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JANUARY/FEBRUARY 2009

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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**Midwinter Meeting  
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## Dear President Obama

by Leonard Kniffel

**A**s you become the 44th president of the United States of America, probably the last thing you need is more people telling you what they want you to do for them. From the Headquarters of the American Library Association in Chicago, it looks to me as if everybody is asking you for something, and librarians, of course, don't want to miss the boat. But before we get in line with our demands, let me offer one modest suggestion for how to deal with this profession: Let us show you what we can do for you.

In 2005, before you keynoted ALA's Annual Conference here in Chicago, I sidled up to you in the green room with a tape recorder and asked you to talk about libraries. You focused thoughtfully on my questions, one of which was, "Can you tell us more about the effect libraries have had on you?" You answered that although people tend to think of libraries in

terms of just being sources for reading material or research, it was a librarian at New York Public Library in Manhattan who helped you find the community organizing job you were looking for. "I probably would not be in Chicago were it not for the

Manhattan public library," you said, adding that the librarian had identified lists of potential employers and, "I wrote to every organization; one of them wound up being an organization in Chicago that I got a job with."

People all over the country are using libraries in larger numbers than ever before, partly for reading and research as they always have but also because libraries have become community solution centers where people are learning new skills, meeting their neighbors, and getting practical help with some of life's essentials, such as managing their dwindling finances or, like you, finding a job.

Following our brief interview, you went on to deliver a keynote speech so clearly tailored to librarians that we immediately asked your staff for permission to adapt it as a cover story in the August 2005 issue of *American Libraries*. In it you said, "More than a building that houses books and data, the library represents a window to a larger world, the place where we've always come to discover big ideas and profound concepts that help move the American story forward . . ." Many of us walked away from that speech already saying, "Yes we can."

We can continue to be the "sanctuaries of learning" that you remember and value. We can foster literacy, what you called "the most basic currency of the knowledge economy." We can produce the highest-achieving students when they attend schools with good library media centers. We can help parents prepare children for the workforce and for a lifetime of reading and learning. Libraries are central to community development, civic engagement, and scholarly excellence. Therefore, the librarians of this nation are asking not what you can do for libraries but what libraries can do for you, to help you solve the daunting problems we all face. We're at your service. ■

Let us show you what we can do to help solve the daunting problems we face.



**Anita S. Duckor** ("From Awareness to Funding," p. 45–47) was elected to the Minneapolis Public Library Board of Trustees in 2001 and served as president in 2006–07, concluding her term with the consolidation of the Minneapolis and Hennepin County library systems. Duckor recently served as interim executive director of the Friends of the Minneapolis Public Library. She is president of the management consulting company Duckor and Associates ([www.duckor.com](http://www.duckor.com)).



**Mark E. Funk** ("Testing the Web 2.0 waters," p. 48–51) is the head of resource management collections at the Weill Cornell Medical Library in New York City and the immediate past president of the Medical Library Association. His presidential theme, borrowed from E.M. Forster, was Only Connect!, which urged MLA members to learn and use Web 2.0 tools in order to make better connections between themselves and their association.



**Dale Lipschultz** ("Gaming @ your library," p. 40–43) is the literacy officer in the American Library Association's Office for Literacy and Outreach Services. As literacy officer, she focuses on building ALA's capacity in adult literacy by supporting the literacy efforts of public, and collaborating with national partners. She is currently the project director of ALA's Libraries, Literacy, and Gaming initiative.



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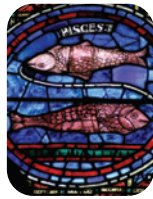
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# Ex Libris Seminars at the ALA 2009 Midwinter Conference

**SATURDAY, JANUARY 24**

## **Supercharge Your Researchers: Recommendations for Scholarly Articles**

Hyatt Regency Hotel, Capitol Ballroom 5/6

10:30 a.m. – Noon Lead by: Oren Beit-Arie and Jenny Walker, Ex Libris

Find out about an exciting new service that can exploit the treasure trove of your SFX® (or other link resolver) usage logs to the benefit of your research and learning communities. This groundbreaking service, offering recommendations for finding scholarly articles, derives from the work of the inventors of SFX and is now brought to you by Ex Libris.

## **Open Products, Open Interfaces, and Open Source: Building Blocks of the Ex Libris Open Platform Program**

Colorado Convention Center, Room 403/404

1:30 – 3:00 p.m. Lead by: Carl Grant and Tamar Sadeh, Ex Libris

Today, proprietary and open source software can and do coexist and complement each other. Constrained by limited resources, libraries can do more and offer more if they start with functionally rich products and build from there. The Ex Libris open platform program provides a framework in which open source code developed by the library community is integrated with robust, vendor-supported software. The result is a groundbreaking environment that is achievable and affordable in both the short and the long run.

## **Digital Preservation: Securing the Future of Information and Libraries**

Hyatt Regency Hotel, Centennial C

4:00 – 5:30 p.m. Lead by: Carl Grant and Yaniv Levi, Ex Libris

Increasingly, the world's knowledge and cultural heritage is being created in or converted to digital format and is being stored in that format. Libraries are challenged to preserve and provide long-term access to these digital collections. Ex Libris has a solution to this challenge — the robust Digital Preservation System, ensures that Web sites, digital images, CDs, DVDs, and other digitally born and digitized items in the library's growing digital heritage collections will be preserved and remain accessible to researchers, students, and library users now and in the future. Join us to see DPS and how it is working at the National Library of New Zealand.

**SUNDAY, JANUARY 25**

## **Primo Update: Functionality Highlights and Roadmap Overview**

Colorado Convention Center, Room 205

10:30 a.m. – Noon Lead by: Gilad Gal, Ex Libris; Pascal Calarco and Mark Dehmow, University of Notre Dame

This presentation will cover the enhancements made to the Primo® discovery and delivery solution from Ex Libris since the ALA Annual 2008 meeting. Participants will receive a sneak preview of features that will be introduced in upcoming Primo versions. Enhancements will include a recommendation engine based on user input and even tighter integration between Primo and the institution's source systems, aimed at improving users' discovery and delivery experience and at the same time lowering the library's total cost of ownership.

## **Next-Generation Bibliographic Control: What is the Brave New World?**

Colorado Convention Center, Room 401/402

1:30 – 3:00 p.m. Lead by: Oren Beit-Arie and Kathryn Harnish, Ex Libris; Corey Harper, New York University

As libraries plan for a next-generation library services environment, one of the primary issues to consider is the role of metadata. Libraries are considering everything from the future of MARC to user-contributed metadata; they're analyzing opportunities for gaining efficiencies and reducing costs related to cataloging, and they're seeking new ways to put all of this rich information into the appropriate user spaces and contexts. A panel of metadata experts will explore this exciting world and discuss how the Ex Libris Unified Resource Management (URM) framework will support the changing needs for metadata management.



Visit [www.exlibrisgroup.com/category/ALAMidwinter09](http://www.exlibrisgroup.com/category/ALAMidwinter09) to register for these special seminars as space is limited! Locations of the seminars will be listed in the ALA Midwinter program and on the Ex Libris Web site. Refreshments will be served.

Visit us at **Booth #632** to see how our full spectrum of solutions can empower your library.



## Keep up with **AL ONLINE**

### ■ NEW AL Focus videos!

#### I Love My Librarian:

Scenes from the ceremony held in New York City, with comments from winners of the prestigious national award sponsored by the *New York Times* and Carnegie Corporation of New York.

#### Gaming, Learning, Libraries:

Scenes from the recent ALA TechSource Gaming, Learning, and Libraries Symposium in Oak Brook, Illinois, demonstrate the benefits of games as a learning tool for library users.

### ■ NEW! Inside Scoop: News blog with commentary on what's happening at ALA.

### ■ News stories posted as they break.

### ■ Photos in the news.

### ■ Reader Forum online: Comment on issues and controversies.

### ■ AL Direct: What to do if you're not receiving ALA's weekly electronic newsletter.

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# A Trio of Opportunities

President's Program to feature Nobel Peace Prize recipient

by Jim Rettig

In 2006 the Norwegian Nobel Committee awarded the Nobel Peace Prize to Muhammad Yunus and Grameen Bank “for their efforts to create economic and social development from below.” During ALA’s Midwinter Meeting in Denver, attendees will have a special opportunity to hear Yunus speak January 25 at my President’s Program.



**We make microloans—gifts actually—of knowledge by helping people transform their lives, improve their well-being, and contribute to our knowledge-based economy.**

Yunus founded Grameen Bank in Jobra, Bangladesh, in 1983. The bank makes small loans to impoverished women who get by, but can never get ahead, as they build stools, weave, or practice other traditional crafts and tasks. The loans—animated by their borrowers’ talent, ingenuity, and determination—allow these women to break the cycle of buying raw materials, selling their products, and then spending nearly all of their sales revenue on more raw materials, ever-beholden to suppliers.

Microloans have helped millions of women around the world lift themselves and their families out of poverty. The Nobel Committee noted that microlending also “serves to advance democracy and human rights.”

It is easy to see strong similarities in the work of Grameen Bank and the work we do through our libraries. Microloans help people transform their lives, improve their well-being, and

literally develop local economies. We make microloans—gifts actually—of knowledge by helping people transform their lives, improve their well-being, and contribute to our knowledge-based economy.

Both Grameen Bank and libraries make collateral-free loans, both trust

those they serve to make decisions for themselves, and both support Yunus’s vision “to see that all information be available to all people

(including the poorest, the most ignorant, and the most powerless) at all times, almost cost-free, irrespective of distance.”

I look forward to hearing Yunus’s ideas on how libraries can be allies in his mission to eliminate poverty in the world.

## Grassroots programs

Unless ALA members serve on a committee or board, it can be very difficult to put on a program during Annual Conference. My Grassroots Programs initiative has addressed this issue as a way to expand opportunities to participate in, benefit from, and contribute to their Association. Members are invited to submit proposals for programs they would like to present during Annual Conference in Chicago in July. Visit [tinyurl.com/6ntadq](http://tinyurl.com/6ntadq) for complete guidelines and the proposal submission form.

The deadline is February 6.

Because I want to engage students in the profession they are preparing to enter, a jury of ALA chapter students from the University of Wisconsin at Madison and the University of California at Los Angeles, supplemented by members of my advisory committee, will select the final programs.

Use your imagination and propose a program.

## Quiz the candidates

During every Midwinter Meeting there is an ALA presidential candidates forum. Members who are unable to attend haven’t had an opportunity to ask the candidates questions—until now.

In the spirit of the long-ago YouTube debate for U.S. presidential candidates in which a snowman posed a question about global warming, members are invited to submit questions on YouTube for ALA’s presidential candidates.

Video questions should be posted on YouTube, with the tag [ALAElection09](http://ALAelection09). The deadline is January 16. Visit [tinyurl.com/59efgg](http://tinyurl.com/59efgg) for complete information.

A jury of past ALA presidents will select questions for the candidates to answer in video responses. Be sure to view the final production before deciding how to cast your vote in the spring.

I hope you will enjoy these three opportunities. ■

*ALA President JIM RETTIG is university librarian at Boatwright Memorial Library, University of Richmond in Virginia. Visit [jrettig.org](http://jrettig.org).*

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# Letters and Comments

## Mixed Reviews on Laura Bush

While I agree that Laura Bush loves to read and see kids reading, the only inspiration I get from her is by her actions (*AL*, Dec. 2008, p. 42–47). What she did with an MLS was to marry well and get out of the profession as soon as she could. Sadly, I have not taken her lead.

If we had a union like the police and fire departments, we would have gotten a raise this year. Where is equal pay for equal work when you need it?

Poor (and losing ground every year) librarian in Texas.

Kathy Nixie  
Galveston, Texas

I don't think it's appropriate for any First Lady to try to influence funding for her profession.

I loved seeing First Lady Laura Bush's photo on the cover of the December issue, but I think the article was

off-the-mark in two respects. I don't think it's appropriate for any First Lady to try to influence funding for her profession. If incoming First Lady Michelle Obama tries to influence funding for the legal profession because she's an attorney, we would be up in arms. Why is it acceptable and, some would say, desirable for Laura Bush to try to improve funding for libraries?

The other criticism I have is including President George Bush in the article at all. I thought the article was going to be about Laura Bush, and it was, but I don't think her husband

should have been mentioned. If *American Libraries* wants to publish an article on George Bush, go right ahead. The sentence "Will Mrs. Bush be remembered as a crusader for reading or simply as the antidote for her husband?" was inappropriate and demeaning to her and her husband.

If *AL* wants to critique Mrs. Bush's performance as First Lady, do it, but leave her husband out of it. Would you have said, "Will Mrs. Bush be remembered as a crusader for reading or simply a faint shadow to her husband?" if President Bush had been considered wildly successful? I doubt it. *AL*, I'm disappointed.

Mary Gilles  
Washington State  
University Libraries, Pullman

## Note-writing Still Valuable

The November 2008 Working Knowledge column, "Giving Thanks" (p. 61), caught my eye. I wanted to mention a related note-writing activity, that of congratulations. Every year when the list of teaching faculty who have gotten tenure or been promoted comes out, I peruse it for people I have worked with or have known, as well as people in the academic departments with whom I liaison.

I don't remember exactly when or why I started writing little notes of congratulation, but it was long after a quick e-mail message would have been considered more than sufficient. I have had unexpected results from these, including e-mail messages thanking me.

More than once, someone told me that I was the only one to actually congratulate them—faculty in their own departments hadn't even mentioned it! Several of the faculty were seriously touched by this gesture.

I now have nice purple note cards (my signature color) and have no intentions of stopping this simple, but very much appreciated, gesture!

Marsha Miller  
Indiana State University, Terre Haute

## HAPLR8 Handling Lauded

There is no question that the errors in HAPLR8 were serious and have caused confusion for many libraries, including those whose actual rankings are significantly higher or lower in reality than in the erroneous data (*AL*, Nov. 2008, p. 54–55). Nevertheless, props are due to Thomas Hennen as well as to *American Libraries* for their handling of what was, ultimately, just a mistake. Readers and users were quickly notified via e-mail, on the ALA website, and in at least two places in November's *AL*. Hennen also notified individual libraries affected by the bad data.

The language used in the retractions and corrections has been sincere, apologetic, and accepting of blame. I especially liked Hennen's statement offering "an explanation, not an excuse" for the mistakes made. Sometimes things go wrong, but it's how we handle them afterward that counts. Nice job.

Daisy Porter  
West Valley Branch,  
San José (Calif.) Public Library



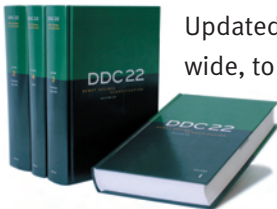
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# IMLS Awards \$500,000 Grant for UIUC-CALA Partnership

The Institute of Museum and Library Services has funded a partnership program between the University of Illinois at Urbana-Champaign (UIUC) Libraries and the Chinese American Librarians Association (CALA) with a \$499,895 Laura Bush 21st Century Librarian Program Grant.

The two-year “Think Globally, Act Globally” project is designed to develop a web portal for resources in support of China/East Asian Studies in the United States. It will involve UIUC’s Mortenson Center for International Library Programs and the

Asian Library along with CALA in collaboration with the Library Society of China.

Under the proposal, training institutes will be held in the United States for library leaders from China. Similar seminars, hosted by CALA members, will also take place for Chinese librarians in China. The plan also includes development of a resource web host at UIUC.

“CALA is well positioned to take on this project with UIUC, as most CALA members not only possess the professional experience and expertise in the field, but also many share the same cultural heritage with our

Chinese colleagues,” said CALA President Sha Li Zhang.

The grant will continue CALA’s work in promoting collaboration and exchange between Chinese and U.S. librarians through its 21st Century Librarian Seminar Series Program.

Those involved in the project included Barbara Ford, Mortenson Center director and past ALA president; Paula Kaufman, UIUC university librarian and dean of libraries; and Furui Zhan, director of the National Library of China and president of the Library Society of China.

CALA has been an ALA affiliate since 1976.

## Obama, Biden Are Sent Congratulations

In letters November 12, 2008, ALA President Jim Rettig congratulated President-Elect Barack Obama and Vice President-Elect Joe Biden on their elections.

To Obama, Rettig said, ALA “stands ready to partner with you in your plans to revitalize our nation’s economy, including efforts to help unemployed and underemployed Americans become part of the 21st Century workforce.

“We share your commitment to making broadband available to every community in America through a combination of reform of the Universal Service Fund; better use of the nation’s wireless spectrum; promotion of next-generation facilities, technologies and applications; and new tax and loan incentives.

Rettig’s letter to Biden said, “We agree with your determination to

close the digital divide in America and to ensure that all our citizens possess modern-day literacy skills needed to participate fully in the challenges and demands of a complex information society.”

“Your election opens new doors of hope and opportunity for all Americans,” both letters indicated. “It provides the catalyst we need to make so many changes possible. ALA is proud to stand as a partner with you in working for change. We look forward to a long and productive working relationship on behalf of our nation’s citizens.”

## ALA Joins Women’s History Museum Push

ALA has added its name to the list of national organizations supporting the National Women’s History Museum (NWHM) project.

In 1999, the President’s Commission on the Celebration of Women

## PRESIDENTIAL GAMER



ALA President Jim Rettig celebrates the Association’s first “National Gaming Day @ your library” November 15 by playing the drums at Chesapeake (Va.) Public Library System’s Dr. Clarence V. Cuffee branch as spectators look on. Hundreds of libraries across the country celebrated the popularity of gaming in libraries as a recreational and educational tool. For more Gaming Day photos see p. 18.

in American History called for a women's history museum on the National Mall in Washington, D.C., and specifically cited the NWHM in that role. A site bordering the Mall has been proposed, and a bill, HR 6548, in support of the move was introduced in July by Rep. Carolyn Maloney (D-N.Y.).

ALA's Committee on the Status of Women in Librarianship (COSWL) received a request by the NWHM project to support it and its goal to create the museum. COSWL presented the proposal to ALA's Executive Board, which voted unanimously in support of the project and made COSWL the official point of contact within ALA (*AL*, Dec. 2008, p. 56).

The NWHM raises public awareness and access to the historical contributions women have made in the United States and is advocating for the creation of a permanent national museum. To date, more than

33 other national women's organizations with a reach of more than 8.5 million members have officially expressed their support of the NWHM. For more information, visit [www.nwhm.org](http://www.nwhm.org).

## Guide to Reference Available Online

ALA Publishing has announced the launch of the new online edition of *Guide to Reference* that offers more than 16,000 print and Web reference resources, introductory essays and annotations, and tips for LIS reference-course exercises and reference department activities including collection development and reference-desk training.

Robert Kieft, general editor of the guide, noted that it is the first edition to list sources on the Web and the first to be issued in electronic form.

*Guide to Reference* supports curricula for undergraduate and graduate students, the research efforts of fac-

# Spectrum Scholars Get Additional Funding

The Graduate School of Library and Information Science at Simmons College in Boston and the University of Oklahoma's School of Library and Information Studies in Norman are providing \$5,000 in matching scholarship funds to two Spectrum scholars:

Steven De' Juan Booth, a Chicago native and Morehouse College graduate, will attend Simmons College and plans to focus on outreach and marketing efforts aimed at retaining and recruiting students of color to the profession.

A native of Oologah, Oklahoma, and a graduate of the University of Oklahoma, George Gotschalk is interested in the study of tribal libraries and indigenous methods of managing, preserving, and presenting information

in contrast to mainstream libraries.

In addition, Florida State University's College of Information in Tallahassee will provide matching tuition funds to Spectrum scholars Letitia Bulic and Deidra Garcia. They are both pursuing MLS degrees at Florida State.

Bulic, of Ormond Beach, Florida, graduated from Guilford College and is interested in the management, organization, and preservation of information resources using digital information technology.

Garcia, a Miami Beach native and New York University graduate, recently volunteered at Miami-Dade Public Library System's Miami Beach branch, where she became interested in a career in librarianship.

## CALENDAR

### ALA EVENTS

**Jan. 23-28:** Midwinter Meeting, Denver, [www.ala.org](http://www.ala.org).

**Mar. 8-14:** Teen Tech Week, [www.ala.org/yalsa](http://www.ala.org/yalsa).

**Mar. 12-15:** Association of College and Research Libraries National Conference, Seattle, [www.ala.org/acrl](http://www.ala.org/acrl).

**Apr. 1-3:** Public Library Association Spring Symposium, Nashville, Tennessee, [www.ala.org/pla](http://www.ala.org/pla).

**Apr. 12-18:** National Library Week, [www.ala.org](http://www.ala.org).

**Apr. 30:** El Día de los Niños/El Día de los Libros, [www.ala.org/alsc](http://www.ala.org/alsc).

**May 7-8:** LITACamp, Dublin, Ohio, [www.ala.org/lita](http://www.ala.org/lita).

**May 11-12:** National Library Legislative Day, [www.ala.org.washoff](http://www.ala.org.washoff).

**July 9-15:** ALA Annual Conference, Chicago, [www.ala.org](http://www.ala.org).

**Oct. 1-4:** Library and Information Technology Association National Forum, Salt Lake City, [www.ala.org/lita](http://www.ala.org/lita).

**Oct. 18-24:** Teen Read Week, [www.ala.org/yalsa](http://www.ala.org/yalsa).

**Nov. 5-8:** American Association of School Librarians National Conference, Charlotte, North Carolina, [www.ala.org/aasl](http://www.ala.org/aasl).

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### Lincoln-Constitution Exhibit Deadline Nears

January 30 is the deadline to apply for the "Lincoln: The Constitution and the Civil War" traveling exhibition hosted by ALA's Public Program Office and funded by a National Endowment for the Humanities grant to the National Constitution Center.

One copy of the exhibition will travel to public, academic, and special libraries from mid-2009

through 2010. Successful applications will host the 1,000-square-foot exhibit for six weeks and receive a \$2,500 NEH grant to attend a planning workshop and for other exhibit-related expenses.

To apply, applicants must first register their institutions at [grants.gov](http://grants.gov). Applications may not be submitted through ALA.

### Teen Tech Week Registration Open

ALA's Young Adult Library Services Association has launched its 2009 Teen Tech Week (TTW) website at [www.ala.org/teentechweek](http://www.ala.org/teentechweek).

TTW will take place March 8-14, with a theme of "Press Play @ your library," encouraging teens to take advantage of the many technologies available to them, free of charge, at their libraries.

A national initiative, TTW is aimed at teens, their parents, educators, and other concerned adults, and is designed to ensure that teens are competent and ethical users of technologies, especially those that are offered through libraries, such as DVDs, databases, audiobooks, and video games. Teens are urged to use libraries' nonprint resources for education and recreation and to recognize that librarians are qualified, trusted professionals in the field of information technology.

### Best Interactive Kids Software Named

ALA's Association for Library Service to Children has selected its fall 2008 list of Great Interactive Software for Kids, which recognizes high-quality computer

# Get Serious about Gaming



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programs and digital media for children 14 years of age and younger.

The selected products are: Beep (Tool Factory); GollyGee Blocks (GollyGee Software); LEGO Indiana Jones: The Original Adventures (Lucasarts Entertainment); Mastering Elementary School (Weekly Reader Corp.); Mastering Elementary and Middle School Math (Weekly Reader Corp.); and Nancy Drew and the Phantom of Venice (Her Interactive).

For the annotated list, visit [www.ala.org/alsc](http://www.ala.org/alsc).

## Sites Chosen for Astronomy Exhibit

Forty public libraries will host the ALA Public Programs Office's "Visions of the Universe: Four Centuries of Discovery" traveling exhibition developed in cooperation with the Space Telescope Science Institute Office of Public Outreach and the Smithsonian Astrophysical Observatory to mark 2009 as the International Year of Astronomy.

The National Aeronautics and Space Administration has provided major funding for the exhibit. All selected libraries will receive \$500 for programming support, \$250 collection development stipends, and additional materials to support programming. The exhibit will travel to the selected libraries from January 2009 through April 2010.

For a complete listing of selected sites, visit [www.ala.org/visionsoftheuniverse](http://www.ala.org/visionsoftheuniverse).

## "We Shall Remain" Library Kit Available

A 28-page library event kit for the PBS American Experience miniseries "We Shall Remain" is available online at [www.pbs.org/weshallremain/libraries](http://www.pbs.org/weshallremain/libraries).

Produced by WGBH-Boston, "We Shall Remain" tells the story of pivotal moments in U.S. history from the Native-American perspective. The first episode will air April 13

during National Library Week, with the other four episodes airing on four subsequent Mondays.

The event kit was written by Patty Loew of the Bad River Band of Lake Superior Ojibwe. ALA Immediate Past President Lorie Roy is a consultant and advisor for the project.

## ALSC Updates Best Websites for Children

ALA's Association for Library Service

to Children has updated its Great Web Sites for Kids, the online resource containing hundreds of links to commendable websites for children.

The site features links to valuable sites of interest to children, organized by subject headings, such as animals, literature and languages, mathematics and computers, the arts, and history and biography. There is also a special section geared to parents, caregivers, and

# THE ASSOCIATION'S ASSOCIATIONS: AASL

## EQUIPPING STUDENTS WITH 21ST-CENTURY SKILLS

The American Association of School Librarians (AASL) is the only national association for school library media specialists. Its mission is to advocate excellence, facilitate change, and develop leaders in the school library media field.



In January 2008, AASL launched the second year of the longitudinal study called "School Libraries Count!" Data from the study will be used to develop tools to help school library media specialists advocate at the local, state, and national levels. As part of AASL's efforts to address the needs of students in the 21st century, the latest survey included a section on the current use of social networking tools in school library media programs. Visit [www.ala.org/aasl](http://www.ala.org/aasl) for more information.

## LEARNING 4 LIFE

AASL has launched Learning 4 Life (L4L), an initiative to support the implementation of the division's *Standards for the 21st-Century Learner*. L4L is a way for anyone to get involved in efforts to create educational environments that equip students with the skills they need for success in today's world. AASL will kick off these efforts in July during ALA's Annual Conference in Chicago with training for L4L state coordinators. Download the L4L plan at [www.ala.org/aasl/learning4life](http://www.ala.org/aasl/learning4life).

## OPENING THE DOORS OF COMMUNICATION

AASL is expanding ways to facilitate community among school library media specialists with a website redesign that incorporates a richer array of media. The division's Resource Guides are being moved to a wiki to make it easy for school library media specialists to share resources with each other. More information is available on AASL's blog as well as via Facebook, Twitter, Second Life, and other social networking tools.

The highlight of 2009 will come November 5–8 during AASL's 14th national conference and exhibition in Charlotte, North Carolina. The conference theme is "Rev Up Learning @ your library." For more information and to register, visit [www.ala.org/aasl/charlotte](http://www.ala.org/aasl/charlotte).

—Jonathan West, manager, communications



## MEMBER ALERT

### ANNUAL PROGRAM PROPOSALS SOUGHT

Members are invited to submit a program proposal for ALA's Annual Conference, July 9–15 in Chicago, as part of President Jim Rettig's "Creating Connections" initiatives. The deadline for submissions is February 6.

Proposals must be original and can be submitted by a single member or by a group of members who do not serve together on a committee or board within the association. Each ap-

proved program will be allotted \$500 to cover speaker costs or other expenditures.

Up to 10 programs will be selected by a jury of ALA student chapter members from the University of Wisconsin at Madison and the University of California at Los Angeles as well as members of Rettig's Presidential Initiatives Advisory Committee.

For more information, visit [www.ala.org/annual](http://www.ala.org/annual).

teachers, as well as an area devoted to sites in Spanish,

The complete listing, with annotations and selection criteria, is available at [www.ala.org/greatsites](http://www.ala.org/greatsites).

## Boyd, Torres to Speak at AASL Conference

Internationally recognized authority on online social networking sites danah boyd, along with Marco Torres, author and filmmaker, will speak during ALA's American Association of School Librarians 14th national conference and exhibition, "Rev Up Learning @ your library," November 5–8, in Charlotte, North Carolina.

Boyd will serve as opening general session speaker. She is a doctoral candidate in the School of Information at the University of California at

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Berkeley and a fellow at the Harvard University Berkman Center for Internet and Society.

Torres, a high school social studies teacher in San Fernando, California, will close the four-day conference. He was named the 2006 California Teacher of Year and serves on the board of the George Lucas Educational Foundation.

For more information, visit [www.ala.org/aasl/charlotte](http://www.ala.org/aasl/charlotte).

## ACRL Adds First Interest Group

ALA's Association of College and Research Libraries has formed the Residency Interest Group (RIG), the first interest group approved by ACRL's board of directors.

RIG supports the creation, implementation, management, and promotion of library residency programs. It provides a central location for information about program availability; the creation of core competencies, evaluation, and assessment standards; and the overall advancement of the quality of resident education.

Any ACRL member can propose the creation of an interest group. For more information, visit [www.ala.org/acrl](http://www.ala.org/acrl). Proposals are reviewed on an ongoing basis.

## Illinois Librarian Aids in Latino Outreach

Illinois librarian Semiramis M. Grady is one of the voices in a radio public service announcement (PSA) effort that reaches out to the nation's Latinos. Grady is part of the team that helped create ALA's outreach campaign "en tu biblioteca," created in partnership with Univision Radio as part of the Campaign for America's Libraries.

As part of the campaign, two PSAs featuring Univision Radio personality Javier Romero and Grady are airing in nine of the country's top Latino markets, including Austin,

Texas; Chicago; Houston; Los Angeles; New York City; Miami, Florida; San Antonio, Texas; San Francisco, and Washington, D.C.

Grady says that the PSA's key message—"Yo te puedo ayudar" ("I can help you")—sums up her job as an interlibrary loan bibliographic assistant at the Metropolitan Library

System in Burr Ridge, Illinois, and as a reference librarian at Cicero (Ill.) Public Library.

The "en tu biblioteca" ("@ your library") campaign was developed with Univision Radio and ALA to reach out to encourage members of the Latino community to use their local library. ■

# THE ASSOCIATION'S ASSOCIATIONS: ACRL

## NATIONAL CONFERENCE GOES GREEN

The Association of College and Research Libraries (ACRL) is going green in 2009. The division's 14th national conference, to be held March 12-15 in Seattle, will showcase a wide range of eco-friendly practices.



Attendees can help reduce the meeting's ecological footprint by accepting the ACRL 2009 Green Pledge, a set of commitments designed to increase the sustainability of the conference and daily professional activities. The conference will feature invited green speaker, Robin Chase, cofounder of Zipcar and current CEO of GoLoco, who will discuss environmentalism as a 2.0 phenomenon that enacts the principles of radical trust, community-driven action, and user-centeredness in the real world. An interactive conference map highlighting local green restaurants and businesses will guide attendees as they explore the Emerald City.

Featuring more than 250 peer-reviewed sessions, along with roundtable discussions and Cyber Zed Shed presentations highlighting new and innovative uses of technology, the conference is the premier professional development event for academic and research librarians and staff. The conference will challenge attendees to push their boundaries and promises the opportunity to explore new ideas, engage in new learning, network with colleagues, and extend the collective vision of the future.

## KEYNOTE SPEAKERS

ACRL's line up of thought-provoking keynote speakers, including Naomi Klein, award-winning journalist, activist, and author of *The Shock Doctrine: The Rise of Disaster Capitalism*; Sherman Alexie, novelist, poet and screenwriter; and Ira Glass, host and producer of National Public Radio's "This American Life," offers attendees the opportunity to gain fresh perspectives on the issues of the day.

Register for the conference by January 16 and take advantage of special early-bird rates. The deadline for advance registration is February 6. Visit [www.acrl.org/seattle](http://www.acrl.org/seattle) for more information.

We look forward to seeing you in Seattle.

—David Free, marketing and communications specialist

Each month the Association's Associations spotlights the activities and agendas of ALA's divisions. Next month:

**Association for Library Service to Children**

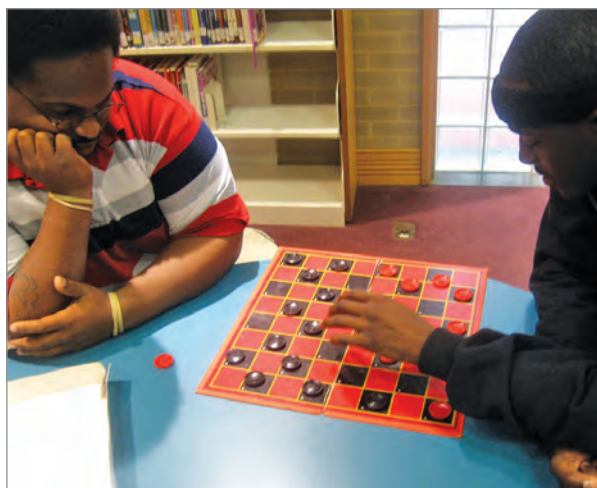


# Popular Games Support Literacy in Libraries

Thousands of libraries across the country participated in ALA's first "National Gaming @ your library Day" November 15. The event was developed to show the recreational and educational value of board and video games. In honor of the event, Hasbro donated a copy of the game Pictureka! to every U.S. public library.



Pennsylvania State University's Nittany Lion rounds out the foursome in a board game at Lackawanna County (Pa.) Library System's Albright Memorial branch.



Two Phi Kappa Sigma members challenge each other in a game of chess at Birmingham (Ala.) Public Library.



Patrons create their own band at Chesapeake (Va.) Public Library System's Dr. Clarence V. Cuffee branch.



Puppets dressed as Presidents George Washington and Thomas Jefferson get in on the gaming fever at Chesapeake (Va.) Public Library System's Dr. Clarence V. Cuffee branch.

# Philadelphia Still on Track for Branch Closings

**D**espite an outpouring of public concern and a cautionary note from city council, Philadelphia Mayor Michael Nutter seemed unwavering in his November decision (*AL*, Dec., p. 22) to permanently close 11 out of the 54 branches of the Free Library of Philadelphia and eliminate Sunday hours at the three regional branches. In a December 8 town hall meeting, Nutter warned that the city's financial health had deteriorated further and that the budget's five-year deficit will be larger than the \$1-billion estimate he gave November 1, the *Philadelphia Inquirer* reported December 9.

Free Library Associate Director Joseph McPeak told *American Libraries* that pink slips were handed out December 5 to 47 staff members, "9 or 10 professionals and the rest support staff." That number is down from the 70 estimated earlier, due to a higher number of positions lost to attrition. "Our total reduction in workforce was 111 positions," McPeak said. A few of the laid-off assistants are being trained for work in a new 311 nonemergency call center slated to open in late December.

A crowd of some 200 library advocates—among them some city council members and state officials—gathered outside the city's Central Library December 6 and pledged to reverse Nutter's decision. Philadelphia Student Union Executive Director Nijmie Dzurinko told the crowd that "the mayor campaigned on reducing the dropout rate and the crime rate, and closing libraries . . . is not going to move towards those goals," WHYY-FM radio reported December 6.

A survey taken at town hall meetings on the budget showed that those attending preferred funding library branches second only to police services.

City council passed 12–5 a nonbinding resolution December 4 urging Nutter to delay a final decision on the branch closings so that further public hearings could be held. Those voting against it said that it would only give library advocates false hope, according to the December 5 *Inquirer*.

Four of the 11 branches scheduled to close on January 1—Logan, Holmesburg, Haddington, and Kingessing—are original Carnegie libraries, and the Preserva-



Some 200 library advocates rally against branch closings December 6 at the Central branch of the Free Library of Philadelphia.

tion Alliance of Greater Philadelphia urged the mayor to issue a reprieve for them. Alliance Director John Andrew Gallery wrote Nutter, saying that these branches are "important community landmarks, and that status derives from their function as libraries as much as from their historical and architectural significance."

## Access a priority

In a message placed on the library's website in November, Director Siobhan Reardon wrote, "A number of factors were considered in deciding which branches to close. The key one was ensuring access—no patron of a branch slated for closing would have to travel more than two miles to another one. Other considerations included facility size and ability to expand, usage statistics, and an attempt not to concentrate the closures in any one area of the city."

McPeak told *AL* that the Free Library is committed to "serving those communities where branches are being closed. We're looking at alternate facilities to replicate services, bookmobiles, and maintaining our outreach with the schools and community centers."

—G.M.E.

**"We're looking at alternate facilities to replicate services, bookmobiles, and maintaining our outreach with the schools and community centers."**

—Joseph McPeak



# Nashville Mayor Wants City Library to Enfold Media Centers

Officials of the Metro Nashville Public Schools were taken aback by a press conference Mayor Karl Dean held November 20 at Nashville Public Library's East branch, at which he announced that the city library would begin taking over the operation of school libraries systemwide in January 2009.

Nashville Public Library Director Donna Nicely confirmed to *American Libraries* that she and Mayor Dean had been conferring with each other for several months about the pros-

pect of combining public and school library operations. "We all talk about thinking outside the box, but here's an idea that truly could transform the public library and the school libraries because we

**"Here's an idea that could truly transform the public library and the school libraries."**

Donna Nicely

would be enfold[ing] them into the public library structure," Nicely said, explaining that the idea was "strictly a proposal at this point." However, according to CBS affiliate WTVF-TV, she said at the press conference "It's just a matter of organizing it and understanding how it all works and going forward with it."

But school officials seem to have been left out of the loop. "At this point, we've not had any discussion, we've not had any proposal presented to the school board," MNPS spokesperson Olivia Brown told *AL*.

The plan starts with NPL taking on the acquisition of materials for high school libraries because, mayoral Public Information Officer

Janel Lacey told *AL*, "Ms. Nicely says those libraries most reflect, in size and setup, what our branch libraries are like. So those would be the easiest to enfold into our library system."

Lacey also acknowledged that Dean's concern about the schools was heightened by the system having entered Restructuring I status for not making adequate yearly progress under No Child Left Behind regulations. Restructuring I places district-level financial decisions in the hands of the state Department of Education, and by December Mayor Dean was signaling that he was prepared to become trustee of the school district should it slip into Restructuring II status for the 2010–11 academic year, according to the December 8 *Nashville City Paper*.

## Genesis of a vision

Anticipating that "we'll be sitting down with school officials soon to talk over what this means," Nicely told *AL* that the merger idea emanated from a series of public hearings in 2008 about NPL's 5–10-year plan. "We heard such a strong concern from people in the city about the teenagers. What are they doing after school? Could the public library assist them with after-school activities?" she said, characterizing the comments as reflecting "an urgent concern, worrying about gangs." She and Dean began to discuss scenarios, including how media centers could remain open after hours.

"If we're going to make this work, then the school libraries need to be under the purview of the public

library," Nicely mused. Citing librarianship's often-expressed dream of "making [libraries] the center of life in the schools and the community," she predicted, "This is going to do it." —B.G.

## PJS FOR CHILDREN



Williamson County (Tenn.) Public Library Assistant Director Julie Duke (left) and Director Janice Keck stand in front of a display of donated children's pajamas that were distributed November 8 to residents of Fairview, Tennessee, who lost their possessions as a result of a tornado early last year. Six local library branches used their Pajama Time Reading Programs, part of the New York City-based Pajama Program national organization, to advertise a month-long drive that netted 200 pairs of children's sleepwear.



# Harvard Law Professor Challenges Anti-Piracy Statute

A Harvard law school professor has taken on the defense of a 24-year-old Boston University graduate student who is challenging the constitutionality of a lawsuit filed against him by the Recording Industry Association of America. The suit seeks thousands of dollars in damages for the student's alleged sharing of digitized music on a peer-to-peer network, and comes as colleges and universities are grappling with digital copyright enforcement regulations written into the reauthorized Higher Education Act of 2008. The outcome could help clarify what restrictions libraries face in how they share digital media.

Alleged copyright infringer Joel Tenenbaum is accused of illegally downloading at least seven songs in 2004 and placing more than 800 music files on the Kazaa file-sharing service. The founder of Harvard's Berkman Center for Internet and Society, Charles Nesson was appointed to Tenenbaum's case last summer by U.S. District Court Judge Nancy Gertner after she discovered that her docket contained more than 130 defendants in RIAA lawsuits who lacked legal representation.

"The plaintiffs and the RIAA are abusing law and this court's civil process," Nesson argued October 27 in a court filing backing Tenenbaum's right to a jury trial. Nesson contended that the RIAA is using civil action to enforce a criminal statute—the Digital Theft Deterrence and Copyright Damages Improvement Act of 1999, which set the fine for unwittingly pirating a digital work at up to \$30,000 for each offense.

Nesson also argued that the RIAA is using the statute not for the purpose of recovering compensation for actual revenue loss but to make Tenenbaum into an "urban legend" whose successful prosecution would scare off future media pirating among the rest of his born-digital generation. When Tenenbaum offered to settle the case for \$500, the music companies refused, demanding \$12,000.

Cheryl Elzy, dean of Illinois State University Libraries and co-manager of ISU's Digital Citizen Project, is concerned about what effect this antipiracy case and others like it could have on libraries' dissemination rights. "We don't want a rollover effect to impact our ability to stream media," she told *American Libraries*. "We want to be able to let the kinds of things that the library distributes come and go freely."

However, the music companies aren't giving up any ground. RIAA spokesperson Cara Duckworth said the group's pursuit of people suspected of music piracy is a

fair response to the multibillion-dollar losses suffered by the music industry since peer-to-peer networks began making it easy for people to share massive numbers of songs online. "What should be clear is that illegally downloading and distributing music comes with many risks and is not an anonymous activity," Duckworth told the November 14 *Boston Globe*.

But these lawsuits may not be the only way to deter piracy. Elzy's Digital Citizen Project uses education and research to discourage students from engaging in illegal file sharing. The task is a formidable one: In a focus group conducted by the project, students were asked to name one legal source for downloading media but could not. Noting that some respondents indicated that even iTunes was illegal, Elzy said, "There's huge marketing potential for iTunes here." And in turn, there may be huge potential for libraries to educate patrons about free ways to share and distribute media legally. —Sean Fitzpatrick

## MEET THE BEEDLE



One of only seven handwritten and hand-illustrated copies of J. K. Rowling's newest book, *The Tales of Beedle the Bard*, is unveiled December 3 at the New York Public Library by Arthur A. Levine (left), Scholastic coeditor of the Harry Potter series, and NYPL President Paul LeClerc. The public edition of the book of children's stories went on sale the following day.

## CENSORSHIP WATCH

### TANGO FLAPS ON

*And Tango Makes Three*, which topped the list of challenged titles compiled by the American Library Association's Office for Intellectual Freedom in 2006 and 2007, has ruffled feathers in the Ankeny (Iowa) Community School District. Parents Cindy and James Dacus contend that the Justin Richardson and Peter Parnett story of two male penguins adopting an unhatched egg is unsuitable for children who can't yet fathom the "risky lifestyle" of gays.

At its December 15 meeting, the board voted 6-1 to retain the book without restrictions. Also approved was a change in materials selection policy that moves acquisitions autonomy from individual school librarians to a committee of parents and other community members in addition to media specialists, according to the December 16 *Des Moines Register*.

