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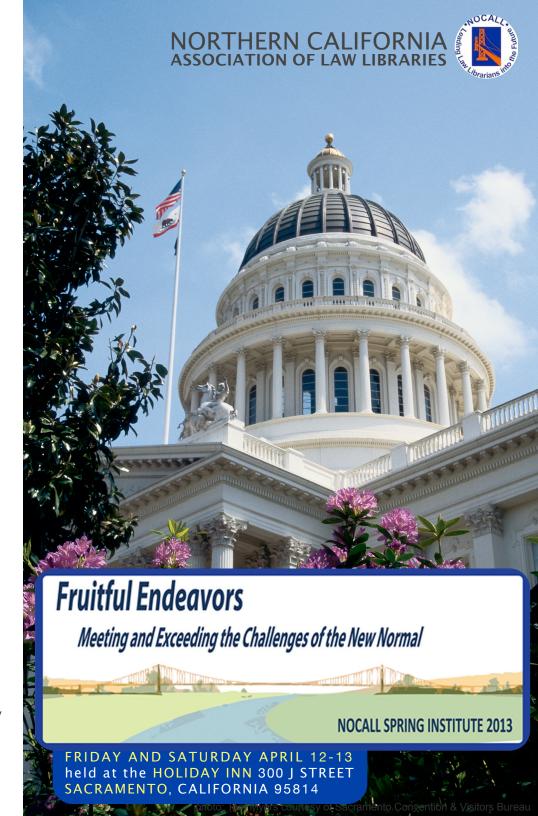
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FRUITFUL ENDEAVORS: MEETING AND EXCEEDING THE CHALLENGES OF THE NEW NORMAL

Day 1: Friday, April 12, 2013		Day 2: Saturday, April 13, 2013		
10:45 am - 12:15 pm	Registration and Vendor Exhibits Open		7:45 am - 9:00 am	Continental Breakfast Generously sponsored by CEB
11:00 am - 12:15 pm	Round Table Discussions, Box Lunches available		8:00 am - 9:00 am	Registration and Vendor Exhibits Open
12:15 pm - 12:30 pm	Welcome & Opening Remarks		9:00 am - 9:45 am	Program: Do You Control Your Online Reputation or Does It Control You? Speaker: Julie Gallaher, Social Media Consultant and owner of Get
12:30 pm -	Program: It Takes a Village: Growing Successful Ebooks Programs 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. This program is made possible by a grant from the AALL/Bloomberg Continuing Education Grants Program.			on the Map Local Search Marketing
1:30 pm			9:45 am - 10:30 am	Program: Alternatives to the Catalog Speaker: Walter Nelson, Manager, Library Systems, RAND Corporation This program is made possible by a grant from the AALL/Bloomberg Continuing Education Grants Program.
			10:30 am - 11:00 am	Vendor Exhibit & Refreshment Break
1:30 pm - 2:30 pm			11:00 am - 11:45 am	Program: Different Views of the Sacramento-San Joaquin Delta: How We See California's Most Important Ecosystem Speaker: David A. Sandino, Esq., Senior Staff Counsel, California Department of Water Resources
			11:45 am - 12:30 pm	Program: Succeeding in the California Wine Business by Really Trying Speakers: John McKensey, Partner, Locke Lord LLP and Joe Genshlea, Partner/Founder, Revolution Wines
2:30 pm - 3:00 pm	Vendor Exhibit & Refreshment Break			
3:00 pm - 3:45 pm	Program: Social Media Collaboration @ Law Libraries Speaker: Camille Reynolds, Director of Risk Management &		12:30 pm - 12:45 pm	Closing Remarks
0.45	Information Services, Fenwick & West, LLP		12:45 pm -	Luncheon featuring AALL Executive Board Member, Amy Eaton Lunch is generously sponsored by LexisNexis; Luncheon is held in River View Room on the 16th Floor.
3:45 pm - 4:15 pm	Program: Whatever Franklin Said, Beer IS Proof that God Loves Us! Speaker: Professor Charlie Bamforth, Anheuser-Busch Endowed Professor of Malting and Brewing Sciences, University of California at Davis		2:00 pm	
			End of Luncheon	Raffles and Prizes Farella, Braun + Martell LLP, Certified Provider #1200, certifies that this activity has been approved for MCLE credit by the State Bar of California
4:15 pm - 4:30 pm	Urban Breweries: Introduction to Beer Tasting Reception Speaker: J.E. Parlino, Owner, Ruhstaller Brewery			deavity has been approved for Field dream by the State ball of California
4:30 pm - 5:15 pm	Beers provided by J.E. Parlino, Owner, Ruhstaller Brewery Reception & Beer Tasting generously sponsored by Sacramento Public Law Library Foundation	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!

5:45 pm -

10:00 pm

Dinner and Networking Social at CalExpo Harness Racing Generously sponsored by ThomsonReuters/West