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JANUARY/FEBRUARY 2010

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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- 8 Ways to Tackle Tough Times
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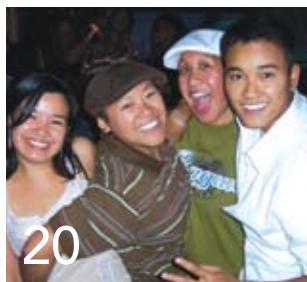


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Resolutions and Rollouts by Leonard Kniffel

Coping with change—especially shrinking budgets and growing demands—is the focus of several pieces in *American Libraries* this month, and just the act of reading them has inspired me to approach 2010 with new resolve. All of us who work for the advancement of library services in this country are going to need what James LaRue of Colorado’s Douglas County Library calls “strategies for reining in expenditures without compromising the long-term integrity of our institutions” (p. 16).

We can also gain more footing in what’s really important to library patrons in an excerpt from the forthcoming ALA Editions title *Assessing Service Quality* from Peter Hernon and Ellen Altman (p. 52), in Lisa

Rosenblum’s “How to Thrive by Design in Tough Times” (p. 40), and in “Next Steps,” a new column by Brian Mathews (p. 103) that will spend the next year spotlighting creative library management techniques that strive for quality service.

Visit our new website at americanlibrariesmagazine.org, now comment enabled.

For *American Libraries*, part of the effort to rein in expenses and assess service quality will be tied to rolling out a newly redesigned website in time for ALA’s Midwinter Meeting in Boston (p. 79). The new site was built in the open-source content management system Drupal by Associate Editor Sean Fitzpatrick and offers clear benefits to both end users and staff compared with the old site. We’ll now be able to offer HTML versions of most of the print magazine’s content, and as many of you have requested, all the articles will be comment-enabled. Please visit the site and enjoy the expanded content, new blogs, web-only spotlights—and go ahead and jump into the conversation; we look forward to joining you there.

Also in this issue are reports from California on the ongoing saga of the Colton Public Library and its battle to stay afloat (p. 20), as well as a sit-in at California State University in Fresno, where college students are fighting cuts in library service (p. 22). Public support for libraries across the country continues to be strong, and ALA invites you to help it grow by visiting the Association’s two websites for the public and participating in advocacy at lovelibraries.org and awareness-raising at atyourlibrary.org. Both sites are looking for stories and testimony about the essential contributions of libraries to education and improving the quality of life in communities, schools, and academia everywhere in America.

For an inspiring study in resolve in the face of adversity that makes our hometown budget woes seem mild by comparison, read Carol Erickson’s story about octogenarian Nancy Hatch Dupree and her determination to bring libraries to remote areas of Afghanistan during a time of war (p. 44). More inspiration can be found in “Ring Out for Literacy” by Judith Gibbons (p. 56), and Steven Escar Smith and Holly Mercer defend online research from their vantage point at Texas A&M University (p. 48). Last, take a look at the top 10 library stories of 2009 (p. 38), then let us know what your choices would be with a visit to americanlibrariesmagazine.org. ■

american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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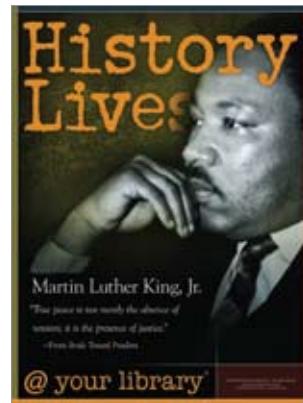


◀◀◀ **AL Focus**
New video from *American Libraries* shot at the I Love My Librarian Award presentation in New York City.



◀◀◀ **Calendar**
American Libraries' comprehensive events listings.

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>>> Posters

Celebrate Black History Month @ your library in February with the new Martin Luther King Jr. poster from ALA Graphics.



>>> Books

Fundamentals of Library Supervision by Joan Giesecke and Beth McNeil, from ALA Editions, alastore.ala.org.

BOOKMARK IT! |

>>> Annual Conference

Nobel Prize-winning author Toni Morrison will keynote, Washington D.C., June 24–29, at ala.org/annual.

>>> Public Awareness

Creating more and better library users, at atyourlibrary.org.

>>> Advocacy

Building grassroots support at ilovelibraries.org.

Crisis in Colton Libraries

Visible and organized grassroots advocacy works

by Camila Alire

I was traveling in California when the November 12 announcement was made to close Colton Public Library, which thankfully has since reopened (see page 20).

At the height of the crisis, I was able to meet with library board President Pete Carrasco, Friends Vice-President Linda Tripp, and Ruth Martinez, who had just been laid off as manager. The passion that they displayed was heartfelt even though they were still shell-shocked by the interim city manager's decision.

This particular closure hits home with library topics that I feel strongly about—diversity, literacy, and advocacy.

The Colton library system is relatively small, with two libraries and the Homework Assistance Center that serves 51,000 residents. More than 70% of the residents are minorities; hence my concern about deleting library services to diverse residents.

It broke my heart to hear Martinez, a 20-year-plus library employee, talk about how area residents were losing a lot—particularly through the vast array of outreach programming that serves its diverse community and varied age groups. She mentioned that the closure happened just as the library was busier than ever before, helping residents

deal with the recession by providing job search strategy materials and programming. “Many of the Colton residents who need these services, don’t have computers at home to apply for jobs,” she added.

The majority of the students that utilized the Homework Assistance Center, funded by the California State Library, were minorities; and most of the work-study student tutors provided by San Bernardino State University were minorities as well. The center was extremely popular and included a focus on helping parents improve on ways to

help their children with homework.

Many of the library’s programs were literacy-related, including Americorps volunteers who worked with diverse adults to develop and expand their basic literacy skills, summer reading programs, and library book clubs.

An overnight massacre

Advocacy will play a big role in the challenge to reopen library doors in Colton. On November 17 at the first city council meeting after the decision was made, the crowd of community residents was overflowing. They understood the need for budget cuts, but their real concern was how those cuts were made. It was an overnight massacre. As library officials told me, they were never given the chance to make alternative budget cuts. They would have appreciat-

ed an opportunity to work on cutting costs while attempting to keep at least one library open.

This is where grassroots advocacy needed to be organized and visible. Colton residents, like thousands around the country, care about their libraries, and they advocated for them with their elected representatives. But they must continue to do so. Advocacy for libraries is more critical during these tough economic times.

Spotlight on Spectrum

Ida Z. daRoza (2003 scholar), cataloging and Spanish services librarian at San Mateo County (Calif.) Library system, is the 2009 recipient of the California Library Association’s Technical Services Interest Group Award.

She is one of 18 contributors to *Staff Development Strategies That Work!; Stories and Strategies from New Librarians* (Neal Schuman, 2008), edited by Georgie L. Donovan and Miguel A. Figueroa. daRoza also created a Technical Services Interest Group on Facebook and in Second Life.

Support Spectrum by making a tax-deductible contribution to the ALA-Spectrum Scholarship Program, 50 E. Huron St., Chicago, IL 60611; send an e-mail message to the ALA Development Office at development@ala.org; or donate online at www.ala.org and click on give ALA. ■

ALA President CAMILA ALIRE is dean emerita at the University of New Mexico in Albuquerque and Colorado State University in Fort Collins. Visit camilaalire.com.

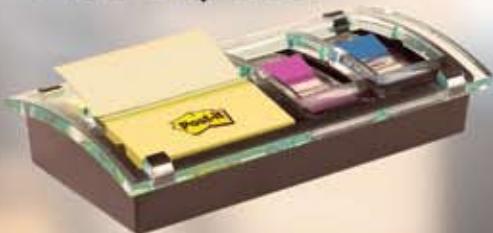


Residents understood the need for budget cuts, but their real concern was how those cuts were made.

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Letters and Comments

Socialism Among the Stacks

As well as the usual smokescreen of government size to avoid having to discuss the much more important question of what each candidate considers appropriate activities of government—and at what level—the Republicans are now shouting “socialism” at the programs of the current federal administration.

The problem for librarians is that public libraries are essentially a socialistic endeavor with the commu-

Public libraries are essentially a socialistic endeavor with the community owning the books and other materials in common.

nity owning the books and other materials in common.

Perhaps public libraries are even more hateful to some views because they

are one of the few cases where, in large measure, socialism actually works.

It behooves *American Libraries* to get the views, official and unofficial, of major political figures and pundits regarding public libraries—and maybe libraries in general. I, at least, would be interested to see what sophistries are brought up to claim public libraries are not socialism. It can be argued that as most public libraries are locally based and run, they certainly aren't part of big government, but to say they aren't socialistic is like saying the color jade is not green.

I bring this up not just to be a smart-ass and a pedant, but to urge

ALA to get ahead of the matter before some of the more extreme commentators make it an issue.

At least for now, we can avoid the issue of interlibrary loan having the potential of violating local community standards.

J. B. Post
Paoli, Pennsylvania

I find it troubling that J. B. Post and others would compare public libraries to socialism (*AL*, Nov., p. 12–13). I agree with Editor in Chief Leonard Kniffel's view (p. 6) that “the national debate over health care has everyone trying to take a position.”

The current ongoing fight in this country over whether the federal government has gone too far toward the road of Big Brother has led both ultra conservatives and liberals to attack everything and everyone that is not in lockstep with them.

I am one of the many people who have a major concern with the call for government control of health care. I am a firm believer in limited government and that the federal government's job is to be only an umpire.

It is my opinion that these ultras have become so passionate about their position that they have lost sight of reason. According to Thomas Jefferson, people “are not afraid to follow the truth wherever it may lead, nor tolerate

any error, so long as reason is left free to combat it.”

Hopefully, the ultra conservatives and liberals will see that extreme positions and heated arguments never solve anything. It only leads to hurt feelings and nothing getting done.

Brian K. Rankin
Stephenville, Texas,

Green Libraries Work

A recent remodeling at my son's college received some local news that I thought worth promoting.

The newly renovated Northland College Dexter Library in Ashland, Wisconsin, included installing 30 geothermal wells 230-feet into the ground last summer. They saved 30% to 50% in energy last winter.

College President Karen Halbersleben said the up-front investment of \$573,000 is similar to conventional

chilled and hot water systems. “The payback over time is substantial,” she added. “Plus, you live everyday with the knowledge that you're doing the right thing for the planet.”

Northland College is among the first to go geothermal, but their

engineer says Ball State University in Muncie, Indiana, and Minot (N.Dak.) State are also converting to geothermal heating and cooling.

Mark A. Blanchard
Columbus, Ohio

Hopefully, the ultra conservatives and liberals will see that extreme positions and heated arguments never solve anything.

Another Great Leader Passes

My condolences on the passing of another great librarian, Ms. Effie Lee Morris (see.p.101). She, along with the

The editors welcome letters about recent contents or matters of general interest. Letters should be limited to 300 words. Send to americanlibraries@ala.org; fax 312-440-0901; or *American Libraries*, Reader Forum, 50 E. Huron St., Chicago, IL 60611-2795.

late E. J. Josey (*AL*, Aug./Sept., p. 29), have been true legacies not only for the Black Caucus of the American Library Association (BCALA) members, but for the rest of us.

Morris was to children's services what E. J. was to library education—a true leader. And, it was because of their leadership that ALA bestowed on both of them the highest honor we can give—ALA Honorary Membership.

Indeed, it was so good to see her at ALA Annual in Chicago. Morris was so supportive of me during my candidacy for ALA president and provided me with some great tips. And like only she could, she quizzed me on my support of children's services and was delighted that I had started out as a children's librarian.

My heart goes out to all of you. This has not been a good year for BCALA due the passing of such true library heroes. But, what Effie Lee (and E. J.) have left you with is the legacy of their contributions to our wonderful profession.

Please accept my humblest sympathy.

Camila Alire
ALA President

Textbook Provider Confusion

Bonnie Imler's On My Mind column "Troublesome Textbooks" (Nov., p. 35) is certainly well-titled, but I found it to be troubling indeed. Not once does she stop to consider the reasons that students might come to the library seeking textbooks, aside from a flip remark about needing pizza money.

Sure, some students come to the library out of a misapprehension about our role as textbook providers, but I found Ms. Imler's chuckling over their perceived naivety to be distasteful. If she's still thinking of the price of textbooks as equivalent to pizza money, I would like to let her know that things have changed since we were in college.

In 2008, the *Washington Post* estimated the annual cost of college

textbooks to be between \$700 and \$1100 per student. That's a lot of pizza!

The textbook industry is bloated by excess, producing new editions each year that are frequently really just the same content with a different cover and slightly different pagination. This renders the older versions instantly worthless, as they can no longer be adopted for classroom use and lose much of their resale value.

Students simply cannot afford to buy the books they need for their classes at the inflated prices charged in the current system—they come to the library because they hope that being resourceful can yield results, even if it's a battered earlier edition of the textbook adopted by their professor. While online book rental services and discount sellers might not be ideal, I can't believe that Ms. Imler would cast aspersions on these options as putting students "at the mercy of the seller" without applying the same criticism to the publishers themselves.

As librarians, we should work to effect change in the textbook publishing industry by informing our users (faculty as well as students) about these issues, rather than laugh at them for being so foolish as to think we might help them.

Hillary Corbett
Boston

Bonnie Imler got it so right in her November On My Mind column "Troublesome Textbooks."

Public librarians get the same situation. Every fall and spring, I can count on a bunch of high school and college students coming in to look for their textbooks. Most of the time, we

have to turn them away because none of our county libraries carry the books they are looking for.

I always tell students they may not find their textbooks in a public library, because they are cost-prohibitive and limited in audience, so they are better off going to the school library or a bookstore.

Nick Ziino,
Brentwood (N.Y.) Public Library

Can We Afford Retirement?

An observation on Will Manley's *Will's World* column "Retiring the Golden Years" (*AL*, Nov., p. 64). Yes, maybe it's time for those librarians to retire. But

there's no guarantee that their old job will translate into a new opening.

In today's budget situations, a person's retirement is often seen by administrators as a chance to eliminate the position, or replace it with a part-time position not requiring benefits. And, given the hit her 401(k) or IRA took last year, Bertha most likely can't afford to retire.

Christine Dettlaff
Yukon, Oklahoma

CORRECTION: *ALA* treasurer candidate James Neal (Dec., p. 11–12), who is responsible for 22 libraries at Columbia University, is past president of the Association of Research Libraries, past chair of the Research Libraries Group (RLG), past chair of the RLG Program Committee of the OCLC board, and past advisor to the World Intellectual Property Organization diplomatic conference on copyright. *AL* apologizes for the errors.



Comment at americanlibrariesmagazine.org

ALA Files E-rate Comments, Urges FCC to Increase Cap

ALA submitted a response November 23 to the Federal Communications Commission's (FCC) call for comments on broadband needs in education, including changes to the e-rate program to improve broadband deployment.

The e-rate program is nearing the day when it will not be able to fund all of the most urgent or priority one requests, much less other important requests, because it is currently capped at \$2.25 billion per year—a level unchanged from the program's inception in 1997.

The Association is urging the FCC to increase the cap to compensate for inflation and to provide full support for current library and school needs within the original intent of the program—universal access to advanced telecommunications and information services.

“Until the e-rate cap is increased to meet existing needs, the FCC should not consider expanding the type of entities or services eligible for support,” said Alan Inouye, director of ALA's Office for Information Technology Policy.

Maintaining the flexibility of the

current e-rate program is essential to meeting the needs of local libraries and schools, ALA contends. The e-rate program is already designed to accommodate evolving emphases and technologies—prospective beneficiaries need only to submit applications. The Association's view is that fundamental change in the program is unnecessary.

“However, what does need to be changed are the application and disbursement processes, which are mind-boggling in their complexity and detail,” Inouye added.

ALA reaffirms its past support for simplifying the application and disbursement processes, which are major deterrents to libraries in applying for e-rate discounts.

Finally, the FCC should consider actions to require service providers to connect their networks to schools and libraries at speeds that support access to advanced services, as authorized under the Telecommunications Act of 1996. Since advanced services to schools and libraries are not universally available 12 years after enactment of the Act, ALA has concluded that targeted, proactive actions should now be undertaken and included as an integral component of the National Broadband Plan.

Google Book Search Settlement Guide Released

ALA and its Association of College and Research Libraries have joined with the Association of Research Libraries to release *A Guide for the Perplexed Part III: The Amended Settlement Agreement* that describes the major revisions, particularly those relevant to libraries.

The guide, written by legal consultant Jonathan Band, is available as a PDF file at wo.ala.org/gbs. It notes that the amended settlement agreement (ASA) significantly reduces the scope of the settlement because it excludes most books published outside of the United States. Since “as much as 50% of the titles in the research libraries partnering with Google are not in English; and most of those foreign language titles probably were published outside the

U.S. . . . The ASA, therefore, likely applies to half as many books as the original settlement.”

Band points out that the ASA provides the Book Rights Registry the authority to increase the number of terminals that can be used at public libraries to access the database of books and no longer excludes the Online Computer Library Center from the category of institutional consortia receiving benefits under the settlement; addresses privacy issues; and creates a new window for rightsholders to request removal of books.

The court has set January 28 as the deadline for class members to opt out of the ASA or to file objections, and February 4 as the deadline for the Department of Justice to file its comments.

Research, Statistics Section Added Online

Library research and statistics can now be quickly accessed with new top-level navigation from the ALA homepage, www.ala.org.

THE ASSOCIATION'S ASSOCIATIONS: AASL

The website reorganization is part of the Ahead to 2010 strategic plan to further demonstrate ALA's commitment to supporting its members and constituents as they advocate for libraries. ALA's key objectives under Goal I—Advocacy/Value of the Profession emphasize the importance of research and evaluation to provide evidence regarding the importance of libraries

Broad ALA research initiatives include the Office for Research and Statistics' *Public Library Funding and Technology Access Study* (AL, Nov., p. 50); the ALA–Allied Professional Association Salary Survey, now in its 26th year; and an ongoing member demographics study. Among the resources available for these initiatives are detailed research reports, issues briefs, and media kits supporting local outreach and use of the studies. Research about the library profession and the workforce are available through *Librarianship and Library Staff Statistics*, which highlights studies on the diversity of the library workforce, research about library staffing, and workforce recruitment and retirement.

Library statistics are organized by type of library and include links to annual studies of library expenditures and services, state-level library data, library value studies, opinion research from national household studies, and topical articles. Learn more at www.ala.org/ala/research.

Call for More Access for Reading Disabled

ALA, as a member of the Library Copyright Alliance, filed comments to the Library of Congress' Copyright Office December 4 regarding facilitating access to copyrighted works for the blind or other persons with disabilities. The comments were filed jointly by the Library Copyright Alliance, the Electronic Frontier Foundation, the Internet Archive, and the Chief Officers of State Library Agencies.

EQUIPPING EDUCATORS WITH 21ST-CENTURY TOOLS

The American Association of School Librarians (AASL) promotes the improvement and extension of library media services in elementary and secondary schools as a means of strengthening the total education program. Its mission is to advocate excellence, facilitate change, and develop leaders in the school library media field.



A strategic plan, adopted by AASL's Board of Directors in 2009, will guide the division as school library media programs (SLMP) continue to undergo momentous changes. The three to five year plan covers four goal areas: learning standards and program guidelines; advocacy; community; and professional development.

Aligning with plan objectives, AASL aims to ensure stakeholders in education have a shared vision that AASL's *Standards for the 21st-Century Learner* and *Empowering Learners: Guidelines for School Library Media Programs* are models of excellence for learning.

Learning4Life (L4L), AASL's national implementation plan for the learning standards and program guidelines, is developing an implementation process and toolkit for school library media specialists (SLMS) as well as a rubric for self-evaluation and program assessment. Partnerships will help ensure educators with influence are advocates of the learning standards and program guidelines.

AASL professional development opportunities are essential tools for SLMS structuring 21st-century programs. Among other opportunities this year, the division will offer a L4L webinar series in April focusing on the chapters of the program guidelines. The e-Academy winter series, covering collaboration and inquiry topics, features four-week courses in January and February. For more information, visit www.ala.org/aasl/aasleducation.

The 2010 professional development highlight will be in Portland, Oregon, November 5–6, as AASL's Fall Forum, "In Focus: The Essentials for 21st-Century Learning," further connects SLMP to current educational concepts at the core of curriculum. Participants will leave with new insight to encourage, elevate, and evaluate information literacy in their programs. Visit www.ala.org/aasl/fallforum for more information.

— Stephanie Book, manager, communications

The groups are calling for a multilateral treaty to resolve issues of accessibility for the blind and visually impaired.

"A multilateral treaty is needed because other proposals, such as market and voluntary mechanisms, or a World Intellectual Property Organization model law, do not offer a comprehensive solution to the problems that must be addressed and will not deliver the results required to change the current situation," the comments state.

"The treaty proposal offers a framework that accommodates a range of legal, market, and technological solutions that will enable the world's blind and visually impaired persons to read and access culture on an equal basis with other members of society."

Libraries Can Be Key to Economic Development

In a December 4 filing to the Federal Communications Commission (FCC), ALA highlighted the vital

role libraries play in communities by supporting workforce development, small business creation, lifelong education, and access to government resources through public access computer terminals and broadband internet access.

The filing was in response to the FCC's call for comments regarding the relationship between economic development and broadband—particularly broadband adoption—and how broadband access spurs busi-

nesses' productivity and growth.

"America's public relies even more heavily on libraries not only to educate and retrain themselves, but also to make use of libraries' no-fee access to the internet to apply for jobs, use government services and to create small businesses," wrote Mary Alice Ball, chair of ALA's Office for Information Technology Policy Telecommunications Subcommittee

ALA research finds that 91% of libraries offer formal training class-

es in general computer skills; 71% have formal classes in using software applications; and 93% have training in general internet use.

All-Star Lineup Slated for PLA 2010

Authors Nicholas D. Kristof, Scott Turow, Sue Grafton, Sarah Vowell, Virginia Euwer Wolff, and Kadir Nelson are among the speakers who will keynote author events and luncheons during the Public Library

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CALENDAR

ALA EVENTS

Jan. 15–19: ALA Midwinter Meeting, Boston, ala.org/midwinter.

Mar. 23–27: National Conference, Public Library Association, Portland, Oregon, ala.org/pla.

Apr. 11–17: National Library Week, ala.org/nlw.

Apr. 30: El día de los niños/El día de los libros (Children's Day/Book Day), ala.org/dia.

Jun. 24–29: ALA Annual Conference, Washington, D.C., ala.org/annual.

Aug. 4–9: National Conference of African American Librarians, Birmingham, Alabama, bcala.org.

Sept. 23–25: Association for Library Service to Children Institute, Atlanta, ala.org/alsc.

THE ASSOCIATION'S ASSOCIATIONS: ACRL

Association's (PLA) 13th national conference, March 23–27, in Portland, Oregon.

New York Times journalist and Pulitzer Prize–winner Kristof will keynote the opening session. The closing session speaker is Vowell, author of four bestselling books and a contributing editor for NPR's *This American Life* since 1996.

Adult Author Luncheon speakers will feature Turov, winner of a number of literary awards, and Latino Literature Hall of Famer Luis Urrea.

Euwer Wolff, author of the *Make Lemonade* trilogy, will be the speaker at the Young Adult Author Luncheon. Award-winning author/illustrator Nelson is the Children's Author Luncheon speaker. His authorial debut, *We Are the Ship: The Story of Negro League Baseball*, was a *New York Times* bestseller and won the Coretta Scott King Award, among others.

For more information and to register, visit www.placonference.org.

Neil Gaiman Named NLW Honorary Chair

Author Neil Gaiman, Newberry Medal winner for *The Graveyard Book*, is this year's honorary chair of National Library Week (NLW), April 11–17. The theme is "Communities thrive @ your library."

As honorary chair, Gaiman will appear in print and radio public service announcements, and a podcast. The PSAs are available online for library promotions. Other materials focusing on the theme are also available in English and Spanish, including a proclamation, sample press release and letter-to-the-editor, and scripts for use in radio PSAs. Librarians can download materials at www.ala.org/nlw.

Libraries planning to participate in "Communities thrive @ your library"—themed programming are encouraged to share their stories with ALA's Campaign for America's

Libraries, by sending an e-mail message to atyourlibrary@ala.org.

ALA Graphics products supporting the theme are also available, including a poster and bookmarks. New this year is a downloadable transit sign. NLW-themed web files along with all Graphics products can be purchased through the ALA Store at www.alastore.ala.org/nlw.



MAKING A GOOD RETURN ON YOUR INVESTMENT

These are challenging economic times. The Association of College and Research Libraries (ACRL) is

more committed than ever to providing you a strong return on your investment. Here are just a few ways ACRL is delivering research and resources that produce results:

ACRL offers affordable online and in-person professional development opportunities on a variety of subjects. Keep current on hot topics through our e-Learning program. Upcoming seminars and webcasts cover online teaching and learning, copyright, Web design, and emerging technologies. The ACRL Frequent Learner Program helps stretch your professional development dollars—register for three, get a fourth free.

ACRL sections, discussion groups, and interest groups provide excellent opportunities to connect and collaborate with peers who share your interests on topics ranging from health sciences to information commons to virtual worlds. Join the conversation in ALA Connect, on Facebook, in Second Life, and via numerous discussion lists. Join free monthly ACRL OnPoint chat sessions to share ideas on breaking hot button issues with your colleagues. Submit a program proposal for ACRL 2011 and join us in Philadelphia for our next national conference.

Looking for information on trends in academic librarianship? ACRL journals, books, blogs, and standards are your gateway to a wealth of research, best practices, and thought-provoking discussion. Our new ACRL TechConnect initiative collects academic library-specific technology information from ACRL in one handy location.

ACRL is committed to making the case for libraries in uncertain times. Our Strategic Thinking Guide for Academic Librarians in the New Economy is a free online resource providing a road map to navigate the current economic situation in higher education. In 2010, we will debut the Value of Academic Libraries Comprehensive Research Review and Report, providing a comprehensive review of literature, methodologies and best practices for demonstrating value. Visit us at www.acrl.org to learn more and join the ACRL community today.

—David Free, marketing and communications specialist

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

Association for Library Service to Children

Members can join the new NLW community in ALA Connect (connect.ala.org/node/85425), the home of ALA's online communities.

Best Websites for Children Announced

ALA's Association for Library Service to Children has added additional recommendations to its

Great Web Sites for Kids (www.ala.org/greatsites), the online resource that contains hundreds of links to outstanding online sites for children.

The site features links to websites of interest to children 14 years of age and younger, organized into diverse subject headings, including astronomy and space, zoos and aquariums, and games and entertainment. There is also a special section with sites of interest to parents, caregivers, and teachers.

ALSC's Great Web Sites for Kids Committee reviews and evaluates potential sites for inclusion and votes on the sites to be included. They also regularly check the entire site to ensure currency and reevaluate sites when necessary.

Jamaica Joins World's Libraries Campaign

The Library and Information Association of Jamaica is the newest member of the Campaign for the World's Libraries developed ALA's Campaign for America's Libraries and the International Federation of Library Associations and Institutions

To date, 36 countries have joined the campaign and the "@ your library" brand has been translated into each country's language. To download logos, visit www.ala.org/logos.

ALCTS to Host First Preservation Week

ALA's Association for Library Collections and Technical Services will sponsor the first national Preserva-

tion Week, May 9–15, targeting collections preservation awareness for the general public by strengthening community partnerships for preservation.

Visit www.ala.org/preservationweek for information and resources. A poster and bookmark is also available for purchase at the ALA Store, www.alastore.ala.org,

"We the People" Grant Deadline Nears

January 28 is the deadline for public and school libraries to apply for the seventh "We the People" Bookshelf grant project, sponsored by ALA's Public Programs Office in partnership with the National Endowment for the Humanities.

This year's theme is "A More Perfect Union." To stimulate programming, the Bookshelf features a DVD edition of *The Civil War*, the award-winning documentary by Ken Burns, including the rights to show the series to public audiences, as well as the companion book. Also included is *Declaring Independence: The Origin and Influence of America's Founding Document*, edited by Christian Y. Dupont

A total of 4,000 libraries will be selected this spring to receive the 17 books for young readers, bonus materials for readers of all ages, and the option to receive three Spanish titles.

To apply, visit www.ala.org/publicprograms.

Public Library Tech Briefs Now Online

ALA's Office for Research and Statistics is making available online the most recent data published in the Public Library Funding and Technology Access Study, www.ala.org/plinternetfunding.

The information provides up-to-date issues briefs related to public library technology and job-seeking, lifelong learning, and internet

MEMBER ALERTS

SAVE ON FEDEX SERVICES

ALA organizational members can save up to 20% on select FedEx Office copy and print services and 10% off other select services at more than 1,800 FedEx Office locations.

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To enroll, visit <https://advantagemember.visionary.com/4932/> and enter passcode F5YF21.

ELECTRONIC PETITION FORMS AVAILABLE

Individuals wishing to run for an ALA office by petition may now do so by means of an electronic petition form that allows members to select the type of petition they wish to create and then obtain the required number of signatures electronically. The petition deadline is January 29.

The form was designed to make the petition process easier, eliminating the need to physically carry paper petitions from person to person in order to obtain signatures.

Paper petitions will still be available from Lois Ann Gregory-Wood in the Council room at the Boston Convention and Exhibition Center during the Midwinter Meeting.

Information about electronic petition forms for divisions and round tables will be forthcoming.



Children at the Public Library of Johnston and Smithfield, North Carolina (left), and Skokie (Ill.) Public Library play an assortment of games November 14 as they participated in ALA's second annual National Gaming Day @ your library, which focused on the social and recreational side of gaming. More than 16,700 U.S. public libraries also received boxed sets of Hasbro games in an exclusive 2009 Gaming Day sponsorship.



connectivity. Library staffs are encouraged to use these briefing papers as educational tools with community stakeholders, including elected officials, funders, and program partners, as needed, to raise awareness of the specific—and sometimes unique—concerns of libraries around technology deployment.

Staff may also use this format as a template for providing local data and examples related to a given topic. To download copies of the issues briefs, visit www.ala.org/ala/research/initiatives.

The research team also invites feedback about future topics and additional tools that would be useful in raising awareness around library technology needs. Send feedback to Larra Clark at lclark@ala.org.

Teen Tech Week Registration Open

Registration is open for Teen Tech Week, March 7–13, sponsored by ALA's Young Adult Library Services Association. This year's theme is "Learn Create Share @ your library."

Resources, including activity

ideas, presentations, and publicity tools, are available online at www.ala.org/teentechweek.

Celebrated annually since 2007, Teen Tech Week encourages teens to take advantage of the many technologies available to them, free of charge, at their libraries. The purpose of the initiative is to ensure that teens are competent and ethical users of technology.

The 2010 promotional partners include ALA Graphics, Evanced Solutions, and Tutor.com. DoSomething.org is a nonprofit supporter. ■



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Tough Times and Eight Ways to Deal with Them

Many public libraries—in Colorado, the United States, and even worldwide—are facing significant financial troubles. We are part of a larger economic system, and this is a dip in the cycle. Such dips are inevitable over the course of one’s career.

The purpose of this article is to provide an overview of some strategies for reining in expenditures without compromising the long-term integrity of our institutions. Making cuts isn’t unusual. Businesses do it. Homeowners do it. In libraries, I believe there are eight basic approaches. Not all of them are good ones.

1. Make across-the-board cuts.

Just make every department in a large organization absorb a uniform percentage of reductions. Such an exercise may well help root out frivolous expenses, or discover more cost-effective alternatives. The problem is, some items—like utilities or insurance—aren’t discretionary. Some library programs and practices are more essential to our mission than others.

This is the “nickel-and-dime” approach. It is easy, but not strategic. It is the path most taken, and one that most often leads to general decline.

2. Reduce the number (or cost) of library staff. For every public library, this is the key cost, ranging from at least 51% upwards to 80% of the annual budget. To reduce costs without losing people, some libraries freeze salaries and shift a higher percentage of the cost of benefits to the employee. When that isn’t enough, libraries seek to reduce head count. The continuum from gentle to drastic looks like this: Buy people out, freeze hiring and wait for attrition, reduce hours, force days off (furlough), or lay people off.

Most institutions move by stages along this continuum. But this isn’t necessarily strategic, either. The people who leave aren’t always the ones you want to leave, and may be the ones doing the jobs you consider most vital. The good news: recent jumps in technology (RFID,

self-check, automated materials handling) may allow us to provide better service with fewer staff. The not-so-good news: That technology has a cost, too, and capital money may be hard to come by in a crisis.

3. Gut the materials budget. In an effort to save jobs, many libraries look to their second-largest category of spending to balance the budget: the acquisitions budget. I have concluded that this strategy is among the most dangerous. It’s easy to lose collection relevance. It’s very, very hard to get it back again. On the other hand, this might be the time to look at some benchmarks of use: How many times should an item have to be checked

out to be retained? Maybe we need to buy more copies of fewer titles.

4. Reduce the number of library facilities. Buildings drive most library expenditures: staff, materials, IT, and maintenance. But be prepared: Closing a library will stir up strong emotions in almost any community. That might mean the birth of political will to raise necessary funds. It may also expose a common dilemma: People tend to demand services that they are unwilling to pay for. If that’s the case, we need to say so, or commit slow suicide by our silence.

In general, the argument for closure must be buttressed by a clear presentation of the financial facts, as well as other service standards (cost of circulation per item, distance between locations, staffing costs per use, etc.). This strategy—reducing the number of buildings—may well allow the library as a whole to continue to provide a high level of service, but at fewer locations.

5. Reduce the hours of library operations. The fewer hours a library is open, the less it costs to run it. Most libraries have a predictable bell curve of use. A 20% reduction in hours might preserve 95% of the use—or all of it, if library users simply shift their schedules. Note that this really only saves money if it is also accompanied by a reduction in work force.

6. Raise fines and fees. Inevitably, helpful members

Closing a library will stir up strong emotions. It may also expose a common dilemma: People tend to demand services that they are unwilling to pay for.

of the public suggest that all our financial problems are easily solved. All we have to do is charge for services we now provide for “free”: Boost our fines, charge for meeting rooms, rent out internet use, assess a fee for reserves, or even charge for library cards or checkouts.

In my experience, however, most of these don’t generate a lot of money. What they do is reduce use. But some hike in these transaction fees may make sense anyhow, both for public relations effect (“You told us to raise our fees, and we did”) and to deliberately refocus efforts from one area to another.

7. Seek private funding, whether in dollars, in-kind services, or volunteer labor. On the one hand, the more layoffs there are, the larger is the pool of potential volunteers. On the other hand, there’s less private money available. But the message of donations to a public institution whose use goes up but funding does not may well resonate with a community that now depends on the library more heavily.

8. Stop doing something you know you shouldn’t be doing anyhow. Now is the time to shake the organization out of its complacency. In all of our organizations, we’re doing something that isn’t best practice, doesn’t meet basic benchmarks of service, and costs a lot and serves few. This is the time to use the perfectly graspable explanation of “tight times” to demonstrate courageous management.

The importance of tone

There seem to be two basic philosophies about cuts: Make them invisible, or make them clear. I belong to the second camp.

When conscientious librarians try to absorb budget cuts without any fuss or disruption, they provide a disservice to their community. They hide the real costs of operation and suggest that there is no consequence for inadequate funding. Most people have no idea how libraries are funded, or what is necessary to keep them open. Public institutions should present as clear a case as possible about what they do, and what it takes to do it well. That’s what transparency is about.

So making budget reductions clear means this: Mount a public campaign to say just where the money comes from, and how much. Let people know that you track the success of your programs, and you won’t support those that aren’t used. There is a sprinkling of Return on Investment studies out there now. Libraries consistently return to their communities between \$4 and \$8 for every tax dollar received, a statistic that is particularly impressive in today’s business environment, provided anybody hears us talk about it.

When you need to make cuts, tell people why, in simple and direct language. Say what you might cut. Invite the

public to weigh in, but keep the costs of your services on the table. If something is saved, then what is supposed to take its place to ensure the sustainability of the institution?

And when you decide what is going to be cut, give that a lot of publicity, too. Say when it’s going to happen, and when it happens, remind them why.

Setting the stage for the future

Today’s crisis will pass. At that time, libraries will return to the larger crisis: the plain fact that most citizens have no idea what libraries cost, that—as OCLC’s 2008 report “From Awareness to Funding” shows us—there is no relationship between use and support, that the actual expenditures on libraries are a fraction of the costs for many other services that have far less significance on our lives and communities, and that fewer libraries are making it to the ballot, or winning when they do.

A financial downturn has predictable results: Libraries all across the country are seeing an upsurge in use as people borrow what they cannot buy, attend programs that don’t require an outlay of cash, retool for a new career, hunt for new jobs, or simply hang out in a friendly place.

This gives us an opportunity not only to demonstrate our value to the public, but to be emboldened to talk about it, to point out our long history of remarkably cost-effective service delivery, and the vital significance of our institution to the infrastructure of our shared lives.

We are there for our communities when they most need us, and if that becomes part of our message, maybe we can help them learn to be there for us, too. —James LaRue, director, Douglas County Libraries, Castle Rock, Colorado

HISTORIAN HONORED



Pulitzer Prize-winning biographer and historian Doris Kearns Goodwin (left) joins Nashville (Tenn.) Public Library (NPL) Director Donna Nicely, November 7. Goodwin was in town to receive the library’s 2009 Literary Award, sponsored by the NPL Foundation. More than 650 people attended a lecture and fundraising gala featuring Goodwin.

Bush Presidential Library Unveiled; Design Goes for the Green

The George W. Bush Presidential Center has been designed to achieve LEED platinum certification and will include numerous sustainable design strategies, including locally sourced and 20% recycled building materials, solar hot water panels, native landscaping to reduce irrigation, and a storm-water management system that conveys, cleanses, and collects surface runoff and roof rainwater and will provide 50% of the irrigation needed for the site.

When it opens in 2013, the new center will be the 14th “presidential library,” as they are commonly known, and will be located at Southern Methodist University, five miles north of downtown Dallas. A library will constitute an integral part of the entire complex. The design is “a modern brick and limestone structure that complements the American Georgian character of the SMU campus, set within a low-maintenance, quintessentially Texas landscape,” said a news release announcing the unveiling.

Former First Lady Laura Bush, architect Robert A. M. Stern, and landscape architect Michael Van Valkenburgh unveiled the design of the Presidential Center November 18 during a news briefing at SMU. Former U.S. ambassador to Costa Rica Mark Langdale, president of the Bush Foundation and member of the design committee, and SMU President R. Gerald Turner also answered questions following the briefing. Renderings and models of the building and landscape design were on display.

“I applaud the work of Robert Stern and Michael Van Valkenburgh in designing a building and landscape that will capture the dignity of the office of the presidency, while at the same time being warm and welcoming to visitors,” President George W. Bush said at the unveiling.

Modern design reflecting tradition

“The building and landscape evoke elements of the full span of George and Laura Bush’s life and service, from their ranch in Crawford to the White House, and help us share the story of a couple committed to public service based on the core principles of freedom, opportunity, responsibility and compassion,” said Langdale.

The plan for the center “reflects a unique design that is appropriate in representing the first U.S. president of the 21st century,” Turner noted. “At the same time, it reflects major components of SMU’s collegiate Georgian architectural tradition of nearly 100 years. As a modern ex-



An architectural rendering of the George W. Bush Presidential Center emphasizes modernity and lush landscaping.

pression of our heritage, this facility will be a welcome addition to the stately buildings and grounds that make the SMU campus a special place for learning,” he said.

The architects hope that the landscape will be an attraction in and of itself, with seasonable displays in the wildflower meadow; large tree-shaded lawns for sitting, picnicking, or playing; numerous gardens and courtyards; tall-grass prairie with seasonal wildflowers; and savannah and woodland clearings that provide a range of native habitat for butterflies, birds, and other wildlife species.

They also want the landscape to function as an urban park that will engage a broad range of users, including library and special-event visitors; SMU students, faculty, and staff; and the University Park community. It will provide numerous spaces for events and gatherings, including performances in the outdoor amphitheater and intramural sports on the west lawn.

Robert A.M. Stern Architects, LLP, is a 220-person firm of architects, interior designers, and supporting staff based in New York City. The firm is “dedicated to the idea that architecture must engage in a conversation across time, connecting the present and future with the past.” The firm also designed the Norman Rockwell Museum in Stockbridge, Massachusetts; the Roger Tory Peterson Institute in Jamestown, New York; and the Museum Center at the Mark Twain House and Museum in Hartford, Connecticut.

—L.K.

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California Town Closes Its Libraries; Outrage Gets Them Reopened

An outpouring of library support at the local, state, and national levels has forced back open the doors of two libraries in Colton, California, less than a month after city administrators abruptly slammed them shut with one day's notice. "The opening of the libraries is certainly a step in the right direction for this community," library board President Pete Carrasco exulted to *American Libraries*.

The December re-opening, with limited hours and staff, came only three weeks after Colton officials announced to library staff, trustees, and the community that the libraries were being shut down as of the very next day. The move was part of an emergency effort to plug a \$5-million budget gap that had sprung open for FY2010. Also effective immediately was the dismissal of all 17 library staffers.

"A library is an institution in the community. It's not like closing a department store."

—Pete Carrasco, president,
Colton Public Library board

At the time of the November 12 closures, Carrasco was particularly angry that the library board was "left completely out of the loop" by city management, which shuttered the libraries without first consulting with trustees; Carrasco was notified by phone after the fact. He told *AL* that city officials "showed up at the library and basically told our library manager [Ruth Martinez] that she

was out of a job with no previous warning." That harsh announcement came hard on the heels of CPL's five full-time staff members having received furloughs of 50 hours, Carrasco noted, adding, "A library is an institution in the community. It's not like closing down a department store."