### LATER, TTYL

The superintendent of the Round Rock (Tex.) Independent School District has removed from the collections of six middle-school libraries the young-adult novel *TTYL*, a cautionary tale about predatory behavior told through instant-message shorthand. In making the decision, Jesús Chávez rejected the recommendations of two panels of parents and school officials. The Lauren Myracle novel was moved to the shelves of the district's four high-school libraries.

"We are extremely pleased that the superintendent is interested in quality education for our children and that he realizes that, maturity-wise, they are not ready for these types of books," complainant Sherry Jennings said in the November 19 *Austin American-Statesman*. The mother of a

Ridgeview Middle School student who borrowed the book from the media center, Jennings and her husband, Wes Jennings, filed a request for reconsideration last fall and circulated a petition that was signed by some 2,000 people.

"Keep in mind that you have 5th-graders going into middle schools," Chávez told the newspaper regarding the factors he weighed. "There may be some students mature enough to have this book, but when you look at the total middle school population, it is not appropriate."

Ironically, Chávez's November 18 action came two days before the school board was scheduled to review the Jenningses' challenge of the book's graphic language and sexually explicit passages. However, the school district attorney verified that Chávez had the authority to act unilaterally.

### QUEER RESPONSE

In response to a patron complaint about the inclusion in the collection of DVDs of the Showtime cable-television series *Queer as Folk* at the Lamb branch of the Pueblo (Colo.) City-County Library District, officials have moved the series to the system's central Robert Hoag Rawlings Library. The DVDs will still circulate without restriction, but will be less noticeable since they will be housed in a larger collection.

The unidentified complainant objected to the nudity in the series and about its availability to minors, Executive Director Jon Walker told *American Libraries*. He said that the DVDs were moved on the recommendation of a library review committee. "They thought it was a better fit for the collection at the Rawlings library," Walker explained, because the collection there is larger and more diverse.

## Streep Set to Play Dewey Librarian

Oscar-winning actress Meryl Streep is reportedly slated to star in the big-screen adaptation of *Dewey: The Small-Town Library Cat Who Touched the World*. Streep would portray Spencer (Iowa) Public Library Director Vicki Myron, who wrote the best-seller, along with Bret Witter, about the kitten that was adopted by the library staff after being abandoned in the book drop (*AL*, May 2007, p. 18). The news came in mid-November as *Dewey* topped the *New York Times* bestseller list for the second week in a row.

"No contracts are signed yet,"

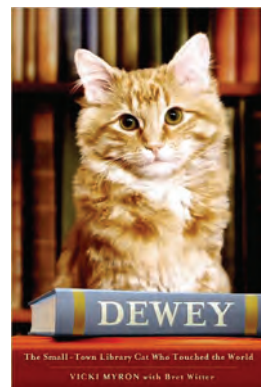
Myron said in the

November 14

*Spencer Daily Reporter*. "Somebody leaked it to the press, but we're working with New Line Cinema. They're buying the option to make the movie and Meryl Streep will be playing me."

Pamela Gray, who scripted Streep's 1999 film *Music of the Heart*, is set to adapt the book. "I know that Pam Gray is going to follow me around for a couple of weeks and I have a feeling Meryl Streep is probably going to want to follow me around for awhile," Myron told the *Reporter*.

Variety reported November 12 that New Line Cinema would make the film, but Myron said Streep "will make it with us no matter which studio we go with. She loves the book and she wants to play the part, so that is very exciting. But I couldn't say anything, and now somebody has leaked it. We don't know if New Line Cinema leaked it to the press or what. But it's on about 10 sites [November 13]. It's not official. No contracts have been signed, but that's what's happening."





## NERDFIGHTERS UNITE!

"I always knew there would probably be a movie," Myron said. "We had planned that early on once we knew the book was good. But I guess I'm surprised at the Meryl Streep thing. I was hoping for her early on and she agreed. It's wonderful." Myron, who retired from the library in 2007, added that she is planning a series of children's books revolving around Dewey and hoped to see the finalization of a merchandising deal in the near future.

### FBI Lists Most Coveted Library Books

Some seven months after charging James Brubaker in the theft of hundreds of books from at least 100 academic and public libraries in the United States and Canada (*AL*, June/July 2008, p. 23-24), the Federal Bureau of Investigation has entrusted the Western Washington University



Hank Green and student Taylor Fuchs exchange gifts during the Great American Tour de Nerdfighting November 9 at Menchville High School in Newport News, Virginia, while John Green signs a copy of his new novel *Paper Towns*. The Greens discussed their *Brotherhood 2.0* video series and the Nerdfighter virtual community that developed around it, comprising people who fight for the rights of nerds, are made of awesome, and are dedicated to reducing worldsuck.

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librarian who helped crack the case with a list of some 800 titles recovered in the case—600 of which were identifiable as having been taken from specific libraries. “Since any book on the list is apparently a candidate for theft, we are checking it against our own collection,” librarian Rob Lopresti e-mailed *American Libraries*. “Each of the books we own is being considered for possible protection by movement to a different location.”

Lopresti explained that he is loathe to post the list online for li-

braries’ convenience in checking their own holdings since that could transform it into “a shopping list” for potential thieves. However, he wrote, WWU would send a paper copy of the list by U.S. mail to any library that requests it on library stationery and encloses a self-addressed, stamped envelope with 59 cents postage to: Rob Lopresti, Wilson Library, Western Washington University, Bellingham, WA 98225-9103.

Brubaker, 74, who was convicted in September for interstate transportation of stolen property and pos-

session and sale of stolen property, has begun serving a 30-month prison sentence—the minimum recommended by federal guidelines, the *Great Falls (Mont.) Tribune* reported September 16, in consideration of his helping law enforcement catch other thieves since his own capture.

## Las Vegas School Libraries Safe for Now

While eliminating 105 middle and high school librarian positions was proposed as part of the solution to a \$120-million shortfall, caused by state funding cuts, at Clark County (Nev.) School District, the district opted for other cuts to balance the budget.

Each school in the district will also be required reduce staffing by one to two jobs per school, however, and individual librarian positions may be eliminated by that, the *Las Vegas Review-Journal* reported December 12.

Communications Director Cynthia Sell told *American Libraries*, however, that the governor has warned that more cuts, ranging from an additional 4% to 11%, will be coming, although she said that nothing has been confirmed. “If that is the case, there may be a special session of the legislature” to sort out funding issues, she indicated.

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## Dad Foils Plan for School “Librateria”

A Washington State parent has convinced officials of the Federal Way (Wash.) Public Schools that students who will attend a school still on the drawing board will benefit from a dedicated space for a media center that is separate from the lunchroom. PTA member Dave Bomgardner coined the word “librateria” to describe the rejected joint-use proposal for the future Lakota Middle School. “You might as well just tell me that they’re going back to the one big open-room classroom for all the grades,” asserted Bomgardner.

## LUDWIG AT THE LIBRARY


"It's a \$34-million brand-new school. You don't want them to build it wrong," he told *American Libraries*, explaining how he became aware of the combined-space plan after seeing a "library?" note posted next to school blueprints displayed for faculty input in the present Lakota Middle School. The discovery led to Bomgardner and another parent looking at the configurations of three other area schools and speaking with the media specialists there. "We came away with the conclusion, 'That's insane.' You are basically eliminating the library if you combine it. It's a space, it's a place, it's a sanctuary, and [the planners] either never understood that or lost sight of it somewhere along the line," Bomgardner declared.

In less than a month, Bomgardner and other concerned parents had introduced the issue at a Lakota open house, testified before the school board, and persuaded officials to delay approving the architectural plans for two weeks. At an October 24 community meeting pulled together with a week's notice, Lakota Principal Pam Tuggle vowed to find space within the flexible interior design for a library; on November 4, she and Bomgardner's group did just that, identifying 1,300 square feet for an integrated learning center. Tuggle and the parents group got the school board's approval for the modified blueprints at a November 12 meeting.

Praising the "sustained engagement" of Federal Way parents with school district officials, Fund Our Future Washington cofounder Lisa Layera Brunkan cautioned, "This is not the last 'librateria' we're going to hear about." One of three library boosters who inspired Washington State lawmakers in March to appropriate an unprecedented \$4 million for FY2009 media-center funding (*AL*, May 2008, p. 27), Brunkan told *AL* that "there's a great opportunity




Beethoven paid a visit to the Richland County (S.C.) Public Library November 2 in the form of Clarence Felder, a RCPL Literary Resident and cofounder of Actor's Theatre of South Carolina. Felder was abetted in his program "Beethoven: His Women and His Music" by Irina Pevzner, a pianist with Chamber Music Charleston.



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## A GRAND ENTRANCE



The Friends of the Joseph Krauskopf Memorial Library of Delaware Valley College in Doylestown, Pennsylvania, gather November 12 at the handicap-accessible library door for which they raised \$115,000. The gift celebrates the 150th birthday of Rabbi Krauskopf, who founded the school. Looking on is his Indiana-limestone likeness, commissioned to greet all comers.

for teacher-librarians around the country to talk about the library's indispensability" whenever they encounter a budget-maker who seems to believe that libraries will soon be obsolete.

### Wayne State Turns LIS Program Into School

The board of governors at Wayne State University in Detroit voted December 3 to authorize the creation of the School of Library and Information Science, effective May 6, 2009. The school will house the existing Library and Information Science program, which has grown from 125 students in 1987 to more than 600 in 2008.

"The successful program has outgrown its designation and its size warrants the status of a school" said WSU Provost Nancy Barrett. Despite new budget restraints, she noted,

Photo: Chris Ochadlick

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"we need to keep investing in our strongest programs."

Dean of University Libraries and Library and Information Science Sandra Yee will become the school's new dean. "We feel that this will enhance our ability to attract excellent faculty and students and give our students an experience similar to other schools," she told *American Libraries*. "This does not change an existing location or administrative structure, so current students and faculty will not experience any disruption of current programs or activities. Our faculty will have a recognizable home that is on par with their peers."

"The library and information science field is very much alive and well at Wayne State University and in general," Yee added. "Employers of our graduates tell us that they hit the ground running and are well prepared for the jobs at hand. We know

we must continually review and refresh our curriculum, our technology, and ourselves in order to meet the fast pace of change in our profession. We're up for the challenge and accept it with confidence."

The announcement followed the news that WSU will reduce spending elsewhere to fill an \$8-million shortfall. Registration campuswide was down 4.2 %, or 1,404 students, in last fall's headcount.

## Libraries Nix Dissed Christmas Displays

In separate incidents, the holiday-spirit sensibilities of library patrons have trumped tradition at the Oberlin (Ohio) Public Library and the University of North Carolina at Chapel Hill: The first library heeded public comment by removing an edgy Santa art exhibit and the second by axing its years-long practice

## MEAN GRINCH, NO FLINCH



Five-year-old Larry Lancaster is unperturbed in the face of the fearsome Grinch. The Dr. Seuss creation came to the Northwood branch of Baltimore's Enoch Pratt Free Library November 13 as part of Pratt's "Children's Book Celebration Books Come Alive."



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## ETHIOPIAN HERO



Children's author and Ethiopia Reads founder Yohannes Gebregeorgis signs books for a young fan November 25 at Hennepin County (Minn.) Library. Gebregeorgis emigrated to the U.S. from Ethiopia in 1983 seeking political asylum. He left his job as a librarian at San Francisco Public Library in 2002 and returned to live in Addis Ababa to build libraries. He was recently honored as one of CNN's top 10 heroes of 2008.

of displaying a Christmas tree in the lobby.

The Santa installation was pulled December 5 from Oberlin Public Library on the orders of Director Darren McDonough, two days after locally prominent conceptual artist Keith McGuckin installed it at McDonough's request. Oberlin-area residents have seen McGuckin's black humor exhibits throughout town in recent years, including the 2006 Nazi-themed "Secret Life of Gingerbread Men" and last year's "Tis the Season for Murder," which featured a 1950s film-noir-styled serial-killer snowwoman and her three hapless husbands.

This year, patrons took offense at "Tenenbaum" (a deliberate misspelling of the German word Tannenbaum), McGuckin's portrayal of the titular Christmas tree malevolently poised to push a wheelchair-bound



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Santa down a flight of stairs. An accompanying sign by McGuckin explains that Tenenbaum's motive is to steal his boss Santa's Salvation Army kettle for a spree at a strip club.

"It was my decision to put it in, and it was my decision to take it down," OPL Director Darren McDonough said in the December 5 *Oberlin Chronicle-Telegram*. Two days earlier, McDonough had told the newspaper, "Remember the old library saying—'If we don't have something to offend you, we're not doing our job.'"

At the University of North Carolina at Chapel Hill, expressions of concern over several years by a dozen staff and faculty members have culminated in a decision by Associate University Provost for Libraries Sarah Michalak to stop having Christmas trees in the lobbies of two campus libraries, saying in the December 5 *Raleigh News and Observer*, "We strive in our collection to have a wide variety of ideas. It doesn't seem right to celebrate one particular set of customs."

"I don't understand it," campus

College Republicans President Derek Belcher told the *Observer*. "We have Christmas as a federal holiday. If we're going to remove the Christmas tree, do we have to remove that holiday?"

Belcher was not the only objector. After receiving more than 40 e-mails of protest, University President Holden Thorp shared his standardized response on a campus blog. "Departments can choose to put up a tree or not. And if you take a walk across campus, I think you'll see that." ■

## GLOBAL REACH

### UNITED KINGDOM 1

Between 1997 and 2003, Iranian scholar Farhad Hakimzadeh cut out pages from more than 150 rare books at the British Library and Oxford University's Bodleian Library in order to replace missing or damaged pages in copies that he himself owned.

After pleading guilty to 14 counts of theft in May, Hakimzadeh was scheduled for sentencing in a London criminal court in mid-January. The books mostly dated from the 16th and 17th centuries and all concerned European involvement in the Middle East.—*Press Association*, Nov. 21.

### MALAWI 2

A new library for the Malawi Children's Village, an AIDS orphanage in Mangochi, was one of the many projects supported since 2003 by People United for Libraries in Africa, which celebrated its five-year anniversary in 2008. The organization, headquartered in Albuquerque, New Mexico, is codirected by Mark Dunn, a novelist and playwright with a background in library science.—*People United for Libraries in Africa*.

### YEMEN 3

Plans for a \$300-million national library in Sana'a are taking shape, thanks to funding assistance from the Chinese government and a design completed by a Chinese engineering team. National Book Authority Manager Fares al-Saqaf said construction would begin by March and be completed in 2010.—*Yemen Observer*, Dec. 2.

### JAPAN 4

Participants at the Assistive Technology and Augmentative Communication Conference in Kyoto December 6–7 took advantage of an opportunity to check out "living books" for a few hours, provided by the Japanese Living Library organization. Attendees interacted with persons with Asperger syndrome, various psychiatric disorders, and developmental disabilities; a former homeless person; lesbian, gay, and transgendered people; and a foreigner from Nepal. The Living Library is an international project estab-



lished in 2000 to promote tolerance and understanding of minorities and persons with disabilities. It has become increasingly popular as an event in public libraries in North America, Australia, and Europe.—*Living Library*, Dec. 7.

### AUSTRALIA 5

Support for a two-tiered plan to censor the internet has dwindled, with privacy groups and such children's welfare organizations as Save the Children and the National Children's and Youth Law Centre saying that the mandatory filters are ineffective and a waste of money. The first tier requires all internet service providers to block access to some 10,000 websites classified as containing illegal content. The second tier requires them to offer optional software that users could apply to filter out material deemed unsuitable for children. A nationwide test of the filter was scheduled to take place in late December.—*Melbourne Age*, Dec. 1; *International Herald Tribune*, Dec. 10.

### CANADA 6

A copy of the 528-year-old *Breviarium Ratisponense*, purchased in a July auction at Sotheby's by the University of Calgary's MacKimmie Library, is one of the more unusual books in its special collections. Published in 1480 in Strasbourg, Alsace, it contains both 131 pages of text printed by movable type and 52 handwritten pages of manuscript. The book was acquired as a tribute to Special Collections Librarian Apollonia Steele, who retired December 31 after 30 years of service.—*Calgary (Alberta) Herald*, Nov. 30.

### BRAZIL 7

A Brazilian court sentenced Laessio Rodrigues de Oliveira to a five-year prison sentence for the theft of rare books from the Instituto de Pesquisas Jardim Botânico in Rio de Janeiro. Oliveira was arrested in 2004. Stolen books from the National Museum in Rio de Janeiro and the Mário de Andrade Library in São Paulo were also found in his home.—*Jornal do Brasil (Rio de Janeiro)*, Dec. 3.



## NEWSMAKER: RICHARD GOTTLIEB

**R**ichard Gottlieb's USA Toy Experts is a provider of business-development services to the toy industry. He combines an MBA in global management with 35 years of consumer products experience to help toy manufacturers large and small increase their market share. Gottlieb is the author of *Ambassador to the Kingdom of Wal-Mart* (Insight, 2007), and his "Out of the Toy Box" blog is a popular destination for those who want to understand what's going on in the toy industry. As a self-described "toy industry futurist," he produces a monthly bulletin called "What's Next," which focuses on coming trends. He is also a voting member of the National Toy Hall of Fame. *American Libraries* caught up with him by phone to talk about the role of games as a learning tool in libraries.



we get people to come together and where the lines are not drawn in terms of race, gender, and age, and that affords a wonderful opportunity for people to be able to socialize.

**Is it better to entice kids into the library than to order them in?** For me the library was always a wonderful place to go. I've always had a love of books, so I think you should start with the fact that there is something endearing to begin with about a library. When you walk into a library, the strong feeling you get is that this is a civilized place.

**American Libraries: How are games a learning tool?**

**RICHARD GOTTLIEB:** They teach you facts, of course, but playing games also acculturates you because it allows you to learn how to operate within a society under rules. You have to sit at a table with one, two, three other people and socialize with them and play responsibly. It's a wonderful way for parents and children to engage themselves and learn about each other, and it reinforces the notion that—particularly in democracies where we're a country of laws—everybody comes under the law, even your parents.

**Do manufacturers make a conscious effort to create games that help young people learn?** There are several strains of inventors. You have people who are driven by the fact that they've created something enjoyable and fun and entertaining, and there are those to a lesser degree who have created things that they think are straight-out didactic.

What they all have in common is the excitement.

**Should games be more a part of the curriculum in schools?** Games play a wonderful component in education because they are a tactile, kinesthetic way of learning. Whether it was the intention of the creator to educate or not, when used appropriately, games are educational and advance the curriculum in an enjoyable way.

**How do you view the use of games in libraries?** I really like the idea that libraries can bring together disparate groups of people—both generationally and culturally—around a table at the same time to engage themselves around a system, a game that's both entertaining and has rules. The good games allow them to use logic, strategies, tactics. I can't say to you that all games are educational, but many are.

**Is there a community-building component?** Absolutely. The library is truly one of the last public spaces where

**Do children today learn differently because of technology?** As this generation becomes more and more a part of the general society, you're going to see a very different way of interacting with each other and with the world. Those who are adept at both the virtual world and the real world are going to be the true leaders and the successes tomorrow. We're undergoing a generational shift in how people socialize and learn, and I think the library is in a unique position to bridge the virtual and real worlds.

**What about electronic games?** I have great respect for electronic gaming and for virtual gaming, and do think they teach a form of socialization, but I don't think it's person-to-person socialization, and that's what's going to be desperately needed as we move forward. There are going to be a lot of people who are highly adept at virtual socialization but not at real-world socialization. ■

# WorldCat Policy Revision Draws Librarians' Ire

OCLC's proposed "Policy for Use and Transfer of WorldCat Records," released November 2 and revised November 5 and 19, was greeted with a host of critical blog postings and two online petitions opposing it.

Among the provisions that disturbed commentators were: the "reasonable use" clause, viewed as restricting their rights to use records, even ones that they themselves added; the WorldCat Record Use Form, also viewed as an attempt to restrict use by requiring OCLC permission; the requirement in the first release that each record carry notification denoting WorldCat as the source and making the record subject to the policy (later downgraded to a recommendation); and the perceived lack of openness in the policy's development process.

"What we were trying to do was expand opportunities for the sharing of WorldCat data," OCLC WorldCat and

Metadata Services Vice-President Karen Calhoun told *American Libraries*. "We wanted to increase access of museums and archives to the data." Calhoun acknowledged that OCLC's intention has not always been clear in the process.

Calhoun explained that while the Record Use Study Group, which revised the policy, did "a rather thorough scan of information sharing policies inside and outside the library space," the relatively short

member discussion period from October 20 to November 1 was a "missed opportunity." OCLC has received feedback from blogs, discussion lists, and e-mail, Calhoun said, but "we still don't feel we have a representative set of reactions from members," and OCLC plans to work with its Members Council Executive Committee to gather more. The policy is still scheduled to go into effect in February, she noted, but the continued information-gathering may warrant a delay.

The petitioners and bloggers objected to the reasonable-use-clause prohibition against anything that "discourages the contribution of bibliographic and holdings data to WorldCat" or "substantially replicates the function, purpose, and/or size of WorldCat." Calhoun acknowledged that some people have found the clause

"confusing" and that OCLC's intent has been misunderstood. "There was never any intent to constrain the use of records among libraries," she said. "We're trying to encourage, not discourage, use, but reaction to the clause has obscured that."

The WorldCat Record Use Form has "been seen as a way of saying 'no,'" Calhoun said. She noted that it was intended to encourage communication and make it easier for someone with an idea for how to use the data.

Blog reactions to the policy, including links to both petitions in opposition, are amalgamated at [wiki.code4lib.org](http://wiki.code4lib.org), under "Current Topics." Librarians can send comments or questions on the policy to [recorduse@oclc.org](mailto:recorduse@oclc.org).

—G.L.

**"There was never any intent to constrain the use of records among libraries. We were trying to encourage, not discourage, use."**

—Karen Calhoun

## GETTING ANIMATED



Nicole Smith helps her son Ian make a movie using Laramie County (Wyo.) Library System's Animation Station. Part of the My Library Place interactive children's literacy center, the station lets kids make their own stop-motion videos that they can save to the library website, e-mail to friends, download to flash drives, or post to YouTube or other video-sharing sites.

# Working in Beta: LibraryWeb Labs Let Users Shape Service

Innovation in libraries can be slow and hidden. “Something libraries have not been great at historically is experimenting in public,” Ken Varnum, web systems manager at the University of Michigan Libraries, told *American Libraries*, noting the urge to make services “perfect” before release. “The great gets in the way of the good,” he explained.

Varnum maintains the university’s MLibrary Labs site ([www.lib.umich.edu/labs/](http://www.lib.umich.edu/labs/)), an online laboratory similar to Google Labs where patrons can watch, and offer feedback on, library innovations as they develop. About a dozen libraries around the country have created similar sites for their own service innovations.

Jody Combs, assistant university librarian for information technology at Vanderbilt University, noted that “In a

“This kind of platform gives them a chance to see what we’re doing and give feedback”

—Jason Battles

test environment, if it doesn’t pan out, we haven’t invested too much,” and pointed out that the lab reduces pressure on the library to force innovations to fit the academic calendar, which would normally discourage new releases other than at the beginning of a semester. Jason Battles, head of the web services depart-

ment at the University of Alabama libraries, observed that the lab helps the library to serve distance learners who wouldn’t be in the physical library. “This kind of platform gives them a place to see what we’re doing and give feedback,” he said.

MLibrary Labs is a static index page that lists new services, so creating it took little effort. There’s also a blog associated with the site, which generates an RSS feed that can notify interested parties when a new service is available. New York Public Library’s NYPL Labs ([labs.nypl.org](http://labs.nypl.org)) is similarly simple, built as a Wordpress blog with plug-ins.

Battles and Combs took a more involved approach, creating with a team of five the Test Pilot site ([testpilot.library.vanderbilt.edu](http://testpilot.library.vanderbilt.edu)) when both were working at Vanderbilt in June 2006. That site includes a MySQL database to keep and organize comments, PHP code to interact with the database, and Javascript snippets from script.aculo.us, for the user interface to provide feedback. That code is portable, however; when Battles moved to the

University of Alabama in July 2007, he used it and installed UA’s Web Laboratory ([www.lib.ua.edu/weblab/](http://www.lib.ua.edu/weblab/)) in a single day, although he has since adapted it using Ajax to further improve the comment interface. Both are willing to share the code with other librarians.

Test Pilot’s greatest success thus far has been when Vanderbilt was a development partner for Ex Libris’s Primo discovery tool. Branded as DiscoverLibrary, it was added to Test Pilot early in its beta release and received more than 150 user comments. As a result of user feedback, the library moved faceted browsing links that were originally on the right side of the screen to a more prominent location on the left. “That made all the difference in the world,” Combs said. “It really is a great way to get that kind of early feedback.”

NYPL Labs received significant feedback on a year-long redesign of its digital gallery of more than 650,000 images. “It led to ultimately a much more finely honed site,” said Josh Greenberg, NYPL’s director of digital strategy and scholarship.

Not all projects get this much response. Combs said that Test Pilot projects have received a total of about 280 comments, while Varnum said that MLibrary Labs gets about 750 visits per month. “It’s not the highest-traffic thing on our side, but we wouldn’t expect it to be,” Varnum added.

“The lab itself is kind of an experiment as well as a space for other experiments,” Greenberg said, and the transparency of the lab requires a new relationship between the library and the public. But he added: “Because of how we’re funded, we can do that even better than companies like Google that have competing pressures.”

For more examples of library web labs, see Varnum’s Directory of Experimental Library Tools at [www.rss4lib.com/library-labs.html](http://www.rss4lib.com/library-labs.html).

—G.L.



NYPL Labs



# Popularity Shuts Down Europeana; 10 Million Hourly Hits Strain Site

**B**e careful what you wish for: You just might get it. That's what happened to Europeana, an online project of the European Union. Launched November 20, the much-hyped free digital library of Europe's cultural heritage crashed the next day, overwhelmed by its own popularity, which yielded 10 million hits per hour.

Europeana is a website of some 2 million documents, images, video and audio clips, and maps. The designers had expected a maximum of 5 million hits per hour, the *New York Times* reported November 22. It is unusual for a website associated with the European Union to receive three times the traffic predicted, and Europeana was a "victim of its own success," said Martin Selmayr, a spokesperson for the European commissioner responsible for the project, Viviane Reding.

Selmayr told the *Times* that the site's crash was caused by thousands of users searching simultaneously for famous cultural works like the Mona Lisa or manuscripts of literature by Kafka, Cervantes, and James Joyce. The system's three

servers in the Netherlands, where the site is based, could not deal with the large number of hits, the commission said.

Many European cultural institutions had been hesitant about offering their holdings to Europeana for digitization, Selmayr said in the *Times*, because they did not think there was enough interest. "Well, we have the answer," he quipped.

The BBC reported November 19 that the British Library in London was not among the hesitant and had provided access to its entire collection of sound recordings as well as a variety of images and texts including the Gutenberg Bible.

Stephen Bury, the British Library's head of European and American Collections, told the BBC, "Europeana gives digital access to Europe's history, whether held by library, archive, or museum and as image, text, sound, or film. Its content can be exploited in new ways through Web 2.0 technologies."

The highest interest in the site came from Germany, at 17% of hits, followed by France at 10%, Spain at 9%, Italy at 6%, the Netherlands at 5%, and Belgium and the United States at 4%. Visit [dev.europeana.eu](http://dev.europeana.eu). —L.K.

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# We Are What We Search

What our search terms reveal about us

by Joseph Janes

I am not a packrat (despite what you might have heard). I do admit to saving things—selected things—against the day they might come in handy. Synchronicity struck the other day when I ran across an old article I'd saved that perfectly fit my topic for this month.

It was about a new tool in Google's arsenal that analyzes the terms that people search to help predict when flu might hit their region. Traditionally, epidemiologists and public health workers examine data from clinics, labs, and healthcare workers to get a sense of when and where flu is building and peaking.

It turns out you can do a tolerably good job of tracking flu by detecting when people search such terms as "flu symptoms" (duh) or the like, and get the info two weeks earlier than through traditional methods to boot. The gizmo is available at [google.org/flutrends](http://google.org/flutrends) (note the .org, not .com; it's part of Google's philanthropic arm), complete with lots of other fun goodies. A paper about this is set to appear in *Nature*.

Over the summer, news surfaced of an attorney in Florida using Google search data to try to show that, for example, people in Pensacola searched "orgy" more often than "apple pie" or "watermelon," in

an attempt to help define what the community standards for obscenity were by demonstrating that interest in sexual subjects exceeds that of more mainstream topics. (Make what you will of the fact this emerged the same day George Carlin died.)

These sorts of data-mining expeditions aren't all that new; the Google Zeitgeist has been around for a while, and other what-are-people-searching toys predated that. But it's nice to see this technology employed in trying to achieve something, rather than simply pandering to our voyeuristic tendencies.

## Librarians' logs

Of course, we librarians have our own equivalents of this sort of data. It ain't just Google that can harvest and aggregate search terms to intuit

about its users. We've got weblogs of our own, not to mention records of what people search in our catalogs and databases. So, apart from largely misplaced con-

cerns on client privacy—note this is all *aggregate* and unattributed—why aren't we better at this? Shouldn't we insist that our vendors and suppliers provide this functionality, as perhaps the best key to knowing what our clientele is really interested in?

We're all accustomed to trying to extract an idea of social trends and themes by examining lists of best-

sellers, movie grosses, album sales, and TV ratings. What to make of a country that reads, say, *Peyton Place*? Or *Jonathan Livingston Seagull*? Or *Midnight in the Garden of Good and Evil*? That listens to *Rumours* or *Thriller* or *Dark Side of the Moon*? Watches *All in the Family* or *M\*A\*S\*H* or *Dancing with the Stars* or *Titanic* or *The Dark Knight*?

All good parlor-game and sociology-PhD fun. But being "understood" through our search terms feels, to be honest, a little creepy. I feel as though I'm under enough surveillance these days as it is.

## Definition by aspiration

It occurs to me, however, that maybe inference-by-search is better, more authentic, and more telling than inference-by-result. Just because lots of people bought *A Brief History of Time* doesn't mean that's actually what they wanted (or that they read it, for that matter). Are searches better indicators of our needs and wants than what we actually borrow or buy? Are we better defined by what we reach for than what we grasp?

As these words make their way to you, other pages will be turning as well—a new year, of course, and a new administration. We can but hope that, with those, will come to us all the answers to searching of another sort . . . but that's another story. ■

JOSEPH JANES is associate dean in the Information School of the University of Washington in Seattle. Send ideas to [intlib@ischool.washington.edu](mailto:intlib@ischool.washington.edu).



**It ain't just Google that can harvest and aggregate search terms to intuit about its users**

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# Selling a New Technology

Tips for securing buy-in at your library

by Meredith Farkas

I'm sure you've heard this story before; maybe it's even happened to you. A librarian comes back from a conference all excited about a new technology she learned about. She thinks it would be a perfect fit for her library and presents her idea to her colleagues. Unfortunately, the librarian's colleagues don't share her enthusiasm and can't really see the value of this technology. Their initial resistance discourages the librarian and she abandons the idea altogether.

Regardless of whether your idea is the best thing since sliced bread, the way you promote an idea to library staff and administration can mean the difference between buy-in and rejection. Here are some tips for selling a new technology to staff and administrators at your library:

■ **Tie the technology to strategic goals.** Most libraries develop long- and short-term goals that define what staff should be working toward. If you can show how the technology you want to implement would help further one or more of those goals, you'll be much more likely to get the support of administration and staff.

■ **Have plenty of hard data.** While some libraries do like to be trailblazers, with limited resources,

most library staff will want to see some evidence of a new technology's utility. Before you present an idea, scan the library literature to see if any studies exist supporting the effectiveness of the technology you want to implement. If no literature exists, you may want to show

how many libraries are already doing what you want to do and what the results have been. You could even interview some of the librarians who

have implemented it at other libraries.

■ **Develop a prototype.** It can be difficult to envision the usefulness of a new technology based on someone's description, and staff may need to see it to believe it. That's why it's helpful to develop a prototype that will concretely demonstrate what it is you hope to accomplish. If another library has already done exactly what you want to do, you might be able to show staff what they did instead.

■ **Get colleagues to use the technology.** For staff members who are not technologically adept, any new technology can be a bit intimidating. No matter how easy you think the technology is, staff may not "buy in" until they've tried it out themselves. Offer training on this new technology that give all staff the opportunity to try it out

with the help of a knowledgeable facilitator—you!

■ **Know your staff.** Just because you immediately saw the great potential of this new technology doesn't mean your colleagues will. They may have lots of questions about your idea, and you need to have enough knowledge about the technology to answer them. Your preparation also indicates to others that you're serious about the project.

■ **Find champions.** There are probably a few people at your library whose opinions on any topic tend to influence others. Seek out those individuals and try to sell them on your idea. If you have an influential champion on your side, your chances for securing buy-in will be much greater.

■ **Be patient.** It may take patience and persistence to get staff members on board with your ideas. While a technology may be easy to use, it can take time and effort to build use of these tools into staff workflows. Don't give up so easily on a technology you think will benefit staff or patrons. Try to understand your staff's resistance and don't simply write them off as being against change.

If your idea has value for the long-term future of your library, it will "keep" while you continue to promote it. ■



Just because you immediately saw the great potential of this new technology doesn't mean your colleagues will.

MEREDITH FARKAS is head of instructional initiatives at Norwich University in Vermont and part-time faculty at San Jose State University School of Library and Information Science. She blogs at *Information Wants to Be Free*. Contact her at [librarysuccess@gmail.com](mailto:librarysuccess@gmail.com).

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# How the World Sees Us

"A kind, quiet woman with cocoa skin and soft eyes, Emma seems familiar and accessible, like a neighborhood librarian who helps you find the right book...."

Journalist KELLIE MURPHY describing a woman with HIV in a cover story, "Facing the Facts: Uncovering the Truth about HIV," *Philadelphia Weekly*, Nov. 12–18.

"When you do a budget cut you take away the luxuries; you don't take away necessities. Every community should have a library."

Community member during a street demonstration to protest public library branch closings in Philadelphia, CBS 3 TV, Philadelphia, Nov. 17.

"When my child sees the book on restricted shelves, the message is it's not OK to be different, it's not OK to be unique. So I can go ahead and harass those kids who are different—that's the message we are giving our kids."

Parent BENGU TEKINALP, opposing the demands of other parents who want restricted

access to *And Tango Makes Three* at an elementary school in Ankeny, Iowa, *Des Moines Register*, Nov. 17.

"To be able to walk into our library and look up and see this structure that was hand hewn 200 years ago by our forefathers, not to get all emotional on you, but it's pretty great stuff."

ELIZABETH BEDARD, president of the Gilmanton Year-Round Library Association, a New Hampshire citizens advocacy group pushing for periodicals, internet access, and other services currently unavailable at the town's three seasonal libraries, *New York Times*, Nov. 18.

"Granted, it's doubtful that Laura Bush would deliver the book most Americans want from her, which may as well be titled: *How I Stopped Worrying about Abortion Rights, the Geneva Convention, and Basic Grammar and Remained in Love with My Husband*. But even if she

sticks to subjects like White House upholstery, the former school librarian has been so taciturn during her tenure that it's likely readers will be intrigued by even the most innocuous details."

Columnist MEGHAN DAUM, "Bushes' Books? Publishing War Will Be Over Laura's Memoirs," *Los Angeles Times*, Nov. 22.

## "More education."

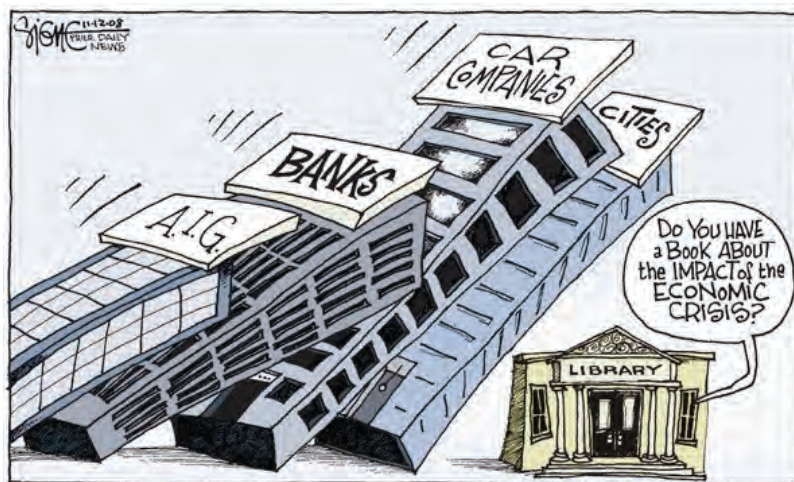
Reply from world's oldest person, EDNA PARKER of Shelbyville, Indiana, when asked for advice. Parker died November 26 at age 115, *Associated Press*, Nov. 28.

"I was struck by the magnetic smiling beauty and charisma of Governor Palin—whose mix of proper white blouse, black skirt, and black glasses just failed to suppress and thus enhanced a pert, naughty-librarian sexiness of the sort evoked in a thousand *Playboy* photo spreads of the early sixties—and by the crabbed, wounded, unavoidable physicality of John McCain."

MARK DANNER, "Obama and Sweet Potato Pie," *The New York Review of Books*, Nov. 20.

"A lot of us figured voters would be tight-fisted at the ballot box. As it turned out they weren't . . . Despite predictions that the economy would be even worse next year, there was a sense of hope, as if people were saying . . . 'Yes, we can fix our schools. Yes, even in Palo Alto, where folks have been trying for years to raise money for their embarrassingly inadequate libraries, we can get nearly 70% of the voters to pass a \$76-million bond.'"

Column by PATTY FISHER, *San Jose Mercury News*, Nov. 6. ■



As companies fall like dominoes, the library stands in their path, representing the solution but also among the victims of corporate financial folly, in this widely published editorial cartoon by Signe Wilkinson.



# Leading the Way, Globally

What leaders have taught me about international librarianship

by Tom Sloan

**A**s I write this, I'm overlooking Republic Square in Yerevan, Armenia. I'm on my third visit to work with Armenian libraries as a U.S. Department of State library speaker/specialist. My library development trips to Armenia, combined with similar visits to Yemen and Jamaica, made me aware that I have learned a great deal about international librarianship from library leaders.

Barbara Ford, former ALA president and director of the Mortenson Center for International Library Programs at University of Illinois, first made me aware about the "world" of librarianship. Her "Global Reach—Local Touch"

message has challenged me to be actively engaged in our global profession. As

Ford recently stated, "Customers, clients, and users expect libraries to connect them with information from around the world. To be successful, communities need global perspective. Businesses and education are going global; libraries are going the same way."

As I recently observed the distribution of English-language library books at the Sebastatsi Educational Complex Library in Yerevan, Sarah Ann Long's message that "Libraries Build Communities" came to mind. The small library serves a school of

more than 2,500 students and is the public library for the surrounding high-rise community of 135,000 people. Watching the library staff deliver services under exceptionally challenging circumstances, past ALA president Long's words never seemed truer: This library was building a community of learners and readers.

## An ongoing commitment

It is important for U.S. librarians to visit libraries in other countries and attend international conferences. Yet as Nancy Bolt, consultant and former Colorado state librarian, has most successfully demonstrated, it is even more important to stay connected and build ongoing projects with librarians

and libraries.

Bolt, who has worked for more than 10 years with the Bulgarian library community, has in-

spired me to make a similar commitment to Armenian libraries.

Two South Florida library directors have taught me the importance of leading by example. William Miller, dean of library services at Florida Atlantic University, has sponsored four Ariel systems for Armenian libraries and established ILL service agreements to provide journal articles. He is also a key supporter of the Southeast Florida Library Information Network (SEFLIN) Library Materials Program, which has provided all types of libraries with more than

10,000 high-quality books, collections on microfilm, and more than 1,000 videos.

Raymond Santiago, director of the Miami-Dade Public Library System, has taught me that an international city can have great libraries. A majority of Miami-Dade County residents are foreign-born, and the system succeeds in delivering outstanding services in a diverse and politically challenging environment, reminding me that library leadership is the most important factor in libraries thriving, regardless of their location or communities served.

You don't have to be the Gates Foundation to support global library projects. I have learned from the SEFLIN board of directors that even a small library organization can make significant contributions to libraries in emerging democracies. A modest amount of funds and time spent on partnership projects in developing countries can improve libraries and bring new services to library users.

Marshall McLuhan stated, "The new electronic interdependence recreates the world in the image of a global village." I have observed that libraries are critical to building communities that recognize the right to read and free access to ideas. I have also learned that the person who has been helped the most from our international projects and being engaged in the "world" of librarianship is me. ■

**TOM SLOAN** is executive director of the Southeast Florida Library Information Network in Boca Raton, Florida.



**Library leadership is the most important factor in libraries thriving, regardless of their location or communities served.**

@ your library.

Gaming

by Dale Lipschultz




# Gaming @ your library

The universal appeal and educational value of games transcend barriers of age.

by Dale Lipschultz

Playing games in today's public and school libraries is a profoundly social experience for library patrons both young and old. Age is no longer an indicator of interest, aptitude, or expertise. In fact, with videogames the younger the player the greater the knowledge. What matters is the opportunity for play, a willingness to learn, the supportive presence of experts and novices, and the library as the setting for learning, playing, and gaming.



Infants and toddlers learn about the world through the people they interact with and the games they play. Toddlers play independently, parallel to their peers, and with their caregivers. They experiment with objects, movement, and language both verbally and in print. Preschool children love playing traditional board games like Candyland and Chutes and Ladders, and through play they learn to take turns and cooperate while developing early literacy skills.

For children in school, their media center can be the epicenter for work and play. School librarians use modern board games to provide rich game environments with strong content connections—as well as plenty of fun—and select certain videogames to encourage teamwork and help develop critical thinking skills.

At the other end of the age spectrum, the older adults at the Old Bridge (N.J.) Public Library's Senior Spaces learned all about 21st-century gaming from specially trained teen mentors who introduced them to the Wii. In the context of this social and slightly competitive activity, teens became teachers, seniors became learners and gamers, and everybody won.

Every Child Ready to Read @ your library is a joint project of two American Library Association divisions, the Public Library Association and the Association for Library Service to Children. This initiative has helped caregivers appreciate the importance of modeling word-play during library story times. Rhyming, listening, and letter-recognition games promote early language and literacy development. In addition, memory and matching board and computer games help preschoolers move from spoken language to print.

In April 2008, the Allen County (Ind.) Public Library held Great Games: A Family Day, an event that included board and video games for everyone. Children's Librarian Teresa Walls helped a group of preschoolers play familiar and new board games. Walls said that the young children enjoyed experimenting with board games designed for older children; they invented their own rules and used game pieces and pictures to create new, nontext scenarios. She also noted that many of the preschoolers wanted to use the Wii and was pleased to see that while waiting and playing the young children were patient, polite, and helpful to one another.

