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JANUARY/FEBRUARY 2011

AMERICAN LIBRARY ASSOCIATION

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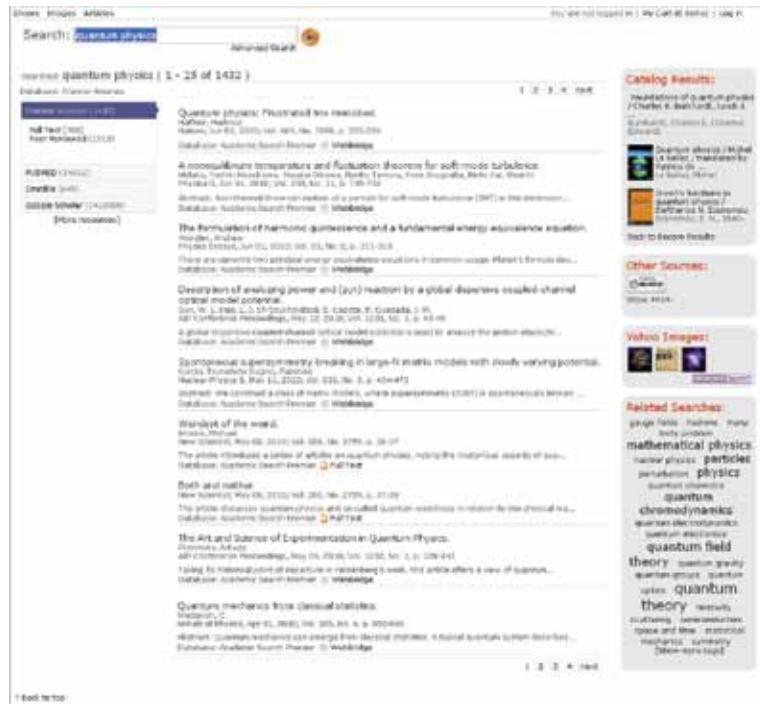
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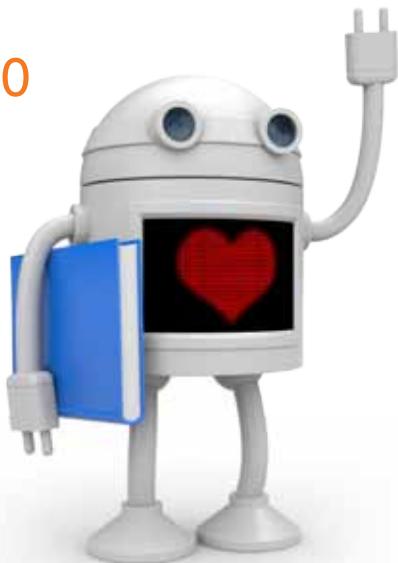
Paper or electronic? Futurists have been pushing one option for years—but do we have to choose?

BY JAMIE E. HELGREN

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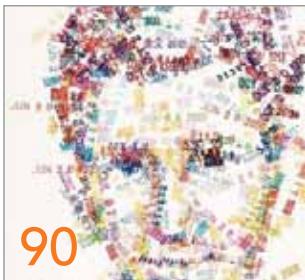
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## An Exit Interview by Leonard Kniffel

What better way to make sure you're asked the right questions in your exit interview than to conduct it yourself? So after 22 years on the *American Libraries* staff, 15 of them at the helm, here comes mine:

**Why are you leaving AL?** I'm listening to a little voice inside that says it's time to move on.

**To do what?** Take a four-month leave and write another book.

**And then what?** Concentrate on public awareness and the @ your library website and forge alliances and partnerships with foundations and related organizations that will help ALA's advocacy and outreach directly to the public. My next book, *Reading with the Stars: A Celebration of Books and Libraries*, is scheduled to be published as a trade hardback in April, and I want to promote this book with the goal of helping

librarians reach out to funding officials, administrators, and other potential library patrons and advocates.

**What is the best work you've done?**

I'm proud of our coverage of disasters—from 9/11 to Hurricane Katrina—and all of

our efforts to make library connections to big national and international stories. It took some doing to get exclusive interviews with Bill Gates, Laura Bush at the White House, and Julie Andrews as our special guest to celebrate *AL's* centennial. They and many others are in the forthcoming book. Listening to successful people talk about their love of reading and libraries has been enormously gratifying.

**What have you done to make a difference?** I wrote my first editorial in February 1989 as an associate editor, taking publishers to task for allowing important black literature to go out of print. My faith in the value of libraries has shaped everything I've ever done for the magazine, which includes publishing articles by some of the best writers in the profession; some of them are still writing for us.

**What advice would you give your successor?** *AL* communicates with readers through six print issues a year, a popular weekly e-newsletter, and a fluid website that includes original news reporting, interviews, video, photo galleries, advertising, JobLIST, and eight blogs. But speed is the key. Change needs to happen quickly in the 21st century as new communication options become available.

**Have you had any hidden agendas?** I have always pushed "patron" over "user" or "customer" and "library" over "information" and its various incarnations. Another was to get us to laugh about the librarian stereotype, instead of reinforcing it by scolding the media. Still another, perhaps not so hidden, was to expand international coverage.

**What do you see as the future?** It's waiting to be invented. The best thing ALA can do is hire creative library and publishing professionals and help them shine. With this, my last issue, I leave that future to them. ■

Change needs to happen quickly as communication options become available.

# american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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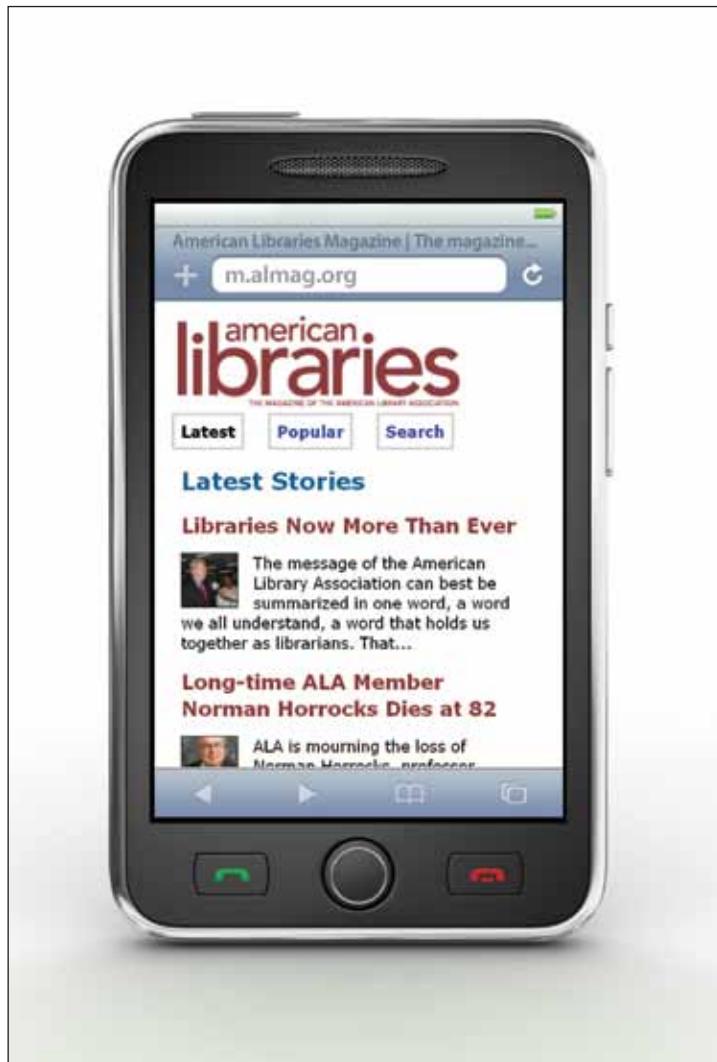
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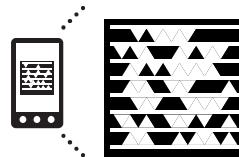
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## PERPETUAL beta

### ▲ 2011's 11 Crucial Trends

▲ While media outlets are looking back on the big news from the previous 12 months, trendsters are predicting what'll be big in the year to come. Perpetual Beta takes 11 consumer trends and evaluates several of them for their impact on libraries. The first one, "Random Acts of Kindness" is a natural fit for libraries. . . .

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# The Privatization Debate

Turning a negative into a positive

by Roberta Stevens

Over the past few months, I have been contacted by a variety of media. Quite a few of my interviews with them were about the privatization of libraries. Interest in this subject was initiated by LSSI, a private-sector firm with contracts in place to manage the operations of nearly 70 public library branches, whose president was quoted in the *New York Times* as saying, "A lot of libraries are atrocious" and "Their policies are all about job security. That's why the profession is nervous about us. You can go to a library for 35 years and never have to do anything and then have your retirement."

As ALA's president, I have met with dedicated library staff throughout the country. This unfair and inaccurate remark, during a heated election season with public employees often a target for candidates, demanded a response. I am glad that the *New York Times* published my letter of rebuttal. However, the interviews about privatization have actually been a great opportunity to provide information about libraries and library staff, including the level of education and training the profession demands, the vital role played by our institutions in their communities during these difficult economic times, and how technological advances are being used to provide users with the information and services they need, when they need them.

## Cultivating the best

This is not the time to shortchange

libraries or the people who work in them. We need the best, the brightest, the most creative, and the most innovative individuals as school, academic, and public librarians. We need to get them and we need to keep them. Salaries and benefits should match credentials and the expectations of the workplace.

The terms "outsourcing" and "privatization" have been used interchangeably. In fact, they are quite different. With outsourcing, management and staff are firmly in control of the parts of a library's operation being assisted by the private sector. Privatizing libraries means turning over policy-making and operation to an outside firm. There are dangers in doing so. As just one example, will a private-sector firm stand up for core values such as intellectual freedom and risk the continuation of its contract?

The issue of privatization is not going away. Over the next few months, it is important for ALA's members to inform themselves about the reasons for our Association's policy of publicly funded libraries remaining directly accountable to the publics they serve.

## Visiting library schools

I have been able to attend and present at a number of state library conferences clustered in the fall and to



Faculty, students, and friends of Drexel University's iSchool gather around ALA President Roberta Stevens at the California Library Association conference.

talk with colleagues across the country. This has truly been one of the great joys of my presidential year. In the winter and spring, I will be reaching out to library schools nationwide to share with students the lessons I've learned from 36 years in librarianship and what I wish I had known when I began my career.

## "Why I Need My Library"

The "Why I Need My Library" contest, one of my presidential initiatives, will launch during ALA's Midwinter Meeting. Aimed at teens in two categories, ages 13–15 and 16–18, the contest will give the winning creators of YouTube videos substantial prizes to be donated to their school or local public library and gift cards as an added incentive. I hope that you will encourage young people to participate and showcase their talents as advocates for libraries. ■

ALA President ROBERTA STEVENS is on leave from the Library of Congress in Washington, D.C. Visit [robertastevens.com](http://robertastevens.com). E-mail: [rstevens@ala.org](mailto:rstevens@ala.org).

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# A Remarkable Ending

Executive Board looks ahead as a tough year ends

by Keith Michael Fields

Given the tough economy and the fiscal crisis that has affected libraries of all types, it was no surprise that the American Library Association found itself facing a \$2-million revenue shortfall this past year—about 10%. Thanks to a lot of hard work on the part of members, management, and staff, we were able to reduce expenditures midyear and end the year on a positive financial note. More importantly, we were able to do this while maintaining member services; local, state, and national advocacy efforts were all strengthened, federal legislative work progressed, and dozens of important initiatives and member-service improvements all moved forward. Membership has held steady.

## Member engagement

Last spring was a tough one. The Association had to implement staffing reductions (about 10% over the last two years), a weeklong furlough, and other cost-cutting measures. We got through it, and thanks to all this good work on the part of ALA staff, the board was able to approve an organizational incentive at its fall meeting in October that compensated staff for the income lost due to the furlough earlier this year. Given the continuing effects of the recession on libraries and the library community, however, the 2011 budget projection is flat.

Looking toward the future, work is underway on implementing the

Association's new 2015 Strategic Plan, which was approved by Council during Annual Conference last June. Just before its 2010 fall meeting, ALA's Executive Board met with the leadership of the divisions and with round-table representatives for a joint planning session related to the new Strategic Plan. With goals and objectives in place, the group of nearly 80 individuals began the development of strategies for the "Transforming Libraries" and "Member Engagement" goals in the new plan. These two goals represent the great opportunities—and challenges—facing the Association over the next few years.

## Transforming libraries

On one hand, we need to provide greater leadership and assistance to libraries, which are in the midst of a historic transformation from a predominantly print to a predominantly digital world. Our external environment is changing, and libraries are changing along with it. The "Transforming Libraries" goal area is a new one to ALA, but reflects the longstanding focus of member groups on identifying and promoting best and next practices in libraries.

On the other hand, the same digital revolution is changing the nature



Looking toward the future, work is underway on implementing the Association's new 2015 Strategic Plan . . . with goals and objectives in place.

of ALA membership as we look at new and exciting ways to engage members in the work of the Association. Social media and new technologies are changing the way we work and play, and ALA will need to change with them. One example of this is the board discussion last fall on Membership Meetings during Annual Conference. Based on this discussion, we are actively planning the Association's first virtual Membership Meeting this year, in addition to the face-to-face meeting during Annual.

Another important initiative discussed during the fall board meeting was the Spectrum Presidential Initiative. At the end of our first year, we have pledges and gifts totaling just over \$400,000 toward our goal of \$1 million in new scholarships. The board enthusiastically supported the continuation of the initiative through 2011 and until the goal is met. Spectrum scholars have changed the face of librarianship and the initiative has made the Association a national leader in the area of inclusion.

Additional information is available online regarding ALA's budget, strategic planning, and other Executive Board documents and reports. ■

KEITH MICHAEL FIELDS is executive director of the American Library Association, headquartered in Chicago.

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My issue looks so much nicer when I pull the address label off without defacing the cover.

Michael LaCroix  
Reinert-Alumni Memorial Library  
Creighton University  
Omaha, Nebraska

## Say No to Black Ops Game

Not long ago I watched a documentary (checked out from my library) on life in

Germany during the Third Reich. Much of the film showed German propaganda depicting the perfect German family gathered together in their cozy living room entertaining

themselves with typical family activities. One of these activities was playing a board game, only the game's objective was to catch, humiliate, and kill Jews.

When I read of the Black Ops tourney being held at Sacramento Public Library, naturally the image of the happy German family sprang to mind along with the thought that the public library, my most treasured public institution, was actively engaged in a dehumanizing propaganda campaign.

I am recently retired after a 30-year career in libraries and have always been a great proponent of public programming. I recognize that programs for

young adults are among the most difficult to pull off. San Diego Public Library has been famously successful in doing just that. In 2005 a collaboration between several branches resulted in receipt of the Marshall Cavendish Award for "Stories of Faith: Religion and Diversity in San Diego." It drew thousands of patrons to the library over a five-month period.

Collection development and public service have always required of librarians that they be in tune with the zeitgeist. We have turned our libraries into the single biggest access point for movies of all kinds, almost. We don't acquire pornography or obvious hateful and inaccurate propaganda, I thought.

The "game" Black Ops is dehumanizing racist propaganda targeting our youth and it has no place in our libraries. Just because some people choose to play it doesn't mean we librarians need to "play along."

Laurie Macrae,  
San Diego, California

## More Credit Due GPO

As a federal depository librarian, I feel Charles Seavey in his *On My Mind* article "GPO Must Go" (*AL*, Oct., p. 33) doesn't give proper credit to GPO's efforts since 1994 to provide secure and authoritative federal government information over the Web.

GPO still sends publications to depository libraries because the law requires it to do so. Depository distribution of tangible publications makes sense at least until GPO has assured the permanence, security, and

comprehensiveness of verifiably authentic federal information online. That said, the status quo of depository distribution to over 1,200 selective and 50 regional libraries doesn't make sense. Depository libraries are increasingly cutting back on their tangible selections, relying on the Web and regional depositories to satisfy the bulk of requests for federal information, and, sometimes, leaving the depository program altogether.

Where the GPO has acted too slowly, it has been due to outdated legislation that defines the scope of the Federal Depository Library Program. A reduction in the number of depositories is probably inevitable, but libraries should guard against marginalization of government information service to the public.

We still have a role to fill in this respect, which is to offer access and reference expertise to our users. I am more concerned about the ability of libraries to do this appropriately than whether the superintendent of documents stays within GPO or is moved somewhere else in the federal bureaucracy.

Patrick Ragains  
University of Nevada, Reno

## Help Still Needed in Ethiopia

*In response to "New Youth Library in Ethiopia Makes Impossible Dream Reality," AL Online, August 23:*

My five months working at the Segenat Children and Youth Library in Mekele, Ethiopia, are coming to a close and I would like to update all of the readers to the tremendous amount of work that Yohannes Gebregeorgis, his staff, and an amazing group of

The "game" Black Ops is dehumanizing racist propaganda targeting our youth and it has no place in our libraries.



volunteers have done since the dedication.

The students and children have found us and are coming in droves. We have registered over 1,400 children and had over 4,500 daily visits since the dedication. The staff has classified the nearly 20,000-volume collection and has begun entering it into the online catalog, which has presented some unique but not insurmountable challenges, not the least of which is sharing our lone ruler. We are using Koha open-source software and it is working like a dream.

The computer lab is fully networked and has the latest version of software. We taught several series of computer classes to some eager students and have formed an art club, a science club, a homework club, given a series of study skills workshops, and have had guest lecturers. Ethiopian Television has broadcast 15-minute segments on the operations of the library.

Gebregeorgis has formed a new alliance with the Tigray Development Association, which will enable him to focus on his main mission of building libraries for the children of all of Ethiopia. His will be an Ethiopian organization run by an Ethiopian for the children of his beloved country.

Contributions can be sent to: Tigray Development Association, Libraries and Literacy Project, P.O. Box 73295 Washington, D.C. 20056-3295. For more information, contact tigrayreads@yahoo.com.

Janet Lee  
Regis University Library, Denver

### Tax Form Program Questioned

The Internal Revenue Service has announced that it's not going to mail paper tax forms to citizens anymore, since "everyone" can just file electronically. It suggests that citizens who insist on paper get their hard-copy tax forms either from the U.S. Postal Service or their local library.

It would be an interesting quest to find a list of post offices that actually provide tax forms. Since losing its government status 40 years ago, USPS's 36,400 postal "retail locations" nationwide apparently can't be bothered; they seem too involved in using their limited display space to sell special stamps, wrapping paper, and tape.

Your local library, which would prefer to display the latest new books or information about coming children's programs, for years has been taking staff time and limited floor space to set up and replenish displays of tax forms for its patrons. While a few library patrons express gratitude each year, the reaction is often, "What do you mean you don't have the form to claim deductions for contributions to XYZ? What kind of a library are you?" The answer is, "The kind that uses the space our cities and towns fund to serve our citizens' needs for library materials, not some federally-subsidized agency's agenda."

My recommendation? All libraries should withdraw from the Tax Forms Outlet Program. If the government wants to find other suckers who will take this unfunded mandate to distribute the printed forms that citizens use to pay their taxes, let them. We quit.

Yes, we can still publicize ways for library patrons to download forms from IRS.gov and even print them in the library if they must. We need to stop being the storefront for the IRS's forms,

unless the government's own federal offices start carrying them but still can't meet the community need.

Bob Williford  
Greenfield, Massachusetts

### No Crybabies Here

I disagree with Amy Harris in her letter that describes how fellow librarians are "whining and complaining" over current budget deficits (*AL*, Sept., p. 6).

Having recently graduated with my MLS, I am honored to be a part of the profession because I believe the library is the heart of a community. We obviously don't get salaries as high as nurses or police officers, but that's not what she hears us "whine" about: We are fighting to keep our material budgets and our doors open, not for ourselves, but for the public. We may not perform emergency services, but our presence is essential and no one else offers the services that we do.

For Harris to presume that libraries can only justify their existence with user statistics is completely erroneous. Our justification is in more than how many people visit—it's about why they come. Most public libraries provide their community's only free public access to computers. We are the bridge in the digital divide that helps the unemployed find jobs, the needy apply for food stamps, and teaches grandparents how to e-mail their grandchildren.

I couldn't be happier with my work in a public library because I know that my coworkers and I make a difference in someone's life every day. Isn't it critical to see the smile of a child getting his or her first library card, to find the right book for a student's school project, or to help a recent immigrant find ESL materials? If you can understand that, you would not confuse advocacy for complaining.

Allison Medeiros  
Fort Myers, Florida

 Continue the conversation at [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org)

# Idaho Commission Launches "Online @ your library"

The Idaho Commission for Libraries (ICFL) has launched the "online @ your library" program, using ALA's Campaign for America's Libraries' @ your library brand in an effort to provide free broadband access to internet-based resources in public libraries throughout Idaho.

"Online @ your library" provides funding to at least 55 public libraries (about 40% of public libraries in Idaho) with broadband internet access, increased bandwidth, new public access computers, subscriptions to online resources, and training for library staff.

The ICFL designed "online @ your library" to create more

competitive rural communities in a state that is the seventh most rural, with 18.1 people per square mile. The program reminds communities of the role libraries play in helping the public access free electronic information; 69% of Idaho public libraries report that they are the only access point to free internet in their communities.

Under the program, educational resources are provided to promote digital literacy to residents of all ages, including technology training for adults. Each participating library is required to partner with its regional adult basic education center and the Idaho Department of Labor to create workshops introducing

adults to educational resources and online job-seeking tools. Training is also being provided to librarians and library staff to include the maintenance of public access computing centers, sustainability, and online collections and services.

The more than \$1.9 million to create and implement the program is part of the Broadband Technology Opportunities Program, administered by the National Telecommunications and Information Administration.

## COA Announces Accreditation Action

ALA's Committee on Accreditation (COA) has announced accreditation action taken during its 2010 fall meeting in Chicago.

Conditional accreditation status was granted to the master of library and information science program offered by Valdosta (Ga.) State University. The next comprehensive review visit is scheduled for the fall of 2013.

Conditional accreditation status indicates the need for significant and immediate improvement to maintain conformity with the Standards for Accreditation of Master's Programs in Library and Information Studies.

Standards for accreditation of mas-

ter's programs in library and information studies are established by COA and adopted by ALA's governing Council. COA evaluates each program for conformity to the Standards, which address mission, goals and objectives, curriculum, faculty, students, administration and financial support, and physical resources and facilities. The Standards are available at [ala.org/ala/educationcareers](http://ala.org/ala/educationcareers) under "Education for Librarianship."

A complete list of programs and degrees accredited by ALA is also available at the aforementioned website. Individuals who would like more information about a particular program should contact the program.

## ALA Joins Combined Federal Campaign

ALA has joined the Combined Federal Campaign (CFC) as a member charity of the Independent Charities of America and Educate America: The Education, School Support, and Scholarship Funds Coalition.

This new opportunity is designed to enable ALA to strengthen its bonds with federal workers dedicated to improving librarianship, library services, and access to information for all as well as enhancing the close relationship libraries have with government agencies and state and federal employees.

All federal, military, and postal workers can now give directly from their paychecks to ALA through participation in the CFC.

According to the most recent official statistics from the Office of Personnel Management, the CFC generated \$273 million in charitable funds in 2007 alone. Federal employees can donate to ALA via the Combined Federal Campaign by

completing a campaign pledge form and noting ALA's dedicated CFC Agency Code: 13085.

## Trustee Academy Courses Available

ALA's Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) has developed the Trustee Academy, a complete series of five webcasts to help trustees become excellent governors or advisors to their libraries.

Taught by professionals in the field, the courses are available for individual registration or as a full curriculum with discounted pricing per course. In addition, a board of trustees can sign up for further discounts. Certificates of completion are available upon request for each course. For more information, visit [ala.org/altaff](http://ala.org/altaff).

## John Grisham Named NLW Honorary Chair

John Grisham, widely recognized as one of the world's preeminent storytellers with more than 250 million books in print worldwide, will serve as honorary chair for National Library Week (NLW), April 10–16.

In this role, Grisham appears in a print public service announcement (PSA) promoting NLW, developed by ALA's Campaign for America's Libraries. The ad is scheduled to appear this spring in magazines and online. ALA also offers free custom-



Photo: Bob Krasner, Karen Wink, Lake Charles American Press

## STEP HIGH FOR READING



The Westlake (La.) High Black Watch Drumline, under the direction of Jay Ecker, kicked off the school's "Books with Beat" Teen Read Week (TRW) celebration. Other activities included poetry readings and writing activities during English Language Arts classes. Promotional posters from ALA's Young Adult Library Services Association were displayed and bookmarks distributed. TRW 2010 was celebrated October 17–23.

ization of the PSA for libraries. Other promotional materials include a proclamation, sample press release, and scripts for use in radio ads. All materials incorporate the 2011 NLW theme, "Create your own story @ your library." Tools are available at [ala.org/nlw](http://ala.org/nlw).

ALA Graphics products supporting NLW are also available, including a poster, bookmark, mini poster, and web files. All Graphics products can be purchased through the ALA Store at [alastore.ala.org/nlw](http://alastore.ala.org/nlw).

## Publishing Welcomes [alaeditions.org](http://alaeditions.org)

ALA Editions, the Association's publishing imprint, has launched a new website, [alaeditions.org](http://alaeditions.org).

The site offers an updated public face for ALA Editions and gives visitors a place to find out about ALA Editions products, authors, and news; facilitates sharing and cross-posting via Twitter and Facebook

and includes an RSS feed; hosts the new blog featuring the stories behind the books, discussion of trends in the library and publishing worlds, information about upcoming projects and more; and serves as the gateway to Children's Programming Monthly, a new electronic-only periodical, with programs and ideas for preschool through grade 3.

## AASL Toolkit Aids Learning Guidelines

A new resource, "Building Level Toolkit: Implementing AASL's Learning Standards and Program Guidelines in Your School Library," from ALA's American Association of School Librarians (AASL), is designed to help building-level school librarians implement learning standards and program guidelines.

The toolkit was developed by Kristin Fontichiaro, a member of AASL's Standards and Guidelines Implementation Task Force and

## CALENDAR

### ALA EVENTS

**Mar. 6–12:** Teen Tech Week, [ala.org/teentechweek](http://ala.org/teentechweek).

**Mar. 30–Apr. 2:** Association of College and Research Libraries National Conference, [ala.org/acrl](http://ala.org/acrl).

**Apr. 2–9:** Money Smart Week, [ala.org](http://ala.org).

**Apr. 10–16:** National Library Week, [ala.org/nlw](http://ala.org/nlw).

**Apr. 12:** National Library Workers Day, [ala-apa.org](http://ala-apa.org).

**Apr. 13:** National Bookmobile Day, [ala.org/bookmobiles](http://ala.org/bookmobiles).

**Apr. 24–30:** National Preservation Week, [ala.org/alcts](http://ala.org/alcts).

**Apr. 30:** El día de los niños/ El día de los libros, Children's Day/ Book Day, [ala.org/alsc](http://ala.org/alsc).

**May 1–7:** Choose Privacy Week, [privacyrevolution.org](http://privacyrevolution.org).

**May 9–10:** National Library Legislative Day, [ala.org/nlld](http://ala.org/nlld).

**June 23–28:** ALA Annual Conference, [ala.org/annual](http://ala.org/annual).

**Sept:** Library Card Sign-Up Month, [ala.org/librarycardsignup](http://ala.org/librarycardsignup).

Michigan L4L coordinator, and Melissa Johnston, a member of AASL's Learning Standards Indicators and Assessment Task Force.

It includes official AASL materials as well as online resources and additional materials created by L4L coordinators, practicing school librarians, library school faculty members, and experts in the field of education. For more information, visit [ala.org/aasl](http://ala.org/aasl).

### Dawson, Gossage Step Up for Libraries

Hall of Fame relief pitcher Richard "Goose" Gossage was on hand to catch the ceremonial first pitch at the recent World Series Gala in Cooperstown, New York. The pitcher was 13-year-old Josh Smith, the grand prize winner of this year's ALA "Step Up to the Plate @ your library" contest.

Smith landed the trip after 2010 Hall of Fame inductee Andre "The Hawk" Dawson drew his name in the program's national grand prize drawing. He received a behind-the-scenes tour of the museum and archives, where he had the opportunity to hold Baseball Hall of Fame and Museum treasures from his favorite team, the Boston Red Sox.

Developed by ALA and the National Baseball Hall of Fame, "Step Up to the Plate" officially wrapped up its fifth season with the national draw-

ing. The winner was randomly chosen from eligible contestants who correctly answered a series of baseball trivia questions developed by the Hall of Fame's library staff. For more information, visit [ala.org/baseball](http://ala.org/baseball).

### Arbuthnot Lecture Slated for Missouri

The St. Louis County (Mo.) Library will host this year's May Hill Arbuthnot Lecture, which will be delivered by Lois Lowry, two-time winner of the Newbery Medal. The lecture, administered by ALA's Association for Library Service to Children, will be held April 15.

The library plans to develop a series of programs celebrating Lowry's books from now until April, including a musical theater residency program centering on Lowry's *The Birthday Ball*, an oral history project related to her work *The Giver*, book discussion programs, and programs on weaving, dream catcher crafts, and storytelling workshops that tie directly to Lowry books.

The library also is a cosponsor of a Metro Theater Company production of *The Giver*. Numerous community organizations have committed their support, including: Metro Theater Company, STAGES St. Louis, Weavers' Guild of Saint Louis, and Pudd'nHead Books.

For more information, visit [ala.org/alsc](http://ala.org/alsc). ■

Baseball Hall of Famer Andre Dawson selects the winning name in the fifth edition of ALA's "Step Up to the Plate @ your library" contest.





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1

**SUPPLY AND DEMAND**

Amid ongoing closure threats that dogged the profession through year's end, library boosters still managed to keep the vast majority of library doors open to accommodate millions of visitors seeking job-search assistance, storytimes, book clubs and other programming, homework help, or brain candy.



2

**NATURAL DISASTERS STRIKE**

Major earthquakes in Chile and Haiti and a devastating flood in Pakistan destroyed hundreds of libraries in 2010, and at year's end much of the recovery had barely begun. A January 6 earthquake in Haiti killed over 200,000 in Port au Prince, leaving 1.5 million homeless and destroying cultural institutions.



3

**GREEN LIBRARIES**

Environmental sustainability continued to gain the attention of librarians, beginning at Midwinter where former U.S. Vice President Al Gore delivered the Arthur Curley Memorial Lecture. Green construction was a growing interest; nearly a quarter of submissions to the 2010 Library Design Showcase were built to meet LEED certification standards.



4

**THE CLOUD**

Cloud computing, or IT infrastructure that exists remotely, often giving users increased capacity and less need for updates and maintenance, gained wider acceptance among librarians, so much so that the ALA's Library and Information Technology Association took the topic as its Annual Forum theme this year.