Only five days after the closures, some 100 disgruntled residents crowded into the City Council chambers to make their voices heard. "There are things that can be

done when you ask the community for help," Colton library Friends Vice-President Linda Tripp declared, according to the November 17 *San Bernardino County Sun*.

Acknowledging that "in a recession difficult choices must be made," American Library Association President Camila Alire issued a statement that emphasized libraries' role as "part of the solution when a community is struggling economically," and encouraged area residents "to contact their local leadership to express their opposition to the closures [and] urge City Manager Bob Miller to reconsider."

Also weighing in with a formal statement was California Library Association President Kim Bui-Burton. She emphasized that, notwithstanding the limited array of "painful choices" left to officials in Colton and throughout the state due to "the extraordinarily difficult financial situation, . . . cutting library support should not be one of these choices." —B.C.

LOOKING FABULOUSLY GAY



Cast and crew of the musical comedy *4EvR PnK* posed for this shot at Butter, an outdoor club for lesbians of color in Oakland, California. Taken in the summer of 2006 and donated by Tonilyn Sideco, the photo is part of the exhibit "Snap/shot: 99 Years of Looking Fabulous," on view at San Francisco Public Library's newly renovated Eureka Valley/Harvey Milk Memorial branch through February 14. The exhibition comprised photographs donated to SFPL by more than 60 gay, lesbian, bisexual, transgender, queer, and intersex community members throughout the city.

State Associations Join Call for End to Patriot Act's Library Provision

As the December 31 deadline for reauthorization of three provisions of the USA Patriot Act approached, 34 state library associations had passed resolutions calling for Congress to allow Section 215, which permits the Justice Department to conduct searches of library and bookstore records, to expire. Many of the associations also

voiced opposition to Section 505, which gives the FBI authority to secretly issue national security letters to obtain records from libraries and other internet service providers without prior judicial oversight.

The American Library Association has long been critical of the Patriot Act, which Congress hurriedly

passed six weeks after the September 11, 2001, terrorist attacks. At the Association's 2009 Annual Conference, the governing Council approved a resolution calling for Congress to allow Section 215 to sunset.

Two other Patriot Act provisions were also set to expire December 31; one permits "roving wiretaps" where the government conducts surveillance on suspects who communicate on multiple devices; the other, known as the "lone wolf" provision, allows the government to spy on non-American suspects even if they are not connected to terrorist groups. Bills reauthorizing the provisions have been approved by the House and Senate Judiciary Committees. Both versions contain modifications to the measures, and they will have to be reconciled before final passage.

Lynne Bradley, director of ALA's Office of Government Relations, predicted that the provisions would be reauthorized, if only temporarily.

Noting that the effort to pass health care reform was putting everything else on hold, she told *American Libraries* in early December that she expected Congress would pass "a modest extension of the three provisions that are set to expire," perhaps for 30 to 60 days.

However, Bradley saw little chance that the provisions would not be renewed for a more extended period, since no member of Congress wants to be seen as failing to act on terrorism. "Many of us would like to see Section 215 go away," she observed, "but it's not going away."

Bradley added that the biggest obstacle to reforming the Patriot Act

"was that the White House went along with the FBI and Justice Department," which are calling for reauthorization of the provisions with no changes. "There were some modest changes that could have been made," she said, but the Obama administration did not call for reform.

Even if the library community does not prevail in its effort against Section 215, said Bradley, librarians "really need to say thanks to those who supported us." She singled out Senators Russell Feingold (D-WI), Richard Durbin (D-IL), and Ron Wyden (D-OR) and added that many in the House fought for reform as well. —G.F.

"Many of us would like to see Section 215 go away, but it's not going away."

—Lynne Bradley

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Fresno Students Protest with Study-in

There has been a resurgence of student activism at public universities throughout California. State budget reductions and rising student fees have resulted in students paying more and getting less. Students have occupied buildings, held marches, and been arrested at UCLA, Berkeley, and Santa Cruz. California State University at Fresno is not known as a radical campus, but even in this conservative region of the state students are taking action. This is the story of a successful student “study-in” at the Henry Madden Library on the campus of Fresno State.

About 100 students (and a few nonstudents) stayed in the library after it closed at 5 p.m. Friday, November 20. They were located on the second floor north, mainly by the windows but with the overflow at the tables by the current periodicals and microfilm. This was a strategic location so that the protesters could be seen from outside and where they could put up their signs with maximum impact.

Refusing to leave

University staff that stayed with the protesters were Paul Oliaro, vice president for student affairs; Carolyn Coon, dean of students; Peter McDonald, dean of library services, and myself, Dave Tyckoson, associate dean. The university police officer assigned to the library and several student public safety assistants were also in the building.

After closing the rest of the building, Peter McDonald talked to the students, informing them that the building was closed but that we would allow them to stay and study. We told them that since we were

closed, no one else could come inside and if someone left that they could not re-enter. For safety, we also asked them to stay in the general area of the second floor. Some students and supporters, including the mothers of two students inside, who did not make it to the library by 5 p.m., remained outside near the front doors. We did allow those outside to pass along food for those inside. A lot of pizzas came in—along with fruit and water.

We were told that the purpose of the sit-in was to be a study-in, so we said that we would help them out. McDonald and I helped most of the students with reference questions. I am not sure what exactly the students he worked with were doing, but the ones that I helped ranged from searching cognitive neuropsychology treatments in cases of autism to finding books on printing in color. By helping the students, we set the tone that studying was really what they were here for and what we expected them to be doing.

At 8 p.m., the students held a spontaneous meeting to talk about their issues and to rally their position for the media. They gathered in a circle and provided testimonials to each other about how the budget cuts were affecting them. This was to solidify their stance, and the university officials watched but did not speak.

At 10 p.m., the students held a preorganized press conference. We



CSU Fresno students talk with the media during a November “study-in” to protest cuts in library hours. College students across California have demonstrated against paying more for less.

allowed the media in and the students read a press release and chanted slogans such as “24-Hour Library!” and “Whose university? Our university!” They had called and texted friends to raise the numbers outside the library. Those on the outside joined in the chanting, often doing a call-and-response through the exit gates and front doors. University staff sat and watched; after all, this was the students’ event.

Once the media had left, McDonald talked to the students about plans for the rest of the evening. He and the students agreed that they could stay the night but would leave before 8 a.m. Saturday morning so that we could prepare the building for opening later on Saturday. He also talked to the organizers of the protest about library hours and funding, and he answered their questions.

I left at about 12:20 a.m., and Peter McDonald stayed until around 1 a.m. By this time, some 40–50 stu-

dents remained. Various shifts of campus police monitored the building overnight. The lights turned off automatically on a timer at 1:30 a.m.

I came back to the library at 7:15 a.m. for the ending of the sit-in, as did Paul Oliaro and Carolyn Coon. Approximately 20 students remained, and they looked even more tired than we were. It was really quiet, and four students had come down to the reference area on the first floor to try to get some sleep.

At about 7:40 a.m., we heard talking and some noise from the second floor. By 7:45 the students were coming downstairs carrying trash bags full of debris that had accumulated during the night. I went with a few of them out the back door and we put the bags in the big dumpster, then came back in so the entire group could leave together.

Courteous and respectful

As they departed, what remained of the crowd outside the front door—including the two mothers—cheered and took photos and video clips. Once they were all gone, we observed that the building was cleaner than when they started! All books were returned and computers were turned off. Throughout the entire protest, the students were courteous and respectful. Nothing was damaged and everyone acted civilly. They made their point and behaved well. No one was arrested or cited for any misconduct and all left with a mutual respect between the students and the administration.

Some observations:

First, you have to admire students who stay all night to fight for more library hours. While the library hours were used as a symbol of larger budget issues, it is heartwarming to see students who care about the library so much that they will stay all night to get us more funding. You

have to admire even more the six or seven people who did the same thing outside the front doors, including the mothers of two of the protesters. It is one thing to stay all night in a warm building, and it is another entirely to do so outside in the rain and cold.

Second, protests are hard on smokers. Since students could not get back in once outside and there is no smoking area inside, this caused a real dilemma. A few who were inside when I left were outside when I came back because they had to have a smoke.

Third, social networking plays a huge role in modern protests. Students and supporters were in constant communication through phone, text, and other media during the entire evening. I was on Face-

book reporting the situation from the staff side, including live chats with a former student member of the board of trustees. Everything that happens in such an event can and will be shown live in real time to the rest of the world.

At a time when you read about arrests at other campuses, our protest was as peaceful as planned. I am very proud of our students, our administration, and especially Dean Peter McDonald for serving as the link between the two groups. What could have been a black eye for the library and campus turned into a proud moment for all of us.

—Dave Tyckoson, associate dean,
Henry Madden Library,
California State University, Fresno

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New York City Welcomes America's Favorite Librarians

New York City welcomed the 10 winners of the 2009 I Love My Librarian Award with the lighting of the city's Christmas tree at Rockefeller Center. At least the timing made it look that way, and some 750,000 extra people in the streets made it seem as if the entire city had turned out to welcome America's favorite librarians to the December 3 award ceremony at the splendid New York Times building on Eighth Avenue.

The award winners included four public librarians, three school library media specialists, and three academic librarians. This year's chosen 10 are: **Sol A. Gómez**, branch manager, Pima County (Ariz.) Public Library, Sam Lena–South Tucson branch; **Laura Grunweg**, director of youth and young adult services, River Edge (N.J.) Public Library; **Lucy Hansen**, lead librarian, South Texas Independent School District, Biblioteca Las Américas, Mercedes, Texas; **Alice K. Juda**, reference librarian, U.S. Naval War College, Newport, Rhode Island; **Karen E. Martines**, head of the Public Administration Library Department, Cleveland (Ohio) Public Library; **Dwight McInvaill**, director, Georgetown County (S.C.) Library; **Séamus Ó'Scanláin (Scanlon)**, librarian and assistant professor, Center for Worker Education Library, City College of New York; **Dana Thomas**, media specialist, Cypress Lake Middle School, Fort

Myers, Florida; **Carolyn Wheeler**, media specialist, Conant Elementary School, Bloomfield Hills, and youth services librarian, Rochester Hills Public Library, in Michigan; and **Oceana Wilson**, director of library and information services, Crossett Library, Bennington (Vt.) College.

Sponsored by the *New York Times* and Carnegie Corporation of New York and administered by the American Library Association, the award recognizes quality service and dedication by library professionals across the country, nominated by their patrons and selected by a jury of their peers.

Bartenders without booze

The \$5,000 prize and all-expenses-paid trip to New York made a nifty holiday gift, and the speech-filled award ceremony brought tears to the eyes of many as the winners talked about the life-changing benefits of good library service.

Award winner Dana Thomas quipped that she could hardly wait to share the \$5,000 prize with her students at Cypress Lake Middle School. "This can go so far!" she said, observing that there was 25 cents left in her materials budget. Carnegie Corporation President Vartan Gregorian set the tone with the proclama-



Dwight McInvaill

Séamus Ó'Scanláin

Carolyn Wheeler

Alice K. Juda

Lucy Hansen

tion that "access to knowledge is a right, not a privilege." He called librarians "the great defenders of freedom and democracy" and libraries "the people's university."

Several winners remarked that in tough economic times, the demand for library services has skyrocketed. Sol A. Gómez said that people who have lost their jobs and people who are homeless are looking to his library for help. "We see it all at the library," he said, "and I'm very proud to be a librarian."

Emphasizing the heightened importance of libraries in troubled economic times, Yasmin Namini, senior vice president for marketing and circulation at the *Times*, noted that "libraries are open to all but this should never be taken for granted." She praised the winners for their work and their central place in the community as teachers and friends.

Award winner Laura Grunweg joked that librarians are "bartenders minus the booze," as they listen to the questions and information needs of their patrons and try to help them solve problems that sometimes seem unsolvable. Winner Carolyn Wheeler told the audience of well-wishers that she has a poster in her library that reads: "Did you ask a good question today?" That, Wheeler noted, sums up the best way



Sol A. Gómez

Karen E. Martines

Dana Thomas

Oceana Wilson

Laura Grunweg

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to learn to love your librarian.

The I Love My Librarian Award winners for 2009 are representative of the high-standard professionals who work in our nation's 123,000 libraries and who make a difference in the lives of millions of Americans every day. The 10 winners were selected from nominations sent in by more than 3,200 satisfied library patrons.

ALA Immediate Past President Jim Rettig of the University of Richmond in Virginia and President-Elect Roberta Stevens of the Library of Congress handed out the awards.

"Throughout the 3,200 nominations that library users submitted for this year's award," Stevens noted, "there were stories of problems solved, lives transformed, families strengthened, learning enhanced, triumphs in research, and a bringing together of community. And at the center of it all was a single person: a librarian."—L.K.

ALL ABOARD



A young locomotive engineer powers the Lionel O scale replica holiday train sitting along a 35-foot track at San Francisco Public Library's Fisher Children's Center. Now in its fourth year, the annual electric toy train display is based on children's literature, including the *Polar Express* by Chris Van Allsburg, *Thomas the Tank Engine* by W. Awdry, and the Hogwarts Express from the Harry Potter book series. The interactive exhibit runs through January 10.

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New Colorado Facility Becomes First Carbon-Positive Library

Thanks to solar panels, a geothermal heating and cooling system, and a gift of carbon-offset credits, Rangeview Library District's new Anythink Brighton, Colorado, branch is believed to be the first carbon-positive library in the United States. The building, which opened in September, offsets 167,620 pounds of carbon dioxide—16% more than it is anticipated to use annually.

The general contractor, Fransen Pittman, donated \$2,400 in carbon-offset credits split equally between Brighton and a yet-to-be-built branch, which pushed the Brighton building into its carbon-positive state.

"At every step, we have made our decisions based upon long-term sustainability," said Director Pam Sandlian Smith in a district

press release. "Our goal is to eventually be carbon neutral at all of our libraries."

The \$7.2-million Brighton branch, designed by Humphries Poli Architects, is part of a \$40-million project to build four new libraries and renovate three more, Communications Director Steve Hansen told *American Libraries*. "The cost of all our energy efficient implementations at the Anythink Brighton library represented 17.5 percent of the total cost of the total hard construction cost of \$5.5 million, or \$962,500," he added. All except one of the buildings will seek Leadership in Energy and Environmental Design (LEED) certification.

A 108 kW photovoltaic system generates more than a third of the building's power. Hansen said the solar energy system was not part of the initial building plans, but the li-

brary added it when it had the opportunity to apply for a \$300,000 grant from the Colorado Department of Local Affairs. The district also had to find funds to match the grant, which Hansen said was accomplished with relatively minor

Without the carbon-offset credits, the Brighton branch emits 345,000 pounds of carbon a year, which for this size of building is darn good

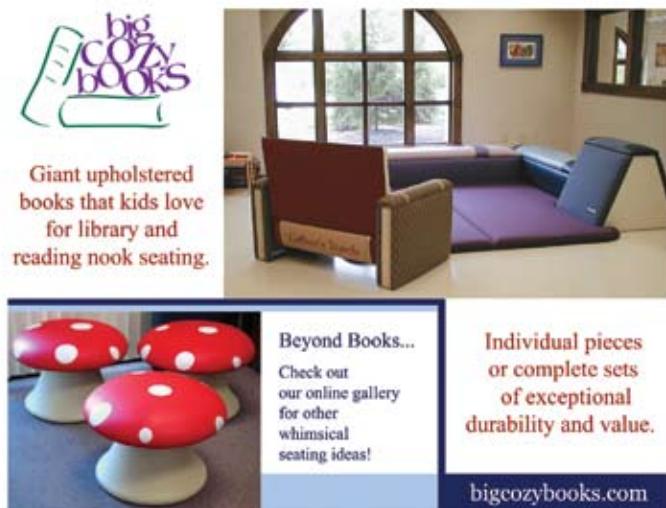
—Steve Hansen
communications director,
Rangeview Library District

changes to the building plans.

Solar energy will save the library about \$30,000 a year in energy costs. "For the 10 years it may take to see the return on investment, we'll also not be emitting tons of carbon in the air," Hansen said.

Other environmentally friendly features include:

- Geothermal heating and cooling. A closed system of pipes carries fluid through the floors to wells 500 feet below the parking lot. While underground, the temperature of the fluid moderates to about 58 degrees Fahrenheit, year-round; when it's pumping through the floors, it helps to cool the building in summer and heat it in winter, requiring about half the energy of blowing heated or cooled air.



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MEXICO ①

Helen Ladrón de Guevara Cox, advisor for the New Public Library of the State of Jalisco in Guadalajara and president of the Public Library Section of the Asociación Mexicana de Bibliotecarios, was named Librarian of the Year at the Guadalajara International Book Fair December 2.—*Guadalajara International Book Fair*.

UNITED KINGDOM ②

When villagers in Westbury-sub-Mendip in Somerset found out that British Telecom was sponsoring a contest for creative uses of the phone booths it was decommissioning, Janet Fisher suggested converting theirs to a book exchange kiosk. “We used to have a mobile library here which called once a week on a Monday,” she said, “but that ceased a few months ago so it was missed and we’re all readers around here.” The booth cost them £1, but they won £500 in the contest.—*BBC Somerset*, Nov. 23.

ITALY ③

The Biblioteca Ambrosiana in Milan unveiled November 17 a recently restored scrapbook of drawings by such art masters as Raphael and Leonardo da Vinci collected by the 17th-century priest Sebastiano Resta. The book, known as the Codex Resta, spent the past seven years at the Opificio delle Pietre Dure conservation institute in Florence. Each of the 280 drawings was removed and received individualized cleaning and repair depending on its condition. The library plans to put the book in an exhibition, but no date has been set.—*Associated Press*, Nov. 17.

AUSTRIA ④

A two-volume, 16th-century Bomberg/Pratensis Rabbinic Bible is back in the hands of its rightful owners 71 years after it was stolen by the Nazis. On November 9 at the Museum of Jewish Heritage, U.S. Immigration and Customs Enforcement and the U.S. Attorney’s office for the Southern District of New York returned the Bible to Vienna’s Jewish community, known as Israelitische Kultusgemeinde Wien (IKG). During the annexation of Austria in 1938, Nazi soldiers confiscated the rare Bible from the IKG library.—*U.S. Immigration and Customs Enforcement*, Nov. 9.

NIGERIA ⑤

The Mobil Producing Nigeria company, a subsidiary of Exxon-Mobil, in November donated a fully equipped library complex to a government secondary school in Onne, a major port town. Executive Director Gloria Essien Danner lamented the lack of school libraries in the country, noting that libraries were an essential component in promoting literacy and education.—*Lagos Vanguard*, Nov. 26.

IRAQ ⑥

Internet search giant Google will digitize artifacts and documents at the Iraqi National Museum, its CEO said in Baghdad November 24. Eric Schmidt, on the last day of a three-day tour of the country, told reporters that some 14,000 digital images taken at the museum would be freely available online in early 2010. The museum once held one of the world’s most impressive Mesopotamian collections, but around 15,000 statues and valuable artifacts were looted when it was ransacked in April 2003 after the U.S.-led invasion of Iraq.—*Agence France Presse*, Nov. 24.

PAKISTAN ⑦

The Punjab Public Library in Lahore celebrated its 125th anniversary in December. The library was inaugurated in 1885 by Lieutenant-Governor Sir Charles Aitchison, who donated 75 of his own books. It is now the oldest and largest public library in the country.—*The News International (Karachi)*, Dec. 3.

AUSTRALIA ⑧

Rural libraries in New South Wales were visited in early November by librarians who hit the highway like a battering ram on their silver and black Phantom motorbikes. A group of public librarians—from Campbelltown, Canberra, Gosford, and Manly—undertook a tour of rural towns as part of the 1000km Biblio Turismo 2009 “Bat out of Hell” motorcycle tour. Gosford Council Library Services Manager Alan Flores said that the event, held November 5–8, was a great way to break down the stereotype of librarians and raise awareness about the work public libraries do.—*Forbes Advocate*, Nov. 24; *Canowindra News*, Nov. 11.

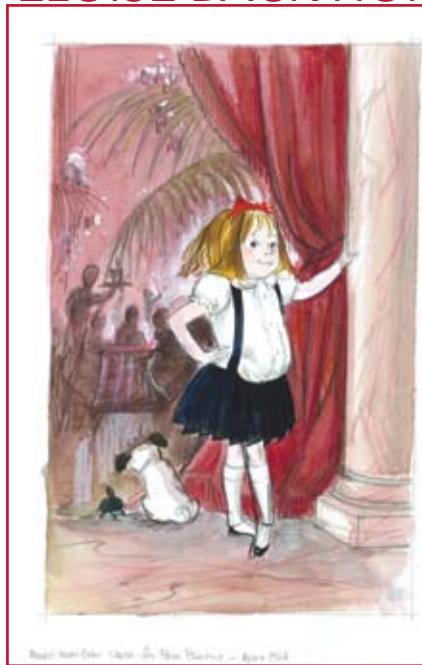
■ Solatubes. These capture natural light outside, and deliver it through reflective tubes to illuminate interior spaces, even if there is no window or skylight.

■ Lighting controls, including motion sensors and stepped ballasts to regulate the amount of artificial lighting needed.

■ South-facing facades. Windows receive direct light in winter, with awnings to provide shade during summer.

“Without the carbon-offset credits, the Brighton branch emits 345,000 pounds of carbon a year, which for this size of building is darn good,” Hansen said. He added that a comparably sized building would typically have carbon emissions of more than a million pounds annually. —G.L.

ELOISE BACK HOME IN NEW YORK



Illustrator Hilary Knight's colored pencil sketch of his 6-year-old character Eloise, drawn in 1964 for New York City's Plaza Hotel, is part of his collection of Broadway posters, magazine illustrations, and other items that have been donated to New York Public Library. The announcement was made by NYPL President Paul LeClerc November 2 at the Library Lions dinner where Knight, best known for creating Eloise in 1955 with nightclub performer and personality Kay Thompson, was honored.

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NEWSMAKER: WESLEY ADAMCZYK

In 1940, author Wesley Adamczyk was deported at age 7 from his native Poland to Siberia with his family. He was among more than a million Poles who were exiled, imprisoned, or enslaved at hard labor. His father was murdered by the Soviets in the Katyn Massacre; his mother died of disease and starvation while leading her children to freedom. With the publication of his book *When God Looked the Other Way: An Odyssey of War, Exile, and Redemption* (University of Chicago Press, 2004), Adamczyk became the voice for the thousands who suffered a fate little known on the west side of the Iron Curtain. The testimony of survivors and the opening of the archives of the former Soviet Union following the collapse of communism in 1989 has led to a retelling of the history of World War II. *American Libraries* talked with Adamczyk recently at his home in Deerfield, Illinois, about his efforts to create an eyewitness record of the tragedy suffered by the Polish people.



American Libraries: Why did you write *When God Looked the Other Way*?

WESLEY ADAMCZYK: It was my desire to commemorate all those events for posterity, not only because we were Polish and suffered a horrific tragedy, but for humanity. When I came to the United States as an orphan in 1949, all alone, I realized that Americans knew very little about the Polish tragedy. The Katyn Massacre was covered up because the West was catering to the Soviets and Stalin for helping the Allies fight the Germans. But even as a young boy of 16, I knew that having a desire is one thing, writing a book is another issue. I realized I had to get educated, get assimilated to the American scene, learn about the American mentality.

How did the book get published? I wanted a university of high standing or a commercial publisher to publish the book or I would have wasted my time. So I dedicated myself to writing a book in such a way that it would be acceptable not only to the publisher but to a general audience. I took a

gamble and decided to write the book through the eyes of a young boy and with his voice, going back to the time of deportation. Soon I found out that it's easier said than done; it took me 10 years to do it.

How were you able to reconstruct such a painful ordeal? What I had to do was go back to my subconscious. Much of what happens in one's childhood is suppressed. Very painful is an understatement; when one relives it, it's like going through it all over again. I lost 10 years of my childhood, wandering all over the universe, including jungles and deserts and Siberia in winter. There was a lot of crying, yes.

Has the opening of Soviet archives following the collapse of communism in 1989 validated your work? I'm a living example of the tragedy of the Polish people under the Soviets. Do I need to go to the best library in the world to read about it? I lived it. Of course I needed documents, and I began taking notes in 1990 when the Soviets still

had the lock and key, but certain things have come out, such as the execution of Polish officers at Katyn—more and more as time goes on.

You've recently organized an exhibit about the deportation, and you've amassed a collection of autograph books. Tell us about them. It started with one that belonged to my sister and survived the deportation and went from Poland to Siberia and 12 countries and four continents. Autograph books were very popular years ago, where children and women would inscribe something or draw something for their friends and sign it and date it. I've collected 30 autograph books inscribed in 16 different countries, as far away from each other as the Soviet Union, India, and Australia. What those children wrote during their deportation ordeal is a mirror image of Polish culture, heritage, and how we were brought up before the war. You can view scans from the books on the web at kresy-siberia.org.

The autograph books are a rare primary source. Will they be deposited in a library or archive? I am amazed that so many survived. They are family treasures and people want to leave them for their children and grandchildren. They don't want to give them up. The idea of sending their autograph book to a guy they have never met was scary enough for them.

How do you want to be remembered? As a person who tried to contribute something to humanity. ■

Revised Google Books Settlement Tackles Foreign Titles, Orphans

Concerned parties have until January 28 to file objections and amicus briefs to a revised version of a proposed settlement of lawsuits challenging Google's Book Search project. The amended settlement was filed by Google, the Authors Guild, and the Association of American Publishers shortly before a midnight deadline on November 13.

A proposed timetable set out in the settlement filing sets a February 4 deadline for the Justice Department's response; the final fairness hearing will take place February 18.

The original deal, reached in October 2008, drew criticism over antitrust concerns and treatment of orphan works and foreign publications (*AL*, Dec. 2008, p. 30), and an unfavorable September 18 filing by the Justice Department prompted the parties to modify the agreement.

An unfavorable filing by the Justice Department prompted the parties to modify the agreement.

In response to concerns from foreign rightsholders, the amended settlement limits the agreement to books that were either registered with the U.S. Copyright Office or published in the United Kingdom, Australia, or Canada. It also addresses the

treatment of orphan works, directing a portion of the revenue generated from unclaimed works to be used to locate rightsholders and calling for the appointment of an independent fiduciary who would be responsible for decisions regarding orphan works. In addition, it allows for Creative Commons licensing, permitting rightsholders to let their works be distributed at no cost.

The amended agreement permits Google to increase the number of terminals that can be used at public libraries to access the database of books; previously, only one terminal per library building was allowed. On her blog, librarian Karen Coyle lamented that the revision offers "no information on whether or how public libraries could subscribe in a way that would allow them to fully serve their communities."

In a statement, the parties noted that the changes, made after a review of submissions filed with the court overseeing the deal, including the one from the Justice Department, "were developed to address many of these concerns, while preserving the core benefits of the agreement."

The removal of foreign books is the most significant change to the agreement: The *Wall Street Journal* estimated November 16 that the elimination of millions of foreign titles would reduce the number of works covered by the settlement by at least half. "We're disappointed that we won't be able to provide access to as many books from as many countries through the settlement as a result of our modifications," said Google Books Engineering Director Dan Clancy on Google's Public Policy Blog, "but we look forward to continuing to work with rightsholders from around the world to fulfill our longstanding mission of increasing access to all the world's books."

Academic librarians saw the removal of the non-English works as detrimental to the project's value. "It changes the value of it in a way," observed Erika Linke, associate dean of libraries at Carnegie Mellon University. "It makes a big difference" for students researching non-English texts, she said in the November 24 eSchool News.

"It'll be a pretty Anglo-centric system," noted Brandon Butler, a law and policy fellow at the Association of Research Libraries. "It will make it significantly less attractive, because it's much less comprehensive."

Consumer safeguards

Peter Brantley, cochair of the Open Book Alliance, said November 18 that "the deal lacks basic safeguards consumers would expect from any public library," and that the "Google's one-stop book shop [model] is a for-profit play by a profit-maximizing company." He asked rhetorically, "Do we really want the card catalog of the future running advertising?"

U.S. District Judge Danny Chin, who is overseeing the agreement, rejected on December 1 a request by Amazon .com to reconsider his preliminary approval of the revised settlement. Amazon claimed the settlement is "doomed from the start and fails to satisfy even the low standard for preliminary approval," but Chin said the firm could argue its case at the February 18 fairness hearing, Bloomberg reported December 2.

The American Library Association, the Association of Research Libraries, and ALA's Association of College and Research Libraries have released a guide written by legal consultant Jonathan Band describing the major revisions, particularly those relevant to libraries. *A Guide for the Perplexed Part III: The Amended Settlement Agreement* is available as a PDF file at wo.ala.org/gbs. —G.F.

Gates Foundation Commits \$3.4 Million to Better Broadband Access

The Bill and Melinda Gates Foundation committed December 1 nearly \$3.4 million in grants to bolster internet connections for libraries in five states and announced partnerships with 14 additional states to help public libraries compete for federal broadband stimulus funds. Patron demand for high-speed internet access is growing faster than libraries' ability to provide increased bandwidth. An American Library Association study (*AL*, Nov., p. 14, or see www.ala.org/ors) recently reported that 60% of all libraries say their current internet speed is insufficient.

The \$3.4 million in grants will be divided among the state libraries of Arkansas, Kansas, Massachusetts, New York, and Virginia. For the past year, the foundation has been supporting these states as they developed strategies for upgrading and sustaining internet connections in libraries. These grants will help them execute those plans.

The partnerships with 14 additional states—Alaska,

Arizona, Colorado, Delaware, Idaho, Kentucky, Montana, North Carolina, Nebraska, New Jersey, Oklahoma, Utah, Vermont, and Washington—make up the foundation's new Opportunity Online program. The partnerships are not grants; instead, the foundation will provide technical and consulting assistance to help libraries compete for federal broadband stimulus funds through the National Telecommunications and Information Administration's Broadband Technology Opportunity Program, funded through the American Recovery and Reinvestment Act (ARRA). Participating states will also receive some matching funds if the states are awarded the federal stimulus grants; and technical assistance to help libraries secure more federal e-rate funding.

The grants and partnerships represent another in a long series of well-timed boosts to libraries from the Bill and Melinda Gates Foundation. Read more on the foundation's website, www.gatesfoundation.org. —L.K.

Library Tests Bandwidth Shaper to Protect Access to Online Resources

To address an overtaxed internet connection, Greensboro (N.C.) Public Library has installed an \$8,000 bandwidth shaper from Cymphonix that categorizes different websites and adjusts how much bandwidth each category receives.

The library has a 10-megabit connection, but in some cases heavy traffic was slowing access to the internet and online databases to a crawl. "Through the day as people start to come in, it just gets bogged down," Tommy Joseph, manager of technology and reference, told *American Libraries*.

The *Greensboro News & Record* reported November 15 that the bandwidth shaper was installed to make it harder

for patrons to access pornography. Joseph said that while websites with adult content are a category that the system slows, the bandwidth shaper was not installed with the intention of filtering content. "We are trying to protect our investment" in public resources, he said, to ensure that materials the library has paid for are always available.

Joseph said that the library is still experimenting with the bandwidth shaper and adjusting bandwidth allocations. He added that reaction to the new system has been mixed, with notably negative reaction from parents who want filters and don't think the bandwidth shapers go far enough in blocking adult content. —G.L.

The Greensboro Public Library has a 10-megabit connection, but in some cases heavy traffic was slowing access to the internet and online databases to a crawl.

TECH TRENDS IN BRIEF

Mobile Apps Celebrated PC Magazine identified December 1 the top 100 free applications for smartphones, with options for news, social networking, photos, recipes, games, and much more for iPhone, BlackBerry, Android, Windows Mobile, and other phones. ReadWriteWeb took a different approach, reporting November 18 on the research firm Gartner's list of the top 10 functions that will be performed on phones in 2012, including mobile payments and money transfer, health monitoring, and expanded music services.

Digital Dissertations Stanford (Calif.) University has begun allowing doctoral students to submit their dissertations online, the *San Francisco Chronicle* reported November 16. While other universities allow electronic dissertation submissions, Stanford has created what it believes to be a first-of-its-kind partnership with Google that will allow anyone to read these dissertations through his or her computer. Students have the option to release the entire dissertation to Google, or only 20%, and they may embargo their work for up to five years.



RoomAtlas (www.roomatlas.com) is a new Google Maps-powered hotel search. Users can input an address, such as the Boston Convention and Exhibition Center (left) to identify nearby hotel rooms, which are shown on a Google Map and color-coded by price in dollars, British pounds, or Euros. Filters allow users to limit their results by star rating or amenities offered, and each hotel is linked to reviews and online booking sites.

New E-books North Carolina libraries began offering 318 new eBooks in December through local library websites and the NC Live statewide online library. The e-books, in subjects focusing on classic literature, history, biography, language, health, and medicine, were purchased from Ingram Digital with money from a Library Services and Technology Act grant.

Facebook's Letter, Translated Cnet provided December 1 a facetious translation of Facebook CEO Mark

Zuckerberg's open letter to the site's membership that explained Facebook's revised privacy controls. Among the highlights: Zuckerberg's announcement that regional networks would be removed translated as "I am simply preparing you for the day in the not-so-distant future when you all willfully renounce your national affiliations and become citizens of the Grand Republic of Facebook"; and "More than 350 million people around the world are using Facebook to share their lives online" translated to "We are taking over the freaking world. Eat it, MySpace."

DIGITAL COLLECTIONS UPDATES

The Smithsonian Institution has launched a new Collections Search Center at collections.si.edu. The center contains more than 2 million searchable records and 265,900 resources (including images, videos, sound files, and electronic journals) from the Smithsonian's libraries, archives, and museums.

The **University of North Texas Libraries'** Digital Projects unit has digitized 404 images taken by the Dallas Police Department in the week following

the assassination of President John F. Kennedy. The photos are now publicly available in the libraries' Portal to Texas History, texashistory.unt.edu.

The **University of California at San Diego Libraries** has partnered with the Museum of Contemporary Art San Diego in La Jolla to integrate access to more than 8,000 of the museum's visual art catalogs and related materials with the university's 7-million-item collection of print and electronic items. Museum staff will

have access to UCSD's holdings in person or at libraries.ucsd.edu.



The jail office at the Dallas City Hall, part of a collection newly digitized by the University of North Texas Libraries.

Digital Renewal

ATLAS is one route to an interactive future for old digital collections by Tom Peters

Before the current wave of mass digitization ventures were even a gleam in the eye of Silicon Valley entrepreneurs, many libraries were already engaged in their own endeavors. These early projects often involved digitization of historical images, maps, and documents centered on a place or historical period. The projects were innovative at the time and significantly improved access to these documents, and although many are still in use, they've become technologically outdated.

The Alliance Library System (ALS) of Illinois has shown one way to update, refresh, and revamp such outdated interfaces with its Alliance's Trail to Learning-Casts and Syndicated Sites (ATLAS) project.

In 2009, ALS partnered with Learning Times (LT) and several of the ALS member libraries to undertake the ATLAS project (www.atlaspodcasts.org). The goal of ATLAS is to repurpose and revitalize existing, aging digital assets of proven value and public interest, such as the popular "Early Illinois Women and Other Unsung Heroes: The First One Hundred Years 1818–1918," to make them more interactive and engaging in ways today's users expect. The first phase of the

project was finished June 30, 2009.

Created in 1997–98 from the collections of 10 libraries in west central Illinois and led by the ALS, Early Illinois Women intended to capture and convey digitally the experiences of Illinois women during the first century of statehood. Images and text from participating libraries were grouped generally according to topic: women pioneers,

public life, religion, work, medicine, education, arts and entertainment, and war. Librarians from participating institutions selected images,

scanned them, and wrote accompanying text.

But although Early Illinois Women was cutting-edge when it came out, it seems dated and frumpy today. Over the past decade, the growth and maturation of the web, coupled with rising user expectations based on the emergence of various Web 2.0 tools and resources, has created a need for this valuable resource to be refreshed, revamped, and revitalized.

How ATLAS works

ATLAS uses podmaps—interactive maps of Illinois which users can use to find podcasts, images, historical data, YouTube videos, and other Web 2.0 tools—to bring historical information to life. When users launch

the podmap from the ATLAS homepage, they see an interactive map of Illinois that they can zoom and pan as they wish. The podmap is similar to Google Maps and other web-based maps, thus building on the existing experiences and expectations of online users.

The public can also submit either finished podcasts or ideas for additional podcasts to complement the existing collection. Submissions are reviewed by the project team before they are made available.

The ATLAS project demonstrates that existing historical digital images and other content could be repurposed and revitalized through a collaborative effort that, while labor-intensive, is manageable. While not all early digitization projects are amenable to revitalization through the use of podmaps, many could be. The visual representation of podcast hotspots on a navigable map makes exploring the content very engaging and interactive.

The project also reinforced the importance of the project team's emphasis on having both controlled access that is predefined by professionals with carefully chosen subject groupings, as well as uncontrolled access via user interaction. The two basic access methods complement each other, rather than compete with or replace each other. ■



The goal of the ATLAS project is to repurpose and revitalize existing, aging digital assets.

TOM PETERS (MAXITO RICARDO IN *SECOND LIFE*) is founder of TAP Information Services, a small company that helps organizations innovate.

Info the Woods

Notes on InfoCamp

by Joseph Janes

As anyone who knows me well will testify, I am not by inclination the outdoorsy type. I mean, it's fine for those who like that sort of thing, but I've always maintained that civilization is here for a reason, and I see no reason to go back to a time before grocery stores and flush toilets.



It's quite bracing to experience an unconference's unstructured, off-the-cuff nature.

I was, however, induced to go camping this fall—sort of. I went to my first InfoCamp, an unconference founded and led by a couple of dynamos named Aaron Louie and Rachel Elkington. Unconferences are fascinating; for those of us used to highly structured, years-in-the-planning conclaves with elaborately prepared presentations, it's quite bracing to experience an unconference's unstructured, off-the-cuff nature, because nobody knows what's going to happen.

There are lots of ways to do an unconference. InfoCamp starts off with a keynote each day and then multiple sessions that are entirely up to the participants to imagine, create, and lead, often on the fly and spur of the moment. They don't all work, naturally, but my experience was very positive. I learned a lot, and I think the conveners did too.

It's also, by the way, the only time I've actually found Twitter useful—

reading tweets from people sitting in other sessions (or my own) gave me a fuller view of what was going on. The InfoCamp wiki kept updating too, as people worked up the courage to sign up to give a session. (Have a look at infocamp.info and plan your own!)

Maybe the coolest part was the breadth of participants—lots of librarians as well as specialists in user experience and web design, and other keen folks.

Lots of cross-pollination and diversity, which is all to the good.

Fox talks

Being the search geek that I am, I was particularly taken with the keynote by search-engine expert Vanessa Fox. Here are a few random snippets from her fast and audience-friendly hour:

- About a quarter of web searches are one word, another quarter two words; 3% are eight words or more, and that category is rising quickly.

- For 20% of queries, the search engine hasn't seen that search in the previous month, and that category is growing too.

- There's a growing "search divide": More people are getting more experience with search and search technique, and more people are joining the party with little or none.

- The percentage of traffic to websites (especially in the automo-

tive and sports fields) coming from search engines as opposed to links or direct navigation is rising.

- 85% of searchers go directly to the organic results, bypassing sponsored results.

- Brand perception is higher for Google than other tools; give people the same results with the Google name on them and they'll rate them more highly regardless of what engine actually produced them.

I'm not entirely sure what to make of all that, other than to observe that search clearly continues to evolve, even after most of us have become quite familiar with it. It's still a moving target and as such presents opportunities and challenges to those of us in the information biz.

A few weeks later, I got to participate in another unconference, this time a session at the annual meeting of the Washington and Oregon chapters of ALA's Association of College and Research Libraries. This was one big group that gave just 15 minutes to each topic, spontaneously ranging from sustainability to federated searching to advice for someone just starting out on a first job. I was glad to be there and help out my dear friend Jan Hartley. Even if it was held at a conference center in—the forest. . . . But that's another story. ■

JOSEPH JANES is associate professor in the Information School of the University of Washington in Seattle. Send ideas to intlib@school.washington.edu.

Brand Perception 2.0

Tools for online reputation management

by Meredith Farkas

Many librarians have tried to play a role in educating young adults about developing a presence on social networking sites. They have warned teens that nothing online ever really disappears and that compromising photographs or derogatory posts can impact their future job prospects. Online identity is built upon all of the things we have put online and the things people have posted about us.

Online identity isn't something we should only be concerned about as individuals. Organizations are now looking at how their brands are perceived online through blog posts, tweets, ratings, and other social media posts. Just as a compromising photo on Facebook can cost someone a job, a negative review with a high Google rank can impact an organization's brand.

Google me

Organizations of all types should manage their online identity through their presence in the spaces their clientele frequents and monitoring their online reputation. Do you know what patrons are saying about your library online? Do you know what comes up in search engines under your library's name? If you can find the things people are writing about your library, so can your other patrons. Libraries should actively monitor the online conversations people are having about them, as these conversations can impact their brand.

One basic way to find out what users are saying about your library is through a Google search. People find your library's website this way, and what they find on that first results page may influence their perceptions.

One of the first results when doing a Google search for the University of Ottawa Library in Ontario is the Facebook group "uOttawa Library Sucks,"

which contains dozens of complaints from students and no responses from library staff. While all of the comments are 1–3 years old, the site's high Google rank could give people a negative impression of the library. A Google Alert (google.com/alerts) will send you the latest results that mention your library.

Some people blog or tweet about their library. Using a tool like Google Blog Search (blogsearch.google.com), people can set up alerts to let them know when a post has been written that contains their library's name. Tools like Tweet Scan (tweetscan.com) and Tweet Beep (tweetbeep.com) offer the same functionality for finding Twitter mentions. One site, Social Mention (socialmention.com), allows you to track what people are saying about your organization on blogs, Twitter, social networking sites, traditional media, and more.