Walls knows that many tech-savvy caregivers are eager to share computer games with their infants and toddlers.

She's observed babies as young as six months playing Giggles Computer Funtime while sitting in their caregivers' laps. Each time a key is struck the screen image changes to display colors, shapes, and familiar images.

## Busy playing at school

Most librarians grew up being told to finish their work before they played, but now libraries across the country are encouraging children to get busy with their play. Games in modern school, public, and academic libraries provide a learning environment to go along with the fun. This is not a new idea, but a new focus on different types of games has revealed the potential for the medium as part of our library collections and programs.

The School Library System of the Genesee Valley Board of Cooperative Educational Services, part of an educational service agency providing support to 22 rural districts in the western part of New York State, started a game library in 2007 to provide curriculum-aligned instructional resources to its member libraries. Working from the new *Standards for the 21st-Century Learner* published by ALA's American Association of School Librarians, Christopher Harris and Brian Mayer selected games that taught students about inquiry, use of information resources, participation in knowledge-based collaborations, and other critical-thinking skills.

What has made the program so successful is dedication to using authentic games with a high level of play value that also happen to be aligned with library and state content curriculum standards. Students can see right through so-called "educational" games that have been developed to teach, but modern board games provide rich, entertaining game environments that often fit seamlessly into school curricula. A game like 1960: The

Making of the President, while not developed for schools or intended as an instructional resource, immerses students in the famous Kennedy-Nixon election using cards with primary-source pictures and descriptions of historical events to enrich learning.

Using games to support learning is not a new idea; in fact, one might easily suggest that it is perhaps an instinctual impulse that we have been mistakenly repressing for too long. Young animals learn the skills to survive through mock hunting of their siblings or parents. Small children also learn to emulate productive adult behaviors through role-playing and interaction with toys. With the emergence of video

Games can support  
our shared mission  
of helping our  
patrons become  
more informed  
participants in  
an information-  
based society.





games, educators discovered a more immersive environment that could provide a more detailed simulation of reality.

As James Paul Gee, an education professor at the University of Wisconsin at Madison, explored in *What Video Games Have to Teach Us about Learning and Literacy* (Palgrave Macmillan, 2003), these games provide a safe environment where students can explore and learn. Some computer and video games like the Civilization or Age of Empires series are commercial successes that have strong teaching and learning connections, while more recently, so-called serious games like the United Nation's Food Force have been designed with a specific instructional purpose.

At the Keller Global Science Middle School in Clark County, Nevada, librarian Karen Egger is using a Nintendo Wii and computer games as part of an after-school program for students. This self-described "non-techno geek" offers a simple explanation for her use of these new technologies: "I selected these particular games to encour-

Teens became  
teachers, seniors  
became learners  
and gamers, and  
everybody won

age teamwork and critical thinking skills." Whether in a school, public, or academic library, noted Egger, games can support our shared mission of helping patrons become more informed participants in an information-based society.

## Gaming with older adults and teens

"The Old Bridge Public Library began gaming with teens more than four years ago," said Senior Spaces Manager Allan Kleiman, "In 2007, we saw gaming take off with older adults in senior centers and nursing homes. Seniors everywhere were using the Wii to bowl, play tennis, and box. Why not libraries?"

Kleiman and Youth Librarian Theresa Wordelmann developed plans for the first older adults gaming day with teens as mentors and training instructors. First, the teens went through a screening and training process. Then they had to demonstrate their ability to introduce older adults to new technologies by showing their ability to teach Wordelmann and Kleiman to use the Wii. Those selected for the gaming event were given basic instructions on how

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older adults learn, problem-solving, and, most important, how to instill confidence in novices of any age.

"Initially, we wanted to introduce older adults to 21st-century gaming and encourage them to play," said Kleiman. "To accomplish this we set up three areas in the library's meeting room. Area 1 was Wii bowling projected on a big screen, area 2 was Guitar Hero II, and area 3 was Big Brain Academy. Each older adult was assigned a teen mentor. Teens were genuinely excited to demonstrate the games and the older adults were very pleased to have their own teen mentor. Within 15 minutes the room was rocking. Music was playing, bowling pins were crashing, and Brain Age Academy was beeping. There were surprises all around. The teens were surprised by the older adults' curiosity and the older adults were impressed by the teens' teaching skills. This event was a win-win for all."


For several months, the teen mentors continued to work with the older adults at Senior Spaces gaming events. It wasn't long until the older adults became accomplished gamers and confident teachers. As for the teens, they continued to have a role in Senior Spaces: They introduced their parents and grandparents to gaming at the library and they returned to play and compete with the older adults they once mentored. In fact, the teen mentors and older

adults held a reunion in mid-December, featuring an intergenerational Wii Bowling Tournament.

The gaming in Senior Spaces catalyzed the development of gaming activities for children, tweens, and teens at Old Bridge's Central Library and Laurence Harbor branch. "We've tried everything from a Halo 2 tournament to Super Mario Brothers Kart," said Kleiman. "We've also had open gaming using our in-library collection of Wii Games. We've purchased game tie-in books to help players improve their skills. In addition, all library staff has been introduced to gaming at our library's annual staff day. We've achieved buy-in from staff at all levels. They now understand and appreciate just why playing games at the library is so popular with our customers—regardless of age."

### It's how you play the game

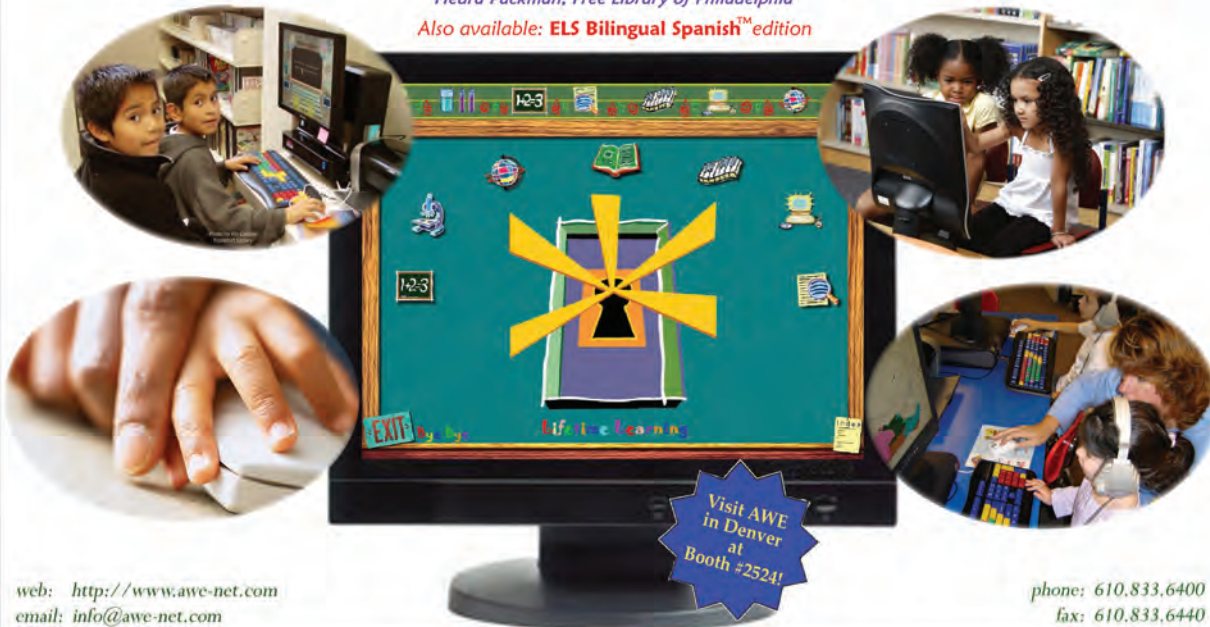
Despite the different approaches to gaming taken by various libraries, strong themes recur: Play, from infancy to old age, is an essential part of living and learning. Play at the library is a profoundly social activity that brings together experts and novices, seniors and children. Finally, the gaming experience—who you play with, who you learn from, and where you play—matters as much as, or more than, the game itself. ■



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# LIBRARY GAMING CENSUS REPORT

For the second year, the Syracuse University School of Information Studies' Library Game Lab has conducted a web-based survey of gaming in libraries. This year's data comes from 404 responding public, academic, and school libraries (plus a few special libraries) that described 218 programs held in 2007.

About 40% of the responding libraries circulate games. PC games are the most frequently circulated type, offered by 25%, but the number of libraries circulating console and handheld games rose slightly between 2006 and 2007, while those circulating PC games and board/card games decreased slightly.

Game programs were rarely educational in nature (only 8% of the time) and tournaments were a part of a gaming program only about 35% of the time. In about 30% of the cases reported, the gaming program was tied into a summer reading program.

The most popular type of game in programs was console games, used by 64% of the libraries. Board/card games were used by about 35%, and only about 13% of libraries used computer games.

The Guitar Hero series was the most popular game in library programs, used by 39% of responding libraries. Its

popularity grew considerably over 2006, when it was used by 22% of libraries, as did that of Wii Sports, used by 6% in 2006 but 17% in 2007. Dance Dance Revolution decreased in popularity, from 45% to 35%.



The census revealed that the Guitar Hero series was the most popular game used in library programs.

The Playstation 2 was the most popular type of console, used by 34% of libraries. The Wii was just behind with 30%, and the Nintendo Gamecube was a distant third with 11% of libraries. Xbox and Xbox 360 were each used in about 8% of library gaming programs.

Libraries were asked to indicate the single most important goal of the gaming program. Drawing in the underserved was the most common goal, followed by increasing the library's role as a community hub. Other popular goals were to provide a source of entertainment and to provide an

additional service for a group of active library users.

The six most common outcomes for gaming programs were:

- The reputation of the library improved with participants (65%),
- Users attended the gaming program and returned to the library later for non-gaming services (64%),
- Users attended the gaming program and also used other library services while there (61%),
- Users attended the event with friends and improved their social connections with those friends (60%),
- Users improved their social connections with other previously unknown members of the community (52%), and
- The library got additional publicity (47%).

We plan to continue this census on an annual basis in order to track trends in gaming programs. If your library is engaged with gaming, please visit the Library Game Lab's blog at [gamelab.syr.edu](http://gamelab.syr.edu); there you will find both an RSS feed and an e-mail notification link so that you learn when the next survey is available. You will also find more complete results from our studies at [gamelab.syr.edu/publications/](http://gamelab.syr.edu/publications/).

—Scott Nicholson, Library Game Lab of Syracuse, Syracuse University School of Information Studies



The Playstation 2 was the most popular console.



# From Awareness to Funding

An insider shares lessons learned when public awareness fell short in Minneapolis

by Anita S. Duckor

**M**inneapolis Public Library and the suburban Hennepin County Library made history last January when they merged, creating a single system serving 1.1 million with a collection of more than 5 million items. The unprecedented measure, which required the approval of three elected bodies plus the state legislature and governor, was precipitated by a financial crisis that crippled MPL, and an outpouring of support wasn't enough to save it. Shortcomings in the Minneapolis experience demonstrate that public awareness can only lead to funding when that leap is made with robust advocacy tactics based on strategic alliances and political pressure points and by empowering supporters with more than awareness.

Largely stable funding since MPL's foundation in 1885 created an excellent library system renowned for a historic collection, high circulation, and strong public support. Tides began to turn in the 1990s when public funds floundered. The final blow came in 2003 when the state of Minnesota made drastic cuts in aid to cities. The funding formula for MPL depended more on local government aid than on the ever-increasing property tax base of the same period. Thus, we underfunded collections, building maintenance, and technology—a sadly common scenario across the country.

The rigid city funding formula meant that MPL suffered more than other city departments; city revenues increased by 3.6% between 2003 and 2007, while the library's revenues essentially remained stagnant, falling by 0.4%. Like

**For almost a decade,  
the library was asked  
to do more with less.**

all libraries, ours experienced a time of rising staff, collection-development, and subscription expenses. To meet the budget limitations, the MPL trustees were forced to cut 30% of staff members in 2004, reduce hours, and close three community libraries in 2007. Further cuts were on the horizon.

Action was needed. City and state government needed to restore funding and correct several structural problems contributing to the crisis. An outpouring of community support was easily found at library board and city council meetings. Media attention was at times significant. Ultimately, the efforts of library supporters in Minneapolis, some of whom were interviewed in OCLC's *From Awareness to Funding* report, failed to win enough votes on the city council to save MPL.



**L**ibraries are the most local form of local government—each library's unique circumstances reflect this. Yet the broader lessons learned in the battle for MPL call for an advocacy strategy beyond awareness to be imported by any library community:

**Lesson 1: Filling the room is not enough.** Library advocates must show their support in quality as well as quantity. They should be aware of the stakes at hand yet also understand the background, counter-arguments, and the political allegiances of each policymaker. Impressive numbers of library supporters in Minneapolis frequently filled public hearings, but it wasn't enough because MPL hadn't made a solid case for a long-term financial solution.

**Lesson 2: Active advocacy is never out of season.** Libraries can't wait to mobilize direct advocacy efforts until funds are threatened. Effective advocacy must be built on a solid business case articulating the community's investment in addressing community issues such as graduation rates, unemployment, homelessness, immigrant integration, school readiness, a skilled workforce, juvenile crime, and library funding. In Minneapolis, an insular mentality held on too long, and subsequent ef-

forts to mobilize were hindered by other demands on staff time and a business case built too late.

**Lesson 3: Turn competing priorities into common causes.** When justifying a decision, politicians too often use the classic either/or argument. It's often a false choice. Building ongoing outside-the-box alliances strengthens community relations and makes nearly every vote a vote pertinent to the library's wider societal roles. One Minneapolis city council member justified his vote against library funding by saying, "Books don't stop bullets." The truth is, libraries prevent bullets. Establishing that with community partners and this council member may have prevented the closing of libraries.

**Lesson 4: Constantly communicate value and consequences.** Libraries sell themselves short when they only promote circulation, cardholders, and other traditional measures of output. The ways libraries truly improve lives, although difficult to quantify, are critical when competing for public dollars. It is important for libraries to articulate their contribution in making a community a vibrant place to live, work, and own a business. MPL failed to market its intrinsic value soon enough or broadly enough with all key stakeholders.

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"I believe I would not have been able to advance in this profession without this class."

"The course enabled me to see what other libraries are accomplishing or struggling with."





**Lesson 5: Demand transparency.** Minneapolis's confusing arrangement of library governance and funding structures handicapped our ability to understand the problem before it hit us. Multilayered library governance is a problem across the country; part of library advocacy must include the insistence on the greatest possible transparency. Transparency leads to political accountability. Advocates must enlist any help they need to develop a list of factors likely to affect both short- and long-term funding, and must monitor these factors with vigilance.

**Lesson 6: Call out your supporters and the opposition by name.** Successful campaigns at capitols across the country share a common tactic: organizers publicly thank, by name, those officials supporting their cause and broadly publicize their gratitude. Equally, successful campaigns name their opposition. Too often, libraries think they need to play it safe through blanket messaging. This is politically ineffective and risks alienating allies. So instead of "Ask the county board to fund libraries," messaging should feel like: "Thank Commissioners X and Y for their support and tell Commissioner Z to vote yes on resolution 42." And never mention political affiliations—support for libraries is a nonpartisan issue and so too must be our advocates.

**Lesson 7: Make use of your Friends.** Policymakers expect to hear from library directors and trustees. Hearing from constituents makes more of an impact. A strong library Friends organization must be encouraged. As community members, they can lobby with much greater political latitude than library professionals. In Minneapolis, our impressive Friends organization wasn't able to maximize its advocacy effectiveness—in part because of a concurrent capital campaign.

**Lesson 8: Invest in advocacy.** The library administration must have a solid stakeholder-relations plan and work closely with the Friends in developing long-term advocacy. Library staff and supporters must join community and business groups, such as the chamber of commerce, neighborhood organizations, arts council, or service club. It requires an investment of time and money.

MPL didn't survive as a standalone institution, but the outpouring of support did create the political will to merge the two library systems in Hennepin County—with the successful outcome of libraries staying open and with more hours. But had we been aware of the true impact of the long-term underfunding and made a better business case with elected officials, we might have remained independent. ■

## Public Libraries: Get Answers

- ? I need to make the case for more bandwidth. What percent of libraries have a T-1 or faster connection?
- ? I'm sure my public library spends more on telecom than other suburban libraries. Is it true?
- ? Our library can barely keep up with demand for technology and maintenance. Are we alone?

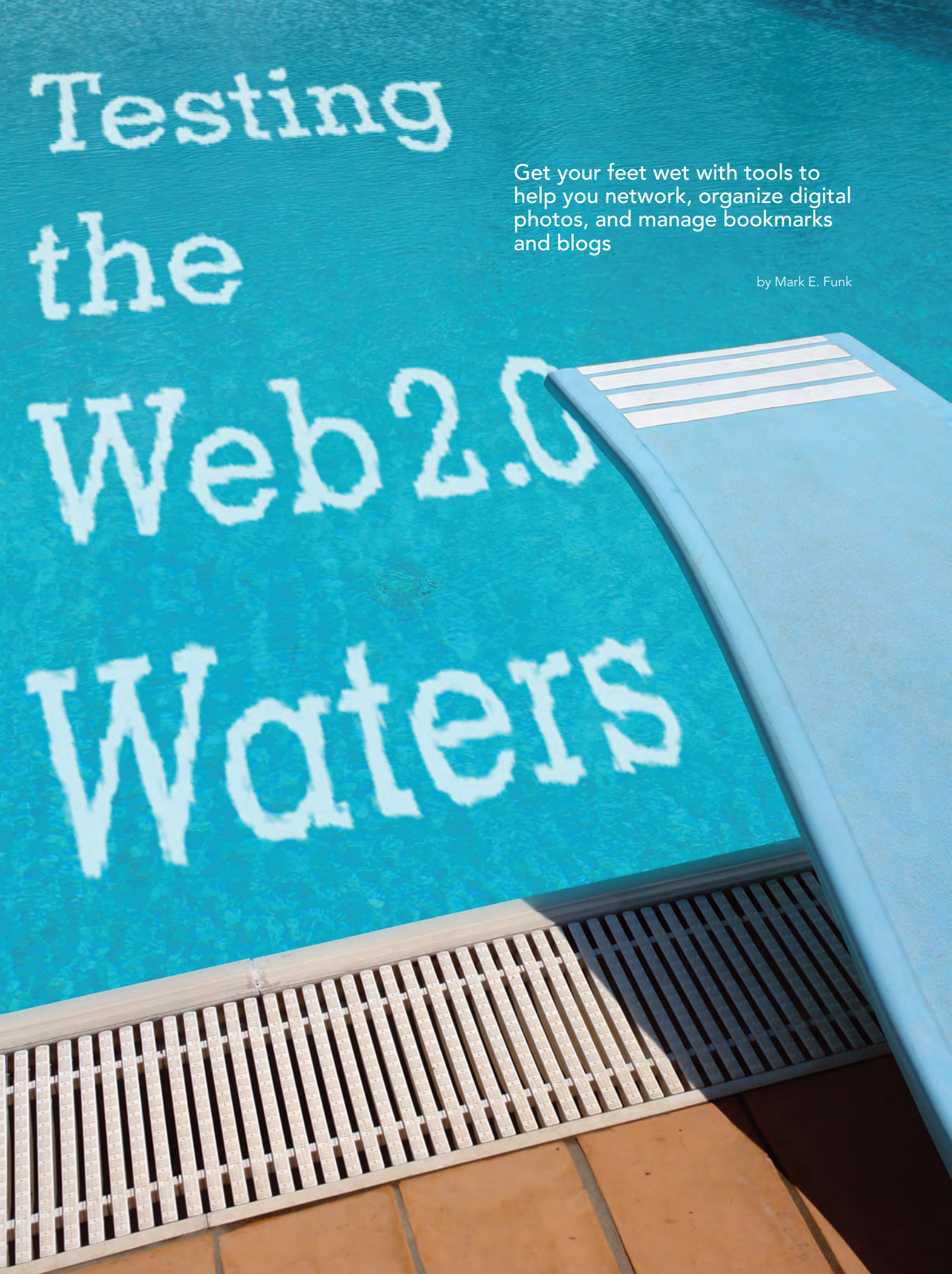
The 2008 Public Library Funding & Technology Access Study provides the most current data available on Internet-related services and funding for technology in U.S. public libraries.

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# Testing the Web 2.0 Waters

Get your feet wet with tools to help you network, organize digital photos, and manage bookmarks and blogs

by Mark E. Funk



It's pretty difficult to avoid all the commotion about Web 2.0 nowadays. It seems to always be on the news, in magazines, and featured at conferences. So you've been meaning to start playing around with this stuff, but you've been busy. You're certainly no Luddite—you can whip out a fancy Excel chart with the best of them—but you feel the need to catch up. Here, then, is a quick primer on some very useful Web 2.0 tools.

I didn't write this article to preach to the choir, so if you're already experienced in the ways of Web 2.0, there's probably nothing new for you here. But as president of the Medical Library Association last year, I learned that even tech-savvy librarians can lag behind the curve. Last spring, MLA offered an online course on basic Web 2.0 tools. More than 700 members signed up, and there were many requests for us to repeat it. So if you're a Web 2.0 newbie, you are not alone.

First, a few basics: What exactly is Web 2.0? You can find many definitions, as well as those who say Web 2.0 is just a meaningless buzzword. Buzzword or not, Web 2.0 is mostly conceptual. Wikipedia says "the term encapsulates the idea of the proliferation of interconnectivity and interactivity of web-delivered content." The "old Web" (now retroactively dubbed Web 1.0) acted as a simple publication platform. It was pretty much one-way: People or companies who had paid for a website and knew HTML programming could deliver content over the internet. Content didn't change until the programmer changed it. Web 2.0 is a two-way platform. While content is still delivered over the internet, the process has become more participatory. Now people can easily put up content, add to others' content or make comments on it, and, in certain cases, change others' content. The emphasis in Web 2.0 technology is on two-way communication, low costs, and ease of use.

Unfortunately, one reason many librarians are not participating in Web 2.0 activities is that they haven't been given the official word from their administration to take a look at this technology. One of the coolest things about Web 2.0 is that it isn't delivered from on high. With most Web 2.0 tools, you can skip the bureaucracy that usually goes with adding new technology: Library departments don't have to get budget approval for a large Web 2.0 purchase, send out RFPs, schedule vendor presentations,

award a contract, wait for installation, and then go through weeks of training. You can use these tools, mostly for free, as long as you have internet access. You can start today.

## Wading in

Just being introduced to Web 2.0 can be confusing. There are myriad tools, some with cute or indecipherable names that don't tell you what they do. Where to start? How do you choose? To make things easier and less intimidating, I'll group a few basic tools by what's important: how they can solve a problem. Please note that I'm just mentioning the more common tools. You will find advocates for others not mentioned here, but these are the big names.

For additional explanations, I can't say enough good things about Common Craft ([www.commoncraft.com](http://www.commoncraft.com)). With short, clear, amusing videos, it explains the tools mentioned below, plus many others. At the end of each section, I have included a link for an appropriate Common Craft video.

**I would like to keep in contact with friends and colleagues.** If you're of a certain age, you remember the Rolodex, the rotating file device used to keep track of names, addresses, and phone numbers. Today, more than 25 million professionals use LinkedIn for their personal database of connections. Here, you can create a profile of your professional accomplishments, then invite colleagues to connect to you. Colleagues of colleagues can even be found, so you can create a large personal network quickly and easily.

Other, more informal tools to stay in touch with friends and colleagues are social networks such as Facebook or MySpace. Again, the idea is to connect, but with these tools you can add photos, update what you're doing or planning, and let friends know what's going on in your life. But the amount of information you want to share is totally up to you, so you don't have to feel you're living in a fishbowl.

Many libraries have created their own Facebook or MySpace pages and encourage their users to "friend" them or become fans of their libraries. This is a great (and free) way to connect with younger library users, updating them on library activities and services, sharing photos of exhibits or speakers, and making the library feel more approachable. Take a look at Brooklyn College Library's Facebook and MySpace pages to see what can be done.

- [www.commoncraft.com/linkedin](http://www.commoncraft.com/linkedin)
- [www.commoncraft.com/video-social-networking](http://www.commoncraft.com/video-social-networking)

**My bookmarks are getting out of hand.** Librarians love to collect useful websites, but it's difficult to manage a large number of browser bookmarks and favorites. Plus, those bookmarks are only on one computer. Social bookmarking tools come to the rescue. The main tool is Delicious (thankfully renamed from del.icio.us, which I could never

type correctly). Simply sign up for a free account, install a bookmarking “Tag” button in your browser, and you’re ready to go. When you find a useful site, click the “Tag” button, and the site is saved in your Delicious account. You can also import existing bookmarks from your browser. After you’ve saved a site, you can annotate it with descriptive tags that you choose, or include a note to remind yourself why you saved it. Even if you’re on another computer, you can log into your account and see your saved sites.

Why is it called social bookmarking? Because not only can you see your sites; you can also see what others have saved, and you can easily add those sites to your own list. You can search your tags or everybody’s tags. Rather not have anyone else see your bookmarks? You can make them viewable only to you.

Social bookmarking is particularly useful for reference librarians. Some reference departments maintain a network of Delicious accounts so their reference librarians can see each other’s collections easily.

■ [www.commoncraft.com/bookmarking-plain-english](http://www.commoncraft.com/bookmarking-plain-english)

**Keeping current on my favorite sites is taking too much time.** Do you regularly check news sites and favorite blogs? It can take a lot of clicking and loading, only to find

nothing is new. Instead, subscribe to RSS (Real Simple Syndication) feeds, which automatically notify you of new posts by showing you a brief “headline.” Some web browsers have RSS-feed capabilities built in, but many people prefer to set up a free RSS account using Google Reader or Bloglines. The advantage of these is that you can check your personalized news from any computer just by logging in. There are also standalone RSS reader applications that you can download.

You can tell a site is RSS capable when you see that square orange icon with radio waves on it. (Some sites use an orange icon with the letters RSS or XML on it. They do the same thing.) Just click on the icon or the link next to it, and a subscription page will give you the option of subscribing via your browser, RSS account, or standalone reader. You can customize your RSS feeds to determine how many are displayed, how often they’re updated, and how long they stick around.

Many libraries are adding RSS-feed capabilities to their home pages or blogs so they can quickly and easily notify their users of upcoming library activities, new additions to the catalog, new issues of the library newsletter, and emergency closings.

■ [www.commoncraft.com/rss\\_plain\\_english](http://www.commoncraft.com/rss_plain_english)

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I love my digital camera, but making prints is too expensive, and e-mailing photos to everyone is a pain. Short of dragging your computer around to show everyone your digital photos, photo-sharing websites such as Flickr, Kodak Gallery, or Picasa Web Albums are your best bet. Most of these sites offer a free version with limited storage and monthly upload limits, along with a paid version with larger or unlimited storage and uploads. Paid versions for most sites are around \$25 a year, although they vary. Once you've signed up, you can upload photos from your browser or with a special utility. Once uploaded, you can arrange photos into albums and tag them with searchable descriptive terms. You can choose to make your photos private, viewable only to you or invited friends; or public, viewable to everyone. If public, anyone can see and even make comments on your photos, making these sites part of the social web. Most allow you to order prints, and some offer your images placed on such items as greeting cards, shirts, calendars, or mugs.

Many libraries use Flickr to share library events with their communities. Just Google "libraries" and "Flickr" to see the wide variety of libraries participating in photo sharing. The Library of Congress is using Flickr to share its massive collection of photos, allowing the public to tag

photos—which in many cases had minimal or no information—with identifying names or locations.

■ [www.commoncraft.com/photosharing](http://www.commoncraft.com/photosharing)

## Taking off the floaties

This has been just a dip in the shallow end of the big pool of Web 2.0. I intentionally left out commonly discussed Web 2.0 tools such as blogs and wikis. While they are terrific tools for group projects or institutions, it's rare that an individual needs them to solve a personal problem. My goal is to get you started using Web 2.0 tools that are useful to you today.

So, what do you do after you've found that these tools are useful and fun? Play with them for a while. Learn their capabilities and limitations. After you're comfortable with them, start thinking how you could use them in your library. Look at how other libraries are already using them. Go to your administration and demonstrate what could be done quickly, easily, and cheaply. Borrow some ideas, and adapt them to your needs.

Web 2.0 tools offer amazing ways to more easily connect with your library users. Isn't that what we all want to do? Trying these few basic tools may not turn you into the Michael Phelps of Web 2.0, but you can't swim with the big fish until you jump in. So come on in, the water's fine. ■

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More than 3,200 individual library users nationwide nominated a librarian for the inaugural Carnegie Corporation of New York/*New York Times* "I Love My Librarian" Award, to show their appreciation for the services library professionals offer their communities, schools, and campuses. Ten of those nominees rose to the top and received the prestigious honor and a \$5,000 cash award at a ceremony and reception at the Times Center, hosted by the *New York Times* December 9 in New York City.

# I Love My Librarian

"Librarians are even more important to their communities in this digital age," said Carnegie President Vartan Gregorian. "They are the people many turn to for help in navigating the complex and information-rich world of the Web where the quality of the research and reports is not always clear. These 10 librarians deserve applause because their professionalism has won the attention and respect of their neighbors."

"The *New York Times* is proud to collaborate with the American Library Association and Carnegie Corporation of New York in recognizing the role of librarians in

society," said Janet L. Robinson, president and chief executive officer of the New York Times Company. "Literacy and public access to knowledge are critical to our democracy and the work of these librarians quite simply, enriches us all."

"This award honors the significant relationship between library users and librarians, and this special feature in *American Libraries* offers a glimpse into their achievements and responses," said Jim Rettig, president of ALA, which began administering the awards program this year. Read more at [www.ilovelibraries.org](http://www.ilovelibraries.org).

Libraries Director  
Pasco County Library System  
Hudson, Florida



Linda  
Allen

Hiring good people and letting them shine is my favorite part of the job," says Linda Allen. "It is such a joy to watch my staff discover the depth and breadth of their talents and to see them grow into a truly phenomenal team." A *Pasco Tribune* editorial recently observed, "The best thing going on in Pasco County is its library system, which according to some users would be the envy of some states. That's mighty high praise, and it's richly deserved, thanks to Director Linda Allen, her staff, and county officials who have made library service a priority." Allen sums it up: "We are not a big library system, but I think we have made a big difference to the quality of life for the citizens of Pasco County and have added to the value of public libraries in Florida as a whole."

Reference Librarian  
Antioch University New England  
Keene, New Hampshire



Jean  
Amaral

Libraries are, among other things, rockin' places for life-long learning. And I love that!" says Jean Amaral. "I want my students to be jazzed about research—it's exciting, fun, hard work. I want them to know that they can change the world and that their library can help them do it." To make that happen, Amaral relies on "my complete belief in the students and faculty of Antioch University New England and the work they are engaged in." Asked what gives her the most satisfaction as a reference librarian, Amaral says it's watching her students become "smart, savvy information consumers and producers. Information is power, and librarians are information wranglers!" Of her work she says, "I couldn't imagine doing anything else."



I love being the librarian at the Juvenile Hall," says Amy J. Cheney. "I love that this award acknowledges someone who serves teens and the multicultural population that I serve." The lock-down institution in which she works leaves little opportunity for youth to have free choice, says Cheney, but at the library "youth have the freedom to choose and pursue what they're interested in and to explore and experience other worlds and lives." To make that happen, she has invited many of their favorite authors, who can "elevate and illuminate the possibilities for their lives," to speak with her patrons. The presenters learn from the youth as well, Cheney notes. "In a place traditionally designed to isolate people, community is in fact strengthened and expanded by this vibrant learning process and the dialogues it creates between writer, youth, and staff."

Amy J.  
Cheney



Librarian  
Alameda County Library,  
Juvenile Hall  
San Leandro, California

If the media center, or as we call it, the learning center, is truly the heart of the school, then the students, teachers, administration, and parents are the lifeblood," says Jennifer Lankford Dempsey. As a school library media specialist, her work "is all about the children and creating a joy in learning." What's important to Dempsey is that the learning center has "a welcoming and warm atmosphere so that children who enter will know that

Jennifer  
Lankford  
Dempsey



this is their space, their place to experiment, research, collaborate, create, and, of course, find a wonderful book to read." To foster that reading, Dempsey has initiated funding initiatives of her own, including "2000 for 2000," where she set a turn-of-the-century goal of adding 2000 new books to the collection. "The climate at our school encourages everyone to become better and better all the time," she says. "I am so blessed."

Library Media Specialist and  
Technology Coordinator  
Wrights Mill Road Elementary School  
Auburn, Alabama

Community Services Librarian  
Kansas City (Kans.) Public Library;  
Weekend Supervisor  
Plaza Branch Library,  
Kansas City Public Library  
Kansas City, Missouri

Having begun a new life in America in 1990 as a political refugee from apartheid rule in South Africa, Carol W. Levers says she owes her library career to ALA. "If not for the Spectrum scholarship that I received, I would not be standing here tonight," she said at the award ceremony. "Winning the I Love My Librarian Award validates the passion of what I do every day," she observes, adding that "the most satisfaction I get from my work comes when I put a smile on a patron's face." Levers' specialty is outreach, and her multilingual skills heighten her effectiveness as a community services librarian at the Kansas City Public Library. Her patrons and colleagues describe her as a role model who creates a spirit of teamwork among her coworkers and as an individual possessed of tremendous sincerity and integrity.



Carol W.  
Levers



Margaret  
"Gigi"  
Lincoln

Library Media Specialist  
Lakeview High School Library  
Battle Creek, Michigan

Hard work and perseverance are the keys to developing a viable library media program in Battle Creek, Michigan, says Margaret "Gigi" Lincoln, noting that she has devoted a 36-year career to making it happen. She plays by the book in as much as "I have tried to create a warm, stimulating, and safe library environment as called for in the new *Standards for the 21st-Century Learner*," published by ALA's American Association of School Librarians. But she has also used her interest and background in Holocaust studies to bring expanded learning opportunities to the entire community. Lincoln believes a librarian must be "a sympathetic and confidential listener when needed. Recommending the next best novel for a student's book report is as vital to me as reaching out to a troubled teen," she says.



Associate University Librarian and  
Head of the Education Library  
University of Florida  
Gainesville



Iona R.  
Malanchuk

Variety is the spice in Iona M. Malanchuk's professional life. "Reference questions come in daily by phone, e-mail, and in person and oftentimes require me to delve into subject areas that I know little about—but that is just fine with me." Having worked in a graduate math-physics-astronomy library, a rare-book collection, a main university library, education branches in two different states, a business library, and a school library, Malanchuk is "able to switch back and forth from technical services to public services." For her, "the joy in library work comes from the variety of people you work with daily; you just never know what you are going to need next, but they come to you because they need and value your help." No matter what you accomplish in life, she says, "somebody helped you."



Director  
Wellfleet Public Library  
Wellfleet, Massachusetts

Elaine  
McIlroy

Thanks to the diversity, richness, and personal nature of working in a small public library, I have accumulated a long list of satisfactions over the years," says Elaine McIlroy, "from the excitement of building a new library, soon to be equipped with solar panels, and watching it become a hub of community life, to simply opening the doors every day." She calls the "I Love My Librarian" Award an "extraordinary honor" that she shares with the Wellfleet Public Library staff, board, and Friends group. "It's great to know you are loved," she jokes, "in spite of the fact that when people see you around town it reminds them of their overdue library books!" McIlroy calls the poem "To Be of Use" by Marge Piercy her "work mantra" and says "the library has allowed me to be of use in a most open-ended, limitless way."

## Celebrate the 40th Anniversary of the Freedom to Read Foundation

Sunday, July 12, 2009

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Cocktails 6:30 P.M.  
Dinner 7:30 P.M.

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Library Media Specialist  
Wadleigh Secondary School for the  
Performing and Visual Arts  
New York, New York



Paul  
McIntosh

The I Love My Librarian Award, says Paul McIntosh, affirms “the importance of trying to help young people grow up to be intelligent, productive human beings.” As a library media specialist in New York City, McIntosh says, “I live, for a significant part of each day, five days a week, in a kind of village. Every day, I look into the eyes of young men and women who laugh, cry, misbehave, and valiantly try to make some sense of this often turbulent and beautiful thing called life.” The most satisfying part of his work, he believes, is “when I can help to kindle a fire in the minds of the young men and women with whom I work every day,” see them “excited about reading a book of poetry,” or “embrace the possibility of becoming a doctor” after participating in one of the library’s mentoring programs.

Senior Librarian  
The New York Public Library, Mid-  
Manhattan Library, The Art Collection  
New York, New York



Arezoo  
Moseni

Being loved is a huge source of inspiration to me, especially coming from library patrons who find the Art Collection playing an important role in the lives,” says Arezoo Moseni. “Creating a nurturing place for sharing ideas where patrons are informed, inspired, and entertained is quite rewarding,” she says. The concept of nurturing body and mind in the environment of libraries is important to her, as is the incorporation of outdoor space. “This is an exceptionally exciting time to work in libraries,” she observes. “We have the opportunity to redefine the environment of libraries because it is the perfect ‘third place’ for human growth and interaction.” Moseni says she sometimes has “incredibly vivid and detailed dreams of new library spaces with all kinds of amenities for self-improvement.” ■

# TEEN TECH WEEK

MARCH 8-14, 2009

Teen Tech Week offers libraries a chance to showcase all of the nonprint resources they have available to the teens in their community, such as DVDs, databases, audiobooks, online homework help and videogames. Teen Tech Week is sponsored by the Young Adult Library Services Association (YALSA) and is a national initiative for librarians, parents, educators, and other concerned adults that aims to encourage teens to use libraries’ nonprint resources for education and recreation. This year’s theme is “Press Play.” For more information, please visit [www.ala.org/teentechweek](http://www.ala.org/teentechweek).



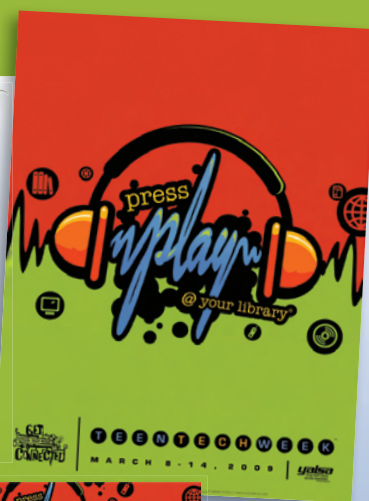
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# The Mile-High City Awaits

A Nobel Peace Prize recipient, authors, and the year's best youth media awards highlight conference agenda

An anticipated 10,000-plus attendees, including exhibitors, authors, and guests, are expected to be on hand at the Colorado Convention Center (CCC) and at several area hotels for ALA's Midwinter Meeting January 23–28 in Denver. The headquarters hotel is the Hyatt Regency Denver at the CCC and the co-headquarters facility is the Sheraton Denver Hotel.

This is not ALA's first visit to the capital and most populous city of Colorado, which carries the nickname Mile-High City because its official elevation is exactly one mile, or 5,280 feet, above sea level.

Founded in 1858 as a mining town during the Pikes Peak Gold Rush in western Kansas Territory, Denver City, as it was known then, now has a population of nearly 600,000 in the city and county area. The 12-county Denver–Aurora–Boulder Combined Statistical Area comprises some 3-million residents.

Essentially an Association business meeting, Midwinter will also mark the announcement of the 2009 Youth Media Awards, including the debut of the William C. Morris Award for the best book for young adults by a first-time author, sponsored by ALA's Young Adult Library Services Association. The finalists, announced December 8, are: *A Curse Dark as Gold* by Elizabeth C. Bunce (Arthur A. Levine Books); *Graceling* by Kristin Cashore (Harcourt); *Absolute Brightness* by James Lecesne (HarperTeen); *Madapple* by Christina



The Colorado Convention Center, surrounded by artistic statues, is described as one of the most practical, user-friendly, and technologically advanced meeting facilities.

Meldrum (Knopf); and *Me, the Missing, and the Dead* by Jenny Valentine (HarperTeen).

The **Youth Media Awards Press Conference** will take place **January 26, from 7:45 to 9 a.m., Four Seasons Ballroom, CCC.**

Winners of the Association for Library Service to Children's John Newbery and Randolph Caldecott medals—the most coveted awards in children's literature—as well as the Coretta Scott King Awards for African-American authors and illustrators, the Carnegie Medal for Excellence in Children's Video, and other youth media awards will be revealed. For those unable to attend the conference, visit [www.ala.org](http://www.ala.org)

for a listing of winners immediately following the press conference.

In addition to a variety of business issues, the Association's governing Council will consider a slate of Executive Board candidates nominated by the Council Committee on Committees, chaired by ALA President-elect Camila Alire.

The candidates are: Patricia M. Hogan, administrative librarian, Poplar Creek Library, Streamwood, Illinois; Stephen L. Matthews, librarian, Foxcroft School, Middleburg, Virginia; Sylvia K. Norton, school library/technology planning coordinator, Maine State Library, Augusta; John C. Sandstrom, manager, collection development and



acquisition, El Paso (Tex.) Public Library; J. Linda Williams, coordinator, library media services, Anne Arundel County (Md.) Public; and Courtney L. Young, reference librarian, Penn State University, Beaver Campus Library, Monaca.

Three candidates will be elected to three-year terms on the Executive Board beginning at the 2009 Annual Conference and ending at the 2012 Annual Conference. Additional nominations may be made from the Council floor.

An **Executive Board Candidates Forum** will be held **January 26 from 11:30 a.m. to 12:30 p.m. Four Seasons Ballroom, CCC.** Election results will be announced January 28 at Council III.

The **ALA Forum on Library Education** series focusing on issues in library and information science education continues **January 23 from 1:30 to 3 p.m., Rooms 702–706, CCC,** sponsored by the Association for Library and Information Science Education, ALA, and ALA's Committee on Education (COE).

This year's topic will be the Asso-

ciation's draft Core Competencies of Librarianship, which defines the knowledge to be possessed by all persons graduating from ALA-accredited master's programs in library and information studies. The Presidential Task Force on Library Education has gathered together the drafts of the Core Competencies created by various bodies in response to the first Congress on Professional Education and following extensive consultation and redrafting.

For more information, contact Lorelle R. Swader, COE staff liaison, at [lswader@ala.org](mailto:lswader@ala.org).

## Speakers galore

ALA President Jim Rettig will host Nobel Prize–winner **Muhammad Yunus** from Bangladesh, during his **President's Program**, part of the Sunrise Speakers Series, **January 25, 3:30 to 5:30 p.m., Four Seasons Ballroom 3–4, CCC.** Yunus

is the author of *Banker to the Poor: Micro-Lending and the Battle Against World Poverty* (PublicAffairs, 1999) and *Creating a World without Poverty: Social Business and the Future of Capitalism* (PublicAffairs, 2008). He received the 2006 Nobel Peace Prize



The renovated Frederic C. Hamilton Building at the Denver Art Museum, designed by world-renowned architect Daniel Libeskind, opened in October 2006, doubling the size of the facility.