5

**MASS CUSTOMIZATION**

Libraries are leveraging technology to create highly individualized experiences for an ever-growing scope of users. ProQuest demoed a new platform at ALA's Annual Conference in Washington, D.C., a platform whose goal at the outset was to "crack the code of mass customization."



# IN REVIEW

Read more about the the top library stories of 2010. Comment or post your own top 10 at [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org).



## RALLY ON THE HILL

Maybe it's the growing public advocacy movement that's motivating librarians. Whatever the reason, some 2,000 librarians and library advocates ended their ALA Annual Conference in Washington, D.C., by attending a rally on Capitol Hill. More such events took place at state and local levels, and undoubtedly more will be needed this year.

6

## EYES ON PRIVACY

"We need a new deal on privacy," said social critic Hal Niedzwiecki at Midwinter. He was speaking at the kickoff event for the Office for Intellectual Freedom's Choose Privacy Week, which was held for the first time May 2-8. Intended to begin a national conversation about privacy rights in a digital age, Choose Privacy Week provided libraries the impetus to host speakers, discussions, displays, and programs about privacy.



7



## LIBRARY MOBILE APPS ARE ON THE MOVE

As library patrons and students rely more and more on their phones, public and academic libraries in 2010 were busy creating apps to deliver content and services to mobile users. Some libraries are also using QR codes, which link the user to audio or video enhancements of library offerings.

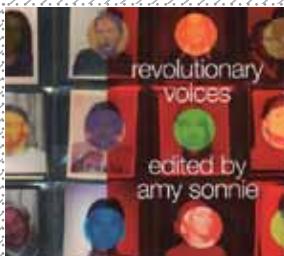
8

## AUTHORS LOVE LIBRARIES

Librarians and authors formed a mutual admiration society many years ago, but 2010 saw their love affair grow more passionate as writers came forward not with platitudes about reading but with aggressive advocacy. ALA President Roberta Stevens established "Our Authors, Our Advocates" as her major theme, inviting Brad Meltzer, Sharon Draper, Carmen Agra Deedy, and others to record public service announcements for libraries.



9



## CENSORSHIP

In an era when surveillance, hacked databases, and omniscient search threaten our right to keep our reading, viewing, and surfing preferences to ourselves, freedom to read boosters could take heart in the vociferous public disapproval that greeted every website and book-ban attempt.

10

# Get Ahead of Outsourcing

**H**ow will politicians and library leaders respond to the challenges of shrinking budgets, increased community expectations, and ever more aggressive competition?

One approach is to replace current library management teams with private profit-driven companies whose first strategy is to attack labor cost.

In a September 26 *New York Times* article titled “Anger as a Private Company Takes Over Libraries,” David Streitfeld states: “A private company in Maryland has taken over public libraries in ailing cities in California, Oregon, Tennessee, and Texas, growing into the country’s fifth-largest library system.”

He goes on to say that even relatively healthy cities, such as Santa Clarita, California, are pursuing the management-outsourcing option.

Under extreme budget pressure, city managers and politicians across the country are desperate to find ways to reduce costs. The underlying assumption of this approach is that current library leadership teams and their staff are incapable of successfully responding to the challenges they face.

Since the early 1980s, I have served as a management consultant, assisting for-profit companies in their fight to survive the overseas outsourcing juggernaut. I have learned invaluable lessons from this battle for survival. Over the past 10 years I have applied this experience to the library world, assisting public libraries across the country in improving services and reducing costs. This includes the New York Public Library, Carnegie Library

of Pittsburgh, Public Library of Youngstown/Mahoning County (Ohio), Johnson County (Kans.) Library, and Tulsa (Okla.) City-County Library, to mention a few. My experience has taught me that libraries can achieve dramatic service and cost improvements by embracing lessons learned from for-profit manufacturing and distribution businesses, especially those in a battle to survive. The manufacturing and distribution industry call this survival strategy Lean Manufacturing.

## Eliminate all waste

In the library environments in which I have worked, library teams have discovered many opportunities for improvement: better lead-times, material handling, and process flows; ergonomics; capacity management; collection management; cataloging; service desk performance; and logistics. By applying the concepts of Lean to their libraries, these teams, made up of a cross section of library managers and staff, have dramatically improved service as well as reduced cost.

Lean Library in concept is very simple. It states that you should constantly strive to reduce the distance between you and your customer by eliminating all the waste in your service delivery cycle. It accomplishes this by attacking the waste that lies hidden behind poorly designed process flows, outdated business models, ineffectual organizational structures, inflexible software systems, poorly applied automation, and stagnant procedures. Waste is defined by any delay or nonvalued activity in the process. Reduce this waste, and the distance

## INTERACTIVE WORD WALL PLAY



Children explore the Word Wall in Parmly Billings (Mont.) Library’s children’s services area, touted as the first interactive media wall of its type to be installed in a library setting. A gift from the estate of former children’s librarian Edith Gronhovd, the wall allows children and adults to interact with words, phrases, and images using their shadow. The background is an image of Billings’s landmark Sacrifice Cliff.

## SAN FRANCISCO EATS

between you and your customer is reduced; as a result, costs go down. Specifically, by eliminating wasteful delays and nonvalue activities in your service cycle, the speed, accuracy, and quality of service to your customers will dramatically improve. Therefore, Lean provides a vehicle to improve customer service and at the same time reduce costs.

The following are some of the Lean survival lessons we have successfully adapted and applied to the library environment:

- To survive, libraries must change. While obvious, this is not as simple as it seems.
- Libraries should recognize they have stiff competition and should respond in kind.
- Labor cost is a secondary issue; success does not come from blindly cutting staff.
- Libraries should not be seen as departments, but as service delivery chains.
- Eliminating wasteful activities in the service delivery chain will result in improved customer service.
- Improved customer service will lead to significant cost reduction.
- Budget reductions are a negative motivator. Budgets should not be the driving factor used by management to reduce cost; budgets will be reduced because service is improved.
- Performance measures must be implemented to guide the service improvement effort.
- Labor unions and/or staff must have ownership of the process to eliminate waste. As waste is eliminated, unions and staff must be flexible and adaptive to changing job descriptions and responsibilities.
- Delivery lead-times have a direct correlation to your purchasing budget. Reduce delivery times and your purchasing budget can be reduced as well.
- Digital content provides great opportunities for delivery service improvement and therefore cost improvement.

City and county councilors and politicians are correct about one thing. Libraries must look for new solutions to lower costs. The concepts of Library Lean provide this path. However city and county managers should not send the message “work harder for less pay”; instead, they should send the message “better service with less waste.”

Typical savings from a Lean Library effort include:

- 50–75% reduction in new book delivery lead-time/backlog;
- 50–75% reduction in customer reserves delivery lead-time;
- 20–45% reduction in service delivery costs;
- 25–40% improvement in book service days available;



A photograph of a man painting a sign on the front of the Palace Lunch restaurant in 1932 is part of the “San Francisco Eats” exhibition on view through March 20 at San Francisco Public Library’s main branch. The exhibit highlights the major ethnic groups and food trends that led to the city’s recognition as the nation’s culinary pacesetter.

- 10–80% reduction in overtime;
- 25–90% reduction in injury-related tasks;
- 25–90% reduction in internal book damage;
- 10–20% reduction in materials budget allocation.

It’s a win-win opportunity. Improve customer service by reducing waste. Reduce waste and you reduce costs. In these tough economic times, Lean is the solution libraries are looking for; a solution that will allow your city and county leaders to have confidence in their library leadership teams and staff. The question remains: Can library management teams look within to embrace and deploy new competitive concepts in order to improve service and reduce cost? My experience tells me, yes.

—John Huber, author, *Lean Library Management: Eleven Strategies for Reducing Costs and Improving Services*, Neal-Schuman Publishers, 2010.

# ULC Report: Libraries Are Sustainability Partners

Libraries are and will remain critical partners in ensuring sustainable local development, according to a new research report by the Urban Libraries Council.

The purpose of *Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities* “is to qualify the public library as a vehicle for sustainability and to communicate the actions local governments and libraries are taking together to create sustainable communities,” ULC said. The report offers numerous examples of how public libraries are partnering with local governments to achieve the “triple bottom line” of sustainable development: economic vitality, environmental quality, and social equity.

Libraries often function as cata-

lysts for economic development, the report found, because their reputation as safe community assets make them desirable neighbors. But their programs also aid local economies by providing valuable information to entrepreneurs, supporting education and early literacy, and helping job-seekers to improve their skills and find employment. At Wichita (Kans.) Public Library, for example, one short-time snapshot of computer usage found that fully half of the patrons who accessed the library’s computers were using them for career-related purposes.

Social equity is a core mission for libraries, accomplished through the strategic location of branches and

mobile libraries and the delivery of programs and technology for all. On the environmental front, libraries naturally provide information, but they also serve as local models and laboratories for green practices. Fayetteville (Ark.) Public Library, for example, installed 60 solar panels on its roof in a project that also tested a state-of-the-art component developed by a local company. The solar test bed project “is clearly nontraditional for a library, but is im-

portant to their community,” said Ron Carlee, chief operating officer and director of strategic initiatives of the International City/County Management Association, which provided a grant to help fund the installation.

The report also offers a number of strategies for libraries to partner with their local governments.

“Without effective partnerships with local government, libraries can become invisible and stranded community assets,” said Gerry Meek, chief executive officer of Calgary (Alberta) Public Library. The report recommends that libraries document their success, demonstrate how they can help the local government achieve its priorities, advocate for the cities and counties they serve, and model sustainability for their communities.

*Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities* is available as a free download at [urbanlibraries.org](http://urbanlibraries.org). Print copies can be ordered for \$20.

**Without effective partnerships, libraries can become invisible and stranded community assets.**

## BACK IN THE DAY



A mannequin that depicts a student enrolled in 1880 at Rollins College in Winter Park, Florida, is part of an exhibit, “Rollins College, Then and Now,” celebrating students and the university’s 125th anniversary. Five mannequins dressed as students from different time periods were placed throughout the college library, accompanied by a poster explaining student life at Rollins at the time as well as the role of the library.

# U. S. Poet Laureate W. S. Merwin Talks with Librarians about Reading

**B**efore assuming his post as U.S. Poet Laureate on October 25, two-time Pulitzer Prize winner W. S. Merwin met with a select group of librarians at New York City's Poets House for an afternoon of reading and conversation. A nonprofit organization, Poets House hosted the event as part of "One City, Many Poems," a discussion series—and offshoot of its library-oriented Poetry in the Branches program—that brings librarians and poets together for discussions on verse.

The librarians steered the conversation, which ranged from environmental preservation, to introducing children to poetry, to the act of reading poetry. "People who say they can't understand poetry come at it from the wrong angle," Merwin told the roughly 40 librarians. "Understanding comes after."

The message resonated with Gabriella Radujko, an information services librarian at New Jersey's Oradell Free Public Library and a published poet herself. Poetry is "not easily understood and that's the point," she said.

"You hear poetry with your whole body. Poetry is physical," Merwin said. "Poetry begins by listening and hearing, not knowing and understanding." Merwin noted children's innate receptivity to poetry, and commended Poets House's youth programs, which have attracted some 4,000 students on class trips

since the organization opened its Battery Park City location last year.

"The marvelous thing is that you have these children's programs, too, so that you bring people up with poetry," he said.

Merwin began writing short hymns and verses as a child, but selected from his local library "books of legends and myths and things like that. And I read novels, stories about adventure." At the age of 13, his mother gave him a volume of Jo-



W. S. Merwin at a special Poets House program tells librarians that he loves the sound of the program title "Poetry in the Branches."

seph Conrad's works, which influenced his writing. As a Princeton student, Merwin "spent lots, all of the time in the library."

Libraries and institutions such as Poets House, with their open stacks, keep the art alive and "wake people up to poetry," Merwin said.

"The important thing is to make it clear without making it a program," he said. "Making it fun, making it pleasurable so that it becomes part of something they love doing and love reading and love having as part of their lives. If it isn't, you've lost it."

Merwin's words made Billy Par-

rott, a New York Public Library librarian at the nearby Battery Park City branch, consider his library's poetry programs. It was sometimes difficult to attract patrons to book discussion groups, Parrott said, but using poems instead of longer novels could draw larger crowds. "I imagine over the next few days we'll put a lot of holds on Merwin books," he noted.

Sandra Payne, a retired young adult services coordinator at the New

York Public Library who has been involved with Poetry in the Branches since its inception, said she appreciated Poets House's programs for keeping her on her toes. "I'm continuing my education in poetry through Poets House," Payne said.

Merwin commented on the imagery of the "Poetry in the Branches" phrase. "I love it when you say 'in the branches' because it's

like a tree. Imagine, a world without trees. Where would we be?"

Trees and the natural world figure prominently in Merwin's work and life. He lives in Maui with his wife, Paula Schwartz, on a conservancy that they planted largely by hand. By request, he read "Place," which begins, "On the last day of the world / I would want to plant a tree."

"I can't stop the destruction of the Borneo, the Amazon rainforests, but I can plant a tree," Merwin said. "I can't stop the rush of illiteracy, but I can write a poem."

—Marcella Venziale, freelance journalist, *New York City*.

# Californians Model How to Be Standards-Bearers for School Libraries

A call went out on the discussion list of the California School Librarians Association (CSLA) last November urging them to invite their school board members to attend a December 3 program at the California School Boards Association annual conference. The purpose of the “Model School Libraries and Student Achievement” program was not just to reiterate the direct link between strong school libraries and the rising grades of students whose schools are graced with them. Rather, the call was meant to reframe the

argument so decision-makers could clearly see what was in it for them to reinvigorate their districts’ school libraries.

Approved in September by the state board of education thanks to CSLA’s undaunted boosterism, California’s model standards for K–12 libraries might also prove to be a focal point around which beleaguered school librarians elsewhere can regroup. Although not mandatory, the standards quantify what excellence in library service looks like: one credentialed full-time teacher-librarian for every 785

students; a weekly minimum of at least 36 hours of student access to the school library and the delivery of 20 hours of library instruction; a class-size-worth of library computers; and a collection of at least 28 library books per student with the annual addition of one book per student in each K–8 school and 0.5 books per high school student.

Of course, one roomful of school-board members swayed by a 75-minute conference program can’t transform an entire state’s school districts all alone. That’s why CSLA Immediate Past-President Connie Williams is encouraging her colleagues to continue evangelizing about school libraries at other non-library meetings. Educators from “all subject areas would be interested in learning more about how librarians can collaborate with them in the creation of dynamic lessons,” she stressed. —*Beverly Goldberg*

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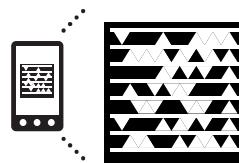
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# GLOBAL REACH



## PANAMA ①

The village of El Cedro dedicated its first community library October 20. Named after American volunteer Maggie Murray, La Biblioteca Publica Margarita Murray was organized over four months by librarian and Peace Corps volunteer Susan Hammer, who is writing a manual on creating a library for a small community in Central America.—*Susan Hammer, Honokaa, Hawaii.*

## UNITED KINGDOM ②

A wave of library cutbacks announced since a comprehensive government spending review in October has mushroomed into the estimated closure of nearly 250 libraries and the layoff of up to 25% of the nation's library workers within the next year. At least 25 local authorities have since announced new proposals for cost-cutting to their libraries, with fresh details emerging almost every day. Among the protests is an open letter to culture secretary Jeremy Hunt and minister Ed Vaizey calling for them to stop the "cultural vandalism." The letter was signed by more than 1,000 people, including prominent authors.—*The Bookseller, Nov. 29; The Observer (U.K.), Nov. 28, Dec. 6.*

## FRANCE ③

A writing fragment by Italian artist and scientist Leonardo da Vinci has been uncovered in the Nantes city library in western France among manuscripts donated in 1872 by collector Pierre-Antoine Labouchère. The significance of the untranslated find is yet to be determined since it was written from right to left in Leonardo's trademark mirror-writing style in 15th-century Italian as well as other languages.—*Daily Telegraph (U.K.), Dec. 6.*

## BELGIUM ④

The European Commission opened a formal antitrust investigation November 30 into the business practices of Google. The action stems from accusations by several European-based internet firms that the search-engine giant was overriding its algorithm results regarding the ranking results of smaller web firms in order

to weaken their Google ad placement. Google controls more than 80% of Europe's online search market, according to the research firm comScore.—*New York Times, Nov. 30.*

## NETHERLANDS ⑤

A new library in Almere has been designed with the concept foremost in the librarians' minds of treating their patrons as customers. Librarian Marga Kleinenberg and her colleagues asked Concrete Architectural Associates and Meyer en van Schooten Architects to build the facility so it would have the same appeal as a retail store. Books are arranged in themed zones rather than by call number and are displayed cover out, spine out, or in small piles in meandering bookcases, while the 4th-floor gaming center features screens that face the windows to lure passersby inside.—*Contemporist, Nov. 18.*

## SIERRA LEONE ⑥

The preschool in the St. Edward's compound of Freetown celebrated the reopening of a children's library November 22, years after the destruction of the original library during the country's decade-long civil war. The renovation was funded by a grant from the German Caritas Foundation, a Roman Catholic relief agency. The new library opened with a small collection and an internet café. At the dedication ceremony, Father Peter Konteh, director of Caritas's local development office, urged parents to instill a culture of reading in their children and encouraged the donation of more books to the collection.—*Freetown Concord Times, Nov. 27.*

## INDIA ⑦

The Delhi-based Zakat Foundation of India has committed to creating libraries with deposit collections and internet access in every mosque in the nation willing to set aside space for the purpose. The libraries will contain general reading material, newspapers in Urdu, Hindi, and English, as well as religious texts. Launched in Kashmir, the initiative is intended to touch as many of India's 200,000 mosques as possible.—*Calcutta Telegraph, Dec. 2.*

# I Love My Librarian Award Winners Recognized in New York

Ten of America's favorite librarians were honored as winners of the 2010 I Love My Librarian Award at a ceremony in New York City December 9.

The award recognizes quality service and dedication by library professionals across the country. "Libraries are among those cherished institutions that are most representative of our open society," said Vartan Gregorian, president of Carnegie Corporation of New York. "We must, therefore, acknowledge that libraries—and hence, librarians—are indispensable to the strength and vitality of our nation and our democracy."

Some 2,000 librarians were nominated for the award by patrons and colleagues. Winners receive a \$5,000 prize and an all-expenses-paid trip to New York to attend the ceremony.

The award is sponsored by the *New York Times* and the Carnegie Corporation of New York, and administered by the American Library Association.

## Wonderful achievements

The award winners included four public librarians, three school librarians, and three academic librarians. They were picked from some 2,000 nominations, and cited for an array of accomplishments in service, advocacy, and innovation.

**Laura Farwell Blake** "is routinely described to prospective graduate students as being the Number One

reason to attend Harvard for an English PhD," wrote graduate student and nominator Christine Barrett. Blake, head of services for academic programs at Harvard's Harry Elkins Widener Memorial Library in Cambridge, Massachusetts, is a leader in adopting instructional technologies, developing online resources customized to

**"Libraries—and hence, librarians—are indispensable to the strength and vitality of our nation and our democracy."**

**Vartan Gregorian,  
President, Carnegie  
Corporation of New York.**

the needs of individual classes, and a research partner for the more than 80 graduate students in English.

**Paul Clark**, technical services specialist at Clay County (Fla.) Library System, was cited for his efforts in lobbying the Florida legislature to preserve state library funding this year. The legislature originally planned to zero out funding for the State Aid to Public Libraries program—a cut of \$21.2 million that would have also made the state ineligible for \$8.4 million in matching federal funds. Clark "pretty much lived in the Capitol, keeping the issue in front of legislators and the press for six weeks," said Charlie Parker, chair of the Florida Library Association Legislative Committee, in an April message announcing that state funding had been maintained. Along the way, he earned the moniker "The Library Guy."



Laura  
Blake



Paul  
Clark



Ellen  
Dolan



Jeff  
Dowdy



Melissa  
McCollum

**Ellen Dolan**, director of Shrewsbury (Mass.) Public Library, is known in the community as a dedicated and innovative leader, both in providing library services and in finding ways to fund them. In the face of budget cuts, she developed the "Sunday Sponsorship" program, a private funding model that enlists local businesses to donate money to support Sunday hours at the library. As a result, the library has been open on Sundays through the fall, winter, and spring for the past several years.

**Jeff Dowdy**, assistant librarian at Bainbridge (Ga.) College, offers diverse resources to fulfill the varying educational needs of students at the college. "Jeff allows each to strive towards our own goals and fields of expertise quietly supporting us with his own skills, which moves each of us forward with that which would take years of training and experience otherwise," wrote one student nominator. His projects include LibGuides that are of particular use to online students; training for the college's online systems, particularly for students with little experience with technology and as a result are less likely to complete their studies; re-accreditation documents; faculty and student orientations; and research guides for the college's first-year student experience class.

**Melissa McCollum**, community library manager at the County of Los

Angeles Public Library's Lawndale branch, was recognized for her innovative cultural programming, particularly for teens. Nominator Lillian Alldredge of the Friends of the Lawndale Library described McCollum's efforts to win a grant to host the 10-week "How I See It: My Place" teen photography and writing program, which culminated in an exhibition at the library and online. That program also grew into a Teen Friends of the Library group that continues today.

**Kelley I. McDaniel**, librarian at Helen King Middle School in Portland, Maine, teaches her students to appreciate books but also to tap into their own creativity. Parent Jamie Hogan noted that McDaniel hosted a zine-making workshop for teachers so they could lead students through the process, and that she is so passionate about encouraging students to make their own books that "the library is also the art room on many occasions." And nominator Hiram Sibley wrote that when a team of authors contacted her about a book they were writing about nonviolent resistance, McDaniel "masterminded a year-long project to involve a group of students in the process of producing a book." That group met with the authors several times, offering significant input on content, style, and design.

**Patricia J. Updike**, media specialist at Webb Street School in Gastonia, North Carolina, adapts and creates books to meet the needs of her

school, which serves students from age 5 to 22 with moderate to severe physical and cognitive disabilities. "Many people may think that students with significant disabilities, who may not be able to read, write, or even talk, do not need exposure to classic literature," wrote nominator Jordan Trogon. "Patti has proved that students with even the most significant disabilities can access and experience literature in a significant way." Among the most popular was *Beowulf*, which fascinated students and inspired classroom projects throughout the school.

Tech guru **Doug Valentine**, librarian at McKillop Elementary in Melissa, Texas, makes good use of the library's video studio. As a history project, he helped 4th graders make movies about famous Texas battles, using a makeshift green screen to add backgrounds of actual battle sites. Valentine has also created an award-winning school news series for morning announcements, a weekly series targeted to help increase student state science test scores, and a collection of videos to help students make informed decisions in student council elections.

**Christina Wagner** "has brought joy, hope, and dignity to the Goodman South Madison branch" of Madison (Wis.) Public Library, wrote Emily Auerbach in her nomination. Wagner is head librarian of the branch, which serves a low-income area where one-third of residents are at or below poverty level. Among the many programs that serve low-income patrons, Wagner sponsors the University of Wisconsin Odyssey Project, a free college humanities course for low-income adults, which has been for some participants the first step from homelessness to college degrees.

**Stefanie Wittenbach** led the es-



Kelley McDaniel



Patricia Updike



Doug Valentine



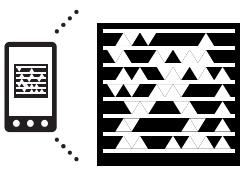
Christina Wagner



Stefanie Wittenbach

tablishment of a new library from scratch at Texas A&M University in San Antonio. The school, which is transitioning to an independent four-year university, had no library at all until the 2009-10 school year. With space at a premium—the university operates out of a former elementary school while a new campus is being built—Wittenbach established an electronic-preferred collection development policy. Despite that, "Through Ms. Wittenbach's advocacy and leadership," significant square footage has been carved out for books, wrote one professor in nominating her.

See [lovelibraries.org/lovelylibrarian/home.cfm](http://lovelibraries.org/lovelylibrarian/home.cfm) for more.



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# Federal Ban of WikiLeaks Website Embroils Library of Congress

The Library of Congress confirmed December 3 that it had blocked access from all LC computers to the WikiLeaks website in order to prevent unauthorized downloading of classified records. The action raised red flags in libraries all over the country as librarians struggled with the implications of the nation's library barring staff and visitors' access to the classified diplomatic cables WikiLeaks released in November.

"The news media are reporting today, accurately, that the Library of Congress is blocking access to the

Wikileaks site across its computer systems, including those for use by patrons in the reading rooms," said LC spokesperson Matt Raymond. "The Library decided to block WikiLeaks because applicable law obligates federal agencies to protect classified information."

Three days later, Secrecy News Editor Steven Aftergood observed, "Since the Congressional Research Service is a component of the Library, this means that CRS researchers will be unable to access or to cite the leaked materials in their research reports to Congress. Several

current and former CRS analysts expressed perplexity and dismay about the move, and they said it could undermine the institution's research activities."

"It's a difficult situation," one unidentified CRS analyst told Aftergood. "The information was released illegally, and it's not right for government agencies to be aiding and abetting this illegal dissemination. But the information is out there. Presumably, any Library of Congress researcher who wants to access the information that WikiLeaks illegally released will simply use their home

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## CHILDREN'S LAUREATES SPEAK



Katherine Paterson, U.S. National Ambassador for Young People's Literature, and Michael Rosen, the 2007–08 United Kingdom Children's Laureate, shared stories of their journeys before a crowd of educators November 11 during "The Carle's Free Educator Event" at the Eric Carle Museum of Picture Book Art in Amherst, Massachusetts.

computers or cell phones to do so. Will they be able to refer directly to the information in their writings for the Library? Apparently not, unless a secondary source, like a newspaper, happens to have already cited it."

Addressing concerns raised by the governing Council of the American Library Association, ALA Executive Director Keith Michael Fiels issued a statement explaining that the decision to block online access to WikiLeaks would be added to the Midwinter Meeting discussion agenda in San Diego January 7–11 (see preview beginning on page 52).

"The Committee on Legislation (COL) and the Intellectual Freedom Committee (IFC) are reviewing the issues associated with WikiLeaks' ongoing disclosure of large numbers of classified United States government documents, including the decision by the Library of Congress and other government agencies to block online access to the WikiLeaks website," Fiels explained. "We know that many ALA members and units, in addition to Council, are following these events and wish to be involved in discussions about these issues at Midwinter.

"WikiLeaks raises many policy is-

sués including, but not limited to, access to government information, censorship and the blocking of websites, government secrecy and the over-classification of government information, treatment of whistleblowers, government transparency, and the legalities surrounding classified information," Fiels said, adding that the committees have asked staff from ALA's Office of Intellectual Freedom and the Office of Government Relations to assist the ALA Council and other interested Association members and units by pulling together information about the issues and policy questions raised by WikiLeaks' activities and the government's directive in response to those activities.

### Added to ALA agenda

COL and IFC have taken the following steps in preparation for a discussion at the ALA Midwinter Meeting:

- IFC and COL are working out details of a jointly sponsored program on Saturday, January 8, from 10:30 a.m. to noon. The program will include an update on the WikiLeaks situation and an opportunity for member comment on these issues. Details will be available online when

organizers have more specifics.

- Prior to Midwinter, staff will bring together information about WikiLeaks, and the issues and policy questions raised by its disclosures, and post that information on ALA Connect and ALA's website. The information will include references to existing ALA policies that address these issues. This will be a dynamic site with new questions and new information being posted as events evolve.

- COL and IFC are working together and will seek to collaborate with other interested ALA units to bring to Council information and recommendations for consideration.

"As we proceed," said Fiels, "we know that IFC and COL would appreciate hearing your questions so as to be most helpful to you and others as the Association discusses these important issues."

In October 2009, it was WikiLeaks that released a leaked white paper by Stephen Abram, unleashing a fury of debate over the role of open source software in libraries (*AL*, Dec. 2009, p. 30). Abram's marketing piece characterized open source ILSes as a threat to the vendor-based market.

—Leonard Kniffel

## NEWSMAKERS: LEONEL FERNÁNDEZ AND MARGARITA CEDEÑO DE FERNÁNDEZ

In what looks very much like the beginning of a beautiful friendship, Dominican Republic President Leonel Fernández recently visited American Library Association Headquarters in Chicago, accompanied by First Lady Margarita



Cedeño de Fernández, to talk with ALA staff about libraries. Fernández spoke passionately, but pragmatically, about his plans for developing a superior public library system in the Dominican Republic, and about the First Lady's plans to build libraries for children and teens. An avid reader who grew up in New York City and attended Harvard and the Sorbonne, Fernández is also a writer and a believer in the power of education. One of his early actions as president was to equip government offices with computers. He is equally enthusiastic about the printed word.

### **American Libraries: How important is the development of libraries in the Dominican Republic?**

**PRESIDENT FERNÁNDEZ:** It is very important for us personally and for the future development of the Dominican Republic. There is a correlation between economic and social development and the existence of a library system that will enable a population to read and see reading as a tool for personal growth and for national development.

It has to do with development, but also for self-fulfillment. Both of us place a lot of attention, a lot of interest, on the importance of reading, the importance of books, the importance of libraries, in personal transformation and the transformation of nations across the world.

### **Tell us about your country's Reading Olympics.**

**PRESIDENT FERNÁNDEZ:** This has

been amazing, astonishing to see how many young students around the country participating in these Olympics are able to read, the amount of reading they can do, the time frame in which they can do it, and the comprehension skills that they develop. We have had students, for example, that in a three-month period can read over 100 books. And when you question them about the contents, they have understood very well and they can discuss and argue around each and every book.

### **What is your personal favorite librarian or library experience?**

**PRESIDENT FERNÁNDEZ:** My reading habit personally began here as a student in the United States in New York. I was fortunate enough to have a branch public library in my neighborhood. I used to live near 95th Street in Manhattan. We had the Bloomingdale branch within the

New York Public Library system down the street, just five blocks away. I was fortunate to have access to this reading opportunity as a child and then go back to the Dominican Republic and also be part of an environment of young readers that I have always kept going on with me.

**FIRST LADY FERNÁNDEZ:** We want the people from our country to develop that skill and habit of reading every day. When I don't read even one day, I get hungry. That's like food for my soul.

### **How can your American counterparts help you develop what you want in the Dominican Republic?**

**PRESIDENT FERNÁNDEZ:** I know that they're very open and very helpful in trying to implement all our different projects. I came from a low-income family, while I was living in New York or back in the Dominican Republic. It is very difficult for someone with a humble origin to aspire to become president. The only way I was able to do that is because I was able to, through books, get an education and through that have been able to communicate to people my thoughts, ideas, and dreams for a better Dominican Republic.

**FIRST LADY FERNÁNDEZ:** We have to follow up and pursue our dream, which is to plant the Dominican Republic with education, with books, with the habit of reading, because that's the only way to get what we really want and to go to the top of the mountain. ■



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# How the World Sees Us

"I live with the tensions between the world out there I want to see and even contemplate, and the inner world to which the book gives me access. It is the inner rewards of reading a book in a private and concentrated way that lead you into realms of your own imagination and thought that no other process offers. . . . Any society that doesn't value the richness of this encounter with ideas and the imagination will impoverish its citizens."

