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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: Rosemary's 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 California Meeting Room

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.
This program is made possible by a grant from the AALL/Bloomberg Continuing Education Grants Program.

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, eBooks & Digital Library Solutions 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 - Sunrise Buffet Breakfast - California Meeting Room
9:00 am Generously sponsored by CEB

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

9:00 am - **Program: Do You Control Your Online Reputation or Does It Control You?**
9:45 am Speaker: *Julie Gallaher*, Social Media Consultant and owner of Get on the Map Local Search Marketing

9:45 am - **Program: Alternatives to the Catalog**
10:30 am 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 - 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 McKensey*, Partner, Locke Lord LLP and *Joe Genshlea*, Partner/Founder, Revolution Wines

12:30 pm - Closing Remarks
12:45 pm

12:45 pm - Luncheon featuring AALL Executive Board Member, *Amy Eaton*
2:00 pm Luncheon is held in River View Room on the 16th Floor.
Lunch is generously sponsored by LexisNexis Librarians Relations Group

End of Luncheon Raffles and Prizes - Must be present to win.

Farella, Braun + Martell LLP, Certified Provider #1200, 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