## HIRING? JOB-SEEKING?

### CONFERENCE PLACEMENT SERVICES CENTER OFFERS OPPORTUNITIES

**F**or more than 30 years, ALA's Placement Services Center has provided opportunities for employers and job seekers to meet, network, and achieve success in reaching their employment goals. In order to provide a cohesive service, ALA worked to unite its employment sources at the JobLIST website, designed to give employers and job seekers access to information on a year-round basis.

The **Midwinter Placement Services Center** will be open **January**

**24 and 25 from 9 a.m. to 5 p.m., in Hall A, CCC.** Provided by ALA's Office for Human Resource Development and Recruitment, the Placement Services Center is designed to assist job seekers and employers, as well as provide career assistance.

Job seekers should register and search for jobs at [www.joblist.ala.org](http://www.joblist.ala.org). All services are free to job seekers. Registration is not required, but is recommended. There will be an orientation for job seekers January 23 from 4

to 4:30 p.m. in the Placement Services Center.

Employers who want to post positions should post them on the JobLIST website. Employers who want to use the interviewing facilities must have an active JobLIST ad at the time an interview is scheduled. Employers who want a booth in the Placement Services Center should complete the online space reservation form, or contact Placement Service Manager Beatrice Calvin at 800-545-2433 ext. 4280.

## BOARD AND COUNCIL

All ALA and ALA-Allied Professional Association (APA) Council sessions will be held in the Colorado Convention Center (CCC), Four Seasons Ballroom, and Executive Board meetings at the Hyatt Regency Denver, Agate B/C, unless otherwise noted.

### JANUARY 23

- Executive Board, 8:30 a.m.–noon

### JANUARY 24

- Presidential Candidates Forum, 11 a.m.–noon, CCC, Four Seasons Ballroom

### JANUARY 25

- Council/Executive Board/Membership Information Session, 9–10 a.m.
- ALA-APA Council Information Session, 10–10:30 a.m.
- Council I, 10:45 a.m.–12:15 p.m.

### JANUARY 26

- ALA-APA Council, 10:15–11:15 a.m.
- Executive Board Candidates Forum, 11:30 a.m.–12:30 p.m., CCC, Four Seasons Ballroom
- Executive Board II, 1:30–4:30 p.m.
- Council Forum, 8–9:30 p.m., Hyatt Regency Denver, Centennial A.

### JANUARY 27

- Council II, 9:15 a.m.–12:45 p.m.
- Council Forum, 4:30–6 p.m., CCC, Room 402
- Council III, 8 a.m.–12:30 p.m.
- Executive Board III, 2–5:30



(From left) Leigh Rubin, Dom Testa, Kevin J. Anderson, and Richard North Patterson are the slated Denver Sunrise Speaker Series authors January 24–26.

in recognition of his groundbreaking work to help the poorest of the poor in Third World countries break the cycle of poverty. Yunus founded Grameen Bank to give microloans to entrepreneurial individuals that helped them transform their lives, improve their well-being, and develop their own economies.

Yunus was born in 1940 in British India, now known as Bangladesh. Education has always been important to him. He and his brother, he writes, “devoured any books and magazines we could get our hands on . . . it was not easy to keep our thirst for reading satiated. To meet our needs, Salam and I learned to improvise, buy, borrow, and steal.” That love of learning served him well throughout his formal education, culminating in a doctorate from Vanderbilt University in 1971.

Yunus has applied his economic knowledge to the seemingly intractable problem of poverty. He demonstrated the viability of microloans with \$27 of his own money in 1976. Today, Grameen Bank makes loans to more than six million families. Additional Grameen initiatives bring telephone service, internet access, and renewable energy to poor areas.

Keynoters in the **Sunrise Speakers Series** also include **Leigh Rubin, Dom Testa, Kevin J. Anderson, and Richard North Patterson**. Each speaker will address audiences **January 24–26, from 8 to 9 a.m.**

**Rubin**, creator of the cartoon panel *Rubes*, will kick off the series for laughs **January 24 in the Four Seasons Ballroom 3–4, CCC**. Once

self-syndicated, *Rubes* is now distributed to more than 400 newspapers worldwide and can be seen on millions of greeting cards, mugs, T-shirts, and calendars. Rubin is the author of a series of cartoon collection books, including *The Wild Life of Farm Animals* (BowTie Press, 2003) as well as the award-winning *The Wild Life of Love* (BowTie Press, 2006) and *The Wild Life of Cats* (BowTie Press, 2005).

**Testa and Anderson** make a joint appearance **January 25 in the Four Seasons Ballroom 3–4, CCC**. A 30-year radio broadcast veteran, children’s literacy advocate, and science fiction author, Testa co-hosts Denver’s top-rated radio morning show, *The Dom and Jane Show*, and has received multiple awards from the Colorado Broadcaster’s Association for Morning Show of the Year. He founded the Big Brain Club to encourage students to overcome peer pressure and to provide a forum to help them explore their writing talents. The club hosts writing workshops and assemblies at schools and libraries. Testa is also author of the award-winning *Galahad* series. The first volume, *Galahad I: The Comet’s Curse* (Profound Impact Group, 2004), was named Best Young Adult Book by the Colorado Independent Publishers Association.

Science-fiction author Anderson has published more than 80 novels, including 29 national bestsellers. His critically acclaimed novels include *Captain Nemo: the Fantastic History of a Dark Genius* (Pocket Books, 2002), *Hopscotch* (Spectra, 2002), and *Hidden Empire: The Saga of Seven Suns, Book I* (Aspect, 2002).



Anderson has also collaborated on a number of franchise series, including Star Wars, X-Files, and Dune. His most recent book, *The Last Days of Krypton* (William Morrow, 2007), is a tale of the planet Krypton's struggle before Superman—then Kal-El—came to Earth. Anderson also writes comic books.

The Speakers Series will wrap up **January 26** with political and legal fiction writer **Richard North Patterson** in **Rooms 205–207, CCC**. Patterson is the *New York Times* bestselling author of *Exile* and *The Race* (both from Henry Holt, 2007) and 13 other critically acclaimed novels.

Formerly a trial lawyer, Patterson was the Securities and Exchange Commission liaison to the Watergate special prosecutor and has served on the board of several Washington advocacy groups.

Bestselling female mystery authors will gather for the **ALA/Exhibits**

**Round Table Author Forum January 23 from 4 to 5:15 p.m., Rooms 201/203, CCC**, to discuss the art of revealing “who did it?” **Erica Spindler, Francine Mathews, Mary Jane Clark, and Nancy Atherton** will discuss the art of the mystery plot and how all those twists and turns work to reveal the truth.

*New York Times* bestselling author Spindler has written 28 novels, including *Last Known Victim* (Mira, 2007), *Copycat* (Mira, 2006) and *Killer Takes All* (Mira, 2005). Her novel *Red* (Mira, 1995) was adapted into a popular graphic novel and daytime drama in Japan. She received the Daphne du Maurier Award for Excellence in 2002 for the psychological mystery *Bone Cold* (Mira, 2001).

Former CIA analyst Mathews is the author of several suspense novels, including the Nantucket Mysteries series, *Blown* (Bantam, 2005), *The Cutout* (Bantam, 2001), and *The Secret*

*Agent* (Bantam, 2002). Her most recent novel is *The Alibi Club* (Bantam, 2006). Mathews also writes historical fiction, published under the pen name Stephanie Barron, including the Jane Austen mystery series, set in 18th-century England, and *A Flaw in the Blood* (Bantam, 2008), set during the time of Prince Albert and Queen Victoria.

Clark is the bestselling author of 10 novels, including *Do You Want to Know a Secret* (St. Martin's Press, 1998), *Do You Promise Not to Tell* (St. Martin's Press, 1999), and *Let Me Whisper in Your Ear* (St. Martin's Press, 2000).

Atherton writes the Aunt Dimity mystery series, with 13 installments so far. The first, *Aunt Dimity's Death* (Doubleday, 1993), was voted one of the century's 100 favorite mysteries by the Independent Mystery Booksellers Association. Her latest novel in the series, *Aunt Dimity: Vampire*



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*Hunter*, tells the story of a worry-wart mother whose twins come home from school one day and give her something truly scary to worry about: signs of a vampire encounter.

### Strolling the exhibits

The latest books, furnishings, and technology will be on display at the CCC, as library-related vendors show off their wares January 23–26. Exhibits open January 23 with a

ribbon-cutting ceremony at 5:15 p.m., preceding the **All-Conference Reception on the exhibit floor from 5:30 to 7:30 p.m.** Enjoy music, free food, and the chance for lots of great prizes during the reception, sponsored by the exhibitors and ALA. In addition, more than 60 gift baskets (valued at over \$75 each) will be given away by exhibitors. To register to win a basket, visit the exhibitors' booths during the

opening reception. The baskets will be raffled off during the reception. A list of participating exhibitors will be available in the Meeting Guide and published in the show daily, *Cognotes*. Winners will be announced in the January 25 *Cognotes* and need not be present to win.

**Exhibit hours are: January 23, 5:30 to 7:30 p.m.; January 24–25, 9 a.m. to 6 p.m.; and January 26, 9 a.m. to 2 p.m.**

## DENVER PUBLIC LIBRARY

### MEETING THE NEEDS OF A GROWING POPULATION

In June 1889, City Librarian John Cotton Dana established Denver's first public library in a wing of Denver High School. He referred to it as a "center of public happiness." In 1910, the city opened a Central Library building of its own, an elegant Greek temple design funded by philanthropist Andrew Carnegie and located in downtown's Civic Center Park. Between 1913 and 1920, Carnegie also underwrote construction of the city's first eight branch libraries. They would serve a growing city that had previously relied on traveling trunks of books.

The "Old Main" library in Civic Center Park served downtown Denver for 45 years, until the city commissioned the firm of Fisher and Fisher/Burnham Hoyt to design a new Central Library at the corner of Broadway and 14th Avenue. Opened in 1956, the new structure provided more than twice the space of the Carnegie building, but was expected to meet DPL's needs for only a decade. Denver experienced explosive growth between the 1950s and the 1970s. A string of new branch

libraries opened to serve sprawling neighborhoods to the southeast and southwest. Among them were the four Ross branches, funded by the estate of Denver real estate investor Frederick Ross.

By the late 1980s, library collections had outgrown the Central Library and most branch libraries.



Three-quarters of the central branch materials were stored in basements and warehouses. Moreover, aging buildings weren't easily adaptable to the flowering technology of the Information Age. In 1990, an overwhelming 75% of the city's voters approved a \$91.6 million bond issue to build a new Central Library and renovate, expand, or build new

branch buildings. A 540,000 square-foot Central Library, designed by world-renowned architect Michael Graves and the Denver firm of Klipp Colussy Jenks DuBois, opened in 1995. Branch improvements were also complete by 1995.

Today, with more than 450 staff members and 23 locations, the library serves residents citywide and its popularity continues to grow. An astonishing 79% of Denver residents hold library cards and borrow close to 10-million items annually. Adults and children who cannot afford their own personal computers, or who are not provided with computer training in the classroom or workplace, have access to the internet via the 470 library computer terminals.

When the Library first opened in 1889, it held 35,000 books, a minute fraction of today's collection of 5 million. It is now the largest library between Los Angeles and Chicago, and each year over a million people visit the Central Library.

—Denver Public Library Online



Exhibits Round Table Author Forum authors are (from left) Erica Spindler, Francine Mathews, Mary Jane Clark, and Nancy Atherton. They will speak January 23.

and practice administering the sorting. Learn to use the freeware software developed by the Q Method community and brainstorm ideas for using it in your library.

Sponsored by ACRL.

Several special exhibit events are also on the agenda. A **Spotlight on Adult Authors**, featuring special giveaways and galleys, as well as author signings will take place in the exhibit hall **January 24 from 2 to 4 p.m.** A flyer listing participating publishers will be distributed at entrances to the hall during the spotlight. Stop by the Friends of Libraries USA booth (#614) to register to win a prize basket of books, books-on-CD, and other prizes.

On **January 26 from 10 a.m. to 1:10 p.m.**, the **Technology Showcase** will feature the latest trends in library technology. Presentations will occur simultaneously and complimentary refreshments will be served on the exhibit floor.

## Hot topics

Following is a brief rundown of other notable Midwinter events. For more information, visit [www.ala.org](http://www.ala.org) or check the final conference program.

## JANUARY 23

### Bring It on Home! Creating Custom Search Plug-ins for Your Library

1-4:30 P.M. CENTENNIAL C, HYATT REGENCY DENVER

Discover how to create search plug-ins for web browsers and the social networking site Facebook.com. Through real-life examples and hands-on instruction, workshop presenters will illustrate how to deliver currently existing online content and services by means of a

plug-in. Find out how plug-ins can help increase the online presence of your library.

Sponsored by the Association of College and Research Libraries (ACRL).

### Do You Q? Looking at Your Users in a New Way!

1-4:30 P.M., CENTENNIAL A HYATT REGENCY DENVER

Discover how to use Q Method in your library and receive sample data

### Reference and User Services Association's (RUSA) Membership Social

5-7 P.M., BAUR'S RISTORANTE, 1512 CURTIS ST.

Kick off ALA's 2009 Midwinter Meeting in style with the RUSA Membership Social—an opportunity to eat, to drink, to network, and to learn more about RUSA. Division leadership and longtime members will be on hand to answer questions about ways to get involved with the division. Past, present, and future RUSA members are all invited. RSVPs are not required.

## Harry Potter & the Order of the Court: The J.K. Rowling Copyright Case and the Question of Fair Use

A decision has recently been handed down in the much-publicized lawsuit brought by J.K. Rowling seeking to prevent the publication of a Harry Potter encyclopedia.

*Harry Potter & the Order of the Court* discusses the court's decision in the case and its broader implications for writers and bloggers.

The case was highlighted by Ms. Rowling taking the witness stand in her first courtroom appearance. Her dramatic testimony — offering insights into her creative process and her emotional attachment to the *Harry Potter* series — is included, both direct and cross-examination.

Beyond the star presence of Ms. Rowling, the case is of general interest because it involves an important but little understood aspect of copyright law: the doctrine of "fair use." Fair use refers to situations where one is allowed to use material from a copyrighted work without seeking permission from the author.

Fair use applies whether you write on paper or online. But the doctrine has taken on added importance in the Internet Age where almost all of us "publish" in one form or another, be it through creating websites, writing blogs or uploading content. And as authors or publishers, we often feel the need to quote, closely paraphrase, or otherwise use material others have created. This is where fair use comes in.

*Harry Potter & the Order of the Court* discusses fair use as it relates to the J.K. Rowling case and in terms of the broader application of the doctrine, offering many specific examples as to what likely does, and does not, constitute fair use.

The author is Robert S. Want, an attorney and editor, and publisher of NationsCourts.com, which reports on new cases in copyright and other areas of the law.

 NationsCourts.com



**Tech Playground and Mixer**

6–10 P.M., CENTENNIAL A/B

HYATT REGENCY DENVER

Want to learn how to integrate traditional library activities like book-talking, teen programs, and marketing with a technological twist? Attendees can sample fun technologies for teen library services while earning raffle tickets to win a Flip video camera. From making your own ringtone to voting for America's Next Top Booktalker via SMS, every activity will offer ideas for fun and interactive programs you can replicate in real life with little funds. Earn raffle tickets for each activity for a chance to win prizes at the official kickoff event for Teen Tech Week 2009.

Tickets are \$40 per person. Visit



(From left) Muhammad Yunus, Dwight D. Jones, and authors Jane Hamilton and Jim Sheeler will address conferees. Check the Midwinter Preview for dates.

[tinyurl.com/techplayground](http://tinyurl.com/techplayground) for more information.

Sponsored by the Young Adult Library Services Association.

## JANUARY 24

**Washington Office Update Session**

8–10 A.M., ROOM 201 CCC

"Know Your New Congress" will discuss the political situation with a

new administration and Congress. A summary of library activities to help military families, especially with the new G.I. Bill, will also take place as well as brief discussions on other pertinent issues.

**Two Breakout Sessions** will be held:

**10:30–noon, Room 201, CCC**

Mary Chute, deputy director of the Institute of Museum and Library Services, will discuss how libraries and library groups can apply for LSTA funding.

**10:30–noon, Room 205, CCC**

"International Copyright and Library Advocacy for Fair and Equitable Access to Information."

### Nuts and Bolts for Friends, Trustees, Foundations, and Libraries

**PART 1: 10:30 A.M.–NOON, ROOM 710 CCC****PART 2: 1:30–3:30 P.M., ROOM 704 CCC**

Back by popular demand is the expanded Nuts and Bolts, with both a morning and afternoon session featuring different topics and facilities by FOLUSA board members.

### 10th Annual Arthur Curley Memorial Lecture

**1:30–3:30 P.M., FOUR SEASONS BALLROOM 3–4 CCC**

Since the start of the war in Iraq, Marines like Major Steve Beck have found themselves thrown into a mission they never trained for: casualty notification. For Beck, the mission meant learning each dead Marine's name and nickname, touching the toys he grew up with, and reading the letters he wrote home.

**Jim Sheeler**, author of *In Final*

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*Salute: A Story of Unfinished Lives*, set for release by Penguin in April, is the featured speaker for the Curley lecture, part of the Sunrise Series.

In his book, Sheeler weaves together the stories of the fallen and of the broken homes they have left behind. It is also the story of Beck and his unflagging efforts to help heal the wounds of those left grieving. Above all, it is a moving tribute to our troops, putting faces to the mostly anonymous names of our courageous heroes, and to the brave families who have made the ultimate sacrifice for this country.

Sheeler specialized in covering the impact of the war at home for the *Rocky Mountain News* since the first Colorado casualty of the war in Iraq. Sheeler won the 2006 Pulitzer Prize for Feature Writing for his story "Final Salute" and has won numerous other local and national writing awards. He began teaching journalism full-time at the University of Colorado last fall. His book of collected obituaries, *Obit: Inspiring Stories of Ordinary People Who Led Extraordinary Lives*, was published in May 2008 by Penguin Books.



Paul W. Stewart poses with artifacts from Denver's Black American West Museum, which he founded in 1971, dedicated to preserving the contributions of Blacks in the Old West.

## JANUARY 25

### Code of Ethics 70th Anniversary Celebration

1:30–3:30 P.M., ROOM 207, CCC

The celebration will feature a keynote address by author **Rushworth M. Kidder** and will launch ALA's new ethics education initiative.

Through his real-life stories, Kidder illustrates the fact that our toughest choices are not matters of right versus wrong, but of right versus right. He is the author of a number of books, including *How Good People Make Tough Choices: Resolving the Dilemmas of Ethical Living* (Fireside, 1996) and *Moral Courage* (William Morrow, 2005). Kidder is a regular contributor to *O, the Oprah Magazine*.

### Fourth Annual Freedom to Read Foundation Author Event

6:30 P.M., TATTERED COVER BOOK STORE, 1628 16TH ST., LOWER DOWNTOWN (LODO)

Author **Lauren Myracle**, whose book *ttyl* was one of the 10 most frequently challenged books in 2007, will be featured speaker. Her talk will begin

## FINANCIAL MEETINGS

### JANUARY 23

■ Budget Analysis and Review Committee (BARC), noon–1:30 p.m., Hyatt Regency Denver, Granite C

■ Budget Analysis and Review Committee (BARC) and the Finance and Audit Committee Joint Meeting, noon–1:30 p.m., CCC, Room 112

### JANUARY 24

■ BARC, noon–1:30 p.m., Hyatt Regency Denver, Agate B/C

### JANUARY 25

■ Planning and Budget Assembly, 1–2:30 p.m., CCC, Korbel Ballroom 3A

at 7:30 p.m., to be followed by a book signing. Refreshments will be provided. Copies of Myracle's books will be on sale at the event.

Suggested donation to attend the event is \$25. Proceeds will benefit the Freedom to Read Foundation. Space is limited. To purchase advance tickets, visit [www.dplfriends.org](http://www.dplfriends.org). Tickets (by cash, check, or credit card) also may be purchased at the event based on space availability.

The event is cosponsored by Friends of the Denver Public Library and the Tattered Cover Book Store.

## JANUARY 26

### Dr. Martin Luther King Jr. Holiday Sunrise Observance

6:30–7:30 A.M., ROOMS 201–207 CCC

2009 marks the 80th birthday of Dr. Martin Luther King Jr. and the 23rd anniversary of the national holiday in his honor.





Standing 40-feet high, the big blue bear statue, one of several downtown works of art, peers through the lobby of the Colorado Convention Center.

This year's speaker is Colorado Commissioner of Education **Dwight D. Jones**, who was appointed commissioner June 1, 2007, by a unanimous vote of the Colorado State Board of Education. He has also served as superintendent of schools for the Fountain-Fort Carson (Colo.) School District and assistant superintendent of curriculum and instruction for the Wichita (Kans.) Public Schools. He is currently a member of the Education Commission of the States and the Closing the Achievement Gap Commission.

Sponsored by the Black Caucus of the American Library Association, the Dr. Martin Luther King Jr. Holiday Task Force, and ALA's Social Responsibilities Round Table.

#### Gala Author Tea

2-4 P.M., ROOMS 702-706 CCC

FOLUSA and the Association for

Library Trustees and Advocates (ALTA) welcome bestselling authors **Jane Hamilton** (*Laura Rider's Masterpiece*, Grand Central Publishing), **Sandra Dallas** (*Prayers for Sale*, St. Martin's Press), **John Shors** (*Beside a Burning Sea*, Penguin), **Shana Abé** (*The Treasure Keeper*, Bantam), and **Simon Van Booy** (*Love Begins in Winter*, HarperCollins) for this popular event. Tea will be served and a book signing will follow the event.

Tickets are \$35 (\$30 for FOLUSA and ALTA members) through January 21 and \$45 onsite. Some books will be given away free and others will be available for purchase at a discount. Advance tickets can be purchased online at [www.folusa.org](http://www.folusa.org) or by phone at 800-936-5872. On-site tickets available at booth 614 in the exhibit hall or at the door while supplies last.

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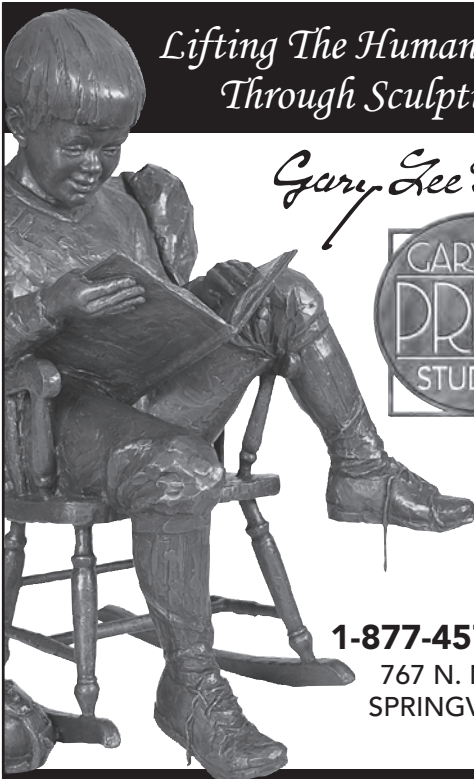
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# Denver Dishes

A dining guide to the Mile High City

by Sherry Spitsnaugle

Denver's restaurant scene is much like the city itself—friendly, forward-thinking, and fun-loving. And, in a city where the likable two-term mayor founded downtown's first brewpub, eating and drinking well rank up there with spending time outdoors.

With a backdrop of snow-capped Rocky Mountains, the Mile High City worked its magic on me more than 20 years ago. I've been sampling cuisine here ever since. Choices abound, from the über-hip, martini-mixing Corner Office (where clocks are always set at 5

p.m.) to the tried-and-true Dozens Café (if you can find a better BLT in town, I'd like to know about it).

Beer connoisseurs will have a field day. With more than 80 fine ales, bitters, stouts, and lagers brewed in the city, Denver has been called the Napa Valley of beer.

Swirl some RailYard Ale and get ready to grin.

## Nuts and bolts

The majority of the restaurants mentioned are within walking distance of the Colorado Convention Center. The neighborhoods of Cher-

ry Creek and Highlands, each a 10-minute drive from downtown, also offer exceptional restaurants, galleries, and boutiques.

Denver dining attire is casual; jeans are acceptable at all but the finest spots. Thin air in the Mile-High City—at 5,280 feet above sea level—can make visitors feel light-headed, and the altitude can also increase the effects of alcohol consumption. One Molly's Titanic Brown Ale here might equal two at sea level.

For more information, visit the Denver Metro Convention and Visitors Bureau at [www.denver.org](http://www.denver.org).



Author Sherry Spitsnaugle, a writer/editor for Denver Public Library, reviews the menu at Dozens (even though she always orders the same thing).

## Downtown

Downtown Denver boasts some 300 restaurants, 8,000 hotel rooms, the nation's second-largest performing arts center, businesses, shops, and a vibrant atmosphere. Areas are walkable and connect seamlessly. The 16th Street Mall shuttle maneuvers visitors to and from some of Denver's finest restaurants. You'll also find ma-and-pa sandwich shops and chains such as ESPN Zone and the Cheesecake Factory.

### Baur's Ristorante

Sophisticated casual. As if the Colorado rack of lamb, scallop and shrimp linguini, and lemon pudding aren't enough, you'll dine in the warm glow of candlelight

with white linens and stellar service. Ask for a booth near the window. \$\$\$ L, D Mon.–Sun. 1512 Curtis St.; 303-534-4842. [www.baursdinner.com](http://www.baursdinner.com).

### Café Berlin

Sauerbraten, sauerkraut, and apple strudel call my name at Café Berlin. On a wintry day, pan-fried pork chops and potato dumplings stick to your ribs. Savor a Paulaner Munich Lager that takes both hands to hoist. Wunderbar. \$\$ L Tues.–Fri., D Tues.–Sun. 323 14th St.; 303-377-5896. [www.cafeberlindenver.com](http://www.cafeberlindenver.com).

### Corner Office

It's always quittin' time here, where a collection of clocks are stuck on 5. Hum-

mus with toasted pita gets rave reviews, as well as the mini office burgers. Retro décor. The ladies' restroom has a disco ball. \$\$ B, L, D Mon.–Sun. 1401 Curtis St.; 303-825-6500. [www.thecornerofficedenver.com](http://www.thecornerofficedenver.com).

### Maggiano's Little Italy

Frank Sinatra croons while crisp-aproned servers bring mammoth portions of dishes such as chopped salad, gnocchi with tomato vodka sauce, and rigatoni, topped off with spumoni ice cream. \$\$ L, D Mon.–Sun. 500 16th St.; 303-260-7707. [www.maggianos.com](http://www.maggianos.com).

### Palm

Bump elbows with the city's elite. At lunch, you can nosh a broiled sirloin burger or Philly cheese steak sandwich for 10 bucks. Plus, the lavish desserts may be impossible to resist. \$\$\$ L Mon.–Fri., D Mon.–Sun. 1672 Lawrence St.; 303-825-7256. [www.thepalm.com](http://www.thepalm.com).

### Rock Bottom Brewery

Location, location, location. The ultimate spot to observe the hustle and bustle of the 16th Street Mall. Buffalo wings, pizza, burgers, BBQ ribs, and grilled mahi tacos. Cool beer gear for sale. Thumbs up to staff who answer the phone, "You've hit Rock Bottom." \$\$ L, D Mon.–Sun. 1001 16th St.; 303-534-7616. [www.rockbottom.com](http://www.rockbottom.com).

### Rocky Mountain Diner

Chicken-fried steak, pan-fried chicken, meat loaf, and mashed potatoes take me back to my western Kansas



Margaritas flow at Lola.

roots. Talk about comfort food. \$\$ L, D Mon.–Sun. 800 18th St.; 303-293-8383. [www.rockymountaindiner.com](http://www.rockymountaindiner.com).

### Sam's No 3

Feels like a truck stop diner in the middle of downtown. With plates clanking and servers zipping around, don't count on having an intimate conversation. But if you're hungry for grits, corned beef hash, and eggs—served with just the right amount of grease—you'll be content. \$ B, L, D Mon.–Sun. 1500 Curtis St.; 303-534-1927. [www.samsno3.com](http://www.samsno3.com).

### The Oceanaire Seafood Room

Seafood might not be the first option that comes to mind in this landlocked city, but The Oceanaire will change your mind. Alaskan halibut, Hawaiian big-eye tuna, crab cakes, and an oyster bar. Leather-upholstered booths and a vintage ocean liner ambiance. \$\$\$\$.

D Mon.–Sun. 1400 Arapahoe St.; 303-991-2277. [www.theoceanaire.com](http://www.theoceanaire.com).

### Zaidy's Deli

Kosher-style deli menu. Corned-beef hash, potato latkes, and cheese blintzes. Brownies as big as your hand. \$ B, L Mon.–Sun. 1512 Larimer St. (corner of 15th and Lawrence Streets); 303-893-3600. [www.zaidysdeli.com](http://www.zaidysdeli.com).

### Larimer Square

With twinkling lights and piped-in music, Larimer Square feels cozy even in the dead of winter. As one of the most historic blocks in Denver, Larimer Street, between 14th and 15th Streets, charms.

### Bistro Vendôme

Your own little corner of Paris. Tucked in an inviting nook off Larimer Street,

this bistro serves items such as quiche with black truffles for brunch, and salmon grill with artichokes, capers, and sun-dried tomatoes for dinner. Out-of-this-world frites. Best of all, they serve French press coffee. \$\$\$ D Mon.–Sun., Brunch Sat.–Sun. 1420 Larimer St.; 303-825-3232. [www.bistrovendome.com](http://www.bistrovendome.com).

### Capital Grille

With rich, classic décor and impeccable service, Capital Grille exudes a clubby vibe. Business lunchers power up with steak, lobster bisque,

## PRICE GUIDE

Average price per person including appetizer, entrée, and dessert.

\$..... Under \$20  
 \$\$..... \$20–\$30  
 \$\$\$..... \$30–\$40  
 \$\$\$\$..... Over \$40



or citrus-glazed salmon. Flourless chocolate espresso cake closes the deal. \$\$\$\$ L Mon.–Fri., D Mon.–Sun. 1450 Larimer St.; 303-539-2500. [www.thecapitalgrille.com](http://www.thecapitalgrille.com).

### Crêpes 'n Crêpes

An authentic crêperie and bar so petite you could easily miss it. That would be a shame. The cook prepares delicate wafer-thin crêpes in an open kitchen. Fillings range from spinach and feta cheese to white breast of chicken with wild mushrooms. Tucked between Larimer Square and 16th St. Mall. \$, B, L Mon.–Sun., D Wed.–Sat. 1512 Larimer St.; 303-534-1620.

### Rioja

This swanky spot swarmed with celebrities during the Democratic National Convention last August. Before you even order, a server delivers goat cheese and rosemary biscuits, lavender bread, and olive scones. Superb artichoke tortelloni.

\$\$\$\$. L Wed.–Fri., D Mon.–Sun., Brunch Sat.–Sun. 1431 Larimer St.; 303-820-2282. [www.riojadenver.com](http://www.riojadenver.com).

### Samba Room

Palm trees, Brazilian music, cool cocktails, and Latin cuisine. Ceviche, Spanish paella, and seared jumbo scallops. \$\$\$ L, D Mon.–Sun. 1460 Larimer St.; 720-956-1701. [www.sambaroom.net](http://www.sambaroom.net).

### Tamayo

Modern Mexican cuisine. Tamayo leans toward pricey (a quesadilla is \$13) but the fare brims with flavor and the margaritas pack a wallop. Menu includes tequila-flambéed shrimp and slow-cooked pork shoulder. Spectacular rooftop terrace, weather permitting. \$\$\$ L Mon.–Fri., D Mon.–Sun. 1400 Larimer St.; 720-946-1433. [www.modernmexican.com](http://www.modernmexican.com).

### The Market

A self-serve market with exposed brick, hardwood



Crêpes 'n Crêpes creates a delicate dessert: strawberries with chocolate sauce, or *fraises avec nutella ou sauce au chocolat*.

floors, and a Sunday-morning-with-the-travel-section ambiance. Yankee pot roast, poached salmon, sandwiches, and soup. And, oh, the Spring Fling cake! Six dollars brings a slice of fluffy white goodness covered with mango-kiwi-strawberry-glazed cream cheese frosting. \$, B, L, D Mon.–Sun. 1445 Larimer St.; 303-534-5140. [www.themarketatlarimer.com](http://www.themarketatlarimer.com).

## Lower Downtown

The 20-square-block area known as LoDo brims with historic buildings that have evolved into microbreweries, lofts, businesses, galleries, and restaurants.

### McCormick's Fish House & Bar

Order oysters on the half shell or a blue-plate special such as Wazee Street meatloaf with mushroom gravy. Step into the Cruise Room (across from the main dining room) to find Denver's art deco at its finest. If you love a good martini, imbibe here. \$\$\$ L Mon.–Fri., D Mon.–Sun. 1659 Wazee St.; 303-825-1107. [www.mccormicksfishhouse.com](http://www.mccormicksfishhouse.com).

### Tattered Cover Book Store Coffee and Tea Shop

Before browsing the two levels of floor-to-ceiling shelves of books, lunch at the self-serve Coffee and Tea Shop. Salads, sandwiches, soups (delectable split pea and ham). Then

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experience this paradise for literature lovers. \$. L Mon.–Sun. 1628 16th St.; 303-436-1070. [www.tatteredcover.com](http://www.tatteredcover.com).

### Wynkoop Brewing Company

This place hops. Classic pub grub, including burgers, fish and chips, and shepherd's pie. Hot artichoke and Parmesan cheese dip with toasted garlic beer bread is listed as an appetizer, but you can make a meal out of it. Denver Mayor John Hickenlooper founded this brewpub in 1988. \$. L, D Mon.–Sun. 1684 18th St.; 303-297-2700. [www.wynkoop.com](http://www.wynkoop.com).

### Uptown

East of Downtown Denver, Uptown offers plenty of dining clout.

### Buenos Aires Grill

An Argentine steakhouse serving mouth-watering bacon-wrapped figs, a creamy rich risotto, steak, sausages, and chorizo. La Diana (we know her at Denver Public Library (DPL) as Diane Lapierre) dances flamenco here with guitarist René Heredia and his Gypsy Dance Ensemble. Olé! \$\$\$.

D Tues.–Sun. 2191 Arapahoe St.; 303-296-6709. [www.bagrill.com](http://www.bagrill.com).

### Randolph's

Happy hour, mood lighting, classic cocktails, contemporary American cuisine, and an urbane atmosphere. For dinner: pan-seared ahi tuna or crispy cod. Angel food cake with warm huckleberry compote and vanilla ice

cream is heavenly. \$. L, D Mon.–Sun. 1776 Grant St.; 303-318-7272. [www.randolphsdinner.com](http://www.randolphsdinner.com).

### WaterCourse Foods

Superb vegetarian; hipster scene. Barbecue tofu, Seitan buffalo wings, and a TLT—tempeh, lettuce and tomato sandwich. Home of the sweet potato cinnamon roll. Guzzle a gluten-free beer. \$. B, L, D Mon.–Sun. 837 E. 17th Ave.; 303-832-7313. [www.watercoursefoods.com](http://www.watercoursefoods.com).

### Golden Triangle

The neighborhood known as the Golden Triangle, south of downtown, is home to museums, fine-art studios, and DPL. Hop on the free 16th Street shuttle and take it to the end of the line at Civic Center Park. The Museum District begins on the opposite side of the park.

### Cuba Cuba

A bit of Havana in Denver. Located in two Caribbean-style homes painted in crayon colors with a metal palm tree near the entrance. Inside, bongo bar tables and Cuban music create a tropical mood. Scrumptious plantains and black beans. Add killer mojitos and stir. \$. D Mon.–Sat. 1173 Delaware St.; 303-605-2822. [www.cubacubacafe.com](http://www.cubacubacafe.com).

### Dozens

Such a friendly, funky café you'll want to eat here more than once. This neighborhood gem offers hearty breakfast and lunch at rock-bottom prices.

What librarian doesn't love the Literary Club—a triple-decker club sandwich with no late fees? I've eaten here 50-plus times and rarely deviated from the Brown Palace (the perfect BLT). Be sure to tell John I sent you. \$. B, L Mon.–Sun. 236 W. 13th Ave.; 303-572-0066.

### Palette's at the Denver Art Museum

Steps from DPL, this artsy restaurant's velvety mac and cheese with toasted bread crumbs tempts me too often. Also awesome: roast lemon and garlic half chicken or the charbroiled burger. White linens and elegant setting. \$. L Tues.–Sun. D Fri. only. 100 W. 14th Ave. Parkway; 303-534-1455. [www.ktrg.net](http://www.ktrg.net).

### Cherry Creek

Easily Denver's most chic shopping area, Cherry Creek touts eateries, spas, specialty stores, and brand-name shopping. Cab fare runs about \$15 from downtown, but your hotel may provide a shuttle.

### Cucina Colore

Contemporary Italian. Wood-fired pizza, house-made lobster ravioli, pillow-soft focaccia, and an award-winning wine selection. \$\$\$.

L, D Mon.–Sun. 3041 E. 3rd Ave.; 303-393-6917. [www.cucinacolore.com](http://www.cucinacolore.com).

### Elway's

Movers and shakers flock to this tony steakhouse owned by former Denver Broncos QB John Elway. Menu items

## NEW from ACRL!

### Gaming in Academic Libraries

*Amy Harris and Scott E. Rice, editors*

This collection describes issues related to games as a collection format, the cataloging and circulation of games, the use of games to market the library, and the use of games to help students achieve information literacy. Cases include projects at large research libraries as well as small liberal arts colleges. Libraries that are addressing gaming with a great deal of funding as well as those with minimal funding are examined.

The first book on gaming in academic libraries, this book will be useful to those considering building game collections, using games for marketing or public relations purposes, and using games for learning and teaching.

\$38.00 (ACRL members less 10%); 978-0-8389-8481-9

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are listed a la carte, so the bill may escalate faster than you can call time-out, but the USDA Prime hand-cut steaks score. Chalk up another victory for do-it-yourself s'mores. Two locations: Cherry Creek and the Ritz-Carlton downtown. \$\$\$\$ B Mon.–Fri. (downtown only), L Mon.–Fri., D Mon.–Sun. Cherry Creek: 2500 E. 1st Ave., Suite 101; 303-399-5353. Downtown: 1881 Curtis St.; 303-312-3107. [www.elways.com](http://www.elways.com).

## Highlands

This picturesque neighborhood filled with family-owned restaurants, boutiques, pubs, and galleries, northwest of downtown about three miles, has boomed the last several

years. Cab fare from downtown runs about \$12.

### Bang!

Herb-roasted chicken with a mound of mashed potatoes, fried catfish with crisp hush puppies, meat loaf, fried chicken, and burgers. Cozy interior, heated patio. Located in a converted house with the entrance at the rear. \$. L, D Tues.–Sat. 3472 W. 32nd Ave.; 303-455-1117. [www.bangdenver.com](http://www.bangdenver.com).

### Lola

Love this place. Guacamole prepared and served tableside will have you doing cartwheels (or was that the margarita?). Ridiculously fresh fare; you can even order

grilled dandelion greens salad. Or not. Another option: creamy grilled corn soup. The sangria flows. \$. L Sat.–Sun., D Mon.–Sun. 1575 Boulder St.; 720-570-8686. [www.loladenver.com](http://www.loladenver.com).

## Other notables

### Fruition

Locals rhapsodize over the crispy duck leg confit, seared Maine diver scallops and sophisticated yet simple setting. Indulge your inner foodie. \$\$\$\$ D Mon.–Sun. 1313 E. 6th Ave.; 303-831-1962. [www.fruitionrestaurant.com](http://www.fruitionrestaurant.com).

### M&D's BBQ Café and Fish Palace

OMG. Catfish, fried green tomatoes, fried okra, biscuits

smothered in butter, and peach cobbler. Family-owned. Round out your meal with lip-smacking sweet potato pie. \$. L, D Tues.–Sun. (Opens 2 p.m. Sat.) 2000 E. 28th Ave.; 303-296-1760. [www.mdbbqfish.com](http://www.mdbbqfish.com).

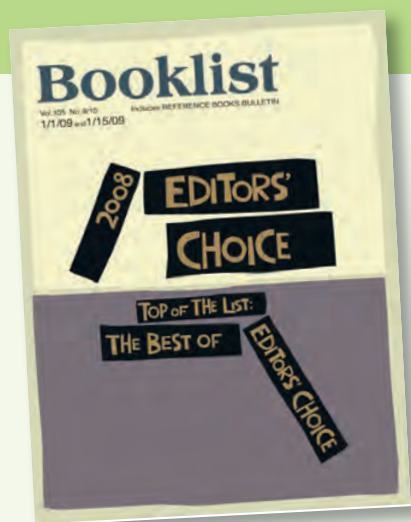
### Sushi Den

Zagat rates Sushi Den as one of the most prestigious sushi restaurants in the country. You'll have to decide for yourself, but the line out the door gives a clue. Sip some Sake and prepare to be dazzled. \$\$\$ L Mon.–Fri., D Mon.–Sun. 1487 S. Pearl St.; 303-777-0826. [www.sushiden.net](http://www.sushiden.net).

—Sherry Spitsnaugle is a writer/editor for the Denver Public Library.

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Photo credit: American Program Bureau

#### KEYNOTE SPEAKERS

##### Naomi Klein

THURSDAY, MARCH 12, 2009

Naomi Klein is an award-winning journalist, syndicated columnist and author of international bestseller, *The Shock Doctrine: The Rise of Disaster Capitalism*.

##### Sherman Alexie

FRIDAY, MARCH 13, 2009

A prolific novelist, poet and screenplay writer, Sherman Alexie has been hailed as one of the best young writers of his generation.



Photo credit: Royce Carlton, Inc.



Photo credit: Nancy Updike

##### Ira Glass

SUNDAY, MARCH 15, 2009

Ira Glass is the host and producer of the public radio program *This American Life*, heard on more than 500 public radio stations each week by over 1.7 million listeners.

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#### REGISTER EARLY AND SAVE MONEY!

Register by the early-bird deadline of January 16, 2009, and save more than 20% on your conference registration. Registration materials are available at [www.acrl.org/seattle](http://www.acrl.org/seattle).

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# American Library Association would like to thank its 2008-2009 Library Champions

In the late 1990s, twenty-one companies partnered with ALA to launch the Library Champions program. This innovative program allowed companies to actively support and convey the value of library and librarianship advocacy in the 21st century.

