New Mexico Library Association
Annual Conference

Preliminary Program

Albuquerque Marriott Pyramid North
Albuquerque, NM
# NMLA 2023 At-a-Glance

**Wednesday, October 25, 2023**

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<tr>
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<tr>
<td>12–4:30 PM</td>
<td>Conference Registration</td>
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<tr>
<td>12 PM–4 PM</td>
<td>NMLA Board Meeting</td>
<td>Marbella Room</td>
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<tr>
<td>1:30 PM–4 PM</td>
<td>Vendor Registration and Set Up</td>
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<td>4:30 PM–6 PM</td>
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## Pre-Conferences

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<tr>
<td>Special Collections Library</td>
<td>100 Years of New Mexico Libraries: A Dive into our History</td>
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<td>10AM- 4PM</td>
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<tr>
<td>UNM Health Sciences Library and Informatics Center</td>
<td>Developing your Library’s Collection Development Policy to keep patron’s browsing, borrowing, and renewing</td>
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<td>9AM- 4PM</td>
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<td>Is Bigger Better? The Surprising Relationship Between Collection Size and Access Equity</td>
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<td>1PM-4PM</td>
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<td>Marriot Pyramid</td>
<td>Bookbinding Workshop (1PM- 4PM)</td>
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<td>1PM-4PM</td>
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<td>Time</td>
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<th>Coronado</th>
<th>Cozumel</th>
<th>Tampico</th>
<th>Taos</th>
<th>Santa Fe</th>
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<td>Social Emotional Learning in the Library</td>
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<td>How Rio Rancho Stopped Book Banners in their Tracks—A Library Victory Story</td>
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<td>Outreach With Free Summer Programs at the Academic Library / Reading Accessibility for Blind and Print Disabled, Young &amp; Old</td>
<td>Renew your Library with Project Management / Simple strategies to better stacks management</td>
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### Pre-Conference Sessions

**Full Day**

**10 AM - 4 PM**

**100 Years of New Mexico Libraries: A Dive into our History**

Presentations will include: Origins and Accomplishments of the New Mexico Library Association; History of Cataloging in New Mexico; The State Library from the 20th Century to Today; The Books Have Arrived!: New Mexico State Library Rural Services and Programs History.

**Presenters:** Assorted Speakers  
**Location:** Special Collections Library (423 Central NE, Albuquerque)

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**Half Day**

**9 AM - Noon**

**Is Bigger Better? The Surprising Relationship Between Collection Size and Access Equity**

A larger collection serves a diverse population better, right? Yes - unless the collection itself squeezes out room for the kinds of tutoring, meeting, experiential and teaching spaces needed by BIPOC, special needs and other diverse communities. Join NYU professor David Vinjamuri and architect Joe Huberty to learn how to analyze the circulation efficiency of your collection without relying on ratios or peer comparisons. Case studies from both a large urban and a small rural library will highlight this session.

**Presenters:** David Vinjamuri and Joseph Huberty  
**Location:** Albuquerque Marriott Pyramid North

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**Half Day**

**9 AM - Noon**

**Developing your Library’s Collection Development Policy to keep patron’s browsing, borrowing, and renewing**

This pre-conference session will discuss the importance of a collection development policy, relevant sections to include for your library, and the reconsideration request/challenged material statement. We will provide general information about how to write a policy and then lessons learned from academic, public, and school librarians. Please feel free to bring any policies and procedures that you would like to work on or questions you might have about getting started. Participants will have the opportunity to work on their documentation during the session, but having documentation is not a requirement and participants are welcome to start from scratch.

**Presenters:** Robyn Gleasner, Deirdre Caparosa, Julia Kelso, and Rachel Altobelli  
**Location:** UNM Health Sciences Library and Informatics Center (North Campus, Building 234, 2400 Marble NE, Albuquerque).
Half Day
1-4PM

Using Connected Learning to Co-Create Library Learning for Youth

Connected Learning combines personal interests, supportive relationships, and opportunities. In this workshop, we introduce the Transforming Teen Services Connected Learning module, exploring the principles of connected learning and implementation at your library. This workshop is suitable for both new and experienced library staff looking to renew and expand teen programming.

Presenters: Kelly McCabe and Brynn Cole
Location: Albuquerque Marriott Pyramid North

Half Day
1-4PM

Bookbinding Workshop

This workshop will cover the basics of bookbinding and repair. Participants will each receive a bookbinding kit and make a small book during the half-day program.