Websites where users can rate local

businesses and services are also good places to look for comments about your library. Sites such as Yelp (yelp.com) allow users to rate everything from diners to plumbers to doctors.

In geographic areas with a tech-savvy

population, it's likely that libraries will have at least a few reviews. For example, there are 167 reviews for Boston Public Library and eight reviews for Champaign (Ill.) Public

Library. Many are long and give a great deal of feedback, so visiting the site is not only useful for managing your library's reputation, but for getting valuable input.

What can libraries do when they find negative comments online? They can respond! Most blogs allow comments, Twitter has the @ response feature, and you can post to a Facebook group if you join it. You can even respond directly on Yelp to negative reviews. Responding in a considerate manner will show patrons that library staff takes feedback seriously and wants to improve the library. Actively engaging in constructive conversations online is the best way to promote your brand in a positive way. ■



What can libraries do when they find negative comments online?

They can respond!

MEREDITH FARKAS is head of instructional initiatives at Norwich University in Northfield, Vermont, and part-time faculty at San Jose State University School of Library and Information Science. She blogs at *Information Wants to Be Free* and created *Library Success: A Best Practices Wiki*. Contact her at librarysuccess@gmail.com.

How the World Sees Us

"I see the web and everything it stands for as being an immense improvement over our old arrangements. It's absurd to sit around sentimentalizing about the decline of the book in the face of the kind of knowledge that the web now gives us, and the research it allows us to do."

TERRY BELANGER, MacArthur fellow and founder of Rare Book School, in "The Book Mechanic," *Chronicle of Higher Education*, Dec. 6.

"I typed in 'Luddite,' and [the OPAC] gave me a list of six books (six!) as well as links to Amazon reviews. I set out to find each book. . . . I spent three hours at the library and did not learn much about Luddites, but what I did find actually gave me chills. This is what I discovered: If you have a specific destination, the web is the place to go. If you just need to search, there is no place like the library."

Author DIANA WAGMAN, on her quest for information about Luddites at the Los Angeles Public Library, "A Luddite in the Library," *Los Angeles Times*, Nov. 22.

"The library has the advantage simply for the reason their catalogs were organized by live human beings, and not

some computer algorithm that guessed and failed—again. And again. And again."

PC Mech's RICH MENGA on the library's importance today, despite many technologists' arguments to the contrary. "Are Libraries Dying?" Dec. 2.

"Libraries are open to all but this should never be taken for granted."

New York Times Senior Vice President for Marketing and Circulation YASMIN NAMINI, at the 2009 I Love My Librarian awards ceremony, Dec. 3.

"Bound volumes . . . tell you all the details historians don't."

Author PETE HAMILL discussing the importance of bound newspaper volumes for research for his historical novels. "Pete Hamill Talks about Newspapers, Fiction, and Life with Keyboard and Pen," *Syracuse (N.Y.) Post-Standard* Entertainment and Weekend Blog, Dec. 6.

"[Without a computer] there's a kind of a wall, a barrier to the world."

YING WU, senior at J. E. B. Stuart High School in Falls Church, Virginia, who has a 4.2 GPA in her school's International

Baccalaureate program despite not owning a computer at home. Instead, she types papers at school or at the library, even filching her sister's library card in order to buy more computer time than the li-

"Access to knowledge is a right, not a privilege."

Carnegie Corporation President Vartan Gregorian at the opening of the I Love My Librarian Award ceremony, Dec. 3.

brary's 30-minute limit. "Lack of Computer Access Hampers Some Students," *Washington Post*, Dec. 6

"Too much time has been spent thinking about 'libraries of the future.' The reason for falling use is that too little attention has been given to what people have wanted in libraries of today. The balance of resources has swung too far away from the obvious daily need. The reason why use has declined is not because people have lost their desire or need for reading or what books contain or because technologies have changed, but because public libraries haven't got what they want. And in their turn because of that have lost their reputation for being useful places to visit."

RICHARD CHARKIN, executive director of Bloomsbury Publishing, in *Empower, Inform, Enrich*, the consultation paper published December 1 as part of the UK Libraries Modernisation Review.

"She taught me from a library book." Grammy-winning singer MYA, explaining how her mother was her first dance instructor, *Dancing with the Stars*, ABC-TV, Nov. 16. ■



Syndicated comic *Mother Goose and Grimm* artist Mike Peters mocking the limitations of e-books, Nov. 30.

The Faces of Circulation

Staff attitudes can slight their centrality to library operations

by Toccara Porter

What is the recipe for creating a circulation worker? You add three or four able-bodied individuals, one tablespoon of a circulation study guide, bake for about one month of trial-by-fire on-the-desk experience, and you have what is called the circulation worker.

As a former circulation worker who ultimately became a reference librarian (in other words, I was just passing through the department), I find myself compelled to vent on the lack of respect shown to circulation workers.

Inviolate boundaries

Judging by the attitudes held by some reference staff at my library (conscious or not), circulation workers and the circulation desk may as well have gone by the moniker “dummy worker” or “dummy desk.” Why? There were clear boundaries set between circulation and reference, both stated in the job handbook and observed tacitly. Circulation workers were not to provide assistance to patrons unless questions were directional in nature or related to a circulation-oriented function like a basic library catalog search. Crossing that line resulted in stern looks from some reference staff, followed by a review of duties administered by the supervisor. Yet reference staff could freely roam around the circulation desk performing that department’s duties,

whether circulation staff were present or not, without reproach.

These attitudes lead to the work of circulation being deemed simple or far below the level of tasks a professional librarian should stoop to. In *Soul on Ice*, Eldridge Cleaver analyzed the relationship between whites and blacks as the physical body being metaphorically representative of the black man, whereas the white man represented the brain. Similarly, circulation seemingly represents the physical being—that is, the lifting and shelving of heavy loads from book and media carts. Certainly the brain is not used in these duties, right? The reference desk, in turn, is symbolic of the cerebral, being the turf of those with a vast knowledge base and the cognitive abilities to locate sources in the library, perform the reference interview, and offer readers’ advisory.

Delivery problems

The problem in all of this is less in the message itself—different departments obviously have different responsibilities—but in how that message is delivered. One type of worker should not be treated as inferior because the nature of the work varies.



These attitudes lead to the work of circulation being deemed simple or far below the level of tasks a professional librarian should stoop to.

Circulation work is not solely limited to physical duties. It represents the first point of contact for most library users. The location of the circulation desk is generally nearest to the entrance doors. Circulation workers can set the tone for the manner of customer service that patrons can expect to receive at other service desks in the library.

Technology central

Circulation workers are also technologically savvy. Integrated library systems, scanning machinery, theft systems, and robotic retrieval systems are all part of the technology used in various circulation departments. The skills needed to operate these systems are department-specific but are just as central to the daily operations of the library as reference or special collections.

The list can go on. The main point is that every position in the library is necessary to help all workers perform their job efficiently. Circulation staff are valuable to the service of a library and should be treated that way. ■

TOCCARA PORTER is a reference librarian at the University of Louisville in Kentucky. She was formerly a circulation worker at Columbus (Ohio) Metropolitan Library.

THE YEAR IN

1

RECESSION SANCTUARY

The silver lining in the clouds that overshadowed much of 2009 was that despite libraries' paring down their budgets, cutting hours, and even closing doors indefinitely, people nationwide turned to their libraries as they embraced a back-to-the-basics lifestyle. On the scale of amenity versus necessity, library technology used for job seeking, continuing education, and e-government tips the scales for libraries, making the case for their necessity.



2



FISCAL TSUNAMI

The late 2008 fiscal fallout turned our attention toward pinches and cuts in public libraries, so much so that the stories became too frequent to report. It was only the biggest of the big stories that captured our attention, such as threats that the State Library of Michigan would be closed, its collections scattered throughout various other state-level departments. Shelter from the storm often came in the form of grassroots efforts.

3

TRAGEDIES AND TRIUMPHS

There was a time when *American Libraries* would cover just about every threatened library service cutback or closure that the editors got wind of—in those days, such unimaginable, offbeat stories were what riveted readers. But in 2009, what used to be unimaginable in Libraryland became all too commonplace, and some of the most gripping stories were about the few libraries that overcame their budget woes.



4



DEFENDING THE FREEDOM TO READ

Homosexuality was clearly in the lead as the hot-button issue that most raised the hackles of would-be censors in America. Released in April, the American Library Association's list of the top 10 most frequently challenged books of 2008 reported that *And Tango Makes Three*, by Justin Richardson and Peter Parnell, ranked first, with *The Perks of Being a Wallflower* and *Uncle Bobby's Wedding* placing 6th and 8th respectively for the same reason.

5

THE CRISIS HITS ACADEMIA

Many academic libraries faced major planned or potential budget cuts as the nation's economic meltdown took its toll. Reports and announcements from U.S. universities showed that significant budget cuts were widespread among members of the Association of Research Libraries and other institutions of higher education across the country.



REVIEW

Read more about the the top library stories of 2009. Comment or post your own top 10 at americanlibrariesmagazine.org.



GOOGLE GAINING

Lawsuits challenging Google's Book Search project on copyright grounds remained unsettled as 2009 came to a close. Concerned parties have until January 28 to file objections and amicus briefs to a revised version of a proposed settlement of lawsuits challenging the project. The settlement was filed by Google, the Authors Guild, and the Association of American Publishers.

6

E-BOOKS ESCALATE

As Amazon, Sony, and other manufacturers of e-book readers unveiled their new wares, the market flourished. Amazon released the Kindle 2 to much fanfare but reined in a text-to-speech feature following protests from the 9,000-member Authors Guild, which claimed the reader's ability to convert text to spoken word infringed on the audiobook business. Meanwhile, the *New York Times* reported in mid-October that about 5,400 public libraries loan e-books and audiobooks.



7



LEAD SCARES ASSUAGED

The controversy appeared with an unanticipated flurry and disappeared as quickly, once librarians explained what the Consumer Product Safety Improvement Act would mean if it were applied to library books for children. But the disappearance was only a postponement, gaining the library community just 11 months in which to build a case for legislation that would exempt ordinary books, which pose no threat of lead contamination to children.

8

OPEN SOURCE

Open source software has been hard at work in the deepest back rooms of libraries for years, with most web servers running on the Linux-Apache-MySQL-PHP cocktail. But in 2009, more than ever before, OSS solutions began to take a front seat in discussions about nearly every other aspect of computing infrastructure: ILSs, discovery layers, patron terminals, and web CMSs.



9



RECORD CROWD IN CHICAGO

Much to the surprise of many, nearly 29,000 librarians and library supporters attended the American Library Association's Annual Conference June 9-15 in Chicago. It handily outdrew last year's conference in Anaheim by some 7,000 people, and in the middle of a major recession, set a new ALA conference attendance record.

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anthropologist, Underhill studies the interaction between “people and products and people and spaces.” The conference inspired the Hayward and San José public libraries to team up and, funded by an LSTA grant, examine their customers’ behavior from a floor-layout standpoint.

Voting with their feet

The two systems could hardly have been more different. The 18-branch San José Public Library was in the midst of a \$212-million capital improvement program that included the introduction of self-service options, one-stop service points, a new-books marketplace, colorful consistent signage, and technology centers. SJPL sought to measure the success of its innovations,

By contrast, Hayward Public Library’s two buildings (the Main and the smaller Weekes branch) were designed mid-century and were traditional in their provision of service. HPL wanted to know how to transform an old-fashioned library to appeal to modern customers and provide a level of customer satisfaction that could compete with the community’s other information options. And all with no capital-improvement funds.

We limited our study to the Weekes branch. Built in the early 1960s and expanded in 2001, the 8,000-square-foot facility served a community that was almost 80% Latino but also included a significant number of native Tagalog, Chinese, Hindi, and Vietnamese speakers. Whatever their language, patrons had to circumvent a large service desk and navigate a variety of homemade signs as they walked inside. Public computer use was available in two separate areas of the building, and while there was a small teen area, there were no separate rooms for group or quiet study. The only consistency was in the color scheme—largely brown and white—which was the same throughout the building.

Envirosell’s evaluation methodology had three main elements: customer tracking and dot-density maps, customer satisfaction surveys, and video analysis of traffic and usage in key library areas. Movement patterns were tracked for up to 30 minutes to determine how long people stayed, and they were surveyed in either Spanish or English as they left the library and received a small incentive for completing the survey. Video cameras set up in the ceilings at touch points where there was the most activity—i.e., near the checkout desk, near the public access computers, and by the self-checks—generated over 350 hours of tape, which was reviewed to analyze usage patterns. (In response to privacy concerns, signs were posted in both English and Spanish about the videotaping. Cameras did not capture titles being borrowed.)

Initial data for both library systems were relatively consistent and showed that 37% spent 21–30 minutes in the library, considered a long time for visits to retail establishments. Surveys also showed that customers were

surprisingly regular, with 70% reportedly visiting the same library once a week. While this may explain why some patrons get upset when collections or furniture are moved, it also suggests that libraries may have a built-in advantage when it comes to creating and nurturing brand loyalty.

At the Weekes branch, both videotape and dot-density maps showed that customers were willing to perform such basic functions as locating and checking out books. However, they could not navigate our minefield of confusing signs or such cluttered spaces as the large, clunky circulation desk. This was especially true of caregivers with small children in strollers. Directional signs often turned out to be misleadingly located and their handmade quality made them hard to read. Adding to the confusion was the absence of color cues to indicate area locations; e.g., the children’s area was painted the same color as the teen and adult sections. As a

First to go was the large circulation desk, which we cut in half and moved to one side.

result, the majority of questions asked of staff were directional ones, such as “Where are the DVDs?” In fact, only 15% of questions required the services of a credentialed librarian, suggesting that librarians may be better utilized when stationed in places other than at direct service points.

The data also indicated that in order to reduce customer confusion, staff needed to get out from behind the desk to proactively ask users about their needs. While some library staff may find this approach hard to understand, even thinking it intrudes on customer privacy, it has a big impact on customer satisfaction.

Armed with this information (but almost no money), we remodeled the Weekes Branch Library accordingly. First to go was the large circulation desk at the entryway, which we literally cut in half and moved to one side. In its place we created a one-stop service point with a librarian and support staff at a single desk; the extra empty space formed a decompression zone.

Often used in retail environments, decompression zones are an area of transition, usually at a store entrance, that allows customers to acclimate after entering. When done right, such a zone houses little clutter or distraction such as fliers or giveaways. The area should reflect the library brand, as customers form their first and lasting viewpoint of the library there.

We also revised our signage philosophy to adhere to Envirosell’s credo that “less is more.” Although we could not afford professional signs throughout the branch, we

MORE RETAIL TIPS

Among the additional recommendations that came out of Hayward Public Library's EnviroSell study are these:

■ **Libraries are local.** Newspapers thrive when they cover local events. Libraries can too, if they stress what is unique nearby; highlight local events and community achievements, and offer programming that addresses the needs of the surrounding neighborhood.

■ **Some users need help using libraries.** Intuitive and clutter-free design helps, but new users don't know how to navigate an integrated library system or Dewey without instruction. Perhaps the new trend away from Dewey has some merit.

■ **Outward-facing book covers** were the most frequently viewed signage type by patrons according to the study—not surprising since new customers may be coming from bookstores. Do you need any more reason to market your collections with faceout books?

■ **Bold, retail-like promotional signage outdoors** will attract drivers and passersby to your library.

purchased just enough to effectively designate the location of the library's three different zones. The three-dimensional signs also added aesthetic interest; an airplane and kite indicated the children's area and a skateboard hung above the teen center. Printer-generated signs still indicated book ranges, but some signage disappeared altogether; for example, we let the presence of DVDs in display units speak for itself. To aid multilingual patrons, universal symbols pointed out key services: A big question mark was placed over the reference service point, and a dollar sign indicated where to pay fines.

Since the dot-density maps showed that patrons of all ages wandered throughout the library but survey answers revealed that no one knew we even *had* a teen area, we took further steps to consolidate and brand areas. Computers in the teen center were rearranged so a group of people could sit at a single machine. Teens chose the furniture, which was purchased from IKEA. We replace it each year to refresh the area's look as styles change, but also because teens can be hard on tables and chairs; buying expensive items for this area makes little sense.

We also made room for a technology center in the adult section by weeding extensively and removing some stacks and adding a large, attractive sign. In addition to new

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children's area signs, we added colored slat wall to face out as many items as possible, as well as colorful bookshelves, toys, rugs, and a few child-oriented PCs.

The follow-up study, funded by a second LSTA grant, found that our low-cost makeover dramatically improved patron satisfaction. Visitors stayed longer, browsed more books, and rated their total experience higher. Ninety percent of those surveyed said they preferred the relocated, downsized circulation desk. The decompression zone that replaced the old circ station alleviated entryway congestion, affording customers a better transition from outside to inside and providing better sightlines.

Proving that good design saves staff time, computer usage rose in the new consolidated tech center even though no more computers were added, and the number of patrons asking directions dropped from 23% to 8%. It may be counterintuitive, but our experience convinced us that the less signage you have, the more people notice it: Fourteen percent more users said it was easier to find items in a given department.

Usage of the teen area rose from 11% to 25% of all customers; 6 out of 10 teens noticed the changes while 90% of those surveyed rated the space better than it was before. There was a rise from 3% to 11% of all visitors who said

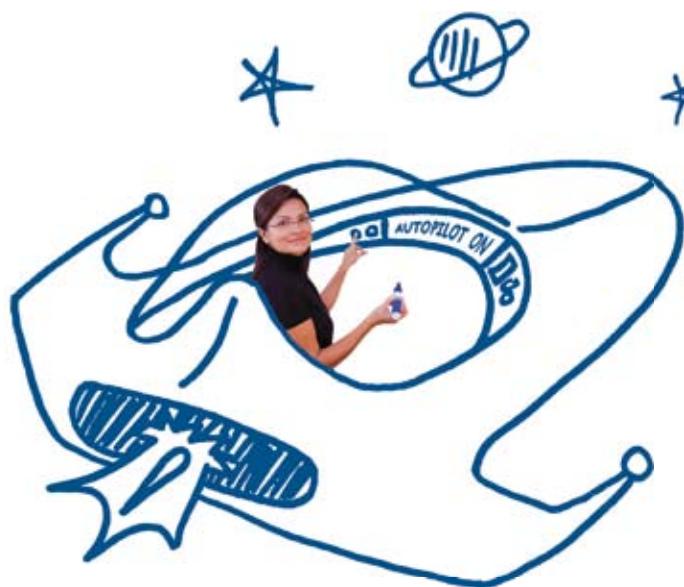
the children's area was their primary reason for visiting.

Among other suggested design-driven service tweaks was adding display gondolas such as those in bookstores to the new-book area; EnviroSell observed that items from that display should have been more popular since it is closest to the entrance and its books face out attractively. Also, Underhill generally favors floor plans that encourage adjacency sales—in library terms, creating themed areas with mixed collections such as locating a popular collection near patrons lined up to use internet PCs. The proximity increases circulation and makes the wait seem shorter.

As changes in the economy draw ever more new users (especially GenXers and Millennials) into our libraries, we should do all we can to convert these stop-gap visitors into regulars. They may only be stopping in for a DVD after cancelling their Netflix account, but by doing our homework, we can turn them into lifelong patrons. ■



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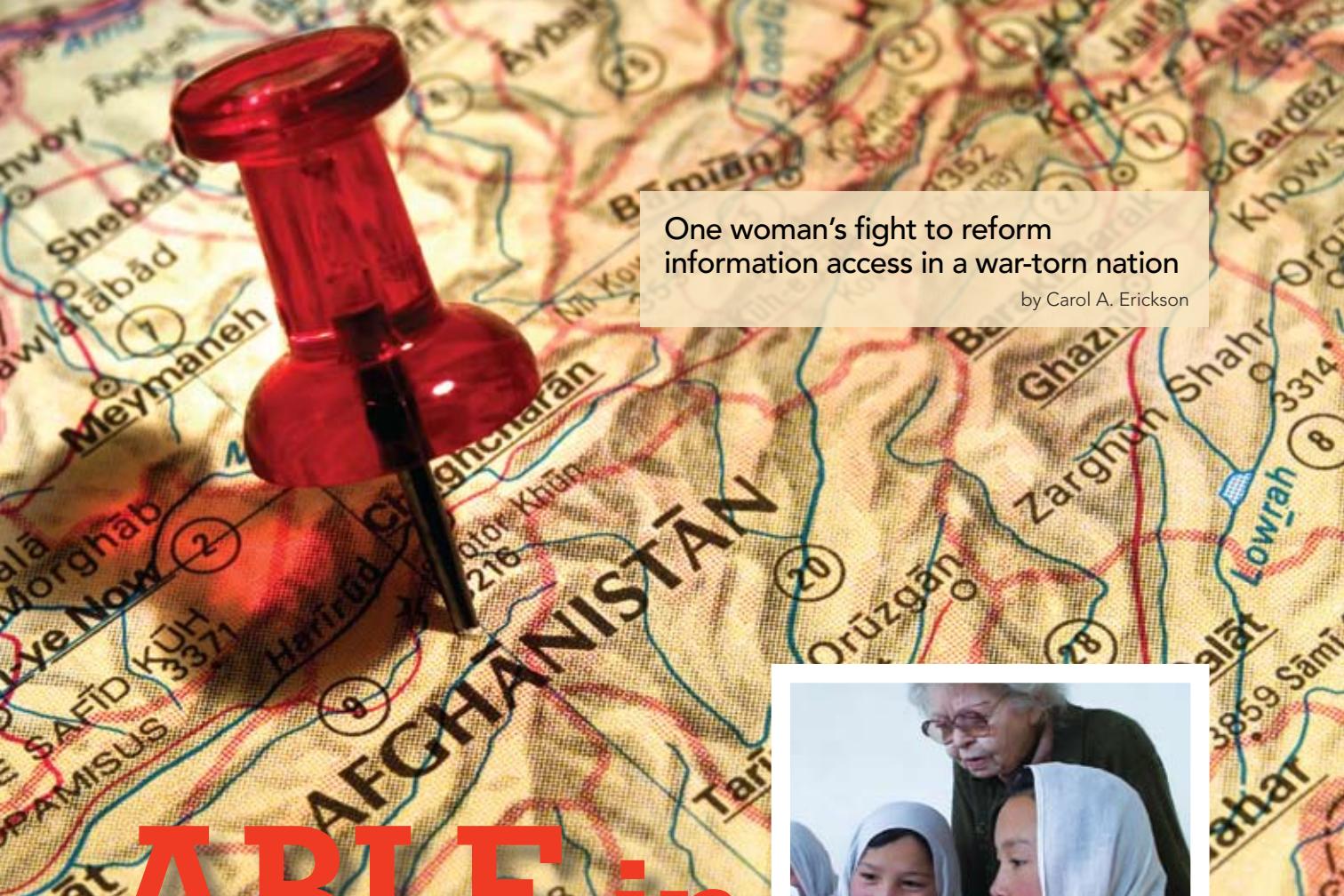
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One woman's fight to reform
information access in a war-torn nation

by Carol A. Erickson

ABLE in Afghanistan



Blue-eyed octogenarian and information advocate Nancy Hatch Dupree is a rare bright spot in Afghanistan today. But the impact of her work can only be fully appreciated in its brutally unglamorous context.

The 2009 Afghan presidential elections were lengthy and disappointing, highlighting the extreme levels of corruption that are endemic in this war-torn nation of 31 million. Three decades of fighting and instability have led to a near-complete breakdown in the educational system, with many educated Afghans fleeing the country. Partner this with indifference or even active hostility to secular education among many rural populations and the result is literacy rates estimated at 28% at best, or some say more accurately, 15%.

While the U.S. government's Agency for International Development (USAID) has spent over \$6.9 billion in aid to Afghanistan since 2002, less than 6% of those funds are



dedicated to education, with major improvements still needed. Many schools are conducted in tents or under the shade of trees, with school buildings operating only in selected urban areas. With shortages of pens, pencils, paper, and textbooks, school libraries are a dreamed-of luxury afforded to only a few.

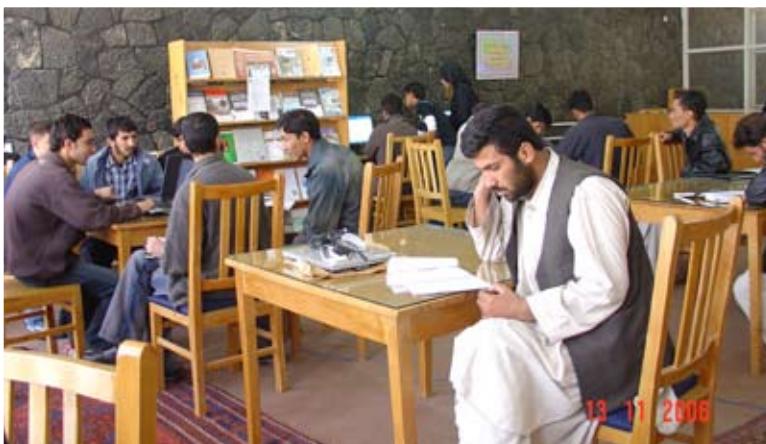
The education sector is perennially underfunded, receiving scarcely 10% of what other sectors receive. The Ministry of Culture and Youth governs the country's few remaining public libraries, but its budget is miniscule and largely devoted to salaries. Money for acquisitions is virtually nonexistent.

Access to information and books in Afghanistan has been in crisis for years: There is no national library. Much of the Kabul University Library was destroyed during the civil war and Taliban years, but now operates, albeit with outdated collections, with no automation, no heat, and very few computers. The National Archive of Afghanistan is plagued by preservation challenges, with no heat, electricity, or climate control, and an infestation of insects that are destroying the collections. And there is almost no publishing industry.

Before the war

Prior to the wars, every government ministry in the Afghan capital of Kabul had its own library with collections of great importance. Most of those collections no longer exist, having become sources for heat to fuel stoves during times when wood was scarce, or sold in bazaars at bulk weight to make bags used by shopkeepers.

This dismal state of affairs served as a backdrop to a September 15, 2009, Capitol Hill reception and celebration of the work of Nancy Hatch Dupree by President Barack Obama's Special Representative to Afghanistan and Pakistan Richard Holbrooke. Dupree has dedicated a lifetime to documenting and preserving Afghanistan's cultural heritage. She has spearheaded an effort to develop the Afghan Center at Kabul University (ACKU), currently the most modern library in the country, as well as the ACKU Box Libraries Extension (ABLE), which has placed more than 230,000 books throughout 215 rural sites in 32 of Afghanistan's 34 provinces. Holbrooke admitted that until the reception he had never met Dupree nor seen her Afghanistan work firsthand, but praised her effort as an example of what can be accomplished by individuals. He also noted that while he wished the U.S. government had funding for good work such as Dupree's, the government's



Nancy Hatch Dupree (facing page) works with Afghan women. Photos throughout illustrate the results of her work in establishing library centers at 215 rural sites in 32 of Afghanistan's 34 provinces.

resources were not adequate to supplement all private efforts undertaken in the region.

At the age of 83, Dupree is articulate and passionate about the country in which she has worked for over 40 years. She admits that her foray into Afghanistan was "sort of an accident." Dupree initially arrived in Kabul in 1962 as a diplomat's wife, fell into writing guidebooks, and then married archaeologist Louis Dupree. She traveled extensively around the country until she and her husband were expelled in 1978, and relocated to Pakistan.

When the Soviet-Afghan war ended, Dupree was able to resume her work in Afghanistan. Dozens of nongovernmental organizations (NGOs) followed, all implementing uncoordinated efforts to try to rebuild the country. Recognizing the chaos, the United Nations launched

"I want people to understand that there is potential in this country."

Operation Salam (Peace) to better coordinate humanitarian and economic assistance to Afghanistan through the establishment of various committees on health, human resources, etc. The U.N. asked Dupree and her husband to serve on Operation Salam's library committee and informed them that the committee's ambitious goal was to

purchase every single book that had ever been written about Afghanistan. The Duprees recognized the illogicality of this request, but regardless, Louis Dupree compiled a comprehensive Afghan book list. He wanted to demonstrate that not only was it impossible to afford to purchase all of those resources, but that even if the U.N. had the funds, there was no place in Afghanistan to house such a collection. In addition, because of low literacy rates and the resources printed in languages other than the local Dari or Pashto, clients of the library could realistically use only about 1% of the resources.

Instead, the Duprees proposed a pragmatic approach to the committee: to collect the practical materials, reports,



and “lessons learned” that NGOs developed when trying to rebuild the country, as well as locally published materials in local languages. Thus, in 1989, the library committee established the precursor to ACKU, the Afghan Resource and Information Center. Dupree chuckles and naturally as she reflects on the beginnings of this project. “We didn’t know anything about how to run a library or how to catalog. We started with nothing, got a bit more organized, and while we realized that we were collecting all of the documents needed by the NGOs, at the same time, we recognized there were information needs elsewhere.”

Enlightenment in the pages of a book

Dupree traveled to a northern Afghan community in the early 1990s for an unexpected transformational encounter. While visiting a refugee camp, she met a beautiful teenage girl who picked up a book and whispered, “Once I could read that.” Her heart almost broke, Dupree says.

It was this recognition of the lack of attention to rural and refugee populations that inspired Dupree to initiate the mobile book extension component of ACKU. Each mobile box on wheels contains about 200 books that are distributed to the provinces via the NGOs working there. The local community decides how to manage those boxes, which stay in the community and are periodically updated with more books from ACKU.

Dupree says, “There is nothing sadder than going into a provincial school with all of these bright-eyed girls and boys and seeing there is no information for them beyond the official curriculum—nothing on agriculture or health.” It was this fact that caught the imagination of donors, and Dupree began her efforts to secure grants to provide Afghan schools with print resources via the ABLÉ mobile book initiative.

Dupree and her colleagues asked ABLÉ users to tell them what subjects they wanted to read about. Their answers were unpredictable: Why do we have earthquakes in Afghanistan? What kind of industries should we develop as sustainable businesses?

The ACKU Board of Editors compiled the list of subjects that the general public suggested and then found an author to write 100 pages or less in simple Dari or Pashto on each topic. To date, ACKU has published over 80 titles, the first a book on geography to address the schools’ lack of curriculum



on the subject. Other published topics include Afghan history, the environment, beekeeping, raising chickens, eye care, and good health practices. ACKU now has an average of 1,000 printed copies each in Dari and in Pashto of each of these books, with over 200,000 books published to date.

And it didn’t stop there. Dupree worried about the Afghan provincial councils, who were supposed to be channeling recommendations and requests to the national government based on community needs and the newly established Afghan constitution. The problem was that no one had provided the councils with copies of the constitution, and they had no idea what laws had been passed by the Afghan parliament. Judges were making decisions in court cases based on their memory of what the law was, and not on actual written sources.

Democracy requires access

Dupree’s approach was once again pragmatic. “If you’re going to have any democracy, people have to have access to the constitution. We got copies of the constitution and the laws passed by the parliament and distributed them.” This was one of many revelations that no one was taking the time to ask the Afghan people about their information needs.

The Embassy of Afghanistan in Washington, D.C., was not able to specify the exact amount of money dedicated to library development in the country; however Ambassador Said Jawad said, “Afghans realize the personal enlightenment available within the pages of a book and value the true, personal freedom that arrives only through education and literacy.”

ACKU currently operates in a cramped but very popular space within the Kabul University Library. It offers a pleasant reading room, professional staff, and computer access to multimedia collections. Its stacks are bursting but the library is trying to digitize many of the records for preservation purposes. Built over decades, the collection is unique in the world and was protected in Pakistan during the Taliban years when all else was destroyed. Of particular interest is a collection of Taliban newspapers in English.





Because of the limited space for ACKU, Dupree's current focus is the construction a new permanent ACKU structure at the Kabul University campus on land donated by Afghan President Hamid Karzai. Scheduled to open in late 2010, the center will house over 50,000 documents; provide access to computers, databases, and the internet; conduct various educational programs, and continue its ABLE outreach project.

Strategy often ignores the obvious

Mary Nell Bryant, who served as the U.S. State Department's information resource officer for Afghanistan and Pakistan from 2007 to 2009, says, "There is nothing else even remotely like it. ACKU is the most comprehensive collection of materials on Afghanistan that exists anywhere. It is the de facto National Library. In addition, its ABLE book box program is one of the few attempts to bring library-type services to the outer reaches of Afghanistan."

Bryant reports that the U.S. Embassy in Afghanistan has established seven "Lincoln Centers" throughout the country that have public reading rooms; meeting space for discussions and classes; and books, magazines, English-language learning materials, children's books, documentaries, and subtitled American feature films.

Bryant also stresses the challenge of providing materials in the local languages. "Everywhere we went people kept asking us if we could obtain books for them in Dari or Pashto. The Farsi language of Iran is very similar to Dari, and the Iranian publishing community is robust, but the U.S. Embassy was prohibited from obtaining Farsi materials from Iran due to the economic sanctions imposed by the U.S. government."

Dupree stresses the critical need for more local-language materials as well. "There are organizations providing huge numbers of book donations in English that are never taken off the shelves. Our books are scruffy looking because they are read, while the English books are in pristine condition because no one uses them."

When asked why international aid organizations do not include information access and books as a mandatory component of their work, Dupree responds, "Because it means more money, more thinking, and more work. They love quick fixes to get in and get out." She spoke of one multilateral organization that had a goal of training 600,000 adults to read, but after the training was completed, did not provide a single book for the new readers, guaranteeing that their skills would rapidly deplete.

In 2009 Dupree wrote, "Every sector, from economics to microfinance, agriculture to industry, health to educa-



tion, or human rights to governance can benefit from stimulating learning opportunities. Readers may wonder why such a simple observation needs repeating. Simple it may be, but high-sounding strategy papers too often ignore the obvious. Short-term fact-finding missions avidly collect data, write profound analysis, propose expensive recommendations, and launch quick fixes, only to omit sustainable components that would supply players with the knowledge they need to keep programs afloat."

"If you are going to have a democracy, people have to have access to the constitution."

Dupree is passionate about Afghanistan's future. "I want people to understand that there is potential in this country. Afghans are very courageous and have been through a long period of war, but they have a very strong culture of their own that they've adhered to. We need to help them survive, but we need to do it without imposing another culture on them. We need to help strengthen their culture,

not adopt a Western one, by sharing information about their past. A high proportion of the population is younger and learned during the refugee period to be more politically conscious. It is possible for them to raise their voices, but we need to give them the information they need so that they can speak with intelligence."

Given Dupree's expertise in Afghanistan, one can only hope that the international aid community will take the time to sit down with her and incorporate her recommendations and decades of hands-on experience with libraries, books, and publishing into aid programs for Afghanistan moving forward. She can be contacted at: dupreefoundation@gmail.com. More information about the work of the Afghan Center at Kabul University can be found at www.ackuaf.org, and tax-deductible donations can be made at www.dupreefoundation.org. ■



CAROL A. ERICKSON, president of Carol A. Erickson Associates in Alexandria, Virginia, has spent over 20 years working on issues of international librarianship. She has held key positions at Read Global, the Bill and Melinda Gates Foundation, the American Library Association, and IREX: International Research and Exchanges Board.



It's the **Content**, Stupid

Librarians must help overcome resistance to research published online

by Steven Escar Smith and Holly Mercer

Libraries and librarians have an important stake in the development of online scholarship. Many benefits will come from the growth of digital monographs and journals as well as the development of scholarly websites, online archives, blogs, wikis, and other outlets for research even farther afield from the traditional models.

Chief among these advantages are lower prices and improved access for consumers, smaller capital investments and more efficient workflows for publishers, and faster feedback and a wider readership for scholars. There are, however, many impediments to the digital transition, and as key stakeholders in this arena, librarians must understand the obstacles as well as the advantages.

Scholars who produce research online often complain that their efforts are not sufficiently rewarded or encouraged by tenure and promotion committees, especially when they work in media other than the digital equivalent of the scholarly journal or monograph. We recently heard a researcher say he had no concerns about the evaluation of his electronic journal articles. However, most of the cutting-edge work in his field is taking place on blogs. Scholars in his field are also beginning to develop significant online archives of subject-based materials. So, he asked, what are the vetting and reward processes for a blog posting or a scholarly website?

Many reasons for this resistance to online scholarship have been suggested over the years—everything from doubts about long-term preservation, to fetishism for print, to a lack of leadership, to a dearth of technical expertise, and more. These are all legitimate obstacles. But one serious factor that has not been sufficiently considered has to do with longstanding biases about the value of certain kinds of work in relation to others. This is a problem because much of the content that has so far proven most amenable to the web has long been regarded as second-tier scholarship at best, academic scutwork at worst—the online equivalents of author or subject guides, critical editions, bibliographies, encyclopedias, indexes, concordances, or collections of letters or manuscripts.

Online work also tends to be collaborative and documentary by nature, characteristics not typically associated with the ideal of the lone scholar laboring to produce the extended work of critical explication or interpretive commentary. Simply put, often the biggest stumbling block for digital scholarship in the tenure and reward process has nothing to do with the form, the fact that the work is made available in a digital container, or that it is the product of networked technology. Instead, to adapt a popular political expression from nearly two decades ago, it's the content, stupid.

There is no disputing that the web as a research tool and venue is growing in impact and influence—blogs, wikis, podcasts, discussion boards, listservs, personal, discipline, and institutional websites are ubiquitous, and new e-forums, groups, and devices are being developed every day. A 2008 report from the Association of Research Libraries, *Current Models of Digital Scholarly Communication*, calls these and other emerging means of exchange and development “new model” or “new media” publications. And as the report underscores, their existence and influence are “no longer hypothetical but increasingly part of the everyday reality of research and scholarship.”

Yet the Modern Language Association's *Report of the MLA Task Force on Evaluating Scholarship for Tenure and Promotion* found in 2007 that fewer than half the department chairs surveyed had any experience in evaluating digital work of any kind. Even more discouraging, the survey found that the larger and better established the department, the greater the likelihood that work online is disregarded completely: “Carnegie Doctorate-granting institutions consistently reported the highest percentages of inexperience.”

A different culture prevails in the sciences, and this is at least part of the reason the scientific community has been quicker to adapt to online research and publication. For example, scientists have traditionally been open to a wider range of publication formats and venues—depending on the discipline, everything from the traditional journal article to abstracts to technical reports to poster sessions and beyond. These formats are not of equal value and the range of legitimate publication venues varies from discipline to discipline; but many more types of publications or expressions of research are viewed as meritorious by the scientific establishment than the humanities. Also, in the sciences collaboration is a necessity, so there are long and well-established traditions for dealing with and sorting out issues of recognition and reward. There is additionally a greater appreciation for the work involved in gathering and developing data—what a humanist might think of as primary records, the raw materials of research.

Clifford Lynch noted in the August 2007 *CTWatch Quarterly* the emergence of the “stub article,” a form of publication that “in effect announces the deposit of an important new dataset in a disciplinary repository and perhaps provides some background on its creation, but offers



More work remains before libraries can preserve digital content with the same degree of confidence as print

little analysis of the data, leaving that to subsequent publications. This allows the compilers of the dataset to have their work widely recognized, acknowledged, and cited within the traditional system familiar to tenure and promotion committees.” The very existence of disciplinary repositories to preserve something like datasets, let alone the idea of giving anyone significant credit for either the creation of the repositories or the compilation of the data in them, is at the very least an unfamiliar concept in many humanistic disciplines. Primary materials, after all, are typically gathered and preserved by archivists and librarians who are seen as working in the service rather than in the production of scholarship.

Efforts to rethink how and why the academy has often valued various kinds of academic work over others have been raised before for reasons wholly apart from the web. In 1990, Ernest L. Boyer’s *Scholarship Reconsidered* (Jossey-Bass) focused attention on teaching as a form of scholarship and led many departments to implement revisions in their review processes to better reward teaching and learning. This effort and others like it have often drawn on the notion that a wider conception of scholarship will reap greater societal benefits.

Similarly, arguments promoting the virtues of networked technology often refer to the benefits of a greater integration of new scholarly developments and discoveries into society at large. The aforementioned recommendations of the MLA task force involve such assumptions. This in large measure is why the report argues that “scholarship should not be equated with publication, which is, at bottom, a means to make scholarship public Publication is not the *raison d’être* of scholarship; scholarship should be the *raison d’être* of publication.” And even more pointedly: “The profession as a whole should develop a more capacious conception of scholarship by . . . establishing multiple pathways to tenure.”

Librarians’ role

As key stakeholders in the digital arena, librarians must understand the impediments to digital scholarship. With a better understanding of this particular challenge, what can we do to help?

In general terms, there is still great value in doing what we have always done: selecting resources based on their current and future value to scholars, describing those resources so they can be located and studied, and managing collections so they are available for the long term. More specifically, we must continue to work to improve our ability to preserve the scholarly record in digital form. Preservation, after all, is a crucial part of validation: We

save what is valuable, and if new forms of scholarship (be they wikis, blogs, websites, or whatever) cannot be preserved with at least the same degree of confidence as the print record, they will not be regarded as fully legitimate forms of scholarship.

The digital medium presents many preservation challenges. Books are a relatively stable container for information. The shelf life for digital media is much shorter, and technological advances quickly render hardware, software, and file formats obsolete. As Clifford Lynch observed in the April 2003 issue of the online journal *portal: Libraries and the Academy*, “Most individual faculty lack the time, resources, or expertise to ensure preservation of their own scholarly work even in the short term and clearly can’t do it in the long term that extends beyond their careers; the long term can *only* be addressed by an organizationally based strategy.” Yet as Abby Smith noted in her 2003 report for the Council on Library and Information Resources, *New-Model Scholarship: How Will It Survive?*, “many scholars experimenting with the most innovative digital technology for research and teaching are not affiliated with major universities” that are pursuing digital preservation strategies.