Today, over 20 years later, our Library Champions program has now expanded to forty-seven members. These esteemed companies continue to invest in ALA's advocacy efforts through ALA's national advocacy and public awareness initiative, *@your library – The Campaign for America's Libraries*. Contributions to this program have developed multiple initiatives that include: National Library Week, Library Card Sign-Up Month, READ posters, tool-kits used by all types of libraries, and *En Tu Biblioteca* (a new campaign that reaches out to the Latino community).

We appreciate Library Champions' commitment to increasing the importance of libraries as information, learning, and community centers throughout the nation. To each of you, thank you for making *The Campaign for America's Libraries* a success.

New Library Champion members add strength to ALA's initiative for public awareness and advocacy for America's libraries. Please visit [www.ala.org](http://www.ala.org) to learn more about our forty-seven Library Champions and their role at ALA and *The Campaign for America's Libraries*.



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**FOUNDED: 1828**  
**CONTACT: Information Services 800.775.1800 or**  
[btinfo@btol.com](mailto:btinfo@btol.com)  
[www.btol.com](http://www.btol.com)



Bob Sibert, President  
**BOUND TO STAY BOUND  
BOOKS**



For over 88 years our company has put children's books in our unique binding so they are durable enough to withstand the heavy circulation they get in schools and public libraries. Our company's mission is to help librarians put quality books in their libraries has not wavered since my grandfather founded the company.

Bound To Stay Bound has tried to support ALA, librarians and libraries in other ways through the years. Since 1985 we have sponsored several scholarships a year for students trying to become children's librarians. Since 1997 we have sponsored AASL travel grants for librarians attending their first AASL Conference, and since 2001 we have sponsored ALA's Robert F. Sibert Award for informational children's books. Being a Library Champion is, we feel, just one more good way to strengthen our country's national treasures, its Libraries.

**FOUNDED: 1920**  
**CONTACT: Mike Brady 800.637.6586**  
[www.btsb.com](http://www.btsb.com)



Joe Largen, Chairman, CEO &  
President  
**BRODART COMPANY**



Brodart Company has a rich history of partnering with librarians to bring library patrons information in comfortable and functional environments. Through our Books & Automation, Contract Furniture, and Supplies & Furnishings Divisions, we have the expertise, products and services to help librarians capitalize on opportunities and manage the challenges facing them. We are honored to be a Library Champion and delight in supporting the important contributions of libraries and librarians to communities worldwide.

**FOUNDED: 1939**  
**CONTACT: John Carson 800.233.8467**  
[www.brodart.com](http://www.brodart.com)



Annie M. Callanan, President  
**BOWKER**



When Richard Rogers Bowker, Fredrick Leypolt, and Melvin Dewey founded the ALA they shared a joint vision: to promote best practices, awareness, and efficiencies in the daily affairs of the devoted librarians of their day and in future generations.

Today, more than ever, Bowker is focused on that vision – from the daily needs of librarians to the bigger picture of librarianship in America. With products and services that provide information as well as analysis and reporting – with tools to increase patron usage of the library and justification for funding – Bowker continues to make championing the cause of librarians our highest priority.

**FOUNDED: 1872**  
**CONTACT: Denise M. DiMaría 888.269.5372**  
[www.bowker.com](http://www.bowker.com)



Pamela Smith, Senior Vice  
President  
**BWI/FOLLETT LIBRARY  
RESOURCES**



BWI and Follett Library Resources are proud to support the American Library Association's advocacy efforts through the Library Champions program. As Follett Corporation companies, we are committed to providing the highest quality books, audiovisual materials, digital content, value-added services, and personal assistance to public libraries and schools around the world. Our goal is to use our experience and expertise to anticipate and exceed your needs. Librarians have the lofty mission of educating and entertaining the children, teens and adults of their communities and our mission is to make it easy for you to do great things.

**FOUNDED: 1873**  
**CONTACT: BWI 800.888.4478** [www.titletales.com](http://www.titletales.com)  
**Follett Library Resources 888.511.5114**  
[www.titlewave.com](http://www.titlewave.com)

Karen Lotz, President & Publisher

**CANDLEWICK PRESS**



At Candlewick Press, we dedicate ourselves to creating the highest quality books for young readers. Located in Cambridge, Massachusetts, we are America's largest employee-owned children's publisher. Our independence allows us to pursue a wide range of creative choices while we serve our young "constituents" from infancy to adulthood. We honor librarians, who give as much care and attention to the alchemy of connecting readers and books as we try to give to each detail of the publishing process.

From the very beginnings of our U.S. company, we have been privileged to work closely with the American Library Association. We now are especially proud to support their advocacy efforts and the mission of allowing young people from all backgrounds equal opportunity to learn that libraries—and books—are "for life."

**FOUNDED: 1991**  
**CONTACT:** Sharon Hancock 617.661.3330  
[www.candlewick.com](http://www.candlewick.com)



Michael Jermy, General Manager

**CHECKPOINT SYSTEMS, INC.**



Checkpoint Systems, Inc. has been dedicated to the library marketplace since the company was established in 1969 with the Free Library of Philadelphia as its debut technology client. Checkpoint continues to provide technology tools which enable library staff members to spend more time inspiring and serving their clients while securing library collections. Checkpoint is proud to be a Library Champion.

**FOUNDED: 1969**  
**CONTACT:** Frank Palazzo 800.257.5540 frank.palazzo@checkpoint.com  
[www.checkpointlibrary.com](http://www.checkpointlibrary.com)



Jon Malinowski, President

**THE COMBINED BOOK EXHIBIT**

**NEW CHAMPION**



The Combined Book Exhibit began in 1933 as the original Book Mobile, providing a venue for librarians to find new books and make wise decisions with their limited funds during the Great Depression. Now celebrating their 75th year, The Combined Book Exhibit has a rich history as a staple at over 25 shows each year, where librarians and educators can relax while searching through the vast CBE collection of small, medium and large presses. With their sister company, The American Collective Stand, The Combined Book Exhibit is not only a venue for librarians to see new books, but a venue for publishers to display their books worldwide.

With our first 75 years of showcasing quality publications behind us, we are honored to give even more back to the library community by becoming Library Champions. We look forward to our next 75 years serving the library community even more effectively as the premier connection between publishers and librarians.

**FOUNDED: 1933**  
**CONTACT:** Jon Malinowski 914.739.7500  
[www.combinedbook.com](http://www.combinedbook.com) [www.thebookcheckout.com](http://www.thebookcheckout.com)



Mike Grasee, President

**DEMCO, INC.**



For over 100 years DEMCO has supported the valuable work of librarians—taking pride in providing the best service possible. Our mission is to continue to anticipate future needs...to supply products and services that support the activities of library professionals and improve library environments by making them more attractive and user-friendly. The people of DEMCO demonstrate their continuing commitment to library professionals through their support of the Library Champions Program and our participation at ALA's conferences.

**FOUNDED: 1905**  
**CONTACT:** John Ison 608.241.1201  
[www.demco.com](http://www.demco.com)



Richard W. Dreiling, CEO

**DOLLAR GENERAL**



Dollar General's commitment to literacy spans the life of our company and remains strong because of the significant need in our nation. Our co-founder, J.L. Turner, was functionally illiterate when he started the company recognized today as Dollar General. We understand that sometimes various circumstances in life prevent individuals from achieving their educational goals. Whatever the circumstances that initially prevented someone from experiencing educational success, we believe it is never too late to learn. We also believe that learning to read, receiving your GED or learning the English language is an investment that opens new doorways for personal, professional and economic growth for individuals and families.

Since the Foundation's inception in 1993, the Dollar General Literacy Foundation has awarded more than \$26.5 million in grants across our 35-state market area. In addition to cash grants, Dollar General's Learn to Read free literacy referral program has provided more than 50,000 literacy referrals. Information about the referral program is available in the "Do you want to read better?" brochures displayed on our stores check-out counters.

**FOUNDED: 1939**  
**CONTACT:** Dollar General Literacy Foundation  
615.855.5201  
[www.DollarGeneral.com](http://www.DollarGeneral.com)



Anna Marie Metzgar, Channel Manager, Library & University Markets - Marketing Teleweb

**DUN & BRADSTREET**



Dun & Bradstreet (D&B®) – Library Champion since 1992 – proudly renews its association with the ALA. With over 160 years of leadership in the information field, our Internet, CD-ROM, and directory products offer the quality information your patrons and students need for market research, industry analysis, job searching and more – all in easy-to-search and easy-to-use formats.

Our information is backed by DUNSRight™, our patent-pending quality process designed to increase the accuracy, timeliness and completeness of all our data. DUNSRight features over 2,000 quality control checks, 1.5 million daily updates, and five quality drivers to ensure the library community receives top-quality data on local, national and global markets.

D&B is honored to be a Library Champion and seeks to nurture our nation's most valuable information resource by providing high-quality, cost-effective solutions.

**FOUNDED: 1841**  
**CONTACT:** Anna Marie Metzgar 973.605.6705  
[www.dnb.com](http://www.dnb.com)



Allen Powell, President

**EBSCO INFORMATION SERVICES**



EBSCO proudly acknowledges the library community and the good works being accomplished by librarians worldwide.

Our association with ALA and other information and standards organizations allows us to actively participate in the ongoing discourse between libraries, publishers and vendors. It also gives EBSCO the opportunity to contribute to various sponsorship and scholarship programs created to subsidize continuing education and conference attendance for librarians.

As EBSCO invests in your professional development, we also invest in our services for e-resource access and management, a natural extension of the print subscription support we've provided for more than 60 years.

Thank you for the opportunity to work together.

**FOUNDED: 1944**  
**CONTACT:** Susan R. Knight 205.980.6707  
[www.ebsco.com](http://www.ebsco.com)



Erik Engstrom, CEO

**ELSEVIER**



Elsevier is proud to be an active advocate of libraries worldwide. Today, librarians and Elsevier are partnering in new ways that support our common goal of making genuine contributions to the science and health communities around the globe.

Librarians play a primary role in the development of our electronic products as well as providing valuable advice and insight through Elsevier's various advisory boards. With our combined efforts together we are able to improve scholarly communication and facilitate the mission of researchers and faculty.

At Elsevier, we recognize and value the diverse contributions of libraries everywhere and look forward to our continued collaboration. We do not underestimate the importance of librarians.

**FOUNDED: 1880**  
**CONTACT:** Davies Menefee, Director Library Relations Americas, [d.menefee@elsevier.com](mailto:d.menefee@elsevier.com)  
[www.elsevier.com](http://www.elsevier.com)



## INVESTING IN AMERICA'S LIBRARIES



Matti Shem Tov, CEO  
**EX LIBRIS GROUP**



Ex Libris Group is a leading provider of library automation solutions, offering the only comprehensive product suite on the market today for electronic, digital, and print materials. Dedicated to developing the market's most inventive and creative solutions, Ex Libris leads the way in defining and designing efficient, user-friendly products that serve the needs of academic libraries today enabling them to transition into the future. By collaborating closely with customers and industry visionaries, Ex Libris addresses the evolving requirements of libraries in the high-tech era.

Founded more than 25 years ago, Ex Libris maintains a fast-growing, impressive customer base, serving thousands of sites in more than 70 countries on six continents. The Ex Libris customer list, which reads like a who's who of the world's top academic institutions, reflects the Company's strategic focus on academia, national libraries, and research institutions.

**FOUNDED: 1986**  
**CONTACT: 800.762.6300**  
[infousa@exlibrisgroup.com](mailto:infousa@exlibrisgroup.com)  
[www.exlibrisgroup.com](http://www.exlibrisgroup.com)



Mary Schapiro, Chairman  
**FINRA INVESTOR  
EDUCATION FOUNDATION**



The FINRA Investor Education Foundation is proud to partner with ALA on *Smart Investing@your library*®, a grant program addressing the growing need for reliable financial and investor education at the grassroots level. Increasingly, individuals are responsible for navigating complex financial decisions virtually every day. Even knowing where to turn for information can be a challenge. Participating libraries are helping patrons at library facilities, at home via the Web, at the workplace, and at myriad community locations to access unbiased, quality resources and educational opportunities to improve their financial decisions.

The FINRA Foundation supports innovative research and educational projects that give underserved Americans the knowledge, skills and tools necessary for financial success throughout life. To date, the FINRA Foundation has approved more than \$39 million in investor education and protection initiatives through a combination of grants and targeted projects. FINRA, the Financial Industry Regulatory Authority, is the largest non-governmental regulator for all securities firms doing business in the United States. FINRA is dedicated to investor protection and market integrity.

**FOUNDED: 2003**  
**CONTACT: George Smaragdis 202.728.8988**  
[www.finrafoundation.org](http://www.finrafoundation.org)



Patrick C. Sommers, President  
**GALE, A PART OF  
CENGAGE LEARNING**



Gale is committed to providing *value to libraries and power to users*. With a focus on the user experience and increasing usage, we stand side by side with library partners to promote the library as a vital part of its community. Library advocacy is part of who we are and where we're going.

We are delighted to sponsor bus transportation here in Denver. It's all part of our continuing heritage of serving libraries and librarians and supporting the good work of the American Library Association.

**FOUNDED: 1954**  
<http://gale.cengage.com>



Guy Marhewka, CEO  
**GAYLORD BROS., INC.**



Gaylord Bros. has helped librarians meet the needs of their patrons, students and staff for over 100 years. Through the continual development of innovative and quality products, we've endeavored to make the library environment and processes more inviting and user friendly. Gaylord has also focused on providing expert guidance in library layout as well as custom products that meet the specific demands of individual libraries.

Gaylord is proud to participate in the ALA Library Champions program as a means of enhancing the essential role that school, college and neighborhood libraries play in assisting people of all ages in the pursuit of literacy, research and community involvement.

**FOUNDED: 1896**  
**CONTACT: Amanda Rose 315.634.8440**  
[www.gaylord.com](http://www.gaylord.com)



Founders Larry Page and Sergey Brin  
**GOOGLE**



Librarians and Google share a goal: to organize the world's information and make it universally accessible and useful. We support librarians who work each day to further that mission, enriching our lives by providing access to knowledge, culture, literacy and learning. We're excited to collaborate with librarians in the quest to connect people and information, and we're proud to be an ALA Library Champion.

**FOUNDED: 1998**  
**CONTACT: Bethany Poole 650.253.7171**  
[www.google.com](http://www.google.com)

### GREENWOOD PUBLISHING GROUP



The Greenwood Publishing Group is one of the world's leading publishers of reference titles, academic and general interest books, texts, books for librarians and other professionals, and electronic resources. With thousands of titles in print, GPG publishes hundreds of books and electronic resources each year, many of which are recognized with annual awards from Choice, Library Journal, the American Library Association, and other scholarly and professional organizations. GPG remains committed to providing quality products and support to the library market, and is proud to be an ALA Library Champion.

**FOUNDED: 1967**  
**CONTACT: Laura Mullen, Publicity Director laura.mullen@greenwood.com**  
[www.greenwood.com](http://www.greenwood.com)



Kristen Kochan, Market Manager  
**HIGSMITH INC.**



Helping Librarians Reach Every Reader<sup>SM</sup>

Since 1956, Highsmith Inc. has been providing fresh ideas, services and products to help librarians engage readers of all ages. From furnishings, equipment and supplies that create inviting and effective learning environments to our exclusive Upstart posters, literature and promotions, we have everything you need to encourage a love of reading that stretches beyond the library.

**FOUNDED: 1956**  
**CONTACT: Sue Lenz 608.743.8113; Customer Service 800.558.2110**  
[www.highsmith.com](http://www.highsmith.com)



Harold Regan, President & CEO  
**H.W. WILSON COMPANY**



H.W. Wilson is proud to support ALA as a Library Champion. We're happy to help broaden the reach and impact of America's libraries, and enhance the services available to library users.

Support for the Library Champions program is just one dimension of H.W. Wilson's 111 years of commitment to libraries worldwide. Our most important mission—providing the highest quality access and the most relevant information for research—remains as vital as ever, and complements our desire to advance other aspects of library service.

Our editorial integrity assists libraries in connecting with more patrons on-site and on the web. The dedication of the dozens of librarians on the Wilson staff is highlighted with every WilsonWeb search at new workstations around the country. The Wilson name and subject files - the most consistent, precise, and reliable you'll find anywhere - help make even the broadest periodicals collections more accessible and valuable for research.

The connection between America's libraries and library users is the foundation of H.W. Wilson's success, and we look forward to continuing our support of the Library Champions program in strengthening that connection.

**FOUNDED: 1898**  
**CONTACT: Frank Daly 718.588.8400**  
[www.hwwilson.com](http://www.hwwilson.com)

# American Library Association 2008-2009 Library Champions



## INVESTING IN AMERICA'S LIBRARIES



Valerie MacLeod, Vice President

**INGRAM LIBRARY SERVICES INC.**



**Ingram Library Services**  
Where libraries are going™

Why is Ingram a Library Champion? The reason is simple—we're in libraries every day and our company is dedicated to serving the needs of librarians. Our services are developed to enable you to provide your patrons with the best possible book and audiovisual selections. Being a Champion is more than just another way to say thank you for all you do in your communities—we consider it a privilege as well.

**FOUNDED: 1970**

**CONTACT: Valerie MacLeod 800.937.5300 ext. 35516**  
[www.ingramlibrary.com](http://www.ingramlibrary.com)



Janice M. Stebbins, President & CEO

**JANWAY COMPANY USA INC.**



JanWay Company is proud to support ALA as a Library Champion. Libraries play a key role in the development of educational and economic opportunities within their communities. We hope our contribution will help to sustain the long-term health of libraries, our country's most valuable information resource.

JanWay Company holds the unique position in the library world of being the largest full-service provider of custom printed promotional and fundraising products. Our specialties include items for promoting reading programs, Library Week, literacy, @your library®, anniversaries, new construction, community outreach, conferences, and internet/online services. Some popular products are canvas, nylon, non-woven and plastic bags, library hour magnets, mouse pads, bookmarks, pencils/pens and "Go Green" items.

As a Library Champion, JanWay is committed to helping libraries in their efforts to promote vital services to the community.

**FOUNDED: 1981**

**CONTACT: Janice M. Stebbins 800.877.5242 ext. 101**  
[www.janway.com](http://www.janway.com)



Annette Harwood Murphy, President & CEO

**THE LIBRARY CORPORATION**



For over 34 years, librarians worldwide have turned to The Library Corporation for information management tools and services for their libraries and patrons. The Library Corporation is committed to delivering the most up to date and innovative products to meet librarians' needs. We believe in listening to those we serve and taking the initiative to meet their expectations.

The Library Corporation is proud to support the Library Champions program, which sustains librarians and library advocacy programs. Library Champions recognizes the achievement of individual librarians, while increasing public awareness and promoting advocacy programs—important reasons to stand behind this program.

**FOUNDED: 1974**

**CONTACT: Lisa Prodywus 800.325.7759**  
[www.TLCdelivers.com](http://www.TLCdelivers.com)



James J. Pfister, CEO

**MARQUIS WHO'S WHO**



Marquis Who's Who has been providing libraries and individuals with trusted biographical information since the first edition of Who's Who in America was published in 1899.

The librarian's role of guiding people to authoritative and accessible sources of information is just as important today as it was over 100 years ago. Marquis Who's Who is committed to helping libraries achieve this goal by providing world-class directories and databases that are constantly evolving to appeal to today's researchers.

Marquis Who's Who is proud to support the library community and serve as an ALA Library Champion

**FOUNDED: 1899**

**CONTACT: Michael Noerr 800.473.7020 ext. 1044**  
[www.marquiswhoswho.com](http://www.marquiswhoswho.com)



Jerry Kline, CEO & Chairman

**INNOVATIVE INTERFACES**



For over 30 years, Innovative Interfaces has dedicated its energies to meeting the needs of libraries and the challenges of library automation. Innovative fulfills this mission with trusted products including Millennium, the market-leading integrated library system, INN-Reach (direct consortial borrowing solution), Electronic Resource Management, and the Encore discovery services platform. Innovative's customer service ranks among the best in the industry and its partner-focused approach and long-term outlook allow it to be a stable, responsive provider to the library community. Today, thousands of libraries of all types in over 40 countries rely on Innovative's products, services, and support. The company is located in Emeryville, California with offices around the world.

**FOUNDED: 1978**

**CONTACT: Gene Shimshock, VP Marketing 510.655.6200**  
[genes@iii.com](mailto:genes@iii.com)  
[www.iii.com](http://www.iii.com)



Timothy Fusco, Vice President Publishing, Academic & Library Solutions

**LEXISNEXIS**



The LexisNexis Government and Academic team serves the information needs of academic, secondary schools, and public libraries, as well as government markets. We offer a wide array of printed indexes, microform collections, electronic databases, and digital archives, such as the U.S. Serial Set and Congressional documents—all designed to make vast information sources completely manageable and accessible.

We design products with the goal of simplifying and ensuring successful research for students, faculty, knowledge workers, and librarians. In our quest to create truly useful products, we rely on librarians for their support, candor, and feedback. We hope that librarians realize they can rely on us, too; supporting the ALA Library Champions program is merely one way we hope to demonstrate our unwavering commitment to the profession.

**FOUNDED: 1974**

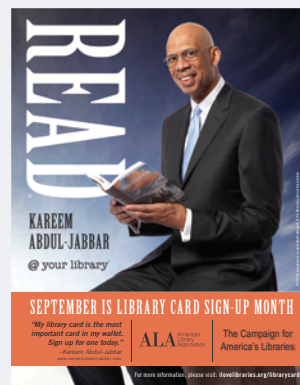
**CONTACT: Marina Azariah 800.638.8380**  
[www.lexisnexis.com/academic](http://www.lexisnexis.com/academic)

## Kareem Abdul-Jabbar scores big during Library Card Sign-up Month

Throughout Library Card Sign-up Month (Sept.), NBA legend Kareem Abdul-Jabbar, could be seen and heard speaking out about the value of owning a library card. Thanks in part to funding from ALA's Library Champions, more than 30 million readers enjoyed seeing print public service announcements (PSAs) featuring Abdul-Jabbar discussing the important school supply of all, a library card.

The PSA appeared in national publications such as Entertainment Weekly, O, The Oprah Magazine, USA Today and many more. The combined value of all placements generated approximately \$1 million in donated advertising space and radio air time.

Hundreds of airing of his PSAs on radio stations took place around the country though the month of September. Free downloads were made available on ALA's Library Card Sign-up Month Web page to assist libraries in promoting the event locally.



## INVESTING IN AMERICA'S LIBRARIES

### Find help en tu biblioteca

Launched in September, the "en tu biblioteca" ("@ your library") campaign was developed with Univision Radio and the ALA to reach out and encourage members of the Latino community to use their local library. Made possible in part through funding by ALA's Library Champions, the campaign communicates how libraries create opportunities for Latino adults and their children by providing trusted help from librarians and free public access to information.

As part of the campaign, two PSAs featuring Univision Radio personality Javier Romero and Illinois librarian, Semiramis M. Grady, are currently airing in nine of the country's top Latino markets, including Austin, Chicago, Houston, Los Angeles, New York, Miami, San Antonio, San Francisco and Washington, D.C. The radio messages reach roughly one-half of the U.S. Latino population.

Librarians across the country can listen to and download the PSAs featuring Grady in English and Spanish at [www.entubiblioteca.org/bibliotecarios](http://www.entubiblioteca.org/bibliotecarios). Free downloadable posters, flyer and bookmarks are also available on the Web site, which was created to be a companion Spanish-language site for the public to support the messages of the radio PSAs.



### MARSHALL CAVENDISH



Since 1970 Marshall Cavendish has been a highly regarded publisher of illustrated reference books for school and public libraries. In recent years, we have significantly expanded our publishing program to meet reader demands, and in 2006 launched Marshall Cavendish Digital, which brings our award-winning print titles into digital form, in order to meet the new challenge of information technology.

Marshall Cavendish Reference Books: illustrated encyclopedias covering a wide range of curriculum related topics. Benchmark Books: nonfiction published in series for elementary through high school readers. Marshall Cavendish Children's Books: picture books, nonfiction, and fiction from distinguished authors and artists. Marshall Cavendish Digital: customizable, Web-based digital collection of reference resources.

The Library Champion program offers Marshall Cavendish the opportunity to help ALA in its mission of advocacy for American libraries. As proof of its belief in the inestimable value, now and forever, of libraries, Marshall Cavendish is proud to offer its support to the advocacy efforts of ALA.

**FOUNDED: 1970**  
**CONTACT: Walter Harvey 914.332.8888**  
[www.marshallcavendish.us](http://www.marshallcavendish.us)



Jonathan Worrall, CEO  
**MERGENT, INC.**



As a proud member of the Library Champion family, Mergent is pleased to offer our strong support of the American Library Association.

Mergent, Inc. has been transforming data into knowledge for more than a century. Our unique history has enabled us to be an innovator in the creation of easy-to-use, powerful information tools that combine research functionality with the latest in technology. Mergent offers academic professionals a full range of research tools through data feeds, print and desktop applications. Our databases contain detailed information on over 17,000 U.S. public companies, 23,000 non-U.S. public companies and over 27,000 municipal entries, as well as extensive corporate and municipal bond, UIT and dividend information.

**FOUNDED: 1900**  
**CONTACT: Brian Whelan, Director of Marketing**  
**800.342.5647**  
[www.mergent.com](http://www.mergent.com)



Greg Leeds, President & CEO  
**MIRRORSTONE**



At Mirrorstone, we are dedicated to offering books that will turn reluctant readers into lifelong readers. We publish fantasy series fiction for young readers, knowing that research shows these are the kinds of books that appeal most to children who think they hate to read. From the lavishly illustrated and *New York Times* best-selling *A Practical Guide to Dragons* and *Practical Guide to Monsters*, to the unique adventures of dragons in the Dragon Codex series to the brand new trilogy written just for young readers by *New York Times* best-selling author R.A. Salvatore and his son Geno, our books have turned many young readers on to a lifetime of fantasy reading. For the past four years, we have supported libraries by offering free teaching and discussion guides, classroom activities and programming ideas downloadable from our website. We are proud to extend our support by becoming a sponsor of ALA.

**FOUNDED: 2004**  
**CONTACT: Shelly Mazzanoble 425.204.2693**  
[www.MirrorstoneBooks.com](http://www.MirrorstoneBooks.com)



Joe Mansueta, Chairman, Founder & CEO  
**MORNINGSTAR**



It is a pleasure to partner with an organization that looks for better ways to serve people. We at Morningstar are proud to be Library Champions and to support the American Library Association.

Morningstar, Inc. is a leading provider of independent investment research in the United States and in major international markets. Our goal is to offer products that improve the overall investment experience for individual investors, financial advisors, and institutions. Founded more than 20 years ago, we continue to evolve and expand our products. We're committed to delivering world-class investment research and services to people around the globe.

**FOUNDED: 1984**  
**CONTACT: 866.215.2509**  
[libraryservices@morningstar.com](mailto:libraryservices@morningstar.com)  
[www.morningstar.com](http://www.morningstar.com)



Patricia Glass Schuman, President  
Neal-Schuman Publishers and  
Past-President ALA

**NEAL-SCHUMAN  
FOUNDATION**

**NEW CHAMPION**



The Neal-Schuman Foundation, established in 2000 by Neal-Schuman Publishers' founders Patricia Glass Schuman and John Vincent Neal, strives to aid and promote charitable research and education for the improvement of libraries. As the leading independent, privately-owned publisher serving librarians, archivists and knowledge managers, Neal-Schuman is proud to join ALA's Library Champion program in support of library advocacy.

For over thirty years, Neal-Schuman Publishers has served the library and information science community with all of the professional, reference and training materials needed to succeed amidst continuous change and challenges. Always evolving, Neal-Schuman continues to maintain its record of excellence with new resources such as a suite of audio and online workshops at [www.neal-schuman.com/PEN](http://www.neal-schuman.com/PEN). By supporting ALA's Library Champions, Neal-Schuman remains dedicated to helping librarians negotiate change with confidence and optimism.

**FOUNDED: 2000**  
**CONTACT: Patricia Glass Schuman 212.925.8650**  
[www.neal-schuman.com](http://www.neal-schuman.com)



Jay Jordan, President & CEO  
**OCLC ONLINE COMPUTER  
LIBRARY CENTER**



OCLC strongly supports the Library Champions program and its commitment to library advocacy and the vital efforts of librarians around the world.

Since 1967, OCLC and its member libraries have been working together for the public good. Each day, the OCLC community of librarians in more than 69,000 institutions in 112 countries uses OCLC cooperative services to help people find the information they need. Each day, these Library Champions help to advance research, scholarship and education. We at OCLC are proud to be advocates for libraries and librarians and the ideals they embody.

**FOUNDED: 1967**  
**CONTACT: Bob Murphy 800.848.5878**  
[www.oclc.org/home/](http://www.oclc.org/home/)



# American Library Association 2008-2009 Library Champions



## INVESTING IN AMERICA'S LIBRARIES



William Schickling, President & CEO

**POLARIS LIBRARY SYSTEMS**

**POLARIS**  
LIBRARY SYSTEMS

Today's libraries are looking for better ways to serve their patrons and streamline staff workflow. And that's precisely what we do at Polaris Library Systems. As a forward-thinking library automation company, our goal is to keep you at the leading edge of technology, helping you to maximize resources, reduce costs and improve patron satisfaction.

Our mission at Polaris is to help libraries better serve their communities. The ALA Library Champions program is an opportunity for us to support libraries in their ongoing efforts to maintain positions of strength and relevancy within their communities.

FOUNDED: 1975

CONTACT: William Schickling 800.272.3414 ext. 4580  
William.Schickling@polarislibrary.com  
www.polarislibrary.com



Marty Kahn, CEO

**PROQUEST**

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## Quotable Facts about America's Libraries

Quotable Facts about America's Libraries wallet cards continue to be one of ALA's most popular items. About 5,000 are distributed yearly, thanks to Library Champions funding. Quotable Facts provides comprehensive statistics on academic, public and school libraries, along information of funding at the state and federal levels. Quotable Facts are available through the ALA's Public Information Office and the Office for Library Advocacy.

**Quotable Facts About America's Libraries**





Derk Haank, CEO  
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# Copyright or Copy Wrong?

Indigenous populations require nontraditional legal protection for their traditional cultural expression

by Leonard Kniffel

It doesn't take long before dinner conversation about "traditional cultural expression" turns into a debate over the effectiveness of copyright law. That's what happened November 12 at the Madison Hotel in Washington, D.C., when Wend Wendland of the World Intellectual Property Organization came all the way from Geneva to deliver the keynote address at a small conference sponsored by the Office for Information Technology Policy of ALA's Washington Office. Before you could say "trademark," the conversation leaped from folk art



**Librarians, archivists, and indigenous people can form partnerships that are sensitive to traditions.**

—Wend Wendland, WIPO

to questions about who owns the rights to ancient human remains and to a definition of "genetic resources" (biological material that contains units of heredity).

The goal of the group of about 50 professionals was to reach some agreement about what constitutes offensive use of indigenous expression and who has the obligation to prohibit that which offends. These decisions are up to individual nations, Wendland said. WIPO has no legal jurisdiction; it can only frame the issues and try to bring countries to consensus.

Carrie Russell of the ALA Washington Office pointed out that the Digital Millennium Copyright Act

wasn't getting anywhere in the U.S.—until it went to WIPO, where it passed, she said. "Then, the U.S. was interested."

The Traditional Cultural Expression Conference came out of the need to address international copyright issues, Russell said. "Our objective is to get librarians involved in WIPO."

Wendland explained how collections of indigenous knowledge raise special concerns for librarians. Some groups reject the concept of public domain, he said. But librarians, archivists, and indigenous people can form partnerships

that are sensitive to traditions and art forms that go back thousands of years, and they can take into consideration how and where such issues as protocol, privacy, blasphemy, and heresy should enter the discussion.

The Traditional Cultural Expression Conference settled into an intensive series of panel discussions on its second day, and the participants learned that ALA's primary purpose in holding the three-day invitational event was "to define the U.S library position on cultural expression."

The first panel of speakers began the definition by examining "The Nature of Traditional Cultural Expression: Legal and Ethical Issues," and offering illustrations of real-life dilemmas that can beset libraries and archives when it comes to copyright.

During the discussion, it struck many observers that part of what makes the conversation about traditional cultural expression so complex is that terms like "intellectual property," "copyright," "trade secrets," and even "pornography" represent contemporary concepts that cannot simply be pasted over traditions and practices that predate them by thousands of years. And the presumed superiority of the conquerer over the conquered and the colonizer over the colonized that has dominated library, archive, and museum development is not sustainable.

Michael Taft of the Library of Congress was among the many panelists, and he emphasized that scholars and archivists need to be a presence in the international arena. He talked about LC's American Folklife Center, which includes the largest collection of Native American ethnographic field recordings, and the need for institutions to be respectful and collaborative as they attempt to preserve the cultural record.

Visit the conference website for ongoing discussion: [wo.ala.org/tce](http://wo.ala.org/tce). ■



More AL coverage at [www.ala.org/insidescoop](http://www.ala.org/insidescoop)



# Currents

■ **Cathy Adams** has been named manager of the Noble, Oklahoma, branch of the Pioneer Library System.

■ Texas Tech University in Lubbock has named **Shelley Barba** metadata librarian.

■ **Ronald Bluestone** has been promoted to chief of the Library of Congress's Science, Technology, and Business division.

■ **Robin Clark** has become director of Sump Memorial Library in Papillion, Nebraska.

■ **Connie (Tiffany) Corcoran** retired as director of Tuolumne County (Calif.) Library December 31.

■ The Library of Congress has named **Karl Debus-López** chief of the Acquisitions and Bibliographic Access Directorate U.S.

General Division.

■ **Johanna Drucker** has become professor of bibliography at the University of California at Los Angeles Graduate School of Education and Information Studies.

■ November 24 **Laine Farrar** was promoted to executive director of the California Digital Library at the University of California in Oakland.

■ November 10 **David Farrar** became director of East Baton Rouge (La.) Parish Library.

■ The California Library Association has named **Claudia Foutz** interim executive director.

■ **Libby Gorman** became evening services coordinator at North Carolina Central University in Durham October 15.



Carol C. Hewlett



Susan Malbin



Paul F. Miller



Jason Puckett

■ **Dalene Hawthorne** has been named director of Arkansas City (Kans.) Public Library.

■ **Carol C. Hewlett** has been appointed director of Jackson-George Regional Library System in Pascagoula, Mississippi.

■ Seattle Public Library has selected **Susan Hildreth** as city librarian.

■ **Stuart Hinds** is now head of special collections at the University of Missouri at Kansas City.

■ Houston Area Library Automated Network has appointed **Judith Hiott** as network chief.

■ **Cheryl Houts** started as community librarian at Santa Clara County (Calif.) Library's Campbell branch October 7, replacing the retiring **Terri Lehan**.

■ **Kerry Magruder** has been appointed curator of the history of science collections at the University of Oklahoma in Norman.

■ **Susan Malbin** has joined the American Jewish Historical Society in New York City as director of library and archives.

■ Marquette University in Milwaukee, Wisconsin, has named **Scott B. Mander-**

**nack** head of research and instructional services.

■ **Philip Melzer** is the new chief of the Library of Congress's Acquisitions and Bibliographic Access Asian and Middle Eastern Division.

■ Las Vegas—Clark County Library District appointed **Danielle Patrick Milam** director of development.

■ **Paul F. Miller** has been named community librarian for Santa Clara County (Calif.) Library's Los Altos branch.

■ **Jeffrey Monseau** became college archivist at Springfield (Mass.) College in September.

■ November 30 **Sally Payne** retired as director of Sump Memorial Library in Papillion, Nebraska.

■ **Jason Puckett** is now instruction librarian for user education technologies at Georgia State University in Atlanta.

■ **Terry Reese Jr.** has been named Gray Family Chair for Innovative Library Services at Oregon State University in Corvallis.

■ **Jennifer Snoek-Brown** has joined Zayed University in Abu Dhabi, United Arab Emirates, as instruc-

## CITED

■ **David Gunckel**, director of library services at Sierra Vista (Ariz.) Public Library, has received the Arizona Library Association's Rosenzweig Distinguished Service Award.

■ The California Library Association named **Jean Hofacket**, Alameda County Library director, as Outstanding Librarian in Support of Literacy, November 14.

■ **Praveen Kumar Jain**, deputy librarian of the Institute of Economic Growth at the University of Delhi, India, and **Lynne McCay**, senior advisor of the Library of Congress's Congressional Research Service, have received the Special Libraries Association Professional Award.

Send notices and color photographs for Currents to Greg Landgraf, [glandgraf@ala.org](mailto:glandgraf@ala.org).

tion/reference librarian and assistant professor.

■ **Linda Stubbs** has been named chief of the Library of Congress Acquisitions and Bibliographic Access Germanic and Slavic Division.

■ **Michael Sullivan** has been promoted to administrative supervisor at Jacksonville (Fla.) Public Library.

■ **Elisa Topper**, director of Dundee Township (Ill.) Public Library, has left her position to pursue a writing career.

■ April 3 **David Warren** will retire as executive director at Richland County (S.C.) Public Library.

■ November 1 **Dinah Williams** became assistant dean of the library at

the University of Louisiana at Monroe.

## At ALA

■ **Jordan Mack** became American Association of

School Librarians program coordinator October 6.

■ **Kristin Murphy** has joined the Office of Government Relations in Washington, D.C., as gov-

ernment relations specialist.

■ **Judith E. Wallace**, director of Matapoisett (Mass.) Free Public Library since 2000, died November 15 of brain cancer. She led the library through much of a 12-year, \$5.5 million renovation and expansion.

■ **Bertha Pleasant Williams**, 85, the first black professional librarian in Montgomery, Alabama, died November 26. She helped to establish the city's Union Street branch in 1948.

# Vote in the 2009 Election

*All paid ALA members as of January 31, 2009, are eligible to vote.*

## Important Dates:

**January 30, 2009**  
*Petition candidates deadline*

**March 17, 2009**  
*Web polls open*

When polls open, ALA will e-mail voters, providing them with their unique pass codes, etc. Bounced e-mails will be mailed a Special Letter on March 17, 2009.

To ensure you receive the e-mail transmission, here is the information to White List the election information e-mail:

From: ALA Election Coordinator  
Email address: 2009election@alavote.org  
Subject: ALA 2009 Election Login Instructions

**April 9, 2009**  
*Deadline for members with disabilities and no internet access to request paper ballots.*

**April 24, 2009 at 11:59p.m. CST**  
*Polls close*

**May 1, 2009**  
*Election committee meets to*

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# When Reading Rules

Library power fuels the Obama girls' new school

by Jennifer Burek Pierce

In the course of its more than 100-year history, the Sidwell Friends School in Washington, D.C., has had its share of high-profile learners. Chelsea Clinton has been among its more recent graduates. A roster of writers who've attended ranges from Ann Brashares to John Dos Passos, Bill Nye, and Gore Vidal. These prominent individuals were joined in January by Sasha and Malia Obama, whose enrollment has been discussed everywhere from the *Washington Post* to the *Huffington Post*.

The Quaker school acknowledges its famed graduates, but behind its doors Sidwell offers something precious to current students: privacy and security. Could there be anything more conducive to the joy of reading?

Two of the school's four librarians shared with me how they create that joy for their young readers. References to an oversized, stuffed Clifford the Big Red Dog, a sword-fighting demonstration during an author talk, and selection sources that include the shelves of D.C.'s decidedly wonkish independent bookstore Politics and Prose peppered their descriptions of working with students. An unseasonable chill in the nation's capital left me shivering as I trekked to the Library of Congress's reading rooms, but I

found myself warmed by the Sidwell librarians' stories.

## Mission: Inclusion

Sidwell has the good fortune of not one but three libraries. Each serves a different student cohort, with a librarian and a separate venue for lower, middle, and upper grades. Cynthia Grady, who heads the Middle School Library, has a strong belief that libraries are central to the school's mission. She explained that when she interviewed there, the principal connected students' later academic success with their earlier library experiences.

"This was both a challenging invitation and a daunting prospect to think about. It told me though, that the library is the intellectual foundation of the

school, which was the kind of school in which I wanted to work," she said.

Lower School Librarian Angela Smith observed, too, that there is a commitment to maintaining "a warm and inviting environment that is child-focused." Collaboration is a strong element of the Sidwell libraries. Smith offered an overview of her week, which involves teaching 24 classes and providing individual assistance to students and faculty. It's possible, in part, because of parents' support. "I like to spend as much time as possible reading to and with the students and assisting in their

book selections with many individual recommendations," Smith said. "I am very fortunate to have at least one parent per class—often up to three parents per class—volunteer their time to the clerical running and circulation of our library collection."

Grady emphasized "very strong cooperative relationships" with Sidwell's teachers in subjects such as language arts, social studies, drama, and art. "When the teachers participate in collection development, the library truly becomes a place of community." Students, too, actively participate in the conversations about learning and books. Smith starts her library classes with students' book talks: "Our literate community has an amazing ability to feed on itself and continuously grow and expand their book knowledge."

## Spreading the joy

The sharing that takes place isn't limited to what happens on campus. Smith coordinates a book drive for a local public elementary school, and Sidwell parents are pivotal to its success. "Our parents read the books to each student, and then the student takes the book home to add to their personal library," Smith said. In the last school year, more than 1,200 books were collected.

These anecdotes only hint at the connections between Sidwell's librarians and their learners. ■

JENNIFER BUREK PIERCE is assistant professor of library and information science at the University of Iowa in Iowa City. Contact her at [youthmatters@ala.org](mailto:youthmatters@ala.org).



Could there be anything more conducive to the joy of reading than connections between librarians and learners?



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# Librarian's Library

Do the Right Thing

by Mary Ellen Quinn

**M**any of the decisions librarians make every day—what resources to provide, what policies to develop and implement, where to find funding, even what hours to be open—have an ethical dimension. In *Library*



**Preer examines how our values**

**have evolved across all aspects of the profession.**

*Ethics*, Jean Preer examines how our values have evolved across all aspects of the profession.

Of particular interest

are the case studies. For example, following its 1936 annual conference in Richmond, Virginia, at which African American librarians were subjected to local segregation



laws, the American Library Association adopted a policy that it would not meet in cities where all members could not participate fully.

On the other hand, the outcry among some librarians over the use of the word “scrotum” in the 2007 Newbery Medal winner *The Higher Power of Lucky* demonstrated, says Preer, “how far librarians have to go in honoring the ethic of access.” This thought-provoking book grew out of

an introductory course Preer has taught for many years on the foundations of librarianship.

INDEXED. LIBRARIES UNLIMITED. 255 P, PBK \$45 (978-1-59158-636-4)

## Gay as Genre

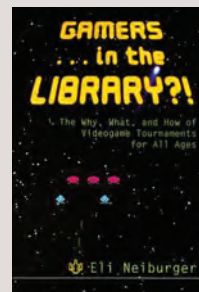
Do books written by GLBT authors, or having GLBT characters or themes, constitute a genre? Ellen Bosman and John P. Bradford say

## LET THE GAMES BEGIN

Although there are numerous books that consider gaming in libraries within more general discussions of reaching out to teens or implementing Library 2.0, here are three that are completely gaming-centric.