Presenter: Todd Christensen
Location: Albuquerque Marriott Pyramid North

NEW MEXICO LIBRARY ASSOCIATION

Conference Program Schedule

Thursday October 26, 2023

8–9 AM
Exhibit Hall
Registration, Coffee & Tea in Exhibitor Hall

9–10:30 AM
Keynote

Kokopelli:

Keynote Address: ALA President Emily Drabinski

Associate Professor, Queens College (CUNY) Graduate School of LIS, President of the American Library Association (2023-2024)

Emily Drabinski is Critical Pedagogy Librarian at the Graduate Center, City University of New York. She publishes and presents widely on topics related to knowledge organization, information literacy, and critical perspectives in librarianship. Drabinski edits Gender and Sexuality in Information Studies, a book series from Library Juice Press/Litwin Books. She is a contributing writer at Truthout.
Exhibit Hall: Please visit the exhibitors in the Exhibit Hall and thank them for their support!

Kokopelli: NMLA Board Meeting

—–10:30–11 AM     Break and Refreshments—–

Kokopelli: New Mexico State Library Commission Meeting
Open to the public.

Coronado: Emerging Technologies Learning Program at NMSU Library
NMSU Library Announces the opening of its Emerging Technology Lab and new services and resources for students.
Presenter:
Kevin Comerford
David Irvin
Nathan Camp

Cozumel: IT Transformations: Libraries and the Technology that Makes Us
Information technology in the library world is fast changing and expanding and it can be hard to keep up regardless of library size and type. Please join us as we share the journey that we are all on together and walk away with a renewed sense of confidence in our library IT future.
Presenters:
Jenna Wells
Cheryl Williams
Destyni Baca

Tampico: “Library Stories: Books on the Backroads”
Film Showing. Following the showing, grab your lunch and come back for discussion with the filmmakers!
Presenters:
Ben Daitz and Mary Lance

Taos: New Mexico Library Association: A Century of Accomplishments
Using archival materials and personal memories, Joe will highlight the Association’s work, accomplishments and leaders from 1923 to the present.
Presenter:
Joe Sabatini

Santa Fe: Archives SIG / NALSIG (joint meeting)

Las Cruces: Digital Collections SIG

—–11–11:50 AM     Thursday Session 1—–

—–12–1 PM     LUNCH BREAK—–

Exhibit Hall: Boxed Lunches (Tickets Required)
Coronado:  **Ranganathan Was On To Something: Facets of Classification**
Dr. S. R. Ranganathan proposed that an orderly arrangement of library materials would save time for the reader. Does Dewey still do that in today's libraries? Did it ever? Using examples from school and public libraries of all sizes and locales, we will trace the trend away from Dewey (and touch on why) to discover different options for arranging your library, from BISAC categories to custom-made genrefication schemes. This session may be best suited to library workers who have not had formal cataloging/classification courses, or for those who may have had one but are interested in how classification is evolving.
**Presenter:**
Anna Szczepanski

Cozumel:  **Joy of Genre**
With up to a million titles published each year, librarians frequently make use of genres in the selection process of collection development. This presentation will explore the history of the various genres as well as genres stabilizing yet evolving nature.
**Presenters:**
Lin McNickle
Sally Berg

Tampico:  **Self-Publishing Local History Utilizing Amazon KD Publishing**
The presenters will tell how the Valencia County Historical Society worked with the Los Lunas Public Library to self-publish a biography on Daniel D. Fernandez.
**Presenter:**
Cynthia Shetter
Richard Melzer
John Taylor

Taos:  **More Than Idle Chit-Chat(GPT): How The Library Can Be A Leader In Campus Conversations About AI Generative Text**
Google CEO Sundar Pichai calls ChatGPT's rapid adoption "more profound than fire or electricity." As this new technology poses crucial challenges in higher education, Sarah Hood shares insight into campus conversations on AI text generators and discusses potential directions for Reference & Instruction Services to navigate this transformative technology.
**Presenter:**
Sarah Hood

