

TLA 2021 Conference Program

The winter issue of the *Texas Library Journal*, which includes the TLA 2021 Conference Program will be published January 7, 2021. **This will be a digital issue only (there will be no print magazine.)** The digital version is searchable, downloadable and shareable on social media. It will contain details about the hundreds of programs planned for TLA 2021 and we are excited to share it with you!

The TLA Office is Moving!

To better accommodate our evolving operational needs, TLA is moving to new offices in 2021. We plan to move in late January or February. As you know, 2020 has been a year of change, and TLA continues to evolve to better serve our members and mission through programs, resources, and opportunities. We look forward to sharing more details with you soon!

Join or renew your membership by January 31, 2021 to vote

In 2021, members will elect a president-elect, two representatives-at-large, and an ALA Councilor to serve on the Executive Board. [Meet the board candidates](#). View the videos from our two candidates for President-Elect; [Marty Rossi](#) and [Mary Woodard](#).

TLA 2021 Reading Lists Are Here!

We are delighted to announce that the 2021 Reading Lists have arrived! Thank you to everyone on the selection committees who worked so hard to select these quality titles. Read about [the Young Adult Round Table lists](#) -- Lone Star, Tayshas, Maverick and SPOT. Learn about the new [Little Maverick](#) and [Topaz lists for adults and children](#). And listen to our latest [Libraries Transform Texas podcast episode](#), which is all about the YART reading lists. The 2x2, Lariat and Tejas Star reading lists will be released after the first of the year.

Texas Bluebonnet Award Voting Deadline Extended to February 15, 2021

From Jacqui Bridges-Shepherd, TBA Coordinator. **The Texas Bluebonnet Award** committees understand that we are living in challenging times. We know books need to be quarantined and sometimes students may also need to be sequestered. With that in mind, we have decided to **extend the date to vote to February 15, 2021**. Register your school for TBA voting [here](#).

Free Offer of Spanish/English Version of *Grace & The Moon*

Turk Pipkin, library lover, Texas author and co-founder of the global education nonprofit The Nobility Project, is again generously offering to donate copies of his children's book, *Grace and the Moon* to libraries.

This bilingual story about two girls named Grace, one in the U.S. and one in Mexico, is told with side-by-side pages, one page in English and the other in Spanish. It also includes a glossary and talking points for you and your readers to practice language learning. One thousand copies of the English/Spanish edition have been reserved to donate to any Texas library that requests one; they will pay the in-state postage. [Request your book via this online form.](#)

The Tocker Foundation: Let's Talk About Your Next Grant Application

The next Tocker Foundation grant application deadline is January 15, 2021. The Foundation encourages you to contact them to ask questions and request feedback before you submit your grant proposal. Learn more [here](#).

Applications open for 2021 TALL Texans

Interested in the TALL Texans leadership program? TALL Texans participants study strategic planning, risk-taking, conflict negotiation, team building, coaching, ethics, advocacy, personal career planning, and more. Mentors, selected by the TLA Executive Board serve as coaches, counselors and role models, sharing their experiences as veteran library leaders. [Apply online here](#); deadline is January 31. [View the webinar](#) "How to Apply to the TALL Texans Leadership Institute" for detailed guidance.

Nominations open for TLA and Unit Awards

Nominations are open for Librarian of the Year, Distinguished Service and Lifetime Achievement Awards, plus many more! Learn about the various awards and the nomination process [here](#). We have many Unit Awards as well, we encourage you to nominate all the deserving librarians you know. Find out more [here](#).

Contributed papers

The Texas Library Association (TLA) 2021 Conference Program Committee is seeking submissions from TLA members to present their current research. Contributed Paper sessions provide a forum for TLA members to present at the 2021 Annual Conference and publish their research in the [Texas Library Journal](#). Proposal abstracts are due December 15, 2020. [Submit a proposal](#).

Register for the Winter 2021 Leadership LAUNCH seminar

[TLA Leadership LAUNCH](#) is a seminar for people new to the library profession, with less than 5 years of work experience. The program is designed for all types of libraries. Registration is now open for the Winter session: January 29 through February 26. Participants will earn 15 hours Continuing Education credit, TSLAC & SBEC. Cost is \$145 for TLA members, \$195 for non-members. This online course will meet on Fridays from 1 to 4 pm. Deadline to register is January 22. For more information, please contact [Ted Wanner](#). Register [here](#).