"Point of View" columnist JOAN BAKEWELL, asking rhetorically, "Does Reading a Book Make Us Happier?" *BBC News Magazine*, Nov. 19.

"If we mandated that every school provided children with fully stocked, technology-rich libraries, there wouldn't be as many inmates in need of prison libraries."

Philadelphia (Pa.) teachers' union President JERRY JORDAN, declaring at the dedication of the city's Union City High library that officials must rebuild school-library service districtwide after two decades of neglect,



"With her makeover and glasses, she also had the right look—one that said 'hot librarian,' perfect for a fake authority figure," wrote *Washington Post* staff writer Paul Fahri November 9 in "From Second City to 30 Rock, Tina Fey Rocketed to Becoming Twain Prize Winner."

"Teachers' Union Chief Pushes for Funding for School Libraries," *Philadelphia Daily News*, Nov. 24.

"I believe in simplicity. One of my favorite expressions is, 'It's better to light one candle than to curse the darkness.' Every time that a library closes, we blow a candle out. . . . You need to make the case in a rather dramatic way—that this is like eating seed corn. It makes no sense."

Political consultant and commentator JAMES CARVILLE on how to fight library closings, keynote address, Special Libraries Association Annual Conference, June 13.

"To say communities need libraries more than ever is archaic because, whether you like it or not, communities are becoming virtual."

Columnist and British radio D.J. TONY HORNE, decrying the advocacy arguments made for retaining public libraries in Britain, Newcastle upon Tyne (U.K.) *Evening Chronicle*, Nov. 26.

"If you're interesting enough to find your refuge in the library, you're usually pretty interesting to talk to."

*Tangled* lyricist GLENN SLATER, on his preferring to work on his music in the New York Public Library's Library for the Performing Arts, "Lyricist Is a 'Shelf' Starter," *New York Post*, Nov. 22.

"We have no business tinkering with our most cherished possession, where riches increase by their very consumption, our public library."

GERALYN LEANNAH, doubting that budget-makers "even considered" an alternative to defunding the Sheboygan Public Library's Mead branch, letter to the editor of the *Sheboygan Press*, Dec. 2.

**"The librarian is not simply a checkout clerk whose simple task could be done by anyone and need not be paid for."**

Author PHILIP PULLMAN, on the massive budget cuts looming over British public libraries, "Library Cuts and Job Losses Condemned by Leading Authors," *The Guardian (U.K.)*, Nov. 22.

"Last week, the [New York] Board of Regents reduced the number of times speech services must be provided to special education students. That's a minor first step toward mandate relief. Other avenues to explore, especially when evidence is lacking, include . . . in this internet age, eliminating the antiquated requirement that all high schools have at least one full-time librarian and a minimum number of books."

MARC BERNSTEIN, superintendent of the Valley Stream (N.Y.) Central High School District, in "What [New York Gov.-elect Andrew] Cuomo Can Do to Improve Schools," *New York Newsday*, Nov. 24.

"A library needs a librarian."

P.S. 9 first-grader GABRIEL DENNIS, on his New York City school's unstaffed new library, "Prospect Heights Schools' Library Opens With No Librarian," *New York Times*, Nov. 16.

"The library: So big it doesn't need a name. Just a great big 'The.'"

DAVID TENNANT as sci-fi BBC-TV legend The Doctor in "Silence in the Library," *Dr. Who*, first aired in the United Kingdom on May 31, 2008. ■

# Why Must a Card Be a Card?

With little risk and a small investment, patrons can turn mobile phones into virtual library cards

by Jesse Ephraim

The library world, in general, has done a poor job of keeping up with new technologies over the past decade, and that has hurt us in many ways. Many libraries and librarians are working hard to catch up, but the broader library culture is still sluggish. The world of information exchange is in constant flux, and we are slow to change. Our risk-averse, conservative approach has made many of us maladaptive.

Too often, libraries and other institutions create policies with the comfort level of the staff as the main consideration, instead of taking the patron perspective into account.

Over the past year, you may have seen store clerks scanning customers' mobile phones. Some are using coupons sent to their phones by the store, but others are simply using their phones in place of reward cards.

## The move to mobile

There are numerous apps for both iPhone and Android phones that can generate these barcodes. The customer just has to enter the reward-card number to add it to a digital keyring. Some customers simply take a picture of the back of the card.

Savvy store chains like Target encourage this activity, seeing mobile phones as a whole new marketing channel.

Some libraries have reported patrons doing the same with their library cards. Our reaction? Library policies run the gamut from outright refusal to enthusiastic adoption. The biggest objection to the use of mobile phones as library cards appears to be the possibility of patron fraud. A patron could take a picture of someone else's card, for



Too often, libraries create policies with the comfort level of the staff as the main consideration, instead of taking the patron perspective into account.

example, or could use a sample card to generate a random barcode that follows the appropriate number pattern.

Though fraud is a valid concern, it is already possible to trick self-check machines that don't use PINs or other fraud-prevention mechanisms. It is a relatively simple task to generate barcodes and print them out. There are a number of websites that enable anyone to do so for free. It would only take a few minutes to create a batch of barcodes if the patron had a sample card to use as a reference.

How often does that happen, though? I don't get the sense that it's a widespread problem. Is it really that risky to allow a patron to use a mobile phone in place of a physical library card? We could take

a hardline security stance and say that any risk is too much, but why hold back a service option from all patrons because of the potential abuse of a few? Most of the risk could be eradicated by simply requiring a patron to give a PIN at the self-check station or the circulation desk.

## A low-cost crowd pleaser

The only real monetary cost to libraries would be the possible need to buy more modern scanners. Standard one-dimensional laser scanners don't work well with images on screens, but there are exceptions. For example, the \$250 hand scanners at my library are not able to read my mobile phone, but the \$60 scanner I use at home reads my Droid X screen with no problem. The newer two-dimensional scanners work best, though, and have the additional benefit of being able to scan QR codes, which are also growing in popularity.

Ultimately, the real issue is with libraries, not with the phones or the patrons. In the end, the biggest reason to accept mobile phones as library cards is simple, old-fashioned customer service. More patrons will want to be able to use their phones in this way, and it is a relatively simple service option to offer. We should adapt to their world; after all, they are the reason for our existence. ■

JESSE EPHRAIM is the director of Roanoke (Tex.) Public Library.

# Web-Scale Discovery

Rapidly evolving tools more important than ever

by Jason Vaughan

Connecting users with the information they seek is one of the central pillars of our profession.

Web-scale discovery services for libraries are those services capable of searching quickly and seamlessly across a vast range of local and remote preharvested and indexed content, providing relevancy-ranked results in an intuitive interface expected by today's information seekers.

First debuting in late 2007, these rapidly evolving tools are more important today than ever to understand.

As web-scale discovery services for the library environment evolve, they hold great potential for easily connecting researchers with the library's vast information repository, whether physical holdings, such as books and DVDs; local electronic content, such as digital image collections and institutional repository materials; or remotely hosted content purchased or licensed by the library, such as e-books and publisher or aggregator content for thousands of full-text and abstracting and indexing resources. For our purposes, web-scale discovery can be considered a service capable of searching across a vast range of preharvested and indexed content quickly and

seamlessly. They provide discovery and delivery services that often have the following traits:

- Content harvested from local and remotely hosted repositories to create a vastly comprehensive centralized index—to the article level—based on a normalized schema across content types, well suited for rapid search and retrieval of results ranked by relevancy. Content is enabled through the harvesting of local

library resources, combined with brokered agreements with publishers and aggregators, allowing access to their metadata or full-text content for indexing purposes.

- Discovery provided by a single search box providing a Google-like search experience (as well as advanced searching capabilities).

- Delivery of quick results ranked by relevancy in a modern interface that offers functionality and design cues intuitive to and expected by today's users, such as faceted navigation to drill down to more specific results.

- Flexibility agnostic to underlying systems, whether hosted by the library or hosted remotely by content providers. These services are open compared to traditional library systems and allow a library greater latitude to customize the services and make them its own.



**Web-scale discovery services hold great potential to connect researchers with libraries' information repositories.**

## Why web-scale discovery?

As illustrated by research from as far back as the 1990s, if not earlier, to as recently as 2010, library discovery systems within the networked online environment have evolved, yet continue to struggle to serve users. As a result, the library, or systems supported and maintained by the library, is often not the first stop for research—or worse, not a stop at all. Users have defected, and research continues to illustrate this fact.

Other factors, apart from user behavior and preferences, also give reasons for libraries to use web-scale discovery services. First, and most obvious, is that if something is not discovered, it has no chance of being used. Whether a librarian conducts a reference interview, a user browses the shelves, a friend provides word-of-mouth, a user searches in Google or a library database, or a user scans issues and article titles in an electronic journal, discovery must happen, either by focused intent or serendipitously. Libraries often spend tremendous amounts of money every year to purchase or pay for access to an ever-growing body of electronic content, and the cost for access to this content often increases on an annualized basis. But for the content to be used, it must be discoverable—and for today's users, easily discoverable. ■

JASON VAUGHAN is the director of library technologies at the University of Nevada at Las Vegas. This is an excerpt from the January 2011 ALA TechSource on web-scale discovery.

# No Relax

Sophisticated search operator is a metaphor of modern life

by Joseph Janes

I had a splendid time at the Internet Librarian conference last fall (and not just because I made it into a birthday-celebration weekend in Monterey, though that and the yummy meals didn't hurt matters any). It's a crisply conducted conference and draws a varied and eager crowd.

This year, I was particularly attracted to an entire day of sessions on search. Several connoisseurs were on the menu, so with appropriate thanks to Chris Sherman, Mary Ellen Bates, and Gary Price, from whom I lifted these tidbits, I thought I'd share some of what I found most appealing and striking from the day.

First of all, Bing. Not yet a verb, but an increasingly interesting and viable search tool. A full range of services ([bing.com/explore](http://bing.com/explore)), of course, with an emphasis on things like travel, shopping, and so on as you know from the commercials. Did you also know they had licensed a number of music and TV shows for free streaming? Neither did I. Nor did I know that they tried to balance points of view on controversial issues (try a search on <should we bail out the banks> and look to the upper left).



**Norelax . . . is not only descriptive of the operator, it's also provocatively metaphorical for our times.**

I got my first good look at Blekko, which is an atrocious name for a search engine—unless it was developed by the guys at Mad magazine. It was not yet in public release, one of those ask-us-and-we'll-let-you-look deals, and apparently it allows for customization of the database or results (a search like <global warming/green> would be different from <global warming/tech>, for example). Worth watching when it gets released.

Some Google tricks were on offer as well. We've all discovered Instant Search by now, I assume. (Yawn.) Apparently, as only Google can do,

they've calculated that not having to hit return or click the little box will save the average searcher two to five seconds per search, or a total of 350 million hours per year. How nice.

On a more worthwhile note, Google's Image Swirl has real potential to make image searching more effective. It tries to group images into related categories and allows browsing among them. Real-time search results (such as from Twitter and Facebook) can be organized on a timeline to bring a little order to the chaos: Go to Updates in the left-hand sidebar. I also hadn't realized they were leveraging YouTube assets to provide episode-level access to

TV shows (search the show under Videos, if they've got them, the episode guides will appear on the left).

## Advanced operators

Back to Bing and the most impressive thing I heard about: advanced operators. Really advanced. Trust Microsoft to hide these and write documentation for them that looks like a 1975 IBM manual . . . but they're there; search <bing advanced operator reference>. Several versions of familiar Google tools such as `intitle:`, `url:`, `site:`, `OR`, and the like, as well as some very keen ideas. Like `imagesize:`, which is pretty obvious. Or `near:`, a proximity operator which made me mist up a bit, thinking of the good old days of search tools one could actually control. Or `inanchor:`, which is very interesting, allowing search in the anchor text on a page . . . almost a little bit sorta maybe like a subject search?

The operator with the best name, though, has got to be the one that forces Bing to search all the words in a long string with equal weight (typically, beyond five words, the later words don't necessarily have to appear in results). It's called `norelax:`, which is not only descriptive of the operator, it's also provocatively metaphorical for our times . . . but that's another story. ■

JOE JANES is associate professor at the Information School of the University of Washington.

# Keeping Up, 2.0 Style

Current awareness through RSS

by Meredith Farkas

**W**hen I first received my library degree, I religiously kept up with blogs and journals in my areas of professional interest. I'd read blogs through an RSS reader—in my case, Google Reader—and I'd try to remember to read the journals I was most interested in when they came out.

Now, as the mother of a toddler, I'm lucky if I can remember to put my socks on before leaving the house. It is a pipe dream to think I could remember to look up the latest issues of my favorite professional journals. I started to find that while I was still keeping up with blogs, I was missing a lot of what was coming out in the scholarly literature of our profession. If it wasn't linked to from a blog post, I probably didn't know about it.

Luckily, over the past few years, it's become possible to subscribe to the vast majority of library and library-related journals through RSS readers as well. An RSS feed is basically a tool for subscribing to web content that is updated periodically so you don't have to remember to visit the websites it came from. Once you find an RSS feed for content you want to follow, simply copy its URL into the tool you use to

read RSS feeds (RSS reader, e-mail client, personalized start page, ticker, etc.). When new content is posted to that website, it will be delivered to you. Now, you can follow the professional conversation through blogs, trade journals, scholarly journals, and more all in one place.

## There's a feed for that

When I'm looking to keep up with a specific journal, I will first check to see if it's available through a database my library subscribes to. The majority of database vendors (such as EBSCO, ProQuest, and Elsevier)

provide RSS feeds that will deliver the most recent tables of contents of journals in their database to your reader.

Unless the journal's articles are freely avail-

able online, it's best to get an RSS feed from a database in which the journal is available in full text because you'll be able to access the article simply by clicking on a link in the RSS feed. If you do not have a database that provides RSS feeds of that journal or your library doesn't subscribe to it, you can also frequently find table of contents RSS feeds on the website of the journal publisher. For example, the RSS feed for this column is available on the *American Libraries* website.

Some people may be more interested in following a topic than a specific journal. For example, I'm very focused on information literacy instruction and articles on that topic are published in a great variety of journals. Some databases, especially those from larger vendors, also make it possible to subscribe to search feeds. You create a search query that gets you the sort of results you're looking for and then subscribe to the RSS feed for that search. Whenever a new article is published that meets your search criteria, it will be sent to you. This allows you to keep current on just those specific topics you're most interested in.

## Overriding overload

We are bombarded with so much information these days that any content that isn't right in our faces will likely be missed. This is why RSS is so valuable; it allows us to choose exactly what types of information we want to find and what sources we want to follow, and have all that delivered to us on a regular basis.

The real antidote to information overload is having a well-defined current awareness strategy that fits into your workflow. ■

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**It is a pipe dream to think I could remember to look up the latest issues of my favorite professional journals.**



## The library of the 100 talents

*Editors Rob Bruijnzeels and Nadia Palliser, with illustrations from Joost Swarte*

*The Library of 100 talents* is an innovative concept for the youth library of the future.

Its point of departure began ten years ago and remains an ongoing basis as the concept has grown. Active use, the discovery and sharing of imagination and information are central to the concept. New knowledge comes to the fore for children, new ideas are discovered and new methods of working are developed in the library.

### **This is a book about children**

About their talents and their powerful ability to use their imagination when confronted with information. About their aptitude and movement through media, illustrating just what media literacy really could be.

### **This is a book about libraries**

Since these are the places children like to come to and where new substance is given to old ideals of the library: as a source for personal and social development.

### **This is a book for librarians**

Since giving new substance to contemporary librarianship starts now: by giving children the spotlight. By inspiring others and becoming inspired by others. By discovering talent: in yourself and in the children.

### **This is a book in three parts**

**The idea**, in which the background of the concept and context are presented.

**It can be done**, which is full of inspiration, good practice and future bound ideas and experiments.

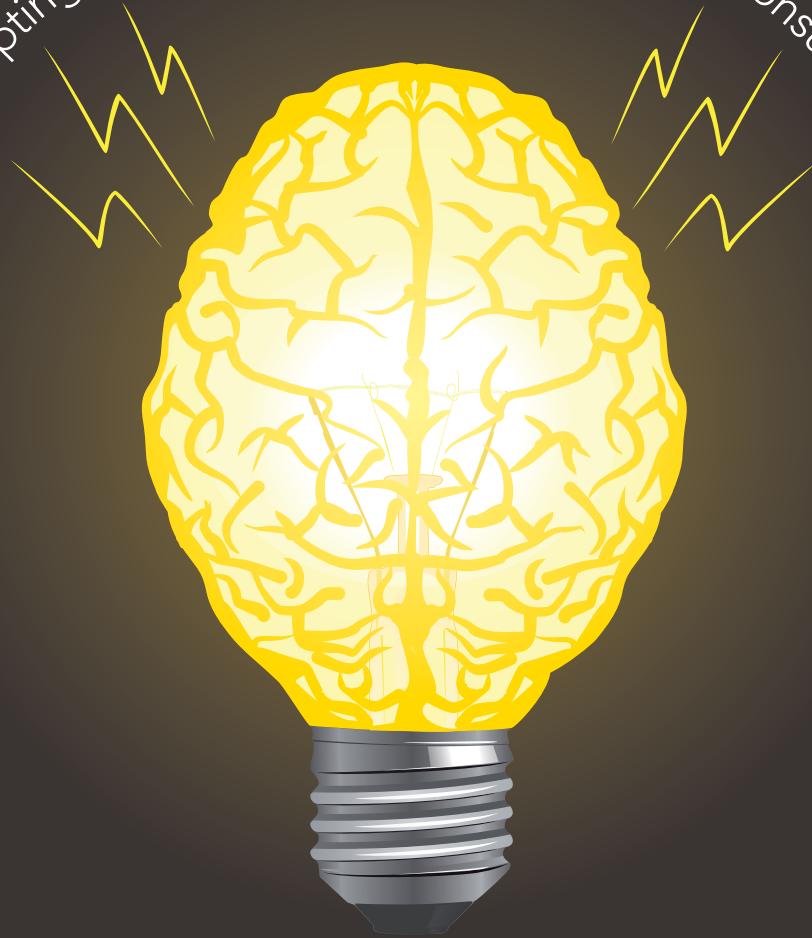
**You can do it!**, gives a practical guide to go ahead and get started.

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A successful ServiceScape encourages consumer-staff interaction and makes everyone's tasks easier

# Info Pro.

Adopting Tools from the World of Business Consulting



by Sarah Anne Murphy

**A**s professionals serving increasingly business-savvy consumers, librarians must realize that we are, in fact, consultants. As such, we need to adopt some of the tools and thinking of business consultants to better communicate our value to library customers.

We do that by creating what is called a ServiceScape environment, which is essential for building and maintaining a library's brand identity. We also use service blueprinting, a complementary tool for documenting the processes and specifications required to achieve a ServiceScape. By nature, services are heterogeneous and intangible, requiring input from both the librarian and the consumer to successfully achieve a desired outcome. This invites variability in operational inputs and outputs.

Because consumers rely on tangible evidence to judge service quality, librarians must understand and develop their organization's ServiceScape to effectively market their services and products. We must also construct service blueprints that allow us to objectively and quantifiably manage these products.

## ServiceScape

A ServiceScape is the environment where a service is delivered and customers interact with employees. It's important to create the right ServiceScape because it influences both customer and employee behavior. Before, during, and after a customer uses a service, the customer will consider the physical evidence and use it to form an opinion of that service. For example, the quality of furnishings, building layout, signage, and equipment will communicate both quality and value to the customer along with other tangibles, such as the consistent presentation of brochures, websites, and other communication mediums.

Ideally, a ServiceScape satisfies the needs of both the consumer and the library as well as the information consultant. It should be designed to appeal to market segments the consultant wishes to target. Columbus (Ohio) Metropolitan Library, for instance, offers Job Help Centers.

These centers, located in its branches, are defined using special signage and furniture. To assist community members looking for work, the library also partners with JOBLEaders, a statewide organization, to bring the Jobs Mobile bus to its locations. Job Help Centers are an important feature of Columbus Metropolitan Library's ServiceScape in a state where countywide unemployment rates reach 7 to 16%.

Similarly, Veria Central Public Library in Greece created The Magic Boxes, a space within its library designed to promote reading, creativity, and digital literacy for children. To encourage children to interact with one another and express their creativity and curiosity, the library made this ServiceScape flexible, with multipurpose furniture that can continually be reconfigured. It also selected colors and materials that engage children's emotions and creativity.

The complexity of a library's ServiceScape, however, can overwhelm consumers. This is an undeniable reality today as collections and services are spread across a physical and online environment. A visitor arriving at Ohio State University's Thompson Library, for example, encounters collections and services located throughout an 11-floor

building with more than 200,000 assignable square feet of space. Signage alone can't help the visitor navigate this space. All staff must consciously be alert for consumers in the building who appear lost or confused; offer directions and even escort them to their desired destination.

Standards of employee dress also contribute to the ServiceScape. At Thompson Library, Vocera communication badges, worn with traditional picture identification badges, distinguish staff from regular patrons. The badges assist both consumers and staff by allowing staff to address consumers' information needs where and when they occur. Part phone, part pager, part walkie-talkie, Vocera uses voice commands to enable staff to communicate with each other regardless of where they are in a building. Thus, if a consumer on the 19th floor of the library approaches an employee shelving books with a detailed question, the employee can immediately call a library and information consultant for help, without having to physically escort the consumer to a phone or a consultant's office. Vocera also allows users to call groups; a circulation supervisor can send employees to work on a shifting project in the stacks knowing that she may use Vocera to summon these individuals back to the desk if a line forms.

Thompson Library, however, is just one building in a system of eight department libraries, six regional campus libraries, separately administered law and health sciences libraries, and a remote storage facility. Ohio State library consumers can borrow materials from or make use of any of these facilities. An added complexity for Ohio State Libraries' ServiceScape is that customers can request books and journals through the statewide OhioLINK system, a consortium of 88 college and university libraries and the State Library of Ohio.

Given this huge information complex, Ohio State Libraries employs a communications officer and a graphic designer, who work in tandem to craft carefully designed maps, brochures, websites, and other media to help patrons understand and navigate the library system. This is an important yet daunting task, as is communicating a consistent message about the state libraries. Promoting consumer understanding of the library system is a major contribution to the ServiceScape, influencing consumers' commitment to the system, their use of library services, whether they recommend the library to their peers, and whether they support the library's funding.

The ServiceScape also allows customers to differentiate one area of service from another within the library. Using furniture, private consultation rooms, and other elements, a library and information consultant may distinguish her service area from others, such as circulation or a technology help center. Further, placement of computer terminals and chairs in areas where a library and information consultant interacts with customers will affect social interaction. If chairs are located at a distance that prevents the consultant and consumers from com-

municating comfortably, the ServiceScape will be negatively affected.

While the ServiceScape facilitates the tasks of both consumers and library employees, it also socializes them by communicating appropriate roles, behaviors, and relationships. The ServiceScape may define the role of the library and information consultant by functioning as a differentiator and attracting market segments. Unfortunately, the reverse is also true. A well-trained, knowledgeable consultant may find it difficult to attract professionals to use her services if her behavior belies her knowledge. Locating patron answers while blowing large bubbles with green-apple-scented chewing gum, for instance, may be distracting and communicate a lack of respect for the customer.

Customer decisions to use library services or not are influenced by staff. That is why hiring, retention, and promotion decisions are important in creating the ServiceScape. Having the right employee in the right position influences customer decisions to use a service as much as environmental conditions such as natural lighting, noise, and building temperature. Friendly library and information consultants who are welcoming with words and body language will be more successful than staff with dismissive facial expressions, no matter how knowledgeable.

The ServiceScape's physical environment also affects staff behavior cognitively, emotionally, and physiologically. A work area in front of an open door during a cold northern winter can hobble even the most talented library and information consultant. Would a consumer enjoy an interaction in such a setting? If the consultant is uncomfortable, the consumer is likely uncomfortable too. Failing to address an uncomfortable environment will lead to avoidance behaviors in both the consultant and the consumer the consultant wishes to attract.

## Service blueprinting

The less experienced the consumer, the more important it is for the service provider to manage the consumer's service experience. Service blueprinting complements the ServiceScape by detailing the processes and specifications of the service product. Introduced by G. Lynn Shostack, a former vice-president at Citibank and chair of the American Marketing Association's special taskforce on service marketing, the service blueprint maps the processes inherent in a service and identifies potential points of failure by indicating all possible points of contact where the customer and service provider interact. It is a useful tool for developing or improving a new or existing service. By understanding potential failure points, the library and information consultant can either address the service failure by redesigning the service process, or, if appropriate, create contingency plans to minimize or address a service failure that cannot

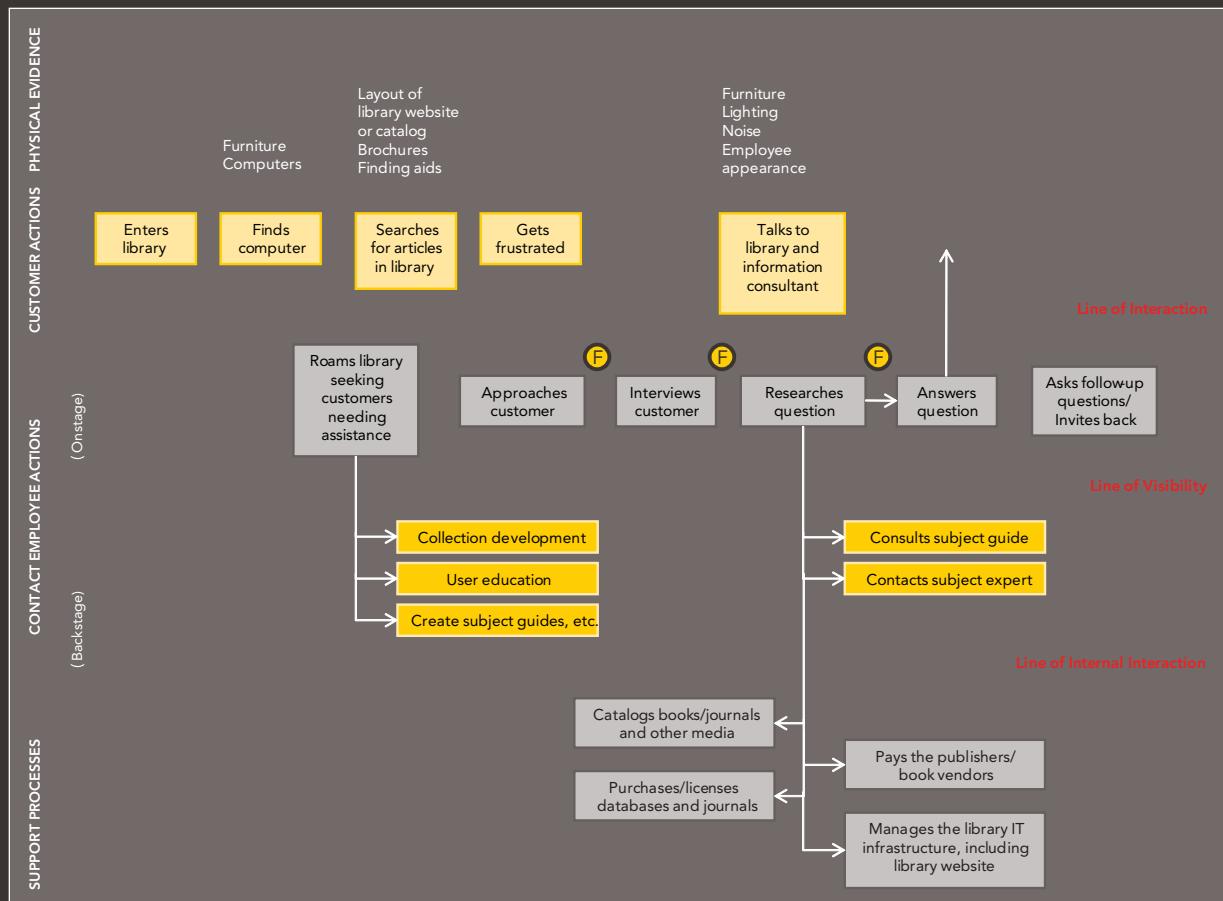
be avoided. For instance, in a library that offers a series of popular classes requiring preregistration, unavoidable service failure may occur on the first day of registration, particularly if budgeting restricts the library to telephone registration only. If telephone capacity cannot be increased to accommodate the increased volume of calls from eager consumers, a service failure will occur.

There are various formats of the service blueprint an organization can use. Choose a format that works best for the consultant's professional service products and use this format consistently. An example of a service blueprint for a proactive library and information consulting service is provided in figure 3.1. To construct this blueprint, the key activities required to produce and deliver the service from the customer's and consultant's points of view were identified and mapped into the following categories: customer actions, employee actions both onstage and backstage, and support processes. The tangible physical evidence the customer experiences for the service process was also identified and recorded at the top of the blueprint. The service blueprint illustrates that front room and back room activities run in parallel. Along with the physical evidence, these activities contribute to the successful delivery of the service.

Figure 3.1 attempts to identify all the steps taken, the frustrations experienced, and the choices made by a library customer looking for articles on a specific topic. Listed are the onstage and backstage actions by the consultant interacting with a customer in a proactive library and information consulting service. Backstage activities include anything that an employee behind the scenes does to assist the consultant delivering the service. Lastly, the support processes that help the employee backstage to assist the consultant are listed. In a library organization, this support would include work by staff in acquisitions, cataloging, information technology, and general management.

As shown, the service blueprint denotes three key action areas: the line of interaction, the line of visibility, and the line of internal interaction. Service encounters are denoted any time a vertical line crosses the line of interaction; this means a customer has interacted with an employee. The line of visibility denotes all activities that are visible to the customer and on which the customer will form an opinion, based on his or her service experience. This includes everything above the line of interaction. Potential failure points are usually identified above this line and are represented by a circled capital F. Making a service process more visible to the customer or improving the physical evidence can sometimes address these failure points. In other instances, a redesign of the service process may be required. For example, in an academic library setting, offering tours of a remote storage facility to university faculty and graduate students can help manage

## THE SERVICE BLUEPRINT



expectations regarding book retrieval wait times. A creative way to accomplish this task would be to circulate a short YouTube video explaining the storage facility to these target populations. Changing the process for retrieving items in a way that reduces wait time is also an option.

Vertical lines that cross the line of internal interaction represent internal service encounters, such as consultants seeking input from colleagues in information technology. For example, a customer wouldn't see a consultant's request for assistance with creating and posting a subject guide in the library organization's content management system. But that subject guide is essential to successful service transactions.