Santa Fe:  **Public Library Directors SIG**

Las Cruces:  **EBSCO BiblioGraph**
Showcasing Your Library on Google: How to Increase Visibility and Attract New Users
Discover the latest technology for reaching your users from anywhere on the web. Creating linked data allows search providers like Google to display your library resources in multiple ways. Attract users by appearing in Google's Knowledge Panels, What to Read, and Google Books, taking them directly to your catalog with just one click utilizing Google's borrow actions.
**Presenter:**
Greg Padilla
Coronado: Tackling Burnout in New Mexico’s Libraries: A Roundtable Discussion
After studying tenure-track librarian burnout related to COVID, Erin and David have put together a panel of library administrators from across New Mexico to discuss the topic of burnout in libraries. With representatives from several different types of libraries and levels of management, attendees can expect useful conversations. There will also be opportunities for attendees to ask questions of the panel and interact with them in fun ways.

Presenters:
Erin Wahl
David Irvin

Cozumel: Share and steal to win friends and influence people? How years of borrowing, advocating, and innovating have improved our perspectives and notions of success.
Collaborative efforts are often short-term projects with clear beginnings and conclusions. While valuable, they don’t provide much opportunity to support innovations through ongoing conversation. This participatory session explores alternatives to traditional measures of success by suggesting that long-term alliances bring greater opportunities for enriched understanding and enhanced community services.

Presenters:
Annie Epperson
Elena Rosenfeld
Carol Satersmoen

Tampico: Advocacy at the New Mexico Legislature
Advocating at the Legislature, how it works, writing for advocacy, knowing your subject, and specific advocacy for rural libraries.

Presenters:
Shel Neymark
Joe Sabatini

Taos: A Threat to the Future: A Century (and a quarter) Years of Comics Censorship, Bannings, and Burnings
Comic Strips, Comic Books, and Graphic Novels have faced censorship in stores, libraries, Congress and elsewhere since their inception. What have those challenges been? Where did they come from? How have the challenges shifted with legal, societal, and technological currents? 7000 BC provides a broad historical context to current challenges.

Presenter:
Jeff Benham

Santa Fe: Bonds 4 Libraries SIG

Las Cruces: Government Information SIG
Exhibit Hall: Refreshments with Vendors

3:20–4:10 PM Thursday Session 4

Coronado: Name that (Government) Resource!
Learn about different government information resources in a fun, trivia format. Categories include: Searching the Census, Classroom Components, Data Downloads, Wild Weather, Histories Heroes and more. Win prizes! Amaze your friends!

Presenters:
Susanne Caro
James Phelps

Cozumel: Lessons Learned from the Negative Library Work Experiences Survey
This presentation will offer an overview of the responses to, and lessons learned from, the Negative Library Work Experiences Survey conducted in early 2023.

Presenter:
Amadee Ricketts

Tampico: Accessing resources for civil legal concerns: A compendium for library patrons.
This session will feature subject matter experts providing tips on navigating resources available to the public in addressing civil legal issues in these areas: Benefits, Disability Rights, Employment, Family Law, Financial, and Housing. Attendees will have the opportunity to ask questions and learn about consumer resources available both online and in-person.

Presenters:
Juan Abeyta
Sovereign Hager
Natalie M. Meyers

Taos: Library Development Updates from the State Library
Library Development staff will give updates on the latest grant opportunities, program updates, and funding updates for public and tribal libraries.

Presenters:
Dale Savage
Patricia Moore
Kelly McCabe
Carmelita Aragon

Santa Fe: SirsiDynix Users Group Meeting

Las Cruces: EBSCO’s New Book Ordering Platform, Plus the Latest on EBSCO eBooks
In partnership with libraries and publishers, EBSCO is building Mosaic, a new ordering platform that will leverage modern technology to streamline workflows and make ordering library resources easy and intuitive for all. Mosaic will eventually replace GOBI and ECM, offering
choice, interoperability, modern workflows, and customization. Learn more about Mosaic in this session, including additional highlights and timing. Also ensure you know the latest about, and our taking advantage of, recent EBCO eBook improvements.

**Presenter:**
Scott Wasinger

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**Coronado:** Public Libraries as Partners in Telemedicine

Public libraries can play a valuable role in supporting telehealth. By leveraging their resources, expertise, and community engagement, libraries can bridge the digital divide, promote digital health literacy, and enhance access to telehealth services for individuals and communities, ultimately contributing to improved healthcare outcomes.