Eli Neiburger's *Gamers . . . in the Library?! The Why, What, and How of Videogame Tournaments for All Ages* is considered the definitive guide to tournaments. Neiburger, technology manager at the Ann Arbor (Mich.) District Library and a frequent presenter at gaming conferences, makes the case for videogames in libraries and shares practical, field-tested advice on hardware and software, as well as on holding a videogame event.

INDEXED. 178 P, ALA, PBK. \$46, \$41.40 TO ALA MEMBERS (978-0-8389-0944-7).



*Gaming in Academic Libraries: Collections, Marketing, and Information Literacy*, edited by Amy Harris and Scott E. Rice, addresses the why and how of gaming (and not necessarily videogaming) in what might seem like an unlikely setting. Each chapter describes a real-life example. Besides supporting degree programs in game development, gaming collections provide a way for libraries to reach out to students and promote information literacy.

INDEXED. 236 P, ACRL, PBK, \$38, \$34.20 TO ALA MEMBERS (978-0-8389-8481-9).

*Game On! Gaming in the Library*, edited by Beth Galloway, provides information for all types of libraries on the issues surrounding videogames, along with practical matters like selection, acquisition, storage, display, circulation, and marketing. Readers will also find sample forms, a glossary, lists of resources such as gaming magazines and gaming equipment, and a core collection of games that are considered essential.

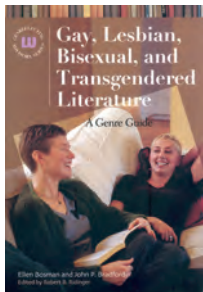
INDEXED. 310 P, NEAL-SCHUMAN, PBK \$55 (978-1-55570-595-4).



# ROUSING READS

## GAMING, THE OLD-FASHIONED WAY

yes, and have produced *Gay, Lesbian, Bisexual and Transgendered Literature: A Genre Guide* for adult GLBT



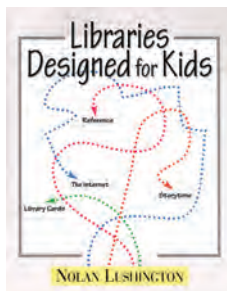
readers, as well as librarians. More than 1,000 titles, most of them fiction and most shortlisted for awards, are described.

While Alison Bechdel, David Sedaris, and other authors whose works are listed here will be familiar to many, plenty of new discoveries are waiting for anyone who wants to explore the literature.

INDEXED. LIBRARIES UNLIMITED. 440 P., \$60 (978-1-59158-194-9)

### Kid-Friendly Spaces

Although more of what a library traditionally does may be taking place in a virtual environment, the



bricks-and-mortar library still has a role; and, in fact, it's more important than ever to make the building as inviting as possible. No-

lan Lushington's *Libraries Designed for Kids* focuses on planning new libraries, but it also offers plenty of ideas for libraries that are already in place. A useful chapter on age-related design discusses ways library space should reflect the different needs of young children, older children, and teens.

INDEXED. NEAL-SCHUMAN. 172 P., PBK \$85 (978-1-55570-631-9)

MARY ELLEN QUINN is editor of ALA Booklist's Reference Books Bulletin.

When I was asked to write something about gaming for this issue of *American Libraries*, I was a bit taken aback. There are a lot of things in this world that I'm utterly unfit for, but declaiming on any aspect of the contemporary phenomenon called gaming would certainly be near the top of the list. My experience in the field is limited to watching my daughter play the first generation of Super Mario some 20 years ago.

It's not just lack of experience, though. I also have a serious problem with the whole role-playing side of the gaming world. You see, I don't do role-playing—never have. It all goes back to my allergy to small groups. Nothing good can come of obeying the professor or, in today's organizational lingo, the "facilitator," who utters those dreadful words, "It's time to break into small groups." Of all the many bad things that can happen when small groups are assembled, role-playing is the worst. That's why, ever since college, I've always tried to bolt to the hallway for a cigarette at the first sign that small groups might be on the horizon. I eventually stopped smoking, but I've never stopped bolting—or dreaming of bolting if no exit strategy presented itself.

So what could I possibly write about gaming in the context of "rousing reads"? As I pondered this perplexing question, it occurred to me that I have read and enjoyed quite a few novels in which playing games was central to the plot. Granted, I'm not talking dungeons or dragons or dance revolutions. But pool was played in Walter Tevis' *The Hustler*, and poker was certainly central to a host of fine thrillers I've encountered over the years: there's Lawrence Block's nifty little noir, *Lucky at Cards*, about a "mechanic" (card cheat) who's found a perfect pigeon until the pigeon's wife decides she wants some of the action; or Louise Wener's *The Perfect Play*, about a thirtysomething London woman with a head for numbers who realizes she loves poker nearly as much as her gambler father did (think of this one as *Bridget Jones's Poker Diary*).

While poker and pool are unquestionably games, they do lack the world-building component so crucial to much of contemporary gaming. But wait: Have I got a novel for you! Robert Coover's *Universal Baseball Association, Inc.: J. Henry Waugh, Prop.*, long my favorite sports novel, is a kind of literary godfather to today's computer gamers and second-lifers. Written in 1968, the novel concerns the fantasy life of Henry Waugh, a meek accountant whose nighttime hours are consumed with the Universal Baseball Association, a board game of his own creation, ruled by the role of the dice but awash in the lifeblood of baseball, statistics and history. But what happens when the dice come up double snake-eyes, and the bad guys win? Is it a gaming novel or a parable about God? For today's gamers or for a 1950s kid like me who spent many a beautiful summer day hunched over a board game (no small groups required), the question is probably moot.



BILL OTT is the editor and publisher of ALA's Booklist.



# Solutions and Services



## www.serialssolutions.com

Serials Solutions has added two features to its **360 e-resource access and management solution**. First, 360 Core now allows users to export Overlap Analysis data, letting them use information on duplicate resources in other applications. Second is a new reporting system for 360 Resource Manager that simplifies and standardizes reports, but allows them to be exported in a variety of formats.

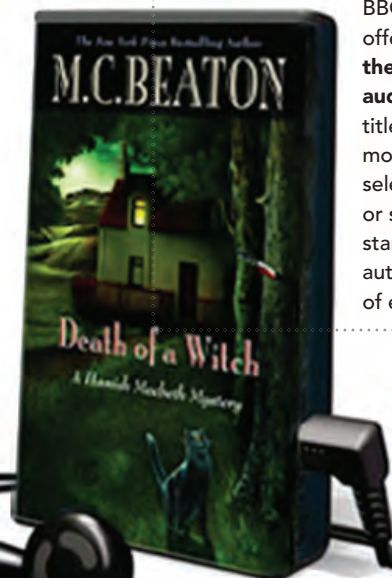
| Category              | Subcategory           | Total | Overlap | Total | Overlap | Total | Overlap | Total | Overlap | Total | Overlap |
|-----------------------|-----------------------|-------|---------|-------|---------|-------|---------|-------|---------|-------|---------|
| Academic              | Academic              | 1000  | 500     | 1000  | 500     | 1000  | 500     | 1000  | 500     | 1000  | 500     |
| Business              | Business              | 500   | 250     | 500   | 250     | 500   | 250     | 500   | 250     | 500   | 250     |
| Healthcare            | Healthcare            | 250   | 125     | 250   | 125     | 250   | 125     | 250   | 125     | 250   | 125     |
| Law                   | Law                   | 125   | 62      | 125   | 62      | 125   | 62      | 125   | 62      | 125   | 62      |
| Life Sciences         | Life Sciences         | 62    | 31      | 62    | 31      | 62    | 31      | 62    | 31      | 62    | 31      |
| Physical Sciences     | Physical Sciences     | 31    | 15      | 31    | 15      | 31    | 15      | 31    | 15      | 31    | 15      |
| Social Sciences       | Social Sciences       | 15    | 7       | 15    | 7       | 15    | 7       | 15    | 7       | 15    | 7       |
| Arts & Humanities     | Arts & Humanities     | 7     | 3       | 7     | 3       | 7     | 3       | 7     | 3       | 7     | 3       |
| Engineering           | Engineering           | 3     | 1       | 3     | 1       | 3     | 1       | 3     | 1       | 3     | 1       |
| Mathematics           | Mathematics           | 1     | 0       | 1     | 0       | 1     | 0       | 1     | 0       | 1     | 0       |
| Computer Science      | Computer Science      | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| Education             | Education             | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| Medicine              | Medicine              | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| Environmental Science | Environmental Science | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| Geography             | Geography             | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| History               | History               | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| Political Science     | Political Science     | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| Psychology            | Psychology            | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| Sociology             | Sociology             | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| Theater               | Theater               | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| Visual Arts           | Visual Arts           | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| Writing               | Writing               | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |
| Other                 | Other                 | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       | 0     | 0       |

## www.book2net.net

Tameran Graphic Systems offers **book scanners from book2net**, an international alliance of scanning providers. The scanner is available in the standard or the XL model, which is equipped with a book cradle controlled by an auto-pressure adjustment to ensure gentle handling of books up to 24 inches by 36 inches. Also available are workflow and post-processing management software.

## www.bbcaudiobooksamerica.com

BBC Audiobooks America offers **exclusive titles in the Playaway preloaded audiobook format**. Six titles are introduced per month, and libraries can select individual audiobooks or subscribe to an annual standing order plan to automatically receive a copy of each new release.



## www.spectrumfurniture.com

The **Masters interactive lectern** from Spectrum Industries measures 44 27/32 inches wide, 28 1/2 inches deep, and 43 inches tall, with a work surface at 38 1/2 inches. The mobile unit has removable access panels, a pull-out locking document camera drawer, and an optional arm to support a computer monitor.

To have a new product considered for this section, contact Brian Searles at [bsearles@ala.org](mailto:bsearles@ala.org).



### www.brainfuse.com

Brainfuse offers the **HelpNow homework help service**. HelpNow provides one-on-one live homework help, skill-building lessons aligned to state standards, test preparation and job-seeking assistance, and writing lab specialists, with tutoring available in English or Spanish. The service provides help in math, science, social studies, and language arts classes for grades 3–12, and includes customizable data collection tools such as satisfaction surveys, subject and grade-level service reports, and complete session transcripts.

### www.moderro.com

Moderro Technologies has introduced the **Xpack Internet Computer**. The Xpack is designed for cloud computing with access to Web-based applications and the ability to store data on Moderro's integrated cloud storage or a personal USB storage device. The computer has power-management functions, to reduce energy consumption, and no moving parts, to improve reliability when used as a public terminal.



## CASE STUDY

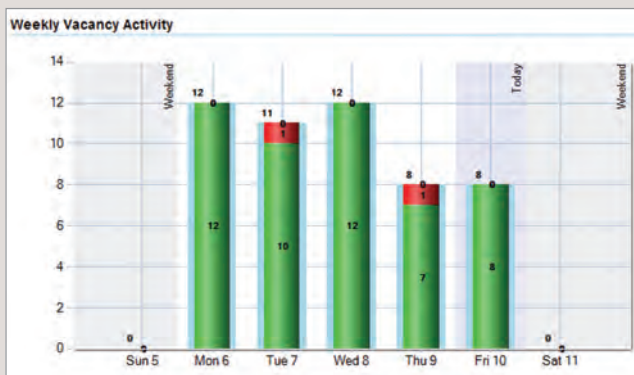
### AUTOMATED SCHEDULING SAVES HENNEPIN TIME

Hennepin County (Minn.) Library uses substitute employees as well as regular part-time employees to fill in for vacancies of full-time staff in its 41 locations. The library used to manage substitutes with a paper system, which necessitated having a staff member responsible for calling or e-mailing substitutes to fill open time slots.

In an attempt to find a more cost-effective way to handle scheduling, the library installed the Aesop scheduling package in 2002.

About 220 part-time and substitute employees have profiles in the web-based Aesop system. Those employees can view and sign up to work open shifts from any computer connected to the internet, and at any time they wish. They can also be notified of available openings by automated phone message, although most prefer to manage their schedules themselves. Each employee is assigned an employee number to protect privacy, rather than having to use his or her social security number.

The system tracks employee preferences, so they will only be offered shifts at branches within the area they are willing to travel. It also tracks employee training, so substitutes are not assigned to jobs they are not qualified for.



A screen capture from the Aesop scheduling package showing weekly filled and unfilled absences.

Aesop is hosted and managed by Frontline Placement Technologies, so the library's IT department does not need to provide support.

The staff member formerly responsible for calling substitutes has been reassigned to other work at the library. And when the library merged with Minneapolis Public Library last year (see p. 45), Aesop was also rolled out in the city libraries. That move allowed the four schedulers from the city system to be moved to other departments as well.

AMERICAN LIBRARY ASSOCIATION 2009

# ANNUAL CONFERENCE & EXHIBITION

MCCORMICK PLACE WEST | CHICAGO, IL | JULY 9 - JULY 15, 2009

ALA Annual Conference is the best place to advance your career, connect with colleagues and to learn new techniques that improve library services to your community.

There is something for everyone at Annual!

## PROGRAMS ON TOPICS INCLUDING:

Blogs, Web presence and making the most of the Internet • Cultural programs for any and all  
Training and mentoring • Advocacy and fundraising • New ways to serve teens and children  
Cutting edge innovations in technology for library services • Outreach to underserved populations

## GREAT SPEAKERS INCLUDING:

• Cokie Roberts • Melba Pattillo Beals • Jill Bolte Taylor, Ph.D. • Lisa Scottoline • and more!

## EXCELLENT EVENTS INCLUDING:

The Fifth Annual Bookcart Drill Team World Championships • Libraries Build Communities Volunteer Day  
• The ALA/ProQuest Scholarship Event



For up-to-date information, check out [www.ala.org/annual](http://www.ala.org/annual), or visit the Annual Conference Wiki at [wikis.ala.org/annual2009/](http://wikis.ala.org/annual2009/) to network or learn about official and unofficial events happening during the Annual Conference.

## EARLY BIRD REGISTRATION BEGINS JANUARY 5, 2009

Register early for low rates and great speakers, programs and events!



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## AMERICAN LIBRARY ASSOCIATION



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### FIFTH ANNUAL BOOK CART DRILL TEAM WORLD CHAMPIONSHIP

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4:00 PM-5:30PM • MCCORMICK PLACE WEST, CHICAGO, IL  
DURING THE 2009 ALA ANNUAL CONFERENCE

**WIN TROPHIES, ACCOLADES AND THE ADMIRATION OF YOUR PEERS!!**

TO ENTER FILL IN THE FORM BELOW AND FAX TO CONFERENCE SERVICES 312-280-3224  
OR GO TO THE ALA ANNUAL CONFERENCE 2009 WEB SITE AT [WWW.ALA.ORG/ANNUAL](http://WWW.ALA.ORG/ANNUAL)  
RULES WILL BE SENT UPON RECEIPT OF ENTRY

NAME OF TEAM \_\_\_\_\_  
CONTACT NAME \_\_\_\_\_  
PHONE/FAX \_\_\_\_\_  
NUMBER OF PARTICIPANTS \_\_\_\_\_

REPRESENTING (LIBRARY, TOWN, ETC) \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
E-MAIL \_\_\_\_\_  
NUMBER OF TRUCKS NEEDED \_\_\_\_\_

DEMCO CAN SUPPLY UP TO 12 CARTS FOR YOUR TEAM'S USE, ANY EXTRA WILL HAVE TO BE PROVIDED BY THE TEAM

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CREDIT CARD NUMBER \_\_\_\_\_

EXP. DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_

# AUDITORIUM SPEAKER SERIES

The Auditorium Speaker Series will be held Saturday-Tuesday of Annual Conference. Additional speakers are being added to this series. Please check the Annual Conference Web-Site at [www.ala.org/annual](http://www.ala.org/annual) for updates.

## ALSC President's Program Featuring Melba Pattillo Beals

Monday, July 13, 8:00 a.m. – 9:30 a.m.



At the age of 15, Melba Pattillo Beals walked her way into the history books as one of the nine courageous students who faced down furious segregationists, the Arkansas National Guard and the Governor of Arkansas in order to integrate Little Rock Central High School in 1957. She has written two bestselling books as a result of her experience, *Warriors Don't Cry: A Searing Memoir of the Battle to Integrate Little Rock Central High School* and its sequel *White is a*

*State of Mind: Freedom is Yours to Choose*. Beals began her career at the age of 17 writing articles for major newspapers and magazines. She earned a master's degree in journalism from Columbia University and worked as a news reporter for San Francisco's public television station, KQED, and for the NBC affiliate, KRON-TV. Beals has also written numerous articles for periodicals including *People*, *Essence* and the *San Francisco Examiner* and is the author of a primer on public relations, *Expose Yourself: Using the Power of Public Relations to Promote Your Business and Yourself*, which was an industry best-seller. In 1998, the nine students who integrated Little Rock's Central High School were awarded the Congressional Gold Medal of Honor, the nation's highest and most distinguished civilian honor. Beals is currently professor and chair of the Communications Department at Dominican University of California. She and her daughter, Kellie, are writing the screenplay for a feature film based on *Warriors*.

Sponsored by ALSC Charlemae Rollins Endowment

## Lisa Scottoline

Monday, July 13, 10:30 a.m. – 11:30 a.m.



Lisa Scottoline is the Edgar-Award winning, best-selling author of *Lady Killer*, *Daddy's Girl*, *Dirty Blonde* and many more. She currently has twenty five million copies of her books in print in the United States and she is published in 25 countries.

Lisa loves her job and it shows in her writing. Her bestselling novels, set in Philadelphia and featuring gutsy and resilient female characters, have thrilled and entertained readers with page-turning action and her trademark wit and humor.

Lisa has created an array of unforgettable characters, and continues to add to the cast with each new book. Many of her books feature the all-female firm of Rosato & Associates, while the rest introduce fresh, new, but equally compelling heroines all written in Lisa's unique voice.

A lifelong Philadelphian, Lisa still lives in the Philadelphia area and enjoys writing about her hometown city.

Sponsored by Macmillan



## Jill Bolte Taylor, Ph.D.

Monday, July 13, 1:30 p.m. – 2:30 p.m.



As a Harvard-trained neuroanatomist, Dr. Jill Bolte Taylor spent her life studying and teaching others about the complex beauty of the human brain. But on the morning of December 10, 1996, her life took an unexpected turn: she experienced a massive stroke when a blood vessel exploded in the left side of her brain. In her book *My Stroke of Insight: A Brain Scientist's Personal Journey*, Dr. Taylor tells of her unique, and somewhat ironic, journey into and back out of the silent abyss

of the wounded brain. The book shares details of her stroke and the eight years it took to completely repair her mind and recalibrate her understanding of the world, according to the insights she gained from her intimate experience with an injured brain. Today Dr. Taylor is a neuroanatomist affiliated with the Indiana University School of Medicine in Indianapolis. She is the national spokesperson for the mentally ill at the Harvard Brain Tissue Resource Center (Brain Bank) and the consulting neuroanatomist for the Midwest Proton Radiotherapy Institute. Since 1993, she has been an active member of NAMI (National Alliance on Mental Illness). Jill Bolte Taylor shares her story as part of Oprah's "Soul Series" on XM Satellite Radio (May 12, 2008). Her story has also been featured on the PBS program "Understanding the Amazing Brain" and she was a featured speaker at the TED conference in February 2008. She lives in Bloomington, Indiana.

Sponsored by Penguin



## PLA President's Program Featuring Cokie Roberts

Monday, July 13, 5:00 p.m. – 6:30 p.m.



Cokie Roberts is a political commentator for ABC News and a senior news analyst for National Public Radio. From 1996 to 2002, she and Sam Donaldson co-anchored the weekly ABC interview program, "This Week." In addition to broadcasting, Roberts, along with her husband Steven V. Roberts, writes a weekly column syndicated in newspapers around the country by United Media. Both are also contributing editors to *USA Weekend*, and together they wrote *From This Day Forward*, an account of their now more than 40-year marriage and other marriages in American history. The book immediately went onto the New York Times bestseller list, following a six-month run on the list by Roberts's first book on women in American history, *We Are Our Mothers' Daughters*. Roberts is also the author of the bestselling *Founding Mothers*, the companion volume to *Ladies of Liberty*. A mother of two and grandmother of six, she lives with her husband in Bethesda, Maryland.

Sponsored by HarperCollins HarperCollins Publishers

# TRAVEL INFORMATION

## General Information

Experient is ALA's travel management company for both hotel and airline reservations. As an ALA attendee or exhibitor, you are eligible for special airline and hotel rates. Remember you must be registered for the Annual Conference to make housing reservations. To reach the ALA travel desk, please call 800-974-9833 or 847-282-2529 and identify yourself as an attendee or exhibitor of the ALA Annual Conference in Chicago. The ALA travel desk is open Monday through Friday from 8:00 a.m. to 5:00 p.m. CST. You may also make hotel reservations by mailing or faxing the housing reservation form located in this section. In addition, you can make your hotel reservations online through the ALA home page at [www.ala.org/annual](http://www.ala.org/annual). Choose "Travel & Hotels" and follow the directions. The online housing reservation form features SSL encryption to ensure the privacy of your information.

## Hotel Reservation Deadlines and Information

New this year—you must be registered for the conference before you may register for a hotel room. Hotel reservation requests will be accepted until June 5, 2009, subject to availability. A list of selected hotels and their rates is included in this section. Rates are quoted for the room, not per person, and all rooms are assigned on a first-come, first-served basis. Special rates are available only when you book directly with the ALA travel desk. All rooms are subject to applicable tax. All requests must include six choices. Make sure to give accurate dates of arrival and departure for everyone occupying the requested room. Please note that the ALA travel desk does not assume the responsibility of pairing guests for double occupancy or in multiple housing units. After June 5, 2009, the ALA travel desk will continue to make reservations on a space available basis only (i.e., book early to get the hotel of your choice).

## Hotel Confirmations, Cancellations or Changes

Confirmation of the room reservation will be acknowledged by the travel desk and sent within 72 hours. If you have any questions regarding your reservation, or to make changes or cancellations, contact the ALA Travel Desk at 800-974-9833 or 847-282-2529, not the hotel. One night's room and tax guarantee to a credit card is required to hold hotel reservations. Your first night's deposit is refundable if you cancel within

your hotel's cancellation policy. Check your confirmation for details on your hotel's cancellation policy.

## Airline Reservations and Discount

United Airlines is offering special meeting discounts for attendees of the ALA Annual Conference. Simply call the United Special Meeting Desk at 800-521-4041 and refer to Meeting ID Number 500CR to receive a 2-10% discount off applicable fares, including First Class. If you purchase your ticket at least 30 days prior to travel, you will receive an additional 5% discount.

This special offer applies to travel on domestic segments of all United Airlines, United Express, TED and United code share flights (UA\*) operated by US Airways, US Airways Express and Air Canada. There are no fees to use the 800 number. International attendees will receive a 10% discount off the lowest applicable fare (excluding First Class), or a 15% discount off the fully refundable, unrestricted coach fare when they call their local United Airlines reservation number and refer to meeting ID number 500CR. An additional 5% discount will apply when tickets are purchased at least 60 days in advance of your travel dates. Discounts apply to United and Lufthansa (code share) flights. You can also make your reservation online at [www.united.com](http://www.united.com), using ALA ID 500CR.

Experient will serve as the official travel coordinator for the 2009 ALA Annual Meeting. Experient will provide custom itineraries with the lowest applicable air fares and the best journey time. To receive the discounts, call Experient toll-free at, 800-621-1083 (847-940-1176 outside the U.S. and Canada) from 8:00 a.m. to 5:00 p.m. CST, Monday through Friday. A \$22 service fee per airline ticket will apply. Save \$5 when you book online. To book online travel through Experient, go to [www.travelport.net/registration](http://www.travelport.net/registration). You will be asked to register. The Company Name is ALA. The Pin Number is QABSC93. Please enter the information as instructed, which will grant you access to book your flights online anytime.

Helpful hints: Once you are prompted to "Go To Travelport" you will be sent to our Welcome page. The New User ID is your e-mail address (that you entered on the registration page). The Password is the password you provided on the registration page. For security measures, you will be asked to change your password.

## Airport Transportation and Information

Chicago is served by two major airports, Chicago Midway Airport and O'Hare International Airport. Details on transportation to Chicago from all of the airports can be found at [www.chicagoairports.com](http://www.chicagoairports.com).

## Public Transportation in Chicago

Chicago offers the Chicago Transit Authority (CTA), convenient and easy-to-use bus and elevated/subway train lines. Cash fares are \$2 per person, and discount visitor passes are sold at various sales outlets throughout the city. For more information, visit [www.transitchicago.com](http://www.transitchicago.com).

Taxis are numerous and easy to use.

Free trolleys travel between Navy Pier and State Street along Grand and Illinois. From Memorial Day to Labor Day, downtown free trolleys run every 20 minutes, carrying passengers to some of the city's most popular museums, shopping destinations, and attractions.

## Train and Bus Travel to Chicago

**Amtrak:** Chicago Union Station is located at 225 S. Canal St. Chicago, IL 60606. Go to [www.amtrak.com](http://www.amtrak.com) for more details.

**Greyhound:** Chicago Greyhound Station is located at 630 W. Harrison St. Chicago, IL 60607. For more information, go to [www.greyhound.com](http://www.greyhound.com) or call 214-849-8966.

## Rental Cars

ALA has negotiated exclusive rates with Hertz for the conference. For rates and reservations call 800-654-2240 or access the Web site for this event at [www.ala.org/annual](http://www.ala.org/annual) and look for travel and hotels. You must use the CV discount number 049J0001 when calling to receive a discount.

## ALA Shuttle Bus Service

Free shuttle buses, sponsored by Gale Cengage Learning, will operate between all participating hotels and the McCormick Place West during the conference. Service will also be provided for attendees with disabilities. Shuttle bus service schedules with daily pickup times, locations and destinations will be published in Cognotes (the daily newspaper of the conference) and will be available onsite. Don't forget to stop by their booth and say thanks for the lift!



# GENERAL INFORMATION

## Conference Location

Due to the size of the ALA Annual Conference, the event takes place in a convention center and several hotels. For the 2009 Annual Conference, the exhibits, keynote speakers, and meetings and programs will be held at the new McCormick Place West, located at 2301 S. Lake Shore Drive, Chicago, IL 60616. Directions (driving and public transit) are available at [www.mccormickplace.com](http://www.mccormickplace.com). Three hotels are designated "Headquarter" hotels, and will host meetings, programs and special events. Several more hotels will host some events, and additional hotels will be part of the ALA hotel block to include sleeping rooms.

## Special Needs

If you have a special physical or communication need that may impact your participation in this meeting, please check the appropriate box on your registration form and append a statement specifying your special need. While every effort will be made to meet attendees' needs, we cannot guarantee the availability of accommodations in response to requests received after May 22, 2009. Based upon availability in each city, we maintain a limited number of wheelchairs and scooters on a first come, first served basis. Please contact Anne Weglewski at 800-545-2433, ext. 3220 as soon as possible to reserve a wheelchair or scooter, for use in the convention center only, or if you wish to discuss any other special needs.

## Child Care and Camp ALA

Make this year's annual meeting a family affair. Once again, ACCENT on Children's Arrangements, Inc. has planned a great children's activity center for ALA attendees' children. ACCENT is a nationally recognized professional childcare company organized to provide quality onsite children's activities in a nurturing, safe, educational environment. ACCENT's counselors are fun-loving professionals with plenty of experience with children. The camp will operate at McCormick Place West from Friday, July 10 through Tuesday, July 14, 7:30 a.m. to 6:00 p.m. daily. Children must be between three months and 17 years of age.

ALA will reimburse the charges expended on Camp ALA child care in the amount of \$32 per day, per child to a maximum of \$64 per day, per family to any fully-registered parent for each day of the Annual Conference week, July 10 – July 14, 2009. The total cost of the care per child, per day is \$80, with \$48 paid by the parent member, and \$32 paid by the Association. This covers only child care in the ALA day care center, Camp ALA. ALA will not reimburse child care expenses to delegates who live within the Chicago area that would be paid to a regular provider whether the parent was attending the Annual Conference or not.

Registration for Camp ALA will be available at [www.ala.org/annual](http://www.ala.org/annual).

## Poster Sessions

The ALA Conference Poster Sessions will be displayed on July 11, 12 and 13, 2009 at McCormick Place West. Poster sessions provide an opportunity for individual librarians or libraries to share graphic representations of current research, programs or creative solutions to library problems.

Accepted presenters are given a time block during the conference to present posters, answer questions, and give away handouts relating to the session. Poster Session topics and times are listed in the Annual Conference Program. Applications will be accepted between November 2008 and January 31, 2009. For information or to apply, please visit [www.lib.jmu.edu/org/ala/default.aspx](http://www.lib.jmu.edu/org/ala/default.aspx).

## Placement Services

Provided by the ALA Office for Human Resource Development and Recruitment (HRDR), the Placement Service will be available at the Annual Conference. Job seekers should register and search for jobs on JobLIST at [www.joblist.ala.org](http://www.joblist.ala.org). All services are free to job seekers. Registration is not required, but is recommended. Registration will give employers who choose the Placement Service subscription access to your resume information. It will also allow for direct communication between job seekers and employers.

Employers who want to post positions should post them on the JobLIST Web site at [www.joblist.ala.org](http://www.joblist.ala.org). Employers who want to use the interviewing facilities must have an active ad placed on JobLIST at the time you schedule an interview. Employers who want to review resumes of registered job seekers should purchase the 'Placement Service subscription' after placing an active online ad on JobLIST. Employers who want a booth in the Placement Center should contact Beatrice Calvin at 800-545-2433, ext. 4280.

Policy 54.3 states, "ALA is committed to equality of opportunity for all library employees or applicants for employment, regardless of race, color, creed, sex, age, physical or mental handicap, individual lifestyle, or national origin." By advertising through ALA services, the organization agrees to comply with this policy. All available salary ranges shall be listed.

For more information, contact Placement Service Manager Beatrice Calvin at [bcalvin@ala.org](mailto:bcalvin@ala.org) or 800-545-2433, ext. 4280.

## Meals

Meals are not included with regular Conference registration. Some preconferences and banquets include meals as part of an additional ticket price. This information is included with the description of the event.



## HOTEL MAP



## HOTEL MAP KEY

- 1 ALA HEADQUARTERS HOTEL**  
Hilton Chicago  
720 S. Michigan Ave.
- 2 ALA CO-HEADQUARTERS HOTEL**  
Sheraton Chicago Hotel & Towers  
301 E. North Water St.
- 3 ALA CO-HEADQUARTERS HOTEL**  
Hyatt Regency Chicago  
151 E. Wacker Dr.
- 4 Wyndham Chicago**  
644 N. St. Clair St.
- 5 Red Roof Inn Chicago**  
162 E. Ontario St.
- 6 Inn of Chicago Magnificent Mile**  
162 E. Ohio St.
- 7 Chicago Marriott Downtown Mag. Mile**  
540 N. Michigan Ave.
- 8 InterContinental Chicago**  
505 N. Michigan Ave.
- 9 Holiday Inn Express – Hotel Cass**  
640 N. Wabash Ave.
- 10 Hilton Garden Inn Chicago Downtown Mag. mile**  
10 E. Grand Ave.
- 11 Embassy Suites Hotel Chicago**  
Chicago Downtown Lakefront  
511 N. Columbus Dr.
- 12 Swissotel Chicago**  
323 E. Wacker Dr.
- 13 The Fairmont Hotel**  
200 N. Columbus Dr.
- 14 Hard Rock Hotel Chicago**  
230 N. Michigan Ave.
- 15 Hotel Monaco, A Kimpton Hotel**  
225 N. Wabash Ave.
- 16 Renaissance Chicago Hotel**  
One W. Wacker Dr.
- 17 Hotel 71**  
71 E. Wacker Dr.
- 18 The Westin Chicago River North**  
320 N. Dearborn St.
- 19 Holiday Inn Chicago Mart Plaza**  
350 West Mart Center Drive
- 20 The Silversmith Hotel & Suites**  
10 S. Wabash Ave.
- 21 The Palmer House Hilton**  
17 E. Monroe St.
- 22 Allegro Chicago, A Kimpton Hotel**  
171 W. Randolph St. @ LaSalle St.
- 23 W. Chicago City Center**  
172 W. Adams St.
- 24 Hyatt Regency McCormick Place**  
2233 S. Martin Luther King Dr.

## HOTEL INFORMATION

| Hotel   | Single/Double | Triple/Quad |
|---|---------------|-------------|
| <b>1 Hilton (Headquarter)</b> - H, BC, IN (WI/FI, HS), SA, F, IP, RS              | \$173/\$193   | \$213/\$233 |
| <b>2 Sheraton (Co-Headquarter)</b> - H, BC, IN (HS), SF, F, IP, RS                | \$199/\$199   | \$229/\$259 |
| <b>3 Hyatt Regency Chicago (Co-Headquarter)</b> - H, BC, IN (HS), SA, F, RS       | \$205/\$205   | \$230/\$255 |
| <b>4 Wyndham</b> - H, BC, IN (WI/FI, HS), SA, F, IP, RS                           | \$189/\$189   | \$209/\$229 |
| <b>5 Red Roof Inn</b> - H, IN (WI/FI, HS), SA                                     | \$149/\$149   | \$149/\$149 |
| <b>6 Inn of Chicago</b> - H, BC, SF   | \$145/\$145   | \$165/\$165 |
| <b>7 Marriott Chicago Downtown</b> - H, BC, IN (HS), SF, F, IP, RS                | \$209/\$229   | \$249/\$269 |
| <b>8 InterContinental</b> - H, BC, IN (WI/FI, HS), SA, F, IP, RS                  | \$207/\$207   | \$207/\$207 |
| <b>9 Hotel Cass Holiday Inn Express</b> - H, BC, IN (WI/FI - COMP), SA, CB/HB, RS | \$159/\$159   | \$179/\$199 |
| <b>10 Hilton Garden Inn</b> - H, BC, IN (WI/FI - COMP), SA, F, IP, RS             | \$189/\$199   | \$209/\$219 |
| <b>11 Embassy Suites Lakefront</b> - H, BC, IN (HS), SA, F, IP, HB, RS            | \$189/\$189   | \$209/\$229 |
| <b>12 Swissotel</b> - H, BC, IN (WI/HS), SF, F, IP, RS                            | \$199/\$209   | \$234/\$259 |
| <b>13 Fairmont</b> - H, BC, IN (WI/FI, HS) SA, F, RS                              | \$224/\$224   | \$249/\$274 |
| <b>14 Hard Rock</b> - H, BC, IN (WI - COMP), SA, F, RS                            | \$179/\$179   | \$204/\$229 |
| <b>15 Hotel Monaco</b> - H, BC, IN (WI/FI - COMP), SF, IP, RS                     | \$179/\$179   | \$199/\$219 |
| <b>16 Renaissance Chicago</b> - H, BC, IN (HS@ \$14.95/day), SF, F, IP, RS        | \$219/\$219   | \$239/\$259 |
| <b>17 Hotel 71</b> - H, BC, IN (WI/FI, HS - COMP), SA, F, RS                      | \$169/\$169   | \$199/\$229 |
| <b>18 Westin Chicago River North</b> - H, BC, IN (WI/FI, HS), SF, F, RS           | \$205/\$205   | \$234/\$265 |
| <b>19 Holiday Inn Mart Plaza</b> - H, BC, IN (WI/FI - COMP), SA, F, IP, RS        | \$159/\$159   | \$184/\$209 |
| <b>20 Silversmith Hotel</b> - H, BC, IN (HS), SF, F, RS                           | \$149/\$149   | \$168/\$189 |
| <b>21 Palmer House Hilton</b> - H, BC, IN (WI/FI, HS), SA, F, IP, RS              | \$169/\$189   | \$209/\$229 |
| <b>22 Hotel Allegro</b> - H, BC, IN (WI/FI - COMP), SF, IP, RS                    | \$174/\$174   | \$194/\$214 |
| <b>23 W City Center</b> - H, BC, IN (WI/FI, HS), SF, F, IP, RS                    | \$212/\$212   | \$242/\$272 |
| <b>24 Hyatt Regency McCormick</b> - H, BC, IN (WI/FI, HS), SA, F, IP, RS          | \$224/\$224   | \$249/\$249 |

**Key:** H=handicapped accessible rooms; SA=smoking rooms available; F=fitness center; IP= indoor pool; OP=outdoor pool; CB=continental breakfast included; HB=hot breakfast; FB=full breakfast included; SF=Smoke Free Hotel; AT=complimentary airport transportation; RS=room service; BC=business center; IN=internet in room; WI=wireless internet access; HS=high speed internet access, CAT=Complimentary Airport Transfer



# REGISTRATION & HOUSING INFORMATION

## Join ALA and Save!

Non-members and former members of ALA are invited to join the association to receive both the member registration discount as well as ongoing benefits to your career and professional knowledge that come from membership. First, go to [www.ala.org/membership](http://www.ala.org/membership) to join or re-join and start taking advantage of new and improved benefits such as: AL Direct, our weekly e-mail edition of American Libraries that keeps you on the cutting edge of news that affects all types of libraries; discounts on continuing education through Element K, our online skills building site; and your members-only discount on ALA Editions and Graphics products for you and your library. Then, go to [www.ala.org/annual](http://www.ala.org/annual) and register for conference at a substantial savings. If you have questions about which membership is right for you, e-mail John Chrastka, Manager for Membership Development at [jchrastka@ala.org](mailto:jchrastka@ala.org).

## Early Bird Registration

To register in advance, print or type and complete all sections of the form that follows. You may register for all listed events and pay with one check. Use one form per person for full registration or exhibit badges only. Registration forms must be postmarked or electronically submitted by March 6, 2009 to receive the Early Bird rates. After March 6, Advance rates will apply. Mail early to meet the deadline. Fees will increase to onsite rates, Thursday, June 26, 2009. Bring your membership card or proof of dues payment and photo ID. Secure online registration with your credit card is also available at [www.ala.org/annual](http://www.ala.org/annual).

## Exhibits Only Registration

Visit the exhibits only, for \$25 in advance, by completing the registration form on the next page. Visit the exhibits and attend the Opening General Session for only \$35, or visit the exhibits, attend the Opening General Session and all the Auditorium Speaker Series sessions for \$75. Exhibit only badges will also be available onsite. No refunds for "Exhibits Only" "Exhibits Plus" and "Exhibits Supreme" registration. Use one form per person for exhibit only badges. Requests for multiple exhibit only badges will not be honored if sent on only one form.

## Payment

Include full payment with your registration. Make checks payable to the American Library Association or charge your VISA, MasterCard or American Express. Fees are in U.S. dollars. If sending a wire transfer payment, it is necessary to reference your name, company and registration category on the transfer. Please note: we will no longer accept purchase orders as payment onsite. If paying by purchase order, they must be received prior to the conference.

## Confirmations

The ALA Registration and Housing Headquarters will e-mail or mail a registration and housing confirmation. If you do not receive a written confirmation within one week, please e-mail or call Experient's Customer Service Center at [ala@experient-inc.com](mailto:ala@experient-inc.com) or 800-974-3084 to verify the status of your registration and housing.

## Refunds and Cancellations

Substitutions are welcome at any time, made in writing. Otherwise, registration cancellations must be made in writing and postmarked or faxed by May 22, 2009. Cancellations will result in a full refund less a \$25 processing fee. No phone cancellations will be accepted. No refunds for cancellations postmarked after May 22, 2009. No "Exhibits Only" or "Exhibits Plus" refunds. Refunds will be processed after the annual conference.

## Registration Dates

Early Bird: January 5 – March 6

Advance: March 7 – May 22

**Weekly Fees** *See the registration form on the next page for weekly fee details*

## Daily Fees *(Paid onsite only)*

ALA personal member: \* **\$170** ALA retired member: \* **\$125**

ALA student member: \*\* **\$85** Non-member: **\$230**

\* must show proof of membership

\*\* must show proof of ALA student membership and school ID

THE ALA CONFERENCE WITHIN A CONFERENCE  
FOR LIBRARY SUPPORT STAFF

## "WHO'S DA BOSS": LEADERSHIP FOR TODAY

THE 5TH ANNUAL EMPOWERMENT CONFERENCE

The Empowerment Conference will be held Saturday and Sunday, July 11-12, 2009 in Chicago, IL during the 2009 ALA Annual Conference.

The ALA Empowerment Conference is designed specifically for library support staff and features a variety of programs to enhance your career and improve library services to your community! Come learn from the noted library experts and leave with the 3 E's: energy, enthusiasm and excitement. Please visit [wikis.ala.org/annual2008/index.php/About\\_Empowerment](http://wikis.ala.org/annual2008/index.php/About_Empowerment) for more information and conference updates, or contact Kimberly Sanders at [ksanders@ala.org](mailto:ksanders@ala.org) or 1-800-545-2433, ext 4279.

Registration for Empowerment 2009 is automatically included with a full Annual Conference registration. Separate registration is also available. Registration for LSSIRT members is \$135 in advance, or \$160 onsite. ALA members and anyone else can register for this two-day conference for \$185 by March 6 and for \$210 after the March 6 deadline and onsite. To register, fill out the Conference Registration form on the next page, and register in Section II only. For more information on programming and events at the Empowerment Conference, please visit [www.ala.org/annual](http://www.ala.org/annual) and click on "Empowerment Conference."

Co-sponsors: ALA Library Support Staff Interests Round Table (LSSIRT) and the ALA Office for Human Resource Development and Recruitment (HRDR).

# EARLY BIRD REGISTRATION AND HOUSING FORM

**Registrant Information:** All mailings concerning the Annual Conference will be sent to you at the address provided below:

☐ Mr. ☐ Ms. ☐ Mrs. ☐ Dr. ☐ I am a first time registrant of the ALA Annual Conference

Member Number \_\_\_\_\_

Name: First \_\_\_\_\_ Last \_\_\_\_\_

Position Title \_\_\_\_\_

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

Address Line 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_ Is the above mailing address:

☐ home ☐ work

Daytime Phone \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_

Attendees may receive exciting information from exhibitors like invitations, contests and other hot news.

Count me in! ☐ Yes ☐ No

**Badge Information:** Complete the information below, abbreviating as needed. Write clearly and please do not exceed the maximum characters.

First Name \_\_\_\_\_  
(15 characters)

Last Name \_\_\_\_\_  
(15 characters)

Institute/Organization \_\_\_\_\_  
(25 characters)

City \_\_\_\_\_ State \_\_\_\_\_  
(25 characters)

If you have a physical or communication need that may affect your participation in conference activities, please contact Conference Services at the number given below. We cannot ensure the availability of appropriate accommodations without prior notification of need.