To improve a service or address failure points, any activities identified in the service blueprint may require their own service blueprint. The beauty of the service blueprint, however, is that each service encounter identified by the vertical lines indicates a moment of truth when an internal or external customer may have an excellent or poor service experience. The service blueprint illustrates that service failure is usually not the result of human error, but of a gap in a systematic design and control. The blueprint provides an opportunity to systematically describe a service concept

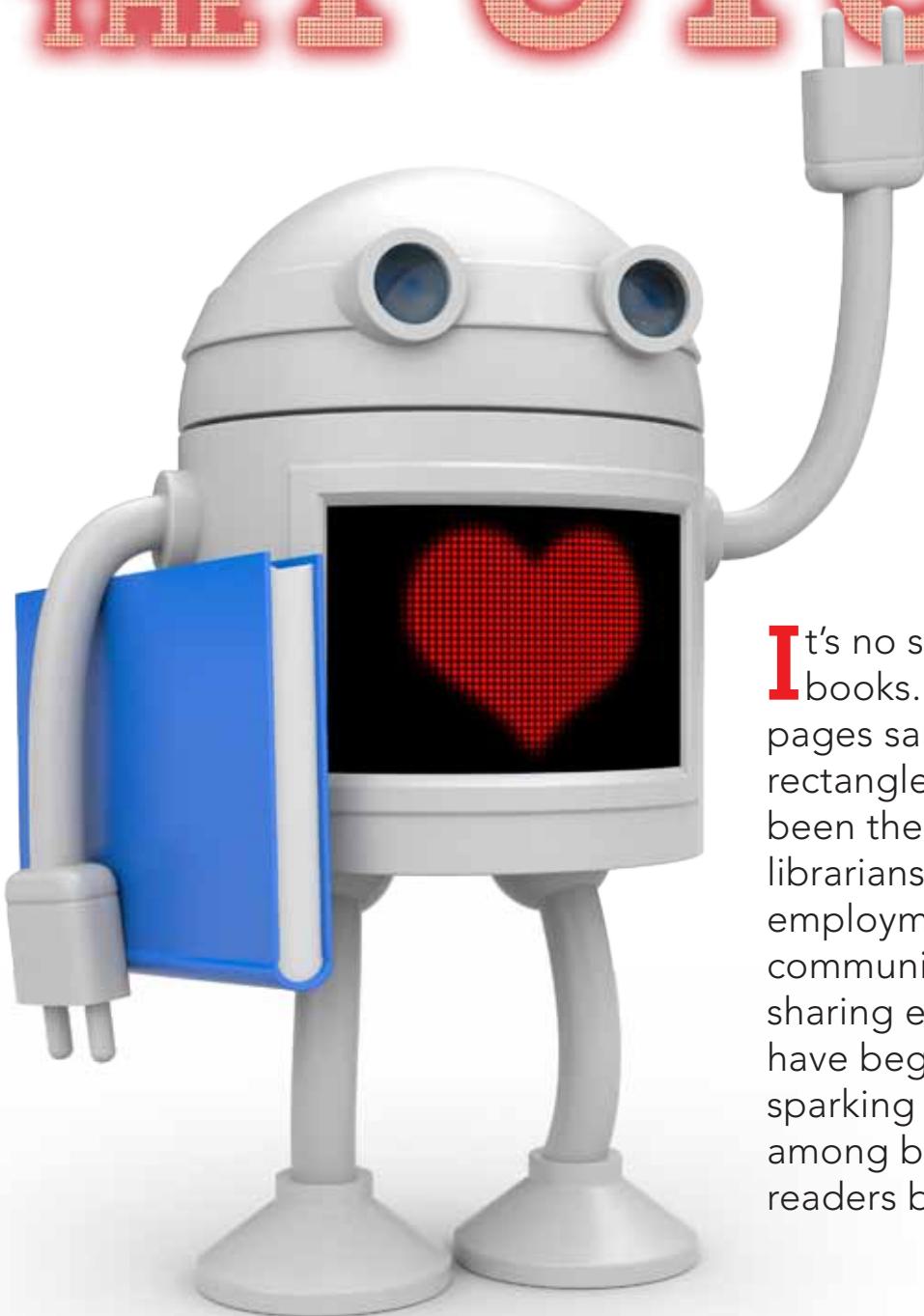
and record detailed specifications. It represents the who, what, where, when, and how of the service product.

The service blueprint in figure 3.1 shows three potential failure points: when the consultant approaches and interviews the customer; when the consultant researches the customer's question; and when the consultant gives the customer an answer and follows up with a question or invitation to return for additional service. Failures will not occur in every transaction. In fact, they may rarely occur at all. The service blueprint, however, prompts library and information consultants to honestly work toward minimizing errors in their service, through means such as training or standardizing practice. From a marketing perspective, the service blueprint is essential for understanding a service and creating both a marketing plan and a brand identity to communicate its value. ■



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# BOOKING TO THE FUTURE



Paper or electronic? Futurists have been pushing one option for years—but do we have to choose?

by Jamie E. Helgren

**I**t's no secret that librarians like books. For decades, those pages sandwiched between rectangles of cardboard have been the primary reason librarians sought and secured employment. As methods of communication and information sharing evolve, however, books have begun to transform, sparking a debate not only among book publishers and readers but librarians as well.

In response to a hot-button issue in the library profession nationwide, the Library Research Service (LRS), a unit of the Colorado State Library, conducted a survey to check current library professionals' predictions for the future of the paper book. It's probably no surprise that respondents thought the trend would be toward electronic formats. But for a variety of reasons, paper books refuse to die a quiet death.

In December 2009, LRS posted an eight-question survey titled "The Future of the Book" on the homepage of its website and sent the link to multiple state, regional, and national library-related discussion lists. Survey questions asked respondents whether they owned an e-reader; whether or when they thought paper books would disappear; what format they currently used and expected to use in 10 years to read fiction, nonfiction, and textbooks; and what they predicted libraries would circulate in 10 years. Respondents were offered 2–5 answer options to these questions.

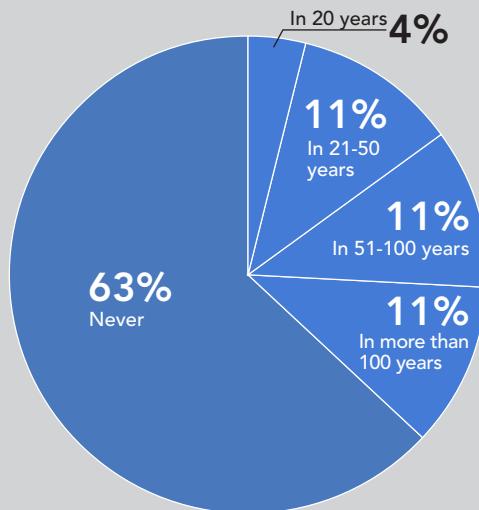
Over the course of a month, 1,326 respondents, representing all 50 states and 24 countries, completed the survey. A third of respondents worked in public libraries, a quarter in academic, and almost one out of five in school libraries. More than seven out of 10 survey respondents left comments to an open-ended question about their thoughts on the future of the book.

LRS staff evaluated the comments—ranging in tone from philosophical to passionate to practical—and collectively identified the six most frequently mentioned factors in the paper-versus-electronic-format debate: the existence of multiple formats, technological advantages, emotional/aesthetic appeal, content, cost, and time/generational change. After coding each comment according to which topics it addressed, LRS staff were able to analyze how the comments related to other survey responses.

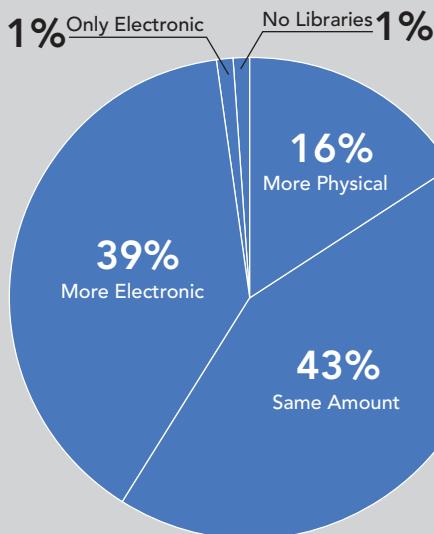
Overall, almost two out of three (63%) respondents claimed that paper books would never disappear, and half that number (33%) predicted their demise in from 21 to 100 or more years (see Chart 1). The remaining 4% anticipated that paper books would vanish within the next two decades. These numbers shifted when the 16% of respondents who reported owning an e-reader were singled out: E-reader owners were nearly three times as likely as non-owners to predict that paper books would disappear by 2030.

Despite the overwhelming conviction that paper books would not become extinct in the immediate future, the question remains as to what extent libraries will circulate them in, say, 10 years. Of the entire survey group, 43% of respondents predicted that libraries would circulate about the same amount of physical and electronic materials, and slightly fewer (39%) anticipated more electronic than physical. Less than half that percentage (16%) thought

**CHART 1: WHEN WILL THE PAPER BOOK DISAPPEAR?**



**CHART 2: PREDICTED LIBRARY CIRCULATION IN 10 YEARS**



physical materials would continue to be more common. The prediction that libraries would increasingly favor electronic resources did not extend to a sentiment that libraries were growing irrelevant or would become completely virtual; less than 1% of survey respondents thought libraries would not exist or would circulate only electronic materials in 10 years (see Chart 2).

Survey respondents' predictions of their personal format choices also revealed a substantial drift toward electronic. In 10 years, the number of respondents who read

fiction, nonfiction, and textbooks electronically could escalate from three to six times their current percentages, while paper use would decrease accordingly.

Although these increases may appear drastic, use of electronic formats is starting from a point that leaves almost nowhere to go but up. Respondents' current use of electronic formats was still relatively low—just 5% for fiction, compared with the 88% who opted for paper—and

the majority expected paper to continue to be their preferred format for fiction and nonfiction. The most drastic changes were anticipated in the textbook business, with estimates that electronic use would increase from 10% to 59%, cutting use of paper textbooks to less than half—just 40%—by 2020 (see Charts 3 and 4).

## Two sides of the same coin

Despite the apparent consensus that much textbook use would migrate to electronic formats, survey respondents' comments revealed contradictory opinions about this inevitability. Some respondents argued that electronic formats could be much more affordable and convenient for students, while others identified e-books' subpar note-taking capabilities and the lack of color for scientific charts as reasons that paper remains a better option for academics.

This type of back-and-forth debate was no less animated for other types of reading. Format preference for fiction inspired ardent remarks from respondents, many of whom touted the emotional or aesthetic appeal of reading a paper book. As some put it, curling up in front of a fire with a cup of cocoa and an electronic machine just didn't sound as cozy as feeling the textured paper and smelling the faint musty odor of a favorite old paperback. One respondent remarked, "Who wants to read their kid a bedtime story using a Kindle?"

Interestingly, survey respondents used similar points to argue both sides of an issue. For example, fans of both paper and electronic books claimed that their preferred format was more desirable because it was conveniently portable. Each format offers specific technological advantages to recommend it, but six in 10 survey respondents who commented on the subject found more to like about paper books' durability, freedom from battery or electric power, and ease on the eyes. Only one in four had such positive things to say about e-books' convenience or various enhancements (see Chart 5).

In addition to technological advantages, survey respondents cited lower cost as a benefit for both e-books and paper books. Here again, paper books seemed to win the argument: Two out of three comments said paper books were cheaper, while one in four argued that e-books were more cost effective. Furthermore, one in 10 of the respondents who commented on cost or technological advantages did not specify whether e-books or paper books held the upper hand.

More survey respondents agreed with the idea that multiple formats would coexist in the future, that it's not an either-or debate. Nearly half of survey comments (46%) referenced previous format changes or identified potential for increased accessibility through alternative formats. "If a book interests people it will be published and 'read,' regardless of format, and regardless of whether 'reading'

CHART 3: ELECTRONIC USE

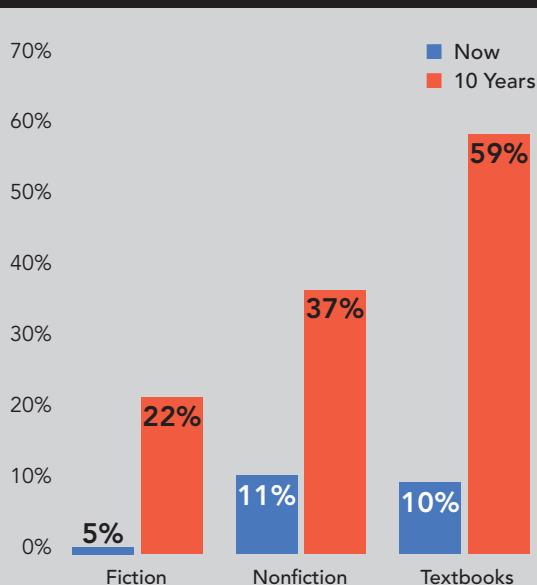
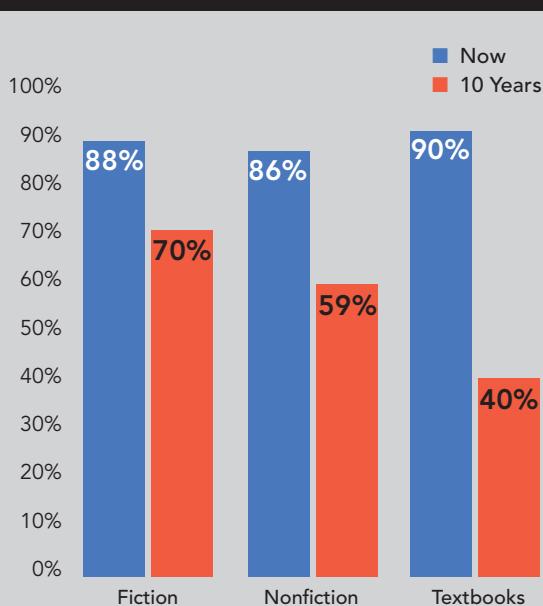


CHART 4: PAPER USE



actually means reading, viewing, listening, or participating, or all four,” one respondent said.

Similarly, many survey respondents saw electronic books as simply one more way to make information available. In fact, one in five comments (18%) emphasized content over format, articulating one of two beliefs, best expressed in respondents’ own words: “Content, not containers! It’s not about the book—it’s about what’s inside of it” and “Different formats work for different audiences and purposes.”

Several survey respondents noted that children’s literature and art books would be the last, if ever, to migrate to electronic formats because of the superior quality and aesthetic appearance of print illustrations. Many comments conveyed the thought that electronic formats were most conducive to presenting news and informational reading—shorter texts, perhaps—while pleasure reading also would remain largely in print. That said, a number of survey respondents claimed the opposite, that some informational material, especially in academic categories, might be better absorbed and assimilated by reading paper books and that “throwaway” fiction or quick pleasure reads could be more compatible with transient electronic formats.

In addition to those influences on format choice, one in 10 comments expressed the thought that only time would tell. As younger, digital-oriented generations age, their preference for electronic gadgets may lead to a greater shift away from paper at the same time improvements to the technology become more frequent.

## Future is still fuzzy

At the merest prompt, a discussion of the future of the book sends librarians and avid readers into zealous debate, with one group defending paper, a second advocating for electronic formats, and yet another scratching their heads in undecided confusion. Contributing to the chaotic conversation are reports trumpeted by companies such as Amazon, which announced this summer that Kindle e-book sales had surpassed those of hardcover books. While neither hardcover nor electronic book sales can hold a candle to paperbacks, electronic books are clearly emerging as a significant market share in the publishing industry. E-reading devices are becoming more affordable—at the time of this writing, the latest rendition of the Kindle, with free 3G wireless, was going for \$189—and new devices such as the iPad offer free applications that bring together previously incompatible e-book formats (and in color, too!). These developments, which occurred after LRS conducted this survey at the end of 2009, have already addressed some of the respondents’ concerns about e-books; even so—or perhaps as a result—it is still difficult to judge how electronic books and reading devices will change in the coming year, let alone the next decade.

If nothing else, the 71% of survey respondents who left

**CHART 5: PERCENT OF POSITIVE RESPONSE TO FORMATS’ COST AND TECHNOLOGICAL ADVANTAGES**



additional comments indicated that the book’s future is indeed a topic of fervent concern. An important point to note, however, is that 86% of survey respondents reported working in a library. Compared with casual patrons and users, most librarians are likely to have more ardent feelings about the traditional book or book formats in general. Yet no matter what librarians think, it is library users who will guide the future demand for format options in books and libraries. Perhaps this demographic should be surveyed next, to try to get a clearer view of their expectations.

One thing the survey does make clear is that many factors influence format choice for any type of book. Cost, technology, emotional/aesthetic appeal, content, and even the passage of time all will play a role in whether, when, and how the traditional paper book will change. “The book in some form will always be around,” one survey respondent sagely remarked. “We just may not recognize the form our grandkids or great-grandkids call a ‘book.’” ■



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## The successful small public library director wears many hats smartly

By Jane Pearlmutter and Paul Nelson

In 2007, the 9,214 public libraries in the United States served 97% of the total population, a figure that has remained steady for more than a decade.

But while large public libraries may serve the majority of Americans—nearly 75%—small public libraries offer the most outlets. The majority of public libraries (88%) are located in small cities and villages with a service population of less than 50,000, and more than half have a population service area of fewer than 10,000 people.

These libraries' directors wear many hats: liaison to the board of trustees, policy maker, staff supervisor, budget director, collections and program manager. When those hats sit smartly on the chosen head, library operations run more smoothly.

## Who runs the library?

Although there is no single standard of public library governance, the majority of public libraries in the United States, and small ones in particular, are organized as part of a municipal government. In almost all cases, though, the library is governed by an independent board of trustees, usually appointed but sometimes elected (as in the case of public library districts), with clearly defined statutory responsibilities. Library boards are typically made up of citizen representatives who share three important traits: genuine interest in the library as an essential service, familiarity with the community, and general knowledge of library policies and procedures. Specific responsibilities may vary from state to state, but a board of trustees is generally given responsibility in three areas of the library's operations:

- Appointing a librarian and supervising the administration of the library.
- Adopting an annual budget and providing financial oversight.
- Determining and adopting written policies to govern the operation and programs of the library.

In a small community, recruiting a good mix of trustees can be a challenge. Most library board members are appointed by a mayor, a city manager, a county executive, or similar official. Library directors play a role through recruitment—finding people willing to serve and who make the library's best interests their top priority. Successful recruiting can be accomplished in a number of ways, including direct contact or development of an application form. Mayors and county executives are usually pleased to receive the names of volunteers. If a director doesn't get involved in seeking potential members for the board, he or she can end up with an appointee who lacks interest in the library or is unsuitable.

The partnership between board and director works best when their separate roles and responsibilities are understood and respected. While the board is responsible for the big picture (determining the service program, setting policy, having financial oversight), the director administers the day-to-day operations (preparing reports, managing the collection, supervising staff).

To build effective working relationships with the board, a small-library director should:

- Provide concise and timely information (agendas, reports, proposals).
- Encourage (don't force) all board members to par-

ticipate in discussions at meetings.

- Confer with the board president prior to each meeting to review the agenda.

- Meet with new board members, provide them with appropriate background materials, and give them a tour of the facilities before their first meeting.

And, at the risk of oversimplifying, here's a list of don'ts:

- Arrive late or unprepared for a meeting.
- Speak in library jargon loaded with acronyms.
- Spring any surprises, such as asking board members to act on a proposal or recommendation they have not had time to consider beforehand.
- Overwhelm board members with operational details, particularly if they are outside their primary areas of responsibility.

## Working relationships with staff

At almost all libraries, the biggest chunk of the budget is allocated to salaries and related benefits for library personnel. Just as books and other library materials are judiciously chosen and organized to make best use of a limited budget, so, too, must a library's human resources be carefully selected and nurtured. Personnel issues are often the first management test of a new library director.

The board is responsible for hiring and evaluating the director, but the director is generally responsible for all other staff. While a new director would be expected to become familiar with the organization and community before embarking on, say, a strategic plan or the annual budget, he or she might not have the luxury of getting to know staff before facing a vacant position, a disgruntled employee, a workplace injury, or another staffing situation that requires immediate attention. In those situations, a director needs to be a quick study. Grab your racing cap!

It is also the director's responsibility to ensure staff present the library in a positive light and can respond to a variety of situations—from routine duties to emergencies. Including the following information in all-staff training will help staff fulfill those roles. Staff trained in those areas will demonstrate to patrons that the library is run in a professional way and help staff feel more comfortable and competent. Even longtime employees may not be familiar with all the information, and the arrival of a new director (or any other new hire) provides a good excuse for refresher orientation.

### All staff should know:

- What to do in an emergency; location of phone numbers for emergency services.
- Where the fire extinguishers are and how to use them.
- When and how to evacuate the building.
- What to do in a severe weather emergency.
- What to do if someone gets stuck in an elevator, if

you have one.

- How to answer the most basic questions: location of bathrooms and meeting rooms; library hours; how to get a library card.

**Staff at the circulation or reference desk should be able to locate:**

- An up-to-date copy of the library's policies.
- A copy of the library's current budget.
- The names of the library board members and information on board meeting times.
- Information about the library's Friends group.

**Staff at the circulation or reference desk should know:**

- When the library was built.
- Where the day's programs and meetings in the library are being held.
- The library's policies on fines, borrowing, and renewing materials.
- The URL of the library's website, and e-mail addresses of the library and the director.
- How to handle complaints about library materials.
- How to handle requests for information by law enforcement officials.
- How to locate the names of elected officials.

- What tax forms are available at the library.
- Types of special services (homebound delivery, Talking Books) and how to apply for them.

**The library director should know:**

- The names of all library board members.
- The names and contact information for the main elected officials in the library's service area (e.g., mayor, county executive, school board chair).
- The size of the library budget (and at least a rough estimate of the amounts in major categories).
- How to explain how library money is spent.

## The effective boss

Being a supervisor means different things to different managers. To some it means no more than scheduling and making work assignments. If a staff member is underperforming or a conflict arises between coworkers, this type of manager does not become involved, assuming staff turnover will, in time, solve the problem. If required to do performance evaluations, the manager relies largely on standardized forms, giving most employees the same slightly-above-average rating, often without discussing the evaluation with the staff member.

The best supervisors, of course, serve as coaches

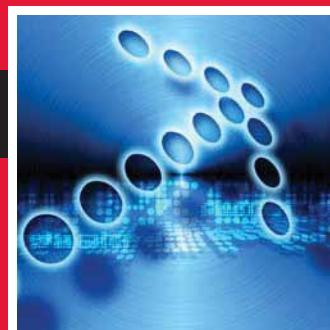
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rather than scorekeepers when someone is underperforming, and they know, perhaps through experience in other settings, that supervision also includes encouraging and developing positive relationships and helping staff find motivation for performance. They clearly communicate goals and explain how *every* position contributes.

Much literature is available on personnel management—at an individual level, where a supervisor is a mentor or coach; at a group level, where a supervisor builds teamwork and resolves conflicts; and at an institutional level, where a supervisor contributes to organizational culture. A tool identified as useful to managers interacting with staff at the individual and group levels is the performance appraisal—not the typical annual ranking form used as the basis for determining a pay increase, but a discussion that provides meaningful feedback, helps set goals for self-development, and acknowledges the employees' own hopes for extrinsic and intrinsic rewards.

Performance-related discussions do not require a formal, full-scale appraisal/ratings system; informal coaching sessions can sometimes shape and improve employee performance before undesirable patterns set in. Good performance should always be recognized in a timely way, but it's also nice to set aside some time with an employee to go through his or her job description, praise what has

been done well, and ask what help might be needed to improve in other areas. In a small library, the supervisor may have first-hand knowledge of each person's performance, but if interaction with some staffers is limited because shifts don't overlap, it's helpful to ask around to find out how each employee contributes. Perhaps an individual's job description has been neglected; a task once part of the job is no longer necessary or is now someone else's responsibility. The staffer in a given position is often the best resource for modifying that job description.

When relationships between the director and the library board or between the director and staffers are rocky, the news can spread quickly in a small community and jeopardize the organization's reputation and effectiveness. A director who successfully manages both up and down, communicating effectively with all concerned, is more likely to build an organization the community will respect and support. Hats off to that! ■



JANE PEARLMUTTER is associate director of the University of Wisconsin-Madison's School of Library and Information Studies, where PAUL NELSON is an adjunct assistant professor. Their new book, *Small Public Library Management*, is due this spring from ALA Editions.

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Effective outreach services permit readers  
to voyage beyond their limitations

by Sara Zettervall



# When There Is No **FRIGATE** But a Book

I am writing this letter to tell you that I am personally very, very satisfied with your services at the Adult Corrections Facility. I am also grateful that I could get books ordered for me to help me take my medical board certification even while I am serving my time. I cannot stop thanking every one of you for this immense help toward my goal in life," said one Adult Corrections Facility resident.

"At Home service is a lifeline," said a homebound nonagenarian patron of the At Home by Mail program. "I was five years old when my mother first took me to get a library card. Over all of my years, my enjoyment of libraries continued to expand. Then, at 86 years of age, my eyesight no longer was good enough to renew my driver's license. Not driving cut me off—or so I thought—from my 'second home,' the library. Then, to my joy, I learned of At Home service! I am now 90 years of age, and I live alone. Your knowledgeable librarians find many materials within any area of interest and send them to me."

The ALA Code of Ethics specifies that libraries are responsible for delivering "the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests."

In the spirit of that code, Outreach Services staff at Hennepin County (Minn.) Library eagerly deploy beyond its walls to meet the needs of customers who can't make it to the library on their own. Outreach librarians find and serve a diverse clientele, from a young man awaiting trial at the Juvenile Detention Center to an elderly woman in assisted living. The librarians practice the same skills as all librarians—listening to customers and providing reference services—but the results they see, the positive impact on the day-to-day lives of customers, are far from routine. That's why they love their job.

### A connection to life on the outside

Every Tuesday, librarian Dan Marcou leaves the library's Outreach workroom for the world most people only get a glimpse of in movies like *The Shawshank Redemption*. Passing through double sets of security doors, he enters the Hennepin County Adult Corrections Facility (ACF), a decades-old building of barred cells bisected by a huge, echoing corridor. Striding down that corridor, he smiles and greets staff and inmates, and it's not unusual to hear a joyful "Hey, library man!" in return. Library Services Specialist Renee Hasse soon joins him at ACF's men's library, where Hennepin County Library has sent 50 boxes whose contents will offer residents a rare experience of choice and freedom.

The boxes are filled with browsable magazines, fiction, and nonfiction, some of which are then distributed to

the library in the women's facility as well. Almost all of the residents, though, are focused on picking up their individual requests. "Most of the inmates say they were able to read several books that ordinarily or at home they wouldn't," one ACF customer commented. "It sharpens their brain and redirects their thoughts toward more positive things." The residents arrive by the dozens in shifts throughout the day, and Marcou has mastered the art of high-speed reference, with all requests submitted on paper because inmates aren't allowed computer access. In addition to locating books and magazines, Marcou will look up reference questions and song lyrics. "One nice feature of this system is that you can take time to find the answers to questions," said Marcou. "Since we can't look up everything on the spot, I have time to do some in-depth reference work and deliver the answers the next week."

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One happy resident thanked the staff for “their seeming joy and obvious dedication in bringing as much of the sanity outside into the asylum as they can. And I greatly appreciate all they do. They have been my ‘self educational’ mentors.”

Additional services help connect residents to the outside world. The “Read to Me” program encourages early literacy by audio recording a resident parent reading a children’s book. A CD of that recording and the book are mailed for free to the inmate’s child or grandchild. One father who participated in the program said, “It kept me alive when I was unable to be there to read to [my daughter]. I feel that we were able to still make a connection.” Another father discovered a new way to spend time with his children: “I thought about how we can go to the libraries, so I sent my kids a note to let them know that when I get out, I want to go to the library with them.” To help customers like him, Marcou created the Freedom Ticket newsletter ([hclib.org/pub/info/Outreach/freedomticket/](http://hclib.org/pub/info/Outreach/freedomticket/)), which connects inmates and their families to library materials and education that can assist with the transition back to life “on the outside.”

Outreach also provides library service to two juvenile corrections facilities, the Juvenile Detention Center (JDC) and the County Home School (CHS). The service at CHS is more program-focused, because of residents’ longer

stays. Programs have included a teen version of Read to Me, author visits (Jacqueline Woodson, Sharon Draper, and Will Weaver), monthly booktalks, information literacy instruction, and publication of a literary magazine, *Diverse City*.

### Keeping the mind active and entertained

While Patrick Jones is at the JDC, Lin Maki and Barb Holden—all Outreach librarians—may be visiting an assisted living facility, accompanied by an enthusiastic library volunteer. As they set up their display table and prepare for a booktalk, the recreation room fills with seniors and people with various disabilities. At the end of the session, the residents are thrilled to receive door prizes of bookmarks and book lights along with the library materials they will take back to their rooms. One customer recently commented, “Not only did you choose interesting excerpts to feature, but you read them so well. The background information and descriptions of the characters also piqued our desire to learn more.”

Booktalks are one way to promote Hennepin County Library materials, available at 60 deposit collections in assisted living facilities, independent living sites for seniors, and nursing homes. The collections consist of a standard assortment of books and audios, which rotate

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every three months. Librarians may visit each site a few times a year, but the collections are maintained by dedicated site staff or volunteers, who also pass along customer requests to Outreach staff.

County residents who are unable to use a library due to illness, disability, or visual impairment and do not live in a facility with a deposit collection can apply for At Home Service. Some customers choose to receive their library materials by mail, while others prefer volunteer delivery. The service has a tremendous positive impact on their lives. "I appreciate this service so much," said one. "Even though I am limited in body, I can keep my mind active and entertained! I am learning, I am having adventures, and I am inspired." Another customer said, "For all of my life, wherever I have lived, the public library was a source of pleasure, information, and delight. When I could no longer drive my car, I was desolate! Then I learned of At Home Service. Your thoughtful librarians seem like personal friends, although I have never met any of them. Thank you!"

At Home customers can call the At Home line during business hours and reach a librarian who provides readers' advisory and reference help. To help homebound readers "browse" new library materials, Outreach librarians created the *At Home Reader*, a newsletter that is mailed

bi-monthly and also made available online as an audio file for visually-impaired customers. It features book reviews by customers and staff, news of interest to those in the At Home program, a customer profile, and new releases tailored to the special needs of this group of customers: All recommendations are available in large-print format, as audiobooks on CD, or both.

For the librarians who work in Outreach Services, the effort to reach customers is exceptionally rewarding, whether they work with inmates or customers on the At Home line. Maki, for example, has worked in both settings and says understanding and listening skills are needed to work effectively with both groups, though their interests may be so different. These librarians feel they are fortunate to see, every day, how library services can improve the lives of customers. "Our services are really about quality of life," Maki says, "and we have the best job in the library." ■



SARA ZETTERVALL is a candidate in the master of library and information science program at St. Catherine University in St. Paul, Minnesota. She was the Summer 2010 intern with Hennepin County Library Outreach Services.

