from librarians who share best practices for maximizing and evaluating circulation and value for eBooks, digital audiobooks, and other media from their 'Virtual Branch'.</p> <p><i>Deb Czarnik, Lee County Library System (FL)</i>  <i>Christopher Baker, Gwinnett County Public Library (GA)</i>  <i>Holly Carroll, Poudre River Library District (CO)</i>  <i>Erika Reed, Marion County Public Library (WV)</i>  <i>Kimberly Edson, Rochester Public Library (MN)</i></p>
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12:00 – 12:10 PM	<b>Sponsor Spotlight: What's New from <a href="#">Books on Tape</a></b>
12:10 – 1:30 PM	<b>Lunch, sponsored by <a href="#">John Wiley &amp; Sons, Inc.</a></b>
1:30 – 2:30 PM	<p><b>Digital Materials to Connect with Your Readers: Collections and Genres that Circ Like Crazy</b> Learn how selectors from various libraries are using their digital collection to reach new readers. Presenters will share tips and tools for building and maintaining a digital collection that serves your community.</p> <p><i>Sarah Redman, Capital Area District Library (MI)</i>  <i>Patricia Lowery, Cleveland Public Library (OH)</i>  <i>Michael Ciccone, Hamilton Public Library (ON, Canada)</i>  <i>Lindsey Levinsohn, Collection Development Specialist, OverDrive</i></p>

2:30 – 2:40 PM	<b>Publisher Spotlight: What's New from <a href="#">HarperCollins Publishers</a></b>
2:40 – 3:00 PM	<b>Networking Break</b> Interact with librarians, publishers, industry experts, and the OverDrive team to share best practices, experiences, and lessons learned about digital media in the library.

3:00 – 4:00 PM	<p align="center"><b>Campaigns to Attract and Retain the Digital User</b></p> <p>Your library is competing with thousands of online book, education, entertainment, and reference resources. Learn how to better understand your current customers and ideas for engaging new ones.</p> <p align="center"><i>Kara Kohn, Plainfield Public Library District (IL)</i>  <i>Rich Loomis, Somerset County Library System (NJ)</i>  <i>Linda Hart, Bloomfield Township Public Library (MI)</i>  <i>Julie Bradford, Lake County Public Library (IN)</i>  <i>Shannon Lichty, Manager of Library Partner Services, OverDrive</i></p>
6:00 PM	<b>Dinner</b>
7:00 – 10:00 PM	<a href="#"><u>Books, Bowling, and Billiards: A Night at The Corner Alley</u></a> , sponsored by <a href="#"><u>Blackstone Audio</u></a>

**Saturday, July 30**

8:00 – 9:00 AM	<b>Continental Breakfast</b> , sponsored by <a href="#"><u>OCLC</u></a>
9:00 – 10:00 AM	<b>Featured Presentation:</b> <a href="#"><u>J.A. Konrath</u></a> , <i>Self-published Author</i>
10:00 – 11:00 AM	<p align="center"><b>Going Mobile: The Latest Devices and Apps</b></p> <p>Team OverDrive will demonstrate and discuss usage trends that are expanding the use of your digital collection. New hardware and apps will be on hand to get you acquainted with how to enjoy digital books on-the-go.</p> <p align="center"><i>Cassandra Renner, Training Associate, OverDrive</i></p>
11:00 – 11:30 AM	<b>Networking Break</b>
	Interact with librarians, publishers, industry experts, and the OverDrive team to share best practices, experiences, and lessons learned about digital media in the library.
11:30 AM – 12:30 PM	<b>Publisher Roundtable and Library Lending Dialogue</b>
	Publishing industry leaders discuss and field your questions on how they are enabling your library to stay in front of the new demand for eBook and digital media. Hear

	<p>directly from several major suppliers of print and digital materials who are coping with the changing landscape of the digital marketplace.</p> <p><i>Michele Lee Cobb</i>, VP-Sales &amp; Marketing, <a href="#">AudioGo</a>  <i>TBA</i>, <a href="#">Books on Tape</a> (A Division of Random House, Inc.)  <i>Josh Marwell</i>, President of Sales, <a href="#">HarperCollins Publishers</a></p>
12:30 – 2:00 PM	<b>Lunch</b>
2:00 – 3:00 PM	<p style="text-align: center;"><b>Innovation in OverDrive: The New “Bells and Whistles”</b></p> <p>Be among the first to witness an exclusive presentation of the latest enhancements to OverDrive software, mobile apps, websites, and catalog, including features that you have been requesting for collection development, customer service, and upgrades to the OverDrive platform (desktop and mobile).</p> <p><i>Laura Irmischer</i>, <i>Boston Public Library (MA)</i>  <i>Simon Miller</i>, <i>Account Specialist II, OverDrive</i>  <i>Ben Alcorn</i>, <i>Account Specialist II, OverDrive</i></p>
3:00 – 3:30 PM	<p style="text-align: center;"><b>Networking Break</b></p> <p>Interact with librarians, publishers, industry experts, and the OverDrive team to share best practices, experiences, and lessons learned about digital media in the library.</p>
3:30 – 4:30 PM	<p style="text-align: center;"><b>Educating Your User Community and Offering Support</b></p> <p>A presentation of tools and resources for training staff and customers, as well as addressing frequently asked questions.</p> <p><i>Jessica Venturo</i>, <i>Bibliomation (CT)</i>  <i>Jasmine Posey</i>, <i>Greenwich Library (CT)</i>  <i>Deb Halinski</i>, <i>Manager of Knowledge Services, OverDrive</i>  <i>Samantha Chada</i>, <i>Account Specialist, OverDrive</i></p>
6:00 – 10:00 PM	<p><a href="#">Digipalooza Party at Cleveland Browns Stadium</a>, sponsored by <a href="#">Library Journal</a> and <a href="#">Brilliance Audio</a></p> <p>Plan to “Woof it up” in the Dawg Pound.</p>

**Sunday, July 31**

9:00 – 10:00 AM	<p style="text-align: center;"><b>Awards Breakfast: Presentation of the Digies</b>, sponsored by <a href="#">Polaris Library Systems</a></p> <p>A presentation to honor innovative libraries who have demonstrated leadership and success with their ‘Virtual Branch’.</p>
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10:00 – 10:30 AM	<p align="center"><b>Digipalooza Homework: Turning Ideas Into Action</b></p> <p align="center">Reviewing information shared during the conference and formulating an action plan for your library</p> <p align="center"><i>Amy Pawlowski, Cleveland Public Library (OH)</i> <i>Karen Estrovich, Manager of Content Sales, OverDrive</i></p>
10:30 – 11:00 AM	<p align="center"><b>Crystal Ball Report from OverDrive's CEO Steve Potash</b></p> <p align="center">Steve's Crystal Ball Report is upgraded to the next generation and will report from the outer limits of the digital library lending universe. He will share what may be next for digital books in the library.</p> <p align="center"><i>Steve Potash, CEO, OverDrive</i></p>

*\*The program is subject to change.*