Libraries are a central part of the scholarly communication system and have taken responsibility for preserving scholarship in analog formats for centuries. Such efforts are underway, but much more work remains before libraries can preserve digital content with the same degree of confidence as print, most especially content that is not expressed in the digital equivalent of print books and journals. Institutional or digital repositories are one method libraries can use to collect and preserve digital scholarship, thereby assuming stewardship responsibility for works that will be of future scholarly importance. Institutional repositories fulfill a portion of the preservation need, but these “new media” forms of digital scholarship are often beyond such a repository’s capability. Institutional repositories are best suited for work in a fixed form, while digital works are often dynamic.

New scholarly forms may be database-driven or otherwise conceptually or structurally complex. Digital scholarship may be nonlinear, unstructured, or open-ended. It is often software-intensive and multimedia. While some digital scholarship is a complement to a traditional publication, it is often not destined for formal publication. A blog allows readers to comment on postings. Postings often link to other websites or blogs. An “article” in the nontraditional online journal *Vectors* does not necessarily have a traditional beginning, middle, or a single conclusion.

How do libraries preserve this new model scholarship,

which is complex, unstructured, and bears little resemblance to traditional publications? Libraries should pursue a preservation strategy that includes multiple approaches to the challenge. Consortia such as the Texas Digital Library (www.tdl.org) provide the infrastructure for scholars to communicate using scholarly wikis and blogs. Library support for these services may provide a level of trust in the sustainability of the scholarly communication infrastructure. However, inevitably, librarians also must decipher how to preserve new forms of scholarship not in their purview.

Abby Smith recommends short-term actions scholars can take to ensure their digital scholarship is sustainable, including working with librarians when beginning a project, using standards and nonproprietary formats, declaring the intended use and audience for the work, and declaring the work's intended longevity. These steps make it easier for librarians to act as responsible stewards by providing additional context for digital works. For repositories—libraries—she recommends working with data creators during all phases of creation and declaring policies and capabilities for archiving differing formats. She further recommends libraries take custody of new media publications for preservation experiments.

Partnerships and collaboration are critical for long-term availability of new modes of scholarship. Groups such as Project Bamboo (projectbamboo.org), HASTAC (Humanities, Arts, Science and Technology Advanced Collaboratory: www.hastac.org), and NINES (Nineteenth-century Scholarship Online: www.nines.org) are working to legitimize digital scholarship by developing a framework for peer review and by providing a common technology infrastructure to produce and disseminate it. Libraries have curatorial experience needed for digital preservation. In North America, collaborative programs such as LOCKSS (Lots of Copies Keep Stuff Safe: (www.lockss.org) from Stanford, DAITSS (Dark Archive in the Sunshine State: daitss.fcla.edu) from the Florida Center for Library Automation, and work led by the Center for Research Libraries (www.crl.edu/archiving-preservation/digital-archives/metrics-assessing-and-certifying) to develop, analyze, and certify digital repositories are examples of the cooperative approaches libraries should take to share responsibility for sustaining digital scholarship.

Research libraries are not the only organizations with responsibility for preserving new forms of scholarship. But libraries as traditional and trusted stewards should assert their roles in the preservation continuum. By establishing confidence that digital works will remain accessible and usable, librarians can remove one of the challenges to legitimizing digital scholarship.

To take full advantage of networked technology as a means of scholarly communication, a broader range of

work must be recognized and rewarded accordingly. Such a change does not require a lowering of standards. But change does require a rethinking of the review and reward processes to accommodate a wider array of activities. Such a reevaluation is essential to removing one of the most serious impediments to online scholarship: longstanding cultural and disciplinary biases about the value of certain kinds of content over others.

In pushing for a broader understanding, we must insist on rigor in the review process, and peer review is a vital tool for insuring rigor. Idaho State University Provost Gary Olsen recently proposed a model for adapting peer review to scholarly websites. The model, published in the June 6, 2008, *Chronicle of Higher Education*, provides a framework

Digital scholarship may be nonlinear, unstructured, or open-ended. It is often software-intensive and multimedia.



for evaluating online work of all kinds and demonstrates that the fundamentals of peer review and its emphasis on rigor and impact are not at odds with digital scholarship.

Librarians should encourage a wider conception of scholarship so that we are not inadvertently hampering progress by a slavish adherence to outdated or nonsensical hierarchies and pecking orders. We understand better than many the value of the very work that in so many fields has not been well-rewarded—again, products such as author and subject guides, critical editions, bibliographies, encyclopedias, indexes, concordances, and archival collections. Such resources are crucial to sustaining the infrastructure of scholarship and deserve more credit in the traditional reward processes than they have typically received. Librarians should consider new media formats alongside traditional when developing disciplinary collections, and employ several complementary measures to ensure they are available for future study and analysis.

Libraries and librarians must implement digital preservation strategies so scholars can confidently pursue new modes of scholarship, knowing the record of their contributions will be available for future research and critique. ■



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EMBRACING CHANGE for Continuous Improvement

In a period of transition, libraries must redevelop their services to create loyal customers

by Peter Hernon and Ellen Altman



Progress implies change. Not all change is progress, but all progress requires change. Change can be planned or unplanned. Libraries have experienced some serious unplanned changes in the recent past; they have been buffeted by changes in technology and scholarly communication and the downturn in the economy. Even so, most libraries have adapted wonderfully to the changes and challenges created by the new technologies. Now is the time to plan for improvements in customer service and to create a cadre of loyal customers.

The box on page 53, developed from conversations with some state librarians and leaders in public libraries, suggests areas in which public librarians need expertise as new challenges arise. Those areas help to define the library's role in community building, which encompasses economic development, redevelopment and neighborhoods, workforce development, and civic engagement. In an April 2009 presentation at Simmons College reviewing these issues, San Francisco City Librarian Luis Herrera stressed the importance of service development, or reinventing service models. This includes defining reference services and roles, functions and processes, the library as a place, and virtual versus physical space. Accountability and assessment should not exclude program evaluation and determining the value of library services. Technology and the internet pose new challenges and opportunities as libraries engage in content creation and keep pace with new applications.

Coping with these issues and challenges requires a workforce that is not confined to a particular area of the library and enjoys reaching out to the library's communities. As part of coping, senior managers must manage stress and guard against staff suffering dangers cited by Thomas W. Shaughnessy in the July 1996 *Journal of Academic Librarianship*: "mental and physical exhaustion, burnout,

frustration, low morale, and other symptoms of stress. In some instances the library’s structure adds to the distress by slowing response time, preventing cross-functional solutions to problems, and frustrating efforts to intervene.”

Due to the current economic recession, a number of libraries are experiencing severe reductions in operating budgets, resulting in an inability to keep pace with inflation and having to take funds for equipment purchases from the acquisitions budget. Budget cuts also produce downsizing and staff reassignment; the result is an increased workload for the staff. Some libraries are consolidating services at the same time as they reconfigure the physical plant. Complicating matters even more, a number of libraries are moving toward evidence-based decision-making and a workforce committed to demonstrating accountability and improved services. All in all, these changes suggest an extremely challenging, but rewarding, time for libraries and their staffs.

Gathering library metrics

The type of metrics that libraries have historically collected and reported has created stakeholder dissatisfaction because these metrics do not adequately reflect their contribution to their communities. The metrics typically comprise outputs or performance measures, but none reflect customer-focused outputs relating to service quality or satisfaction and outcomes—the impact of programs and services. For instance, how many people using the library résumé service or other job-related services found full-time employment? Do children increase their reading levels after attending summer reading programs? If yes, by how many grade levels?

Such questions may involve accountability, which requires the adoption of a multiple-stakeholder framework and recognition that librarians are managers of complex service organizations. Any organization must balance its needs with those of other units in the institution, recognizing that budgeting occurs within a political context (e.g., competition with academic units and with other government agencies), while addressing issues of “How well?” “How satisfied?” “How productive?” and so forth. Consequently, the types of metrics that libraries use should settle on the quantitative and qualitative benefits that the library provides to its community.

Providing for Knowledge, Growth, and Prosperity: A Benefit Study of the San Francisco Public Library, a 2007 publication of the Friends of the San Francisco Public Library (sfpl.lib.ca.us/news/berkstudy.htm), notes that “for every dollar spent supporting SFPL, the citizens of San Francisco see a return in the range of \$1.40 to \$3.34.” Turning to academic libraries, Sawyer Library of Suffolk University informs full-time students that, for the 2008–09 academic year,

FIGURE 1. CRITICAL ISSUES FACING PUBLIC AND STATE LIBRARIES

ISSUES	COMPONENTS
Operating in the political environment	<ul style="list-style-type: none"> • Governing structures, governing bodies, and relationships • Politics • Statutory and legal issues
Fiscal/financial management and leadership	<ul style="list-style-type: none"> • Enterprise creation and management • Revenue enhancement • Resource allocation • Resource reallocation (what to stop and start in tough times) • Collaborations for financial efficiency
Planning for leading	<ul style="list-style-type: none"> • Strategic planning • Tactical implementation • Demographics of who is served: the aging, different generations, ethnicity, and language
Accountability and assessment	<ul style="list-style-type: none"> • Outcomes and evidence-based research and decision-making • Performance standards and metrics • Transparency as an organizational value
Ethical issues and values	<ul style="list-style-type: none"> • State and local ethics statutes/rules • Contracting issues
Interaction with stakeholders	<ul style="list-style-type: none"> • Building effective relationships • Education (primary school and up) • Government agencies and officials • Small business • Other constituencies and collaborators • Library Friends organizations • Library foundations and support organizations
Crisis management	<ul style="list-style-type: none"> • Media relations • Disaster management • Election/funding loss • Financial crisis • Intellectual freedom challenges • Library closings/reductions in hours • Crime • Homelessness
Staff development	<ul style="list-style-type: none"> • Collective bargaining • Succession planning • Turnover and training
Service development	<ul style="list-style-type: none"> • Evaluating/embracing trends and fads • Marketing and public relations • Literacy (early childhood, adult, computer/technology)

These changes suggest an extremely challenging, but rewarding, time for libraries and their staffs.

they paid about \$382 of their tuition to support the library, whereas a part-time student paid about \$26 per credit hour. In return, depending on the frequency of their virtual or in-person visits, students would accrue a minimum value of \$433.36 for use of library collections and services. Students and their parents can review the calculations of that amount if they are so inclined (www.suffolk.edu/sawlib/faq.htm).

Libraries reporting metrics frequently list those relating to budget allocation (input metrics), turnstile counts, or volume of business (output metrics). Although such “countables” are easily gathered (e.g., a hash mark for each reference question fielded or title processed), they fail to indicate more than “How many?” and to deal with what is important to customers or convey organizational effectiveness. Furthermore, they do not reflect the outcome of physical or virtual visits to the library. The meeting or exceeding of customer expectations has a direct impact on organizational effectiveness, the creation and maintenance of customer loyalty, and customer satisfaction.

Whatever metrics libraries develop must reflect what is important to the institution, and there must be cohesiveness among the metrics adopted. One metric or customer-related indicator does not tell the complete story. How many metrics are needed? Which ones? Libraries have choices about what they assess and report; they should concentrate on those indicators most meaningful to the organization while overcoming inherent weakness.

Academic and public libraries should not limit the metrics that they report to ones demonstrating their uniqueness within the broader organization (inputs and outputs). Rather, they should address their role, for instance, in attracting and retaining faculty, students, or businesses; advancing learning; educating a workforce; providing an educational or a cultural facility; and assisting the job placement process. Libraries should partner with central administration, the faculty, and other community groups in providing those services that customers need and expect.

In *Viewing Library Metrics from Different Perspectives* (Libraries Unlimited, 2009) authors Robert E. Dugan, Peter Hemon, and Danuta A. Nitecki discuss metrics from four perspectives: the user in the life of the library, the user

and the library in the life of the institution, the library and institution in the life of the user, and the library and the institution in the life of stakeholders. Some of the metrics enable libraries to demonstrate their contribution and value to stakeholders, in part, by showing their impact on customers.

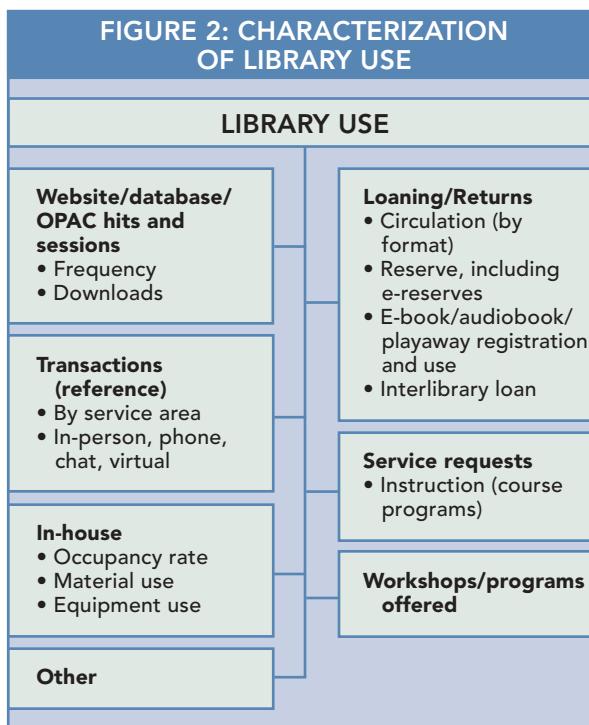
Maintaining customer loyalty

Identifying and serving loyal customers is an important part of the success of any organization. It is far easier and cheaper to keep a current customer than it is to get a new one. Current customers who frequently use the library have already demonstrated their support. Loyalty concentrates on repeat use and those making the most use of the library and its services.

Any determination of loyalty must address the issues listed in the box on this page and the customer’s purpose for library use. The purpose might relate to use of the facilities, technology, staff, or collections. The identification of longtime loyal customers is an opportunity to let them know that the library appreciates their patronage. Formal appreciation of longtime customers is also an excellent public relations opportunity for the library, but how do libraries recognize it?

Developing a service vision

Service drives the library, not vice versa. For this reason, it is important to develop a service vision that stakes out an innovative competitive position addressing future expecta-



tions related to customer-service quality and satisfaction. Such a vision should be brief, clear, challenging, future-oriented, desirable, and perhaps inspiring.

Attention should shift from the provision of service, or from continuing to be all things to all people, to what libraries can do well or outstandingly. An effort should be made to identify, recognize, encourage, and reward exemplary service. Librarians should not assume the service they provide is exemplary or that they automatically know or can anticipate the expectations of their customers. They should set priorities, goals, and objectives; benchmark performance over time; and commit the resources necessary to maintain levels of exemplary service—that is, service that customers regard as exemplary.

One way to identify service gaps where corrective action is needed is to use quadrant charts such as those Counting Opinions (www.countingopinions.com) generates from respondents to its online satisfaction survey. The charts indicate which services customers find important; those they believe libraries already deal with effectively; and those needing improvement, where service gaps exist. The charts can also gauge reactions to decisions made as well as actions or changes undertaken. Any movement of measured perceptions over a few months informs the library how the public is reacting to a service change such as hours open and programs held or canceled.

There is a myth that, because a library exists, customers will come in large numbers, be satisfied, be loyal, and be supportive—willing to vote in favor of local propositions providing financial support to the public library. This belief needs to be set aside in order to determine what matters the most to customers, and how the knowledge gained can be applied to improve service delivery. These are the real challenges, and they present an excellent opportunity for libraries to serve their customers better. Service quality, satisfaction, and customer service are not the only issues, but they are fundamental to dealing with other issues and improving the quality of library services.

Libraries should take the quality journey; they need to meet changing expectations of customers, delight current customers, and seek out new customers. They should learn from their successes and mistakes and believe that everything can be improved. A belief that service is “good enough” does not inspire an organization to improve and to challenge itself. Continuous improvement is a worthy goal and metrics of *how many or how much* do not deal with issues central to any service organization at a time of intense competition.

Time for action, not excuses

A lack of resources is the frequent response of some librarians to suggestions that libraries offer new services, change some aspect of the organization, or adopt new indicators. This lack is also the explanation that academic and governmental managers often give to requests from libraries for funding increases. The actual reason is either an unwillingness to change or the view that the library is not as high a priority as fire, public safety, and so on.

Even though their budgets are mostly static or declining, library managers try to provide what most people want most of the time; in order for them to do so, it is important for them to know:

- the demographic characteristics of customers and the intensity of their relationship to the library;
- customers' preferences for materials, based on their information-gathering behavior—what they actually use;
- customers' views of library performance on such factors as timeliness, helpfulness, courtesy, reliability, and responsiveness.

With information about customers—their characteristics and preferences—libraries can target marketing strategies to both present and potential customers. Patrons' evaluations help libraries respond so that they can cultivate loyal customers who will rally support for bond issues or actively oppose threatened budget cuts. The payoff of learning about library customers and their requirements is their heavy use of materials and services and an enhancement of the library's service and resource reputation.

Present and potential customers make choices. Ease of use and likelihood of obtaining what is desired play a large part in driving these choices. The library's value, impact, and benefit can only be experienced and judged by customers. Is it worth the time, money, and staff to find out who they are, what they want in terms of materials and services, and how satisfied they are with those materials and services? We think it is. Now is the time for action. ■

The library's value, impact, and benefit can only be experienced and judged by customers.



PETER HERNON is a professor at the Simmons College Graduate School of Library and Information Science in Boston. ELLEN ALTMAN, now retired, was visiting professor in the Department of Library and Information Studies, Victoria University of Wellington in New Zealand until 1997. She has been a faculty member at the Universities of Kentucky and Toronto and at Indiana University, and director of the Graduate Library School at the University of Arizona. This article is excerpted from the second edition of *Assessing Service Quality: Satisfying the Expectations of Library Customers*, to be published in January by ALA Editions.



RINGING OUT FOR LITERACY

A bellwether program celebrates new readers

by Judith Gibbons

Pigtails flying, 5-year-old Olivia dashes around the children's department of Pulaski County Public Library's main library in Somerset, Kentucky. She runs first to her mother, Sonya Wilds, then to Children's Librarian Carol Sexton, and finally to a stack of favorite books jumbled on a table top.

Olivia grew up using the library, and her comfort level shows as she chats with the library staff. She proudly displays the library copy of *Tiger Is a Scaredy Cat* by Joan Phillips—the first book that the kindergarten student read aloud.

This is an exciting day for Olivia, who is part of a group of about 70 kindergarten and 1st-grade students celebrating a milestone: Olivia is now an independent reader. Earlier this morning, Olivia rode a school bus for a field trip to the new public library. Her reward is a memorable morning highlighted by the opportunity to ring the Literacy Bell.

A brick bell tower, visible from Somerset's Main Street, is a prominent feature in the 2008 building. Directly below, a buzzer located in the second-floor children's room activates an electric bell in the tower. Downtown residents and workers know that each time the bell rings, Pulaski County has another new reader.

A poem framed above the button explains the rationale for the bell:

Ring this bell when
First you read a book

All by yourself.
Its message clear
To all who hear
I am a reader now!

Over the course of the year, 675 first-time readers—almost 60% of kindergarten and 1st-grade students from eight Pulaski County Schools—chose their favorite book and read it aloud to a teacher, aide, or volunteer at school. After succeeding at the task, they are rewarded with a trip to the public library.

Judith Burdine, who retired as library director in July 2009, credits Louisville (Ky.) Free Public Library Director Craig Buthod with inspiration for the bell. Laughingly, Burdine explains that she mentally filed away his idea at the time when the library was planning a tax petition campaign.

Pulaski County Public Library sought the increased revenue to move from a 12,000-square-foot converted post office to a 45,000-square-foot modern facility equipped to provide for the needs of the 52,000 residents of the south-central Kentucky county. The tax increase from \$.03 to \$.06

passed in 2004 with the support of over 12,000 registered voters—several thousand more than required.

During construction, Burdine sought partners to fully utilize the Literacy Bell as a cornerstone for enhanced educational attainment. “It was so easy to put together,” she marveled. “I am always amazed at our level of community cooperation. Everyone embraced the project: Walmart, the school district, the school media specialists, the faculty, and especially the parents.”

“It’s a piece of magic when a child reads that first book,” said Burdine. “It is the end of a quest. The Literacy Bell is also a symbolic beginning for lifelong readers. It’s a touch of fantasy like Tinker Bell or the angel getting wings in *It’s a Wonderful Life*. I think we ought to have a Literacy Bell in every library in the state.”

With bells on

At 10 a.m., the parking lot is packed and the building is humming with activity. Seniors are in a meeting room learning the basics of cell phone use. The local retired-teachers’ organization is in the community room. Library staffers are assisting patrons negotiating the internet and a reference librarian is helping a customer pick out audiobooks.

Up the stairs more students head to the children’s department. About a third visit the library regularly with their family or caregivers. The room is packed. A preschool story time is finishing and almost 50 family and friends of the honorees are arriving for the ringing of the Literacy Bell.

Each program follows a similar format. The children sit on the floor in a semicircle wearing bright red pins that proclaim, “I read my first book!” They clutch certificates recognizing them as readers.

Mardi Montgomery, Pulaski County Schools director of programs, is the school system’s driving force behind the project. In introductory remarks to students and family members, she congratulates the children and exclaims, “You are readers!” Then she adds, “Today begins a milestone in your lives.”

Between official duties, Montgomery noted that the school district continually stresses the importance of education and encourages parents and caregivers to read to students. “Improved literacy rates transfer to improved workplace skills and improved economic development,” she elaborated.

The district and the public library work together to provide literacy opportunities for emerging readers. Montgomery also says that the cooperative program “creates the spark necessary to promote positive literacy practices.”

In addition to parents, grandparents, and caregivers, it took a team of teachers, librarians, aides, and volunteers to jumpstart the program. Renee Wilson is a volunteer at the participating Eubank Elementary School, where she tutors kindergarten students and works to develop skills like alphabet recognition and distinguishing letter sounds.



With this extensive support network, 23 Eubank kindergarteners were able to accomplish their reading goal and participate in the library program.

Shopville Elementary School Media Specialist Janet New is thrilled to have her pupils reading. As she gathers her charges, she gushes, “I love it. My kids love it.” New feels that the program is a tremendous opportunity offering incentives to budding readers. She calls it a real motivator for her students and their families.

The library’s Carol Sexton agrees: “The Literacy Bell and its concept took off and quickly had a life of its own with community support and collaboration. It has become

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a statement in our community that literacy, language, and lifelong reading equals success and is important to us!”

The third community partner wasn't present at the program. Walmart manager Allen Adcock arrived in Somerset in 2003. Since that time, he has been involved in a plethora of projects supporting the local infrastructure. “Our cornerstone is giving back to our community with Walmart resources.” In the span of a year, the Somerset store donated \$162,000 locally, including \$30,000 for the “Ring the Bell for Literacy” program.

Adcock is often stopped on the street or in the store to hear a testimonial. The day of one of the Literacy Bell programs, a grandmother in the checkout line thanked the manager for Walmart's financial support. She enthusiastically exclaimed that she had just left the library, adding, “Oh, my granddaughter did it and it was great. She is so proud to be a reader.”

Kentucky First Lady Jane Beshear was an invited guest for one program. Beshear has been involved with literacy in the commonwealth for over 25 years and was a founding member of the Kentucky Literacy Commission. As First Lady, she is concentrating her energies on improving literacy and educational attainment.

Beshear read to over 100 participants in two sessions and spoke about the importance of reading and education in life. She applauded the students for their determination and afterward said that she is always looking for successful models to keep Kentucky students in school.

For most celebrations, entertainment is provided by older elementary-school students. Programs have included environmental skits and musical reviews. The students are captivated.

Following the program, honorees line up by class to sign the bell-ringer book. Sexton then positions each child to activate the tower bell. Many students have family members present, so lots of photos are taken. The children wear stickers giving the anticipated date of their college graduation, either 15 or 16 years in the future.

Olivia glows with anticipation. Her mother comments, “My child is very excited and proud to be able to ring the Literacy Bell. It helps show her that reading has the power to open up opportunities that she would not been able to participate in without the ability to read.”

Partners in literacy

The Literacy Bell program is part of a united effort to improve local literacy. The partnership aims to make a college education a reality rather than a dream. Sexton says that the average adult county resident reads only on the 6th-grade level. In the 2006–07 school year, the graduation rate was 85.5%, a vast improvement over the 56.2% who graduated from high school in 1990 and the 65.6% in the 2000 census. The cooperative wants the 2010 and 2020 graduation rates to skyrocket.

Following lunch in the library, students receive a bag containing a letter of congratulations, a book, brochures from the Pulaski County Adult Education Center, and an MP3 player loaded with an age-appropriate story. The bag includes instructions explaining how library patrons can download free books from Kentucky Libraries Unbound, a digital media cooperative. Public library personnel also visit the schools to provide one-on-one downloading tips and tutoring for teachers and librarians.

After a momentous morning, the bell-ringers gather their belongings and head back down the stairs to the buses. Olivia hugs her mother and waves good-bye to the library staff. Along the route, the students run a gauntlet of supporters who applaud, give them high-fives, and encourage them to continue as readers and achievers throughout life. ■



JUDITH GIBBONS is a library consultant and freelance writer. Recently retired from the Kentucky Department for Libraries and Archives, she was president of the Southeastern Library Association and the Kentucky Public Library Association. She is a member of ALA Council and chairs the Advocacy Training Subcommittee of ALA's Committee for Library Advocacy.

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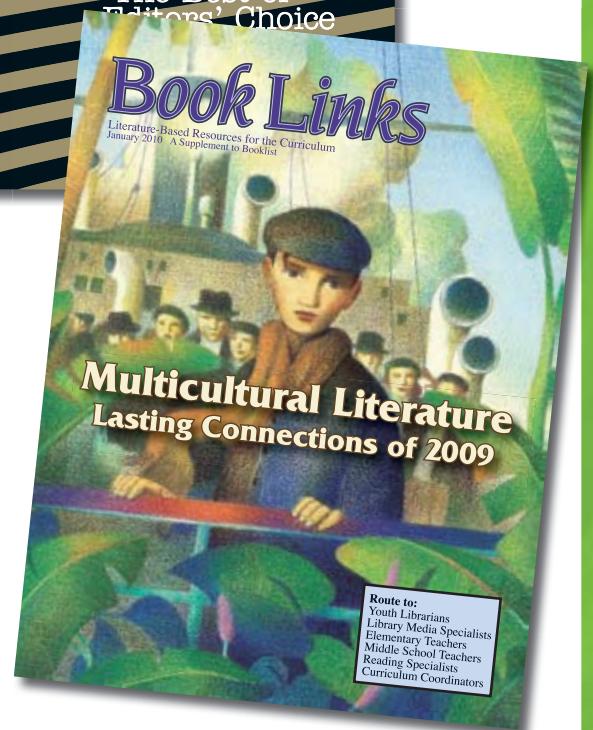
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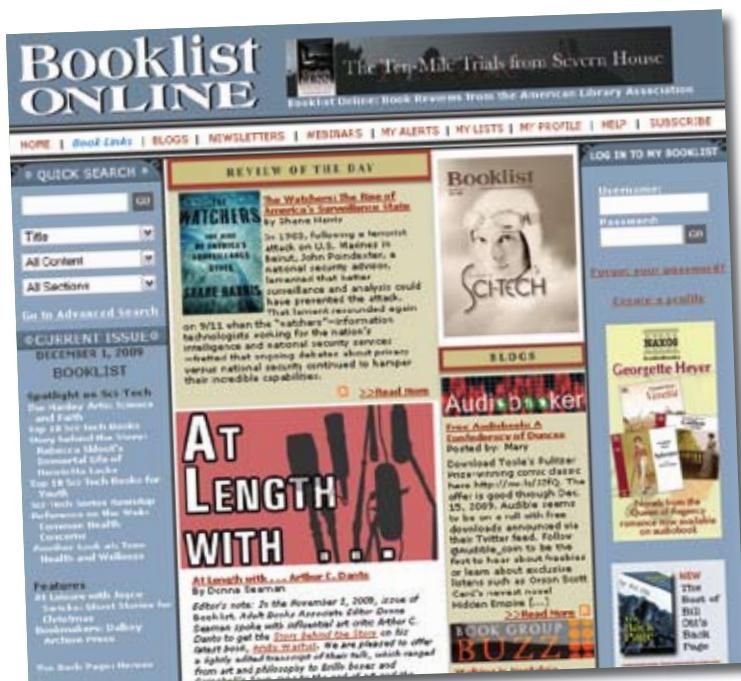
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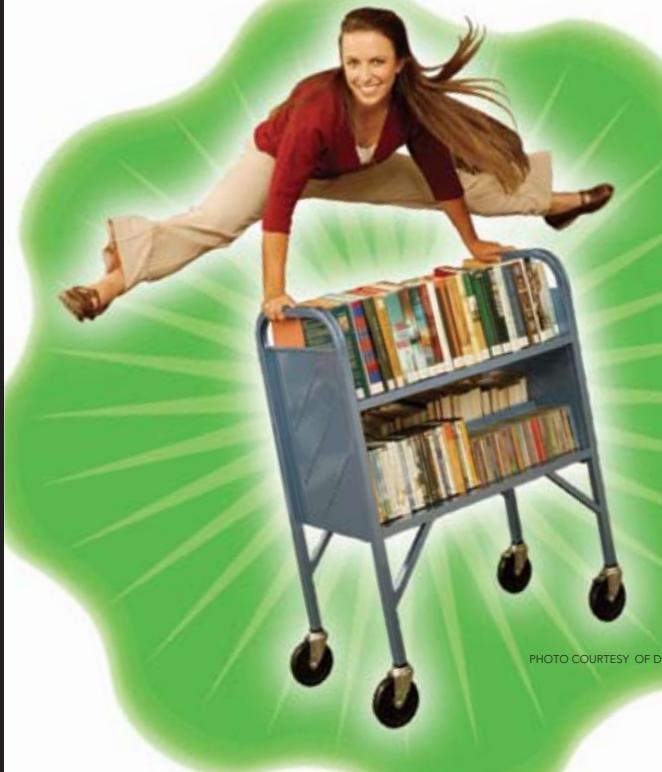


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OPENING GENERAL SESSION



TONI MORRISON

SATURDAY, JUNE 26, 5:30 – 6:30 P.M.

Toni Morrison is a Nobel Prize-winning American author, editor, and professor. Her contributions to the modern canon are numerous. Some of her acclaimed titles include: *The Bluest Eye*, *Song of Solomon*, and *Beloved*, which won the Pulitzer Prize for Fiction in 1988. She won the Nobel Prize for Literature 1993. Her newest books for children are *Peony Butter Fudge* and; *Little Cloud and Lady Wind*.

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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 FOR UPDATES.

NANCY PEARL WITH MARY MCDONAGH MURPHY SATURDAY, JUNE 26, 8:00 - 9:00 A.M.



In celebration of the 50th anniversary of *To Kill a Mockingbird* (July 11, 2010), an American classic, Nancy Pearl will interview Mary McDonagh Murphy, Emmy award-winning filmmaker and author of the upcoming book, *Scout, Atticus and Boo: A Celebration of Fifty Years of To Kill a Mockingbird*.

Nancy Pearl speaks about the pleasures of reading to library and community groups

throughout the world and comments on books regularly on NPR's Morning Edition. She's the author of *Book Crush: For Kids and Teens: Recommended Reading for Every Mood, Moment, and Interest*; *Book Lust: Recommended Reading for Every Mood, Moment, and Reason*; and *More Book Lust: 1,000 New Reading Recommendations for Every Mood, Moment, and Reason*, all published by Sasquatch Books. In 2004 she was awarded the Women's National Book Association Award, given to "a living American woman who ...has done meritorious work in the world of books beyond the duties or responsibilities of her profession or occupation." In 1998, *Library Journal* named her Fiction Reviewer of the Year. She is the model for the Librarian Action Figure. On her monthly television show, *Book Lust* with Nancy Pearl, she has interviewed authors as diverse as E. L. Doctorow, Ann Patchett, and Terry Pratchett.

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SUE MONK KIDD AND ANN KIDD TAYLOR SATURDAY, JUNE 26, 10:30 – 11:30 A.M.



Sue Monk Kidd grew up in the tiny town of Sylvester, Georgia, a place that deeply influenced the writing of her first novel *The Secret Life of Bees*. Kidd's first book, *God's Joyful Surprise* describes the beginnings of her spiritual search. Her second book,

When the Heart Waits recounts her vivid spiritual transformation at mid life. Turning her explorations to feminist theology, she published *The Dance of the Dissident Daughter*, a memoir that had a groundbreaking effect within religious circles. Sue's novel, *The Mermaid Chair*, explores themes of midlife marriage and self-awakening, and was a #1 *New York Times* bestseller and winner of the 2005 Quill Award for General Fiction. Her newest book, *Traveling with Pomegran-*

ates: A Mother-Daughter Story, co-authored with her daughter Ann Kidd Taylor is a dual memoir set against the backdrops of Greece and France, chronicling Sue and Ann's travels together, as they undertake a journey to redefine themselves and rediscover each other.

Ann Kidd Taylor is a graduate of Columbia College in South Carolina. She has published articles and essays in *Skirt!* magazine in Charleston, SC, where she worked for two years after college as an editorial assistant. She left to pursue a career in writing, working on a book about her travels, which evolved into *Traveling with Pomegranates*, a memoir she co-authored with her mother, Sue Monk Kidd.

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DAVE ISAY SUNDAY, JUNE 27, 10:30 – 11:30 A.M.

Dave Isay is the founder of StoryCorps, a non-profit oral history project that honors and celebrates the lives of everyday people through listening. In spirit and in scope, StoryCorps models itself after the Works Progress Administration (WPA) of the 1930s, which recorded oral history interviews across the country. To date, more than 50,000 people have participated in StoryCorps, many of whom have come as a part of special initiatives to reach underrepresented voices. StoryCorps was honored with a rare institutional award at the 66th Annual Peabody Awards in 2007.

Established in 2003 and based in Brooklyn, StoryCorps hopes to build upon that work and break new ground to create a new American oral history archive. StoryCorps interviews air weekly on NPR and can also be heard at the StoryCorps website. Copies of all interviews are placed in the American Folklife Center at the Library of Congress. Winner of a MacArthur "Genius" Fellowship, Dave Isay is also the author or editor of four books that grew out of his public radio documentary work, including *Listening Is an Act of Love*, a *New York Times* bestseller. His new book, *Mom: A Celebration of Mothers from StoryCorps*, will be published by the Penguin Press in April 2010.

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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 2010 Annual Conference, the exhibits, keynote speakers, and meetings and programs will be held at the Walter E. Washington Convention Center, located at 801 Mount Vernon Place NW, Washington, D.C. 20001. Four hotels are designated "Headquarter" and "Co-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. Directions (driving and public transit) are available at www.dcconvention.com/directions.aspx.com.

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 14, 2010. Based upon availability in each city, we maintain a limited number of wheelchairs and scooters on a first come, first served basis. Please contact **Michelle Visel at mvisel@ala.org** 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 Washington Convention Center from Friday, June 25 through Tuesday, June 29, 7:30 am to 6:00 pm 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, June 25-29, 2010. 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 Washington 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.

POSTER SESSIONS

The ALA Conference Poster Sessions will be displayed on June 26, 27 and 28, 2010 at Washington Convention Center. 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 2009-January 2010. For information or to apply, please visit <http://www.lib.jmu.edu/org/ala/>.

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. 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. 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 or 800-545-2433, ext. 4280**.

MEALS

Meals are not included with regular Conference registration. Some pre-conferences and banquets include meals as part of an additional ticket price. This information is included with the description of the event.

TRAVEL INFORMATION

GENERAL TRAVEL INFORMATION

Experient is ALA's official hotel and registration company. As an ALA Attendee or Exhibitor, you are eligible for special hotel rate discounts. Please be advised that registration cannot be made over the phone and that you must either register online at www.ala.org/annual or send your form via fax/mail. The housing reservation form features SSL encryption to ensure the privacy of your information. To reach Experient for inquiries only please call **1-800-974-3084**. Experient is open Monday through Friday from 8:00 – 5:00 pm (CST).

HOTEL RESERVATION DEADLINES AND INFORMATION

You must be registered for the Annual Conference to make a housing reservation. Hotel reservation requests will be accepted until May 21, 2010, 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 Housing 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 Housing Desk does not assume the responsibility of pairing guests for double occupancy or in multiple housing units. After May 21, 2010 Experient will continue to make reservations on a space available basis only (i.e., register 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 Experient at **1-800-974-3084**, 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

Special meeting fares have been arranged for travel to the 2010 ALA Annual Conference. Custom itineraries may be booked through **Gant Travel by phone, 1-800-644-7313** or email, ala@ganttravel.com only. Gant Travel offers the lowest applicable airfares and best journey times to the meeting. Fly on United Airlines, the official airline and save with special discounts exclusive to attendees and guests. A 5% discount off qualifying travel on United, United Express, or United code share flights operated by Air Canada, Island Air, or Great Lakes (US 48 states, Hawaii, and Canada). An additional discount will be extended on select fares when you book and ticket 30 days or more in advance. Special international discounts are available based on specific fare codes available on United, United Express, or Lufthansa. Discounts apply to U.S. point of sales only. Applicable restrictions apply.

Phone: Gant Travel toll free at **1-800-644-7313** from 8:00 am – 5:00 pm CST, Monday through Friday. A minimal service fee applies.

Email: Gant Travel email is ala@ganttravel.com A minimal service fee applies

Gant Travel Hours: 7:30 am – 6:00 pm (CST).

Call: United Airlines directly at 1-800-521-4041. Provide promotional code #500CR. Support your organization by referencing the United ID number. We recommend booking early to receive the greatest discounts off the lowest applicable fares.

AIRPORT TRANSPORTATION AND INFORMATION

Washington D.C. is serviced by Reagan National Airport in Washington D.C. and Dulles International Airport in Virginia, with details available at www.metwashairports.com, as well as BWI Airport in nearby Baltimore, with details available at www.bwiairport.com.

REAGAN NATIONAL AIRPORT TRANSPORTATION INFORMATION

Taxicabs: Taxicab stands are conveniently located near the Arrivals (baggage claim) exits of each terminal. Dispatchers at each stand will help you select a taxicab based on your destination. Taxis to the Capitol Hill area average around \$14.

Airport Shuttle: Advance reservations for SuperShuttle are not required. At Baggage Claim, follow signs for Ground Transportation to the SuperShuttle boarding area, located curbside at each terminal. A uniformed Guest Service Representative will assist you between 6:30 AM & 11:30 PM. Reservations to and from the airport can be made by calling **800-BLUE VAN (258-3826)**.

Metrorail: The Washington, DC Metrorail system has an elevated Metrorail station connected to the concourse level of terminals B and C at Reagan National Airport. Metrorail fare cards may be purchased at machines located at all entrances to the Airport Metrorail station. The station is also fully accessible via elevators. Terminal B and C: Use either of two enclosed pedestrian bridges on the concourse level which connect directly to the station. Terminal A: Exit the terminal to the streetside curb, and board any "Airport Shuttle" bus. At the stops for Parking Garages B and C (bus shelter #3 and bus shelter #5) you may access an enclosed bridge which connects to the Metrorail station. You may get more information at <http://www.wmata.com>.

TRAVEL INFORMATION

DULLES AIRPORT TRANSPORTATION INFORMATION

Taxicabs: Taxis are available 24-hours a day from the dispatch center at the "Taxi Passengers" area on the lower level of the Main Terminal. A cab into Washington D.C. averages around \$57-\$61.

Airport Shuttle: Advance reservations for SuperShuttle are not required. At Baggage Claim, follow signs towards Ground Transportation/Shared Ride Vans. SuperShuttle ticket counters are located on the lower level, just before the exit. When your ticket number is called, proceed outside where a uniformed Guest Service Representative will assist you. The ticket counter is open from 6:00 AM to 10:30 PM, with Guest Service Representatives available until 12:00 AM. Reservations to and from the airport can be made by calling **800-BLUE VAN (258-3826)**.

Metrorail: Coming from Dulles International Airport, connect to Metrorail using Metrobus. For just \$3 per person (exact change required), the 5A takes you to Rosslyn station on the Orange and Blue lines with just one stop in between. Find out more information at <http://www.wmata.com>.

You can also take the Washington Flyer bus to the West Falls Church-VT/UVA station on the Orange Line. To find out when the Washington Flyer leaves the airport and its cost, go to the Washington Flyer website at <http://www.washfly.com>.

BALTIMORE/ WASHINGTON INTERNATIONAL AIRPORT (BWI)

Taxicabs: The BWI taxi stand is located just outside of the baggage claim area of the Lower Level of the BWI Airport Terminal. Taxis to Washington D.C. average around \$90.

Airport Shuttle: After you claim your luggage, please proceed to one of the two ticket counters - both located on the lower level baggage claim area. One is near baggage claim #1 (Southwest Airlines Terminal - Concourse A) and is open from 7:00 AM to 2:00 AM. The other is near baggage claim #10 (Concourse C) and is open from 6:00 AM to 2:00 AM. When counters are closed, please call **(888) 826-2700** for information or to arrange service. Reservations to and from the airport can be made by calling **800-BLUE VAN (258-3826)**.

Metrorail: BWI Express Metro bus service provides a direct connection between BWI and the Greenbelt Metro Station. The BWI Express/B30 service runs every 40 minutes, 7 days a week to the Greenbelt Metro Station, which is located on the Green Line of the Washington Metro System. There are two Express Bus Stops. One is located on the lower level of the International Concourse and the other stop is located on the lower level of Concourse A/B. The B30 will pick you up outside at the bus shelter.