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# Ted Danson, Neil Gaiman Headline Midwinter

Youth Media Awards, celebrity authors, and what to expect from the new U. S. Congress highlight San Diego conference

**B**usiness meetings, celebrity authors—including Ted Danson, Kathy Reichs, Andre Dubus III, and Neil Gaiman—visits with vendors, and an abundance of discussion opportunities will highlight the American Library Association’s Midwinter Meeting in San Diego, January 7–11, at the San Diego Convention Center and area hotels.

The eyes of the publishing world will turn to California’s second largest city for the announcement of the Youth Media Award winners, **Monday, January 10, from 7:30 to 9:30 a.m.** The coveted awards honor authors and illustrators of books for children and youth, along with producers of children’s audio and video materials. Recognized worldwide for the high quality they represent, the awards guide parents, educators, librarians, and others in selecting the best materials for youth. Selected by committees composed of librarians and other literature and media experts, the awards encourage original and creative work in the field of children’s and young adult literature and media.

For the first time this year, the Stonewall Children’s and Young Adult Literature Award joins the Youth Media Award announcements, which include such prominent literary prizes as the Coretta Scott King Book Award, John Newbery Medal, Michael Printz Award, Randolph



Along with the Coronado peninsula, Point Loma (as shown) separates San Diego Bay from the Pacific Ocean. The seaside hilly peninsula community is also bordered by Old Town and the San Diego River.

Caldecott Medal, Schneider Family Book Awards, Pura Belpré and other distinguished awards for youth literature. Administered by ALA’s Stonewall Book Awards Committee of the Gay, Lesbian, Bisexual, and Transgendered (GLBT) Round Table, the Stonewall Award is to be given annually to English-language works for children and teens of exceptional merit relating to the gay, lesbian, bisexual, and transgendered experience.

“Children’s books are critical tools in teaching tolerance, acceptance, and

the importance of diversity,” said ALA President Roberta Stevens. “Our nation is one of diverse cultures and lifestyles, and it is important for parents, educators, and librarians to have access to quality children’s books that represent a spectrum of cultures.”

The demand for quality GLBT children’s books continues to grow as the nation becomes more diverse. According to the U.S. Department of Health and Human Services, an estimated 14 million children have a gay or lesbian parent, and the most current U.S. Census data shows that

more than 56% of same-sex households have at least one child under the age of 18.

ALA will provide a free live webcast of the Youth Media Awards at 7:45 a.m. (PST) January 10. The number of available connections is limited and the broadcast is available on a first-come, first-served basis.

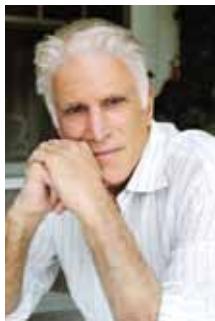
Online visitors can view the live webcast the morning of the announcements at [alawebcast.unkron.com](http://alawebcast.unkron.com). Live results also will be available via Twitter at [twitter.com/ALAYma](https://twitter.com/ALAYma) (hashtag #alayma). Members also can view live updates via the ALA Youth Media Awards press kit, RSS feed, or ALA Youth Media Awards Facebook page. A press release announcing all award recipients will be posted in the Youth Media Awards Press Kit at [ala.org/yma](http://ala.org/yma) prior to 10 a.m. (PST).

### Stevens hosts Ted Danson

**Ted Danson**, who has had a 35-year, award-winning career in films and television, will be featured at the **President's Program, Sunday, January 9, from 3:30 to 5:30 p.m.**, hosted by ALA President Roberta Stevens.

"While most people know him from his popular roles in *Cheers*, *Becker*, *Damages*, and *Bored to Death*," said Stevens, "fewer realize that over the course of the past two-and-a-half decades Ted Danson has devoted himself tirelessly to the cause of heading off a looming global catastrophe—the massive destruction of the oceanic biosystems and the complete collapse of the world's major commercial fisheries. In his book *Oceana*, he details his journey from a modest local protest in the mid-1980s opposing offshore oil drilling near his Southern California neighborhood to his current status as one of the world's most influential oceanic environmental activists.

"Join me for a lively interview with Ted Danson!"



Actor Ted Danson, who has had a 35-year award-winning career in films and television, is the President's Program speaker Sunday, January 9, from 3:30 to 5:30 p.m.

### Hot topics

ALA's Washington Office will bring together experts for an analysis of the 2010 elections and what the impact will be on libraries in both the short and long term, at the **Washington Office Breakout Session I: "New Congress/New Challenges," Saturday, January 8, from 10:30 a.m. to noon.**

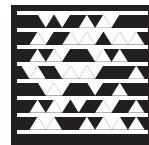
**"Turning the Page on E-books: Exploring the Impact of Digital Books on Library Services," Saturday, January 8, from 8:30 to 10 a.m.**, will investigate information technology issues associated with e-books. The moderated panel discussion with key stakeholders, including librarians, publishers, and vendors, will tackle the challenges and opportunities e-books present to libraries and their patrons. **Attendees will have a chance to win a Sony eReader or Barnes & Noble Nook.**

Washington Office Breakout Session II: **"Major Changes in E-rate," Saturday, January 8, from 10:30 a.m. to noon**, will provide information about e-rate and how to master the changes in the current e-rate program with John Noran, Schools and Libraries Division, Universal Service Administrative Company. He will explain the changes brought by the Federal Communications Commission's *Sixth Report and Order*.

The **ALA Presidential Candidates Forum**, with Susan Stroyan,

information services librarian, Ames Library, Illinois Wesleyan University at Bloomington, and Maureen Sullivan, professor of practice in the doctoral program, Managerial Leadership in the Information Professions, Simmons College Graduate School of Library and Information Science, Boston, will take place **Saturday, January 8, from 11 a.m. to 12:30 p.m.**

Almost 200 discussion and interest groups and forums offer attendees the chance to share ideas and explore solutions with colleagues. Some of the discussions are aimed at new and prospective librarians and will include information about career directions and emerging specializations collaboration; current trends and issues related to implementing an Information Commons; literacy and transliteracy; e-readers; developments in service delivery in MUU contexts; virtual communities; mobile frameworks; QR codes; disability service issues such as Web and e-resource accessibility; assessing virtual reference; the evolution of technical services; popular culture; collaborative digitization; storytelling; teaching, curating and preserving new media content; scholarly communication; virtual and physical services; trends in interiors; gaming; independent consulting; approaches to balancing career and family; RDA; access options; who users really are; ERIC changes and future plans; and



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serving young adults in large urban populations. A listing of scheduled discussion and interest groups and forums is available on the ALA Midwinter Meeting wiki.

The Association's governing Council will tackle a number of issues during its three sessions, including a report from the Task Force on Traditional Cultural Expressions, designed to give the issue of cultural expression some context, identify issues of concern, and consider a glossary of terms. Council also will address an

amendment to the ALA Constitution Article IX, Endowment Funds, from the Constitution and Bylaws Committee that calls for expanding the number of trustees, which is currently limited to three, to no more than six. If approved, the amendment will be placed on the 2011 ALA spring ballot for ratification by the membership.

The governing body will also vote for three of six candidates who are seeking positions on the Executive Board. They are: José Aponte, director, San Diego (Calif.) County

Library; Karen E. Downing, university learning communities liaison and foundation and grants librarian, University of Michigan, Ann Arbor; Loida Garcia-Febo, coordinator, special services, Queens (N. Y.) Library; Dora Ho, young adult librarian, youth services, Los Angeles Public Library; Michael Porter, communications manager, Web-Junction, Seattle, Washington; and Thomas (Tom) L. Wilding, professor of practice, University of Arizona, SLIS, Tucson.

The three who are elected will serve three-year terms on the Executive Board beginning at the close of the 2011 Annual Conference in New Orleans. Immediately following Council II, **Monday, January 10, from 12:30 to 1:30 p.m.**, there will be an **Executive Board Candidates Forum** to give Councilors an opportunity to hear the views and to ask questions of the candidates prior to voting.

### New leaders begin work

The **ALA Emerging Leaders program**, now in its fifth year, kicks off with a daylong session **Friday, January 7**, during the Midwinter Meeting. Eighty-three individuals have been selected through a competitive process for the program this year.

The program enables librarians and library staff from across the country to participate in project planning workgroups; network with peers; gain an inside look into ALA structure; and have an opportunity to serve the profession in a leadership capacity early in their careers.

Participants will receive two days of orientation and education with Maureen Sullivan, an organizational development consultant whose practice focuses on leadership development for the profession, and Peter Bromberg, assistant director, Princeton (N.J.) Public Library.

Following the kickoff session, the program will continue in an online

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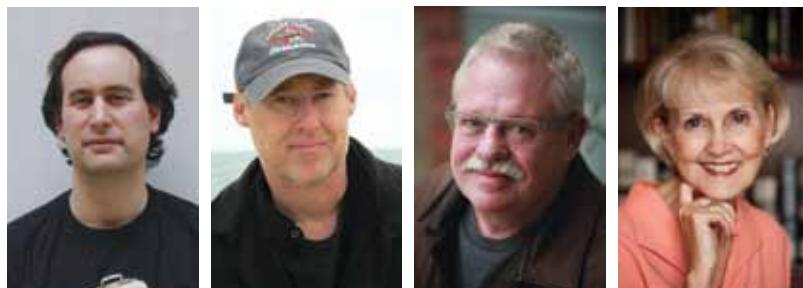
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learning and networking environment for six months, culminating with a poster session in which the 2011 Emerging Leaders will showcase the results of their project planning work during Annual Conference in New Orleans. Participants commit to taking part in all aspects of the program and may have an opportunity to serve on an ALA, division, chapter, or round table committee or a taskforce or workgroup upon completion of the program.

Nearly half of this year's participants have received sponsorships from ALA divisions, offices, round tables, state chapters, ALA affiliate groups, and other organizations. Each sponsor commits to financial support of an Emerging Leader in order to defray costs for attending the Midwinter Meeting and Annual Conference.



Authors David Levithan (from left), Stewart O'Nan, Armistead Maupin, and Susan Vreeland headline the ALA/Exhibits Round Table *Booklist* Author Forum Literary Fiction Panel Friday, January 7, from 4 to 5:15 p.m.

### Celebrity authors

David Levithan, Stewart O'Nan, Armistead Maupin, and Susan Vreeland will be featured on the "ALA Exhibits Round Table *Booklist* Author Forum Literary Fiction Panel," Friday, January 7, from 4 to 5:15 p.m.

Levithan is the author of many acclaimed young-adult novels, including the *New York Times* bestsell-

ing *Nick & Norah's Infinite Playlist* (with Rachel Cohn), which was adapted into a popular movie. He is also an editorial director at Scholastic. *The Lover's Dictionary* is his first novel about adults.

O'Nan is the author of a dozen award-winning novels, including *A Prayer for the Dying*, *The Night Country*, and *The Good Wife*, as well as several books of nonfiction, includ-

# Make your mark and vote in the ALA 2011 Election

## Important Deadlines:

January 31, 2011	Membership dues—payment deadline*
February 2, 2011	Petition Candidates Deadline
March 16, 2011	Polls open
April 9, 2011	Deadline to request paper ballot**
April 22, 2011	Polls close, 11:59 p.m. (CST)
April 29, 2011	Election Committee meets to certify results

\*To be eligible to vote in the 2011 election

\*\*Paper ballots will be provided to individuals with a disability and no Internet access

**For more information on the ALA Election, call (800) 545-2433 ext. 5, or email: [membership@ala.org](mailto:membership@ala.org)**

**ALA** American Library Association

## BUSINESS/ FINANCIAL MEETINGS

The following is the schedule for business and financial meetings, including the Executive Board, Council, Budget Analysis and Review Committee, Planning and Budget Assembly, Finance and Audit Committee, and the ALA-Allied Professional Association (ALA-APA). For room locations, consult the program book.

### FRIDAY, JANUARY 7

- Executive Board Meeting I, 8:30 a.m.–noon.
- BARC/Finance and Audit Committee Executive Board Joint Meeting, noon–1:30 p.m.

### SATURDAY, JANUARY 8

- Council Orientation Session, 8–10 a.m.
- Finance and Audit Committee of the Executive Board, 9–11 a.m.

### SUNDAY, JANUARY 9

- 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.
- Planning and Budget Assembly, 1–2:30 p.m.
- Council Forum, 8:30–10 p.m.

### MONDAY, JANUARY 10

- Council II, 10 a.m.–12:15 p.m.
- Executive Board Meeting II, 2–4:30 p.m.
- Council Forum, 8:30–10 p.m.

### TUESDAY, JANUARY 11

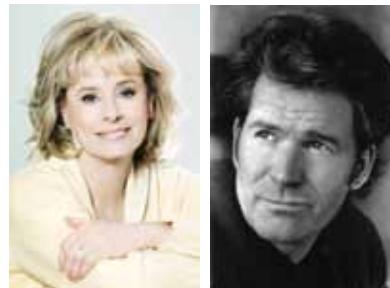
- Council III, 8 a.m.–12:30 p.m.
- Executive Board Meeting III, 1–5:30 p.m.

ing, with Stephen King, the best-selling *Faithful*. A sequel to the bestselling, much-loved *Wish You Were Here*, his intimate new novel, *Emily, Alone: A Novel*, follows Emily Maxwell, a widow whose grown children have long moved away.

A former naval officer in the Mediterranean and with the River Patrol Force in Vietnam, Maupin worked as a reporter for a newspaper in Charleston, South Carolina, before being assigned to the San Francisco bureau of the Associated Press in 1971. In 1976 he launched his groundbreaking *Tales of the City* serial in the *San Francisco Chronicle*. Maupin is the author of nine novels, including the six-volume *Tales of the City* series, *Maybe the Moon*, *The Night Listener*, and *Michael Tolliver Lives*. Three miniseries starring Olympia Dukakis and Laura Linney were made from the first three *Tales* novels. *The Night Listener* became a feature film starring Robin Williams and Toni Collette. Maupin's newest novel is *Mary Ann in Autumn*.

After Vreeland graduated from San Diego State University, she taught high school English in San Diego beginning in 1969 and retired in 2000 after a 30-year career. Concurrently, she began writing features for newspapers and magazines in 1980, taking up subjects in art and travel, and publishing 250 articles. Vreeland ventured into fiction in 1988 with *What Love Sees*, a biographical novel of a woman's unwavering determination to lead a full life despite blindness. The book was made into a CBS television movie starring Richard Thomas and Anna-beth Gish. Vreeland is the author of the *New York Times* bestsellers *Girl in Hyacinth Blue*, *The Passion of Artemisia*, and *Luncheon of the Boating Party*. Her newest book is *Clara and Mr. Tiffany*.

The **Sunrise Speaker Series** starts off with bestselling author **Kathy Reichs Saturday, January 8,**



The Sunrise Speakers Series continues with authors Kathy Reichs (left) and Andre Dubus III Saturday, January 8, and Sunday, January 9, both beginning at 8 a.m.

**from 8 to 9 a.m.** Like her character Temperance Brennan (the central character in the series of the same name), Reichs is a forensic anthropologist. A professor in the Department of Anthropology at the University of North Carolina, Charlotte, she also created the Fox television hit *Bones*. Reichs's latest publication is *VIRALS*, her first novel for young readers.

**Vernor Vinge** will discuss his vision of how we'll interact with information in the future **Saturday, January 8, from 1:30 to 3:30 p.m.**, in an interview with *American Libraries* Perpetual Beta blogger Jason Griffey, sponsored by ALA's Library and Information Technology Association's Imagineering Interest Group. Vinge's work pushes information and technology to its incredible, but possible, conclusions. The author of several books, he explores in *Rainbows End* one potentially very real future for libraries in which we live in a world of complete information immersion.

**At 8 a.m. Sunday, January 9, Andre Dubus III** will conclude the Sunrise Speaker Series. Dubus began writing fiction at age 22, just a few months after graduating from the University of Texas at Austin with a bachelor's degree in sociology. Because he prefers to write in the morning, going from "the dream world to the dream world," as the Irish writer Edna O'Brien puts it, he

took mainly night jobs: bartender, office cleaner, halfway-house counselor, and for six months, assistant to a private investigator/bounty hunter. Dubus is the author of the upcoming *Townie*, to be released in February; *the Garden of Last Days*; and *House of Sand and Fog*, an Oprah Book Club pick, and a finalist for the National Book Award.

Acclaimed science fiction author **Richard Rhodes** will address the conference **Saturday, January 8, from 4 to 5 p.m.**, during the **12th Annual Arthur Curley Memorial Lecture**. He is the author or editor of 22 books, including *The Making of the Atomic Bomb*, which won a Pulitzer Prize for nonfiction, a National Book Award, and a National Book Critics Circle Award, and *Dark Sun: The Making of the Hydrogen Bomb*, which was one of three finalists for a Pulitzer Prize in history. Rhodes has received numerous fellowships for research and writing.

**Neil Gaiman and Nancy Pearl** will spend part of Sunday afternoon discussing Gaiman's *The Graveyard Book*—the first book to win both the Newbery and Carnegie Medals—**Sunday, January 9, from 2 to 3 p.m.** Other books by Gaiman include *Coraline*, recently adapted into an Oscar-nominated animated film; and the adult novels *American Gods*, *Stardust*, and *Neverwhere*, which have become new classics. Listed as one of the top 10 living postmodern writers in the *Dictionary of Literary Biography*, Gaiman is a prolific creator of works of prose, poetry, film, journalism, comics, song lyrics, and drama. He is credited as one of the creators of modern comics, and his ground-breaking *Sandman* series became the first comic to receive the World Fantasy Award for Best Short Story. With a growing army of more than 1.5 million Twitter followers, Gaiman can frequently be found online, chronicling his adventures across the globe.

Well-known to librarians, Pearl writes and speaks about the pleasures of reading. Pearl regularly comments on books for NPR's Morning Edition. She is the author of *Book Lust To Go: Recommended Reading for Travelers, Vagabonds, and Dreamers*; *Book Lust: Recommended Reading for Every Mood, Moment, and Reason*; *More Book Lust: 1,000 New Reading Recommendations for Every Mood, Moment, and Reason*; and *Book Crush: For Kids and Teens: Recommended Reading for Every Mood, Moment, and Interest*, all published by Sasquatch Books. Pearl is the recipient of the 2010 Margaret E. Monroe Award from ALA's Reference and User Services Association, the 2004 Women's National Book Association Award, and the 1998 *Library Journal* Fiction Reviewer of the Year award.

**Michael K. Honey**, Fred T. and Dorothy G. Haley Endowed Professor of the Humanities and professor of Labor and Ethnic Studies and American History at the University of Washington at Tacoma, will keynote the **Dr. Martin Luther King Jr. Sunrise Celebration, Monday, January 10, from 6:30 to 7:30 a.m.** This year's theme is "Everybody Can Be Great ..." and will bring together leaders from the Association, including President Stevens and ALA Executive Director Keith Michael Fiels. Featured readings will include selections from the works of Dr. King.

Honey is the author of numerous books, including his latest, *All Labor Has Dignity* (Beacon, 2011), a collection of Dr. King's speeches on labor rights and economic justice from the beginning of the Civil Rights Movement, culminating in the momentous Mountaintop speech delivered before his death in 1968. Other titles include the acclaimed *Going Down Jericho Road: The Memphis Strike, Martin Luther King's Last Campaign* (W.W. Norton, 2007), *Black Workers Remember: An Oral History of*



Vernor Vinge (left) will talk Saturday, January 8, at 1:30 p.m. Neil Gaiman will discuss his work, Sunday, January 9, from 2 to 6 p.m.

*Segregation, Unionism, and the Freedom Struggle* (University of California Press, 1999), and *Southern Labor and Black Civil Rights: Organizing Memphis Workers* (University of Illinois Press, 1993). In addition to his writing and teaching, Honey regularly speaks on various historical issues at campuses and community organizations across the country.

The King Sunrise Celebration is sponsored by the Dr. Martin Luther King Jr. Holiday Task Force of ALA's Social Responsibilities Round Table and the Black Caucus of the American Library Association. It is supported by ALA's Office for Literacy and Outreach Services.

Bestselling authors **Elizabeth Adler, Conor Grennan, Paula McLain, Richard Louv, and Luanne Rice** will discuss their writing life and forthcoming books at the Association for Library Trustees, Advocates, Friends, and Foundations (ALTAFF) **Gala Author Tea, Monday, January 10, 2 to 4 p.m.**

This ticketed event (advance tickets \$49, \$45 for ALTAFF division members, and \$55 onsite) features tea, coffee, finger sandwiches, and a variety of sweet treats. A book signing will follow, with some books given away free and others available at a discounted price. ALTAFF will also recognize the winners of the 2010 National Friends of Libraries Week Awards. Visit [ala.org/altaff](http://ala.org/altaff) for more information.



ALTAFF Gala Author Tea speakers Monday January 10 at 2 p.m. include: (from left), Conor Grennan, Paula McLain, Richard Louv, and Luanne Rice.



**READ MORE**

You can read more on your phone or [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org). If your phone has a Web browser and a camera, **download the free app at [gettag.mobi](http://gettag.mobi)** and scan this bar code.

For room locations, consult the program book distributed onsite. Visit [ala.org](http://ala.org) or [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org) for updates as they become available.

### Browse the exhibits

The exhibits will be open **January 7–10, in Halls E–H** at the convention center, **opening Friday, January 7, with a ribbon-cutting ceremony at 5:15 p.m.**, preceding the **All-Conference Reception on the exhibit floor from 5:30 to 7:30 p.m.**

Sponsored by the exhibitors and the Exhibits Round Table, along with ALA, the All-Conference Reception will feature food and music as well as over 30 gifts (not limited to baskets anymore) to be given away by exhibitors on Friday only. To register to win a gift, visit the exhibitor’s booth during the Opening Reception. Winners need not be present to win.

**Exhibit hours are Friday, January 7, from 5:30 to 7:30 p.m.; Saturday and Sunday, January 8 and 9, 9 a.m. to 5 p.m.; and Monday, January 10, from 9 a.m. to 2 p.m.**

Other special events scheduled for the exhibit floor include the **“Spotlight on Adult Literature,” Saturday, January 8, from 2 to 4 p.m., at booth 933**, sponsored by ALTAFF and ALA Conference Services. Participating publishers will feature book signings and some will

give away free books and galleys in the Exhibit Hall. Visitors can register to win a prize basket.

New this year is the **“Wrap-up, Rev Up Celebration!” Monday, January 10, from 2:15 to 3:30 p.m.**, where conferees can celebrate a successful 2011 Midwinter Meeting and rev up for Annual Conference in New Orleans, June 23–28. There will be entertainment and prizes.

### Career counseling

ALA’s **JobLIST Placement Center** will be open **Saturday and Sunday, January 8 and 9, from 9 a.m. to 5 p.m., Hall H in the convention center.** There will be an **orientation Saturday, January 8, at 8:30 a.m.**

As part of its efforts to help job seekers retool their skills and prepare for job searches, the Placement Center will host Caitlin Williams, career development consultant and coach from San Jose, California. She will provide free 20-minute career

counseling sessions to conference attendees. Williams works with individuals and organizations to create and implement professional development initiatives. She focuses on helping professionals leverage their talents. Williams teaches in the master’s program in counselor education at San Jose State University and is associate editor of the National Career Development Association’s *Career Convergence* Organizations Department.

To sign up for a session, send an e-mail message to Placement Center Manager Beatrice Calvin at [bc Calvin@ala.org](mailto:bc Calvin@ala.org). Use MDW11 Counseling in the subject line and indicate day and time preferences. Conference attendees may also sign up onsite at the scheduling booth in the Placement Center.

For more information, visit the JobLIST Placement Center site or contact [bc Calvin@ala.org](mailto:bc Calvin@ala.org) or 800-545-2433 ext. 4280. ■



The 2.6 million-square-foot San Diego Convention Center is located on San Diego Bay in the heart of the downtown area. With panoramic views of both the city and the bay, it is within walking distance of a variety of shopping and dining experiences including Horton Plaza, Seaport Village, and the Gaslamp Quarter, which is home to more than 90 restaurants, 35 nightclubs, and 100 retail shops.



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# Where to Eat at Midwinter

Sample the local cuisine at these San Diego restaurants

by Linda Salem

Everyone needs to eat, and San Diego offers plenty of terrific options. Highlighted here are mostly restaurants in and near the Gaslamp Quarter, convenient to the San Diego Convention Center and most ALA hotels, with a few farther-flung possibilities.

The Gaslamp Quarter, bounded by 4th and 6th Avenues, Broadway, and Harbor Drive, is a historic downtown neighborhood that San Diegans have known by many names over the years, including Rabbitville, Flea Town, New Town San Diego, Davis's Folly, Stingaree, Chinatown, and S.O.B. (South of Broadway), according to the Gaslamp Quarter Historical Foundation. Today, it is a major entertainment and dining district, with options ranging from good food to-go up to fancy restaurants. Some locations host live music. Reservations are always a good idea at Gaslamp restaurants.



Signature crab cakes at Sally's Seafood on the Water.

## PRICE GUIDE

Average price per person including appetizer, entrée and dessert.

- \$..... Under \$25
- \$\$..... \$25–35
- \$\$\$..... \$35–45
- \$\$\$\$..... More than \$45

### Basic

Build-your-own, New Haven-style thin-crust brick oven pizzas nightly until 2 a.m. The building, which was converted from a 1912 warehouse, has high ceilings and an urban vibe. Takeout and delivery orders are available. \$, L, D daily. 410 10th Ave. (between J St. & Island Ave.) 619-531-8869. [barbasic.com](http://barbasic.com).

### Bice Ristorante

Italian, Milanese, slow food. Don't miss the cheese bar, which offers more than 25 selections. The bar menu is less expensive and offers selections, such as beef carpaccio. Décor is chic, with high ceilings and

cool lighting. \$\$ (bar menu)—\$\$\$ (dinner menu). D daily. 425 Island Ave. (4th Ave. & Island Ave.) 619-239-2423. [bicesandiego.com](http://bicesandiego.com).

### Blue Point Coastal Cuisine

Seafood supper club. Try the lobster bisque, crab cakes, and crème brûlée. Sophisticated casual. \$\$\$, D daily. 565 5th Ave. (between Island Ave. & Market St.) 619-233-6623. [cohnrestaurants.com](http://cohnrestaurants.com).

### Broken Yolk Cafe

Big breakfasts and lunches, including 20 different omelets, burgers, grilled sandwiches, salads, and soups. Online ordering for pickup is available. \$, B, L daily. 355 6th

Ave. (between K St. & J St.)  
619-338-9655. thebrokenyolkcafe  
.com.

### Cafe 222

Featured on the Food Network, this funky café gets busy—the Peanut Butter and Banana Stuffed French Toast is one of Bobby Flay’s favorites. The “Wakey Wakey Eggs and Bakey” is one of their classic specialties, with eggs, choice of breakfast meat, potatoes, and toast. \$ B, L daily (closes at 1:45 p.m.). 222 Island Ave. (between 2nd Ave. & 3rd Ave.) 619-236-9902. cafe222.com.

### Candelas

Upscale Mexican food in Mexico City style. The *estructura de aguacate*, a Haas avocado stuffed with lime-marinated scallops, is a favorite. Candelas also offers a separate bar with a dance floor and a DJ on the weekends spinning house/dance mix music. Call for to-go orders, which are sometimes discounted. \$\$–\$\$\$ B, L, D daily. 416 3rd Ave. (at J St.) 619-702-4455. candelas-sd.com.

### Cowboy Star

Fine western fare includes large portions of antibiotic- and hormone-free steak. As you might expect, the focus is on meat and seafood—sorry vegetarians. Inside the restaurant, enjoy leather booths, a fireplace, and western landscape photography. \$\$\$\$ L Tues.–Fri., D Tues.–Sat. 640 10th Ave. (Market St. and 10th Ave.) 619-450-5880. thecowboystar.com.

### The Mission – SOMA

A Chino-Latino breakfast and lunch café, and one of my favorite comfort-food spots. The crispy rosemary potatoes are delicious and the grilled rosemary bread is tasty. SOMA stands for South of Market; The Mission also has locations in Mission Beach and North Park. \$ B,



The high-ceilinged, brick-walled Basic.

L daily. 1250 J St. (between 12th Ave. and 13th St.) 619-232-7662. missionsoma.signonsandiego.com.

### Rama

Thai cuisine; try the drunken noodles dish or the several vegetarian selections. The décor is beautiful, with a stone wall water cascade. Outdoor seating is also available. \$\$ L, D. 327 4th Ave. (between J St. and K St.) 619-501-8424. ramarestaurant.com.

### Red Pearl Kitchen

Asian fusion menu in a casual dining environment. The Shaking Kobe beef with papaya and mint is a favorite here. \$\$ D daily. 440 J St. (between

4th Ave. and 5th Ave.) 619-231-1100. redpearlkitchen.com.

### Stingaree Restaurant

Downstairs from the Stingaree nightclub, the restaurant serves California coastal cuisine, including crab risotto and a dessert of angel food French toast. \$\$\$ D Tues.–Sat. 454 6th Ave. (between Island Ave. and J St.) 619-544-9500. stingsandiego.com.

### Cafe Chloe

Pretty and Paris chic. Try the popular cheese plate with grilled bread, the steak and frites with port-shal-lot butter, and the bittersweet chocolate pot de crème for dessert.

\$\$-\$\$\$ . B, L, D daily. 721 9th Ave. #1 (between G St. and F St.) 619-232-3242. [cafechloe.com](http://cafechloe.com).

### Croce's Restaurant and Jazz Bar

Fans may know that Ingrid Croce opened this restaurant as a tribute to her husband Jim. The dining is upscale, from the baked brie to the maple-glazed, pistachio-dusted spiral half-rack of lamb. There's also live music nightly and at brunch on weekends. \$\$\$\$. D daily, brunch Sat.-Sun. 802 5th Ave. (between E St. and F St.) 619-233-4355. [croces.com](http://croces.com).

### Hodad's Burgers

Great burgers, great fries, and great shakes. Beach décor, so bring your surfer 'tude, dude. There is always a line. (The Gaslamp Quarter location is scheduled to open January 1. If it's delayed, stop by the original in nearby Ocean Beach.) \$. L, D daily. 10th St. and Broadway, or 5010 Newport Ave., Ocean Beach. 619-224-4623. [hodadies.com](http://hodadies.com).

### Hub Market and Deli

The deli portion of "The Hub," as it is called by locals, offers great sandwiches and some breakfast fare at a reasonable price. If you're in a hurry, call in your order ahead to pick it up. Includes a grocery market. \$. B, L, D daily. 748 6th Ave. (near F St.). 619-239-1918. [hubmarketanddeli.com](http://hubmarketanddeli.com).

