



**Chinese American Librarians Association
Southern California Chapter**

2013 CALA-SCA Annual Conference

**What Does It Mean to Be a Librarian
Today and in the Future?**

Co-sponsored
by
Chinese American Librarians Association
Southern California Chapter
and
The California Library Association
Chinese American Librarians Interest Group

Thursday, February 21, 2013

Monterey Park Bruggemeyer Library
318 S. Ramona Avenue
Monterey Park CA 91754

Conference Schedule

9:00 – 9:30 am	Registration
9:30 – 9:45 am	Welcome Win Shih, CALA SCA Chapter President and Director of Integrated Library Systems, University of Southern California Norma A. Arvizu, City Librarian of the Monterey Park Bruggemeyer Library
9:45 – 10:45 am	Keynote Workshop Part I: “Public Speaking” Manuel Urrizola, Head of Metadata & Technical Services, University of California Riverside Libraries
10:45 – 11:00 am	Morning Break
11:00 – 12:00 pm	Keynote Workshop Part II: “Public Speaking” Manuel Urrizola, Head of Metadata & Technical Services, University of California Riverside Libraries
12:00 – 1:00 pm	Lunch Break (box Chinese lunch delivered to the Library)
1:00 – 3:00 pm	Featured Panel Presentation & Discussion “Librarianship: Today and in the Future” Norma A. Arvizu, City Librarian of the Monterey Park Bruggemeyer Library Michele A. Lucero, Director of Business Development & Recruiting, LAC Group Eduardo Tinoco, Associate Dean for Public Services, University of Southern California Libraries. Q & A
3:00pm – 3:15 pm	Afternoon Break

3:15 pm – 4:30 pm

Presentations

3:15pm—3:35pm

“In Search of Excellence: CALA Southern California Chapter”

Ying Xu, Humanities Librarian, John F. Kennedy Memorial Library, California State University, Los Angeles

Sally Tseng, Honorary Executive Director of Chinese American Librarians Association

3:35pm—3:55pm

“Chinese-American Librarians Database: *Database of the Political Campaigns since the Establishment of People’s Republic of China, 1949-* “

Yongyi Song, Technical Services Librarian, John F. Kennedy Memorial Library, California State University, Los Angeles

3:55pm-4:15pm

“eBooks and Patron Driven Acquisition (or Access)”
Kuei Chiu, Head of Collection Development Department,
University of California, Riverside

4:15pm—4:30pm

Q & A

BIOs of Keynote Workshop Leader and Featured Panelists

Manuel Urrizola is Head of Metadata & Technical Services for the UC Riverside Libraries. He is an award-winning speaker, geographer, and poet. In his keynote workshop on public speaking, Manuel Urrizola will coach on ways to overcome nervousness, fear, anxiety, and teach you how to calm down, organize your thoughts, articulate, use props, entertain, advocate, persuade, and inspire. Entertaining and informative, this workshop will also teach you the elements of skillful speaking and effective communication.

Michele A. Lucero is a member of LAC Group's executive team as Director of Business Development & Recruiting. An accomplished law librarian and business, leadership and dispute resolution professional, Michele is adept at combining the in-depth knowledge of librarianship with skillful relationship building.

Norma A. Arvizu is City Librarian of the Monterey Park Bruggemeyer Library. Arvizu has been the City's [Literacy Program](#) Administrator since September 2008 and for the past year has been the Interim City Librarian. She has a M.Ed. in Developmental Education and a second master's in Leadership and Organization with a subdivision in College Teaching from Pacific Oaks College, Pasadena, CA. Arvizu received her Teacher Education Practicum from California State University, Pomona, and San Diego University, San Diego in both Integrative Studies Program and Adult Education Studies along with Language Acquisition Studies from Fresno State University. (<http://www.ci.monterey-park.ca.us/index.aspx?page=10&recordid=2848&returnURL=%2Findex.aspx>)

Eduardo Tinoco, Associate Dean for Public Services at the University of Southern California (USC) Libraries. Prior to his appointment as Associate Dean, he served as a librarian with the USC Marshall School of Business; California State University Northridge; and at Lehman Brothers, Inc. Ed received a Master of Library and Information Science Degree from San Jose State University and a Bachelor of Arts Degree, in English, from California State University. In 2011, Los Angeles Mayor Antonio Villaraigosa nominated Ed to the Board of Library Commissioners. Confirmed on November 30, 2011, by the Los Angeles City Council, Ed is a member of the five-person board that oversees the Los Angeles Public Library system. Last summer, he attended the Harvard Institutes for Higher Education's Leadership Institute for Academic Librarians at the Harvard Graduate School of Education. Prior to completing his education, Ed served with distinction in the United States Army's 75th Ranger Regiment and remains active with many veterans' groups at USC and beyond.