TRAIN AND BUS TRAVEL TO WASHINGTON, D.C.

Amtrak: Amtrak offers a 10% discount off the lowest available rail fare to Washington, DC between June 21, 2010 - July 2, 2010. To book your reservation call Amtrak at **1 (800) 872-7245** or contact your local travel agent.

Conventions cannot be booked via Internet. Please be sure to refer to **Convention Fare Code X83A-979** when making your reservation. This offer is not valid on the Auto Train and Acela Service. Fare is valid on Amtrak Regional for all departures seven days a week, except for holiday blackouts. Offer valid with Sleepers, Business Class or First Class seats with payment of the full applicable accommodation charges.

Greyhound: All Greyhound buses arrive and depart from the station at 1005 1st ST NE. For information, contact Greyhound at **800-229-9424** or go online at www.greyhound.com.

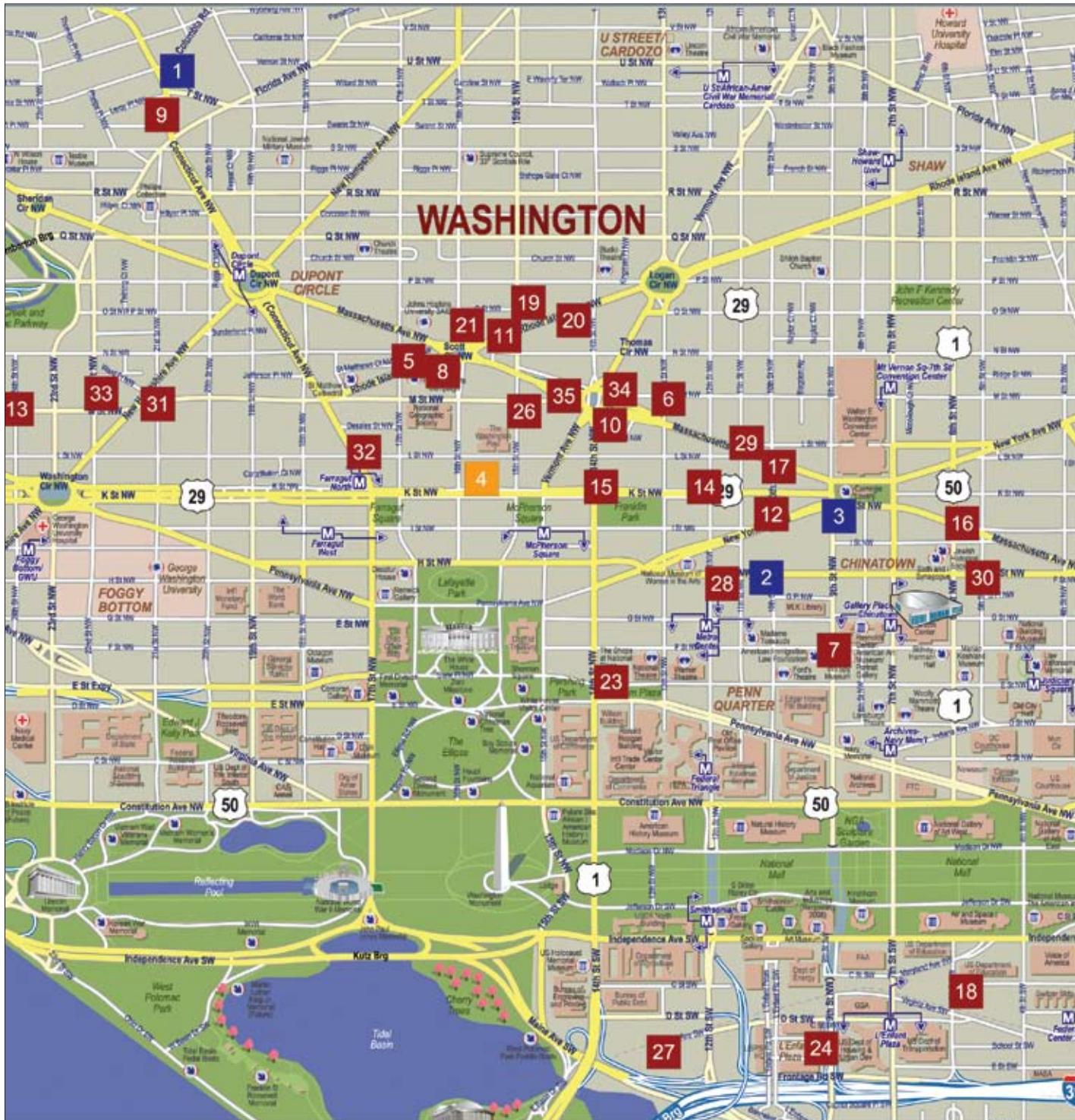
RENTAL CARS

ALA has negotiated exclusive rates with Avis for rental cars during the meeting. For rates and reservations call **800-331-1600** or access the website for this event at www.avis.com. You must mention the Avis Worldwide Discount Number (AWD), D005980, when calling to receive the special discount.

ALA SHUTTLE BUS SERVICE

Free shuttle buses, sponsored by Gale Cengage Learning, will operate between all participating hotels and the Washington Convention Center during the conference. Service will also be provided for attendees with disabilities. Shuttle bus service schedules (including daily pickup times, locations and destinations) will be published in Cognotes (the daily show newspaper available during the conference) and will be available onsite. Complimentary bus service is provided by Gale. Don't forget to stop by their booth and say thanks for the lift!

HOTEL MAP & INFORMATION



KEY: **AT**=complimentary airport transportation; **BC**=business center; **CAT**=complimentary airport transfer; **CB**=continental breakfast included; **F**=fitness center; **FB**=full breakfast included; **H**=handicapped accessible rooms; **HB**=hot breakfast; **HS**=high speed internet access; **IN**=internet in room; **IP**= indoor pool; **OP**=outdoor pool; **RS**=room service; **SA**=smoking rooms available; **SF**=smoke free hotel; **WI**=wireless internet access



HOTEL	SINGLE/ DOUBLE	TRIPLE/ QUAD
1. Hilton Washington HEADQUARTER - H, OP, BC, IN (HS), SF, F, RS	\$189/\$189	\$219/\$249
2. Grand Hyatt Washington HEADQUARTER - H, BC, IN (WI/FI), SA, F, IP, RS	\$231/\$231	\$256/\$281
3. Renaissance Washington DC HEADQUARTER - H, BC, IN (HS), SF, F, IP, RS	\$219/\$219	\$219/\$219
4. Capital Hilton CO-HEADQUARTER - H, BC, IN (HS), SA, F, RS	\$209/\$209	\$239/\$269
5. Beacon Hotel - H BC IN 9WIFI/HS), SA, F, IP, RS	\$185/\$195	\$215/\$235
6. Comfort Inn Conv. Center - H, BC, IN (WIFI/HS - COMP), SA, CB (CONTINENTAL)	\$150/\$150	\$155/\$160
7. Marriott Courtyard CC - H, BC, IN (HS) SF, F, IP, RS	\$199/\$199	NA
8. Courtyard by Marriott Embassy Row - H, BC, IN (WIFI), SF, F, IP	\$179/\$179	NA
9. Courtyard Northwest - H, OP, BC, IN (HS), SF, F	\$169/\$169	NA
10. Donovan House - H, OP, BC, IN (WIFI/HS), SA, F, RS	\$189/\$189	\$219/\$249
11. Doubletree Hotel - H, BC, IN (WIFI/HS), SA, F, RS	\$179/\$179	\$209/\$239
12. Embassy Suites - H, BC, IN (HS), SA, F, IP, CB (HOT), RS	\$199/\$209	\$239/\$239
13. Fairmont - H, BC, IN (HS), SA, F, IP, RS	\$199/\$199	\$229/\$259
14. Four Points Sheraton - H, IN (HS - COMP), SF, F, IP, RS	\$179/\$179	\$199/\$219
15. Hamilton Crowne Plaza - H, BC, IN (HS), SF, F, IP, RS	\$172/\$182	\$192/\$202
16. Hampton Inn DC - H, BC, IN (WIFI/HS - COMP), SA, F, IP, CB (HOT)	\$189/\$199	\$209/\$219
17. Henley Park Hotel - BC, IN (WIFI - COMP), SF, F, RS (historic property- no ADA)	\$189/\$189	NA
18. Holiday Inn Capitol - H, OP, BC, IN (HS - Comp), SA, F, RS	\$159/\$159	\$169/\$179
19. Holiday Inn Central - H, OP, IN (COMP), SA, RS	\$159/\$159	\$159/\$159
20. Hotel Helix - H, BC, IN (WIFI), SF, RS	\$179/\$179	\$199/\$219
21. Hotel Rouge - H, BC, IN (WIFI) SF, RS	\$179/\$179	\$199/\$219
22. Hyatt Regency Washington on Capitol Hill - H, BC, IN (WIFI), SF, F, IP, RS	\$206/\$206	NA
23. JW Marriott - H, BC, IN (WIFI/HS), SA, F, IP, RS	\$219/\$219	\$239/\$259
24. L'Enfant Plaza - H, OP, BC, IN (WIFI), SF, F, RS	\$154/\$154	\$174/\$194
25. Liaison Capitol Hill - H, BC, IN (WIFI/HS), SF, F, OP, RS	\$179/\$179	\$209/\$239
26. Madison - H, BC, IN (WIFI/HS), SA, F, RS	\$195/\$195	\$225/\$255
27. Mandarin Oriental Hotel - H, BC, IN(WIFI/HS), SA, F, IP, RS	\$205/\$205	NA
28. Metro Center Marriott - H, BC, IN (HS), SF, F, IP, RS	\$199/\$199	\$219/\$239
29. Morrison Clark - H, BC, IN (HS - COMP), SF, F, RS	\$179/\$179	NA
30. Red Roof Inn - H, IN (HS), SA	\$159/\$159	\$179/\$179
31. M Street Renaissance - H, BC, IN (WIFI/HS), SF, F, RS	\$189/\$189	\$209/\$229
32. Mayflower Renaissance - H, BC, IN (HS), SF, F, RS	\$209/\$209	\$229/\$249
33. Washington Marriott - H, BC, IN (WIFI/HS), SF, F, IP, RS	\$185/\$185	\$205/\$225
34. Washington Plaza - H, OP, BC, IN (WIFI - COMP), SF, F, RS	\$159/\$159	\$179/\$199
35. Westin City Center - H, BC, IN (WIFI/HS), SF, F, RS	\$189/\$189	\$219/\$249



REGISTRATION & HOUSING INFORMATION

EARLY BIRD DEADLINE IS MARCH 5, 2010 – ADVANCE DEADLINE IS MAY 14, 2010

REGISTRATION DATES

Registration opens on January 4, 9:00 am CT.

Early Bird: January 4- March 5, 2010

Advance: March 6- May 14, 2010

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

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 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; and your members-only discount on ALA Editions and Graphics products for you and your library. Then, go to 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, Director of Membership Development at 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 5, 2010 to receive the Early Bird rates. After March 5, advance rates will apply. Mail early to meet the deadline. Fees will increase to onsite rates after May 14, 2010 but you may still register online. 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.

EXHIBITS ONLY, EXHIBITS PLUS, EXHIBITS SUPREME

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. 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 or 800-974-3084 to verify the status of your registration and housing.

DID YOU UTILIZE BUNDLED REGISTRATION?

As a Bundled Registration participant, you took advantage of the savings by registering for both the Midwinter and Annual conferences. You may use the following forms to register for housing, preconferences and special events. Please ensure that you include your Annual registration ID number from your confirmation in order for our staff to find your record. You may fax your form directly to 1-800-521-6017 and you will receive an email confirmation once your housing reservation has been confirmed. You may also call 1-800-974-3084 to check the status of your reservation, obtain your Annual registration ID number, or for any other questions.

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 14, 2010. Cancellations will result in a full refund less a \$25 processing fee. No phone cancellations will be accepted. Absolutely no refunds for cancellations postmarked after May 14, 2010. No Exhibits Only, Exhibits Plus or Exhibits Supreme refunds. Refunds will be processed after the annual conference.

BUNDLED CANCELLATION POLICY

Written requests for cancellation for the entire Bundle must be postmarked before the Midwinter Meeting deadline (December 4, 2009) to receive a full refund minus \$50 for administrative fees.

If you cancel the Midwinter Meeting registration before the Midwinter Meeting cancellation deadline (December 4, 2009), but do not cancel your Annual Conference registration your refund will be:

ALA Member \$55	Student Member \$25
Division Member: \$55	Retired Member \$55
Non Member \$135	

If you attend the Midwinter Meeting, but cancel the Annual Conference registration before the Annual Conference cancellation deadline (May 14, 2010) your refund will be:

ALA Member \$100	Student Member \$28
Division Member \$95	Retired Member \$95
Non Member \$180	

No Refunds after May 14, 2010

EARLY BIRD 2010 REGISTRATION & HOUSING FORM

ANNUAL REGISTRATION ID: _____

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 Michelle Visel at mvisel@ala.org to discuss accommodations no later than May 14, 2010.

ORGANIZATIONAL MEMBERS: 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 jchrastka@ala.org.

INSTRUCTIONS:

Both pages must be completed and returned with payment (US funds) or credit card information, postmarked or electronically submitted by March 5, 2010 to receive the Early Bird rates. Forms postmarked after March 5, 2010 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

MAKE CHECKS TO: American Library Association

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 2010 Annual Conference homepage at www.ala.org/annual and select "Registration." Non-members and former members are invited to join ALA at www.ala.org/membership prior to registering for maximum savings.

CANCELLATION POLICY: Written requests for refunds must be postmarked by May 14, 2010. Cancellation of registration will result in a handling fee of \$25 for each item cancelled. No phone cancellations. No refunds after May 14, 2010. 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 Purchasing 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 _____

ANNUAL REGISTRATION ID: _____

I. ANNUAL CONFERENCE REGISTRATION: Please check off your selection and insert the appropriate fee in "Amount Enclosed."

Registration Type	Early Bird by 03/05	Advance by 05/14	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 http://www.ala.org/membership prior to registering for maximum savings.</i>				
Exhibits Only Badge <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	

* must show proof of membership ** must show proof of ALA student membership

TOTAL FROM SECTION I: _____

II. 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 TICKETS	AMOUNT ENCLOSED
		X	=
		X	=
		X	=
		X	=
		X	=

TOTAL FROM SECTION II: _____

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 _____
(must be 6/10 or after)

Cardholder Signature _____

PLEASE NOTE:

Cancellation Policy: Written requests for refunds must be post-marked by May 14, 2010. Cancellation of registration will result in a handling fee of \$25 for each item cancelled. No phone cancellations. No refunds after May 14, 2010. No refunds given for "Exhibits Only", "Exhibits Plus" or "Exhibits Supreme" badges. Refunds will be processed after the annual conference. See *Bundled registration cancellation policy*.

Photography: Attendance at this event constitutes permission for your photograph to be taken at the event and used for ALA purposes.

EARLY BIRD 2010 HOUSING REQUEST FORM

EARLY BIRD DEADLINE IS MARCH 5, 2010 – ADVANCE DEADLINE IS MAY 14, 2010

DEADLINE FOR SUBMISSION: MAY 21, 2010

INSTRUCTIONS: YOU MUST BE REGISTERED FOR THE CONFERENCE TO REGISTER FOR HOUSING.

Please complete this form in its entirety to ensure 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.

ANNUAL REGISTRATION ID: _____

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 _____

Smoking Room Requested: All rooms are considered non-smoking rooms unless otherwise requested. Please check to ensure the hotels you have requested have smoking rooms available if selecting this option.

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 15th** must be made through the ALA Housing Headquarters. Last minute cancels must be made with the hotels at least 5 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 6/10 or after) _____

Cardholder Signature _____ Date _____

Please make checks payable to American Library Association.

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

MAIL OR FAX TO:

ALA 2010 Early Bird Registration
568 Atrium Drive
Vernon Hills, IL 60061-1731
Fax: 1-800-521-6017

PRECONFERENCES, SPECIAL EVENTS AND POST CONFERENCES

ALA/PROQUEST SCHOLARSHIP BASH – SPECIAL EVENT

Saturday, June 26, 7:00 – 11:00 p.m.

BREAKING NEWS! The ALA/ProQuest Scholarship Bash will make headlines in Washington DC at the new Newseum on Saturday, June 26th, 2010. The Newseum will offer attendees an experience that blends five centuries of news history with up-to-the-second technology and hands-on exhibits. Don't delay and get your tickets early!! Remember, tickets are tax-deductible, as applicable by law, and proceeds go towards ALA MLS scholarships...including Spectrum!

Tickets: Advance: \$40 Onsite: \$45

Event Code: ALA1

INAUGURAL BANQUET – SPECIAL EVENT

Tuesday, June 29, Doors open at 6:30 p.m. Event 7:00 p.m. – midnight

Join us in celebrating the inauguration of Roberta Stevens 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: Camila Alire, Current American Library Association President; Roberta Stevens, Incoming American Library Association President

Tickets: Advance: \$89 Onsite: \$89

Event Code: ALA2

LIBRARIES BUILD COMMUNITIES – SPECIAL EVENT

Friday, June 25, 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 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: \$10 Onsite: \$10

Event Code: ALA3

CHAPTER LEADERS ORIENTATION – SPECIAL EVENT

Friday, June 25, 9:30 a.m. – 4:00 p.m.

The Orientation for Chapter Leaders Workshop, presented by the ALA Chapter Relations Committee at both ALA Midwinter and Annual, provides a great opportunity for Chapter Leaders (especially incoming leaders) to meet together and discuss a full agenda on topics to help prepare you to lead your association. Presentation areas will include Membership Development,

Organizational Excellence, New Revenue Ideas, Media Training, and Advocacy. This event requires advance registration and includes lunch.

Tickets: Advance: ALA Member \$70; Division (any division) \$60; Round Table Member (any roundtable) \$60; Retired Member \$40; Student Member \$50; Non-Member, \$70; Onsite: no onsite tickets

Event Code: ALA4

LIBRARY ADVOCACY DAY – SPECIAL EVENT

Tuesday, June 29, 11 a.m.

Upper Senate Park

For this year only, Library Advocacy Day will replace National Library Legislative Day (NLLD). On June 29, 2010, library advocates from all 50 states and Washington, D.C. will meet at Upper Senate Park on the U.S. Capitol grounds. ALA will host a rally to begin at 11 a.m. and feature guest speakers, photo ops, and a chance to cheer on libraries! The state or unit with the most attendees will be featured front and center. After the rally, participants will meet with their elected officials and their staffs in their Capitol Hill offices. This is an exciting way to get involved and see how much fun legislative advocacy can be! If you have any questions, contact Kristin Murphy in the ALA Washington Office. Register for this free event, when you register for the 2010 Annual Conference. This free rally from the Washington Office is made possible by your ALA dues.

Registration is free both in advance and onsite

Event Code: ALA5

ALA—Diversity MANY VOICES, ONE NATION: WASHINGTON, DC – SPECIAL EVENT

Friday, June 25, 6:00 – 9:00 p.m.

Don't miss this annual celebration of the literary diversity and creativity that enriches our world. Many Voices, One Nation brings together writers and artists from different perspectives and presents a rich program of spoken word, music and performance art that celebrates and reminds us of the many unique cultures sharing one world. If you've experienced a MVON, you know that this is an unforgettable conference kick-off. Book-signing reception included.

Speakers: To be announced

Tickets: Advance: \$10 Onsite: \$10

Event Code: ALA6

ALA-EMIERT THE CORETTA SCOTT KING BOOK AWARDS BREAKFAST – SPECIAL EVENT

Tuesday, June 29, 7:00 – 9:00 a.m.

Celebrate the 2010 Coretta Scott King Book Awards at this annual breakfast honoring the year's best African American authors and illustrators of books for children and youth. This year marks the inaugural celebration of the Coretta Scott King - Virginia Hamilton Award for Lifetime Achievement. Individual tickets may be purchased in advance for \$50 each, and onsite for \$60 from ALA Registration until Sunday, June 27. Tables may be reserved by purchasing 10, 20, 30, or 40 individual tickets for \$50 each. Table sales end May 14, 2010.

Tickets: Advance: \$50 Onsite: \$60

Event Code: ALA7

ALA-GLBTRT STONEWALL BOOK AWARDS BRUNCH – SPECIAL EVENT

Monday, June 28, 10:30 a.m. – 1:00 p.m.

The Stonewall Book Awards will be celebrated with a brunch and speakers. This is a ticketed event.

Tickets: Advance: \$50 Onsite: \$50

Event Code: ALA8

ALA-GLBTRT, ALA-SRRT RAINBOW PROJECT BREAKFAST – SPECIAL EVENT

Sunday, June 27, 8:00 – 10:00 a.m.

The Rainbow Project will celebrate the 2010 Rainbow List with a breakfast and speakers. This is a ticketed event.

Tickets: Advance: \$50 Onsite: \$50

Event Code: ALA9

ALA-MERRITT MERRITT FUND 40TH ANNIVERSARY CELEBRATION – SPECIAL EVENT

Monday, June 28, 6:30 – 9:30 p.m.

The Leroy C. Merritt Humanitarian Fund (aka The Merritt Fund), founded in 1970 to help librarians who have been denied employment rights because of their defense of intellectual freedom or because of discrimination, is 40 years old in 2010! Join us for dinner, drinks, and delight at the Folger Shakespeare Library. Visit www.merrittfund.org for details. Also note special VIP tour of Folger prior to this reception (Event # Event Code: ALA11)

Speakers: Carol Brey-Casiano, keynote; Roberta Stevens, Camila Alire (invited)

Tickets: Advance: \$75 Onsite: N/A

Event Code: ALA10

ALA-MERRITT**MERRITT FUND 40TH ANNIVERSARY VIP TOUR OF FOLGER SHAKESPEARE LIBRARY – SPECIAL EVENT****Monday, June 28, 5:30-6:30 p.m.**

The staff of the Folger Shakespeare Library will be offering a private “behind the scenes” tour of the historic building and its collections. Proceeds to benefit the Merritt Fund, as part of its 40th Anniversary Celebration. Note: You do not need to attend the Merritt Fund banquet (Event #ALA10) that evening to participate in this tour.

Speakers: *Folger Shakespeare Library staff members*

Tickets: *Advance: \$50 Onsite: N/A*

Event Code: *ALA11*

ALA-OLOS, ABOS**BOOKMOBILES - DELIVERING OUTSTANDING LIBRARY SERVICES – SPECIAL EVENT****Sunday, June 27, 10:30 a.m. – 1:30 p.m.**

The 4th annual Bookmobile Sunday program will feature discussions covering advocacy, eco-friendly vehicles and fuels, mobile service options, marketing, and Bookmobiles 101. Keynote speaker W. Ralph Eubanks of the Library of Congress will describe how bookmobiles played a vital role in his youth, providing him with books that would otherwise be unavailable to him at the segregated main library. A luncheon with award-winning authors is included with registration.

Speakers: *W. Ralph Eubanks, Director of Publishing, Library of Congress*

Tickets: *Advance: \$25 Onsite: \$25*

Event Code: *ALA12*

AASL**AASL PAST PRESIDENT'S LUNCHEON – SPECIAL EVENT****Saturday, June 26, 12:00 – 1:30 p.m.**

AASL Past Presidents: Don't miss this opportunity for lunch and conversation. (Only AASL Past Presidents invited)

Tickets: *Free advance registration*

Event Code: *AAS1*

AASL**AASL AWARDS LUNCHEON – SPECIAL EVENT****Monday, June 28, 12:00 – 2:00 p.m.**

Celebrate the accomplishments of your colleagues and enjoy lunch at the presentation of the 2010 AASL Awards, including the prestigious National School Library Media Program of the Year Award. Special guest speaker TBA. 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: \$55 Onsite: \$55*

Event Code: *AAS2*

AASL**AASL – ISS (INDEPENDENT SCHOOL SECTION) – SPECIAL EVENT****Friday, June 25, 1:00 – 5:00 p.m.**

The bus for the ISS School Tour will depart from/return to the Convention Center. EDMUND BURKE is a college preparatory school that consciously brings together students who are different from each other in many ways. ST. PATRICK'S EPISCOPAL DAY SCHOOL educates more than 500 students in Nursery School through Grade 8 in the Palisades section of Washington, D.C. GEORGETOWN VISITATION is a college preparatory school rooted in the Roman Catholic faith, committed to educating young women from diverse backgrounds.

Tickets: *Advance: \$50 Onsite \$50*

Event Code: *AAS3*

AASL – ISS (Independent School Section) INDEPENDENT SCHOOL SECTION (ISS) DINNER AT GUAPOS MEXICAN RESTAURANT – SPECIAL EVENT**Friday, June 25, 6:00 – 8:00 p.m.**

After the ISS tour of Washington D.C. independent schools, join your colleagues for dinner at Guapos Mexican restaurant, a local favorite, conveniently located next to the Tenleytown metro station and close to the schools on the ISS tour. Enjoy a social dinner in the party room at Guapos from 6-8 pm. Menu items may include chicken and beef fajitas, chicken and cheese enchiladas, Guapos salad, and pollo lupita (chicken breast with fresh onion sauce). Transportation to/from the restaurant is on own.

Tickets: *Advance: \$32 Onsite: \$32*

Event Code: *AAS4*

AASL – ISS (Independent School Section) INDEPENDENT SCHOOL SECTION (ISS) SOCIAL – SPECIAL EVENT**Sunday, June 27, 1:30-3:00 p.m.**

After lunch, head on over to the ISS Social and join your colleagues for coffee, dessert, and conversation.

Tickets: *Advance: \$35 Onsite: \$35*

Event Code: *AAS5*

ACRL**ACRL****CREATING A 21ST CENTURY LEARNING ENVIRONMENT – PRECONFERENCE****Friday, June 25, 9:00 a.m. – 4:30 p.m.**

Successful 21st century academic libraries serve students holistically by meeting academic as well as other needs. This preconference will introduce participants to techniques and strategies for creating 21st century library environments and spaces, including the use of data-driven decision making and 2.0 technologies, the creation of broad avenues of input and partnerships, and the development of associated timelines and budgets. Examine library culture, services, technologies, and policies that enhance student learning, the benefits and pitfalls of campus collaborations, and address the nuts and bolts of renovation and building projects.

Speakers: *Theresa Liedtka, Dean; Mike Bell, Acting Asst. Dean, Head of Materials Processing; Virginia Cairns, Head of Reference and Instruction; Jason Griffey, Head of Library Information Technology; Andrea Shurr, Web Technology Librarian and ILS Manager - University of Tennessee, Chattanooga*

Tickets: *Advance and Onsite: ALA Member \$295; Division (ACRL) Member \$245; Round Table Member \$295; Retired Member \$125; Student Member \$95; Non-Member \$325*

Event Code: *ACR1*

ACRL**LIBRARY MASHUPS: EXPLORING NEW WAYS TO DELIVER LIBRARY DATA – PRECONFERENCE****Friday, June 25, 1:00 – 4:30 p.m.**

Learn about mashups, how they can be used, and consider examples from libraries around the world. Discover what tools to use to mash up library data with content from the web to reach more patrons. Examples include using maps to enhance library data, using Flickr for digital collections and creating library websites with data from several information sources. Return to your institution with a list of goals to accomplish in your own library.

Speakers: *Nicole Engard, Open Source Evangelist*

Tickets: *Advance and Onsite: ALA Member \$245; Division (ACRL) Member \$195; Round Table Member \$245; Retired Member \$125; Student Member \$85; Non-Member \$295*

Event Code: *ACR2*

ACRL PRACTICAL PEDAGOGY FOR LIBRARY INSTRUCTORS: DESIGNING INNOVATIVE LIBRARY INSTRUCTION – PRECONFERENCE

Friday, June 25, 1:00 – 4:30 p.m.

Intended for those teaching in information literacy programs who have limited to basic knowledge of pedagogy or instructional design, this active session will be based on a broad discussion of pedagogical approaches to library instruction. Though grounded in theory, this will be a very “hands-on” workshop with a strong focus on activity. Attendees will have the opportunity to become familiar with basic pedagogical theory and understand its application to the library instruction classroom, while engaging in useful lesson planning.

Speakers: *Doug Cook, Reference Librarian/Professor, Shippensburg University; Ryan L. Sittler, Instructional Technology/Information Literacy Librarian / Assistant Professor, California University of Pennsylvania*

Tickets: *Advance and Onsite: ALA Member \$245; Division (ACRL) Member \$195; Round Table Member \$245; Retired Member \$125; Student Member \$85; Non-Member \$295*

Event Code: *ACR3*

ALCTS

ALCTS CATALOGING & DESCRIPTION OF CARTOGRAPHIC RESOURCES: FROM PARCHMENT TO PIXELS, PAPER TO DIGITAL – PRECONFERENCE

Thursday, June 24, 8:30 a.m. – 5:00 p.m.

Friday, June 25, 8:30 a.m. – 12:00 noon

Intended primarily for the novice, but including advanced topics of interest to experienced catalogers, learn map cataloging basics on Day one, focusing on three areas of bibliographic description: title(s), mathematical data, and physical description. Additional areas/topics will be covered as well. Day one sessions will focus on hardcopy maps; Day two covers digital cartographic resources. Principles covered on Day one will be applied to digital items and expanded upon on Day Two.

Speakers: *Susan Moore, Catalog Librarian/Bibliographer, University of Northern Iowa; Paige Andrew, Maps Cataloging Librarian, Pennsylvania State University; Mary Larsgaard, Librarian Emeritus (Formerly, Head Map Librarian), University of California - Santa Barbara*

Tickets: *Advance and Onsite: ALA Member \$329; Division (ALCTS) Member \$279; Retired Member \$129; Student Member \$129; Non-Member \$389*

Event Code: *ALC1*

ALCTS TAMING THE LICENSING TIGER: NEW FORMATS, NEW STANDARDS, NEW CHALLENGES – PRECONFERENCE

Friday, June 25, 8:30 a.m. – 5:00 p.m.

Licensing—it's not just for serials anymore! The rise in popularity of e-books and streaming media means that acquisitions and collection development librarians need to examine the impact of new licensing models on their collections and workflows. This workshop for license managers with some experience will cover new formats, emerging standards (DLF-ERMi, SERU, ONIX-PL) and their impact on policies and procedures; staffing and workflow; and negotiations, both local and consortial.

Speakers: *Becky Albitz, Electronic Resources & Copyright Librarian, Pennsylvania State University; Robert Boissy, Director, Network Sales, Springer; Tracy L. Thompson-Przylucki, Executive Director, NELLCO, New England Law Library Consortium*

Tickets: *Advance and Onsite: ALA Member \$239; Division (ALCTS) Member \$199; Retired Member \$99; Student Member \$99; Non-Member \$279*

Event Code: *ALC2*

ALCTS LINKED DATA: MAKING LIBRARY DATA CONVERSE WITH THE WORLD – PRECONFERENCE

Thursday, June 24, 8:30 a.m. – 5:00 p.m.

Semantic Web experts say that library metadata must be transformed into Linked Data so it can function in the broader web environment. What does this mean, and how urgent is it? What concrete steps will ensure that libraries are effective participants in the Semantic Web? Presenters will describe the principles of Linked Data and relate them to library-centered linked data projects. Attendees will participate in hands-on exercises to create linked data.

Speakers: *Jennifer Bowen, Assistant Dean for Information Management Services, University of Rochester River Campus Libraries, Karen Coyle, Digital Libraries Consultant, Karen Coyle Consulting; Corey Harper, Metadata Service Librarian, New York University; Diane Hillmann, Director of Metadata Initiatives, Information Institute of Syracuse, Eric Miller, President, Zephira, LLC; Jon Phipps, Consultant, Metadata Management Associates; Ross Singer, Interoperability & Open Standards Champion, Talis; Ed Summers, Information Technology Specialist, Library of Congress*

Tickets: *Advance and Onsite: ALA Member \$239; Division (ALCTS) Member \$199; Retired Member, \$99; Student Member \$99; Non-Member \$279*

Event Code: *ALC3*

ALCTS RDA 101 – PRECONFERENCE

Friday, June 25, 8:30 a.m. – 5:00 p.m.

RDA implementation is approaching fast! Prepare yourself with the basics offered in this preconference. Practical implications of the new rules will be the focus as participants are guided through the cataloging of various formats using RDA. Included in the workshop will be an overview of the new rules and MARC21 coding in RDA. This workshop is geared for practitioners who will need to know how to catalog library materials applying the new rules.

Speakers: *Barbara Bushman, Assistant Head, Cataloging Section, National Library of Medicine; Robert Ellett, Catalog Librarian, Joint Forces Staff College; John Espley, Principal Librarian, VTLS, Inc.; Shawne Miksa, Associate Professor, University of North Texas; Barbara Tillett, Chief, Policy & Standards Division, Library of Congress*

Tickets: *Advance and Onsite: ALA Member \$239; Division (ALCTS) Member \$199; Retired Member \$99; Student Member \$99; Non-Member \$279*

Event Code: *ALC4*

ALCTS XSLT FOR DIGITAL LIBRARIES – PRECONFERENCE

Friday, June 25, 8:30 a.m. – 5:00 p.m.

This session will prepare catalogers and metadata professionals to employ XSLT as a means of transforming catalog and metadata records into a variety of formats in their digital library projects. In this full-day preconference, participants will have the opportunity to learn how to manipulate metadata in digital library projects using XSLT in a hands-on setting.

Speakers: *Christine Ruotolo, Digital Services Manager, Humanities & Social Sciences, University of Virginia; Kevin Clair, Metadata Librarian, Pennsylvania State University; Patrick Yott, Head, Digital Services, Brown University Library*

Tickets: *Advance and Onsite: ALA Member \$239; Division (ALCTS) Member \$199; Retired Member \$99; Student Member \$99; Non-Member \$279*

Event Code: *ALC5*

ALSC

ALSC DRAWN TO DELIGHT: HOW PICTURE BOOKS WORK (AND PLAY) TODAY – PRECONFERENCE

Friday, June 25, 8:00 a.m. -6:30 p.m.

Looking closely, thinking critically, and deriving pleasure from everything a book has to offer are core values of our profession. In the company of award-winning illustrators, publishing professionals, and museum educators, attendees will learn to look beyond surface stories to uncover the deeper meanings and aesthetic connections in recent picture books. Studio demonstrations, hands-on experiences with paint, an innovative “whole book” storytime model, and original art door prizes are just a few exciting elements awaiting participants. *Note this event will be held at the Corcoran Gallery of Art.

Speakers: *Children's book art directors, museum educators, and award-winning illustrators Brian Selznick, Jerry Pinkney, Laura Vaccaro Seeger, Kadir Nelson, and more.*

Tickets: *Advance: ALA Member \$249; Division (ALSC) Member \$195; Retired Member \$180; Student Member \$180; Non-Member \$280; Onsite: ALA Member \$325; Division (ALSC) Member \$325; Retired Member \$325; Student Member \$325; Non-Member \$325*

Event Code: ALS1

ALSC NEWBERY CALDECOTT BANQUET- SPECIAL EVENT

Sunday, June 27, 6:00 -11:00 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. 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 2010 Newbery and Caldecott Medals.*

Tickets: *Advance: \$94 Onsite: \$94*

Event Code: ALS2

ALTAFF

ALTAFF SPECIALIZED OUTREACH SERVICES (SOS) LUNCHEON – SPECIAL EVENT

Sunday, June 27, 12:30 – 2:00 pm

Join Trustees and Friends from across the country at this traditional luncheon which follows the President's program. A perfect opportunity to share ideas, concerns and successes with others.

Tickets: *Advance: \$55 Onsite: \$55*

Event Code: ALT1

ALTAFF THE LAUGH'S ON US! – SPECIAL EVENT

Sunday, June 27, 5:30-7:30 p.m.

Mark your calendar! Comedian and ALTAFF spokesperson Paula Poundstone will headline this evening featuring a lineup of hilarious writers. Wine and cheese platters will be served, and a book signing will follow. Some books will be given away free and others will be available for purchase at a generous discount. Purchase tickets early to this event, which is always a sell-out.

Tickets: *Advance: ALA Member \$45; Division (ALTAFF) Member \$40; Round Table Member \$45; Retired Member \$45; Student Member \$45; Non-Member \$45; Onsite: ALA Member \$45; Division (ALTAFF) Member \$45; Round Table \$45; Retired Member \$45; Student Member \$45; Non-Member \$45*

Event Code: ALT2

ALTAFF GALA AUTHOR TEA – SPECIAL EVENT

Monday, June 28, 2:00 – 4:00 p.m.

Don't miss this traditional event! Sharyn McCrumb along with other bestselling authors will discuss their writing life and forthcoming books. Enjoy tea, coffee, finger sandwiches, and a variety of sweet treats. A book signing will follow, with some books given away free and others available for purchase at a generous discount.

Tickets: *Advance: ALA Member \$35; Division (ALTAFF) Member \$30; Round Table Member \$35; Retired Member \$35; Student Member \$35; Non-Member \$35; Onsite: ALA Member \$45; Division (ALTAFF) Member \$45; Round Table \$45; Retired Member \$45; Student Member \$45; Non-Member \$45*

Event Code: ALT3

ASCLA

ASCLA GROUNDSWELL: UNCOVERING SUCCESS IN A SOCIAL MEDIA-DRIVEN WORLD – PRECONFERENCE

Friday, June 25, 9:00 a.m. – 12:00 p.m.

The world of social technologies, including blogs, social networking sites, YouTube, Twitter and podcasts, can seem overwhelming—what tools are most useful for my library? Where should we invest our resources? Based on the concepts discussed in the popular book *Groundswell* by Charlene Li and Josh Bernoff of Forrester, Inc., this workshop will focus on knowing your audience, identifying social media that match their needs, and successfully implementing use of these tools at your library.

Tickets: *Advance: ALA Member \$155; Division (RUSA) Member \$140; Retired Member \$120; Student Member \$120; Non-Member \$175; Onsite: ALA Member \$170; Division (RUSA)*

Member \$155; Retired Member \$135; Student Member \$135; Non-Member \$190

Event Code: ASC1

ASCLA ASSEMBLING A CONSULTING TOOLKIT: WHAT YOU NEED TO KNOW TO BECOME A SUCCESSFUL LIBRARY CONSULTANT – PRECONFERENCE

Friday, June 25, 9:00 a.m. – 5:00 p.m.

Considering consulting as your next career? Prepare yourself for library consulting success with this full-day workshop. Seasoned consultants Nancy Bolt and Sara Laughlin will present an overview of the consultant's role and guide you through a self-assessment to uncover your consulting potential. Participants will work together to identify consulting opportunities and how to align them with their experience and skills. Takeaways include marketing tips, pricing your services and business management strategies.

Speakers: *Sara Laughlin, Director, Monroe County (Ind.) Public Library Reference Department; Nancy Bolt, president, Nancy Bolt & Associates*

Tickets: *Advance: ALA Member \$195; Division (ASCLA) Member \$185; Retired Member \$145; Student Member \$145; Non-Member \$225; Onsite: ALA Member \$225; Division (ASCLA) Member \$215; Retired Member \$170; Student Member \$170; Non-Member \$260*

Event Code: ASC2

ASCLA GIVING PEOPLE WHAT THEY WANT: INFORMATION ACCESS IN LIBRARIES AND BEYOND – PRECONFERENCE

Friday, June 25, 9:00 a.m. – 5:00 p.m.

Join us for a thought-provoking examination of technology and how its pervasive development is challenging traditional approaches to resource-sharing and content access. We'll examine users' different information-seeking behaviors and how they differ significantly from how libraries have traditionally provided information. We'll also discuss technological limitations inherent in sharing resources across disparate systems; innovative approaches that are broadening the definition of resource-sharing; and the impact of digital publishing, library end-user research, and innovative implementations of resource-sharing.

Speakers: *Lee Rainie, Director, Pew Internet & American Life Project, Washington, D.C.; Marshall Breeding, Director for Innovative Technologies and Research, Jean and Alexander Heard Library, Vanderbilt University.*

Tickets: *Advance: ALA Member \$235; Division (ASCLA) Member \$205; Retired Member \$160; Student Member \$160; Non-Member \$250; Onsite: ALA Member \$250; Division (ASCLA) Member \$215; Retired Member \$185; Student Member \$185; Non-Member \$275*

Event Code: ASC3

IRRT

IRRT INTERNATIONAL GRASSROOTS OF ADVOCACY – PRECONFERENCE

Friday, June 25, 9:00 a.m. - 1:00pm

The International Relations Round Table invites you to attend this program which will focus on “International Grassroots of Advocacy.” This preconference will be followed by lunch.

Tickets: *Advance: \$75 Onsite \$75*

Event Code: *IRR1*

IRRT INTERNATIONAL LIBRARIANS RECEPTION – SPECIAL EVENT

Monday, June 28, 6:00- 8:00 p.m.

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). Advance registration is required. No tickets will be sold at the site.

Tickets: *Advance: \$35 Onsite: \$35*

Event Code: *IRR2*

LEARNRT

LEARNRT BEYOND F2F: NEW METHODS FOR STAFF TRAINING – PRECONFERENCE

Friday, June 25, 8:30 a.m. –12:00 p.m.

Limited time and busted budgets makes it increasingly difficult for library staff to leave their buildings to attend training events. In Beyond Face-to-Face, maverick library trainers Jay Turner and Lori Reed demonstrate how to engage learners with effective and innovative uses of e-learning. Walk away from this session knowing how to: identify free and cost-effective resources for presenting e-learning, apply instructional design best practices to e-learning, and recognize technical constraints in publishing e-content.