☐ I have a special physical or communications need and will contact Anne Weglewski at 800-545-2433, ext 3220 or aweglewski@ala.org to discuss accommodations no later than May 22, 2009.

**NEW THIS YEAR:** Employees of ALA Organizational Members will get a special discounted rate off the non-member rate if they register together. This attractive rate: Early Bird - \$225, Advanced - \$250 and On-Site - \$330 is available if four or more employees register at the same time. Purchase orders, checks or credit cards will be accepted. For more information contact ababcock@ala.org or dross@ala.org.

## Instructions:

Both pages must be completed and returned with payment (US funds) or credit card information, postmarked or electronically submitted by March 6, 2009 to receive the Early Bird rates. Forms postmarked after March 6, 2009 will be processed at the advance rate.

## THREE WAYS TO ADVANCE REGISTER:

**By Mail:** Send form and payment to:

ALA Early Bird Registration  
568 Atrium Drive  
Vernon Hill, IL 60061-1731

**By Fax:** If you pay with a credit card you may fax your completed registration form 24 hours a day by dialing 800-521-6017. Note: Do not mail form if previously faxed. Send fax only once.

**Online:** Access the ALA 2009 Annual Conference homepage at [www.ala.org/annual](http://www.ala.org/annual) and select "Registration." Non-members and former members are invited to join ALA at [www.ala.org/membership](http://www.ala.org/membership) prior to registering for maximum savings.

**Cancellation Policy:** Written requests for refunds must be postmarked by May 22, 2009. Cancellation of registration will result in a handling fee of \$25 for each item cancelled. No phone cancellations. No refunds after May 22, 2009. No refunds given for "Exhibits Only", "Exhibits Plus" and "Exhibits Supreme" badges. Refunds will be processed after the annual conference.

## PLEASE COMPLETE THE SURVEY BELOW

01 Principal Product Interest (circle one)

- 01 Books, Periodicals, Documents
- 02 Library Automation
- 03 Equipment, Furniture, Shelving
- 04 A/V Equipment/Materials
- 05 Services
- 06 Other Products and Services

02 Purchasing Decision-Making Role (circle one)

- 01 Final
- 02 Specify
- 03 Recommend
- 04 No Role

03 Purchase Plans Next 12 Mos. (circle one)

- 01 \$0-49,999
- 02 \$50-99,999
- 03 \$100-249,999
- 04 \$350-499,999
- 05 \$500-999,999
- 06 \$1 million +

04 Operating Expenditures (circle one)

- 01 \$0-499,999
- 02 \$500-999,999
- 03 \$1 mil-1,999,999
- 04 \$2 mil-4,999,999
- 05 \$5 mil +

Name \_\_\_\_\_ Member Number \_\_\_\_\_

**I. Annual Conference Registration:** Please check off your selection and insert the appropriate fee in "Amount Enclosed."

| Registration Type   | Early Bird<br>by 03/06         | Advance<br>by 05/22            | Onsite                         | Amount Enclosed |
|---|--------------------------------|--------------------------------|--------------------------------|-----------------|
| ALA Personal Member*  | <input type="checkbox"/> \$190 | <input type="checkbox"/> \$215 | <input type="checkbox"/> \$260 |                 |
| ALA Division Member*  | <input type="checkbox"/> \$185 | <input type="checkbox"/> \$210 | <input type="checkbox"/> \$260 |                 |
| ALA Retired Member  | <input type="checkbox"/> \$135 | <input type="checkbox"/> \$145 | <input type="checkbox"/> \$230 |                 |
| ALA Student Member**  | <input type="checkbox"/> \$95  | <input type="checkbox"/> \$120 | <input type="checkbox"/> \$130 |                 |
| Non-Member  | <input type="checkbox"/> \$255 | <input type="checkbox"/> \$298 | <input type="checkbox"/> \$380 |                 |
| <i>Nonmembers and former members are invited to join ALA at <a href="http://www.ala.org/membership">http://www.ala.org/membership</a> prior to registering for maximum savings.</i> |                                |                                |                                |                 |
| Exhibits Only Badge<br><i>(Includes access only to the exhibits)</i>  | <input type="checkbox"/> \$25  | <input type="checkbox"/> \$25  | <input type="checkbox"/> \$25  |                 |
| Exhibits Plus Badge <i>(Includes access to the exhibits and the Opening General Session)</i>  | <input type="checkbox"/> \$35  | <input type="checkbox"/> \$35  | <input type="checkbox"/> \$35  |                 |
| Exhibits Supreme Badge <i>(Includes access to the exhibits, the Opening General Session, and the Auditorium Speaker Series)</i>   | <input type="checkbox"/> \$75  | <input type="checkbox"/> \$75  | <input type="checkbox"/> \$100 |                 |
| ALA ProQuest Scholarship Event  |                                | <input type="checkbox"/> \$40  | <input type="checkbox"/> \$45  |                 |

☐ I am a support staff and have registered for the Annual Conference above. I am also interested in attending some "Empowerment 2009" events (see previous page for details).

\* must show proof of membership \*\* must show proof of ALA student membership

**II. Empowerment 2009:** Register here for the Library Support Staff Empowerment Conference. This is only registration for Empowerment 2009, not registration for the full Annual Conference.

|   |                                |                                |                                |
|---|--------------------------------|--------------------------------|--------------------------------|
| LSSIRT Members <i>(Roundtable for Support Staff and Paraprofessionals in ALA)</i> | <input type="checkbox"/> \$135 | <input type="checkbox"/> \$135 | <input type="checkbox"/> \$160 |
| Non-LSSIRT Members  | <input type="checkbox"/> \$185 | <input type="checkbox"/> \$210 | <input type="checkbox"/> \$210 |

All fees in US Dollars

**Total from Section I or II:** \_\_\_\_\_**III. Other Events:** Copy the event code from the following pages for the events you wish to register for into the column below. Include the price of your registration and the number of tickets you wish to purchase, then put the final amount in the "Amount Enclosed" column. Add up all your events and put that amount into the "Total from Section III." Please print clearly.

| Event Code | Price per Ticket | # of Ticket | Amount Enclosed |
|------------|------------------|-------------|-----------------|
|            | X                | =           |                 |
|            | X                | =           |                 |
|            | X                | =           |                 |
|            | X                | =           |                 |
|            | X                | =           |                 |

**Total from Section III:** \_\_\_\_\_**Add the total from sections I and II above, and enter here:****Total Amount Enclosed:****Payment Information:** Check the type of payment enclosed:☐ Check ☐ Visa ☐ Mastercard ☐ American Express

Your payment indicates that you agree to the terms to the right.

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

**Please Note:**

**Cancellation Policy:** Written requests for refunds must be postmarked by May 22, 2009. Cancellation of registration will result in a handling fee of \$25 for each item cancelled. No phone cancellations. No refunds after May 22, 2009. No refunds given for "Exhibits Only", "Exhibits Plus" or "Exhibits Supreme" badges. Refunds will be processed after the annual conference.

**Photography:** Attendance at this event constitutes permission for your photograph to be taken at the event and used for ALA purposes.



# HOUSING REQUEST FORM

July 9- July 15, 2009- Annual Conference and Exhibition, Chicago, IL

## Deadline for Submission: June 5, 2009

### Instructions: New this year! You must be registered for the Conference to register for housing.

Please complete this form in its entirety to insure speedy processing. All hotels require a one night + tax credit card guarantee to hold your room. Complete the credit card portion of the form for the first night's deposit to be billed automatically upon receipt by hotel. **DO NOT SEND DUPLICATE FORMS** - If sharing room(s) designate one person to send request. Be sure to include your e-mail address. Reservations can also be made on the ALA Annual Conference Web site at: [www.ala.org/annual](http://www.ala.org/annual).

### Confirmation will be sent to:

Last name of person requesting rooms and confirmation \_\_\_\_\_ First Name \_\_\_\_\_

Name of Company or Firm \_\_\_\_\_

Street Address or P.O. Box number \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address please print clearly to receive electronic confirmation \_\_\_\_\_

Arrival day/date \_\_\_\_\_ Departure day/date \_\_\_\_\_

### Occupant(s)

(Please do not duplicate. If sharing a room, designate one person to complete form.)  
print last name first

1 \_\_\_\_\_ 2 \_\_\_\_\_

3 \_\_\_\_\_ 4 \_\_\_\_\_

### Hotel Choices

(Please print name and number of hotel as listed on Hotel Locator Map)

1 \_\_\_\_\_ 2 \_\_\_\_\_

3 \_\_\_\_\_ 4 \_\_\_\_\_

5 \_\_\_\_\_ 6 \_\_\_\_\_

### Room preference

Bedding requests are based on availability. Every effort will be made to accommodate requests.

- ☐ Single (one person/one bed)
- ☐ Double (two people/one bed)
- ☐ Double/double (two people, two beds)
- ☐ Triple (three people/1-2 beds)
- ☐ Quad (four people/two beds)
- ☐ Requires ADA accessible room
  - ☐ Mobility
  - ☐ Hearing impaired
  - ☐ Visually impaired

### Important notes:

- Rooms are assigned on a "first come/first served" basis and room availability for your arrival/departure.
- Failure to check into your hotel on the scheduled date of your arrival will result in the cancellation of your reservation and a charge equal to one night's room and tax to the credit card used to guarantee your reservation.
- All changes and/or cancellations prior to **June 30th** must be made through the ALA Housing Headquarters. Last minute changes and cancellations must be made to the hotel at least 7 days prior to the arrival date."

### Credit Card Guarantee—first night+tax

Please guarantee my reservation to (check one): ☐ Check (credit card included below for room guarantee only)

☐ Visa ☐ Amex ☐ Mastercard

Card Number \_\_\_\_\_ Expiration Date (must be 7/09 or after) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_ Date \_\_\_\_\_

### Mail or fax to:

ALA 2009 Early Bird Registration  
568 Atrium Drive  
Vernon Hills, IL 60061-1731

# PRECONFERENCES

## ALA

### **Making it Stick: Designing, Delivering, and Surviving Presentations**

Friday, July 10, 8:30 a.m. - noon

CLENERT

A good presentation requires skills that depend on your ability to work with, influence, and persuade your audience. This interactive workshop will help you develop rapport with your audience, develop active content in your presentation, learn to be comfortable in front of your audience, and understand when to use support materials. For an excellent complementary workshop, take the afternoon class "Punch It Up with Pictures: Presentations with Visual Power" on using visuals in your presentation.

**Speakers:** Lori Reed, *Employee Learning Coordinator for the Charlotte Mecklenburg Library*; Paul Signorelli, *writer/trainer/consultant for libraries and nonprofit organizations (Paul Signorelli & Associates)*

**Tickets:** ALA Member, \$130; RT Member, \$110; Non-Member, \$180; Student/Retired Member, \$110; BOTH CL 1 & 2: ALA Member, \$234; RT Member, \$198; Non-Member, \$324; Student/Retired Member, \$198

**Event Code:** CL1

### **Punch it Up with Pictures: Presentations with Visual Power**

Friday, July 10, 1:00 - 4:30 p.m.

CLENERT

Are your presentations riddled with bullet points? Images often speak louder—and more succinctly—than words. In the tight format of a PowerPoint presentation, strategic use of images conveys more meaning than bullet points and text. Your presenter skills will shine brighter when your support materials complement rather than compete with you. This interactive workshop will reveal how visuals communicate, and where to find free-use images and best practices for adding images to your presentations.

**Speakers:** Tony Tallent, *Director of Libraries & Arts for the City of Boulder, Colorado*; Michael Porter, *Interactive Strategy Manager for WebJunction*; Betha Gutsche, *Learning Initiatives Developer for WebJunction*

**Tickets:** ALA Member, \$130; RT Member, \$110; Non-Member, \$180; Student/Retired Member, \$110; BOTH CL 1 & 2: ALA Member, \$234; RT Member, \$198; Non-Member, \$324; Student/Retired Member, \$198

**Event Code:** CL2

### **Many Voices, One Nation Chicago**

Friday, July 10, 5:30 - 9:00 p.m.

Office for Diversity

Don't miss this annual celebration of the literary diversity and creativity enriching our world. This inspiring event showcases the talent and imagi-

nation of writers from across the land as they weave a tapestry of spoken word, expressing the myriad of experiences from our varied ethnic, cultural, and lifestyle traditions, and our fundamental unity within the global human family. If you've experienced MVON, you know that this is an unforgettable conference kick-off. Book-signing reception included.

**Tickets:** \$10

**Event Code:** DI1

### **2nd National Dialogue on the Curriculum of Readiness for the 21st Century Librarian**

Friday, July 10, 8:30 a.m. - 3:00 p.m.

Office for Diversity

Cosponsored by the Committee on Diversity, the Committee on Education and ALISE, this summit brings together leaders in LIS education and practice. Participants will discuss needed reform and enhancements to LIS education with special attention to the recruitment of students from underrepresented backgrounds. Proceedings include engaging panels, active discussions, and work sessions. Recommendations will contribute to a published report disseminated to the profession.

**Tickets:** Free

**Event Code:** DI2

### **All Government Information is Local: Building on a Century of Local and Regional Information in Libraries**

Friday, July 10, 9:00 a.m. - 1:00 p.m.

GODORT

Come see this spirited panel discussion about the history and future of local government information resources and services in the library. Learn from experts and practitioners in urban studies who suggest specific ways to cooperate with local governments that serve the library's community in order to get important public information, and set up engaged citizen forums to discuss critical issues involving local education, environment, employment, and social policies.

**Speakers:** John A. Shuler, *Bibliographer for Urban Planning, University of Illinois at Chicago*; Charlie Hoch, *Professor, Urban Planning, University of Illinois at Chicago*; Rana Hutchinson Salzmann, *Librarian, American Planning Association, Merriam Center Library*; Joseph Schwieterman, *Director of the Chaddick Institute for Metropolitan Development and Professor of Public Service Management at DePaul University*; Davis Schneiderman, *Co-Director, Virtual Burnham Initiative*

**Tickets:** Advance: ALA Member, \$75; Division/RT Member, \$65; Non-Member, \$100; Student, \$40  
**Onsite:** ALA Member, \$85; Division/RT Member, \$75; Non-Member, \$125; Student, \$50

**Event Code:** GO1

### **Digitization Developing Countries**

Friday, July 10, 9:00 a.m. - 1:00 p.m.

IRRT

Digitization of scholarly information, research

materials and cultural heritage achieved a global scale, or did it? Aiming to preserve, document, and provide access to legacy collections, digitization efforts require significant fiscal outlay for infrastructure and technology, as well as human resources. A lot has been written about digitization projects in industrial nations, but do we know how (and if) developing countries grapple with the challenges of implementing digitization projects? How are potential partners/funding agencies being identified? What are considerations in selecting material for digitization?

**Tickets:** \$75

**Event Code:** IR1

### **The Advocacy Institute**

Friday, July 10, 9:30 a.m. - 3:30 p.m.

OLA

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. Break-out sessions will focus on budget presentations, crisis communications, and passing bond issues/referenda. Advocacy basics, such as message development and coalition building, will be covered in the morning. Attendees will leave with an action plan that they can implement in their communities or on their campuses.

**Speakers:** Keith Michael Fiels, *ALA Executive Director*; Carol Brey-Casiano, *Chair, Library Advocacy Committee*; Marci Merola, *Director, Office for Library Advocacy*

**Tickets:** Advance, \$50; Onsite, \$75

**Event Code:** OL1

## AASL

### **Disaster Preparedness for School Library Media Specialists**

Friday, July 10, 1:30 - 4:30 p.m.

This workshop is provided by the Dollar General Beyond Words Grant.

Join Terrence Young and Nancy Teger as they lead a panel of School Library Media Specialists in a discussion on disaster preparedness. Gain valuable insight to disaster planning as these experts share their experiences, successes and lessons learned. Learn the ups and downs of disaster recovery as they apply to the school library media specialist and the library. Discover the subtle differences of planning and recovery as they apply to public and private schools. Use the knowledge and experience of this panel to devise a plan in the event of a disaster.

**Speakers:** Terry Young, *School Library Media Specialist, West Jefferson High School*; Nancy L. Teger, *Sc.D., Library Media Services Program Specialist, Florida Department of Education*; Alan Aiches, *Historic Preservation Specialist, FEMA*

**Tickets:** Free

**Event Code:** AA1

**Capacity:** 60

### Gaming in the School Library: Curriculum Aligned and Still Fun!

Friday, July 10, 9:00 a.m. – 4:30 p.m.

Games are another valuable curriculum resource that school libraries can provide. This presentation will review research supporting gaming as a learning tool and then go hands-on with selected games presented through their alignment with AASL and other standards. Participants will be able to:

- Define how gaming is shaping the 21st century learning environment
- Identify how gaming aligns with AASL's Standards for the 21st Century Learner
- Develop a plan to implement gaming in a school library
- Select appropriate games using collection development criteria and review resources
- Teach colleagues/students how to play games

**Speakers:** Christopher Harris, Coordinator, School Library System for Genesee Valley BOCES; Brian Mayer, Library Technology Specialist, School Library System of Genesee Valley BOCES

**Tickets:** Advance: ALA Member, \$219; AASL Member, \$179; Non-Member, \$269; Student/Retired Member, \$179

**Onsite:** ALA Member, \$229; AASL Member, \$189; Non-Member, \$279; Student/Retired Member, \$189

**Event Code:** AA2

### Let's Use Primary and Secondary Sources to Bring "Real Life" to the Classroom!— It's as Easy as "Making Butter"

Friday, July 10, 1:30 – 4:30 p.m.

From being exposed to grant digital opportunities, to gaining access to a free digital resource of primary and secondary sources, to learning how to use new technology, to "Making Butter" and creating a digital story through participation in hands-on activities, will give you access to more than 100 rare books, lesson plans/activities and 300 video artifacts that can be integrated in the curriculum as well as used by students for projects. This panel of experienced teacher-librarians will share instructional strategies and lesson ideas using primary and secondary sources for classroom use.

**Speakers:** Hazel J. Walker, School Library Media Specialist, East Carolina University; Panel: Linda M. Teel; Emily B. Gore; Sheila Mendoza

**Tickets:** Advance: ALA Member, \$129; AASL Division/RT Member, \$79; Non-Member, \$184; Student/Retired Member, \$79

**Onsite:** ALA Member, \$139; AASL Division/RT Member, \$89; Non-Member, \$194; Student/Retired Member, \$89

**Event Code:** AA3

### Using NCES Databases for School Library Research

Friday, July 10, 8:00 a.m. – noon

Participants will:

- Identify NCES databases available to library researchers

- Review published research in other fields that have successfully used NCES databases
- Explore the types of data available to school library researchers in NCES databases
- Network to form researchable questions

The statistical data available in NCES databases, such as the School and Staffing Survey (SASS), are underused by school library researchers. The panel leader will introduce the NCES databases and review the types of research data available. In groups, attendees will develop researchable questions and network to develop research teams.

**Speakers:** Gail Dickinson, School Library Media Specialist, Old Dominion University, and a panel of SLMS researchers to be announced

**Tickets:** Advance: ALA Member, \$129; AASL Member, \$79; Non-Member, \$184; Student/Retired Member, \$79

**Onsite:** ALA Member, \$139; AASL Member, \$89; Non-Member, \$194; Student/Retired Member, \$89

**Event Code:** AA4

## ACRL

### Discovering Digitization: Defining Your Path to Digital Access

Friday, July 10, 8:30 a.m. – 4:30 p.m.

Learn about basic and intermediate digitization practices and standards. Drawing on examples from Ball State University's Digital Media Repository (<http://libx.bsu.edu>), find out how to plan and implement digital projects. The format for the pre-conference will be truly interactive, as attendees will be polled for their interests and information needs as the presentation moves forward. Topics will include project planning, digitization and image processing, and cataloging and metadata.

**Speakers:** James Bradley, Head of Metadata & Digital Initiatives, Ball State University; Jonathan Brinley, Metadata & Digital Initiatives Developer, Ball State University; Amanda Hurford, Digital Initiatives Developer, Ball State University

**Tickets:** Advance and Onsite: ALA Member, \$285; ACRL Division/RT Member, \$235; Non-Member, \$315; Student, \$95

**Event Code:** AC1

### Instructional Design for Librarians: The What, Why, and How of ID

Friday, July 10, 1:00 – 4:30 p.m.

Instructional design is a process for systematically designing effective instructional materials and learning opportunities. Good instructional design involves needs assessment, development, evaluation, implementation, and maintenance of the learning system. During this pre-conference, gain an understanding of instructional design principles. These principles can help you design effective and high-impact teaching environments from semester-long courses to one-shot library instruction classes to the effective use of signage and Web site design. As part of the pre-conference, create a resource that you can take back and implement at your institution.

**Speakers:** Lauren Pressley, Instructional Design Librarian, Wake Forest University;

Kaeley McMahan, Reference and Instruction Librarian, Wake Forest University

**Tickets:** Advance and Onsite: ALA Member, \$245; ACRL Division/RT Member, \$195; Non-Member, \$285; Student, \$95

**Event Code:** AC2

### The Not-So-Distant Librarian: Online Library Instruction to Engage Students and Faculty

Friday, July 10, 1:00 – 4:30 p.m.

Hone your online instruction skills in this pre-conference conducted by experts. The University of Maryland University College (UMUC) is a leader in distance education, and its librarians play an active and innovative role in the school's online classes. In this pre-conference, IUMUC librarians will share practical tips and tools for designing and implementing online library instruction that addresses a variety of learning styles, engages students through active learning exercises, and fosters faculty buy-in. Work to draft an active learning exercise that meets the learning outcomes of your instruction session.

**Speakers:** Barbara Mann, Assistant Director for Public Services, University of Maryland University College; Megan Davis, Regional Services Librarian, University of Maryland University College; Joe Rawson, 24x7 Services Coordinator, University of Maryland University College

**Tickets:** Advance and Onsite: ALA Member, \$245; ACRL Division/RT Member, \$195; Non-Member, \$285; Students, \$95

**Event Code:** AC3

## ALCTS

### Cataloging Digital Media: Back to the Future!

Thursday, July 9, 8:30 a.m. – 5:00 p.m.

Bring your flux capacitor and get energized for an overview of descriptive cataloging of digital media, including DVD-Video, DVD-Audio, DualDisc, DVD-ROM, Playaway, and Streaming Media—complete with some ideas of how RDA will be used in digital media cataloging. Come and join this 1.21 gigawatt program to light the way of digital cataloging!

**Speakers:** Jay Weitz, Senior Consulting Database Specialist, OCLC; Anchalee (Joy) Panigabutra-Roberts, Metadata & Multicultural Services Librarian, University of Nebraska-Lincoln; Robert Ellett, Lecturer, School of Library & Information Science, San Jose State University

**Tickets:** Advance: ALA Member, \$249; ALCTS Division/RT Member, \$199; Non-Member, \$289; Student, \$99

**Onsite:** ALA Member, \$299; ALCTS Division/RT Member, \$249; Non-Member, \$339; Student, \$99

**Event Code:** AS1

### Manipulating Metadata: XSLT for Librarians

Friday, July 10, 8:30 a.m. – 4:30 p.m.



This full day workshop is designed to introduce participants to XSLT for manipulation of metadata and other sets of data. Instruction will cover the basics of XML and XSLT as well as more advanced commands and control structures. With particular focus on use of XSLT for working with metadata in a library context, this hands-on workshop will allow participants to practice the principles discussed by the instructors.

**Speakers:** Frances Knudson, Los Alamos National Laboratory

**Tickets:** Advance: ALA Member, \$249; ALCTS Division/RT Member, \$199; Non-Member, \$289; Student, \$99

**Onsite:** ALA Member, \$299; ALCTS Division/RT Member, \$249; Non-Member, \$339; Student, \$99

**Event Code:** AS2

### Metadata Standards and Applications: A "Cataloging for the 21st Century" Workshop

Thursday, July 9 & Friday, July 10, 8:30 a.m. – 4:30 p.m.

This two-day pre-conference explores metadata standards and applications for bibliographic control in the 21st century. The goal is to relate what participants already know about library catalog metadata to digital library metadata, preparing them to apply current knowledge to new areas. Although not primarily a "hands-on" workshop for learning how to create metadata, this pre-conference does include exercises, and it provides a solid foundation in current metadata concepts, standards, and issues for digital libraries.

**Speakers:** Steven Miller, Senior Lecturer, University of Wisconsin-Milwaukee; Jennifer Lang, Electronic Resources Cataloging Coordinator, Princeton University Library; Christine Ruotolo, University of Virginia

**Tickets:** Advance: ALA Member, \$389; ALCTS Division/RT Member, \$339; Non-Member, \$439; Student, \$150

**Onsite:** ALA Member, \$439; ALCTS Division/RT Member, \$389; Non-Member, \$489; Student, \$150

**Event Code:** AS3

### RDA, FRBR, and FRAD: Making the Connection

Friday, July 10, 8:30 a.m. – 5:00 p.m.

This pre-conference concentrates on the role of the Functional Requirements for Bibliographic Records (FRBR) and the Functional Requirements for Authority Data (FRAD) in Resource Description and Access (RDA). The necessity of understanding these new conceptual foundations is key to the transition to the future cataloging environment. Participants will hear from a panel of experts on FRBR and FRAD attributes and relationships, new terminology and concepts, and participate in practical hands-on exercises.

**Speakers:** Barbara Tillet, Chief, Cataloging Policy and Support Office, Library of Congress; Robert Maxwell, Metadata & Special Collection Cataloging Dept Chair, Brigham Young University; Tom Delsey, RDA Editor, JSC; Glenn Patton, Director, WorldCat Quality Management, OCLC

**Tickets:** Advance: ALA Member, \$249; ALCTS Division/RT Member, \$199; Non-Member, \$289; Student, \$99

**Onsite:** ALA Member, \$299; ALCTS Division/RT Member, \$249; Non-Member, \$339; Student, \$99

**Event Code:** AS4

### Streaming Media and Proliferating E-Books: Acquiring and Managing Emerging Formats

Thursday, July 9, 8:30 a.m. – 5:00 p.m.

Streaming media and e-books present unique ordering, licensing, and long-term management challenges. In this pre-conference for technical services staff and managers in libraries of all kinds, you will learn how to integrate electronic books into acquisitions workflows. We will also explore streaming and other emerging media as growing areas of content with new roles for technical services. Regardless of format, copyright, licensing and delivery are key considerations to plan into your processes.

**Speakers:** deg farrelly, Associate Librarian, Arizona State University; Cris Ferguson, Electronic Resources/Serials Librarian, Furman University; Jesse Holden, Coordinator of Technical Services, Millersville University; Nathan D.M. Robertson, Director of Information Policy and Management, University of Maryland School of Law

**Tickets:** Advance: ALA Member, \$249; ALCTS Division/RT Member, \$199; Non-Member, \$289; Student, \$99

**Onsite:** ALA Member, \$299; ALCTS Division/RT Member, \$249; Non-Member, \$339; Student, \$99

**Event Code:** AS5

## ALSC

### Meeting the Challenge: Practical Tips & Inspiring Tales on Intellectual Freedom

Friday, July 10, 8:00 a.m. – 5:00 p.m.

A parent raises a concern about a book in the collection. Are you ready to respond? The pre-conference will emphasize the right to read as an essential foundation of library service to youth with a focus on strategies for addressing complaints and stories to strengthen resolve. Pragmatic advice and passionate perspectives on intellectual freedom will be presented by author Judy Blume, whose books are perennially challenged; librarians and intellectual freedom advocates including Carolyn Caywood, Carrie Gardner, and James LaRue; and John Horany, attorney in the Wichita Falls (Texas) book removal case, recipient of a 2001 Freedom to Read Foundation Roll of Honor Award; and now a FTRF Board of Trustees member. Continental breakfast and lunch included.

**Speakers:** Judy Blume, Author, Random House Children's Books; Carolyn Caywood, Bayside & Special Service Librarian, Virginia Beach Public Library; Carrie Gardner, Asst. Professor, Kutztown University; John Horany, Freedom to Read Foundation; James LaRue, Director, Douglas County Libraries

**Tickets:** Advance: ALA Member, \$240; ALSC Division/RT Member, \$190; Non-Member, \$285; Student, \$180

**Onsite:** ALA Member, \$300; ALSC Division/RT Member, \$300; Non-Member, \$300; Student, \$300

**Event Code:** SC1

## ASCLA

### After the Grant Runs Out—Funding Collaborative Digitization

Friday, July 10, 8:30 a.m. – 5:00 p.m.

ASCLA ICAN

Learn from speakers and panelists how to cultivate diverse revenue streams for funding sustainable collaborative digitization programs, including membership fees, grants for innovative research projects and services, and participants' operating budgets.

**Speakers:** Kenning Arlitsch, University of Utah; Jim Neal, Columbia University Library; Dianne Belden, University of North Texas Library; Liz Bishoff, BCR; Lucy Barber, National Historical Publications and Records Commission; Beth Joffron, National Endowment for the Humanities; Rachel Frick, Institute for Museum and Library Services; and others to be announced.

**Tickets:** Advance: ALA Member, \$180; ASCLA Division/RT Member, \$135; Non-Member, \$225; Student, \$70

**Onsite:** ALA Member, \$205; ASCLA Division/RT Member, \$160; Non-Member, \$250; Student, \$95

**Event Code:** SL1

### Be My Guest—Customer Service from the Best

Friday, July 10, 9:00 a.m. – 12:30 p.m.

What do libraries have in common with resorts? Both focus on making the customer's experience the best it can be. Library patrons are our guests, and as library staff, there are many ways we can ensure they feel welcomed and have a positive library experience. Based on a highly successful program hosted by the New Jersey State Library in partnership with Trump Entertainment Resorts in Atlantic City, this pre-conference will offer insights into hospitality industry practices and provide a variety of models libraries can implement to improve and enhance customer service.

**Speakers:** Jennifer Babcock, Trump Entertainment, and others to be announced

**Tickets:** Advance: ALA Member, \$90; ASCLA Division/RT Member, \$135; Non-Member, \$210; Student, \$50

**Onsite:** ALA Member, \$115; ASCLA Division/RT Member, \$160; Non-Member, \$235; Student, \$75

**Event Code:** SL2

## LITA

### A Thousand Words: Taking Better Photos for Telling Stories in Your Library

Friday, July 10, 9:00 a.m. – 5:00 p.m.

In this hands-on workshop, learn techniques for

shooting and editing better photos, camera settings that make for the best photos, and the basics of editing an image. Learn how to capture library events more effectively and artistically, and take and select better photos for Web sites and promotional materials. Licensing work and finding others via Creative Commons will also be covered. Participants should bring a digital camera and laptop; familiarity with moving photos from camera to computer is a must.

**Speakers:** Cindi Trainor, Eastern Kentucky University  
**Tickets:** ALA Member, \$315; LITA Division/RT Member, \$235; Non-Member, \$380  
**Event Code:** LL1

### Creating Library Web Services: Mashups and APIs

**Friday, July 10, 9:00 a.m. – 5:00 p.m.**  
 del.icio.us subject guides, Flickr library displays, YouTube library orientation; with mashups and APIs, it's easier to bring pieces of the Web together with library data. Learn what an API is and what it does, the components of Web services, how to build a mashup, how to work with PHP, and how to create Web services for your library. Participants should be comfortable with HTML markup and have an interest in learning about Web scripting and programming, and are encouraged to bring a laptop for hands-on participation.

**Speakers:** Karen Coombs, University of Houston  
**Tickets:** ALA Member, \$315; LITA Division/RT Member, \$235; Non-Member, \$380  
**Event Code:** LL2

## LLAMA

### Building Blocks 101: A Space Planning Guide with Hands On Experience

**Friday, July 10, 9:00 a.m. – 5:00 p.m.**  
**LLAMA-BES**

Come experience the wonders of the merchandise mart. Learn how to use basic planning guidelines and the newest edition of building block tools to plan your next renovation, expansion or new building. This all day session will include case studies of public and academic libraries. Lunch and tours of furniture showrooms will complete this exciting day.

**Speakers:** Dr. Florence Mason, Library consultant; Denelle Wrightson, PSA-Dewberry Architect; Barbara Norland, Rockville Public Library  
**Tickets:** Advance and Onsite: ALA Member, \$200; LLAMA Division/RT Member, \$150; Non-Member, \$300; Student, \$100  
**Event Code:** LL1

### Development's Next Top Model: Best Practices in Fundraising

**Friday, July 10, 9:00 a.m. – 5:00 p.m.**  
**LLAMA-FRFDs**

This program will highlight best practices for capital campaigns, donor recognition, annual giving programs and using emerging technologies for fundraising.

**Speakers:** to be announced

**Tickets:** Advance and Onsite: ALA Member, \$175; LLAMA Division/RT Member, \$125; Non-Member, \$275; Student, \$75

**Event Code:** LL2

### Green Library Interiors: Fact and Fiction

**Friday, July 10, 9:00 a.m. – 5:00 p.m.**  
**LLAMA-BES**

A panel of design and industry experts will address critical learning needs of library facilities staff and library directors so they can assess what their real needs are, spend their dollars wisely, and discuss best practices and sustainable choices that meet the needs of their projects. Participants will learn about myths and realities of how finishes, furnishings, equipment and lighting can be "green" while being cost-effective.

**Speakers:** to be announced

**Tickets:** Advance and Onsite: ALA Member, \$200; LLAMA Division/RT Member, \$150; Non-Member, \$300; Student, \$100

**Event Code:** LL3

### An Inside Look at Leadership

**Friday, July 10, 9:00 a.m. – 5:00 p.m.**  
**LLAMA-HRDS**

Presented in partnership with the Pacific Institute of Seattle, Washington ([www.pac-inst.com](http://www.pac-inst.com)), this pre-conference is designed for people who are currently or will soon be in, or are moving toward, a leadership role within their professional or personal lives. Participants will work to improve effective thinking skills; heighten self-confidence; increase self-motivation; attain goals that were once thought out of reach; and understand paths to career growth.

**Speakers:** Robin Brummet, Pacific Institute

**Tickets:** Advance and Onsite: ALA Member, \$275; LLAMA Division/RT Member, \$225; Non-Member, \$375; Student, \$125

**Event Code:** LL4

### Living the Balanced Scorecard

**Friday, July 10, 9:00 a.m. – 5:00 p.m.**  
**LLAMA-MAES**

Balanced Scorecard (BSC) presenters will take attendees through a day-long case study enabling them to apply BSC's three broad strategies: customer intimacy, operational excellence and innovative services. Beginning with an overview of theory and practice of BSC and followed by case study work in small groups, participants will work through specific issues from academic and public libraries and will leave with the knowledge and skills needed to implement BSC in their own libraries.

**Speakers:** Joe Matthews, Matthews & Associates; Susanna Pathak, Virginia Commonwealth University Libraries; Kathryn Robinson, Orange County Public Library System

**Tickets:** Advance and Onsite: ALA Member, \$200; LLAMA Division/RT Member, \$150; Non-Member, \$300; Student, \$100

**Event Code:** LL5

### Moving Your Library's Collections

**Friday, July 10, 9:00 a.m. – 5:00 p.m.**  
**LLAMA-BES**

Every library needs to move its collection at some point. This pre-conference will offer practical advice for planning collection space, doing a move yourself, working with a mover, and handling special situations such as moving archival material and moving into high-density shelving. A panel of representatives from several moving companies will share their perspectives on moving libraries, and breakout sessions will let participants discuss in more detail with experts about topics addressed in the presentations.

**Speakers:** Kent Miller, University of Kansas; Betsy Habich, Northeastern University; Paula Walker, University of Washington; Donald G. Kelsey, Library Planning Consultant, Minnesota; Mary Roach, University of Kansas; Caryn Carr, State Library of Pennsylvania

**Tickets:** Advance and Onsite: ALA Member, \$200; LLAMA Division/RT Member, \$150; Non-Member, \$300; Student, \$100

**Event Code:** LL6

### Preserving Rare Materials: Optimal Environments for Paper-Based Collections

**Friday, July 10, 9:00 a.m. – 5:00 p.m.**  
**LLAMA-BES**

Pennsylvania built a state-of-the-art facility to preserve its breadth of rare materials including Ben Franklin's Provincial Assembly Collection. This environment controls all elements that influence the degradation of paper: temperature, humidity, lighting, air quality, fire detection/suppression. Learn about this impressive collection and preservation facility from the librarian, archivist, conservator, project architect and engineer perspectives. Preliminary results of an IMLS leadership grant to study and compare this environment with 14 locations statewide will be available.

**Speakers:** Caryn J. Carr, Moderator, State Library of Pennsylvania; M. Clare Zales, Office of Commonwealth Libraries; Dr. Larry Nesbit, Governor's Advisory Committee & Rare Collections Library Committee, Chair; Neal Rusnov, Department of General Services, State of Pennsylvania  
 Tom Claeson, PALINET

**Tickets:** Advance and Onsite: ALA Member, \$200; LLAMA Division/RT Member, \$150; Non-Member, \$300; Student, \$100

**Event Code:** LL7

### Uncommonly Sustainable: The New Information Commons at Loyola University Chicago

**Friday, July 10, 9:00 a.m. – 5:00 p.m.**  
**LLAMA-BES**

This pre-conference and tour examines the planning, design, and features of the Richard J. Klarchek Information Commons. Spanning four floors, the facility includes smart group rooms and a digital media lab. Assistance is available on all floors. The facility is LEED registered, and utilizes numerous energy efficient technologies. Presenters

include the architect, the university librarian, the director of Information Commons, and facilities managers. There will be ample time to tour the facility and see the infrastructure that supports it.

**Speakers:** Leslie M. Haas, Director, Klarchek Information Commons, University Libraries, Loyola University Chicago; D. Patterson, Architect; Robert Seal, Dean, University Libraries; Jeannette Pierce, Head, Reference

**Tickets:** Advance and Onsite: ALA Member, \$135; LLAMA Division/RT Member, \$85; Non-Member, \$235; Student, \$50

**Event Code:** LL8

## PLA

### Building Communities through Innovative Applications of Technology

Friday, July 10, 9:00 a.m. – 5:00 p.m.

Libraries are integrating technologies into virtual and physical spaces to build interest among traditionally underserved populations, to enhance library services by connecting with existing online communities, and to create new communities around library services. A variety of Web sites, Web services, outreach activities, and physical spaces will be discussed, including details of implementation and support.

**Speakers:** John Blyberg, Head of Technology and Digital Initiatives, Darien (Conn.) Library; Sandy Farmer, Manager, Central Children's Room, Houston (Tex.) Public Library; Christopher Jowaisas, Grant Administrator, Texas State Library & Archives Commission; Glenn Peterson, Web Administrator, Hennepin County (Minn.) Library; Aaron Schmidt, Director, North Plains (Ore.) Public Library; Tony Tallent, Director, Boulder (Colo.) Public Library

**Tickets:** Advance: ALA Member, \$245; PLA Division/RT Member, \$195; Non-Member, \$295

**Onsite:** ALA Member, \$295; PLA Division/RT Member, \$245; Non-Member, \$345

**Event Code:** PL1

### Library Advocacy....From Your Community's Perspective

Friday, July 10, 9:00 a.m. – 5:00 p.m.

This one-day pre-conference will provide training on the effective use of Libraries Prosper with Passion, Purpose, and Persuasion: A PLA Toolkit for Success. Each participant will receive a copy of the publication. This advocacy toolkit, created by a PLA taskforce with Metropolitan Group, was published in 2007. Participants will be taught how to showcase the importance of their library by connecting directly to their community's values, goal setting, audience analysis and identification, message and strategy development. It is recommended that libraries send a team, e.g., director, trustee, marketing/publicity staff.

**Speakers:** Clara Bohrer, Director, West Bloomfield Township (Mich.) Library; Laura Dellinger, Senior Executive Vice-President/Principal, Metropolitan Group, Portland, Ore.; Pam Jaskot, Library Consultant, State Library of North Carolina; Kathleen Reif, Director, St. Mary's County (Md.) Library

**Tickets:** Advance: ALA Member, \$295; PLA Division/RT Member, \$245; Non-Member, \$345

**Onsite:** ALA Member, \$345; PLA Division/RT Member, \$295; Non-Member, \$395

**Event Code:** PL2

### Why We Borrow: Small Libraries Chime In

Friday, July 10, 9:00 a.m. – 5:00 p.m.

Do I have enough signage, or too much? Do patrons pay attention to my displays? Metropolitan Library System asked Envirosell, a retail space consulting firm, to analyze the behavior of library patrons in small public and academic libraries. Come hear best practices for customer service, and how you can implement the recommendations.

**Speakers:** Sally Anderson, Library Director, North Park University, Chicago, Ill.; Jamie Bukovac, Library Director, Indian Prairie Public Library District, Darien, Ill.; Kate Hammeke, Envirosell, New York City; Detlev Pansch, Executive Director, Barrington (Ill.) Area Library; Gretel Stock-Kupperman, Director of Consulting and Continuing Education, Metropolitan Library System, Burr Ridge, Ill.; Mary Tuytschaevers, Library Director, Acorn Public Library District, Oak Forest, Ill.

**Tickets:** Advance: ALA Member, \$245; PLA Division/RT Member, \$195; Non-Member, \$295

**Onsite:** ALA Member, \$295; PLA Division/RT Member, \$245; Non-Member, \$345

**Event Code:** PL3

## RUSA

### A Dialogue with the Aging Network and the Library Community: The New Guidelines on Library and Information Services to Older Adults

Friday, July 10, 9:00 a.m. – 4:30 p.m.

RUSA RSS Committee on Library Services to an Aging Population

With baby boomers flooding into retirement, libraries face new challenges in serving this growing segment of the population. Attendees at this pre-conference will learn how libraries and organizations for the aging can collaborate at the local and national levels. RUSA's newly revised "Guidelines on Library and Information Services to Older Adults" will be discussed. Speakers include representatives from organizations including AARP, the National Council on Aging, National Association of Area Agencies on Aging, and the Gerontological Society of America, along with library professionals with expertise in services to older adults.

**Tickets:** Advance: ALA Member, \$145; RUSA Division/RT Member, \$100; Non-Member, \$220; Student, \$60

**Onsite:** ALA Member, \$160; RUSA Division/RT Member, \$125; Non-Member, \$245; Student, \$85

**Event Code:** RU1

### From Lincoln Logs to Linkin' Families

Friday, July 10, 8:30 a.m. – 5:00 p.m.

RUSA History Section

What better way to celebrate the 200th anniversary of Abraham Lincoln's birth in the "Land of Lincoln" than to explore your own family heritage and learn how to help patrons discover theirs using new and exciting Illinois-related related resources. Librarians serving genealogists and others who are interested in these resources for personal searches can benefit from this pre-conference. The event will be held in an off-conference, historically significant site. A tour of the facility, lunch and coffee breaks are included.