### La Puerta

Calling itself a "mexperience," this is a noisy, pregame, happy hour kind of bar and restaurant. Mexican-influenced favorites here include carne asada fries and T. J. Dawgs—bacon-wrapped turkey dogs with tomato, jalapeño, and onion. \$. L, D daily, brunch Sun. 560 4th Ave. (between Island Ave. and Market St.) 619-696-3466. [taco619.com](http://taco619.com).



One of the creations at Blue Point Coastal Cuisine.

### Neighborhood

This casual, urban, cool microbrewery offers an eclectic selection, from jalapeño mac-n-cheese to a black bean burger with crispy leeks. \$. L, D daily. 777 G St. (at 8th Ave.) 619-446-0002. [neighborhoodsd.com](http://neighborhoodsd.com).

### Rei Do Gado

This Brazilian steakhouse is known for the churrasco barbeque meats served directly at the table, including several cuts of steak, pork, lamb, and chicken. It is also known for its salad bar, with more than 40 salads and side dishes. \$\$\$\$. L, D daily. 939 4th Ave. (between E St. & Broadway). 619-702-8464. [reidogado.net](http://reidogado.net).

### Royal India

Royal India serves many tandoori and curry dishes, including chicken tikka masala, as well as a number of vegetarian curry dishes in a lovely, casual environment. I recommend the lunch buffet to sample many entrees. \$-\$\$\$. L, D daily. 329 Market St. (Between 3rd Ave. and 4th Ave.) 619-269-9999. [royalindia.com](http://royalindia.com).

### Sushi Deli 2

There is always a wait at this popular place that offers good sushi and other meals (including miso soup, California rolls, and soba and udon noodles). The dinner menu includes chicken, beef, salmon, and tofu platters. \$. L



Ahi Tartare at Red Pearl Kitchen.

Mon.–Fri., D daily. 135 Broadway (between 1st Ave. and Front St.) 619-233-3072. [sushideliusa.com](http://sushideliusa.com).

### Montreal's at Tivoli Bar and Grill

Dating to 1885, Tivoli is the Gaslamp Quarter's oldest bar, and pictures of cowboys, Wyatt Earp, and past owners still adorn the walls. Today, it's an inexpensive, casual sports bar with food by Montreal's offering a Canadian spin on burgers, fries, hot dogs, garden burgers, and fish and chips. \$. L, D daily. 505 6th Ave. (at Island Ave.) 619-232-6754. [tivolibargrill.com](http://tivolibargrill.com).

## FARTHER AFIELD

These options are outside the Gaslamp Quarter, but still relatively convenient, being a fairly short cab or trolley ride away. Can't find what you need in the Gaslamp Quarter? Again, reservations are a good idea for most restaurants.

### Anthony's Fish Grotto

Stop in for a seafood lunch or dinner on the waterfront along the embarcadero near the tall ships and the Maritime Museum. \$\$\$ . L, D daily.

1360 North Harbor Dr. (Near Ash St., about 1 mile northwest of convention center.) 619-232-5103. [go-fishanthonys.com/grotto.html](http://go-fishanthonys.com/grotto.html).

### The Fish Market

Come here for views of the San Diego bay, a good sushi bar, and crispy fish tacos. For fine dining, head upstairs to the Top of the Market for a menu that includes lobster tail and filet mignon, with a fantastic view of the Coronado Bridge too. \$\$ (Fish Market), \$\$\$\$ (Top of the Market). L, D daily. 750 N Harbor Dr. (near G St.) 619-232-3474. [thefishmarket.com](http://thefishmarket.com).

### Sally's Seafood on the Water

Try the lobster pot pie, crab cakes, and the crème brûlée as you enjoy indoor dining or patio seating. \$\$\$ . B, L, D daily. 1 Market Pl. (at the Manchester Grand Hyatt.) 619-358-6740. [sallyssandiego.com](http://sallyssandiego.com).

### Tom Ham's Lighthouse Restaurant

About a four-mile cab ride from the convention center, this restaurant offers steaks, seafood, salads, and sides. Come here for the waterfront

view from this lighthouse location, and stay for a slice of lighthouse famous mudpie. \$\$ . L, D daily; brunch Sun. 2150 Harbor Island Dr. 619-291-9110. [tomhamslighthouse.com](http://tomhamslighthouse.com).

### Bertrand at Mr. A's

Elegant and dressy, reservations are a must for this Bankers Hill restaurant. Bertrand offers fine dining, from roasted rack of lamb to lobster to many vegetarian dishes, with spectacular views of San Diego Bay, Balboa Park, Point Loma, and Coronado. \$\$\$\$ . L Mon.–Fri., D daily. 2250 5th Ave., 12th Floor (about 1.5 miles north of convention center.) 619-239-1377. [bertrandtmisteras.com](http://bertrandtmisteras.com).

### Cucina Urbana

This fun and trendy California-inspired Italian kitchen and wine bar has a country kitchen and rustic farmhouse ambiance. Try the foraged mushroom pizza with Talleggio cheese, braised leeks, and truffle oil. Seating options include a communal table, bar seating, and individual tables. \$\$ . L Tues.–Fri., D daily. 505 Laurel St. (at 5th Ave., about 2 miles north of convention center.) 619-239-2222. [sdurbankitchen.com](http://sdurbankitchen.com).

### Casa Guadalajara

The menu at this Old Town spot includes all standard Mexican restaurant fare, with delicious fish tacos and terrific homemade tortillas. It's a popular place and often busy despite large indoor and outdoor dining areas. This is a festive atmosphere for groups, with a live mariachi band nightly. \$\$ . 4105 Taylor St. (Blue Line trolley to Old Town stop.) 619-295-5111. [bazaardelmundo.com/guad2006.shtml](http://bazaardelmundo.com/guad2006.shtml). ■

LINDA SALEM is assistant head of reference at San Diego State University's Love Library.

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ALA's Library Champions program was launched by a select group of corporate and foundation supporters who joined together to advocate for libraries and the library profession. Since its inception, the Library Champions program has been a great opportunity to connect corporations and foundations with ALA's goal to raise awareness and support for libraries and librarians.

ALA's Campaign for America's Libraries and its @ your library® brand – which now supports libraries across the nation by fostering public awareness of the value and services offered by libraries – was established as a result of the impact of the Library Champions program.

The investment of our Library Champions in ALA's advocacy efforts has resulted in multiple programs that include: National Library Week, Library Card Sign-Up Month, *En Tu Bibliotheca*, and Connect with your kids @ your library. In addition, their support has enabled ALA to create public relations and marketing tool-kits and other turnkey resources that can be used by all libraries.

ALA appreciates the Library Champions' generous commitment to increasing the importance and impact of libraries as information, learning and community centers throughout the nation. To each of our Champions, thank you for supporting ALA and for making the Campaign for America's Libraries a success.

To learn more how your company can become a Library Champion and help ALA speak up and speak out on behalf of libraries, please contact the ALA Office of Development at 800-545-2433, ext. 5050, or [development@ala.org](mailto:development@ala.org).



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For 90 years our company has put children's books in our unique binding so they are durable enough to withstand the heavy circulation they get in schools and public libraries. Our company's mission is to help librarians put quality books in their libraries has not wavered since my grandfather founded the company. Bound to Stay Bound supported ALA, librarians and libraries through the years: since 1985 we have sponsored several scholarships a year, and since 2001 we have sponsored ALA's Robert F. Sibert Award for informational children's books.

[www.btsb.com](http://www.btsb.com)



Public Library Specialists  
**BWI**  
A FOLLETT CORPORATION COMPANY

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LIBRARY  
RESOURCES**  
A Follett Corporation Company

*Pamela Smith, Senior Vice President*

BWI and Follett Library Resources 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.

[www.titlewave.com](http://www.titlewave.com)

INVESTING IN AMERICA'S LIBRARIES



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.

[www.candlewick.com](http://www.candlewick.com)



Jon Malinowski, President

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. Today, 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.

[www.combinedbook.com](http://www.combinedbook.com)



Mike Grasse, President

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.

[www.demco.com](http://www.demco.com)



Allen Powell, President, EBSCO Information Services  
Tim Collins, President, EBSCO Publishing

EBSCO proudly acknowledges the library community and the accomplishments by librarians worldwide. Our association with ALA and other 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.

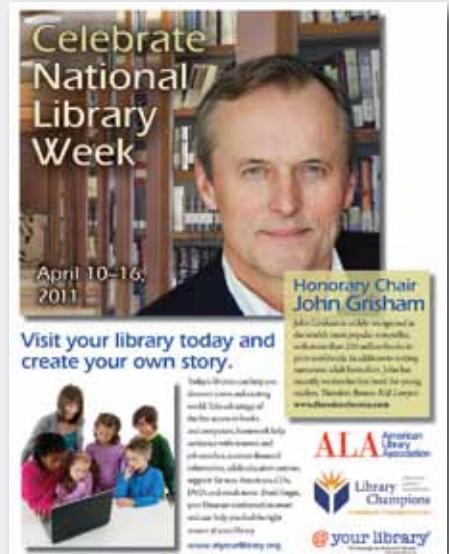
[www.ebsco.com](http://www.ebsco.com)

**John Grisham to support National Library Week**

As Honorary Chair, well-known author John Grisham will appear in a print public service announcement promoting National Library Week. The announcements, developed by the American Library Association's *Campaign for America's Libraries*, will be placed in magazines and online throughout the spring. ALA also offers free customization of the PSA for libraries.

John Grisham is widely recognized as the world's most popular storyteller, with more than 250 million books in print worldwide. In addition to writing numerous adult bestsellers, John has recently written his first book for young readers, "Theodore Boone: Kid Lawyer".

National Library Week is a national observance each April, sponsored by the American Library Association through the *Campaign for America's Libraries*, and libraries across the country. It celebrates the contributions of our nation's libraries and librarians and promotes library use.



ELSEVIER

Elsevier is proud to be an active advocate of libraries worldwide. Today, librarians and Elsevier are partnering in new and innovative projects 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 advisory boards. With our combined efforts we are able to improve scholarly communication and facilitate the mission of researchers and faculty.

[www.elsevier.com](http://www.elsevier.com)



Matti Shem Toz, President & CEO

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.

[www.exlibrisgroup.com](http://www.exlibrisgroup.com)



Gale is committed to providing value to libraries and power to users. We have a unique focus on integrating research with learning and on delivering an outstanding user experience and increasing usage. We stand side by side with library partners to promote the library as a vital part of its community.

We are delighted to be ALA Library Champions. It's all part of our continuing heritage of serving libraries and librarians and supporting the good work of the American Library Association.

[gale.cengage.com](http://gale.cengage.com)



Guy Marheska, CEO

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.

[www.gaylord.com](http://www.gaylord.com)

INVESTING IN AMERICA'S LIBRARIES

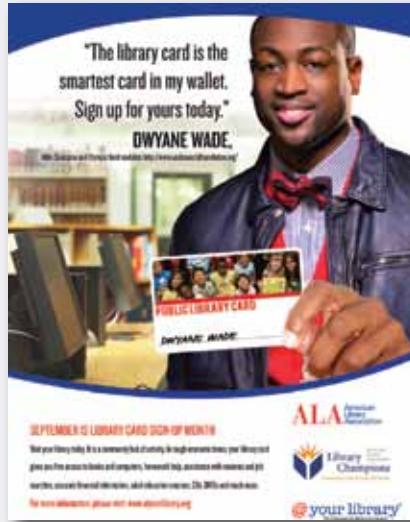
**Libraries score high marks with NBA's Dwyane Wade**

During Library Card Sign-up Month 2009, NBA star Dwyane Wade donated \$25,000 through his Wade's World Foundation to help save the struggling William Leonard Public Library in Robbins, Illinois. It is only too fitting that in 2010 Wade became the Honorary Chair of Library Card Sign-up Month.

As Honorary Chair, Wade has donated his time and image to the creation of a high-impact print public service announcement, which is available for download at [www.ala.org/librarycardsignup](http://www.ala.org/librarycardsignup).

In these tough economic times libraries are on the forefront of providing their communities with cost-effective tools that many Americans need to succeed. To that end, Dwyane Wade wants Americans to know that a library card is the "smartest card" in every wallet.

Library Card Sign-up Month was launched in 1987 and remains a key annual initiative of ALA's Campaign for America's Libraries.



*Laura Salmon, Vice President Publishing, Academic & Library Solutions*  
The LexisNexis Academic and Library Solutions team serves the information needs of academic, secondary schools, and public libraries. 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 as well as Statistical publications - 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.

[www.LexisNexis.com](http://www.LexisNexis.com)



*Annette Harwood Murphy, President & CEO*  
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.

[www.TLCdelivers.com](http://www.TLCdelivers.com)

*Highsmith*

Since 1956, Highsmith 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.

[www.highsmith.com](http://www.highsmith.com)



*Rich Ross, Vice President/General Manager*  
Ingram offers the broadest inventory of print and electronic content in the industry coupled with leading fill-rates, speed of delivery, and expertly-managed programs and services. Our mission is to provide public and K-12 school libraries, through Ingram Library Services, and academic libraries, through Coutts Information Services, top-notch selection, service, and speed so you can focus on what is really important-your patrons and students.

[www.INGRAMcontent.com](http://www.INGRAMcontent.com)



*Jerry Kline, CEO & Chairman*  
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 platform, 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.

[www.iii.com](http://www.iii.com)

**mc 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. In 2006 we launched Marshall Cavendish Digital, to bring our award-winning print titles into digital form.

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

[www.marshallcavendish.us](http://www.marshallcavendish.us)



*Jonathan Worrall, CEO*  
Founded in 1900, Mergent operates one of the longest continuously collected databases of: descriptive and fundamental information on domestic and international companies; pricing and terms and conditions data on fixed income and equity securities; and corporate action data. 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. In addition, Mergent's Indix subsidiary develops and licenses equity and fixed income investment products based on its proprietary investment methodologies.

[www.mergent.com](http://www.mergent.com)



*Harold Regan, President & CEO*  
A Library Champion is just one dimension of H.W. Wilson's 112 years of commitment to libraries worldwide. Our primary mission — providing the highest quality access and the most relevant information for research — remains as vital as ever.

Wilson's name and subject files — the most consistent, precise, and reliable you'll find anywhere — help make even 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.

[www.hwwilson.com](http://www.hwwilson.com)

## INVESTING IN AMERICA'S LIBRARIES



### MORNINGSTAR®

*Joe Mansueto, Chairman, Founder & CEO*

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.

[www.morningstar.com](http://www.morningstar.com)

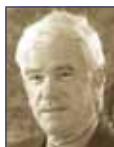


### NS NEAL-SCHUMAN PUBLISHERS, INC.

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

The Neal-Schuman Foundation, established in 2000 by Neal-Schuman Publishers' founders Patricia Glass Schuman and John Vincent Neal, aids advocacy, training, and programming that enhances library and information services. Neal-Schuman Publishers serves the library community with all of the professional and training materials needed to succeed amidst the challenges of continuous change including THE TECH SET®, a new series of practical guides to today's hottest technologies. We are proud to support ALA's Library Champion program.

[www.neal-schuman.com](http://www.neal-schuman.com)



### OCLC®

The world's libraries  
connected

*Jay Jordan, President & CEO*

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.

[www.oclc.org](http://www.oclc.org)



### POLARIS

LIBRARY SYSTEMS

*William Schickling, President & CEO*

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.

[www.polarislibrary.com](http://www.polarislibrary.com)

## Libraries and Baseball – a homerun for literacy and library awareness

Thirteen-year-old Josh Smith's dream of visiting the National Baseball Hall of Fame and Museum in Cooperstown, N.Y. came true last year, thanks to a trip to his local library, the Haverhill Public Library in Massachusetts.

As avid library users and baseball fans, the Smith family discovered the Step Up to the Plate @ your library program while visiting their library this summer.

The incentive of a grand-prize trip to the Baseball Hall of Fame and Museum was a big enticement for Smith. Smith's library promoted the program at its summer reading kick-off event.

Jointly developed by ALA and the National Baseball Hall of Fame, Step Up to the Plate @ your library combines up two American classics - baseball and libraries - to promote the importance of information literacy skills and increase awareness of the library as an essential information resource.

"We are so fortunate to have the library. In addition to all the resources we use for homeschooling, the kids love to read," said Smith's mother, Melanie. "We use the library all the time."



*Hall of Famer Andre Dawson draws Josh Smith as the grand-prize winner of Step Up to the Plate @ your library.*



### ProQuest

Start here.

*Marty Kahn, CEO*

At ProQuest, "Library Champion" is a title we strive to earn every day. 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.

[www.proquest.com](http://www.proquest.com)



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*Steve Laird, President*

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, 155 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!

[library@infousa.com](mailto:library@infousa.com)



### SAGE

*Blaise R. Simqu, President & CEO*

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. 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.

[www.sagepublications.com](http://www.sagepublications.com)



### SCHOLASTIC

*Richard Robinson, Chairman, President, & CEO*

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. 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.

[www.scholastic.com/librarypublishing](http://www.scholastic.com/librarypublishing)

## INVESTING IN AMERICA'S LIBRARIES



*Edwin Buckhalter, Chairman*

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 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.

[www.severnhouse.com](http://www.severnhouse.com)



*Mike Boswood, President & CEO - Healthcare and Science*

Thomson Reuters is proud to be a part of the American Library Association's Library Champions program. We recognize the contributions our nation's libraries and librarians make toward strengthening science and scholarship in the United States. Thomson Reuters works with over 3,500 academic institutions to provide research solutions from Web of Science to EndNote. In all cases, libraries remain at the forefront of advancing knowledge exchange in a rapidly changing world, and we value opportunities to increase public awareness.

[www.thomsonreuters.com](http://www.thomsonreuters.com)



Since 1975, VTLS has consistently been in the forefront of library automation and information technology, providing innovative software, custom solutions and superior service to the global library community. The company has experienced continual growth since incorporation and now has users in 45 countries. Its independence and growth testify not only to the success of its corporate vision, but also to the fulfillment of its stated mission to develop, market, and support superior library automation products.

[www.vtls.com](http://www.vtls.com)



*Gary M. Rautenstrauch, CEO*

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. The 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.

[www.sirsidyndix.com](http://www.sirsidyndix.com)



*Patrick Gaston, President*

The Verizon Foundation is dedicated to the advancement of K-12 education. 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 leading educational and literacy organizations, including the National Center for Family Literacy, ProLiteracy Worldwide, the International Reading Association and the National Council of Teachers of English. Thinkfinity.org supports librarians, media specialists and teachers with free, standards based materials that engage students and make learning fun.

[www.verizon.com/foundation](http://www.verizon.com/foundation) and [www.thinkfinity.org](http://www.thinkfinity.org)



*Don Keller, CFO, VP, & Acting President*

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.

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*Jose Luis Andrade, President, Swets North America*

Swets is the world's leading subscription services company. We recognize that librarians need to supply access to relevant, timely information to ensure the continued success of their patrons. Our products and services power the work of professionals and students in thousands of organizations across the globe by partnering for the acquisition, access and management of information. Swets provides libraries with innovative services and support required to successfully meet the growing needs of customers.

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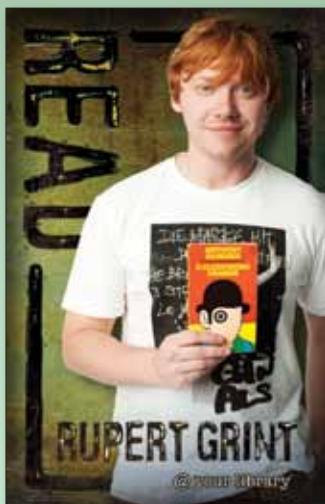
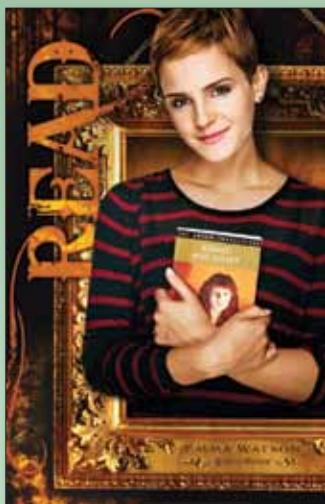
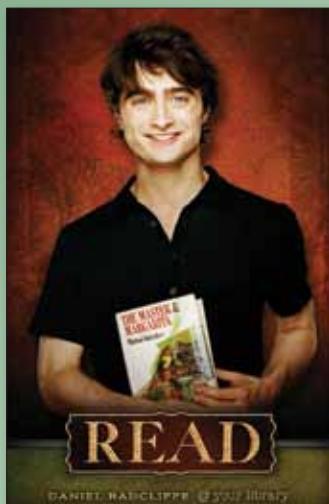
Library Champions make it possible to increase awareness and advocate the value of libraries and librarians across the country and around the world. To learn how you can become a Library Champion and help ALA speak up and speak out for libraries, please contact the ALA Development Office, at 800.545.2433 ext.5050 or via email at [development@ala.org](mailto:development@ala.org).



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Investing in America's Libraries

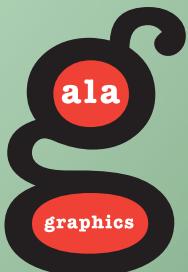
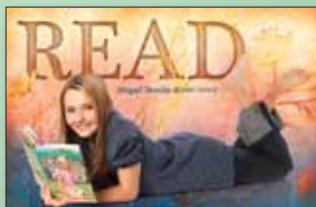
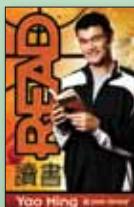
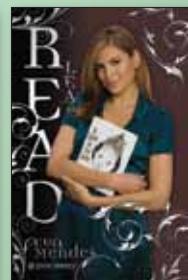
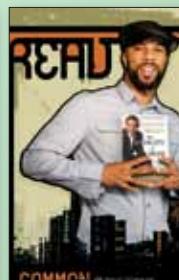
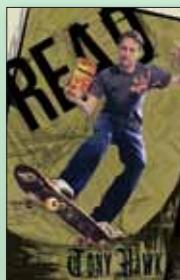
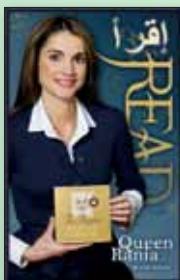
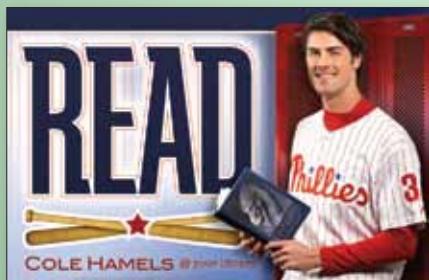
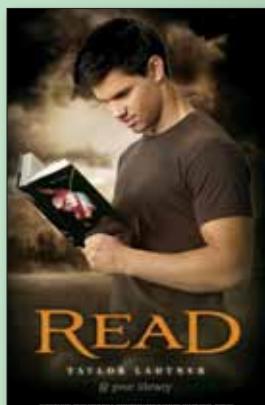
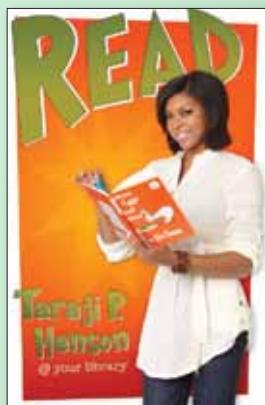
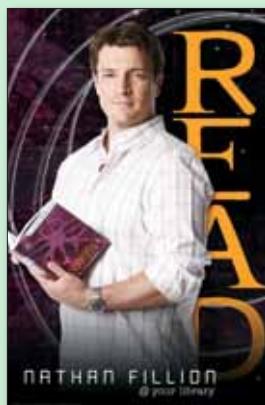
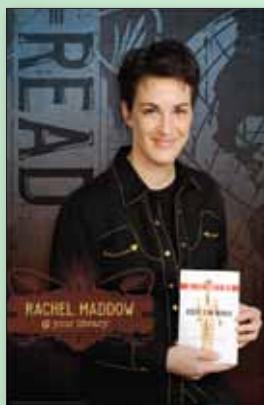
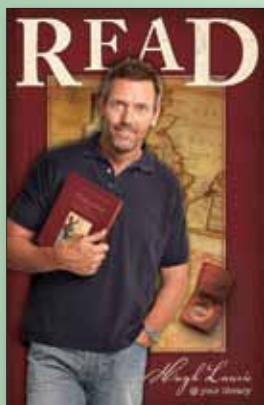
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AMERICAN LIBRARY ASSOCIATION 2011

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- Advocacy and fundraising
- New ways to serve teens and children
- Cutting edge innovations in technology for library services
- Outreach to underserved populations

**PRESIDENT'S PROGRAM:**

Sue Gardner - Wikipedia: Past, Present, and Future

**AUDITORIUM SPEAKERS:**

Jeff Kinney • William Joyce • Daniel Ellsberg

**FILM PROGRAM:**

"The Most Dangerous Man in America: Daniel Ellsberg and the Pentagon Papers"

**EXCELLENT EVENTS INCLUDING:**

- The Seventh Annual Bookcart Drill Team World Championships
- Libraries Build Communities Volunteer Day
- The ALA/ProQuest Scholarship Event at the National World War II Museum

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**JOIN US FOR OUR OPENING DAY RECEPTION**

**FRIDAY, JUNE 24, 2011, 5:30 PM - 7:30 PM IN THE EXHIBIT HALL**

**NEW 2011 EXHIBIT HOURS:**

Friday, June 24, 5:30 - 7:30 pm;  
Saturday & Sunday, June 25 -26, 9:00 am - 5:00 pm  
Monday, June 27, 9:00 am - 4:00 pm

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# PRESIDENT'S PROGRAM

SUNDAY JUNE 26TH, 3:30 PM - 5:30 PM



## SUE GARDNER - WIKIPEDIA: PAST, PRESENT, AND FUTURE

Sue Gardner is Executive Director of the Wikimedia Foundation, the non-profit charitable organization that operates Wikipedia and nine other free-knowledge wikis. Wikimedia operates the largest collaboratively-edited reference projects in the world, including Wikipedia, one of the world's 10-most-popular sites. Since her arrival at Wikimedia, Gardner has introduced major initiatives focused on organizational maturity, long-term sustainability, and increased participation, reach, and quality of the Foundation's free-knowledge projects.

She was formerly head of CBC.CA, the internet platform for the Canadian Broadcasting Corporation, Canada's radio, TV, and new media

public broadcaster and the nation's largest journalistic organization. Under her leadership, CBC.CA experienced a historic audience surge and launched many new major multimedia technologies, including podcasting, breaking news alerts, live event blogging, and many forms of user interaction.

Since beginning her career in 1990 at the now-classic radio program *As It Happens*, Gardner has worked in all forms of media to create high-quality, award-winning programming. As a journalist, she specialized in pop culture, social issues and media analysis, covering stories such as manipulation of the news media during the first Gulf War, the rise of gated communities in California, the racial implications of the return of the death penalty to New York, changing feminist attitudes towards pornography, the dawn of interactive media, and the rise and fall of rave culture in the UK.

# AUDITORIUM SPEAKERS

SATURDAY, JUNE 25TH, 10:30 AM - 11:30 AM



## JEFF KINNEY

Jeff Kinney's work has been widely credited for its ability to turn reluctant readers on to books. Since publication of the first *Diary of a Wimpy Kid* book in April 2007, more than 35 million books are in print in the United States, and the books have been sold in more than 30 countries around the world. The series is a fixture on the *USA Today*, *Wall Street Journal*, and *Publishers Weekly* bestseller lists, and has remained consistently in the top spots on the *New York Times* lists since publication. The book series has won a Nickelodeon Kids' Choice Award, books in the series have won numerous awards voted on by students and teachers in schools around the globe and, in 2009, Jeff Kinney was named one of *TIME* magazine's most influential people in the world. He lives in Massachusetts with his wife and sons.

Sponsored by ABRAMS/Book For Young Readers and Amulet Books

SATURDAY, JUNE 25TH, 1:30 PM - 2:30 PM



## WILLIAM JOYCE

A true luminary and creative spirit, William Joyce has put his personal stamp on all types of children's media. His picture books include *George Shrinks*, *Dinosaur Bob and His Adventures with the Family Lizardo*, *Bently & Egg* and *Santa Calls*; he's won three Emmy awards

for his *Rolie Polie Olie* animated series; developed character concepts for *Toy Story* and *A Bug's Life*; his films include *Robots* and *Meet the Robinsons* and he's currently co-directing *The Guardians*, and is producing *The Leaf Men*, based on his picturebook. William Joyce is an honorary Guardian of Childhood, with his first Guardian picturebook, *Man in the Moon*, debuting in Fall 2011, and his body of work can be found in toy boxes, bookshelves, and hearts everywhere.

SUNDAY, JUNE 26TH, 8 AM - 9:15 AM



## DANIEL ELLSBERG: "WAR AND SECRECY",

a Presentation by Daniel Ellsberg, the man the Nixon administration dubbed "The Most Dangerous Man in America." Ellsberg is a former United States military analyst who, while employed by the RAND Corporation, precipitated a national political controversy in 1971 when he released the *Pentagon Papers*, a top-secret Pentagon study of US government decision-making about the Vietnam War, to *The New York Times* and other newspapers. This is the fortieth anniversary of Ellsberg's going into hiding to avoid arrest by the FBI while disseminating the Pentagon Papers to the major news media. Ellsberg also spent three years in the U.S. Marine Corps, serving as rifle platoon leader, operations officer, and rifle company commander. A more detailed biography can be found at <http://www.ellsberg.net/bio>.

# FILM PROGRAM

SATURDAY, JUNE 25TH, 6:00 PM

**"THE MOST DANGEROUS MAN IN AMERICA: DANIEL ELLSBERG AND THE PENTAGON PAPERS"**, full-length 2010 Oscar-nominated documentary. The film showing falls within the fortieth anniversary of the ten-day period during which Ellsberg and his wife simultaneously went into hiding and disseminated the Pentagon Papers to various publishers including the *New York Times* and the *Washington Post*. The Pentagon Papers played an enormous role in turning the tide of public opinion on the Vietnam War. It was the Nixon administration that dubbed Daniel Ellsberg *The Most Dangerous Man in America*.

**FREE.** Panel discussion afterward, time permitting. Seymour Wishman, President, First Run Feature Films, has been kind enough to make this program possible.