Speakers: *Jay Turner, Training Manager, Gwinnett County Public Library, Lawrenceville, GA; Lori Reed, Learning & Development Coordinator, Human Resources Department, Public Library of Charlotte & Mecklenburg County, Charlotte, NC*

Tickets: *Advance: ALA Member \$130; Division Member \$130; Round Table (LEARNRT) Member \$110; Retired Member \$110; Student Member \$75; Non-Member \$150; Onsite: \$150*

Event Code: *LEA1*

LITA

LITA MIGRATING TO OPEN SOURCE LIBRARY SYSTEMS – PRECONFERENCE

Friday, June 25, 9:00 a.m. - 4:30 p.m.

A number of libraries have successfully migrated to open source ILSs and digital repository systems such as Duraspace, Evergreen, and Koha. But how did they get from point A to point B? During the preconference, members of the LITA Open Source Software Interest Group and invited speakers will share practical tips and tricks for performing migrations and managing the migration process.

Speakers: *Terry Reese, Gray Family Chair for Innovative Library Services, Oregon State University; David Lindahl, Web Initiatives Manager, University of Rochester; Brenda Chawner, Senior Lecturer, Victoria University of Wellington*

Tickets: *Advance and Onsite: ALA Member \$350; Division (LITA) Member \$235; Non-Member \$380*

Event Code: *LIT1*

LITA OPEN SOURCE CMS PLAYROOM – PRECONFERENCE

Friday, June 25, 9:00 a.m. - 4:30 p.m.

Open source content management systems present an opportunity for libraries to distribute content creation and maintenance and add Web 2.0 features to library websites. This workshop will provide an overview of several content management systems, compare and contrast system functionality and features, and demonstrate how open source CMSs can be used to enhance library websites. Bring your laptop to explore and compare basic installations of WordPress, Joomla, Silverstripe, and Drupal CMSs.

Speakers: *Karen A. Coombs, Web Application Specialist, LISHost; Amanda Hollister, Web Services Librarian, SUNY Cortland*

Tickets: *Advance and Onsite: ALA Member \$350; Division (LITA) Member \$235; Non-Member \$380*

Event Code: *LIT2*

LITA CUSTOMIZE YOUR LIBGUIDES SITE

Friday, June 25, 1:00 p.m. - 5:00 p.m.

LibGuides is a hosted content management system that enables libraries to post subject guides, course guides, information portals, etc. to the web. The LibGuides template allows administrators to upload a banner, and to choose from a limited selection of colors, tabs, and borders. This hands-on workshop will provide instructions on how to further customize the LibGuides interface by adding custom header/footer code, and using CSS to create a unique look for your LibGuides site.

Speakers: *Jenny Brandon, Web Designer/Reference Librarian, Michigan State University Libraries; Kelly Sattler, Head of Web Services, Michigan State University Libraries; Christine Tobias, Reference and Technology Librarian, Michigan State University Libraries*

Tickets: *Advance and Onsite: \$320 ALA Member; Division (LITA) Member \$205; \$350 non-member.*

Event Code: *LIT3*

LLAMA

LLAMA A NIGHT OF LAUGHS WITH THE CAPITOL STEPS-SPECIAL EVENT

Friday, June 25, 7:30 – 10:00 p.m.

Join LLAMA and friends for a night of satire with The Capitol Steps. The Capitol Steps have recorded 29 albums, including their latest, Obama Mia, and can be heard four times a year on NPR radio specials. Tickets include admission to the show. A portion of each ticket is a tax-deductible gift to support LLAMA educational programming. Transportation is not provided, but the venue is easily assessable by cab or Metro.

Tickets: *Advance: \$50 Onsite: \$50*

Event Code: *LLA1*

LLAMA/BES TOUR OF NEW WASHINGTON, DC, BRANCH LIBRARIES – PRECONFERENCE

Friday, June 25, 8:30 a.m. – 4:30 p.m.

The District of Columbia Library has recently begun an important and comprehensive rebuilding of its branch library system. This tour will visit 3-5 recently completed libraries including the Shaw, Anacostia and Benning branches. Representatives from the DC library and the architects will be present to conduct the tours and answer question on site.

Tickets: *Advance and Onsite: ALA Member \$125; Division (LLAMA) Member \$75; Round Table Member \$125; Retired Member \$125; Student Member \$100; Non-Member \$225*

Event Code: *LLA2*

LLAMA/MAES LOOKING THROUGH NEW EYES: COLLECTING AND USING VISUAL DATA – PRECONFERENCE

Friday, June 25, 8:30 a.m. – 4:30 p.m.

Learn to look at your library like a customer, not a librarian. Understand your users better by getting a peek into how they live. Spend the day with experienced researchers, getting hands-on experience with visual data collection and analysis techniques, including photo and video surveys, wayfinding studies, and customer-led design activities. Return home with new skills and strategies for using visual data to plan and advocate for spaces and services designed with users in mind.

Speakers: Nancy Kress, UNLV; Kathleen Webb, Univ. of Dayton; Katie Clark, Univ. of Rochester

Tickets: Advance and Onsite: ALA Member \$195; Division (LLAMA) Member \$145; Round Table Member \$195; Retired Member \$195; Student Member \$95; Non Member \$295

Event Code: LLA3

LLAMA/HRS IS THE GLASS HALF EMPTY, OR HALF FULL? TRANSFORMING LIBRARIES THROUGH A POSITIVE ORGANIZATIONAL PHILOSOPHY – PRECONFERENCE

Friday, June 25, 8:30 a.m. – 4:30 p.m.

This preconference will show how promoting the positive aspects of your library, rather than focusing on eliminating the negative ones, will help you to create a more humane, productive, and resilient workplace. Speakers and panelists from public and academic libraries, along with well known scholars in the dynamic emerging field of Positive Organizational Scholarship will show you the impact that a positive approach can have in a variety of settings.

Speakers: Marlys Christianson; Monica Worline; DeEtta Jones; Cindy Chadwick, Joan Giesecke, Jack Siggins, Brian Reynolds, Ken Roberts, Maureen Sullivan (panel)

Tickets: Advance and Onsite: ALA Member \$225; Division (LLAMA) Member \$175; Round Table Member \$225; Retired Member \$225; Student Member \$125; Non-Member \$325

Event Code: LLA4

OLA

Office for Library Advocacy (OLA) SURVIVING IN A TOUGH ECONOMY: AN ADVOCACY INSTITUTE WORKSHOP – PRECONFERENCE

Friday, June 25, 1:30 – 5:00 p.m.

Can libraries make it through the economic crisis? Yes, we can! Learn how some libraries can survive -- and even thrive -- during a tough economy. Hear success stories, get the latest tips, and learn how to better advocate for your library in this difficult financial time. Breakout sessions will focus on budgets, coalition building, and more.

Speakers: TBA

Tickets: Advance: \$50 Onsite: no onsite tickets

Event Code: OLA1

OITP

OITP COPYRIGHT ISSUES FOR LIBRARIANS: UNDERSTANDING WHAT'S LEGAL, WHAT'S FAIR AND WHAT'S BEST PRACTICE – PRECONFERENCE

Thursday, June 24, 9:00 a.m. – 4:00 p.m.

This interactive program explores the complexity of issues librarians face in managing copyrighted materials while striving to connect users, content and culture. Using case studies and real-life scenarios from their day to day work, participants will gain experience in assessing the copyright status of a work, identifying the appropriate provision(s) of Copyright law to address particular situations, performing fair use analyses, and interpreting institutional copyright policies to assess risk. A lunchtime speaker will round out the program.

Speakers: Dwayne Buttler, University of Louisville; Donna Ferullo, Purdue University; Maria Kardick, Spring-Ford, Eighth Grade Center, PA; Anthony Davis, California State University; Carrie Russell, ALA-OITP; Janice Pilch, University of Illinois

Tickets: Advance: ALA Member \$190; Division Member \$190; Round Table \$190; Retired Member \$150; Student Member \$150; Non-Member \$230; Onsite: no onsite tickets

Event Code: OIT1

OITP/ACRL COPYRIGHT ISSUES FOR ACADEMIC LIBRARIANS – POST CONFERENCE

Tuesday, June 29, 9:00 a.m. – 1:00 p.m.

This interactive program explores the complexity of issues librarians face in managing copyrighted materials while striving to support the institution's research, educational and service missions. Topics covered will include fair use and reserves; Section 108, preservation, reformatting and digitization for online access; video streaming and best practices; preserving authors' rights among faculty and students and authors' addenda to publishing contracts, and more. A lunchtime speaker will round out the program.

Speakers: Dwayne Buttler, University of Louisville; Tomas Lipinski, University of Wisconsin-Milwaukee; Michael Brewer, University of Arizona; Gail Clement, Texas A&M University; Anne Gilliland, Ohio State University

Tickets: Advance: ALA Member \$120; Division Member \$120; Round Table Member \$120; Retired Member \$100; Student Member \$100; Non-Member \$160; Onsite: no onsite tickets

Event Code: OIT2

RUSA

RUSA and RUSA CODES LITERARY TASTES BREAKFAST – SPECIAL EVENT

Sunday, June 27, 8:00 - 10:00 a.m.

RUSA, the home to readers' advisory, welcomes all book lovers to celebrate the power and pleasure of reading at this Annual Conference tradition! Hear from the 2010 RUSA book award winners, including the Notable Books List and Reading List. Enjoy a delicious breakfast while listening to authors speak about their work. Past breakfast guests include Khaled Hosseini and Susan Elizabeth Phillips. Authors will sign books after the program. To reserve a table, purchase 10 tickets.

Tickets: Advance: ALA Member \$55; Division (RUSA) Member \$50; Retired Member \$50; Student Member \$50; Non-Member \$55; Onsite: ALA Member \$60; Division (RUSA) Member \$55; Retired Member \$55; Student Member \$55; Non-Member \$60

Event Code: RUS1

RUSA History Section BEHIND THE GENEALOGY REFERENCE DESK: OUR CAPITAL'S HIDDEN GENEALOGY GEMS – PRECONFERENCE

Friday, June 25, 8:30 a.m. – 5:00 p.m.

This full-day workshop will be held at the Daughters of the American Revolution Library in Washington, D.C. Speakers and topics will include Megan Lewis, reference coordinator from the United States Holocaust Memorial Museum; a representative from the Daughters of the American Revolution; and an expert in Native American research. Additionally, noted genealogist John Humphrey will show us how to make the most of our time and resources when researching in our nation's capital.

Tickets: Advance: ALA Member \$145; Division (RUSA) Member \$100; Retired Member \$75; Student Member \$75; Non-Member \$220; Onsite: ALA Member \$170; Division (RUSA) Member \$125; Retired Member \$100; Student Member \$100; Non-Member \$245

Event Code: RUS2

RUSA MARS and RUSA RSS REFERENCE EVOLUTION: ENVISIONING THE FUTURE, REMEMBERING THE PAST – PRECONFERENCE

Friday, June 25, 9:00 a.m. - 5:00 p.m.

Come join us for a lively discussion of the current state of reference and user services, looking beyond the hype to see where things are actually headed. Our speakers will offer a "state of the union" on our profession, acknowledging traditional reference tools and skills that remain relevant, and projecting how newer technologies will better serve our patrons.

Tickets: Advance: ALA Member \$195; Division (RUSA) Member \$175; Retired Member \$150; Student Member \$150; Non-Member \$220; Onsite: ALA Member \$215; Division (RUSA) Member \$195; Retired Member \$165; Student Member \$165; Non-Member \$245

Event Code: RUS3

RUSA STARS INTERLIBRARY LOAN STATISTICS: WHAT WE GATHER, HOW WE USE THEM, AND WHO WE PROVIDE THEM TO – PRECONFERENCE

Friday, June 25, 8:30 a.m. – 12:30 p.m.

This preconference will help attendees to sort through the myriad of ILL statistics available from a variety of sources and how to use these numbers to make decisions about staffing, collection development and other important workplace issues. You'll gain practical knowledge regarding the creation of reports, manipulation of canned reports supplied by vendors, and how to use this data to

provide quality service.

Tickets: Advance: ALA Member \$155; Division (RUSA) Member \$140; Retired Member \$120; Student Member \$120; Non-Member \$175; Onsite: ALA Member \$170; Division (RUSA) Member \$155; Retired Member \$135; Student Member \$135; Non-Member \$190

Event Code: RUS4

Sort

Sort SORT WALK OF DUPONT CIRCLE – SPECIAL EVENT

Friday, June 25, 9:00 a.m – 12:00 p.m.

We will meet at the fountain/benches in the middle of DuPont Circle for private tours of Society of the Cincinnati Library and National Trust headquarters. *If you are a current ALA member, paying the ALA registration rate of \$25 will entitle you to a one year membership in the Staff Organization Round Table (SORT). To be processed after the conference.

Tickets: Advance: ALA Member* \$25; Division Member \$25; Round Table (SORT) Member \$15; Retired Member \$25; Student Member \$15; Non-Member \$30; Onsite: No onsite tickets

Event Code: SORI

YALSA

YALSA IT'S PERFECTLY NORMAL: DEALING WITH "SENSITIVE" TOPICS IN TEEN SERVICES – PRECONFERENCE

Friday, June 25, 9:00 a.m.-5:00 p.m.

Have you ever found yourself worrying about how best to address critical but sensitive adolescent topics through your teen services and collection? Topics like sexuality, abuse, privacy and others can be difficult for librarians to address. Hear from experts in the field of adolescent development, along with authors and librarians, about how they have managed to successfully maneuver this difficult landscape. Explore strategies for collection development, services and programming. Lunch included.

Tickets: Advance: ALA Member \$235; Division (YALSA) Member \$195; Retired Member \$195; Student Member \$195; Non-Member \$285; Onsite: No onsite tickets

Event Code: YAL1

YALSA PROMOTING TEEN READING WITH WEB 2.0 TOOLS – PRECONFERENCE

Friday, June 25, 12:30 - 4:30 p.m.

The participatory web has transformed adolescent literacy, as young people create and consume a new range of online content. Are you ready? Learn how libraries can use web 2.0 tools to connect teens with reading and writing opportunities. Librarians, reporters, and academics will explore teens' daily use of technology and the interaction of digital and print reading channels, including fan fiction and gaming. Authors will discuss leveraging readership through social networking channels.

Tickets: Advance: \$99 Onsite: no onsite tickets

Event Code: YAL2

YALSA MARGARET A. EDWARDS LUNCHEON – SPECIAL EVENT

Saturday, June 26, 12:00 -1:30 p.m.

Come join us for lunch and listen to the winner of the 2010 Margaret A. Edwards Award talk about their writing. The Edwards Award honors an author, as well as a specific body of his or her work that have been popular over a period of time. The annual award is administered by YALSA and sponsored by *School Library Journal* magazine.

Tickets: Advance: \$59 Onsite: no onsite tickets

Event Code: YAL3

YALSA YA AUTHOR COFFEE KLATCH – SPECIAL EVENT

Sunday, June 27, 9:00 -10:00 a.m.

Enjoy coffee and meet with YALSA's award winning authors! This informal coffee klatch will give you an opportunity to meet authors who have appeared on one of YALSA's six annual selected lists or have received one of YALSA's five literary awards. Librarians will sit at a table and every 3 or 4 minutes, a new author will arrive at your table to talk!

Tickets: Advance: \$19 Onsite: no onsite tickets

Event Code: YAL4

YALSA MICHAEL L. PRINTZ PROGRAM AND RECEPTION – SPECIAL EVENT

Monday, June 28, 8:00 -10:00 p.m.

Come listen to Michael L. Printz award-winning author and honor book authors speak about their writing, followed by a reception. The annual award is administered by YALSA and sponsored by *Booklist* magazine.

Tickets: Advance: \$29 Onsite: \$35

Event Code: YAL5

Welcome to New England

Former vice president Al Gore, authors, advocacy, and youth media awards highlight Boston conference agenda

The Boston Convention and Exhibition Center (BCEC), described as the largest exhibition center in the northeast United States, will be the hub for the ALA Midwinter Meeting, January 15–19. The headquarters hotel is the Westin Waterfront. The Sheraton Boston Hotel and Towers and the Boston Marriott Copley Place are coheadquarters hotels.

Essentially an Association business meeting, Midwinter will also mark the announcement of the 2010 youth media awards, including two new awards—the Coretta Scott King–Virginia Hamilton Award for Lifetime Achievement and the Young Adult Library Services Association (YALSA) Award for Excellence in Nonfiction for Young Adults. Winners will be announced at the **Youth Media Awards news conference**, taking place **January 18, from 7:30 to 9 a.m., Grand Ballroom, BCEC**. A free live webcast of the announcement will be streamed via Unikron; to view, visit alawebcast.unikron.com. ALA will also instantly announce presentation results using Twitter at twitter.com/ALAYma.

The Coretta Scott King–Virginia Hamilton Award for Lifetime Achievement, consisting of \$1,500 and a plaque, will recognize outstanding African-American authors, illustrators or author/illustrators and practitioners for lasting and significant contributions to youth or young adult literature.



Boston is the capital and largest city of the Commonwealth of Massachusetts, and one of the oldest cities in the United States.

In even-numbered years, the award will be given to authors, illustrators or author/illustrators; in odd-numbered years, practitioners will be recognized. It is named for award-winning children's author Virginia Hamilton (1936–2002), recipient of the 1974 National Book Award and the 1975 John Newbery Medal. The award is sponsored by the Coretta Scott King Book Awards Committee of the Ethnic and Multicultural Information Exchange Round Table and supported by ALA's Office for Literacy and Outreach Services.

The YALSA Award for Excellence in Nonfiction for Young Adults will honor the best nonfiction book published for young adults (ages 12–18)

during a November 1–October 31 publishing year.

YALSA also named the finalists for the 2010 William C. Morris Award, which honors a book written for young adults by a previously unpublished author.

The five books are: *Ash* (Little, Brown) by Malinda Lo; *Beautiful Creatures* (Little, Brown) by Kami Garcia and Margaret Stohl; *The Everafter* (Balzer and Bray) by Amy Huntley; *Flash Burnout* (Houghton Mifflin) by L. K. Madigan; and *hold still* (Dutton) by Nina LaCour. YALSA will host a free book award reception January 18 from 8 to 10 p.m., Essex Center South. Westin Copley Place

President's agenda.

ALA President Camila Alire will welcome **Yohannes Gebregeorgis**, founder and executive director of Ethiopia Reads, as keynote speaker at her **ALA President's Program**

January 17, from 3:30 to 5:30 p.m., Grand Ballroom, BCEC. His topic is "Literacy in Ethiopia: The Key to Development and Informed Citizenship."

Gebregeorgis will focus on the lit-

eracy work of his organization, which encourages a love of reading through establishing children's and youth libraries in Ethiopia, free distribution of books to children, and multilingual publishing. He was

ADVOCACY AT THE FRONT LINES

HOW TO MAKE A DIFFERENCE FROM WHERE YOU SIT

Does this scenario sound familiar? *A customer (patron, student, teacher, parent, or user) arrives at the circulation desk and asks what time the program starts. "We have a number of programs this week!" the circulation desk staff member responds energetically, "Here's the schedule. Let's find the one you are interested in, and while we're looking at this week's list, let me tell you about the other free programs we offer this month. They highlight our new resources, and we're excited that we were able to add them this year."*

Or maybe this one rings a bell:

A patron comes up to the reference desk and asks about a nonfiction item that the library currently doesn't own. "I don't think we have it," the staff member responds, "but we can get it here for you easily. We'll interlibrary loan that title from one of our local partner libraries, and we can also borrow other titles in the series, if you are interested. While we are waiting for an e-mail response, let me show you our online nonfiction pathfinders to other materials. I just finished designing these pages for nonfiction enthusiasts."

In both situations, library staff not only answer the persons' initial questions but also give them more than they hoped for: information about other programs designed for them, additional resources, and also

the knowledge that library staff are experts in their areas of interest, serving in a library that tailors services to meet specific user needs. Hopefully, that person (with multiple copies of library brochures and suggestions for sharing with other interested patrons or new users) will share that interaction with family, friends, neighbors, and coworkers.

Exchanges like these not only solve an initial problem but also expand one's knowledge of library services and introduce new resources and services designed for customers. Who can quantify where good customer service will lead? Maybe that interaction will increase customer use and loyalty, and lay the groundwork for a positive interaction in the future, a potential donation, and/or positive results at the polls when a library measure comes up for a vote.

SHARE YOUR STORY

Every day, librarians and library workers around the country in public, school, academic, and special libraries serve at the front lines; they provide critical services to our respective communities. They are passionate about their job and have great stories that illustrate the value and the importance of their library. But they don't always have the opportunity or the specific and appropriate approach to convey that message to their users or to their

friends and family at home.

ALA President Camila Alire's initiative—"Libraries: The Heart of All Communities"—focuses on practical tools to help front-line library staff identify those opportunities to advocate for the value of libraries and their own value on a daily basis. Toolkits were created by front-line public, school, academic, and special librarians with those specific audiences in mind. The online resources feature half-day and day-long training modules, scripts for common situations, publicity templates, and a host of referrals to other excellent tools. A list of local and regional initiative experts is also available.

The Advocacy at the Front Lines toolkit is available online at Advocacy University (www.ala.org/frontlineadvocacy).

Alire's initiative also celebrates one of the basic foundations of library service—reading and literacy. The five ALA ethnic affiliates—American Indian Library Association, Asian/Pacific American Librarians Association, Black Caucus of ALA, Chinese American Librarians Association, and Reforma: the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking—are producing easily replicated and sustainable models of family literacy programs for diverse communities.

—Julie Todardo and Patty Wong

selected as one of CNN's Top 10 Heroes in 2008 for his work in establishing children's libraries in Ethiopia.

In addition, join President Alire; moderator Patricia Wong, county librarian/archivist at Yolo County (Calif.) Library; and others for **"Advocacy on the Front Lines: How to Make a Difference from Where You Sit"** January 16 from 1:30 to 3:30 p.m., Room 260, BCEC (see sidebar).

The program will focus on front-line advocacy, a unique initiative designed to motivate, encourage, and train librarians and library support staff to seize opportunities to promote the diverse professionals, resources, and services of public, school, academic, and special libraries.

Panelists include: Hampton "Skip" Auld, director of the Durham



Wintertime in Boston means the creation of ice sculptures during First Night, an alternative to New Year's Eve complete with music and dance.

County (N.C.) Library; Rochelle Logan, associate director of support services at Douglas County (Colo.) Libraries; Anita Peterson, senior librarian at the Richard Donovan Correctional Facility, San Diego,

California; Connie Williams, past president of the California School Library Association; and Jean Zaroni, associate dean of libraries, Marquette University, Milwaukee, Wisconsin.

Photo: David Fox

Frontline Advocacy @ Midwinter 2010: An Initiative of ALA President Dr. Camila Alire



Dr. Camila Alire
2009-10 ALA President



Advocacy on the Front Lines: How to Make a Difference from Where You Sit

Saturday, January 16, 2010
1:30 - 3:30 p.m.

Boston Convention and Exhibition Center
Room 260

Do you think advocacy is just for the higher-ups in your organization? Everyone can – and should – have a role in advocating for their library and the profession. Learn how advocating from the front lines is possible: Join ALA President Camila Alire and guests in a discussion on Frontline Advocacy, a unique initiative designed to motivate, encourage and train librarians and library support staff to seize opportunities to promote the diverse professionals, resources, and services of public, school, academic, and special libraries.

Panelists include: Hampton "Skip" Auld, Director of the Durham County Library; Rochelle Logan, Associate Director of Support Services for the Douglas County Libraries; Anita Peterson, Senior Librarian of the Richard Donovan Correctional Facility, San Diego, CA; Connie Williams, Past President of the California School Library Association; and Jean Zaroni, Associate Dean of Libraries, Marquette University. This panel discussion is sponsored by the Camila Alire Presidential Initiative Workgroups in cooperation with the ALA Office for Library Advocacy, Governance Office and Office for Literacy and Outreach Services.

To learn more, please visit www.ala.org/frontlineadvocacy.

ALAAmericanLibraryAssociation

Hot topics

Al Gore will deliver the 11th annual **Arthur Curley Memorial Lecture January 16, from 1:30 to 2:30 p.m., Grand Ballroom, BCEC.**

Gore was elected to the U.S. House of Representatives in 1976 and the U.S. Senate in 1984 and 1990. He was inaugurated as the 45th vice president of the United States January 20, 1993, and served for eight years. He is the author of the bestsellers *Earth in the Balance: Ecology and the Human Spirit*, *An Inconvenient Truth*, and *The Assault on Reason* and is the subject of an Academy Award-winning documentary.

Corecipient of the 2007 Nobel Peace Prize for his environmental work, Gore is widely considered to be one of the world's foremost authorities on the climate crisis. In November 2009, Rodale, the original publishers of *An Inconvenient Truth*, along with Puffin Books and Viking Children's Books, simultaneously released an adult version, and young readers editions in paperback and hardcover, respectively, of his follow-up to *An Inconvenient Truth*, *Our Choice: How We Can Solve the Climate Crisis*. The new book further

explores the situation and its causes, and what we can do to alter the effects moving forward.

Curley served as ALA president in 1994–95, and was director of Boston Public Library. The lecture series commemorates his lifelong dedication to the principles of intellectual freedom and free public access to information.

ALA's governing Council will likely have a full agenda. Councilors and members will have an opportunity to discuss the Association's draft strategic goals and objectives to help shape the 2015 plan as part of the **Council/Executive Board/Membership Information Meeting on January 17 from 9 to 10:00 a.m., Grand Ballroom, BCEC.** The session will consist of facilitated small-group discussions, followed by a general discussion.

Council is also expected to discuss the latest draft of *Librarianship and Traditional Cultural Expressions: Nurturing Understanding and Respect*. The goal is to establish a set of prin-



Al Gore is the speaker for the 11th annual Arthur Curley Memorial Lecture January 16, from 1:30 to 2:30 p.m., Grand Ballroom, BCEC.

ciples addressing the management and protection of traditional cultural expressions (TCE) that have an impact on such library services as digital preservation, collection access, and the development of relationships with local communities seeking library stewardship of their cultural heritages.

Feedback can be posted prior to Midwinter at the TCE website (wo.ala.org/tce) or sent directly to Carrie Russell, director, ALA Washington Office Program on Public Access to Information, at crussell@alawash.org.

Planning will continue at Midwinter for the upcoming Library Advocacy Day. The date for the event during Annual Conference in Washington, D.C. has been changed to June 29 at the request of exhibitors. For this year only, Library Advocacy Day will replace National Library Legislative Day. The event will feature guest speakers, photo opportunities, and a chance to cheer on libraries. After a rally, participants will meet with their elected officials and their staffs. For more information, contact ALA Washington Office Government Relations Specialist Kristin Murphy at kmurphy@alawash.org.

The **2010 Emerging Leaders program**, now in its fourth year, kicks off with a **daylong session January 15 from 8 a.m. to 5 p.m., Room 151A/B, BCEC.** Approximately 100 library staffers from across the country will participate.

Participants will receive orientation and education with Maureen Sullivan, an organizational-development consultant whose practice focuses on leadership development for the profession, and Connie Paul, executive director of the Central Jersey Regional Library Cooperative.

HIRING? JOB SEEKING?

VISIT THE PLACEMENT SERVICES CENTER

Provided by ALA's Office of Human Resource Development and Recruitment, the Placement Center will be available in Hall B, Level Zero, BCEC, to assist job seekers and employers, as well as to provide career assistance.

An open house will be held January 17 from 10 a.m.–noon, where representatives from various libraries and library-related companies will be available.

Free career-counseling sessions will take place January 16 and 17 hosted by Caitlin Williams, a career-development consultant and coach in San Jose, California. She will provide 20-minute sessions to conference attendees. To preregister send an e-mail message to bcalvin@ala.org, using Mdw Career Counseling in the subject line. Onsite registration is available at the scheduling booth in the Placement Center.

More than a third of this year's Emerging Leaders have received sponsorships from ALA divisions, offices, round tables, state chapters, affiliate groups, and other organizations. Each sponsor commits to financial support of an emerging leader in order to defray costs of attending the Midwinter Meeting and Annual Conference. A complete list of the selected participants and sponsoring organizations is available at www.ala.org.

ALA's Office for Human Resource Development and Recruitment is hosting a "Dollars for Scholars" raffle. For a \$10 donation, conference attendees can have two business cards laminated as luggage tags and be entered in a raffle for free registration for the upcoming Annual Conference in Washington, D.C. All proceeds will benefit the annual giving campaign for the ALA general



Writers (from left) Eric Van Lustbader, Tracy Chevalier, and Julie Powell are the speakers for the ALA/Exhibits Round Table Author Forum, "From Book to Big Screen," January 15 from 4 to 5:15 p.m., in the Grand Ballroom of the Boston Convention and Exhibition Center.

scholarship endowments.

Donors may contribute at the ALA "Dollars for Scholars" booth, in the registration area. Visit www.ala.org/dollarsforscholars for additional information.

From book to screen

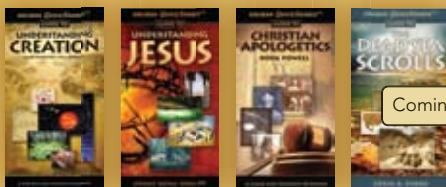
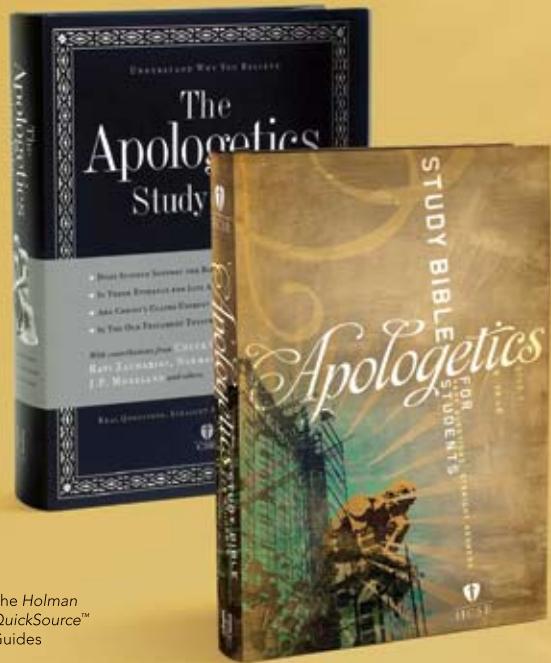
Don't miss an exciting panel of authors who will talk about their experiences and the process of seeing their bestselling books become movies at the **ALA/Exhibits Round Table Author Forum—"From Book to Big Screen,"** **January 15, from 4**

to 5:15 p.m., Grand Ballroom, BCEC, featuring Eric Van Lustbader, Chuck Hogan, Tracy Chevalier, and Julie Powell.

Van Lustbader is the author of several thrillers, including the *New York Times* bestsellers *The Testament* and *The Ninja*. During his nearly 30-year writing career, he has written more than 30 novels, novellas, and short stories. Van Lustbader was also chosen by Robert Ludlum's estate to continue the Jason Bourne series with such entries as *The Bourne Legacy* and *The Bourne Deception*.

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BOARD AND COUNCIL

All ALA and ALA-Allied Professional Association (APA) Council sessions will be held in the Boston Convention and Exhibition Center (BCEC), Grand Ballroom, and Executive Board meetings at the Westin Waterfront, Commonwealth Room, unless otherwise noted.

JANUARY 15

■ Executive Board I, 8:30 a.m.–noon.

JANUARY 16

■ Presidential and Treasurer Candidates Forum, 11 a.m.–noon, BCEC, Grand Ballroom.

JANUARY 17

■ Council/Executive Board/Membership Information Session, 9–10 a.m.
 ■ Council I, 10 a.m.–12:15 p.m.
 ■ ALA-APA Information and Council, 12:15–12:45 p.m.,
 ■ Council Forum, 2–3:30 p.m. BCEC, Room 260.

JANUARY 18

■ Council II, 10 a.m.–12:15 p.m.
 ■ Executive Board Candidates Forum, 12:30–1:30 p.m., BCEC, Grand Ballroom.
 ■ Executive Board II, 1:30–4:30 p.m.
 ■ Council Forum, 8:30–10 p.m., Westin Waterfront, Burroughs Room.

JANUARY 19

■ Council III, 8 a.m.–12:30 p.m.
 ■ Executive Board III, 1–5:30 p.m.



Authors Elizabeth Gilbert (left) and Adriana Trigiani are featured guests at the Sunrise Speakers Series.

Hogan is the author of several novels, including *The Standoff* and 2005 Hammett Award-winner *Prince of Thieves*, called one of the 10 best novels of the year by Stephen King. *Prince of Thieves* is slated to become a major motion picture. He is also coauthor, with Guillermo del Toro, of the *New York Times* bestseller *The Strain*.

Chevalier is the *New York Times* bestselling author of five novels, including *Girl with a Pearl Earring*, which received the Barnes and Noble Discover Award, and *Burning Bright*. *Girl with a Pearl Earring* was made into a film that starred Colin Firth and Scarlett Johansson.

Powell thrust herself from obscurity to cyber-celebrity in 2002 when she embarked on an ambitious yearlong cooking and blogging expedition through all 524 recipes in Julia Child's *Mastering the Art of French Cooking*. She detailed the experience in her 2005 *New York Times* bestselling memoir, *Julie and Julia: My Year of Cooking Dangerously*, which was adapted into a motion picture starring Meryl Streep and Amy Adams. Her second book, *Cleaving*, was published in December.

Speakers Series continues

The annual Sunrise Speaker Series kicks off **January 16** with **Elizabeth Gilbert from 8 to 9 a.m., Grand Ballroom, BCEC**.

Gilbert broke onto the literary scene in 1993 when one of her short stories was pulled from the slush

pile at *Esquire* magazine and published under the heading "The Debut of an American Writer."

Her first book, a collection of short stories titled *Pilgrims*, was a *New York Times* Notable Book, received the Pushcart Prize, and was a finalist for the PEN/Hemingway Award. Her second book, *Stern Men*, was also a *New York Times* Notable Book. *The Last American Man*, her biography of eclectic modern-day woodsman Eustace Conway, was a finalist in 2002 for both the National Book Award and the National Book Critic's Circle Award. Gilbert's most recent book, a *New York Times* number-one bestseller, is *Eat, Pray, Love*.

Writer and surgeon **Atul Gawande** will talk about his *New York Times* bestseller *Better: A Surgeon's Notes on Performance* **January 17, from 8 to 9 a.m., Grand Ballroom, BCEC**.

His book *Complications: A Surgeon's Notes on an Imperfect Science* was a finalist for the National Book Award in 2002. Gawande's new book, *The Checklist Manifesto* (Metropolitan Books), is due for release in January.

Gawande is a staff member of the Brigham and Women's Hospital (BWH) in Boston, the Dana Farber Cancer Institute, and the *New Yorker* magazine. He served as a senior health policy advisor in the Clinton presidential campaign and White House from 1992 to 1993. He is an associate professor of surgery at Harvard Medical School, associate professor in the Department of Health Policy and Management at the Harvard School of Public Health, and research director for the BWH Center for Surgery and Public Health. Gawande is also director of the World Health Organization's Global Challenge for Safer Surgical Care. In 2006, he received the MacArthur Fellowship for his research and writing.

In a new time slot on **January 18, from 9 to 10 a.m., Room 252 A/B, BCEC**, award-winning playwright, television writer, and documentary



A daytime look at a First Night ice sculpture. The citywide celebration of the arts culminates with a fireworks display.

filmmaker **Adriana Trigiani** will speak.

She is the author of the bestselling Big Stone Gap series and the *New York Times* bestselling novels *Lucia, Lucia*; *The Queen of the Big Time*; *Rococo*; and, most recently, *Very Valentine*. Trigiani's next book, *Brava, Valentine*, the sequel to *Very Valentine*, is scheduled to be published in February.

Action in the exhibits

The exhibit hall, in Halls A and B, BCEC, opens January 15, with a ribbon-cutting ceremony at 5:15 p.m. preceding the All-Conference Reception hosted by the ALA and its Exhibits Round Table from 5:30 to 7:30 p.m. Exhibit hours are: January 15, 5:30 to 7:30 p.m.; January 16 and 17, 9 a.m. to 5 p.m.; and January 18, 9 a.m. to 2 p.m.

The opening reception will feature food and music, as well as an opportunity to win one of more than 30 gifts. To register to win a gift, visit the exhibitor's booth during the reception. The gifts will be raffled off January 15 and you don't have to be present to win. Check the final program book for a listing of participating exhibitors.

Other events include the **Spotlight on Adult Literature, January 16, from 2 to 4 p.m.**, sponsored by the Association for Library Trustees, Advocates, Friends and Foundations (ALTAFF) and ALA Conference Services. Participating publishers will feature book signings and some will give away free books and galleys in the exhibit hall.

The **Technology Showcase** is back this year. A variety of companies will highlight the latest trends in library technology. Presentations will occur simultaneously **January 18 from 10 a.m. to 1:10 p.m.** Complimentary refreshments will be served on the exhibit floor during the presentations.

Have friends or family in the area? Pick up an Exhibits Only or Exhibits Supreme badge. Exhibits Only badges are \$25 and are good for all four days of the exhibits. Exhibits Supreme badges are \$50 and include all four days of the exhibits plus the three Sunrise Speakers Series sessions.

Other meetings

JANUARY 16

Washington Office Update Session 8 A.M.–NOON, ROOM 156 A/B, BCEC

The session will include speakers on such topics as library appropriations, the USA Patriot Act amendments, broadband funding, network neutrality, the Google Book Search Settlement, and federal advocacy. Break-Out sessions will follow the speakers at 10:30 (below).

Washington Office Break-Out Sessions I and II

The first of these two plenary sessions will focus on advocacy for federal legislation. Librarians and library advocates will discuss how they get involved, the tools they use, and their general experiences with advocating for library issues. Advocacy

doesn't have to be time-consuming, and this session will highlight the small, easy ways to make a difference to library issues, as well as discuss more extensive techniques for those who want to take the next steps in crafting effective advocacy strategies. Check the final program for details on Break-Out Session II.

Nuts and Bolts for Friends and Trustees

PART I—10:30 A.M.–NOON, PART II—1:30–3:30 P.M., ROOM 153C, BCEC

Come hear experts discuss ways to improve your group and maximize

FINANCIAL MEETINGS

JANUARY 15

- Joint Meeting of the Budget Analysis and Review Committee and the Finance and Audit Committee, noon–1:30 p.m., Westin Waterfront, Hancock Room.

- Joint Meeting of the APA Budget Analysis and Review Committee and the APA Finance and Audit Committee, 1:30–2:30 p.m., BCEC, Room 157A.

JANUARY 16

- Finance and Audit Committee, 9–11 a.m., Westin Waterfront, Commonwealth Room
- Budget Analysis and Review Committee, noon–1:30 p.m., Westin Waterfront, Commonwealth Room.

JANUARY 17

- Planning and Budget Assembly, 1–2:30 p.m., BCEC, Room 159.



Writers (from left) Teri Woods, Karl Marlantes, and Janice Y. K. Lee will speak at the Gala Author Tea, January 18, 2–4 p.m., Hyatt Regency Boston Grand Ballroom, sponsored by ALA's Association of Library Trustees, Advocates, Friends, and Foundations.

your ability to raise money, and share your best practices with others. Topics will include fundraising ideas, book sales, membership development, advocacy, and board recruitment.

Speakers will include Sally Gardner Reed, ALTAFF executive director; Alice Welch, president of the Massachusetts Friends of Libraries and president of the Friends of Worcester (Mass.) Library; Robin Hoklotubbe, ALTAFF secretary/treasurer and friends and volunteer services coordinator, San Bernardino County (Calif.) Library; and Susan Schmidt, ALTAFF Friends Section chair and president, Little Falls Chapter, Friends of Montgomery County (Md.) Library.

JANUARY 17

Freedom to Read Foundation (FTRF)/Gay, Lesbian, Bisexual, and Transgendered Round Table (GLBTRT) Midwinter Social 7 P.M., COMMUNITY CHURCH OF BOSTON, 565 BOYLSTON ST.

Leslea Newman (*Heather Has Two Mommies*) and Michael Willhoite (*Daddy's Roommate*) will discuss and sign copies of their groundbreaking books at the FTRF's fifth annual author event, to be held in conjunction with ALA's GLBTRT Midwinter Social.

The authors will speak and sign books beginning at 7:30 p.m. Doors open at 6 p.m. Refreshments will be provided. Donations will be accepted at the door to cover costs and support FTRF's Gordon Conable Scholarship Fund. GLBTRT will also

conduct a book drive for GLBT youth to donate to the Community Church of Boston's resource library.

ASCLA/COSLA Reception

8:30 TO 11 P.M., BURROUGHS ROOM, WESTIN WATERFRONT

The Association of Specialized and Cooperative Library Agencies (ASCLA) and the Chief Officers of State Library Agencies (COSLA) will host their dessert, networking, and socializing reception. Open to all conference registrants.

JANUARY 18

Dr. Martin Luther King Jr. Holiday Sunrise Observance

6:30–7:30 A.M., GRAND BALLROOM A/B, WESTIN WATERFRONT

This year marks the 81st birthday of Martin Luther King Jr. and the 24th

anniversary of the national holiday in his honor.

The speaker for this year's event, which takes place on the actual holiday, was not final at press time.

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., GRAND BALLROOM, HYATT REGENCY BOSTON

Join bestselling authors at this traditional event, formerly sponsored by Friends of Libraries USA and now sponsored by ALA's Association for Library Trustees, Advocates, Friends and Foundations. Hear writers discuss their work while enjoying finger sandwiches, tea, and pastries.

Featured authors will include Marilyn Johnson, Holly LeCraw, Janice Y. K. Lee, Karl Marlantes, and Teri Woods.

