**Experience the Magic: Libraries of Tomorrow**  
**2018 SC/MLA 68th Annual Meeting**  
**Program at a Glance**

**Thursday, October 25, 2018**

- **7:00am – 6:00 pm**  
  Registration  
  **Mezzanine**

- **8:00 – 12 noon**  
  **CE 1:**  
  "Transforming a Needs Assessment into a Marketing Tool"  
  Skye Bickett, PCOM and Christine Willis, Shepherd Center  
  **Rock Lake**

- **CE 2:**  
  "What Did You Hear? Qualitative Data Analysis"  
  Ayaba Logan, MUSC  
  **Spring Lake**

- **12:00 – 6:30 pm**  
  Exhibitors Set-Up  
  **Horizons 8-11**

- **1:00 – 5:00 pm**  
  **CE 3:**  
  "From Idea to Reality: How to Successfully Plan and Promote Library Events"  
  Shalu Gillum, Natasha Williams, Amelia Strickland, UCF  
  **Spring Lake**

- **CE 4:**  
  "Communicating Clinically"  
  Julie Esparza, LSU  
  **Rock Lake**

- **3:30 – 5:00 pm**  
  2018 Southern Chapter Executive Board Meeting  
  **Solar**

- **5:30 – 6:30 pm**  
  New Member Reception *(Invitation only)*  
  **Hospitality**

- **6:30 – 8:00 pm**  
  Welcome Reception with Exhibitors *(Ticketed Event)*  
  **Horizons 8-11**

**Friday, October 26, 2018**

- **7:00am – 6:00 pm**  
  Registration Open  
  **Mezzanine**

- **7:30 – 9:00 am**  
  Breakfast with Exhibitors  
  **Horizons 8-11**

- **7:30 – 5:00 pm**  
  Exhibitor Hours  
  **Horizons 8-11**  
  Exhibits will close for lunch from 1:00 - 2:00 p.m.

- **9:15 – 10:45 am**  
  **GENERAL SESSION I**  
  Julie Esparza, MLIS, AHIP  
  "Libraries of Tomorrow"  
  **Horizons 6-7**

- **10:45 - 11:00 am**  
  Break

- **11:00 – 12:30 pm**  
  **Papers #1:**  
  Curriculum Magic  
  Moderator: Pat Clark  
  **Spring Lake**

- **Papers #1:**  
  Evidence Based Practice at Warp Speed  
  Moderator: Geneva Staggs  
  **Rock Lake**

- **12:30 – 1:30 pm**  
  Poster Setup  
  **Horizons 8-11**

- **12:30 – 2:00 pm**  
  LUNCH ON YOUR OWN

- **12:30 – 2:00 pm**  
  Wolters Kluwer Lunch N Learn  
  **SANDY LAKE**

- **12:30 – 2:00 pm**  
  Hospital Libraries Symposium – **Dr. Lebowitz, MD** *(Ticketed $)*  
  **Horizons 6-7**

- **2:15 – 3:15 pm**  
  Poster Session #1

- **3:30 – 5:00 pm**  
  **Papers #2:**  
  The Future in Research I
Saturday, October 27, 2018

7:00am – 3:00 pm  Registration  Mezzanine
8:00 – 9:30 am  SC/MLA Business Meeting with Breakfast  Horizons 1-4
9:45 –11:15 am  GENERAL SESSION II  Shirley Zhao, MSLIS, MS  Horizons 6-7
   “Finding the Magic: Libraries and Data Management”
11:30 - 12:00 pm  RML Update Tony Nguyen, SEA/NNLM Executive Director  Horizons 6-7
12:00 – 1:30 pm  CONBLS Luncheon – Rick Fought, EdD, MLS, AHIP (Invitation only)  Lake View E.
12:00 – 1:30 pm  FHSLA (Invitation only)  Horizons 1-3
12:00 – 2:00 pm  LUNCH ON YOUR OWN
12:00 – 1:30 pm  Poster Setup  Horizons 8-11
2:15 – 3:15 pm  Poster Session #2  Horizons 8-11
3:30 – 5:00 pm  Papers #3: The Future in Research II  Rock Lake
   Moderator: Susan Harnett
   Papers #3: Keeping Up With and Ahead of Trends  Spring Lake
   Moderator: Tara Douglas-Williams
5:45 - 6:00 pm  GROUP PHOTO  Hotel Lobby
6:00 – 10:00 pm  Banquet (Ticketed Event*)  Horizons 1-5

Sunday, October 28, 2018

8:00 – 9:00 am  2018-2019 Executive Board Meeting  Solar
9:00 - 9:30 pm  MLA President’s Report  Shannon Jones, MLA Board Member  Horizons 6-7
9:45 – 11:15 am  GENERAL SESSION III  Derrick Jefferson, MLIS, MFA  Horizons 6-7
   “Keep It Movin’”
11:30 – 1:00 pm  2019 Executive Board & Planning Meeting  Solar

*Ticketed Event = 1 ticket included with full conference registration
Ticketed $ = ticket must be purchased separately