# EXPLORE THE WORLD'S LARGEST LIBRARY EXHIBITION!

Over 900 organizations will showcase the broadest selection of books, automation, furnishings, services and emerging technologies. These are just some of the exhibiting organizations you will see:

Company Name	Bound to Stay Bound Books	Encyclopaedia Britannica, Inc.	Index Data
3M Library Systems	Boydell & Brewer, Inc.	Enslow Publishers Inc.	Indus International, Inc.
ABC-CLIO	Boyd's Mills Press	Envisionware	Infor Library and Information Solutions
ABDO Publishing Company	Brainfuse	EOS International	Information Today, Inc.
Abingdon Press	Brodart Co.	Equinox Software, Inc.	Ingram Content Group
Abrams Books	Brookhaven Press	ERIC	Inner Traditions
Accessible Archives, Inc.	BWI & Follett Library Resources	ESRI	Innovative Interfaces, Inc.
AccuCut	Cambridge University Press	Estey/Tennsco	Institute of Museum & Library Services
Action! Library Media Service	Candlewick Press	Euromonitor International	Integrated Technology Group
Adam Matthew Education	Capstone Press	Eustis Chair	International Monetary Fund (IMF)
Agati Furniture	Career Cruising	Event Management Systems (EMS)	iTeam Resources, Inc
ALA Digital Reference	CareerOneStop	Ex Libris , Inc.	iVina Corp.
ALA Public Programs Office	Carus Publishing Company	Infobase Learning	James Lorimer & Company, Ltd.
Albert Whitman & Company	Casalini Libri - Fiesole, Italy	FamilySearch	Jasper Library Furniture
Alexander Street Press	Cato Institute	Farrar Straus Giroux/Roaring Brook/First Second	Jean Touzot Librairie Internationale
Alexandria/Companion Corp	CDWG	Federal Deposit Insurance Corporation (FDIC)	John Wiley & Sons
Alibris	Center Point Large Print	Federal Reserve Board	Junior Library Guild
Ambassador Books and Media	Central Recovery Press	Federal Trade Commission	Kane Miller/Usborne Books
American Interfile & Library Relocations	Charlesbridge Publishing	Firefly Books	Kapco Book Protection
American Psychological Association	Chelsea Green Publishing Company	FireSign by Anode	KI
Annick Press	Chena River Marblers	Fitzhenry & Whiteside Ltd.	Kids Can Press
AP Images From AccuWeather Inc.	Chicago One Stop/Browser Display	FOLDA:Library for Deaf Action	Kingfisher
ARL/Sparc/LibQUAL+	Children's Plus, Inc.	Free Spirit Publishing	The JMC Group/Kingsley
Arte Publico Press	CHOICE Magazine	Gale	Library Equipment
ARTstor	Chronicle Books	Gareth Stevens Publishing	LAC Group
Atiz Innovation, Inc.	CMS	Gaylord Brothers	Lee & Low Books
Atlas Systems	ColorMarq	Good Books	Lerner Publishing Group
Auto-Graphics, Inc.	Combined Book Exhibit	Grebow Tile Donor Recognition	Liberty Fund, Inc.
AWE, Inc.	Comex Systems Inc.	Gressco Ltd.	Library Bureau Inc.
Azuradisc, Inc.	Compendium Library Services	Grey House Publishing	Library Ideas, LLC
B&H Publishing Group	Comprise Technologies	H.W. Wilson, Co.	Library of Congress
Backstage Library Works	Computype	Hachette Book Group USA	The Library Store Inc.
Baker & Taylor	Consortium Book Sales	Hale Manufacturing	Library Systems & Services , LLC
Basch Subscriptions & Prenax Inc.	Counting Opinions (Squire) Ltd.	Happy Feet	Library Technologies Inc.
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Bearport Publishing Co.	Credo Reference	Harper Collins Children's Books	Little, Brown Books for Young Readers
Benchmark Education Company	The Crowley Company	HARRASSOWITZ	Live Oak Media
Berkeley Electronic Press	Data2 Corporation	Harvard University Press	Lonely Planet Publications
Bernan	DEMCO Inc.	H B & M Architects	Lyngsoe Systems
Better World Books	Diamond Book Distributors	HCI	LYRISIS
Bibliotheca Inc.	Disney - Hyperion Books	Heryin Books, Inc.	M.E. Sharpe Inc.
Bi-Folkal Productions, Inc.	DK Publishing Inc.	Hidell & Associates Architects	Mackin Educational Resources
Big Cozy Books	Dun & Bradstreet	Highsmith	Macmillan
Birchard Company	EasyBib.com	Dematic (HK Systems )	Magazine Subscription Service Agency
Bloomsbury / Walker Books for Young Readers	ebrary	Holiday House	Mango Languages
Bolinda Publishing, Inc.	EBSCO Information Services	Hoover Institution Press	MARCIVE, Inc.
The Book House Inc.	Eerdmans Books for Young Readers	The Horn Book	Marquis Who's Who
Book Publishing Company	Egmont USA	Houghton Mifflin Harcourt	Marshall Cavendish Corp
Book Systems, Inc.	e-ImageData Corp.	IBISWorld Inc.	Martin Pearl Publishing
BookPage	Ellison Educational	IBPA	Mason Crest Publishers
Books24x7, A SkillSoft Company	Elsevier Inc.	IGI Global	McFarland & Company Inc. Publishers
BOOM! Studios	Emerald Group Publishing Inc	Image Retrieval, Inc.	McGraw-Hill Professional
	Emery-Pratt Company		Mergent, Inc.

Merriam-Webster Inc.	OECD	Ristech Company	Tantor Audio
MerryMakers	OpinionArchives	Rittenhouse Book Distributors Inc.	Taylor & Francis
Midwest Library Service	Orca Book Publishers	Rosen Publishing Group Inc.	TeachingBooks.net
Midwest Tape	OverDrive, Inc.	Rourke Publishing Group	Tech Logic
MINISIS Inc.	Oxford University Press	RTI -DVD/CD Repair Machines	Thomas Klise/Crimson Multimedia Distribution
Mintel	Palgrave Macmillan	Sage/CQ Press	Thomson Reuters
Mitinet, Inc.	Palmieri Furniture Ltd.	Scarecrow Press	Thomas Moser Cabinetmakers
MJ Industries Inc.	Paratext	SCB Distributors	TLC The Library Corporation
mk Sorting Systems	Peachtree Publishers	Schedule3W/Medianet/Dymaxion Research	TMC Furniture, Inc.
Montel Inc	Pelican Publishing Co., Inc.	Scholastic	Tor/Forge Books
Moody Publishers	Penguin Group (USA) Inc.	School Library Journal/Library Journal	Tundra Books
Morningstar	Penguin Young Readers Group	SenSource, Inc.	Tutor.com
Mother Goose on the Loose, LLC	Perma-Bound Books	Serials Solutions	Tyndale House Publishers
Movie Licensing USA	Perseus Books Group	SIL International	U.S. Department of Education/SFA
Music Library Association	Peterson Institute for International Economics	Simon & Schuster, Inc.	University of Illinois GSLIS
NASA/ NOAA Space Place & SciJinks	Playaway	SirsiDyinx	University of Wisconsin-Milwaukee
NASA	POLARIS Library Systems	SJSU-School of Library & Information Science	University of Washington / Information School
National Endowment for the Humanities	Popular Subscription Service	SkyRiver Technology Solutions	Unshelved/Overdue Media
National Geographic	Project Muse	Smith System	The Useful Corporation
National Information Standards Organization (NISO)	ProQuest	Social Security Administration	Vanguard ID Systems
National Library of Medicine	PSA-Dewberry	Soho Press Inc.	Vault
NBM/Papercutz	Publishers Group West (PGW)	Sourcebooks, Inc.	Vernon Library Systems
Neal-Schuman Publishers Inc.	Quality Books Inc.	Spacesaver Corporation	Voya - Teacher Librarian
New Harbinger Publications	Raha Books	Springer	VTLS Inc.
The New York Review of Books	Rainbow Book Company	SQR Solutions	W. W. Norton & Co.
The New York Times	The Randolph Rose Collection	S-T Imaging Inc.	Watson Label Products
Newmarket Press	Random House, Inc.	Stackpole Books	WestSide Books
NewsBank/Readex	Recorded Books	Standard & Poor's	Wilfrid Laurier University Press
Nienkamper Furniture & Accessories	ReferenceUSA	Star Bright Books	The Worden Co.
Nolo	The Reference Shelf	Sterling Publishing Co. Inc.	Workman Publishing
Northern Micrographics Inc.	ReferencePoint Press Inc.	Stop Falling Productions	World Book Inc.
North-South Books Inc.	Relocation Advisers Ltd.	Swets	WT Cox Subscriptions
Norwood House Press	Renaissance Learning	Syracuse University School of Info Studies	YBP Library Services
OBS Inc.	ResCarta Foundation, Inc.	Tanglewood Publishing	Zondervan/Zonderkidz
OCLC	Ringgold, Inc.		

## FOUR STAGES TO CHOOSE FROM WITH PRESENTATIONS FROM LEADING AUTHORS AND EXPERTS:

- **Live @ Your Library Reading Stage** with live readings from popular and up-and-coming authors
- **What's Cooking @ ALA Cooking Demonstration Stage and Author Autographing**
- **PopTop Stage - Popular Topics, Every Day** featuring the hottest mystery, romance, travel and technology topics
- **Graphic Novel/Gaming Stage - Hear from the authors and creators of the hottest games and graphic novels.**

## AND PAVILIONS TO MEET YOUR SPECIAL INTERESTS

- **Mobile Applications NEW in 2011**
- **International**
- **Technology/Library 2.0**
- **Assistive Technologies**
- **University Presses**
- **Small Press/Product**
- **DVD/Video**
- **Green Friendly**
- **Spanish**
- **Library School/Instruction**
- **Graphic Novel/Gaming/Illustrator**

**THE ALA STORE, MEMBERSHIP PAVILION, INTERNET ROOM, POST OFFICE AND A WHOLE LOT MORE!**

# ALA/ PROQUEST SCHOLARSHIP BASH

## NATIONAL WORLD WAR II MUSEUM

SATURDAY, JUNE 25, 2011, 8:00 PM - 11:00 PM

### Tickets \$35

(includes dessert reception, coffee bar,  
entertainment and admission)

The ALA/Proquest Scholarship Bash will be on Saturday, June 25, 2011, 8:00 pm - 11:00 pm at the National World War II Museum. This event will only be open to ALA ticket holders, no general public. Tickets are \$35 and include food, entertainment and admission and will be sold beginning January 3, 2011 during Early Bird registration. Remember, tickets are tax-deductible, as applicable by law, and proceeds go towards ALA MLS's scholarships...including Spectrum!

Renowned historian, author and educator, Dr. Stephen Ambrose founded The National World War II Museum Foundation in New Orleans in 1991. The Museum, which opened on June 6, 2000, is the only museum in the United States that addresses all of the amphibious invasions or "D-Days" of World War II, honoring the more than 16 million Americans who took part in this global conflict.

The National World War II Museum opened its doors on the 56th anniversary of the Normandy invasion that liberated Europe. It is located in New Orleans, Louisiana because it was here that Andrew Higgins built the landing craft used in the amphibious invasions; the landing craft which President Eisenhower believed won the war for the Allies. The Museum stands as our country's tribute to the men and women who made the invasions in Europe, Africa and the Pacific theaters successful. It presents their stories to an international audience, preserves material for research and scholarship, and inspires future generations to apply the lessons learned from the most complex military operation ever staged.



# STRUT YOUR STUFF AT THE

AMERICAN LIBRARY ASSOCIATION

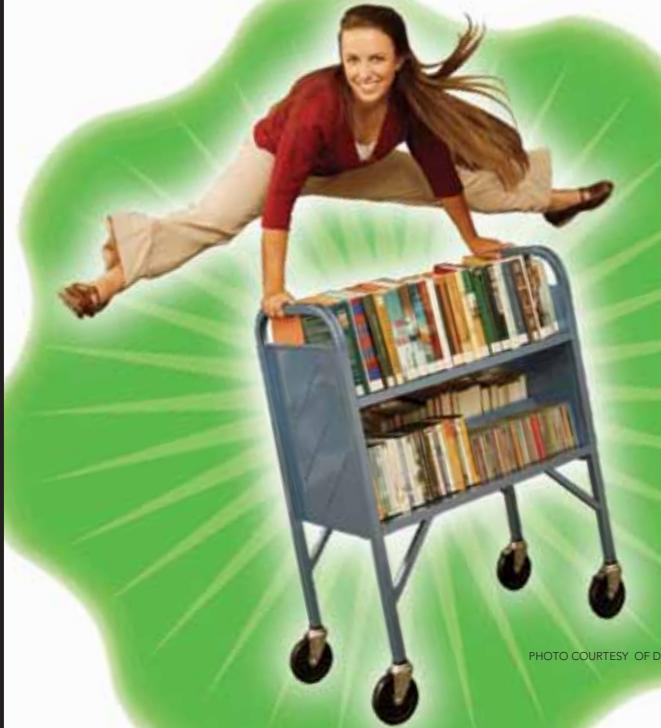


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## SEVENTH ANNUAL BOOK CART DRILL TEAM WORLD CHAMPIONSHIP

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# SUNDAY, JUNE 26, 2011

4:00 PM-5:30PM • ERNEST N. MORIAL CONVENTION CENTER, NEW ORLEANS, LA  
DURING THE 2011 ALA ANNUAL CONFERENCE

**WIN TROPHIES, ACCOLADES AND THE ADMIRATION OF YOUR PEERS!!**

TO ENTER FILL IN THE FORM BELOW AND FAX TO CONFERENCE SERVICES 312-280-3224

OR GO TO THE ALA ANNUAL CONFERENCE 2011 WEB SITE AT [WWW.ALAANNUAL.ORG](http://WWW.ALAANNUAL.ORG)

RULES WILL BE SENT UPON RECEIPT OF ENTRY

NAME OF TEAM \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

PHONE/FAX \_\_\_\_\_

NUMBER OF PARTICIPANTS \_\_\_\_\_

REPRESENTING (LIBRARY, TOWN, ETC) \_\_\_\_\_

ADDRESS \_\_\_\_\_

E-MAIL \_\_\_\_\_

NUMBER OF TRUCKS NEEDED \_\_\_\_\_

DEMCO CAN SUPPLY UP TO 12 CARTS FOR YOUR TEAM'S USE, ANY EXTRA WILL HAVE TO BE PROVIDED BY THE TEAM

**COST TO ENTER \$50** DEADLINE FOR ENTRY: MAY 13, 2011

CREDIT CARD (CIRCLE ONE) VISA MC AMEX

CREDIT CARD NUMBER \_\_\_\_\_

EXP. DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_

RECORDED MUSIC (CIRCLE ONE) CASSETTE CD OTHER

# 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 2011 Annual Conference, the exhibits, keynote speakers, and meetings and programs will be held at the New Orleans Ernest N. Morial Convention Center located at 900 Convention Center Blvd. New Orleans, LA 70130. 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 parking) are available at <http://www.mccno.com/about-us/maps-directions/>.

## 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 13, 2011. Based upon availability in each city, we maintain a limited number of wheelchairs and scooters on a first come, first served basis. Please contact **Yvonne Mclean at [ymclean@ala.org](mailto:ymclean@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 Ernest N. Morial Convention Center from Friday, June 24 through Tuesday, June 28, 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 24-28, 2011. 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 New Orleans 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 <http://www.alaannual.org>.

## POSTER SESSIONS

The ALA Conference Poster Sessions will be displayed on June 25, 26, 27, 2011 at the Ernest N. Morial 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 2010- January 2011. For information or to apply, please visit <http://www.lib.jmu.edu/org/ala/>.

## ALA JobLIST Placement Center

Provided by the ALA Office for Human Resource Development and Recruitment (HRDR), the Placement Center will be open: Saturday and Sunday, 9:00 am – 5:00 pm. There will be an orientation on Saturday, June 25, 8:30 am in the Placement Center.

All services and career workshops are free to job seekers. Job seekers should register and search for jobs on JobLIST at <http://joblist.ala.org>. Registration is not required, but is recommended. Registration will give employers access to your resume information. It will also allow for direct communication between job seekers and employers. Placement workshops and recruiters who will be at conference will be listed on Career Resources pages of JobLIST.

Employers who want to post positions should post them on JobLIST at <http://joblist.ala.org>. Employers who want to use the interviewing facilities or review resumes must have an active ad on JobLIST. Employers who want a booth in the Placement Center should contact Beatrice Calvin at [bcalvin@ala.org](mailto:bcalvin@ala.org) or 800-545-2433, ext. 4280. Policy 54.3 states, “The American Library Association is committed to equality of opportunity for all library employees or applicants for employment, regardless of race, color, creed, sex, sexual orientation, gender identity or expression, age, disability, individual lifestyle, or national origin; and believes that hiring individuals with disabilities in all types of libraries is consistent with good personnel and management practices.” For more information, contact ALA JobLIST Placement Center Manager, Beatrice Calvin at [bcalvin@ala.org](mailto:bcalvin@ala.org) or 800-545-2433, ext. 4280.

## MEALS

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

# 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 <http://www.alaannual.org> 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 am – 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, 2011, 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, 2011 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 2011 ALA Annual Conference. Custom itineraries may be booked through **Gant Travel by phone, 1-800-644-7313** or email, [ala@ganttravel.com](mailto: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](mailto: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 LOUIS ARMSTRONG INTERNATIONAL AIRPORT-

<http://www.flymsy.com/>

**TAXICABS:** A cab ride costs \$33.00 from the airport to the Central Business District (CBD) for one or two persons and \$14.00 (per passenger) for three or more passengers. Pick-up is on the lower level, outside the baggage claim area. There may be an additional charge for extra baggage.

**THE JEFFERSON TRANSIT: The Airport-Downtown Express (E-2) Bus picks up outside airport Entrance #7 on the upper level.**

**BUS FARE:** The fare for the Airport Downtown Express is \$2, more information at <http://www.jeffersontransit.org/>. The fare boxes will accept \$1, \$5, \$10, \$20 dollar bills and all U.S. coins. The fare boxes will provide change in the form of a value card that can be used for future fares.

This route provides service from the Louis Armstrong New Orleans International Airport in Kenner, down Airline Drive into New Orleans. The Airport bus stop is on the second level of the Airport, near the Delta counter, in the median (look for the sign and bench). At Carrollton at Tulane it connects with RTA's **27-Louisiana** and **39-Tulane** buses.

**For more information on public transit in the area, visit the Jefferson Transit website, <http://www.jeffersontransit.org>, or the RTA website, <http://www.norta.com>.**

## TRAIN AND BUS TRAVEL TO NEW ORLEANS

All trains and Greyhound buses arrive and depart from Union Passenger Terminal at 1001 Loyola Avenue, downtown.

**TRAIN:** There are three Amtrak Trains that pass through or terminate in New Orleans. You can check all of the schedules and fares online at <http://www.amtrack.com>, or call **1-800-USA-RAIL**.

- Amtrak also posts a variety of sales and discounts on its Web site, so you should always check if there is a special to your destination before you call and make your reservation. Amtrak's Crescent departs for New York at 2:25 pm, and arrives in New York the next day at 7:50 pm.
- The City of New Orleans train arrives from Chicago at about 3:30 pm and the northbound train departs for Chicago at 1:45 pm.
- The Sunset Limited departs westbound for Los Angeles on Mondays, Wednesdays, and Thursdays at 12:15 pm, and the eastbound train heads for Jacksonville and Miami on Sundays, Tuesdays and Fridays at 10:30 pm.
- Visit <http://www.amtrack.com> for schedules.

# TRAVEL INFORMATION

## BUS:

Greyhound  
 New Orleans Greyhound Station  
 1001 Loyola Ave  
 New Orleans, LA 70114  
<http://www.greyhound.com>

## Telephone Numbers

Main: 504-525-6075  
 Baggage: 504-524-7571  
 Greyhound Package Express: 504-524-3136  
 Customer Service: 504-525-6075

## RENTAL CARS

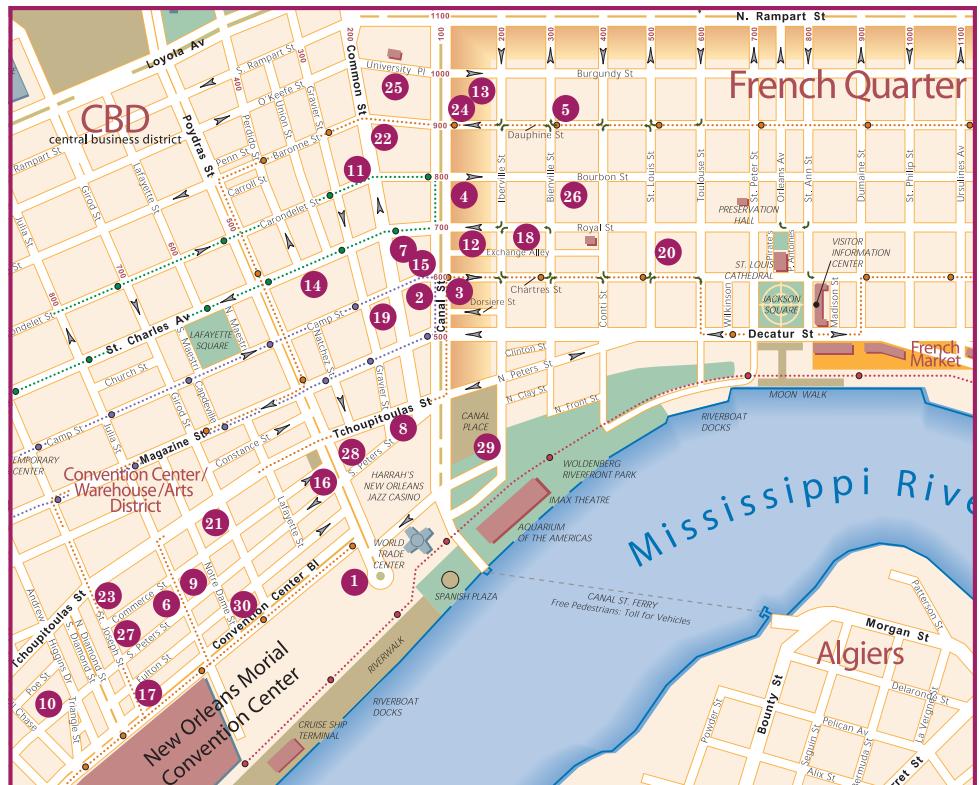
**HERTZ RENTAL CAR:** If you plan to travel while you are in New Orleans, ALA has negotiated exclusive rates with Hertz for rental cars during the meeting. For rates and reservations call. You must mention the Hertz number, **CV# 049J0004**, in the U.S. and Canada **1-800-654-2240**, Other **1-405-749-4434** when calling to receive the special ALA rate or online at <http://www.Hertz.com>.

## ALA SHUTTLE BUS SERVICE

Free shuttle buses, sponsored by Gale Cengage Learning, will operate between all participating hotels and the Ernest N. Morial 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 INFORMATION

1. Hilton Riverside (Headquarter Hotel)
2. Sheraton New Orleans Hotel (Co-Headquarter Hotel)
3. Marriott Hotel (Co-Headquarter Hotel)
4. Astor Crowne Plaza
5. Chateau LeMoyne
6. Courtyard by Marriott Convention Center
7. Courtyard by Marriott Downtown
8. DoubleTree Hotel New Orleans
9. Embassy Suites
10. Hilton Garden Inn Convention Center
11. Holiday Inn Express
12. Holiday Inn French Quarter
13. Iberville Suites
14. InterContinental New Orleans
15. JW Marriott Hotel
16. Loews New Orleans
17. Marriott Convention Center
18. Monteleone Hotel
19. Omni Royal Crescent
20. Omni Royal Orleans
21. Renaissance Arts
22. Renaissance Pere Marquette
23. Residence Inn Convention Center
24. Ritz-Carlton
25. Roosevelt, Waldorf Astoria
26. Royal Sonesta Hotel
27. SpringHill Suites
28. W Hotel
29. Westin New Orleans Canal Place
30. Wyndham Riverfront New Orleans



# HOTEL INFORMATION

	Single/Double	Triple/Quad	Parlor +1/+2
<b>1</b> Hilton New Orleans Riverside (Headquarters) - H,BC,F,IN-(WIFI),OP,RS,SA	\$189/\$199	\$209/\$219	\$750/950
<b>2</b> Sheraton New Orleans (Co-Headquarter) - H,BC,F,IN-(HS/WIFI),OP,RS,SF	\$185	\$210/\$235	\$299/\$459 \$399/\$559
<b>3</b> Marriott New Orleans (Co-Headquarter) - H,BC,F,IN-(HS),OP,RS,SF	\$179/\$179	\$199/\$219	N/A
<b>4</b> Astor Crowne Plaza - H,BC,F,IN-(HS),OP,RS,SF	\$159/\$169	\$194/\$219	\$275
<b>5</b> Chateau Le Moyne Holiday Inn - H,CI-(HS/WIFI),OP,SA	\$95/\$95	\$95/95	N/A
<b>6</b> Courtyard Convention Center - Marriott - H,BC,CI-(HS),F,OP,SF	\$139/\$139	\$159/\$179	N/A
<b>7</b> Courtyard by Marriott Downtown - H,BC,CI-(HS),F,IP,SF	\$139/\$139	\$159/\$179	N/A
<b>8</b> Doubletree Hotel - H,BC,CI-(WIFI)F,OP,RS,SA	\$154/\$154	\$164/\$174	N/A
<b>9</b> Embassy Suites New Orleans Convention Center - H,BC,CI-(WIFI),F,OP,RS,SA	\$169/\$169	\$189/\$209	N/A
<b>10</b> Hilton Garden Inn - H,BC,CI,IN-(WIFI),F,OP,RS,SA	\$139/\$139	\$159/\$179	\$189
<b>11</b> Holiday Inn Express - H,CI-(HS/WIFI),F,HB,OP,SF	\$89/\$89	\$89/\$89	N/A
<b>12</b> Holiday Inn French Quarter - H,CI-(HS/WIFI),SF	\$95/\$95	\$95/95	N/A
<b>13</b> Iberville Suites - BC,CB,CI,F,IN-(HS/WIFI),IP,RS,SF	\$129	\$129	N/A
<b>14</b> InterContinental New Orleans -H,BC,IN-(HS),OP,SA	\$169/\$169	\$199/\$239	\$369/\$569
<b>15</b> JW Marriott - H,BC,F,IN-(HS),OP,RS,SF	\$169/\$169	\$189/\$209	N/A
<b>16</b> Loews New Orleans Hotel - H,BC,CI-(HS/WIFI),F,IP,RS,SA	\$179/\$179	\$209/239	\$500/\$689
<b>17</b> Marriott Convention Center - H,BC,F,IN-(HS),OP,RS,SF	\$179/\$179	\$199/\$219	N/A
<b>18</b> Hotel Monteleone - H,BC,CI-(HS/WIFI),F,OP,RS,SF	\$169/\$169	\$194/\$219	\$349/\$919
<b>19</b> Omni Royal Crescent - H,CI-(WIFI),F,OP,RS,SF	\$158/\$158	N/A	\$358/N/A
<b>20</b> Omni Royal Orleans - H,BC,CI-(WIFI),F,OP,RS,SA	\$169/\$169	N/A	\$369/\$538
<b>21</b> Renaissance Arts - H,BC,F,IN-(HS),OP,RS,SA	\$149/\$149	\$169/\$189	N/A
<b>22</b> Renaissance Pere Marquette - H,BC,F,IN-(HS),OP,RS,SF	\$139/\$139	\$159/\$179	N/A
<b>23</b> Residence Inn Convention Center - H,BC,CB,CI-(HS),F,HB,OP,SF	\$144/\$144	\$164/\$184	N/A
<b>24</b> The Ritz Carlton, New Orleans - BC,F,IN-(HS/WIFI),IP,RS,SF	\$189/\$189	N/A	\$289/N/A
<b>25</b> The Roosevelt - H,BC,F,IN-(WIFI),OP,RS,SA	\$189/\$189	\$229/\$269	N/A
<b>26</b> Royal Sonesta New Orleans - H,BC,CI,F,IN-(HS/WIFI),OP,RS,SA	\$155/\$155	\$185/\$215	\$175/\$225
<b>27</b> Spring Hill Suites - H,BC,CB,CI-(HS),F,HB,OP,SF	\$139/\$139	\$159/\$179	N/A
<b>28</b> W New Orleans - H,BC,CI,F,IN-(HS/WIFI),OP,RS,SA	\$169/\$179	\$199/\$219	\$400/\$569
<b>29</b> Westin New Orleans Canal Place - H,BC,CI-(HS/WIFI),F,OP,RS,SF	\$169/\$169	\$194/\$219	\$269/N/A
<b>30</b> Wyndham Riverfront New Orleans - H,BC,CI,F,IN-(HS),RS,SF	\$149/\$149	\$169/\$189	\$249/\$399

**Key:** BC=business center; CAT=complimentary airport transfer; CI=complimentary internet; 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; WIFI=wireless internet access

Headquarter Hotel

Co-Headquarter Hotel



ANNUAL CONFERENCE & EXHIBITION | JUNE 23-28, 2011

# REGISTRATION & HOUSING INFORMATION

EARLY BIRD DEADLINE IS MARCH 4, 2011 –  
ADVANCE DEADLINE IS MAY 13, 2011

## REGISTRATION DATES

Registration opens on January 3, 2011 9:00 am CT.

Early Bird: January 3 - March 4, 2011

Advance: March 5 - May 13, 2011

## 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](http://www.ala.org/membership) to join or re-join and start taking advantage of new and improved benefits such as: AL Direct, our weekly e-mail edition of American Libraries that keeps you on the cutting edge of news that affects all types of libraries; and your members-only discount on ALA Editions and Graphics products for you and your library. Then, go to [www.alaannual.org](http://www.alaannual.org) 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](mailto:jchrastka@ala.org).

## EARLY BIRD REGISTRATION

To register in advance, print or type and complete all sections of the form that follows. You may register for all listed events and pay with one check. Use one form per person for full registration or exhibit badges only. Registration forms must be postmarked or electronically submitted by March 4, 2011 to receive the Early Bird rates. After March 4, advance rates will apply. Mail early to meet the deadline. Fees will increase to onsite rates after May 13, 2011 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.alaannual.org](http://www.alaannual.org).

## 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](mailto:ala@experient-inc.com) or 1-800-974-3084 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 13, 2011. 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 13, 2011. 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 (November 29, 2010) to receive a full refund minus \$50 for administrative fees. If you cancel the Midwinter Meeting registration before the Midwinter Meeting cancellation deadline (November 29, 2010), but do not cancel your Annual Conference registration your refund will be:

ALA Member \$55  
Division Member: \$55  
Non Member \$135

Student Member \$25  
Retired Member \$55

If you attend the Midwinter Meeting, but cancel the Annual Conference registration before the Annual Conference cancellation deadline (May 13, 2011) your refund will be:

ALA Member \$100  
Division Member \$95  
Non Member \$180

Student Member \$28  
Retired Member \$95

**No Refunds after May 13, 2011, No Exceptions**

**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 Yvonne Mclean at ymclean@ala.org to discuss accommodations no later than May 13, 2011.

### 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 4, 2011 to receive the Early Bird rates. Forms postmarked after March 4, 2011 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 2011 Annual Conference homepage at [www.alaannual.org](http://www.alaannual.org) and select "Registration." Non-members and former members are invited to join ALA at [www.ala.org/membership](http://www.ala.org/membership) prior to registering for maximum savings.

