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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**

# 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