



For Immediate Release:

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Advanced Registration for RNC III extended to Aug 29<sup>nd</sup>

REFORMA, The National Association to Promote Library and Information Services to Latinos and the Spanish-speaking, is sponsoring its third National Conference, to be held September 18 – 21 at the El Paso Convention Center, El Paso, Texas. Advanced registration for the event has been extended to Aug 29<sup>th</sup>. There is still time to register for this important conference.

The conference, themed “Bridging the Gaps: Juntos @ the Border”, will include pre-conferences, a Bienvenidos reception, and a wide variety of programs, author lunches and exhibits. The local arrangements committee has planned several events showcasing El Paso and her sister city Ciudad Juarez and providing a wealth of entertainment including tours of local libraries, the Missions and Ciudad Juarez.

The conference will start off with your choice of four exciting and informative pre-conferences on Thursday September 18<sup>th</sup>. The pre-conferences are:

“**The Advocacy Institute**” Presented by Carol Brey-Casiano, Chair; Marci Merola; Jim Rettig, ALA President and Gloria Meraz.

**Looking to improve your advocacy skills? Want to meet fellow library supporters from across the country? Get the tools to become an effective library advocate at the Advocacy Institute. Attendees will leave with an action plan that they can implement in their communities or campuses.**

“**Combating Health Disparities: The Role of the Librarian**” Presented by Karen Vargas, Michelle Malizia and Siobhan Champ-Blackwell.

**The goal of this hands-on computer class is to learn about health disparities that affect people of Latino cultures, and the role librarians can play in health information literacy. The preconference will begin with a discussion of the variety of health disparities that affect people Latino people in the United States. Following will be an explanation of health information literacy and why it is important. The program will include techniques and exercises for evaluating health information. At the end of the program, there will be a review of reliable health information websites in English and Spanish with hands-on exercises.**

**“Research into Practice: Latino Perception of Public Libraries and Their Public Library Use”.**

Presented by Chair Laura Staley, Project Coordinator, Spanish Language Outreach Program, WebJunction; Harry P. Pachon, Ph.D. and Teresa Taningco, Ph.D.

**Join us for an informative session about the newly released *Latino Perception of Public Libraries and their Public-library Use Research Report*. The report, commissioned by WebJunction and completed by the Tomás Rivera Policy Institute, looks at how Latinos perceive public libraries and public access computing. Dr. Harry Pachon, Ph.D. from TRPI will provide an in-depth analysis of the study results followed by discussions and brainstorming sessions about how to best use the study results to inform strategic planning, marketing, and programming. A copy of the published report will be provided to each attendee.**

**“Adelante! Library Services for Your Latino Communities”** Presented by Chair, Jacqueline Ayala and Dr. Camila A Alira, ALA President Elect.

**Are you prepared to engage the Latino residents in your area with top notch public library service? Have Latinos traditionally been an underserved demographic in *your* community? Or are you dealing with an influx of Latino residents that were not present a few years ago? This preconference is for you and provides tips/hints on promoting services by developing a rationale for Latino services; completing Latino community analysis; conducting aggressive outreach; developing successful partnerships and programming. Presented by the co-authors of *Serving Latino Communities, 2d ed.* Signed books will be available for discounted price to preconference attendees.**

Registration is now available at [http://www.geocities.com/rnc\\_3/RegistrationRNCIII08.htm](http://www.geocities.com/rnc_3/RegistrationRNCIII08.htm).

Please register before time runs out!!!

To register by mail or FAX, access the form on the web site in either word or PDF format. Use the form to register for all conference events. Please print out the form, complete and fax or mail to the address on the form or register online by clicking on the online registration link. Pricing for registration and events is available on the form.

Information about the programs, keynote speakers, registration and more is available on the RNC III web site accessible through the REFORMA web site at [www.reforma.org](http://www.reforma.org)

Come and join us on the Border!