Oceans of Opportunity: ACL Conference 2012, Palm Beach Atlantic University

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In the best-selling book, *Blue Ocean Strategy*, the authors use the amazing success story of Cirque du Soleil as an example of value innovation. The creators of Cirque were able to look beyond the dark sea of cutthroat competition in an overcrowded dying entertainment market and find the crystal blue waters of an ocean of uncontested market share.

Some might say that the current state of academic libraries is similar to the circus world of the 1980s when Cirque du Soleil was born. Our libraries exist in an increasingly crowded field of competitors vying for the attention of an ever more distracted student mind. What sets our libraries apart is the high calling to steward the resources that will be discovered and applied by our community of learning for God’s glory and the good of humanity.

We are planning ACL Conference 2012 to be concentrated time away, for you to discover Oceans of Opportunity. Out of our earliest planning sessions there emerged a consensus around three objectives that served to guide the development of the conference. These were to provide some high quality leadership development activities, take advantage of the wonderfully rich cultural environment that is Palm Beach, and strengthen the unique Christian community that is the hallmark of ACL.

The conference theme, Oceans of Opportunity, embodies these objectives through image and word. It evokes both the turbulent power and the serene beauty of our vast seas which hold great potential in the midst of the dangerous cross currents of change. It is our hope that your experience at the conference will enable you to see beyond the dangerous waters of today’s academic information seas to the blue ocean of uncontested mind space for you and your students.

Steven L. Baker, Dean of the Warren Library
Palm Beach Atlantic University

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**Conference Highlights**

- Top Name Christian HE Keynoter
- ABHE Accreditation Pre-Conference
- Additional Workshop Opportunities
- Highly Sought Academic Library Keynoter
- Library Development Pre-Conference
- Renewed Emphasis on CILA
- Lush Tropical Landscapes & Ocean Views