**Presenter:**
Dana Abbey

**Cozumel:** NMSL Youth Services: Summer Reading, Kits and More!

In this program. Kelly McCabe, NMSL Youth Services Coordinator, will present a statewide wrap-up of the 2023 Summer Reading Program, and look ahead to the 2024 SRP theme, Adventure Begins at Your Library. In addition, Kelly will offer an overview of additional Youth Services resources available from NMSL.

**Presenter:**
Kelly McCabe

**Tampico:** Respect In, Respect Out: Community, Chaos, and Keeping the Good Order of the Library

Does your library community include the unhoused? Is serving them a challenge? Community Services Specialists in the Public Library of Albuquerque and Bernalillo County share their successes and challenges. Take away solid ideas and plans to create a safer, resource rich, and inclusive library environment for all of your patrons.

**Presenter:**
Dawn Adkins
Clayton Roberts

**Taos:** Care and Feeding of Vendor Representatives

The relationship between libraries and vendors can be fraught with issues. This panel includes presentations from several vendors regarding what they need to make the relationship work with time for attendees to voice their needs.

**Presenter:**
John Sandstrom

**Santa Fe:** School Libraries SIG

**Las Cruces:** Technical Services SIG

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6–8 PM Thursday NMLA Awards Reception

**Kokopelli:** Dinner and Award Presentation (Tickets Required)
Posters in the Gallery

Posters are a great way to engage one on one with presenters. Stop by the Gallery during breaks to learn, share, and discuss!

Poster Presentations, Thursday October 26

**Archival Education To-go: Creating Primary Source Education Kits at New Mexico State University Archives**
This poster will go over the purpose, process, and future of the new primary source education kits at New Mexico State University. Included on the poster will be an anatomy of a box and links to further resources.
**Presenter:** Erin Renee Wahl

**Commonalities in International Academic Libraries**
This poster is a collaborative project undertaken through ALA's International Library Network Program. This poster presents areas of common interest between the three person team from this year's program which included John Sandstrom.
**Presenter:** John Sandstrom

**Advocacy: The Library Advisory Board of the City of Las Cruces**
Discussion on how the Library Board advocates for the Library and represent residents of the City.
**Presenters:** Jennifer Kreie and Patricia Gallegos

**Audio Lending Technology in Academic Libraries: Equipment, Spaces, and More**
An overview of audio lending technology and bookable spaces for recording in ARL institutions. This is a data driven presentation derived from publicly available information from ARL member institution's websites.
**Presenter:** Nathan Camp

Poster Presentations, Friday October 27

**Crafts! Crafts! Crafts! All I hear, all day long, is how great crafts are!**
When we are kids in school we get recess, a special time set aside to turn our minds off and just play. Sadly, as we get older, recess goes away. Let's bring it back! Why craft programs are important and how to make them great.
**Presenter:** Deanna Duffy

**Under the Wing: Growing the Connection Between Libraries, Schools, and Families**
Wonder if libraries expanded their role as community resource to one of curriculum support to schools/children/families.
**Presenter:** DJ Hill

**Origami Programming**
Do you want information on running an Origami program at your library? Or would you just like to relax and make some Origami patterns yourself? Either way, this is the session for you. Even if you have two left thumbs, I can show you how to make something fun.
**Presenter:** Laura Metzler
8–9AM Exhibit Hall: Registration, Coffee & Tea in Exhibitor Hall

9–9:50 AM Friday Session 1

**Coronado:**
**Cataloging Basics**
Learn about free resources for work with descriptive and subject cataloging.
**Presenter:**
Bradley Carrington

**Cozumel:**
**Social Emotional Learning in the Library**
Join librarians from differing school districts for a discussion on how to support all students by using the library as a social and emotional learning hub. Walk away with tips and tricks on how to create the most welcoming and safe space for your student population.
**Presenters:**
Jessica Silva
Jenny Dean

**Tampico:**
**Banned Books Jeopardy ... not just a game any more!**
CLUE: Banned Books Jeopardy  RESPONSE: What is a non-judgmental, informative, FUN way to address that super hot topic: Book Banning (using the game of Jeopardy as a framework) ... AND ... The position in which library staffers may find themselves, often when they least expect it.
**Presenter:**
Kathy Barco

**Taos:**
**Renewing the Print Book Through Innovating Ideas**
Karin Trujillo and Kim McCain will present and share programming/activities with recently published titles (PreK-8th grade) to inspire lifelong learning.
**Presenters:**
Karin Trujillo
Kim McCain

**Santa Fe:**
**Rural Libraries SIG**

**Las Cruces:**
**Kids Read and Vote for Their Faves**

9:50–10:20 AM Break with Exhibitors

Exhibit Hall: Refreshments with Exhibitors
Coronado: Building Love of Reading & Community With NM Battle of the Books Clubs
This presentation is for librarians who are not familiar with the New Mexico Battle of the Books and want to learn about it and start clubs, and for experienced sponsors who would like suggestions for running a fun, successful Battle of the Books club at their school or public libraries.