**Speakers:** George Martin, Genealogy Guys and others to be announced

**Tickets:** Advance: ALA Member, \$145; RUSA Division/RT Member, \$100; Non-Member, \$220; Student, \$75

**Onsite:** ALA Member, \$170; RUSA Division/RT Member, \$125; Non-Member, \$245; Student, \$100

**Event Code:** RU2

### Mastering Business Acumen (MBA) in a Day: Business Concepts for Library

Friday, July 10, 9:00 a.m. – 5:00 p.m.

RUSA Business and Reference Services Section (BRASS)

A first time offering, MBA in a Day complements the very successful RUSA BRASS Business Reference 101 seminar. MBA in a Day will provide librarians with basic knowledge about business to support reference services in this area. Public, academic and special librarians as well as library school students who are new to business reference or who want to improve their understanding of basic business concepts will benefit from this pre-conference. (Please note: library management and budgeting is not the focus of this seminar.)

**Speakers:** Speakers will focus on the fundamental business disciplines, and include: Elisabeth Leonard, consultant, Library Solutions, and instructor, Marketing Basics for Libraries, RUSA online course (Management); Chris LeBeau, business reference librarian, University of Missouri, Kansas City and Clinical Instructor, School of Information Science and Learning Technologies (Finance); Susan Klopfer, executive director, Goizueta Business Library, Emory University (Accounting); Gary White, head, Schreyer Business Library, Penn State (Marketing).

**Tickets:** Advance: ALA Member, \$180; RUSA Division/RT Member, \$135; Non-Member, \$255; Student, \$80

**Onsite:** ALA Member, \$205; RUSA Division/RT Member, \$160; Non-Member, \$280; Student, \$100

**Event Code:** RU3

### Reinvented Reference V: Using Our Collective Wisdom

Friday, July 10, 8:30 a.m. – 5:00 p.m.

RUSA RSS and RUSA MARS

Technology, staffing, collaboration, and assessment pose big challenges to most libraries. Wish you could get answers to real world library problems? Tired of hearing "how we did it" stories that don't mention overcoming hurdles? Wish that sessions were more interactive and less "sage on the stage"? Come to Reinvented Reference VI! This workshop is



designed for reference librarians and managers of reference services. Bring your work-related problems on staffing models, technology, collaboration, or assessment and get ideas from our expert panel and fellow librarians. Go home with practical, concrete ideas that you can implement at your library. Lunch is included in the ticket price.

**Speakers:** Bill Pardue, *Virtual Services Librarian at Arlington Heights Memorial Library: New and inventive ways to deal with staff and staffing models*; Char Booth, *E-learning Librarian at UC Berkeley: Challenges with and strategies for collaboration*; Lisa Ennis, *Systems Librarian and Assistant Professor at University of Alabama at Birmingham: Strategies for working with IT staff*; Brian Matthews, *User Experience Librarian at Georgia Tech Libraries: Assessment methods*  
**Tickets:** Advance: ALA Member, \$240; RUSA Division/RT Member, \$195; Non-Member, \$315; Student, \$90

**Onsite:** ALA Member, \$265; RUSA Division/RT Member, \$220; Non-Member, \$340; Student, \$115  
**Event Code:** RU4

## YALSA

### Genre Galaxy: Explore the Universe of Teen Reading

**Friday, July 10, 9:00 a.m. - 5:00 p.m.**

Discover new ways to connect with teen patrons through books. Experience literacy activities & sample programs based on teen books, & find out how to create a solid school or public library teen collection (even if you have a limited budget!). Speakers will include both popular authors & teen lit experts. While you learn, you'll also get to network with other public & school librarians serving teens.

**Tickets:** ALA Member, \$235; Division/RT Member, \$195; Non-Member, \$285; Student/Retired Member, \$195  
**Event Code:** YA6

### Moving up the YA Career Ladder

**Friday, July 10, 12:30 p.m. - 5:00 p.m.**

Learn how to move up the career ladder successfully! Participants will:

- Identify career options for YA librarians;
- Understand how to identify and sharpen skills needed to successfully transition careers;
- Learn how to effectively write resumes and CVs;
- Assess their management style and identify the management style of others.

Whether you are a new or seasoned librarian, this pre-conference will provide you with the practical tools and information that you will be able to begin using immediately.

**Tickets:** \$129

**Event Code:** YA1

## SPECIAL EVENTS

### ALA

#### ALA/ProQuest Scholarship Bash

Check back for more details on the Annual ALA/ProQuest Scholarship Bash

**Tickets:** \$40, Onsite: \$45

**Event Code:** AL1

#### Inaugural Banquet

**Tuesday, July 14, 7:00 p.m. - midnight**

Join us in celebrating the inauguration of Camila Alire as she assumes the role of the new American Library Association President. The night will also recognize the incoming Divisional presidents and new board members. Dinner and entertainment will round out the evening.

**Speakers:** Jim Rettig, *Current American Library Association President*; Camila Alire, *Incoming American Library Association President*

**Tickets:** Advance and Onsite, \$89

**Event Code:** AL2

#### Libraries Build Communities

**Friday, July 10, 8:00 a.m. - 5:00 p.m.**

Register to participate in this day-long service effort to help local libraries and the community! All participants will be notified in advance of the various projects and will be able to pick the one in which they wish to participate. Your registration fee will be contributed to local library funds. Lunch, transportation, and a participation T-shirt are included.

**Tickets:** Advance and Onsite, \$10

**Event Code:** AL3

#### Chapter Leaders Orientation

**Friday, July 10, 9:30 a.m. - 4:00 p.m.**

##### Chapter Relations Committee

The Orientation for Chapter Leaders Workshop, presented by the ALA Chapter Relations Committee at each ALA Midwinter and Annual, provides a great opportunity for you, as Chapter Leaders (especially incoming leaders), to meet together and discuss topics of interest. The program provides a full agenda on a variety of topics to help prepare you to lead your association. Presentation areas will include Membership Development, Organizational Excellence, New Revenue Ideas, Media Training, and Advocacy.

**Speakers:** to be announced

**Tickets:** ALA Member, \$70; Division/RT Member, \$60; Non-Member, \$70; Student, \$50

**Event Code:** CR1

#### ALTAFF Author Tea

**Monday, July 13, 2:00 - 4:00 p.m.**

##### ALTAFF

Join Lisa Scottoline and other bestselling authors at this traditional event formerly sponsored by Friends of Libraries U.S.A. Get a chance to hear these authors discuss their work while attendees enjoy finger sandwiches, tea, and pastries. A book signing will follow with many books given away free while others are sold at a generous discount.

**Tickets:** Advance: ALA Member, \$35; Division/RT Member, \$30; Non-Member, \$35

**Onsite:** ALA Member, \$45; Division/RT Member, \$45; Non-Member, \$45

**Event Code:** FF1

#### Specialized Outreach Services (SOS) Luncheon

**Sunday, July 12, noon - 2:00 p.m.**

##### ALTAFF

Do you know how to work with the hand you have been dealt? Topics covered:

- How to select a good director
- Strategic Planning
- Relationships - Director/Board and Board/Staff, being clear on your role/responsibility as a trustee
- Liability
- The essentials of being a "GREAT TRUSTEE"
- Where are the resources

This is not a program/event you want to miss.

**Tickets:** Advance and Onsite, \$55

**Event Code:** FF2

#### The Laugh's On Us!

**Sunday, July 12, 5:30 - 7:00 p.m.**

##### ALTAFF

Paula Poundstone, comedian extraordinaire, and other hilarious humor writers will entertain you at the end of a hectic day at the conference. Wine and cheese platters will be provided and a book signing will follow. Many of the writers' books will be given away and others will be sold at a generous discount. Don't miss this "fall off your chair laughing" event!

**Tickets:** Advance, \$35; Onsite, \$45

**Event Code:** FF3

#### ALA-APA Award and Networking Breakfast

**Sunday, July 12, 7:30 - 8:30 a.m.**

##### ALA-APA

The winner of the Sirsi-Dynix - ALA-APA Award for Promoting Salaries will be honored at this breakfast. It is also an opportunity to network with colleagues who are interested in unions. The Speaker will be announced.

**Tickets:** Free, though donations are accepted.

**Event Code:** AP1

#### Lift Every Voice and Read: Everything you wanted to know about the Coretta Scott King Book Award titles, and more

**Monday, July 13, 1:30 - 5:30 p.m.**

##### EMIERT

Treat yourself to three 50-minute sessions on the Coretta Scott King Book Awards: 1) Using Coretta Scott King Book Award-winning titles to engage readers in schools and public libraries: An author/educator review panel's overview on state standards and curriculum-related opportunities; 2) Enhancing diversity in library services: Making links with community partners who work with youth; 3) Creative opportunities for community involvement: Intergenerational book discussions, community-wide reading programs, and

more! \$100 registration includes a copy of The Coretta Scott King Book Awards 1971-2009 (40th Anniversary edition), Henrietta M. Smith, editor, and a ticket to the 2009 Coretta Scott King Awards Breakfast the next day, Tuesday, July 14, 7 to 9 a.m.

*Tickets: Advance, \$100 (no onsite tickets)*  
*Event Code: EM3*

### **The 40th Anniversary Coretta Scott King Book Awards Breakfast**

**Tuesday, July 14, 7:00 – 9:00 a.m.**  
**EMIERT**

Celebrate 40 years and 110 award-winning African American authors and illustrators of 162 books for children and youth at the 2009 Coretta Scott King Book Awards Breakfast! A spectacular tribute to American literature that is not to be missed! Reserve your tickets (\$50) for this inspirational event. If space is still available, tickets can be purchased onsite until Sunday, July 12, 2009 from ALA.

*Tickets: Advance, \$50; Onsite, \$60*  
*Event Code: EM1*

### **Reserved Table: The 40th Anniversary Coretta Scott King Book Awards Breakfast**

**Tuesday, July 14, 7:00 – 9:00 a.m.**  
**EMIERT**

Reserve a table of ten for The 40th Anniversary Coretta Scott King Book Awards Breakfast. Deadline for purchasing reserved tables is March 15, 2009.

*Tickets: Advance, \$500 (no onsite tickets)*  
*Event Code: EM2*

### **Freedom to Read Foundation 40th Anniversary Gala**

**Sunday, July 12, 6:30 - 10:30 p.m.**  
**Freedom to Read Foundation**

Join the Freedom to Read Foundation in celebrating 40 years of history! FTRF, ALA's First Amendment legal defense arm, is having a gala dinner and awards event at the new Modern Wing of the Art Institute of Chicago. (This is the first non-museum function planned for this amazing space; attendees will be able to view the art in the new galleries!) Help commemorate FTRF's successes in keeping books on the shelves and protecting free speech. Reception starts at 6:30 p.m., Dinner starts at 7:30 p.m.

*Speakers: to be announced*

*Tickets: Advance Dinner: \$125 (no onsite dinner tickets); Advance or Onsite Reception: \$125; Advance Dinner and Reception: \$250. Table of 10 (includes 2 tickets to reception): \$1250*

*Event Code: FR1*

### **Stonewall Book Awards Brunch Celebration**

**Monday, July 13, 10:30 a.m. – 1:00 p.m.**  
**GLBTRT**

The Stonewall Book Award-Barbara Gittings Literature Award and the Stonewall Book Award-Israel Fishman Non-Fiction Award are presented to English language works published the year prior

to the announcement date. The award, which consists of a commemorative plaque and a cash stipend, will be presented to the winning authors or editors. Tickets will be available for purchase at the time of conference registration. Additional tickets may be purchased at the GLBT Round Table Social on Sunday night, and a limited number of tickets will be available at the door.

*Tickets: Advance and Onsite, \$50*

*Event Code: GL1*

### **International Librarians Reception**

**Monday, July 13, 6:00 – 8:00 p.m.**  
**IRRT**

Please join the International Relations Round Table (IRRT) in welcoming and celebrating with librarians from more than 80 countries at the ALA Annual Conference. Open to all conference attendees, this reception offers a unique opportunity to network with hundreds of information professionals from around the world. Join us for a mixing of culture and ideas, regional cuisine, hors d'oeuvres and open bar (this event is free for international librarians).

*Tickets: Advance, \$30; Onsite, \$35*

*Event Code: IR2*

### **Mobile Services:**

#### **On the Road to the Future**

**Sunday, July 12, 10:30 a.m. – 1:30 p.m.**  
**OLOS**

This session is designed to provide inspiration and practical ideas about the future of mobile library service. Whether you are already mobile or considering a new service, hear about and participate in round table discussions on advocacy, environmentally friendly vehicles and alternative fuels, mobile service options, marketing, and Bookmobile 101. This content-filled program will conclude with an inspirational lunch presentation. Ticketed event.

*Tickets: Advance and Onsite, \$25*

*Event Code: OL1*

### **See 500 Clown at Steppenwolf Theatre**

**Friday, July 10, 7:00 – 10:30 p.m.**  
**PPO**

Experience spectacular theater while supporting the ALA Cultural Communities Fund. Ticket price includes admission to "500 Clown and the Elephant Deal" at Chicago's renowned Steppenwolf Theater, cocktail reception and talk-back with cast and creatives following the performance. Loosely inspired by the works of Bertolt Brecht, "500 Clown and the Elephant Deal" combines a rocking band, an enthusiastic Mistress of Ceremonies, and a daring crew in a fierce, runaway tale with spontaneous characters and dangerous stunts.

*Tickets: \$100*

*Event Code: PO1*

### **In The Loop: SORT Walking Tour of Downtown Chicago**

**Friday, July 10, 8:30 - 10:30 a.m.**  
**SORT**

Meet outside the Palmer House, 17 E. Monroe Street, 8:30 a.m. for 9 a.m. walks. See world-class architecture of Daniel Burnham, Louis Sullivan, Frank Lloyd Wright plus new buildings, too, all in a dynamic downtown setting. View sculpture and artwork by Picasso, Miro, Tiffany, Chagall, Calder, etc. We'll go inside buildings and stop for breaks, water, coffee, restrooms. There will be an optional lunch with the group after the walks. Bring an umbrella—we walk rain or shine.

*Tickets: \$15*

*Event Code: SO2*

### **In The Loop: SORT Walking Tour of Downtown Chicago**

**Monday, July 13, 2009, 8:30-10:00 a.m.**  
**SORT**

Meet outside the Palmer House, 17 E. Monroe Street, 8:30 a.m. for 9 a.m. walks. See world-class architecture of Daniel Burnham, Louis Sullivan, Frank Lloyd Wright plus new buildings, too, all in a dynamic downtown setting. View sculpture and artwork by Picasso, Miro, Tiffany, Chagall, Calder, etc. We'll go inside buildings and stop for breaks, water, coffee, restrooms. There will be an optional lunch with the group after the walks. Bring an umbrella—we walk rain or shine

*Tickets: \$15*

*Event Code: SO1*

### **Amelia Bloomer Project Breakfast**

**Sunday, July 12, 8:00 – 10:00 a.m.**  
**SRRT**

Celebrate the intersections of feminism and children's literature at the Amelia Bloomer Project breakfast. Speakers will discuss topics ranging from writing feminism into children's books to the history of second wave feminist activism in the Chicago area. Bring a business card to enter the drawing for a full set of books from the most recent Amelia Bloomer list ([www.lib.org/tf/bloomer.html](http://www.lib.org/tf/bloomer.html) or [www.myspace.com/amelia\\_bloomer\\_project](http://www.myspace.com/amelia_bloomer_project)).

*Tickets: Advance and Onsite, \$30*

*Event Code: SR1*

### **2009 Video Round Table Gala: AMERICAN MASTERS**

**Sunday, July 12, 2009, 6:30 - 9:30 p.m.**  
**VRT**

The VRT will host a gala at the Gene Siskel Film Center featuring directors from the AMERICAN MASTERS series. This award-winning PBS series is a celebration of creativity in America, examining the lives, works, and creative processes of our most outstanding cultural artists. Directors Nancy Porter and Laurie Block will provide insight into the art of filmmaking as biography and share recently produced film on Louisa May Alcott and a work-in-progress on Helen Keller.

*Speakers: Nancy Porter, producer/director; Harriet Reisen, producer/writer of AMERICAN MASTERS Louisa May Alcott: The Woman behind*

*Little Women*; Laurie Block, director/co-writer of *AMERICAN MASTERS* *Becoming Helen Keller*

**Tickets:** Advance and Onsite: ALA Member, \$30; Division/RT Member, \$25; Non-Member, \$30; Student, \$25

**Event Code:** VR1

## AASL

### AASL Awards Luncheon

**Monday, July 13, noon – 2:00 p.m.**

Celebrate the accomplishments of your colleagues and enjoy lunch at the presentation of the 2009 AASL Awards, including the prestigious National School Library Media Program of the Year Award. Immediately following the Awards Luncheon is the AASL President's Reception providing the opportunity to meet and greet the AASL President, Board Members and other member leaders.

**Tickets:** Advance and Onsite, \$59

**Event Code:** AA5

### Independent Schools Section (ISS) Library Tour

**Friday, July 10, 8:00 a.m. – noon**

Join us as we visit Chicago-area independent school library media centers. Coach transportation is provided.

**Tickets:** Advance and Onsite, \$45

**Event Code:** AA6

### Independent Schools Section (ISS) Social

**Sunday, July 12, 1:30 – 3:00 p.m.**

Join your Independent Schools Section friends and colleagues for an informational social.

**Tickets:** \$35

**Event Code:** AA7

## ALSC

### Newbery Caldecott Wilder Banquet

**Sunday July 12, 6:00 – 11 p.m.**

Join us for this gala to celebrate the Newbery and Caldecott Medalists and Honorees, authors and illustrators of the year's most distinguished books for children, and this year's Wilder Award winner. Cocktails (cash bar) available prior to dinner; doors open at 6:45 p.m. Tickets are \$94 and will be available at the Online Registration Counter until the event is sold out, or noon Friday, whichever occurs first. No tickets will be available at the door.

**Speakers:** Winners of the 2009 Newbery, Caldecott, and Wilder Medals

**Tickets:** \$94

**Event Code:** SC2

## ASCLA

### ASCLA Libraries Serving Special Populations Section Annual Dinner

**Sunday, July 12, 6:30 – 8:30 p.m.**

The Libraries Serving Special Populations Section of the Association of Specialized and Cooperative Library Agencies is hosting its annual dinner in Chicago. This is an opportunity to spend an evening visiting with colleagues and meet new people over an enjoyable dinner at a popular Chicago restaurant. We will honor the 2009 ASCLA/KLAS/NOD Award recipient and this year's Century Scholar.

**Tickets:** Advance: ALA Member, \$45; ASCLA Division/RT Member, \$40; Non-Member, \$50; Student, \$35

**Onsite:** ALA Member, \$55; ASCLA Division/RT Member, \$50; Non-Member, \$60; Student, \$40

**Event Code:** SL3

## LLAMA

### A Night of Laughs at Chicago's Second City

**Friday, July 10, 7:00 – 10:00 p.m.**

Since 1959, The Second City has established itself as a Chicago landmark and a national treasure. Join LLAMA for a night of improv comedy at the theatre that launched the careers of such comic greats as Tina Fey, John Belushi, Mike Myers, Bill Murray, Gilda Radner, and countless others. Tickets include admission and one free drink. A portion of each ticket is a tax-deductible gift to support LLAMA educational programming.

**Tickets:** ALA Member, \$60; LLAMA Division/RT Member, \$60; Non-Member, \$60; Student, \$40

**Event Code:** LL9

## RUSA

### Literary Tastes Breakfast

**Sunday, July 12, 8:00 – 10:00 a.m.**

#### RUSA CODES

Join RUSA in its annual celebration of writing excellence for adult readers. Award winning authors selected from RUSA book awards including the Notable Books, the Reading List and the Sophie Brody awards for outstanding fiction, nonfiction and poetry will speak about and read from their books. Enjoy breakfast with champions at this ALA conference tradition, the Literary Tastes Breakfast. Authors will sign books after the program.

**Tickets:** Advance: ALA Member, \$45; RUSA Division/RT Member, \$40; Non-Member, \$55; Student, \$40

**Onsite:** ALA Member, \$50; RUSA Division/RT Member, \$45; Non-Member, \$60; Student, \$45

**Event Code:** RU5

## YALSA

### Margaret A. Edwards Luncheon

**Saturday, July 11, noon – 1:30 p.m.**

Come join us for lunch and listen to the winner of the 2009 Margaret A. Edwards Award, which honors an author, as well as a specific body of his or her work that have been popular over a period of time, speak about their writing. The annual award is administered by YALSA, the fastest growing division of ALA, and sponsored by School Library Journal.

**Tickets:** \$59

**Event Code:** YA2

### Michael L. Printz Program and Reception

**Monday, July 13, 8:00 – 10:00 p.m.**

The Michael L. Printz Award is an award for a book that exemplifies literary excellence in young adult literature. The annual award is administered by YALSA and sponsored by Booklist magazine. Come listen to the winner and honor book authors as they speak about their writing, followed by a dessert reception.

**Tickets:** Advance, \$29; Onsite, \$35

**Event Code:** YA3

### YA Author Coffee Klatch

**Sunday, July 12, 8:30 – 10:00 a.m.**

Enjoy coffee featuring YALSA award winning authors! Participants will have an opportunity to mingle with authors who have appeared on YALSA's Quick Picks for Reluctant Young Adult Readers and Popular Paperbacks for Young Adults list.

**Tickets:** Advance, \$19; Onsite, \$25

**Event Code:** YA4

### YALSA's Happy Hour and Fashion Show: What To Wear

**Friday, July 10, 5:00 – 7:00 p.m.**

Steven Rosengard of Project Runway season 4 hosts YALSA's first ever fashion show and librarian makeover. We'll highlight the fashion of well-dressed librarians and give you tips on how to dress successfully (and inexpensively) for the library workplace. Each person who registers for the event will receive a free drink coupon courtesy of Hyperion Books for Children.

**Tickets:** \$10

**Event Code:** YA5





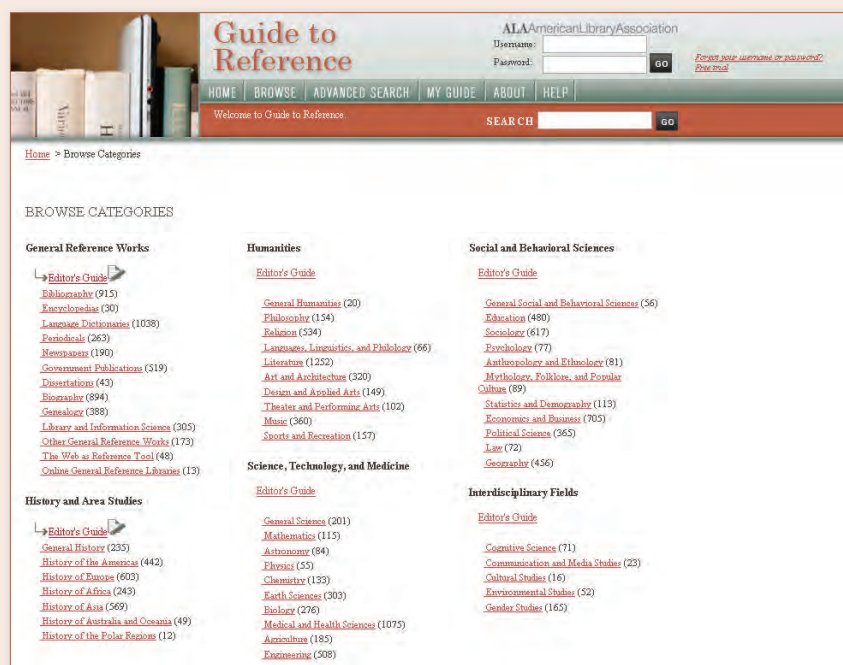
# Guide to Reference™

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# Career Leads from

Your #1 source for job openings  
in Library and Information Science and Technology

## Place a Job Ad

Visit [JobLIST.ala.org](http://JobLIST.ala.org) to establish an institutional account in order to place Web-only ads, print ads in *American Libraries* and *C&RL News*, or any combination. Print ads in *American Libraries* cost \$7.50 per line, \$5.50 for ALA institutional members. Display ads range from \$125 to \$2,340. Print ads may be posted on JobLIST for 60 days for an additional \$75, \$65 for ALA institutional members. Complete rate and size information at [JobLIST.ala.org](http://JobLIST.ala.org).

## Print Deadline

February 5 for the March issue, which mails about March 1. Ads received after February 5 will be published as space permits through about February 15.

## Contact

E-mail [joblist@ala.org](mailto:joblist@ala.org) or call 800-545-2433, Jon Kartman, ext. 4211. Career Leads, *American Libraries*, 50 E. Huron St., Chicago, IL 60611; fax 312-440-0901.

## Consultants or Classifieds

"Librarians' Classifieds" and "ConsultantBase" are convenient and economical ad sections that put your products and services in front of more than 100,000 readers. See print ad rates above. No ALA institutional member discount. Discounts for multiple insertions: 2-5 months, 5%; 6 months or more, 10%. ConsultantBase appears in the January, April, June, and October issues.

## Advertising Policies

A salary range is requested for all job recruitment ads per ALA guidelines. The ALA Allied Professional Association endorses a minimum salary for professional librarians of not less than \$40,000 per year. Job applicants are advised to explore "faculty rank" and "status" carefully. ALA opposes residency requirements and loyalty tests or oaths as conditions of employment. Job titles should reflect responsibilities as defined in ALA

personnel guidelines. ALA requires that organizations recruiting through the Association's publications or placement services comply with ALA antidiscrimination policies. Policy 54.3 states that the Association "is committed to equality of opportunity for all library employees or applicants for employment, regardless of race, color, creed, sex, age, disabilities, individual life-style or national origin." By advertising through ALA services, the organization agrees to comply with the policy. Ads are edited only to conform to standard style. Acceptance of an advertisement does not constitute endorsement. ALA reserves the right to refuse advertising.

## Billing

Payment Terms: Visa, MasterCard, or American Express. If pre-approved, net 30 from invoice date. Invoice and tearsheet mailed to the advertiser following publication. Cost of ad furnished upon request.

## POSITIONS OPEN

**ASSOCIATE VICE-PRESIDENT FOR ACADEMIC RESOURCES AND LIBRARY DIRECTOR.** Union University a private, coeducational liberal arts-based university, located in Jackson, Tennessee, seeks a qualified individual for the position of associate vice-president for academic resources and library director. **NOTE:** This is a working title for the purposes of advertising. The final title will be determined at the time of hire and will be based on the candidate's profile and the needs of the university. **RESPONSIBILITIES INCLUDE** directing professional librarians and support staff and developing and implementing effective strategic

plans for facilities, information literacy programming, and resources. Also provides support for the library information specialist program. **REQUIRES** an ALA-accredited MLS degree or its equivalent, a doctoral degree in another discipline preferred. Three years each of academic library and administration experience. Successful candidates must be professing Christians who are active members of a local church, enthusiastically support Union University's Identity, mission and core values, and articulate a Christian worldview in their work and life. **Interested individuals may access an application and additional information at [www.uu.edu](http://www.uu.edu).** Send the completed application, resume, and a letter expressing interest to: **John Carbonell, Director of Human Resources, Union University, 1050**

**Union University Drive, Jackson, TN 38305, or by fax to 731-661-5177, or via e-mail to: [hrdept@uu.edu](mailto:hrdept@uu.edu).**

**DIRECTOR OF LIBRARY AND INFORMATION SERVICES (Search Extended).** Drury University invites applications and nominations for the position of Director of Library and Information Services of the F.W. Olin Library. The university seeks a creative, collaborative leader committed to the liberal arts tradition and conversant with the principal trends in higher education; library collection-management in an electronic era; the integration of technology into library operations and services; the provision of library services within consortial contexts; the integration of library collections and services into effective support for teaching, learning, research, and information literacy; the provision

## Regional salary guide

Listed below are the latest minimum starting salary figures recommended by state library associations for professional library posts in these states. The recommendations are advisory only. Job seekers and employers should consider these recommended minimums when evaluating professional vacancies. The ALA-Allied Professional Association (ALA-APA) Council has endorsed a nonbinding minimum salary for professional librarians of not less than \$41,680. **For additional information on librarian salaries or to update a salary figure, email [salaryguide@ala.org](mailto:salaryguide@ala.org).**

|                    |             |
|--------------------|-------------|
| Connecticut.....   | \$44,681    |
| Illinois.....      | \$47,235.60 |
| Indiana.....       | varies*     |
| Iowa.....          | \$23,911    |
| Louisiana.....     | \$26,000    |
| Maine.....         | \$30,811*   |
| Massachusetts..... | \$45,107*   |
| New Jersey.....    | \$47,390    |
| Pennsylvania.....  | \$33,748*   |
| Rhode Island.....  | \$41,000    |
| Texas.....         | \$37,000    |
| Vermont.....       | \$33,025    |
| Wisconsin.....     | \$32,700    |

\*Rather than establish one statewide salary minimum, some state associations have adopted a formula based on variables such as comparable salaries for public school teachers in each community, or the grade level of a professional librarian post. In these cases, you may wish to contact the state association for minimum salary information.

of service to satellite campuses staffed by tenure-track faculty and adjuncts; and the adaptation of library resources and services to a diversity of learning behaviors and experiences. The director reports to the vice-president for academic affairs and sits on the college of graduate and continuing studies council. He/she administers the operations, development, implementation, budgeting, and evaluation of all aspects of service for a library staffed with 7 library faculty, 5 full-time support staff, and student assistants. **THE SUCCESSFUL CANDIDATE WILL POSSESS** a master's degree in library science or library and information science from an ALA-accredited program and will have experience in academic library administration, preferably in a liberal arts environment. An additional advanced degree is strongly preferred. He/she should have an established record of professional activities/contributions and be prepared to serve as an engaged representative for the library at the campus, community, state, and national levels. Drury University is a mid-sized private institution with more than 4,900 students, including 1,600 traditional full-time students, 3,400 evening and satellite students, and 400 graduate students. As a member of the Associated New American Colleges, it is committed to the meaningful integration of liberal and professional learning to prepare students to participate responsibly in and contribute to life in a global community. **Review of appli-**

## Librarian for Classics, Hellenic Studies and Linguistics Princeton University Library, Princeton, New Jersey Requisition # 0800707

The Princeton University Library comprises a large central library and a dozen specialized libraries that are heavily used by an academic community of 6,400 students, 1,100 faculty members, and many visiting scholars. To support the diverse needs of its users, the Library holds some six million printed volumes, ranging from incunabula to current imprints, and provides access to many other records of human knowledge, such as ancient papyri and cylinder seals, modern literary manuscripts, and recently produced electronic databases and journals. The Library employs more than 300 professional and support personnel, complemented by a large student and hourly workforce. Please consult the Library Web site at <http://library.princeton.edu/> for more information. Available: Immediately.

### Responsibilities:

The Princeton University Library seeks an energetic and creative subject specialist to build library collections and help shape library services in three fields in the humanities at Princeton: Classics, Hellenic Studies, and Linguistics. This librarian will also work closely with the Departments of History, Art and Archaeology, and other relevant area and interdisciplinary studies programs. This is one of several subject specialist professional positions devoted to developing and interpreting Princeton's collections. The position reports to the Associate University Librarian for Collection Development. Responsibilities include: current and retrospective collection building in all formats; managing sizable acquisitions funds and associated approval plans; advising on preservation, digitization, and other aspects of collection maintenance, including offsite storage; overseeing collections in study rooms in Firestone Library; and providing specialized research assistance to Princeton University faculty and students, researchers affiliated with neighboring institutions, and visiting scholars from the U.S. and abroad. The librarian also provides instruction in the use of print and electronic materials for philological, literary, cultural, and historical research; creates resource guides and Web sites to assist Princeton researchers; serves as the Library's key liaison to the Department of Classics and the Programs in Hellenic Studies and Linguistics; consults with members of the Technical Services Department to facilitate timely acquisitions and processing of materials to meet academic deadlines; and works closely with staff in Rare Books and Special Collections on acquisitions and to promote use of the wealth of original and specialized material at Princeton. This librarian represents Princeton in the relevant regional, national, and international professional and scholarly organizations.

### Qualifications:

**REQUIRED:** An ALA-accredited Master's degree in library science, plus an advanced degree in Classics or one of the disciplines associated with this position, or an equivalent combination of education and professional library experience; proficiency in Latin, Greek, and Modern Greek; a minimum of three years of successful experience in a research library. Candidates must demonstrate mastery of the bibliographic tools, including electronic resources, available for the use of researchers especially in the humanities. Candidates should be knowledgeable about the American and European book trades, current and antiquarian, and the changing technological environment in research libraries; they should also demonstrate an interest in developing innovative services for researchers.

**PREFERRED:** Successful teaching experience, either in the classroom or in library instruction; experience with cooperative library projects such as the Center for Research Libraries and the Digital Library Federation; and knowledge of the strengths of other research collections, particularly in Classics.

**Compensation and Benefits:** Compensation will be competitive and commensurate with experience and accomplishments. Twenty-four (24) vacation days a year, plus eleven (11) paid holidays. Annuity program (TIAA-CREF), group life insurance, health coverage insurance, disability insurance, and other benefits are available.

**Nominations and Applications:** Review of applications will begin immediately and will continue until the position is filled. Nominations and applications (cover letter, resume and the names, titles, addresses and phone numbers of three references) will be accepted only from the Jobs at Princeton website:

<http://www.princeton.edu/jobs>

*Princeton University is an equal opportunity/affirmative action employer.*

*For information about applying to Princeton, please link to  
<http://web.princeton.edu/sites/dof/ApplicantsInfo.htm>*



## CAREER LEADS

**cations will begin on Feb. 3 and will continue until an appointment is made.**


Interested candidates should submit a cover letter, curriculum vitae, and a list of at least 3 professional references with telephone numbers and e-mail addresses. Nominations and applications will be treated in confidence and should be sent to: **Dr. Joye Norris, Chair of the Olin Library Search Committee, Drury University, 900 North Benton Avenue, Springfield MO 65802.** Drury is an equal-opportunity employer, and especially encourages application from women and members of minority groups. Rank and salary of at least \$83,000, commensurate with experience.

### **ELECTRONIC RESOURCES/REFERENCE LIBRARIAN.**

The University of Redlands ([www.redlands.edu](http://www.redlands.edu)) seeks an energetic, innovative, service-oriented librarian to oversee library website development, negotiate vendor and consortium contracts for online databases and journals, and serve as the system administrator for an Innovative Interfaces integrated library system. Also provides general reference service, including some evening and weekend hours, and participates in information literacy instruction and collection development activities. **REQUIRED QUALIFICATIONS:** MLS from an ALA-accredited program or equivalent, computer and web literacy, knowledge of coding languages, familiarity with library technical services operations, and knowledge of standard print and online reference sources. **PREFERRED QUALIFICATIONS:** Experience in an academic library. Salary and rank are dependent on qualifications and experience. This is an 11-month, term-contract faculty appointment, with a broad range of benefits including TIAA-CREF eligibility, and eligibility for sabbatical leave and faculty research grants. Send cover letter, resume, and 3 letters of reference to: **Electronic Resources/Reference Librarian Search Committee, University of Redlands Library, 1249 E. Colton Ave., Redlands, CA 92374. Review of applications will begin on Feb. 5 and continue until the position is filled.** The University of Redlands is an equal-opportunity employer, and women and members of underrepresented groups are especially encouraged to apply.

### **TECHNICAL SERVICES/REFERENCE LIBRARIAN.**

The University of Redlands ([www.redlands.edu](http://www.redlands.edu)) seeks an energetic, innovative, service-oriented librarian to oversee technical services. **RESPONSIBLE FOR** oversight of cataloging in all formats, supervision and training of 3 full-time staff members and several student assistants, and coordination of technical services in general. Also provides general reference service, including some evening and weekend hours, and participates in information literacy instruction and collection development activities. **REQUIRED QUALIFICATIONS:** MLS from an ALA-accredited

**PRINCE GEORGE'S COUNTY MEMORIAL LIBRARY SYSTEM**

### **Library Director**

The Board of Library Trustees of the Prince George's County Memorial Library System, Hyattsville, Maryland—serving 841,315 suburban Maryland residents immediately north, east and south of the nation's capital—seeks an experienced and energetic library leader as its next director. The System serves an increasingly diverse population—epitomizing the changing face of America—through 18 branches and an active outreach program. With a dedicated staff of 346 FTEs, a collection of 1.9 million items and a \$26.4 million annual budget, the Board seeks an experienced library executive capable of transforming the System into a model of innovative library programs serving the needs of County residents.

**Responsibilities.** The Director of the Prince George's County Memorial Library System reports to a seven-member Board of Trustees and has overall responsibility for developing and maintaining an effective program of library services for the County. Overall responsibilities include: developing, monitoring, and implementing a strategic planning process resulting in a shared vision for the Library; proposing recommendations and implementing Board policies and effective operating procedures; developing and maintaining effective internal and external communications; providing sound fiscal management while strengthening current funding sources and seeking additional revenue sources; organizing and administering the System's resources to carry out its strategic goals; and representing the Library on a variety of county, state and national committees and projects. **Additional information on the library and area can be found at [www.gossagesager.com/pgcmlslinks.htm](http://www.gossagesager.com/pgcmlslinks.htm).**

**Minimum Qualifications.** A master's degree in library science from an ALA-accredited program and a minimum of seven years of progressively responsible public library experience with at least five years of executive level experience in an urban or suburban library. Essential attributes include: vision and creativity; skill in leading a diverse team of talented professionals to achieve high standards in setting and meeting established goals; political acumen; thorough knowledge of budgeting and financial management; collaboration and consensus-building skills; and a solid understanding of philosophy, trends and "best practices" in the library and information technology fields. Proven experience reporting to a policy-making board, collaborating with county or municipal officials and working in a union environment is highly desirable.

**Compensation.** Starting salary range \$135,000-\$165,000 (negotiable, dependent upon experience and qualifications) with an outstanding fringe benefits package.

**To Apply or Obtain Further Information.** Prince George's County Memorial Library System Board of Library Trustees requests all inquiries, nominations and applications be forwarded to the library executive search firm of Gossage Sager Associates. **For additional information or to apply send a cover letter and current resume via e-mail to [danbradbury@gossagesager.com](mailto:danbradbury@gossagesager.com). This position closes January 31, 2009.**

Prince George's County Memorial Library is an equal opportunity employer.

program or equivalent, knowledge of cataloging standards, experience with an integrated library system, computer and web literacy, and knowledge of standard print and online reference sources. **PREFERRED QUALIFICATIONS:** Supervisory experience and experience with an Innovative Interfaces integrated library system. Salary and rank are dependent on qualifications and experience. This is an 11-month, term-contract faculty appointment, with a broad range of benefits including TIAA-CREF eligibility, and eligibility for sabbatical leave and faculty research grants. Send cover letter, resume, and 3 letters of reference to: **Technical Services/Reference Librarian Search Committee, University of Redlands Library, 1249 E. Colton Ave., Redlands, CA 92374. Review of applications will**

**begin on Feb. 5 and continue until the position is filled.** The University of Redlands is an equal-opportunity employer, and women and members of underrepresented groups are especially encouraged to apply.

### **ORIGINAL CATALOGING LIBRARIAN.**

The Sheridan Libraries, Johns Hopkins University, invites applications for a service-oriented, knowledgeable cataloger with strong communication skills and service orientation to provide original cataloging of the library's collections. Duration of the position is approximately 3 years. **REQUIREMENTS:** MLS degree; working knowledge of national cataloging standards (e.g., AACR2, MARC21, LSCH) and authority control practices; experience with Library of Congress classification, OCLC, an integrated

library system; and reading knowledge of at least one Western European language. **For a complete job description visit [jobs.jhu.edu/](http://jobs.jhu.edu/) and use the Search Jobs/Career Cart feature to apply for position # 37764.** Starting salary is \$42,500-\$53,000. We offer excellent benefits, including tuition remission, in a smoke free/drug free environment. Johns Hopkins University is an EO/AA employer committed to recruiting, supporting, and fostering a diverse community.

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# The Patron as Raconteur

Cell-phone users prove that we are all storytellers

by Will Manley

Last year when I retired from my day job, I moved to Livermore, California, to be close to my children and grandchildren. Livermore is about 30 miles east of Oakland. I looked at a number of cities and towns in the East Bay area, but chose Livermore because I thought it had the most user-friendly library. In fact I bought a house within a five-minute bicycle ride of the library. As a full-time library patron, I spend many hours there. I love the building, the staff, and the services, especially the children's programs. I make sure that my grandkids don't miss a one.

Livermore Public Library's book, newspaper, and magazine collections are great, but what I really love to peruse on a daily basis is a bulletin board called "The Pats and Pans," where patrons post their raves and rages about the library. Beneath

each patron comment is a written response from a staff member. What do patrons like? They enjoy the helpful staff, the many computers, the wide variety of programs, and the coffee shop. What bugs them? Two words: cell phones.

I've written plenty over the years about my dislike for cell phones. Actually I wasn't being completely fair, since cell phones are like guns. They are harmless and inert; it's when they are in the hands of human beings that they become disruptive.

Remember the classic phone booth? In addition to being a dressing room for Clark Kent, it was where phone conversations took place privately. But today, it's okay to air in public even the most personal issues; some such conversations teeter very close to group therapy.

While some might find these one-sided chats only mildly annoying on public transit and in lobbies, department stores, and parks, they become more problematic in places where people are supposed to be quiet: hospitals, golf courses, theaters, churches, and libraries. While we take offense at the stereotype of the shushing librarian, many library patrons want a peaceful environment for



If the librarian has to be a harpy, so be it.

reading, writing, and studying. If that means the

librarian has to be a harpy, so be it.

As someone who was recently liberated from the short leash of a Blackberry, I can see the advantages of declaring libraries a cell-free zone. But I can also see why people should be allowed to use their phones whenever and wherever the need arises. What Kool-Aid have I been drinking?

Actually, now that I'm retired, I have become very fond of reading short stories and am developing a theory that most great authors' best works are their stories, not their novels. For instance, I much prefer *Dubliners* to *Ulysses*, *In Our Time* to *For Whom the Bell Tolls*, and *Tanglewood Tales* to *The House of Seven Gables*.

That's why I absolutely love that Livermore Public Library shelves short-story collections separately: I know exactly where to go when I want a good short story. Or, I can just sit near someone using a cell phone.

Just yesterday I heard a sob story about a young woman whose health insurance company refused to pay for her dog's heart operation and a tearjerker about an old man who has decided on an assisted suicide in two years because his rapidly shrinking retirement nest egg would only last that long.

With tales like that, who needs Joyce, Hemingway, or Hawthorne? ■

WILL MANLEY has furnished provocative commentary on librarianship for over 25 years and nine books on the lighter side of library science. Write him at [wmanley7@att.net](mailto:wmanley7@att.net).





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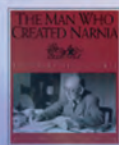
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