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NORTHERN CALIFORNIA
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Fruitful Endeavors

Meeting and Exceeding the Challenges of the New Normal

NOCALL SPRING INSTITUTE 2013

FRIDAY AND SATURDAY APRIL 12-13
held at the HOLIDAY INN 300 J STREET
SACRAMENTO, CALIFORNIA 95814

photo: Rose Myers courtesy of Sacramento Convention & Visitors Bureau

FRUITFUL ENDEAVORS: MEETING AND EXCEEDING THE CHALLENGES OF THE NEW NORMAL

Day 1: Friday, April 12, 2013

10:45 am - Registration and Vendor Exhibits Open
12:15 pm

11:00 am - **Round Table Discussions**, Box Lunches available
12:15 pm

12:15 pm - Welcome & Opening Remarks
12:30 pm

12:30 pm - **Program: It Takes a Village: Growing Successful Ebooks Programs**
1:30 pm
Speakers: Denise Davis, Deputy Director & Amy Calhoun, Virtual Branch Coordinator, Sacramento Public Library, to discuss "eBooks, Formats, and Devices: a Report from the Trenches." Linda DiBiase, Collection Development Librarian, University of Washington and Chair, Orbis Cascade Alliance Ebook Working Group, to discuss the Orbis Cascade Ebook & Demand Driven Acquisitions programs.

1:30 pm - **Program: It Takes a Village: Vendors Grow Their EBook Digital Files**
2:30 pm
Speakers: Colin Mackay, Vice President of Product Marketing, Thomson Reuters Legal Business Unit; Alexa Robertson, Director, Library Relations, Practising Law Institute; and Scott Meiser, Senior Director of Research and Christopher Raymond, Manager of Product Planning, LexisNexis

2:30 pm - Vendor Exhibit & Refreshment Break
3:00 pm

3:00 pm - **Program: Social Media Collaboration @ Law Libraries**
3:45 pm
Speaker: Camille Reynolds, Director of Risk Management & Information Services, Fenwick & West, LLP

3:45 pm - **Program: Whatever Franklin Said, Beer IS Proof that God Loves Us!**
4:15 pm
Speaker: Professor Charlie Bamforth, Anheuser-Busch Endowed Professor of Malting and Brewing Sciences, University of California at Davis

4:15 pm - **Urban Breweries: Introduction to Beer Tasting Reception**
4:30 pm
Speaker: J.E. Parlino, Owner, Ruhstaller Brewery

4:30 pm - Beer Tasting & Networking Reception with Exhibitors
5:15 pm
Beers provided by J.E. Parlino, Owner, Ruhstaller Brewery
Reception & Beer Tasting generously sponsored by Sacramento Public Law Library Foundation

5:45 pm - Dinner and Networking Social at CalExpo
10:00 pm
Harness Racing
Generously sponsored by ThomsonReuters/West

Day 2: Saturday, April 13, 2013

7:45 am - Continental Breakfast
9:00 am
Generously sponsored by CEB

8:00 am - Registration and Vendor Exhibits Open
9:00 am

9:00 am - Keynote Address: TBA
9:45 am
Speaker: Unconfirmed but stay tuned

9:45 am - **Program: Alternatives to the Catalog**
10:30 am
Speaker: Walter Nelson, Manager, Library Systems, RAND Corporation

10:30 am - Vendor Exhibit & Refreshment Break
11:00 am

11:00 am - **Program: Different Views of the Sacramento-San Joaquin Delta: How We See California's Most Important Ecosystem**
11:45 am
Speaker: David A. Sandino, Esq., Senior Staff Counsel, California Department of Water Resources

11:45 am - **Program: Succeeding in the California Wine Business by Really Trying**
12:30 pm
Speakers: John McKinsey, Esq., Lord & Locke, LLP and Joe Genshlea, Owner, Revolution Wines

12:30 pm - Closing Remarks
12:45 pm

12:45 pm - Luncheon featuring AALL VIP
2:00 pm
Lunch is generously sponsored by LexisNexis

End of Luncheon Raffles and Prizes

Sacramento County Public Law Library, certifies that this activity has been approved for MCLE credit by the State Bar of California

DINNER & NETWORKING SOCIAL

held at the CALEXPO HARNESS RACING
1600 EXPOSITION BLVD., SACRAMENTO, CA
95815 PHONE: (916) 263 - 3279

IT'S A TRIFECTA: FUN, FOOD & FRIENDS!



photo by Cal Expo