TLA 2021 News

- **Frederick Joseph** is an award-winning marketing professional, media representation advocate, and writer who was recently selected for the Forbes 30 Under 30 list. He will be the **General Session I** speaker at TLA 2021.
- Renowned children's author **Gary Paulsen** is the featured speaker for TLA 2021's **Opening Author Session**. He is the author of *Hatchet*, a modern-day classic which won the Newbery Honor Award.
- Due to popular demand, we have extended the **TLA Membership and Conference Package offer until January 15, 2021**. For just \$225, you can join TLA and register for TLA 2021. Memberships are valid through December 31, 2021. Look for the TLA 2021/Membership package option on the [online membership form](#) when you join or renew. For questions about the package, contact [Kelly Dibbens](#).
- You may buy this package with a purchase order (PO). You must submit a membership and/or registration form for each individual included on the PO. Please contact Angelica Massengill via [email](#) for more information.
- Already renewed your membership? Early-bird conference registration rate is \$69 for members. See the full list of registration rates [here](#). You can use a P.O. to pay for the conference registration by itself.

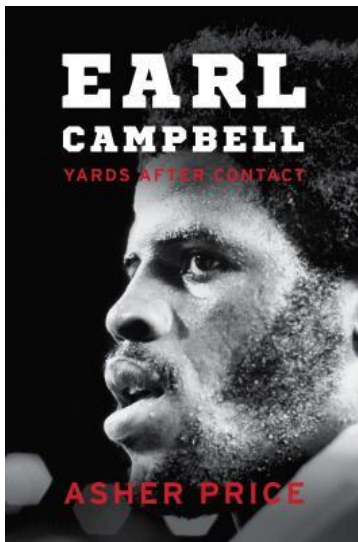
Names in the News

Linda Allmand, TLA past-president (1986-87) and former director of the Fort Worth Public Library, passed away Nov. 21.

Eric Lashley retired from Georgetown Public Library and is the new executive director of the Central Texas Library System.

Devery Johnson, outreach coordinator for the Montgomery County Memorial Library System, received the first Machiliztli Award from the Texas Families Council, in recognition for her diligence in connecting the community with the library.

Continuing Education



Asher Price on *Earl Campbell: Yards After Contact*

December 15 | 2 - 3pm CT | [Register](#)

CE Credit: 1 hr SBEC only

Cost: FREE

Earl Campbell was a force in American football, winning a state championship in high school, rushing his way to a Heisman trophy for the University of Texas, and earning MVP as he took the Houston Oilers to the brink of the Super Bowl. An exhilarating blend of biography and history, *Earl Campbell* chronicles the challenges and sacrifices one supremely gifted athlete faced in his journey to the Hall of Fame. Journalist and author Asher Price will discuss his book on NFL legend and former Longhorn Earl Campbell, in a conversation with TLA staffer Michele Chan Santos.



Join us for Battledecks!

Calling all TLA members: Test your presentation skills in a fun and challenging game of Virtual Battledecks! Join us for another Thirsty-Thursday, featuring Round 3 of Virtual Battledecks with a holiday twist! We're looking for contestants to accept the Battledecks challenge!

Virtual battledecks is a fun improv game that challenges contestants to deliver a presentation on the fly using an unknown slidedeck containing random (often hilarious) images. Contestants are judged on their ability to deliver a coherent presentation that incorporates slide content smoothly. The best part...everyone can take part from the comfort of their own home. Bring your favorite beverage and snack, and get ready to rumble!

Interested participants please contact [Andrea Schorr](#).

All are welcome to tune in on **Thursday, December 17th** (7:00 PM Central) to cheer on the competitors.

Join via this [Zoom link](#).
Meeting ID: 823 1048 9445
Passcode: 716739

Thirsty-Thursday Battledecks is sponsored by the TALL Texans Round Table.

THANK YOU SPONSORS!

PRESIDENT'S CIRCLE



DIAMOND



PLATINUM



GOLD



SILVER



BRONZE



Texas Library Association

3355 Bee Cave Road, Suite 401, Austin, Texas 78746-6763

Phone: 512-328-1518 | Fax: 512-328-8852

tla@txla.org | www.txla.org



Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"