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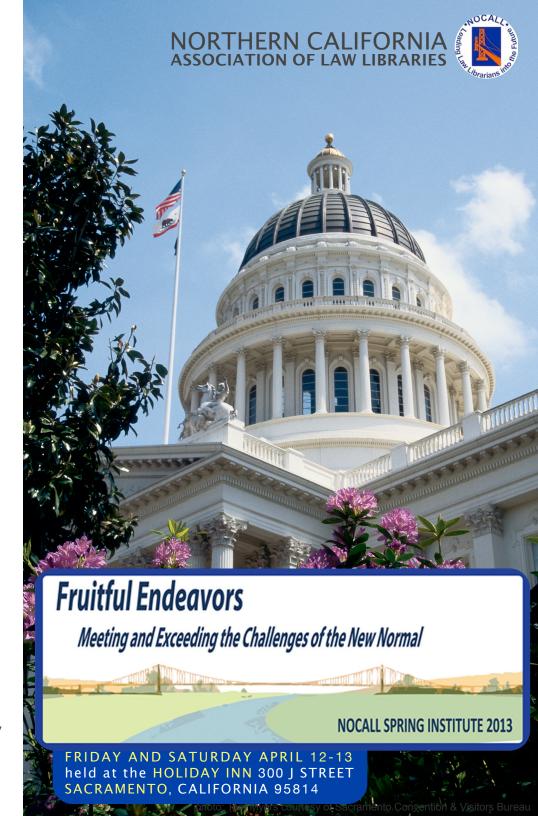
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FRUITFUL ENDEAVORS: MEETING AND EXCEEDING THE CHALLENGES OF THE NEW NORMAL

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Day 1: Friday, April 12, 2013			Day 2: Saturday, April 13, 2013		
10:45 am - 12:15 pm	Registration and Vendor Exhibits Open	gistration and Vendor Exhibits Open		Sunrise Buffet Breakfast - California Meeting Room Generously sponsored by CEB	
11:00 am - 12:15 pm	Round Table Discussions, Box Lunches available California Meeting Room		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 on the Map Local Search Marketing	
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.				
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	Program: It Takes a Village: Vendors Grow Their EBook Digital Files 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, eBooks & Digital Library Solutions LexisNexis.		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	
3:45 pm -	Information Services, Fenwick & West, LLP Program: Whatever Franklin Said, Beer IS Proof that			Luncheon featuring AALL Executive Board Member, <i>Amy Eaton</i> Luncheon is held in River View Room on the 16th Floor. Lunch is generously sponsored by LexisNexis Librarians Relations Group Raffles and Prizes - Must be present to win. Farella, Braun + Martell LLP, Certified Provider #1200, certifies that the activity has been approved for MCLE credit by the State Bar of Californ	
4:15 pm	pm God Loves Us! Speaker: Professor Charlie Bamforth, Anheuser-Busch Endowed Professor of Malting and Brewing Sciences, University of California at Davis		End of Luncheon		
4:15 pm - 4:30 pm	Urban Breweries: Introduction to Beer Tasting Reception Speaker: <i>J.E. Parlino</i> , Owner, Ruhstaller Brewery			activity has been approved for MCLL credit by the state ba	T OF CAMOTHIA
4:30 pm - 5:15 pm	Beer Tasting & Networking Reception with Exhibitors Beers provided by J.E. Parlino, Owner, Ruhstaller Brewery Reception & Beer Tasting generously sponsored by Sacramento Public Law Library Foundation	held at the 1600 EXPO	CALEXPO HA	ORKING SOCIAL HARNESS RACING D., SACRAMENTO, CA	
5:45 pm -	Dinner and Networking Social at CalExpo	95815 PHONE: (916)		53 - 3279	

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

Dinner and Networking Social at CalExpo

Harness Racing
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5:45 pm -

10:00 pm