**Presenters:**
Helen Stein
Karin Trujillo

Cozumel: Ages and Stages: Refreshing our understanding of Youth Development
Wondering why your teen patrons behave the way they do? Wondering how to reach/serve your youth patrons on their level? Come to our program and strengthen your understanding of the developmental stages of our youth patrons to work with them better and to provide programming they’re engaged in and with.

**Presenters:**
Brynn Cole
Kelly McNabe

Tampico: Canva, Chopping Mats, and Color Coding: Programs in Series
Do you have good attendance for craft programs, but not for computer classes? Or the other way around? Borrow patrons from one to renew the other. And along the way patrons will learn multiple new skills and finish with a complete project.

**Presenter:**
Deanna Duffy

Taos: Going Beyond Question and Answer—test prep with Brainfuse
Showcasing the unique features and benefits of Brainfuse as an advanced test prep solution by focusing on personalized learning, expert guidance, and cutting-edge technology, participants will gain insights into how Brainfuse transforms traditional test preparation methods, enabling community members to reach their full potential.

**Presenter:**
Diane Bizzle

Santa Fe: NMCAL Business Meeting

Las Cruces: CloudSource OA from SirsiDynix
CloudSource OA provides libraries with direct access to all known global open access articles, eBooks, eTextbooks, and open educational resources (OER)—and the tools they need to make the most of them. Libraries can improve customer service, provide broader access, and save money by promoting Open Access (OA) content rather than using it as a fallback when a paid version of desired content is not available. CloudSource OA can expand your current digital collections by tens of millions of resources from peer-reviewed, high-impact journals at very affordable rates.

**Presenter:**
Rick Branham
Coronado:  
**Part 1: MPLA, Your Regional Library Association**
A brief introduction to the Mountain Plains Library Association, and the benefits of membership.  
**Presenters:** Amadee Ricketts and Erin Renee Wahl

**Part 2: Beer, Books, and Beavers: Ways to connect outside of the library**
This interactive presentation will highlight our successful adult story time that was created in collaboration with our local brewery Milton’s. Learn ways to engage and connect with their local community, creative ways to connect people to the library, and how to support local businesses.  
**Presenters:** Sarah Jones and Michele Robertson

Cozumel:  
**Part 1: Are We Getting Lost in the Cloud?**
The growth of the digital world is increasingly leaving patrons, and some libraries, behind. The growing move toward everything being digital or cloud-based, does not take into consideration how the loss of a physical format can impact both patrons and services.  
**Presenter:** Julia Kelso

**Part 2: Health Literacy Book Club Kits**
These kits, available for checkout to NM libraries, promote conversations around health and wellness topics to increase health literacy in our communities. Although uptake was slow, a one-on-one approach to NM libraries has proven effective in increasing engagement with the kits.  
**Presenters:** Kristin Proctor and Amy Weig-Pickering

Tampico:  
**Part 1: Weaving Resilience: Results of a study on pandemic response at NM public libraries**
Seeking to better understand pandemic responses and long term impacts of those responses on future practice, we conducted a survey and interviews of public library workers in the state.  
**Presenters:** Kathleen Pickering and Eli Guinnee

**Part 2: Library GO Bond Updates**
New Mexico Consortium of Academic Libraries (NMCAL) Legislative Committee Members will give update on the current status of the 2024 Library GO Bond initiative. This talk will also cover what the year ahead will look like for the bond and answer questions about previous bonds.  
**Presenters:** April Kent and Ruben Aragon

Taos:  
**Part 1: Digging in the Desert: Finding Sources on New Mexico's Libraries**
An overview of the sources available to the public related to the history of New Mexico's libraries.  
**Presenter:** Sarah Edwards Obenauf