A book signing will follow, with many books given away and others sold at a generous discount. ALTAFF will recognize the winners of the National Friends of Libraries Week Awards during the program. Tickets are \$45 onsite. ■



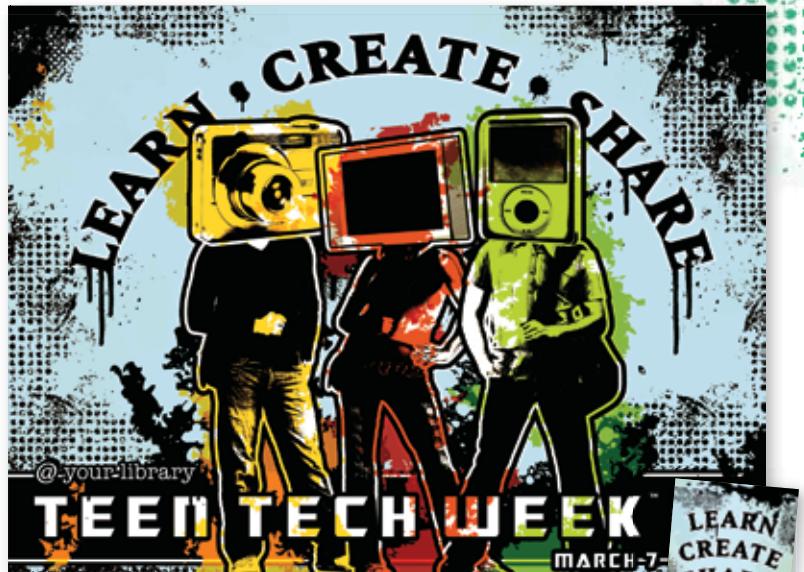
The only presidential library in New England houses President John F. Kennedy's papers, classified and declassified, as well as films, videos, and numerous personal belongings. The library and museum is located on a 10-acre park overlooking the sea that Kennedy loved.

Celebrate TEEN TECH WEEK™

March 7-13, 2010

Teen Tech Week is a national initiative aimed at teens, librarians, educators, parents, and other concerned adults that highlights the many types of technology available to teens at libraries. The 2010 theme — Learn Create Share @ your library — encourages creativity and positions the library as a place to safely explore technology at libraries, including DVDs, music, gaming, video production, online homework help, social networking, tech workshops, and more.

For more information on Teen Tech Week, visit www.ala.org/teentechweek.



2010 Teen Tech Week Poster
\$12

2010 Teen Tech Week Set 1

Set contains:

- 1 Poster
- 2 Bookmark packs

\$25

2010 Teen Tech Week Set 2

Set contains:

- 1 Poster
- 2 Bookmark packs
- 1 Banner

\$75

2010 TTW Digital Download Set

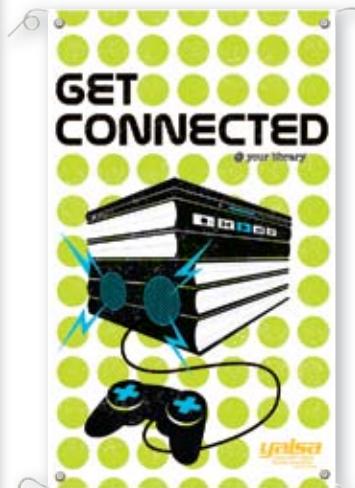
Set contains:

- TTW Poster File
- TTW Web Files
- Learn Create Share Pamphlet
- TTW Flyer

\$119



Learn Create Share
Bookmark
\$8.50



ORDER EARLY! Due to fluctuating demand, some products may sell out! In order to receive your Teen Tech Week products in time, please place orders before February 24th.

Get Connected Banner
\$59



Removable Decals
\$10



Visit the ALA Store to see Teen Tech Week digital art and other downloads!



2010 Teen Tech Week Flyer [download]
\$29

Learn Create Share Pamphlet [download]
\$29 (not shown)

2010 Teen Tech Week Web Files [download]
\$19 (not shown)

2010 Teen Tech Week Poster File [download]
\$89 (not shown)

www.alastore.ala.org

ALA Store purchases fund advocacy, awareness, and accreditation programs for library professionals worldwide.

ALA
PUBLISHING

yalsa
Young Adult Library
Services Association
a division of the
American Library Association



American Library Association would like to thank its 2009-2010 Library Champions

In the late 1990s, ALA's Library Champions program was launched by a select group of corporate and foundation supporters who joined together to form a broad-based group to advocate for libraries and the library profession.

The *Campaign for America's Libraries* and its @ your library® brand—which now supports libraries across the nation by fostering public awareness on the extensive range of services available at their community library—was established from their vision. Today, the Library Champion program continues to build upon their incredible success and encourages the next generation of corporations and foundations to join them in a call to action and powerfully proclaim the importance of the library in American society.

Their investment in ALA's advocacy efforts has developed multiple programs that include: National Library Week, Library Card Sign-Up Month, and *En Tu Biblioteca* and Connect with your kids @ your library. In addition, their support has enabled ALA to create public relation and marketing tool-kits and other turnkey resources that can be used by all types of libraries.

ALA appreciates the Library Champions' generous commitment to increasing the importance of libraries as information, learning, and community centers throughout the nation. To each of you, thank you for supporting ALA and 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 to learn more about ALA's Library Champions and their role at ALA and *The Campaign for America's Libraries*.



American Library Association
Library Champions
Investing in America's Libraries



David A. Pointon, Industry & Government Business Manager
3M LIBRARY SYSTEMS



3M offers the latest in RFID, self-service, automated materials handling, security and PC management solutions backed by a dedicated project management team and unparalleled service and support. We'll help you create a more human library and a more fulfilling and enjoyable experience for your patrons.

As a Library Champion, and as a founding partner of the "@ your library®" campaign, 3M is also committed to helping increase public awareness of the vitality and value of today's libraries globally.

FOUNDED: 1902
CONTACT: Shelly Pagel 651.733.8141
www.3m.com/us/library

Becky Snyder, President and Publisher
Ron Boehm, CEO
ABC-CLIO



Founded in 1955, ABC-CLIO is an award-winning publisher of reference titles, academic and general interest books, electronic resources, and books for librarians and other professionals. Today, ABC-CLIO publishes under four well-respected imprints. ABC-CLIO serves the history profession, history teachers, and students and scholars of history with a complete line of award-winning databases, books, and eBooks, along with social studies reference and curriculum resources for middle and high school libraries and classrooms. Greenwood publishes high-quality, authoritative reference books and general interest topics across the secondary and higher education curriculum. Praeger is widely regarded for scholarly and professional books in the social sciences and humanities, with emphasis in modern history, military studies, psychology, business, current events and social issues, international affairs, politics, visual and performing arts, and literature. Libraries Unlimited/Linworth publishes professional materials for librarians, media specialists, and teachers.

ABC-CLIO's corporate headquarters is located in Santa Barbara, CA, with offices in Denver, CO. For more information, visit the ABC-CLIO website at: www.abc-clio.com.

FOUNDED: 1955
CONTACT: www.abc-clio.com



George Coe, President, Baker & Taylor Institutional
BAKER & TAYLOR



Baker & Taylor's products and services are designed with you, our customer, in mind. We have more than 180 years of experience serving libraries around the world. Since 1828, we have brought libraries the widest range of product offerings in the industry, as well as value-added and customized services to meet your needs, and ultimately, the needs of your patrons. Today, we are committed to developing new products, programs and services that are in-step with today's technology and the changing needs of you and your patrons. By providing superior service and support, we are helping to ensure that your library remains a champion in your community.

FOUNDED: 1828
CONTACT: Information Services 800.775.1800 or btinfo@btol.com
www.btol.com



Bob Sibert, President
BOUND TO STAY BOUND BOOKS



Since 1920 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 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



Marty Kahn, CEO
BOWKER



When Richard Rogers Bowker, Fredrick Leyboldt, and Melvil 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 for 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 discovery-based products and services designed to increase patron usage of the library, as well as analysis and reporting tools to help justify funding, Bowker – a ProQuest company – continues to make championing the cause of librarians our highest priority.

FOUNDED: 1872
CONTACT: Tina Taylor 734.272.7224, Ext. 2540
www.bowker.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



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, yet challenging, mission of educating and entertaining the children, teens and adults of their communities and our mission is to make it easier for you to do great things.

FOUNDED: 1873
CONTACT: BWI 800.888.4478 www.titletales.com
Follett Library Resources 888.511.5114
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 Somerville, 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 K. Hancock 617.588.4432
www.candlewick.com



Jon Malinowski, President
THE COMBINED BOOK EXHIBIT



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 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



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 \$24.5 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



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 65 years.

Thank you for the opportunity to work together.

FOUNDED: 1944
CONTACT: Susan R. Knight 205.980.6707
www.ebsco.com

INVESTING IN AMERICA'S LIBRARIES



Erik Engstrom, CEO
ELSEVIER



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: making genuine contributions to the global science and health communities.

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: Daviess Menefee, Global Director for Institutional Relations at d.menefee@elsevier.com
www.elsevier.com



Matti Shem Tov, CEO
EX LIBRIS GROUP



Ex Libris Group is a leading provider of library automation solutions, offering the only comprehensive product suite for the discovery, management, and distribution of all materials—print, electronic, and digital. 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, research, and national 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 75 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
www.exlibrisgroup.com



Richard G. Ketchum, 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 approximately \$50 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



Patrick C. Sommers, President
GALE, 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 be an ALA Library Champion. 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



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: Jessica Ng 650.214.5284
www.google.com



Kristen Kochan, Director
HIGHSMITH INC.



Helping Librarians Reach Every ReaderSM

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



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



Rich Rosy,
Vice President/General Manager

INGRAM LIBRARY SERVICES INC.



Ingram Library Services
Where libraries are going™

Why is Ingram Library Services a Library Champion? It's simple – ILS is dedicated to serving! Our mission is to serve the needs of librarians, library communities and library associations. With access to the largest selection of books and audiovisual selections in the industry; our products and services are designed to simplify your business while enhancing your ability to service your patrons.

Being a Library Champion is more than simply supporting; it's a way to say thank you for all you do in your communities.

FOUNDED: 1970
CONTACT: Valerie MacLeod, Vice President, Sales
800.937.5300, Ext. 35516
www.ingramlibrary.com



Jerry Kline, CEO & Chairman

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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@i3i.com
www.i3i.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



Laura Salmon, Vice President Publishing, Academic & Library Solutions

LEXISNEXIS

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 Ilishaev 800.638.8380
www.lexisnexis.com/academic



Annette Harwood Murphy,
President & CEO

THE LIBRARY CORPORATION

TLC
Solutions that Deliver

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



Fred Marks, COO

MARQUIS WHO'S WHO

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

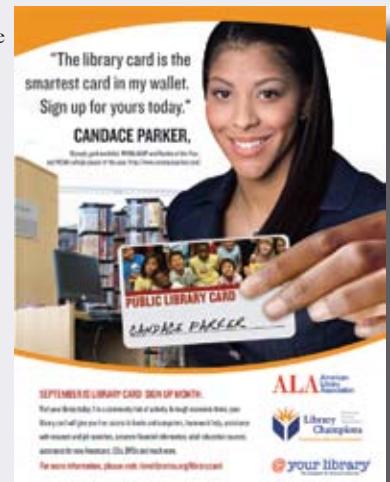
Candace Parker scores for libraries during Library Card Sign-up Month

Luckily, the most important school supply of all won't cost you a thing. It's a library card!

Olympic gold medalist and 2008 WNBA Rookie of the Year Candace Parker let Americans know that a library card is the "smartest card" in every wallet during Library Card Sign-up Month (September).

Thanks in part to funding from ALA's Library Champions, a print public service announcement (PSA) featuring Parker appeared in national magazines, reaching nearly 9 million Americans. Radio PSAs featuring Parker also aired in 30 markets nationwide.

Libraries also used the PSAs locally, as the PSAs could be downloaded for free from the ALA Web site.



INVESTING IN AMERICA'S LIBRARIES

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



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 compiling and distributing public company information since 1900. Mergent's unique history has enabled it to be an innovative leader in easy-to-use, powerful information tools that combine functionality with the latest in technology. Mergent offers business professionals and individual investors a full range of research tools through data feeds, print, and online formats. Mergent's databases contain detailed information on over 15,000 U.S. public companies, 20,000 non-U.S. public companies and 17,500 municipal entities, 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



Greg Leeds, President & CEO
MIRRORSTONE/WIZARDS OF THE COAST



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



Patricia Glass Schuman, President
Neal-Schuman Publishers and
Past-President ALA
NEAL-SCHUMAN FOUNDATION



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. An active ALA member and past President (1991-92), company president Schuman founded the Library Advocacy Now program and co-founded the Library Champions program.

For over thirty-five 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's 2010 releases include *The Tech Set*, a series of ten practical, cutting-edge field guides to today's hottest technologies for information professionals, and new co-publications with YALSA, LITA, PLA, and *Library Journal*. We are proud to join ALA's Library Champion program in support of library advocacy.

FOUNDED: 2000
CONTACT: Patricia Glass Schuman, President Neal-Schuman Publishers and Past-President American Library Association, 212.925.8650
www.neal-schuman.com

The Campaign for the World's Libraries continues to grow

Launched in 2001, the Campaign for the World's Libraries continues to grow with new members.

This fall, the Romania Library Association (ABR) and Library and Information Association of Jamaica (LIAJA) became the newest members of the campaign.

ABR also hosted a presentation on the Campaign for the World's Libraries at its Annual Conference where its new "@ biblioteca ta" logo was unveiled. The Association of Greek Librarians and Information Scientists showcased the @ your library brand at the 2009 International Federation Associations and Institutions (IFLA) Conference in Milan, Italy.

The Campaign for the World's Libraries was developed by ALA and IFLA and is designed to showcase the unique and vital roles played by public, school, academic and special libraries worldwide.

To date, 36 countries have joined the campaign, and the "@ your library" brand has been translated in each country's language. The @ your library brand is currently available in 31 languages and is also available for download in each partner country's flag colors.




Joe Mansueto, 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 North America, Europe, Australia, and Asia. Our goal is to offer products that improve the overall investment experience for individual investors, financial advisors, and institutions. Founded more than 25 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
www.morningstar.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 71,000 libraries 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/

American Library Association 2009-2010 Library Champions



William Schickling, President & CEO

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



At ProQuest, "Library Champion" is a title we strive to earn everyday. To us, being a Library Champion means investing in library education, honoring great educators and supporting schools with free resources. It means sharing with libraries our marketing expertise and our research. It means understanding the core tenets of librarianship, standing shoulder to shoulder with libraries in support of intellectual freedom.

Our business is partnership with libraries and it's built on a foundation of respect for the role of the library to illuminate, educate and excite its community, no matter its composition. We happily give back to an industry that has done so much for us. We're honored and humbled to be called Library Champions.

FOUNDED: 1938

**CONTACT: Tina Taylor 734.761.4700 ext. 2540
www.proquest.com**



Steve Laird, President

REFERENCEGROUP



ReferenceGroup is proud to be a Library Champion.

ReferenceUSA offers online research tools containing the most accurate and up-to-date business and residential data available worldwide. Librarians and library patrons use ReferenceUSA's detailed information to search for jobs, conduct market research, find and study businesses and much more. Enjoy instant access to a comprehensive database of 20 million businesses world-wide, 135 million U.S. households and 205 million U.S. residents and 12 million Canadian households. Our newest modules include detailed information on Consumer Lifestyles, U.K. Businesses, New Homeowners, New Movers and New Businesses. ReferenceUSA makes research fast, accurate and easy!

FOUNDED: 1992

**CONTACT: Steve Laird 866.361.4996
reference@infousa.com**



Blaise R. Simqu, President & CEO

SAGE



Librarians stand at the forefront of the information revolution. SAGE stands beside them. For more than 40 years, SAGE has consulted and conferred with librarians to help meet the ever-changing needs of library patrons. Through our Library Advisory Group at the ALA Annual Conference, SAGE representatives and librarians exchange ideas, discuss initiatives, and plan strategies for the future that will enhance the library experience for the millions who depend on these vital institutions. SAGE shares with librarians a passion for information that shapes and betters the world and value the critical role that libraries play in promoting literacy, learning and culture. SAGE was founded on the idea that engaged scholarship lies at the heart of a healthy society. Today SAGE is a global, growing group of companies, including the most recent addition to the SAGE family, CQ Press. SAGE is privileged to further this vision as a Library Champion.

FOUNDED: 1965

**CONTACT: Tom Taylor, VP of Marketing and Sales
805.410.7599
www.sagepublications.com**



Richard Robinson, Chairman, President, & CEO

SCHOLASTIC INC.



Scholastic is proud to once again join the ALA in championing the important role school libraries play in providing all children access to books, research, and technology.

As a long-time supporter of ALA, we believe in the importance of libraries as a valuable resource for improving student achievement. Through Scholastic Library Publishing, we continue to respond to the needs of libraries by developing print and technology products and services through the well-regarded Grolier, Children's Press, Franklin Watts, and *Grolier Online* imprints. We are proud to provide libraries with the resources they need to prepare our children for the future.

FOUNDED: 1920

**CONTACT: 800.621.1115
www.scholastic.com/librarypublishing**



Edwin Buckhalter, Chairman

SEVERN HOUSE PUBLISHERS LTD.



If the future of world civilization lies with education, then it is unacceptable that any country should fail to educate its children (and in some cases adults) to read and write and to introduce them to the pleasures of gaining knowledge and experience through reading.

Libraries reinforce teaching and open wide horizons to all, irrespective of their background. At a time of budget cuts and economic difficulties it is critical for the ALA to maintain its support for The Campaign for America's (and the World's) Libraries.

I am only too delighted that Severn House's contribution demonstrates our ongoing willingness to support library advocacy via the Champion program, which in turn helps produce a balanced society - and its future leaders in the community.

FOUNDED: 1974

**CONTACT: Jill Lesser 212.888.4042
www.severnhouse.com**



Gary M. Rautenstrauch, CEO

SIRSIDYNIX



SirsiDynix helps libraries succeed. Using SirsiDynix means you have the leader in strategic technology solutions on your team, with deep functionality and experience working for you.

SirsiDynix offers a comprehensive suite of solutions for superior library management and user experience. These solutions help libraries improve internal productivity and enhance a library's capabilities to better meet the needs of people and communities, making libraries more relevant than ever. SirsiDynix also assists libraries through software-as-a-service, personal consulting, and other professional services.

SirsiDynix serves more than 20,000 library outlets and 300 million people through its 4,000+ library and consortia partners in the Americas, Europe, Africa, the Middle East and Asia-Pacific.

For more information, please visit
www.sirsidyndix.com.

FOUNDED: 1979

**CONTACT: David Malkmus 800.917.4774
www.sirsidyndix.com**



Derk Haank, CEO

SPRINGER



Libraries are important partners for Springer, one of the most renowned scientific publishing houses in the world. Without you, the scientific community would not have access to our content and our publications would remain a well-kept secret. When I started college, the library's role as a "hall of knowledge" and its pride in the collection of human understanding and research was what fascinated me most.

Today, as a publisher, I am especially proud to be part of a company that publishes more than 5,500 new book titles and 1,900 journals every year. We first launched our Springer eBook Collection at ALA 2006 in New Orleans and celebrated by donating eBook collections worth US \$1 million to the seven universities most drastically affected by Hurricane Katrina. When we launched the product, we had 10,000 titles to offer. Now, less than three years later, there are almost 30,000 - making us the largest eBook publisher in the world.

Currently, we are in the middle of a pilot project. MyCopy, with twenty institutions which allows the registered patrons of university libraries to order a softcover copy of over 10,000 individual eBooks at a competitive price. If the pilot is successful and there is sufficient demand, we will greatly expand this offering.

SpringerLink, our electronic platform, which we are redesigning, allows and instant overview of all material available on a particular subject, whether a journal or a book. Our online journal archiving activities now allow access to all of our journals back to Volume 1, Issue 1. Usage of SpringerLink is enjoying unprecedented growth in usage.

For more information and demonstrations, please visit us at our booth here in Denver.

FOUNDED: 1842

**CONTACT: George Scotti, Channel Marketing Director
george.scotti@springer.com
www.springer.com/librarians**

STANDARD & POOR'S



Standard & Poor's is thrilled to support library advocacy through the Library Champions programs. We hope to ensure that children and adults throughout the country continue to benefit from the wonderful services and programs that libraries have to offer.

Standard & Poor's NetAdvantage is the single source solution for Academic Libraries, Public Libraries, and Corporate Libraries and Information Centers. NetAdvantage puts you in touch with the information you need by offering fast and easy access to our most popular publications: Industry Surveys, Stock Reports (PDF, HTML, and Interactive), Mutual Fund Reports, The Outlook, The Register of Corporations, Directors and Executives, Security Dealers of North America, Credit Week, and data from our Stock Guide, Bond Guide, Earnings Guide, and Dividend Record databases. Plus, Global Industry Surveys, and Global Reports including Annual Reports, Interims and Corporate and Social Responsibility (CSR) Reports. Available exclusively for the Academic Library Market, we offer Compustat Excel Analytics and International Fundamental Reports.

To learn more about NetAdvantage please call: 1-800-523-4534 for fast and friendly product support.

FOUNDED: 1860
CONTACT: Enza Messina, Marketing Manager
212.438.4036
www.netadvantage.standardandpoors.com



Jose Luis Andrade, President

SWETS

SWETS

Swets Simplifies

Serving the library and information industry for more than 105 years, Swets recognizes the central role libraries play in supplying access to relevant, timely information, vital to the continuous success of its patrons. In addition to traditional print resources, the expanding and complex demands of accessing and managing electronic content makes librarians' and serials professionals' roles more important than ever. Partnering for the acquisition, access and management of scholarly, business and professional information, Swets provides libraries with innovative services and support required to successfully meet the growing needs of customers.

FOUNDED: 1901
CONTACT: Elyse Profera, Swets NA Marketing
Communications, 800.645.6595 ext 2126
www.swets.com



Mike Boswood, President & CEO -
Healthcare and Science

THOMSON REUTERS



Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, scientific, healthcare and media markets, powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs more than 50,000 people in 93 countries. For more information, go to thomsonreuters.com.

FOUNDED: 1948
CONTACT: Sue Besaw 215.823.1840
www.thomsonreuters.com



Patrick Gaston, President

VERIZON FOUNDATION



The Verizon Foundation is dedicated to the advancement of K-12 education. As a leading broadband company, our future depends on educated workers and consumers. We know that in America and around the world educational achievement drives economic prosperity and social change. Thinkfinity.org, is our signature program for K-12 education – a free web site that offers users more than 55,000 resources in all K-12 academic subjects. Thinkfinity.org's resources are provided in partnership with 11 of the nation's leading educational and literacy organizations, which include the National Center for Family Literacy, ProLiteracy Worldwide, the International Reading Association and the National Council of Teachers of English. Thinkfinity's lesson plans, educational games and videos provide teachers, students and parents with an exciting and engaging way to advance learning. Thinkfinity supports librarians, media specialists and teachers with free, standards based materials that engage students and make learning fun. Visit www.thinkfinity.org

FOUNDED: 2000
CONTACT: www.verizon.com/foundation



Paul Gazzolo, President

WORLD BOOK, INC.



World Book sets the standard in publishing accurate, current, and reliable reference and learning materials for children and adults. The company is committed to creating educational products that meet the highest standards of editorial excellence in print and online.

For nearly a half-century, World Book has continuously recognized and supported the work of the American Library Association and its affiliate organizations as advocates for their members and the constituents they serve.

We at World Book are honored to champion the ALA, librarians, and teachers in their efforts to facilitate learning and broad, equal access to the highest quality educational information.

FOUNDED: 1917
CONTACT: Chris Senger 312.729.5800
www.worldbookonline.com



Investing in America's Libraries

Library Champions make it possible to increase awareness and advocate the value of libraries and librarians across the country and around the world. To learn how you can become a Library Champion and help ALA speak up and speak out for libraries, please contact the ALA Development Office, at 800.545.2433 ext.5050 or via email at development@ala.org.

50 East Huron Street • Chicago, IL 60611
Phone: 312.280.5050 • Fax: 312.280.5015

Where to Eat in Boston

Midwinter attendees won't want for dining options

by Betsy Clarke and Jessica Snow

Welcome to Boston, ALA attendees! The city has a world of mouth-watering restaurants to sate every palate.

Boston is made up of distinct neighborhoods that each offer a view into the life of Bostonians, and this guide is arranged that way as well. The city is compact and walkable, and it has a good public transportation system of subways and bus lines to get you to whichever neighborhood you choose to dine in.

We hope you enjoy your stay in Boston and enjoy some good grub. Bon appétit!

Waterfront/South Boston

LTK. LTK stands for Legal Test Kitchen, a hot spot that features the best from the Legal Sea Foods empire as well as Legal's more extensive testing menus. Legal's clam



Authors Betsy Clarke (left) and Jessi Snow (right), Boston Public Library adult services librarian and teen librarian respectively, with friend Angelica, at BPL's Map Café.

chowder has been served at every Presidential inauguration since 1981. If you can't justify spending money on a big dinner, try chowder and salad, or oysters Legal (baked with spinach) and maybe a mojito. You always get yummy warm rolls with butter, but they do offer a gluten-free menu. \$\$\$\$. L, D daily. 225 Northern Ave. 617-330-7430. www.ltkbarandkitchen.com.

Sel de la Terre. There are three locations now, but the original is at Long Wharf. Recommended by barflies and foodies alike, Sel de la Terre serves French Provençal fare

in a lively atmosphere. Bouillabaisse, the classic seafood stew with tomato, garlic, and saffron broth, is a highlight of the menu. An extensive wine list and scrumptious breads and pastries make this a festive, special-occasion place. \$\$\$\$. L, D daily, brunch Sat.–Sun. 255 State St. 617-720-1300. www.seldelaterre.com.

The Franklin Café has two Boston locations, one in South Boston and the other in the South End. The food is fresh, vegetarian- and vegan-friendly, and uses local produce when available. The bar is smallish but lively with a great selection of

PRICE GUIDE

Average prices for appetizer, drink, and entrée, not including tip.

- \$..... Less than \$15
- \$\$..... Around \$20
- \$\$\$..... Around \$30
- \$\$\$\$..... More than \$30

wines, beers, and mixed drinks. The full menu is served until 1:30 a.m., so if you're craving delicious mashed potatoes at 1:00 a.m., no problem.

\$\$\$. D daily. South Boston: 152 Dorchester Ave. 617-269-1003. South End: 278 Shawmut Ave. 617-350-0010. www.franklincafe.com.

South End

Addis Red Sea. This Ethiopian restaurant is a wonderful experience and it's always fun to go with a group. It starts with injera, a crepe-like spongy bread that you use to hold, pick up, and dip your food. The spices in the dishes are distinct and flavorful. Combination dinners cost \$15–\$25 per person and are a good way to go if you want to sample a number of things.

\$\$. D daily, L Sat.–Sun. 544 Tremont St. 617-426-8727. www.addisredsea.com.

Charlie's Sandwich Shoppe. Open since 1927, this diner is the place to come for a stick-to-your-ribs breakfast—French toast, pancakes, turkey hash, and more. The prices and the patrons could both come out of a time machine. There's no bathroom, so plan accordingly.

\$. B, L Mon.–Sat. 429 Columbus Ave. 617-536-7669. No website.

Les Zygomates. *Les zygomates* is French for “your smile muscles,” and this French-Mediterranean restaurant should exercise them well. The food is bistro style and a prix fixe menu is offered, with an extensive wine list and often top notch jazz in the bar. The owner learned his craft in Paris and welcomes you *comme ça*. A nice choice for a splurge.

\$\$\$\$. L Mon.–Fri., D Mon.–Sat. 129 South St. 617-542-5108. www.winebar.com

Mela. You will be able to taste the distinct spices in each of the Indian dishes, which is quite an experience. Big portions mean two people could share some naan, samosas, and one entrée and both walk out feeling sated. Vegetarians and carnivores alike welcome.

\$\$\$. L, D daily. 578 Tremont St. 617-859-4805. www.oneworldcuisine.com.

The Red Fez. For Middle Eastern food, this is a great place to go and try a little bit of a lot of things with a date or a group of friends. They serve entrées as well as mezzes (small plates); try baba ghanouj, hummus, olives, falafels, or kibbeh, with a couple of entrées. The bar serves a few Middle Eastern wines and beers, and on Saturday nights there is live Arabic music.

\$\$-\$\$\$\$. L, D daily. 1222 Washington St. 617-338-6060. www.theredfez.com.

Faneuil Hall Marketplace

The Black Rose. If you're into pub grub and want to sample many different beers in a Boston institution, try the Black Rose. It's loud and busy, has an Irish waitstaff, and bands play some nights.

\$\$. L, D daily, B Sat.–Sun. 160 State St. 617-742-2286. www.irishconnection.com.

KingFish Hall. This fun and noisy seafood restaurant is part of celebrity chef Todd English's empire. You'll feel like Alice in Wonderland as you twirl in the clam-shaped booths, especially after a signature cocktail or two. Unfortunately, it's pricey.

\$\$\$\$. L, D daily; brunch Sun. 188 Faneuil Hall Marketplace. 617-523-8862. www.toddenGLISH.com.

Durgin-Park. Serving traditional New England fare, this restaurant has been here since before you were born—since 1826, to be specific. Prime rib, cod, baked beans, slaw, and a trademark Indian pudding will cause you to start dropping your “r”s. The waitstaff, once known for their rudeness, are nicer now.

\$\$\$. L, D daily. 340 Faneuil Hall Marketplace. 617-227-2038. www.arkrestaurants.com.

McCormick and Schmick's. This is the major rival to Legal Sea Foods and just as good in its own way. The seafood is fresh and delicious, and the excellent service and atmosphere will remind you of an English gentlemen's club. Expensive, but there are good lunch and happy hour deals.

\$\$\$\$. L, D daily. 1 Faneuil Hall Marketplace, North Market Building. 617-720-5522. www.mccormickandschmicks.com.

Chinatown

China Pearl. If you like dim sum, this is the place to go in Boston. The experience at China Pearl is like a human conveyor belt of tantalizing morsels. It can put you over the edge—but it's worth it.

\$\$. B, L, D daily. 9 Tyler St. 617-426-4338. No website.

East Ocean City. Not the place for vegetarians, this establishment serves authentic Chinese food. Seafood is a specialty, but there is also a plethora of beef, duck, and pork options. Bring friends—so you can sample their choices.

\$\$. L, D daily. 25-29 Beach St. 617-542-2505. www.eastoceancity.com.

Pho Pasteur. This Vietnamese restaurant is near both the Theater District and a large movie theater,

so it's a perfect place to go to before or after a show. Fast, no-nonsense service complements the terrific food here, and there are plenty of options for vegetarians and carnivores alike.

\$. B, L, D daily. 682 Washington St. 617-482-7467 www.phopasteurboston.net.

Beacon Hill

Anna's Taqueria. Straight-up, simple, hearty, fast Mexican food. You can eat and eat well for under \$6! When you're walking around Beacon Hill get your energy up with a filling burrito or some carnitas. Vegetarians have options too, but make sure to specify the veggie rice, because the regular rice is made with chicken stock. Cash only.

\$. B, L, D daily. 242 Cambridge St. 617-227-8822. www.annastaqueria.com.

Panificio. Beacon Hill is quintessential Boston, and the best way to take it in is by viewing the homes, antique stores, and restaurants on Charles Street. The restaurant is located on the last block and serves breakfast, lunch, and dinner; but if all you try are the baked goods and coffee, that's a great start.

\$\$\$ (\$ for coffee and baked goods). B, L, D daily. 144 Charles St. 617-227-4340. www.panificioboston.com.

King and I. Also on Charles Street, King and I is a decent Thai restaurant in a city that really needs more. King and I has a vegetarian menu and a fair number of regular menu items that aren't cooked in oil, and they are also open to adding and mixing up items.

\$\$ L Mon.–Sat., D daily. 145 Charles St. 617-227-3320. www.kingandi-boston.com.



Antico Forno in the North End.

North End

Antico Forno. The name means old oven, and out of this oven comes some of the best brick oven pizza in Boston. Antico is more than pizza, though. Its ribollita or Tuscan white bean soup gets a lot of raves—the perfect thing for chilly nights. A favorite in the neighborhood.

\$\$–\$\$\$\$. L, D daily. 93 Salem St. 617-723-6733. www.anticoforno.com.

Carmen. Intimate, romantic, and expensive, Carmen is a top choice of North End residents. Chef Jeff Malloy's Italian cuisine consistently earns highest ratings from Zagat and other food guides. Candlelit and sure to please—if your expense account allows. Reservations recommended. \$\$\$\$ D Tues.–Sun., L Fri.–Sat. 33 North Square. 617-742-6421. www.carmenboston.com.

l'Osteria. Another consistent Italian favorite with the locals, l'Osteria has a warm and friendly atmosphere with plenty of extraordinary specials, especially the chicken and veal dishes. It's a great choice for lunch too.

\$\$\$ L, D daily. 104 Salem St. 617-723-7847. www.losteria.com.

Grezzo Restaurant. The food at Grezzo is Italian-inspired and all organic, raw, and vegan. They serve specialty drinks along with vegan and biodynamic beers and wines. The food is on the pricier side, so going in for a drink or two along with a couple of desserts is an acceptable option.

\$\$\$ L, D Tue.–Sun. 69 Prince St. 857-362-7288. www.grezzo-restaurant.com.

Mike's Pastry/Modern Pastry. Many wonderful North End restaurants do not serve dessert. Why? It's because everybody has dessert at one of these Hanover Street rivals. You decide who has better cannoli and join the best debate in Boston. Mike's Pastry: 300 Hanover St. 617-742-3050. www.mikespastry.com. Modern Pastry: 257 Hanover St. 617-523-3783. www.modernpastry.com.

The Green Dragon Tavern. Established in 1654, The Green Dragon was a favorite haunt of Paul Revere

and it still has a good 17th-century feel to it. The food is typical Irish pub grub, without many vegetarian options apart from the appetizers. \$\$. L, D daily. 11 Marshall St. 617-367-0055. www.somerspubs.com.

Union Oyster House. This is another of those quintessential Boston institutions—frequented by John F. Kennedy, it now has a plaque dedicating his favorite booth. If you go, you'll be chatted up by waitstaff who have been working there for more than 20 years and have plenty of stories of famous celebrities that “sat in your exact chair.” A good restaurant both for eating and for finding some local color. \$\$\$\$. L, D daily. 41 Union St. 617-227-2750. www.unionoysterhouse.com.

Kenmore Square

Brown Sugar. A consistent prize winner, Brown Sugar combines affordable, delicious Thai food with a serene and inviting atmosphere. Rice and noodle dishes galore include great choices for vegetarians. Brown Sugar is a city favorite, particularly among its Boston University neighbors. \$\$. L, D daily. 1033 Commonwealth Ave. 617-787-4242. www.brownsugarcafe.com.

Elephant Walk. Elephant Walk strikes a pleasing balance between Cambodian and French cuisines. The décor is modern with an atmosphere reminiscent of colonial Cambodia. It has many vegetarian offerings and even a gluten-free special menu. \$\$\$. L, D daily, brunch Sun. 900 Beacon St. 617-247-1500. www.elephantwalk.com.

Taberna de Haro. This Spanish tapas place is crowded, fun, and delicious. It's a small, friendly place



Spice grilled Tofu Steak with Indonesian Fried Rice at Franklin Cafe.

with an open kitchen and a fantastic wine list. Share some paella, or if you feel really adventurous, there's squid in its own ink. The atmosphere is so European, you may feel like you're not in Boston anymore. \$\$\$\$. D Mon.–Sat. 999 Beacon St. 617-277-8272. www.tabernaboston.com.

O'Leary's. This pub café is the real thing: An authentic, untouristy Irish pub, not a movie set. The food is a cut above pub grub. The soda bread and scones alone will please you. Also try the Guinness beef stew, shepherd's pie, and daily specials. Three or four nights a week, there is live Irish music. \$\$–\$\$\$. L, D daily. 1010 Beacon St., Brookline. 617-734-0049. www.olearysbrookline.com.

Back Bay Neighborhood

Betty's Wok and Noodle Diner. A 1950's diner vibe paired with Asian-

and Latino-inspired fare to lure you in. You choose a sauce, veggies (or let the chef decide), meat, and type of noodle or rice. Huntington Theatre and Symphony Hall are next door and across the street, respectively. You may want to incorporate a show into your plans, although Betty's can get packed afterward. \$\$. L, D daily. 250 Huntington Ave. 617-424-1950. www.bettyswokandnoodle.com.

The Catered Affair Restaurants at Boston Public Library, Copley Square. Food and drink are not allowed in the library, except at the Courtyard Restaurant and Map Room Café, both located in the historic McKim building. The **Map Room Café** serves tasty salads, sandwiches, pastries, coffee and tea that can be enjoyed in the café or, weather permitting, in BPL's lovely Italianate courtyard with the Bacchante statue and fountain center-

piece. The **Courtyard Restaurant** is more formal, but lovely, offering lunch and a traditional afternoon tea with tea sandwiches, scones (the ginger scone is legendary), and Devonshire clotted cream. \$-\$\$ L Mon.–Sat. (MapRoom), L Mon.–Fri. (Courtyard). 700 Boylston St. 617-859-2251. www.thecateredaffair.com/bpl/.

Steve's Greek Restaurant. Tried-and-true traditional inexpensive Greek fare, including salads, kebabs, spanikopita, pastitsio, gyros, and a limited selection of beer and wine. The daily specials (always octopus stefado) seldom vary, but its comfortable coffee-shop style and fast service will ease your mind and your pocketbook. Steve's also has a takeout-only location at Faneuil Hall marketplace.

\$. L, D daily, B Mon.–Sat., brunch Sun. 316 Newbury St. 617-267-1817. www.stevesgreek.com.

The Other Side Café. A cozy café for the young and hip locals, although tourists will feel welcome and will get well fed cheap. The soup, salad, and sandwich-based menu provides options for dietary plans ranging from raw-foodists and vegans up to hardcore carnivores. A warning: The music can get a little loud. \$. L, D daily, brunch Sat.–Sun. 407 Newbury St. 617-536-8437. www.theothersidecafe.com.

Delux. A funky little local neighborhood bar and restaurant that looks kind of divey, but don't despair: The food is good and inexpensive. The menu is on the smaller side and

changes on a frequent basis, generally with at least one vegetarian dish. \$\$ L Mon.–Sat. 100 Chandler St. 617-338-5258. No website.

The Trident Booksellers and Café. The Trident is a fantastic independent bookstore with a nice variety of offbeat literary, art, and Buddhist magazines to browse. The food is not strictly vegetarian, but there are plenty of veggie choices like vegan cashew chili and Tibetan momos. Also offered is a perpetual breakfast of omelettes and breakfast burritos. Great smoothies and coffees too. It's the type of place where you can be alone and just be. \$-\$\$ B, L, D daily. 338 Newbury St. 617-267-8688. www.tridentbookscafe.com. ■



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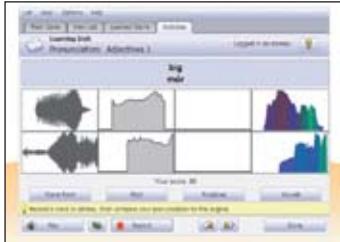


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Currents

- **Stacey Aldrich** has been appointed state librarian of California by Gov. Arnold Schwarzenegger.
- **Sue Burton** retired as director of Portsmouth (Va.) Public Library November 1.
- **Judy Cater** has been appointed the interim dean for the Division of Social and Behavioral Sciences at Palomar College in San Marcos, California.
- On December 31 **Irene Claudnic** retired as director of the Oglesby (Ill.) Public Library.
- December 4 **Ann Cousineau** retired as Solano County, California, director of library services.
- **Bill Dane** has retired as head of Newark (N.J.) Public Library's Special Collections Division.
- Effective January 1, **Joyce M. Durant** has been



Anne Hepburn



Brenda Mathenia



Tom Sloan



Betty Waznis

promoted to dean of Francis Marion University's James A. Rogers Library in Florence, South Carolina.

■ **Todd Elliott** became library director of Portsmouth (Va.) Public Library on November 1.

■ **Joanne Eustis** has retired as university librarian at Case Western Reserve University in Cleveland, Ohio.

■ **Jana Fine** has been promoted to assistant director and outreach coordinator for Tuscaloosa (Ala.) Public Library.

■ **Joyce Garczynski** has joined the Albert S. Cook Library at Towson (Md.) University as communications and development librarian.

■ **Michael Handy** has been appointed deputy associate librarian for library services at the Library of Congress in Washington, D.C.

■ **Anne Hepburn** has joined Pacific Northwest College of Art in Portland, Oregon, as technical services and archives librarian.

■ In November, **Linda Lord**, acting state librarian, became Maine State Librarian.

■ **Brenda Mathenia** has been named associate university librarian for client services and facilities at the University of Lethbridge in Alberta, Canada.

■ October 26 **Shayna Muckerheide** became the special events coordinator at the Arizona State Library, Archives, and Public Records.

■ **Mimi O'Malley** has been hired as an instructional designer for the Learning House in Louisville, Kentucky.

■ Hartford (Conn.) Public Library has appointed **Matthew K. Poland** chief executive officer.

■ **Elaina Norlin** has been appointed director of Broward County (Fla.) Library's African-American Research Center.

■ **Joann Palmeri** has been appointed history of science librarian at the University of Oklahoma Libraries in Norman.

■ **Loren Rothschild** has been named to the board of trustees of the Huntington Library, Art Collections, and Botanical Gardens in San Marino, California.