**Part 2: Renew Virtual Reference: The Personal Touch**
Face-to-face reference is a personal service, but virtual reference services can be very impersonal. Much work and research has gone into automating virtual reference, but what about maintaining the personal touch?  
**Presenters:** Victor Baeza and Beth Fuchs
Kokopelli:  AUTHOR LUNCHEON (Tickets Required)

Coronado:  Pathfinders and Proteges: A Knowledge Sharing Session on Mentorship in All Its Forms
Pathfinders and Proteges is a knowledge sharing session with guided questions to prompt participants to consider mentorship relationships in their personal and professional lives (group, team, peer, one-on-one, formal, informal, etc.). The session will include practical guidance for beginning, fostering, and sustaining those relationships.
Presenter:  Nadia Orozco-Sahi

Cozumel:  How Rio Rancho Stopped Book Banners in their Tracks—A Library Victory Story
The story of one New Mexico community’s success in stopping an attempted library book ban, and suggestions on how other communities can be prepared.
Presenter:  Jason E. Shoup

Tampico:  "Día" Children’s Day/Book Day
El día de los niños/El día de los libros (Children’s Day/Book Day) commonly known as Día, is a celebration every day of children, families, and reading that culminates yearly on April 30. The celebration emphasizes the importance of literacy for children of all linguistic and cultural backgrounds.
Presenters:  Flo Trujillo
            Elizabeth Martinez

Taos:  Refresh your Gale skills and reimagine instructional collaboration
This session will be focused on the K12 librarian to dig into the instructional tools available to you for use with your teachers, through your statewide Gale resources.
Presenter:  Jennifer Hale
            Misty Horning

Santa Fe:  Open Access SIG / Assessment and Statistics SIG (Joint Meeting)
Coronado:  
Part 1: Level Up Your Library: Video Games in Library Collections  
Discusses the inclusion of video games in library collection development. We will recount the Donnelly Library’s experiences with creating a video games collection, and discuss the necessary steps and potential pitfalls that must be considered when adding video games to your library.  
Presenters: Gina Centineo and Kathleen Gray  

Part 2: Generation Advocates: Volunteers in the Library  
Teens are becoming increasingly involved in their communities and are actively looking for ways to make positive differences. Learn how one library volunteer opportunity gained the support of teens and created a structure to promote advocacy, community, and a safe space for teens in our community.  
Presenter: Sara Armstrong  

Cozumel:  
Part 1: Order in the Court: Working with Lawyers in a Courthouse Library  
Three employees of the New Mexico Supreme Court Law Library will discuss working together writing a chapter for an introductory textbook about law librarianship focusing on working with lawyers.  
Presenter: Rebecca Potance, Kendra Patlak, and Cassandra Wenzel  

Part 2: New Mexico Library Foundation: Funding Changing Needs in New Mexico Libraries  
The New Mexico Library Foundation (NMLF) returns with a message for library workers in NM. As our communities face ongoing challenges after years of fires, flooding, the pandemic, and uncertainty, we want to help. Join us to discuss how your needs are changing, and how NMLF funding may help.  
Presenters: New Mexico Library Foundation Trustees  

Tampico:  
Part 1: Outreach With Free Summer Programs at the Academic Library  
Librarians from Eastern New Mexico University, Golden Library, share information and their experiences during the past two summers presenting fun, academically based programming for residents of eastern New Mexico. Participants in these programs ranged from preschoolers to adults.  
Presenters: Susan Asplund and Regina Bouley Sweeten  

Part 2: Reading Accessibility for Blind and Print Disabled, Young and Old  
We want all librarians and teachers to know their role in helping students and adults access free services for the Blind and Print Disabled.  
Presenter: Jennifer Finley-McGill  

Taos:  
Part 1: Renew your Library with Project Management  
This presentation will cover the basic concepts of project management and then focus on a template that was developed for the Resources Archives and Discovery (RAD) unit at the UNM Health Sciences Library & Informatics Center. Examples of projects completed by RAD will be provided to show how the template can be adapted to meet various project needs.  
Presenter: Robyn Gleasner  

Part 2:  
Simple strategies to better stacks management  
Shelf reading is a necessary but not so exciting library task. This talk will present a shelf reading form that helps keep the work organized and collects data useful in understanding persistent problem areas. It’s a win-win for those who oversee shelf reading and those who do the work itself.  
Presenter: Marcy Botwick