■ **Joy Rucker** has retired as librarian at the Weber Road branch of the St. Louis County Library.

CITED

- Naperville (Ill.) Public Library executive director **Donna Dzedzic** has been named an Influential Woman in Business for 2009 by *The Business Ledger*.
- The Association of Academic Health Sciences Libraries presented the association's prestigious Cornerstone Award to **Tony Mazzaschi**, senior associate vice president for biomedical and health sciences research at the Association of American Medical Colleges, on November 9.
- **Jonathan Rodgers**, head of the Near East Division at the University of Michigan's Hatcher Graduate Library in Ann Arbor, received the 2009 Partington Award. Presented at the Middle East Librarians Association's annual conference, the award recognizes members who have displayed a high standard of excellence and accomplishments in the field of Middle East librarianship.
- **Tom Sloan**, executive director of the DuPage Library System in Geneva, Illinois, has been awarded the 2009 Distinguished Alumnus award from the Florida State University School of Library and Information Studies in Tallahassee.
- The historic renovation of the Noe Valley/Sally Brunn Branch of San Francisco Public Library was recognized with a Preservation Design Award from the California Preservation Foundation.

OBITUARIES

■ **Mary Bobinski**, director of the Amherst (N.Y.) Public Library from 1973 to 2006, died November 20.

■ **Janet Bergquist Dixon** died October 21. She was maps librarian; liaison to the geosciences, environmental dynamics, and anthropology programs and departments; and full librarian/full professor at the University of Arkansas Libraries in Fayetteville.

■ **Winifred E. Duncan**, 77, head librarian for Chicago Public Schools from 1974 until her retirement in 1991, died November 1 of a brain tumor.

■ **Charles Ray Ewick**, former Indiana state librarian, died of cancer August 29. Before becoming state librarian, he served at Indianapolis–Marion County Public Library, Rolling Prairie (Ill.)



Charles Ray Ewick

Library System, and at the Indiana State Library. A member of the Chief Officers of State Library Agencies, he was its

president from 2003 to 2005 and oversaw a \$17-million renovation and expansion of the Indiana State Library before his retirement in 2004.

■ *American Libraries* recently learned of the December 26, 2007, death of **Jamie R. Graham**, 92, the first African-American librarian hired by Washington University Libraries in St. Louis, Missouri.

■ **Ja-Lih Lee**, Cupertino community librarian at the Santa Clara County (Calif.) Library, died December 1 of leukemia. In addition to her work at Santa Clara County Library, Oakland Public Library, and San José Public Library, Lee served in a variety of roles with the California Library Association and ALA, including president of the California chapter of the Chinese American Librarians Association.

■ **Effie Lee Morris**, 88, longtime children's literature librarian, educator, and advocate, died November 10 of cancer. Morris, who was awarded honorary ALA membership in 2008, began her career as a

public librarian at Cleveland Public Library in 1946 and in 1963 became the first coordinator of children's services at San Francisco Public Library. Among her many achievements, Morris established the Children's Historical and Research Collection at the Children's Center of SFPL, founded the San Francisco Chapter of the Women's National Book Association, and became the first African-American president of the Public Library Association.

■ **Lillian R. New**, 98, a Chicago librarian for 58 years and longtime head of the children's department of Chicago Public Library's main library, died of natural causes December 8. New was known as "Miss Bunny" to children who watched her after-school television program in the late 1950s and early 1960s. Although she had no college degree, she read widely and stressed reading to children at the library.

■ **James R. Przepasniak**, 74, deputy director of library services at El Paso (Tex.) Public Library, passed away from heart complications October 25.

■ The University of Oklahoma Libraries has appointed **Alexandra Shadid** librarian of the Western History Collections.

■ November 11 **Doris Ann Sweet** became director of library services at Assumption College in Worcester, Massachusetts.

■ **Elizabeth Waddell** has been appointed director of EMPact Sales at EBSCO in Birmingham, Alabama.

■ **Betty Waznis** has been named director of Chula Vista (Calif.) Public Library.

■ In December, **Melanie Wilke** became head librarian at Northwest Community College in Terrace, British Columbia, Canada.

■ **Ning Zou** has been appointed instruction coordinator at Dominican

University Library in River Forest, Illinois.

At ALA

■ **Jennie Hammond**, program coordinator for the Office for Intellectual Freedom, left ALA November 13.

■ **Matthew Ivaliotes**, internet administrator for Information Technology and

Telecommunications Services, left ALA November 30.

■ **Kristin Krutsch** is a new production editor for Production Services, including *American Libraries*.

■ **Barbara A. Macikas** became executive director of the Public Library Association November 23. ■

Send notices and color photographs for *Currents* to Katie Bane, kbane@ala.org.

Some of My Favorite Reads

How's a YA literature professor to choose?

by Jennifer Burek Pierce

What's your favorite book? If you're like me, that's a tough question. There's the one that captures the mood you're in, the one that pulls you out of the mood you've been in, the one with those charming turns of phrase, the one with the cunning plot turns, the one with the better-than-you'd-hoped-for ending, and more.

It depends on what one means by favorite. Do I tell you *Walden* is my favorite because it's deep and true and visiting the cabin site near Concord, Massachusetts, resonates every time I walk in the woods? Or *To the Lighthouse* and its visions of writing and artistry? Or do I tell you about the book that I'd want to crawl into bed with when my sinuses seem bent on re-enacting Zeus's birth of Athena, less the whole arrival-of-wisdom bit?

Right now choosing a single book isn't my problem. I'm preparing to teach an enigmatically named course titled Young Adult Resources, which for me usually involves the novel and the research literature that contextualizes issues experienced by teen protagonists. A couple of colleagues and I talked recently about a guilty moment in selecting readings for such a class: There's this book, and you love it, and you want someone,

anyone, okay, *everyone* to read it and be swept away by it, too. Sometimes the book turns out to be an ugly duckling of sorts, and it's hard to convince prospective readers of its attractiveness. In a library, you wonder if you can justify keeping it on the shelf; in a class, you wonder about its presence on the syllabus.

Teacher's pets

Here, then, is a handful of current and enduring infatuations that my students might soon encounter.

1. The "It Reminded Me of Friends" title: Brad Barkley and Heather Hepler's *Scrambled Eggs at Midnight* (Dutton, 2006). I have dear friends who go annually, like moths to the proverbial flame, to the Renaissance faire in Shakopee, Minnesota, and they love me even when I won't go with them. A book set at one such faire, then, was irresistible. It offers a tender portrayal of teen romance and, as a bonus for unreformed English majors and those yet-to-be, our hero provides one nifty little explanation of T. S. Eliot's "Love Song of J. Alfred Prufrock."

2. The "Library Discard That Followed Me Home" title: Elizabeth Marie Pope's *The Sherwood Ring* (Houghton Mifflin, 1958). Attracted by its cover, I had to have this book from the Friends' store. With an orphaned heroine, an estate, a tweed-

jacketed historian, quirky ghosts, and a Revolutionary War backstory, what's not to like? Pope, who taught Milton and Shakespeare, won a Newbery Honor for her other YA title, *The Perilous Gard*. Yet *The Sherwood Ring* is far better.

3. The "Encounter Lost to Time" title: I can't quite recall when I first curled up with Jean Webster's *Daddy-Long-Legs* (Groset and Dunlap, 1912), but the tween daughter of friends has recently developed a fondness for this epistolary romance, too. A sweet, innocent story is what she's looking for in a book right now, her mother tells me.

4. The "I Didn't Want to Like It—At All" title: Seth Grahame-Smith's *Pride and Prejudice and Zombies* (Quirk Books, 2009). Like a good Jane-ite, I looked askance at the effrontery of this interloper until a chance encounter (or some reviews on libraries' teen sites) led me to turn a few of its pages. Dear Reader, I confess—it made me laugh.

Such an eccentric list omits as much as it shares. It's decidedly imperfect, omitting my favorite literary bear, Iorek Byrnison; the new and strangely exhilarating *Leviathan*; the overwhelming voice that reveals *How I Live Now*; and so many authors whose "electric life, which burns within their words" (per Percy Shelley) charges and challenges the youthful world. ■

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.



There's this book, and you love it, and you want someone, anyone, okay, everyone to be swept away by it, too.

Inspiration, Seattle-style

Spotlighting creative library management practices

by Brian Mathews

What makes a library inspiring to its users? The key component is the relationship it builds with the people it serves. Seattle Public Library is a showcase for this attribute. In 2008, just in time to face what has become a global financial crisis, the library completed the 10-year “Libraries for All” campaign, which resulted in the construction of several new branches and improvements to every other library building.

What’s most inspiring about this ambitious plan is the way the city’s public librarians took it to the streets, attending community meetings and visiting neighborhoods to ask people what they wanted in their libraries. Community outreach led to changes in collections and policies, but also to specific renovation needs for the various branches: One wanted a community landmark, another a “green” roof, and another a relaxing reading room. These direct conversations enabled the library to customize its branches.

Seattle City Librarian Susan Hildreth sees empowering users as critical. “Our library is the place where the community gathers, learns, teaches, celebrates, and listens,” she says. Hildreth envisions the library as an intellectual and cultural common space.

Libraries nationally have been gaining a reputation as “third place” destinations, locations between home and work that enable people to mingle and congregate. SPL has witnessed a dramatic rise not only in annual visitors—over 7 million last year—but also

in attendance at classes and programs, which has risen steadily to nearly 200,000 participants each year.

SPL is taking timely and critical next steps to address the needs of a particular segment: job seekers. A \$50,000 grant funded by the Gates Foundation and Washington State Library is allowing Seattle to expand services to people looking for work. A new Job Resource Center designated for job hunters features computers and career reference materials and offers workshops on résumé writing, interviewing, job searching, and financial planning. Additionally, SPL is hosting career fairs to bring employers and job seekers together. The next phase of the project includes expanding online resources to connect patrons with experts in different fields, and creating an online social space for job seekers to comment and share strategies.

Save the time of the user

As we strive to foster relationships with our patrons, marketing and advocacy is essential. Hildreth’s advice is to “keep the library at the forefront of people’s minds.” Whether helping people find jobs, helping students with homework, or providing meeting space for local organizations, the library must remain a visible part of the community. Hildreth warns that “it is crucial to maintain public support for libraries because once support declines, so will our ability to provide services.” She continues, “If this happens, then use goes down, then funding, and then the library’s

relevancy to its patrons.”

SPL is currently facing a 5% budget reduction. To address this shortfall, the library is reconfiguring and reducing operating hours systemwide. In addition, it is continuing to reduce administrative salaries and exploring furlough options. Despite these setbacks, Hildreth remains positive. When asked about the future, she



What’s inspiring about this ambitious plan is the way the city’s librarians took it to the streets.

stated that her library is planning to engage Seattleites in the spring, “we’re going to begin a new round of strategic planning by hosting a series of community conversations in order to stay in touch with our patrons.” In addition to these neighborhood talks, SPL will administer a systemwide survey, conduct focus groups, and explore trends on emerging technologies and user experience design.

Hildreth emphasizes this: “I think you have to build a culture that bases all decisions, activities, and services on what is in the best interest of the user.” She advises, “It is challenging because sometimes we think we know what is best but we really need to determine that from the user’s point of view, not our own.” ■

BRIAN MATHEWS is an assistant university librarian at the University of California, Santa Barbara. Over the next year, his new column will spotlight professional leadership strategies for creating and sustaining inspirational libraries.

Librarian's Library

Charleston on My Mind

by Mary Ellen Quinn

I don't usually get to attend the Charleston Conference (in fact, I've only been to one), so I look forward to seeing the annual *Charleston Conference Proceedings*. The 2008 edition showed up on my desk this

past November (around the time that the 2009 conference was taking place). The theme for 2008 was "The Best of Times ... the Worst of Times," and the presenters covered topics in budgeting, collaboration, content development,

and format, to name a few areas. Since I missed "8,000 Citations ... Are You CRAZY?" "The Role of the Library in a Fully Googled World," "How Not to Read a Million Books," and other intriguing-sounding sessions, I'm glad to now have written versions in my hands. It's ironic—and a reminder of how slowly things still move in print world—that the proceedings for a conference that addresses so many

cutting-edge issues take so long to appear in book form. If you don't want to wait until late 2010 to see what happened in 2009, you can go to the Charleston Conference website, where many of the 2009 presentations are now available.

INDEXED. 242P. \$40 FROM LIBRARIES UNLIMITED (978-1-59158-933-4)

Eye on the Prize

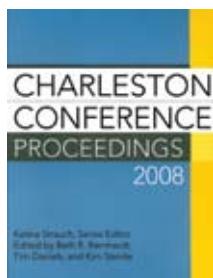
What does the list of Newbery Award winners tell us about the

ways in which attitudes regarding race have changed? That's what Binnie Tate Wilkin sets out to explore in *African and African American Images in Newbery Award Winning Titles*. In the medal's early days Africans and African Americans were represented mainly as cartoon characters when they were represented at all. The 1923 winner, *The Voyages of Doctor Dolittle*, has proven to be one of the most controversial choices because of its

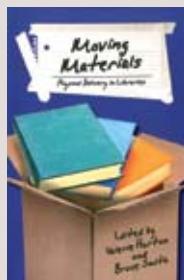


The theme for the 2008 Charleston Conference

was "The Best of Times ... the Worst of Times," and the presenters covered topics in budgeting, collaboration, content development, and format



NEW FROM ALA

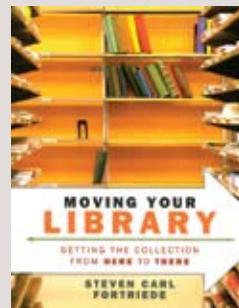


Moving Materials: Physical Delivery in Libraries, edited by Valerie Horton and Bruce Smith, offers insights on what is described as "the forgotten function": getting materials from point A to point B. Chapters tackle such topics as delivery service organization and management, outsourcing, materials management systems, and relationships among participating libraries. A final section addresses home delivery and courier services.

INDEXED. 202P. PBK \$70 (978-0-8389-1001-6)

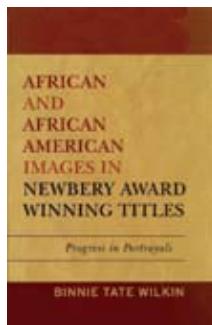
Moving Your Library: Getting the Collection from Here to There sounds similar but deals with shifting a whole collection rather than just pieces of it. Author Steven Carl Fortriede makes what many consider a nightmare more manageable by breaking it down into steps, from measuring shelves, training workers, and assembling supplies to actually dealing with boxes, hand trucks, and special items such as unbound periodical files. One caveat: An entire chapter is devoted to microforms, but there's very little on other nonprofit formats.

INDEXED. 192P. PBK \$70 (978-0-8389-0994-2)



ROUSING READS

GOLD IN THE STACKS



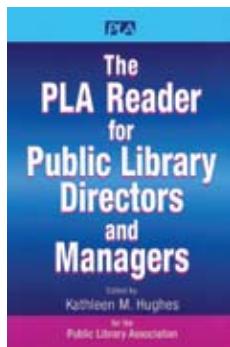
racial insensitivity. As the nation has progressed, so have the portrayals, reflected in the Newbery choices (especially the honor books)

over the years. The author recommends the Coretta Scott King Book Award list for the best selection of positive images, however.

INDEXED. 242P. PBK \$40 FROM SCARECROW PRESS (978-0-8108-6959-2)

Public Library Wisdom

More than 30 articles are gathered together in *The PLA Reader for Public Library Directors and Managers*, edited by Kathleen Hughes. Six sections



explore topics related to advocacy, communication, access, technology, and more. Many of the articles were previously published in

Public Libraries magazine or *Tech Notes*; others are excerpted from books. It's good to be able to benefit from the experience and expert advice of so many public library heavy hitters. Copublished by the Public Library Association of the American Library Association, the book is the first in a new series "designed specifically for busy library professionals in search of practical solutions for their complex responsibilities."

INDEXED. 300P. PBK \$65 FROM NEAL-SCHUMAN (978-1-55570-684-5) ■

MARY ELLEN QUINN is editor of *ALA Booklist's Reference Books Bulletin*.

It's best-books-of-the-year time, but I have a problem. Many of my favorite titles of 2009—Dara Horn's *All Other Days*, Michael Malone's *The Four Corners of the Sky*, Mark Frost's *Game Six*, and Wil Haygood's *Sweet Thunder*, for example—have already been celebrated in this column. So that leaves me looking beyond the borders of 2009. As new books continue to pour forth, it's easy to focus only on what's new. Every librarian knows, on the other hand, that the stacks are full of gold—books that may no longer be on book club A-lists but that need only a readers' advisor to give them new life. This year, then, I'm going to say a few words about a couple of authors whose books continue to rank high on my cumulative best list.

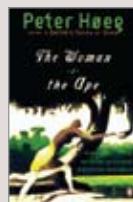
Bart Schneider's trilogy of novels set in San Francisco from the early 1960s into the '70s—*Blue Bossa* (1998), *Secret Love* (2001), and *Beautiful Inez* (2005)—evokes not only the city at a signature moment in its history but also the tortured, passionate lives of a group of entrancing characters. Part of the lure of San Francisco in the 1960s was the availability of the forbidden, and Schneider treats this theme masterfully. Like James Baldwin in *Another Country*, he uses the drama of forbidden relationships as a way of approaching his real subject: the human heart in turmoil.



Human hearts are also in turmoil in the work of Danish novelist Peter Høeg, but the effects of that turmoil extend well beyond individual relationships. Høeg's first book to appear in the U.S., *Smilla's Sense of Snow* (1993), was a bestselling literary thriller, but recently his name has faded a bit as a wave of Scandinavian crime writers, led by Henning Mankell and Stieg Larsson, has stormed our shores. Høeg dabbles in almost every genre, but above all he is that rare thing, a genuinely philosophical novelist with a genius for stretching the bounds of narrative fiction in altogether new directions.



Of the Høeg novels published in the U.S. since *Smilla*, I'm especially fond of *The Woman and the Ape* (1996), an audacious mix of fantasy, fable, myth, and love story. It starts out like a save-the-animals saga, but quickly Høeg moves in a very different direction, forcing us to confront the realization that the animals, humans included, can't be saved. Along the way, though, Madelene, the wife of a zoo director, rescues a special ape from the lab-coated needle-pokers and flees London on the extraordinary ape's back, soaring with all the magic of E.T. across the city's rooftops and treetops. She also falls in love with the ape and shares with him an erotic ecstasy far beyond the bounds of that too-cerebral thing we call human sexuality.



Remarkably, we meet each outlandish turn in the story not with incredulity but with excitement and a sense of revelation. This isn't the first anti-utopian fantasy to remind us that there is no escaping the deathly pallor of civilization, but it shows us what we've lost more vividly than we've been shown in a long time.



BILL OTT is the editor and publisher of ALA's *Booklist*.

Solutions and Services



▲ ▲ www.zillio.com

Zillio is an **educational toy that teaches essential math skills**. The structure, which is divided into 12 staircases based on the multiplication tables, can be used for more than 100 games and lessons for students pre-kindergarten through 6th grade. Zillio comes in two sizes; a two-dimensional game board is also available.

www.swetswise.com

SwetsWise Selection Support is an **evaluation and analysis tool** that combines usage statistics with subscription information in a single environment to help librarians make collection development decisions. Powered by the ScholarlyStats platform, the system provides a pre-populated overview of price and usage information for all journals ordered through Swets; other subscriptions can be added manually to provide a complete overview. Extensive reporting tools provide specific and customized reports.

www.mangolanguages.com

Mango Languages has launched Mango Basic, a **language-learning software package** aimed at helping people learn the basics of a foreign language in a short time. The program can be completed in two to five hours and teaches everyday greetings, gratitudes, and helpful phrases. Mango Basic is available in 22 foreign languages, as well as English as a Second Language for 14 languages.



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www.integratedtek.com

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The DiaMond EM/RFID **security gate** detects both electromagnetic and RFID tags, which allows libraries to begin installing RFID security tags without replacing existing electromagnetic tags. The system features user-adjustable audible and visual alarms, simultaneous multiple-lane operation, and an optional people counter, and is safe for magnetic media.



To have a new product considered for this section, contact Brian Searles at bsearles@ala.org.



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www.wizards.com/magicnovels

Wizards of the Coast has released *Path of the Planeswalker*, an **anthology of graphic novels** based on its Magic: The Gathering collectible card game. *Path of the Planeswalker* features the work of more than 20 artists, and contains eight issues and 160 pages of comics, including a bonus comic not yet available online.



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www.thecrowleycompany.com

The Crowley Company offers the Mekel Technology Mach V **full-roll microfilm scanner**. Mach V is capable of scanning an entire roll of 16mm or 35mm film in minutes, and the company guarantees 100% image capture with the machine's custom software.

CASE STUDY

ILS AS LITERACY TOOL

A school district in Nebraska is using its integrated library system to help reinforce its students' writing, reading, and critical thinking skills.

Omaha Public Schools is the state's largest school district, with 46,000 students in almost 90 schools. The district's libraries have long used the Library•Solution integrated library system from The Library Corporation. In December 2008, the libraries added TLC's LS2 PAC interface.

Library Lead Teacher Kelly Arbuckle and Omaha Public Schools librarians identified educational opportunities in LS2 PAC's features. Students use the interface to find titles in their school libraries, and when they have read a book, they can write book reports within the system. Teachers can grade

book reports privately within LS2 PAC, but the reports are also visible to other students as book reviews, which

provides extra incentives to write carefully and well, and check for grammatical errors.

The libraries also use LS2 PAC's tagging feature as a teaching tool. As with other online tagging systems, students can assign descriptive words to titles in the database. But students often find that a book has already been tagged with the first descriptor they can think of. When this happens, librarians encourage the students to come up with other words that

have a similar or more precise meaning, which helps them build vocabulary while improving the libraries' collection of tags. "Kids love to have some input into their world," observed Arbuckle.



The LS2 PAC interface.

www.tlcdelivers.com

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Print Deadline

February 5 for the March issue, which mails about March 1. Ads received after the 5th will be published as space permits through about February 15.

Contact

E-mail joblist@ala.org or call 800-545-2433, Katie Bane, ext. 5105. Career Leads, *American Libraries*, 50 E. Huron St., Chicago, IL 60611; fax 312-337-6787.

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.

ASSISTANT PROFESSOR POSITION. The University of Tennessee School of Information Sciences invites applications for a nine-month, tenure-track faculty appointment at the rank of Assistant Professor, effective, August 1, 2010. Review of applications begins February 1, 2010. **For more information visit <http://www.sis.utk.edu/node/11077> or contact Dr. Suzie Allard at sallard@utk.edu.** The University of Tennessee is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA institution in the provision of its education and employment programs and services. All qualified applicants will receive equal consideration for employment without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status.

HEAD OF CATALOGING, TULANE UNIVERSITY. Howard-Tilton Memorial Library seeks a knowledgeable and team-oriented cataloging professional to join the Technical Services Division. The Division consists of five departments: Acquisitions, Cataloging, Database Management, Electronic Resources Management and Stacks Management. This position oversees all cataloging functions for an ARL-level library. This position reports directly to the Director of Technical Services and oversees a department of 4 librarians and 7 FTE staff. Responsibilities include leadership and management of cataloging in all formats and languages. The Howard-Tilton Memorial Library is a rapidly changing environment, and its Head of Cataloging is expected to develop expertise with emerging technologies and lead and/or participate in innovative library projects. **REQUIREMENTS:** ALA-accredited MLS

or its equivalent; minimum of 3 years of experience in an academic library or research library with 2 years of original cataloging experience using an automated cataloging system and OCLC's WorldCat; demonstrated knowledge and understanding of AACR2 Rev., LCRI, LCCS, LCSH, and MARC21 formats for bibliographic, holdings, and authority data; minimum 2 years of supervisory experience; excellent organizational, analytical, and communication skills; demonstrated time and project management skills; demonstrated ability to adjust workflow for service needs; proven ability to solve problems; vision to see the library as a whole and recommend solutions; reading knowledge of at least one modern European language; strong commitment to continued personal and professional development. **PREFERRED:** Experience with cataloging digital resources; experience with outsourc-



Dean of University Libraries

Kent State University invites applications and nominations for the position of Dean of University Libraries with the expectation of a July 2010 appointment. We are looking for a highly-motivated and visionary leader who is committed to furthering the excellence agenda of the University and the University Libraries. The successful candidate will be capable of articulating a clear and compelling vision of the enduring strength of library traditions and the evolving role of the academic library.

The Libraries are a member of the Association of Research Libraries and a founding member of OCLC and OhioLINK.

To learn more about this opportunity, see:
www.library.kent.edu/deansearch

Please send all application materials to: **Phyllis Vair, Search Coordinator, Kent State University, Office of the Provost, P.O. Box 5190, Kent, OH 44242. E-mail: pvair@kent.edu.**

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ing cataloging; working knowledge of metadata standards; familiarity with Ex Libris Voyager. ENVIRONMENT: Tulane University is located in picturesque uptown New Orleans and borders the St. Charles Avenue streetcar line and Audubon Park. Howard-Tilton Memorial Library is the university's main library, an ARL research collection supporting programs in the humanities, social sciences, and the sciences. Recently, the library has reorganized, refocused its collections, and is developing an architectural plan for expansion. The library seeks to build its professional staff by recruiting talented, energetic librarians interested in shaping the future of Tulane and New Orleans. The Carnegie Foundation for the Advancement of Teaching ranks Tulane University in the top 2 percent of universities nationwide as a university with very high research activity. COMPENSATION: Salary is commensurate with qualifications and experience. Librarians are academic appointees. Librarians do not have tenure or faculty rank, but in other respects receive the benefits of faculty members. Review of applications will begin immediately and continue until the position is filled. **To apply, qualified candidates submit a letter of application, résumé, and names of 3 professional references via email to [Andrea Bacino \(abacino@tulane.edu\)](mailto:abacino@tulane.edu) or mail to: Howard-Tilton Memorial Library, Attn.: Andrea Bacino, Tulane University, 7001 Freret St.,**



Tulsa City-County Library

Chief Executive Officer – Tulsa (OK) City-County Library

Grow with Us – In the No. 1 Place to live in the U.S. – Tulsa! The Tulsa City-County Library Commission seeks a new Chief Executive Officer to lead efforts to build on its solid foundation of being a top library program. Work with the Library Commission to determine the strategic direction and policies for the library; develop and maintain a communications strategy locally and nationally; serve as chief library spokesperson with the media and public; develop and implement plans for new library facilities, services, and programs; advise Tulsa Library Trust Board and Friends of the Tulsa City-County Libraries; raise funds, develop and maintain donor relations to enrich library services. The challenges are exciting and the opportunities are endless! See <http://www.gossagesager.com/tulsajd.doc> for the complete job description.

The Tulsa City-County Library System is an independent library district with a permanent tax rate exclusively dedicated to public library services. Governed by an 11-member, appointed Board of Commissioners, the system is a dynamic library system serving the 585,068 residents of Tulsa County in the middle of "Green Country" in Northeastern Oklahoma. Library staff (269.5 FTEs) utilize a budget of \$25.8 million to operate 25 locations and an active bookmobile serving an increasingly diverse area—recently named a Five-Star Library by Library Journal, the system celebrated a record 5.2 million circulation, as well as increases in foot-traffic. TCCL also boasts a well-supported Tulsa Library Trust and active Friends groups.

Tulsa boasts a widely diversified business base and is one of "America's Most Livable Communities" and recently ranked (by Relocate America) as the "No. 1 Place to Live." Known as the mecca for arts in Oklahoma, art deco masterpieces abound in many of its downtown buildings. Tulsa's rich cultural legacy—ballet, opera, symphony, museums—and its outstanding higher education facilities and recreational amenities help it earn these accolades and greatly enhance the area's quality of life. Additional information on the Tulsa City-County Library System and the community can be found at: www.gossagesager.com/Tulsalinks.htm

Minimum requirements: an MLS from an ALA-accredited program; ten years of progressively responsible public library experience with a minimum of five years of executive level administrative experience in a multi-branch urban or suburban system. Advanced management training (MPA, MBA or similar degree), proven experience reporting to a policy-making board, and success in collaborating with county or municipal officials are highly desirable. Essential skills include: excellent internal and external communication skills that inspire and motivate; the ability to develop and implement a shared vision of innovative library service for the System; skill in building and maintaining effective relationships with the Library Commission, staff and with community leaders; experience in strategic planning, facilities and space planning, fiscal management, library technology, fund development, and working with library trusts and foundations.

Compensation: The hiring salary range is \$130,000-150,000 with a competitive benefits package.

For further information: Contact Dan Bradbury, danbradbury@gossagesager.com or at 816-531-2468. To apply, please send a cover letter and current resume as Word attachments via email. This position will close February 14, 2010.

SYSTEMS LIBRARIAN

The George Washington University Law School, Jacob Burns Law Library seeks a systems librarian. Review of applications will begin February 1, 2010, and continue until the position is filled. Additional information and details on the application procedure are available on the Law Library's website, <http://www.law.gwu.edu/Library/Pages/EmploymentOpp.aspx>. The George Washington University is an equal opportunity / affirmative action employer.

New Orleans, LA 70118-5682. Tulane University is an ADA/AA/EO employer. Women, minorities, and veterans are encouraged to apply.

EXECUTIVE DIRECTOR , CHARLESTON COUNTY PUBLIC LIBRARY

Under the direct supervision of the Library Board of Trustees, the Executive Director plans and directs all phases of library operations for Charleston County. There are sixteen (16) locations to serve Charleston County along with a Bookmobile and a Books by Mail Service. The CCPL has a \$14.5 million budget. The Charleston County Public Library (CCPL) Board of Trustees is seeking an Executive Director to bring a high degree of originality and excellent cognitive skills to the maintenance of superior service programs as well as to the development of new programs and services, policies and procedures and to the development and application of new information technologies and services. The successful individual will possess as a minimum a Master of Library Science degree from an American Library Association accredited university in Library and Information Science. The successful individual will also possess a minimum of ten (10) or more years of progressively responsible professional administrative experience and ten (10) years experience in a multi-branch operation serving an urban environment. It is preferred that the successful individual also have five (5) years as a Library Director in a library system similar or comparable to the CCPL. The Executive Director reports directly to the CCPL Board of Trustees, while maintaining a close relationship with the Charleston County Administrator. The salary range for the Executive Director position for the Charleston County Public Library is \$101,275 to \$124,571 annually, depending on the experience and qualifications of the selected individual. In addition, the County provides an excellent fringe benefit package. For additional information on this exceptional opportunity, please contact Karolyn Prince-Mercer, Senior Vice President, The Mercer Group, Inc. at 770-551-0403; kprince-merc@mercergroupinc.com. **Resumes should be sent immediately**

to Karolyn Prince-Mercer, Senior Vice President, The Mercer Group, Inc., 5579B Chamblee Dunwoody Road, #511, Atlanta, GA 30338. Voice: 770-551-0403; Fax: 770-399-9749. E-Mail: kprince-merc@mercergroupinc.com; Website: www.mercergroupinc.com. Charleston County is an Equal Opportunity Employer. Charleston County does not discriminate on the basis of race, color, religion, creed, sex, age, marital status, national origin, political ideas or disability in employment of the provision of services.

UNIVERSITY ARCHIVIST, THE UNIVERSITY OF DAYTON Libraries seek an innovative, collaborative, and service-oriented professional to serve as University Archivist. The University Archivist oversees the acquisition, processing, use, security, and preservation of physical and digital materials for the University Archives and Special Collections. The Archivist takes a leadership role in developing and preserving digital collections and in developing an institutional repository. This is a full-time faculty position (non-tenure track); minimum salary: \$45,000. **For full job announcement see: <http://library.udayton.edu/employment/>. Apply online at <http://jobs.udayton.edu/applicants/Central?quickFind=50799> by January 20, 2010.**

PUBLIC LIBRARY DIRECTOR, MONROE PUBLIC LIBRARY, MONROE, WI.

The Monroe Public Library seeks an outgoing and dynamic director to lead and manage library operations due to an upcoming June 2010 retirement. The applicant must be able to enthusiastically promote the library's mission, excel at building partnerships with all stakeholders, and effectively implement and apply contemporary library technologies. As the county seat of Green County, Monroe is located approximately 45 miles south of Madison, WI and 45 miles northwest of Rockford, IL. With a population of over 10,000, Monroe is home to a diversified economic base with exceptional medical facilities, supports education with a strong school district and technical college campus, and provides many recreational and community opportunities while retaining the advantages of small town living. Director responsibilities include: • General operation of the library • Management of a staff of 12 professionals and support staff along with approximately 5 pages • Preparation and management of the annual budget (2009 was just under \$1 million) • Leadership in responding to the needs of the community and strategic planning • Maintaining effective communications with various constituencies while representing the interests of the library before government and community groups. Requirements: • Master Degree from an ALA accredited library program • Four plus years of progressively responsible public library service

as a director, assistant director or head of a large department • Excellent written and verbal communication skills • Demonstrable commitment to a high level of patron service • Ability to recruit, mentor and maintain talented staff • Ability to maintain a positive working relationship with the Library Board and School District • Strong knowledge of technology germane to public libraries. Any experience with managing union staff and grant writing would be a benefit. Starting salary of \$55,000, which is negotiable depending on experience and qualifications. Also included is a comprehensive benefits and retirement package. Expected starting date is June 21, 2010. Equal Opportunity Employer. **To apply, please submit the following before February 15, 2010: Letter of application; Detailed resume; One page statement detailing your management style and community relations philosophy; Three professional references. Please send to: Anita Huffman, Board President Monroe Public Library, 925 16th Avenue, Monroe, WI 53566. Or email to: anita.huffman@monroe.k12.wi.us. Additional library information can be found at <http://www.scls.lib.wi.us/monroe/or/monroepubliclibrary.org>.**

INTEGRATED SYSTEMS LIBRARIAN, South Dakota State University.

Hilton M. Briggs Library in Brookings, SD, is seeking an Integrated Systems Librarian to provide technology support and development assistance, primarily to the library's Technical Services Division comprised of serials, cataloging, acquisitions, and computer support services. This is a 12-month position with faculty rank. Minimum qualifications include: ALA-accredited master's degree in library science; second master's degree; experience in an academic or research library; knowledge of and experience with Ex Libris ALEPH system, MetaLib, and SFX; effective interpersonal and communication skills; ability to work both independently and collaboratively; employment experience in integrated library systems; graduate coursework and/or employment experience in one or more of the following: digitization, federated searching, serials control, cataloging, metadata, acquisitions, collection development, networking, server applications. Application Deadline: February 15, 2010. For more information, contact Vickie Mix, Search Chair, at (605) 688-5958 or at Vickie.Mix@sdsu.edu. **To apply, visit <https://YourFuture.sdbor.edu>, search for the position, and follow the electronic application process.** For questions on the electronic employment process, contact SDSU Human Resources at (605) 688-4128. SDSU is an AA/EEO employer.

THE UNIVERSITY OF MEMPHIS, University Libraries seeks applicants for: 1). Collection Development Librarian;

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2). Interlibrary Loan Librarian; and 3). Learning Commons Coordinator. These are 12-month tenure track faculty positions. For full vacancy announcements go to <http://www.memphis.edu/libraries>, or visit <https://workforum.memphis.edu> to apply. Review of applications begins February 5, 2010. The University of Memphis is an EEO/Affirmative Action employer.

COLLEGE OF INFORMATION STUDIES AND COLLEGE OF EDUCATION UNIVERSITY OF MARYLAND COLLEGE PARK Assistant AND/OR Associate Professor FOR Learning Sciences AND Technology

The College of Information Studies (Maryland's iSchool) and the College of Education (COE) invite highly qualified individuals to apply for newly established, jointly appointed junior and senior level tenured faculty positions in the interdisciplinary field of learning sciences. The senior level position will hold a primary appointment in the College of Information Studies; the junior level position will hold a primary appointment in the College of Education. Successful candidates will work across the complementary fields of information science and education to advance research on learning in socio-cultural contexts with the coordinated goals of designing and integrating learning environments and technologies. We seek individuals who have established, or show potential to develop, dynamic sponsored research programs that emphasize the study and design of emerging technologies, new theories of learning, and innovative practices in teaching. Ideal candidates will:

- Develop joint research and teaching initiatives between the two colleges;
- Conduct cutting edge, high-impact sponsored research that shapes the interface between the information and education fields;
- Possess established portfolio of, or demonstrate potential for, exemplary and innovative teaching in the interdisciplinary field of learning sciences, such as technology-mediated education and communication, socio-cognitive and socio-cultural theories of learning, and instructional design;

- Possess significant experience in, or demonstrate potential for, teaching and research in the science, technology, engineering and mathematics (STEM)-related content areas;
- Possess, or demonstrate potential for developing, a substantial record of publications in highly regarded books and journals across the interdisciplinary domains of learning sciences, education and information science, as well as a history of, or the potential to secure, extramural funding in these areas;
- Exhibit evidence of, or demonstrate potential for, research and teaching that addresses diversity issues related to information and education, such as the development of curricula supporting diverse student and information user populations;
-

Work comfortably within an intellectually interdisciplinary environment within the College, University and broader community. The ideal Associate Professor candidate will demonstrate significant experience and established records in each of these areas and will assume a leadership role within the College of Information Studies and the College of Education. These nine-month appointments, with opportunities for grant-funded summer research and/or summer teaching, are expected to be filled no later than August 2010. For additional information, please see the Colleges' web sites at <http://ischool.umd.edu> and <http://www.education.umd.edu>. Qualifications. Ph.D. or equivalent degree in the learning sciences, information studies, library science, education, or related field. **Application Submission. For best consideration, submit applications prior to February 1, 2010. Send application materials, including a CV; a letter of interest clearly describing your primary area(s) of expertise and the specific contributions that you would make to the Colleges; and a separate statement outlining your research and teaching interests by email to ischoolcoesearch@umd.edu. Applications also may be mailed to iSchool/CoE Search, College of Information Studies, 4105 Hornbake Building, South Wing, College Park, MD 20742-4345.** The University of Maryland is an equal opportunity, affirmative action employer. Minorities and women are encouraged to apply.

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That's News to Me

Sometimes, freedom of speech can go too far

by Will Manley

Maybe I should quit writing this column and start a blog. How about "Crazy Melvil" as a nom de plume?

Think of the advantages I'd gain from an intellectual freedom standpoint. I wouldn't have to adhere to standards of accuracy, etiquette, or even self-respect. I wouldn't have to hold anything back, and would be free to proclaim all my deepest, darkest, meanest thoughts.

I could accuse President Obama of being all sorts of things—a closet Islamic terrorist, a forger of birth certificates, a Marxist bent on engineering a communistic takeover of the United States, or an advocate of euthanasia who wants to create a governmental death panel to decide which senior citizens should be eliminated to balance the Social Security trust fund.

That's just for starters. How about revealing global warming as a hoax

created by the growing number of green industries that manufacture solar panels, windmills, and florescent light bulbs? Or that the recession is an invention of Wall Street bankers to get free government handouts and mega-bonuses? Or that Fox News is at the center of Rupert Murdoch's right-wing conspiracy to take over the world?

I could set the record straight about all that U.S. history textbook propaganda. People need the facts: Johnson killed JFK, Roosevelt told the Japanese to bomb Pearl Harbor, and the English royal family made its fortune by running an international drug cartel.

Had enough? I certainly have. I've been spending way too much time scanning the darkest recesses of the internet. I need to get back to reality.

I'll read newspapers. They are all over the net. You can access almost any town's newspaper in an instant. That's good, since newspaper articles all carry the bylines of professional journalists, most of whom work for editors and publishers who are committed to accurate, objective reporting.

Or are they? Unfortunately, newspa-

per editors have abandoned the credibility of their "letters to the editor" section. In a bygone era of accountability, newspapers would not publish a letter without identifying the writer. But today, readers are permitted to post anonymous responses to each and every article. The results are quite ugly: Commenters seem to compete over who can hurl

the crudest, crudest, and coarsest tirade.

There is a precedent for this kind of behavior: the ugly

climate of hatred the Ku Klux Klan left like a disgraceful bloody stain on the tapestry of our history. Why did they hide their faces from the world? Deep down inside, they were ashamed of what they were doing. Pure and simple, they were cowards.

Online commenters also hide their identities. They create silly monikers like "nihilist in plaid pants," "wormwart," "windy phil," and "beetleman" because they too are ashamed of the ugliness of their words. The information superhighway has morphed into an information superfund site.

That's why librarians—trained by graduate library schools in ethical principles and standards of quality—are needed as never before to help an increasingly clueless public separate fact from fiction and information from invective. ■

WILL MANLEY has furnished provocative commentary on librarianship for over 30 years and nine books on the lighter side of library science. Write him at wmanley7@att.net.



Maybe I should start a blog. I wouldn't have to adhere to standards.



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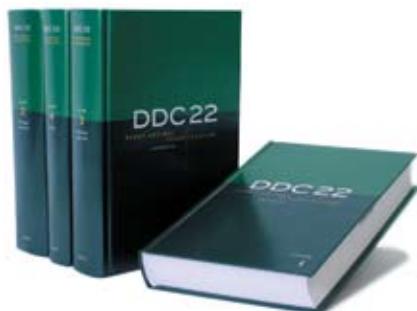


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Twenty years ago there were no books, videos or periodicals that even mentioned the lowly labradoodle. Because back then, the breed didn't exist. Now, labradoodles find their happy home at 636.728. New concepts come into our world all the time—like fuel cell vehicles, online social networks and yes, even labradoodles—and Dewey editors keep pace with all of these updates and much, much more.

So if you want your catalog to stay up with the times (and not go to the dogs), sign up today for a free trial of WebDewey at www.oclc.org/dewey/dogs/.

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