**CANCELLATION POLICY:** Written requests for refunds must be postmarked by May 13, 2011. Cancellation of registration will result in a handling fee of \$25 for each item cancelled. No phone cancellations. No refunds after May 13, 2011. 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 +

05 What is your age? (circle one)

- 01 Under 25
- 02 25-34
- 03 35-44
- 04 45-54
- 05 55-64
- 06 65 or older

# EARLY BIRD 2011

## ANNUAL CONFERENCE & EXHIBITION

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 03/04	Advance by 05/13	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	
Nonmembers and former members are invited to join ALA at <a href="http://www.ala.org/membership">http://www.ala.org/membership</a> prior to registering for maximum savings.				
Exhibits Only Badge (Includes access only to the exhibits)	<input type="checkbox"/> \$25	<input type="checkbox"/> \$25	<input type="checkbox"/> \$30	
Exhibits Plus Badge (Includes access to the exhibits and the Opening General Session)	<input type="checkbox"/> \$35	<input type="checkbox"/> \$35	<input type="checkbox"/> \$40	
Exhibits Supreme Badge (Includes access to the exhibits, the Opening General Session, and the Auditorium Speaker Series)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$100	
ALA ProQuest Scholarship Event	<input type="checkbox"/> \$40	<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. PRECONFERENCES AND SPECIAL EVENTS:** Copy the event code from the following pages for the events you wish to register for into the column below. Include the price of your registration and the number of tickets you wish to purchase, then put the final amount in the "Amount Enclosed" column. Add up all your events and put that amount into the "Total from Section III." Please print clearly.

EVENT CODE	PRICE PER TICKET	# OF TICKET	AMOUNT ENCLOSED
	X	=	
	X	=	
	X	=	
	X	=	
	X	=	

**TOTAL FROM SECTION 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 6/11 or after)

\_\_\_\_\_  
Cardholder Signature

**PLEASE NOTE:**

**Cancellation Policy:** Written requests for refunds must be postmarked by May 13, 2011. Cancellation of registration will result in a handling fee of \$25 for each item cancelled. No phone cancellations. No refunds after May 13, 2011, no exceptions. No refunds given for "Exhibits Only", "Exhibits Plus" or "Exhibits Supreme" badges. Refunds will be processed after the annual conference.

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

# EARLY BIRD 2011

## HOUSING REQUEST FORM

EARLY BIRD DEADLINE IS MARCH 4, 2011 – ADVANCE DEADLINE IS MAY 13, 2011

**DEADLINE FOR SUBMISSION: MAY 21, 2011**

**ANNUAL REGISTRATION ID:** \_\_\_\_\_

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

Please complete this form in its entirety to insure speedy processing. All hotels require a one night + tax credit card guarantee to hold your room. Complete the credit card portion of the form for the first night's deposit to be billed automatically upon receipt by hotel. **DO NOT SEND DUPLICATE FORMS** - If sharing room(s) designate one person to send request. Be sure to include your e-mail address. Reservations can also be made on the ALA Annual Conference Web site at: **WWW.ALAANNUAL.ORG**.

### 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 6/11 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 2011 Early Bird Registration  
568 Atrium Drive  
Vernon Hills, IL 60061-1731  
Fax: 1-800-521-6017

# Is ALA Ripe for Rebellion?

ALA Connect is the library world's communication tool

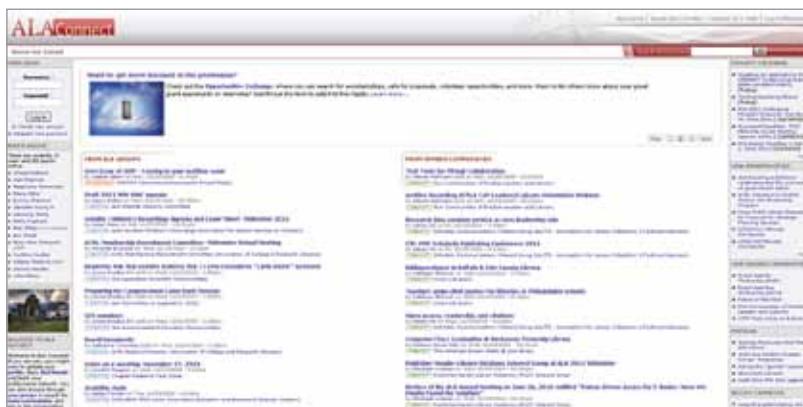
by Jim Rettig

During my 34 years as a member of ALA I have heard others—some members, some former members, some never a member—complain about the Association and its value. Complaints I have heard again and again include:

- It costs too much.
- It should be possible to join one of the Association's 11 divisions without joining ALA.
- It doesn't care about librarians, just about libraries.
- It spends too much time on issues that aren't relevant to libraries.
- It's a mouthpiece for left-wing radicals.
- It doesn't do anything for me.

The last issue recently received a public airing in the blogosphere—surely not for the first nor the last time. In the Dances with Books blog, ALA was high on the list in a September 17 post, “Seven things I hate about librarianship.” The anonymous librarian-author touched on several of the issues noted above and concluded, “It just seems more like an expensive subscription to some journals. At my level, I don't think it does a whole lot.” Since then he or she has dropped membership in ALA and reports, “I have not looked back.”

Abby Johnson replied in her Abby the Librarian blog post, “ALA Is Not Your Mom,” saying, “I'm here today to say that ALA is an organization made up of US. It's not some magical



ALA Connect replaces the previous Online Communities service offered as a virtual, collaborative, workspace online. Every active ALA group has a space in Connect.

entity floating around to solve all librarians' problems. ALA is what we make of it. Therefore, if you're not getting what you want out of ALA (what is it that you want out of ALA, anyway?), the only way to change that is to get involved.”

All too often participation in ALA, its divisions, and its round tables is equated with serving on one of ALA's 1,200-plus committees. Committee service is inherently tied to ALA's complex structure, a structure that does not change much from year to year. Not all members' interests and desires correspond neatly with one of these many committees. And even when they do, opportunities to influence their work from outside a committee does not compare to the opportunities from within. We need a broader understanding of what participation means, both to individual members

and to the Association.

In 2010 ALA adopted a new five-year strategic plan. One of the plan's five goals states that “ALA provides an environment in which all members, regardless of location or position, have the opportunity to participate in, contribute to, and benefit from engagement in their association.” What that environment looks like five years hence will depend upon what ALA's members do to create it and what ALA does to help them.

In spring 2009, ALA gave its members a tool that can play a role in creating that environment: ALA Connect. Think of it as Facebook for ALA members and others. One need not be an ALA member to create a Connect account or join groups. Every committee, board, and unit has a Connect space. And as in Facebook, ALA members can create new

groups. As of October 2010, Connect had 566 member-created groups. These include Genealogy Librarians, Urban Schools, Special Collections Teaching Strategies, Vegan and Vegetarian Librarians, Gen X Leadership and Networking, Rotary International Members, Graphic Novels in Libraries, Unconferences, and Union Librarians. An advantage of creating groups in Connect rather than Facebook is that they exist in the context of the library world rather than in the vast sprawl of Facebook. A similarity with Facebook is that some groups show little activity and have more members than total posts.

In a 1787 letter to James Madison, Thomas Jefferson wrote that “a little rebellion now and then is a good thing, and as necessary in the political world as storms in the physical . . . It is a medicine necessary for the sound health of government.” If the feelings of discontented members, past members, and nonmembers about ALA can morph into a little rebellion of creative discontent, they can give all members “the opportunity to participate in, contribute to, and benefit from engagement in their association.” Rather than take up arms, they can connect through Connect and tap its potential. Vigorous, creative use of Connect could in time create a new structure for ALA—a changeable, changing, fluid, member-generated structure in which groups form, carry out their mission, and in some and possibly many cases disband once goals have been realized.

One can debate the merits of “the wisdom of the crowd”; however, every ALA member ought to trust fellow members to create and work in groups that serve those members’ interests and needs—exactly what a membership organization should facilitate and promote.

ALA also has a role. It can and should help its members channel creative discontent into transformational rebellion. Precedents point to a constructive role for ALA. Despite lean budgets and reduced revenues in recent years, ALA has annually allocated money for initiatives, most proposed by staff, that supported its 2005–09 strategic plan. If members are given both opportunity and incentive, some of those funds can support member initiatives born in and incubated by member-created Connect groups.

### Simple and overdue

A simple and overdue innovation during the 2009 Annual Conference demonstrates the value of incentives. For example, with few exceptions Annual Conference programs are produced by committees. Opportunity to produce programs outside that formal structure was very limited until a call went out in late fall 2008 for 2009 Annual Conference program proposals. The budget for the Grassroots Programs initiative was able to fund only 10 of the 118 proposals submitted. Yet a seed was planted and took root. Timely programs, produced on a schedule much shorter than the norm, attracted ample audiences; some received praise in the library press. Grassroots Programs are now a standard part of the Annual Conference. The lesson for ALA is simple: Fund it and they will come.

ALA can accelerate progress toward giving all members “the opportunity to participate in, contribute to, and benefit from engagement in their association” by establishing a venture fund that member-created Connect groups can apply to. Without such support Connect will not realize its potential, nor will ALA realize its potential. Thomas Friedman, *New York Times* columnist and author of

*The Earth is Flat*, quotes Curtis Carlson, CEO of SRI Research: “Innovation that happens from the bottom up tends to be chaotic but smart. Innovation that happens from the top down tends to be orderly but dumb.” ALA Connect can support “chaotic but smart” innovation.

Abby Johnson noted that “ALA is not your mom. ALA is not there to do your laundry and pick up your socks, metaphorically speaking.” ALA Immediate Past President Camila Alire appointed a Young Librarians Working Group during her term that submitted a report in June 2010 making 13 recommendations “for ALA to use in recruiting and retaining young librarians.” Every recommendation begins with the phrase, “By [year] ALA will . . .” With all due respect, if ALA members of any age group are waiting for a “magical entity” named ALA to bring about change of the sort and at the pace the Young Librarians Working Group and many other members want, my experience over more than three decades indicates that they will have a very long wait.

ALA is us—change for its members comes through our initiatives. The most helpful thing ALA can do is provide an environment in which members can continuously refine and redefine what participation means—an environment with not just appropriate tools, but also with enticing incentives. The best thing members can do is use that environment to get what they want out of ALA. A little rebellion is a medicine necessary for the sound health of our Association. ■



**JIM RETTIG** is university librarian, Boatwright Memorial Library, at the University of Richmond, Virginia. He is a former ALA president (2008–09).

# Currents

- In January **Rosemary Huff Arneson** became librarian at the University of Mary Washington in Fredericksburg, Virginia.
- November 29 **Tammy Baggett** was appointed director of Durham County (N.C.) Library.
- December 6 **Hulen Bivins** became North Dakota State Librarian.
- In October **Carol Blaney** retired as librarian of the Louise A. Conley School in Whitman, Massachusetts.
- **Peter H. Brandt** was recently appointed information technology division head for the Palm Beach County (Fla.) Library System.
- In January **Jim Brown** became director of the St. Charles City-County (Mo.) Library District.
- In November **Adele Carter** retired as director of Flint Public Library in

Middleton, Massachusetts.

- **Scott Curtis** was recently appointed research and instruction librarian for science and engineering at the University of Missouri–Kansas City.
- In June **Donna Dzedzic** will retire as executive director of Naperville (Ill.) Public Library.
- **Jane Fisher** retired as director of Rutherford (N.J.) Public Library October 14.
- **Donna Gartenmann** retired as interim library director of Boulder (Colo.) Public Library in November.
- September 7 **Karen George** was appointed director of Atlantic County (N.J.) Library System.
- **Don Gourley** became associate director for the information systems division at the National Agricultural Library in



Tammy Baggett



Mary B. O'Neil



Richard J. Ring



William J. Rodgers

Beltsville, Maryland, September 27.

- **Suzan Harris** will retire as librarian of Thomson–McDuffie County (Ga.) Library in March.
- In February **Connie Harrison** will retire as director of Ida Public Library in Belvidere, Illinois.
- In January **Greg Heid** became director of the Des Moines (Iowa) Public Library.
- **Gair S. Helfrich** was appointed chief librarian for library services at Atlantic County (N.J.) Library System.
- September 13 **Sue Hoadley** became director of the Westerlo (N.Y.) Public Library.
- In October **Bethany Hognlund** became head of children's services at Bellingham (Wash.) Public Library.
- **Rosanne Hoss** retired as assistant library director at Le Mars (Iowa) Public Library in September.
- In October **Sarah Ann Long** was appointed coordinator of professional development and adjunct professor in the Graduate School of Library and Information Science at Dominican University in River Forest, Illinois.
- **Rice Majors** will become assistant professor and faculty director for University of Colorado at Boulder Libraries Information Technology Department March 1.
- In July **Anthony W. Marx** will become president and CEO of New York Public Library.
- In December **Alice Meister** retired as director of Bozeman (Mont.) Public Library.
- September 16 **Mary B. O'Neil** became associate director of employee relations and development at Jefferson County (Colo.) Public Library.
- **Patricia Presti** was recently appointed head, learning and curriculum support, at the University of Guelph (Ontario) Library.
- **Lynn Reed** retired as assistant library director at Boulder (Colo.) Public Library in November.
- **Richard J. Ring** recently joined the Watkinson Library at Trinity College in Hartford, Connecticut, as head curator and librarian.
- In January **Alexandra Rivera** became student engagement and community outreach librarian at the

## CITED

- **Gordon Fretwell**, retired associate director of University of Massachusetts Amherst Libraries, has received the 2010 Library Assessment Career Achievement Award from the Association of Research Libraries. Fretwell was instrumental in creating the definitions for standardized use of statistical data for research libraries, which helped make it possible for research libraries to contribute and use high-quality comparable data for effective library management.

University of Michigan in Ann Arbor.

■ September 13 **William J. Rodgers** became resources division manager and **Sarah W. Rosenblum** became library strategies division manager at Hennepin County (Minn.) Library.

■ **Carl R. Sandstedt** retires in January from St. Charles City-County (Mo.) Library District.

■ **Sandra Singh** became head librarian of Vancouver (British Columbia) Public Library December 20.

■ January 3 **Kathleen Stroud** became David and Nancy Petrone Map/GIS librarian at the University of Oregon Libraries in Eugene.

■ October 2 **Betty Ann Swartz** retired as children's library associate at Canton (Mass.) Public Library.

■ **Marie Thompson** was recently appointed dental librarian at the University of Missouri-Kansas City.

■ September 18 **Alison Weissinger** became acting director of Dekalb County (Ga.) Public Library.

■ September 13 **Edwina Wilinski** was appointed assistant director of the Atlantic County (N.J.) Library System.

■ **Darro Willey** retired as director of DeKalb County (Ga.) Public Library on



Marie Thompson



Courtney Young

September 18.

■ **Michelle Wu** has been appointed professor of law and law library director of Georgetown University Law Center in Washington, D.C.

■ ALA Executive Board member **Courtney Young** was appointed head librar-

ian at Penn State University's Greater Allegheny campus in McKeesport September 20.

■ September 26 **Helena Zinkham** was appointed chief of the Library of Congress's prints and photographs division in Washington, D.C.

## OBITUARIES

■ **Olga O. Dahlen**, 85, died September 27 after a brief illness. In 1967, Dahlen became the librarian for the Mabel-Canton High School in Minnesota. She retired in 1992, after which she spent nine fall semesters in Vienna, Austria, as the program director for students from Robert Morris University.

■ **Frances Hare**, 96, died October 4. She spent more than 17 years working in the circulation department at the Yakima Valley Regional (Wis.) Library System. In 1976, she became the first staff archivist at the Yakima Valley Museum.

■ **Marlie Lovshin**, 85, died October 22 at her home as the result of a house fire. She was a librarian at the Tomahawk (Wis.) Public Library for many years until her 1990 retirement.

■ **Edie McCormick**, 76, an *American Libraries* editor from 1968 until her retirement in 1999, died October 31 of natural causes. She was an ALA staffer for 34 years, beginning as an assistant for the Knapp School Library Project and then serving under five different *AL* editors-in-chief.

■ **Floye Miller**, 95, former librarian for Hockley County (Tex.) Memorial Library and George Mahon Public Library in Lubbock, Texas, died October 27.

■ **Dorothy Beckemeyer Skau**, 94,

died October 14. She was a librarian at the Southern Regional Research Center Library of the United States Department of Agriculture in New Orleans until her retirement. Skau was past president of the Louisiana Chapter of the Special Libraries Association and served on the board of directors of the national SLA. She was also past president of the Louisiana Library Association.

■ **Lou Ann Sobieski**, 74, who founded the library at Sequoyah School in Pasadena, California, and served as its librarian for 25 years, died August 21.

■ **Deborah Jean Stafford**, 58, died September 25. She served as a high school librarian in Denton, Montana, and then with the Department of Defense schools in Seoul, South Korea; Nuremberg, Germany; and Wiesbaden, Germany. At the time of her death, Stafford was the head librarian at Wiesbaden High School.

■ **Eva H. Wenzel**, 92, died October 31. She was a librarian in the children's department at the Kaukauna (Wis.) Public Library for many years.

■ **Joy Wolf**, 85, died October 20. She was director of the Cannon Falls (Minn.) Library and held various library positions with the Northfield and Carleton libraries.

### At ALA

■ November 1 **Michelle Visel** retired from ALA as deputy executive director of Conference Services after 19 years of service.

■ **Karee Williams** left ALA as marketing specialist for Conference Services November 5. ■

Send notices and color photographs for *Currents* to Katie Bane, [kbane@ala.org](mailto:kbane@ala.org).

# Screening Your Reads

A book trailer's value is in the eye of its beholder

by Jennifer Burek Pierce

In the office to my left, a colleague works with two oversized monitors and a driving simulator attached to his computer. From my right comes a steady bass thump as another colleague keyboards while listening to rap. In the midst of such 21st-century, tech-centric activity, an old-fashioned book lover could feel decidedly dinosaur-like.

Enter the book trailer. Given the proliferation of short videos touting titles like *Abraham Lincoln: Vampire Hunter* (Hachette Book Group, 2010) and Chris Gall's *Dinotrux* (Little Brown, 2009), I can simultaneously go back in time and fill my faculty office with the sounds of 2.0 technology.

ALA's Young Adult Library Services Association sponsored a book-trailer contest for teens in 2010, embracing a concept that existed for almost a decade before gathering steam in recent years. A *Wall Street Journal* Speakeasy media blog entry (May 21, 2010) dates the term "book trailer" to 2002. Elsewhere, publicity and marketing gurus have observed that book trailers became all but de rigeur around 2007. Their effects, however, are debated. The *Wall Street Journal* ("Watch This Book," June 7, 2008) contrasted online promotions viewed to sales figures for a handful of popular titles, suggesting that trailers did not necessarily prompt purchases, while *Publishers Weekly* ("Way Cool: Marketing the Internet," Feb. 19, 2007) quoted publishers' marketing staff,

who believe that there is a positive correlation.

## To market, to market

Lara Starr of Chronicle Books explained, "Publishers create them because they're an effective way to communicate the mood, feeling, and content of a book in an entertaining way that is easy to share online. They add life and dimension to the book, and tease a bit about what the experience of reading it will be." She indicated that production costs for these short videos can vary tremendously. "Some books have potential to break out and are allotted marketing money to create deluxe trailers, but some popular ones are made cheap (or free!) with just a Flip camera and simple desktop software," she said.

It is certain that some book trailers are more popular than others. Take the recently released *Worst-Case Scenario Survival Handbook: Gross Junior Edition* (Chronicle Books, 2010). My colleague's kids, Valerie and Jocelyn, ages 12 and 7, respectively, gave the book two thumbs up. The trailer for this hilarious and yes, gross, volume hasn't received the same sort of raves. "The Grossest Smoothie Recipe Contest," a 2 1/2-minute exposition on a rather revolting concoction, had netted 263 views as of this writing.



An old-fashioned book lover could feel decidedly dinosaur-like, were it not for the book trailer.

At the other end of the spectrum is Lane Smith's *It's a Book*. The trailer showing a technophilic donkey beset and then beguiled by a book has accumulated nearly 200,000 views. Smith, who stated that most book trailers are played a few hundred times, noted that "*It's a Book*, due to the topical nature of digital vs. traditional books, seemed to strike a nerve and daily, folks were posting it on their sites and blogs."

Smith said that while his most recent trailer is getting lots of attention, it's not his first. He said, "I have always made trailers for my books. They were usually shown at the publisher's sales conference. Now with YouTube, it's possible to get them out to a larger audience."

While even the most popular book trailers are hardly poised to best Lady Gaga's record-breaking 2 billion views on YouTube, the digital snippets that air the voice and thoughts of John Green, the premise of Scott Westerfeld's *Leviathan* trilogy, and the setup for a contest between unicorns and zombies are enough of a brush with pop culture for me. Were the trailers much longer, they'd cut into my reading time. *Pride and Prejudice*, anyone? ■

JENNIFER BUREK PIERCE is assistant professor of library and information science at the University of Iowa in Iowa City. Contact her at [youthmatters@ala.org](mailto:youthmatters@ala.org).

# Forward Compared to What?

To move ahead, libraries need to understand where they are now

by Brian Mathews

**A**s a forward-looking library faces the future, one of the most vital steps it can take is to determine where it stands right now. You might have a destination in mind, but without knowing your current location the journey ahead will be difficult.

We all have opinions on how well we are performing and the direction we should be heading, but those notions can be quite different from those of our patrons. Measuring their perceptions is tricky and no one tool will tell you everything that you need to know.

An approach that I have found valuable is to attempt to decode the personality of the library. By understanding your patrons' mental associations, you can then seek to enhance the relationship you have with them. If they view your library as a friendly place, then you can build on that, but if it is viewed as unfriendly then that's the place you should start.

## Your library's personality

The technique that I use is "persona projection," a common exercise in marketing focus groups. It is an easy and effective way to get people talking, while avoiding the pitfall of just having them tell you what you want to hear. I typically start by asking:

Let's say that the library is a per-

son. What does he or she look like? Whom does he or she resemble? What is his or her age?

This opens the conversation by enabling your patrons to express their feelings. Architecture and interior design will take center stage at first. For example, one library that I worked with was routinely described as Jekyll and Hyde: Some areas were very pleasant while other parts were monstrosities. This motif transcended physical spaces and included interactions with various library staff.

Another library was described as a dying old man. Patrons strongly disliked the aesthetics and felt that the building was crumbling. They

also felt that the collection was out-of-date and that the seemingly decade-old computers further dimin-

ished the mood. These results revealed a disconnect, as the librarians didn't perceive the space in quite the same manner.

Once you've established the physical identity of your library, you can dig into some more informative questions:

What is his or her personality? How does the library interact with others? Who are her friends? What is a typical day like for this person? What is one thing that might help this person in the future?

Obviously you don't want to over-

whelm your patrons by asking these questions all at once, but rather, dole out questions to keep the discussion moving. By chipping away at the variety of personality traits and characteristics, the library's persona will emerge.

## Persona projection

This framework can also be used to focus in on particular aspects such as services, collections, or staff. For example, with the dying-old-man library, I asked: "Can you trust this person?" The results were eye-opening as over half of the group felt that they could not. Obviously there were deeper problems than just an old building.

As you consider branding or re-branding your library, this persona projection technique allows you to discover the intrinsic feelings of your users. If you are trying to present your organization as extremely customer-focused yet your customers don't view you in that manner, then obviously your efforts will be ineffective.

As you plan for the year ahead, consider what you don't know about your patrons. Filling in those knowledge gaps is an ideal place to start and can help your library better align itself. ■



**As you plan for the year ahead, consider what you don't know about your patrons.**

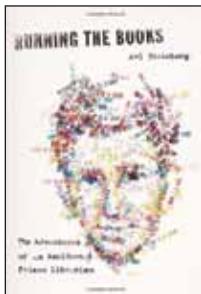
**BRIAN MATHEWS**, [brianmathews.com](http://brianmathews.com), is a librarian at the University of California, Santa Barbara, and author of *Marketing Today's Academic Library* (ALA Editions, 2009). His column spotlights leadership strategies that produce inspirational libraries.

# Librarian's Library

The Accidental Prison Librarian

by Mary Ellen Quinn

Just a few years out of Harvard, Avi Steinberg left his job writing obituaries for the *Boston Globe* and applied for a position as a prison librarian, even though he was not a librarian and had never been inside a prison. As he tells it in *Running the Books: The Adventures of an Accidental Prison Librarian*, he quickly learned that the job involved more than providing inmates with reading material and teaching creative writing classes.



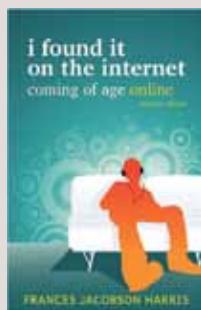
He was also a “prison boss,” in charge of an inmate work detail (the library detail was the cushiest). Another of his tasks was to intercept “kites,” letters the inmates routinely left inside books as a way to

communicate, part of a rich subculture of literary and dramatic expression. Since the library was the one place in the prison that was least like prison, inmates felt comfortable there, and this gave Steiner a unique perspective. As much as his book is about the prison world and the people he encountered, it is also a disquisition on the library’s—any library’s—role. I recommended this to a friend of mine who once worked at library at the Cook County Jail in Chicago, I’m anxious to hear what she thinks of it. 399P. \$26 FROM NAN TALESE/DOUBLEDAY (978-0-385-52909-9)

## NEW FROM ALA

Faced with severe budget cuts in 2009, Ohio librarians employed social media—Twitter, Facebook, and more—to create a Save Ohio Libraries campaign. In *Doing Social Media So It Matters: A Librarian's Guide*, Laura Solomon takes the Ohio example as a jumping-off point for explaining how to use social media effectively. It’s not enough to create accounts. Successful social media involvement requires, among other things, an understanding of the different sites, clear goals and careful planning, and a commitment to engage regularly and frequently. If something isn’t working, Solomon even provides advice on how to pull the plug.

INDEXED. 65P. \$37 (978-0-8389-1067-2)



The extensively revised second edition of *I Found It on the Internet: Coming of Age Online* (the first was published in 2005) reflects the rapid pace of technological change. There is expanded discussion of socializing, sharing, and other phenomena popular with teens, and recent developments such as Facebook, Flickr, Twitter, and YouTube have been folded into the discussion. Author Frances Jacobson Harris believes librarians should be technology mentors, and this update will help.

INDEXED. 234P. \$45 (978-0-8389-1066-5)

Just in time for the switch from AACR2 to the new RDA (Resource Description and Access) standard designed specifically for the digital environment comes Chris Oliver’s *Introducing RDA: A Guide to the Basics*. Readers looking for a how-to will need to look elsewhere, but this book provides a useful overview on RDA, its alignment with international standards, its relationship to FRBR (Functional Requirements for Bibliographic Records) and FRAD (Functional Requirements for Authority Data), its similarities with and differences from AACR2, its implementation, and its advantages.

INDEXED. 117P. \$45 (978-0-8389-3594-1)



# ROUSING READS

1946

## Advisory Beyond Books

Readers' advisory (RA) continues to grow in complexity and scope. It's no longer just a question of connecting a



patron to a mystery or romance author similar to one they've enjoyed in the past. Today, RA encompasses more of a library's book collection and also, as laid out in *Integrated Advisory Ser-*

*vice: Breaking through the Book Boundary to Better Serve Library Users* (edited by Jessica Moyer), applies to more than books. The title *Integrated Advisory* rather than *Integrated Readers' Advisory* reflects the fact that reading is not the only activity considered here. Movies, television shows, video games, comics, audiobooks, and other formats are all part of the mix. The book is organized around genres, and the chapters



**Readers' advisory (RA) continues to grow in complexity and scope.**

were written by some of the most recognizable names in RA. Within most chapters, lists of titles in different media are arranged under types of plots and characters, as well as key themes. In addition, each chapter has a "Making Connections" section that discusses titles that cross over to other genres and a "Resources for Librarians" section that lists the key genre-specific print and online tools. An innovative guide to encourage librarians to think beyond the book when providing RA service. INDEXED. 405P. \$58 FROM LIBRARIES UNLIMITED (8978-1-59158-718-7) ■

MARY ELLEN QUINN is editor of ALA Booklist's Reference Books Bulletin.

The war was over, soldiers were returning to civilian life, and governments were beginning to rebuild. Beneath the euphoria, though, the Cold War was gathering steam, and a peculiar mood—a mix of relief, ennui, and alienation—was taking hold in the minds of survivors. Out of this cauldron of emotions came film noir, which critic Nicholas Christopher has called "the dark mirror reflecting the dark underside of American urban life."



That noir sensibility not only imbued many films and novels created in the postwar years, but it also continues to fascinate contemporary artists, who keep returning to the late 1940s as a setting rich in the ambiguities that lurk in the gap between external prosperity and internal despair.

That disconnect was much more apparent in affluent America than it was in the bombed-out moonscape of late-1940s Europe, but noir thrives as well in the rubble of destroyed buildings as it does in the neon-lit naked city. Novelist Joseph Kanon has made a fine career out of exploring the postwar mood on both sides of the Atlantic. He did so most notably in *The Good German* (2001), in which an American journalist returns to Berlin to cover the Potsdam Conference in late 1945, hoping to find the German girl he left behind. What he finds as well is a struggle between Americans and Russians to snatch German rocket scientists. What Carol Reed's film *The Third Man* did for postwar Vienna, Kanon's superb novel does for Berlin in the same period, combining a labyrinthine thriller plot with an involving love story that rises, phoenix-like, from the post-apocalyptic landscape.

In *Stardust*, set in 1946 Hollywood, Kanon shows he's equally adept at finding noirish despair among the palm trees. Ben Collier, still in the army, arrives in Los Angeles to oversee a documentary on the death camps and to attend to his brother, in a coma after either an accident or a suicide attempt. Soon Collier is dealing with labor unrest on movie sets and the seeds of what will soon be the McCarthy era. Like James Ellroy's postwar Hollywood novels, Kanon's work proves once again that the wounds of war fester even where the bombs don't fall.

But it continues to be in the postwar urban landscape of the American industrial city where noir finds its true breeding ground. Steve Monroe's too-little-known '46, *Chicago* (2002) is a perfect example. Postwar malaise weighs heavily on the shoulders of Gus Carson, who, while he isn't the dirty cop he was before the war, still can't stay out of trouble. In the wrong brothel at the wrong time, he intercedes when a gunman shoots up the place, getting himself suspended in the process and eventually landing the role of fall guy for a cabal of crooked politicians. The plot is prototypical noir—poor sap gets played for a loser and attempts to fight back—but it's the mood that holds us entranced. The conclusion isn't as dark as it probably should be, but Monroe hits all the blue notes perfectly.

It's unlikely we'll ever see another year like 1946. In this century, our wars never end.



BILL OTT is the editor and publisher of Booklist magazine.

# Solutions and Services



▲ [www.tivolilighting.com](http://www.tivolilighting.com)

▲ Tivoli LLC introduces Tivalume Quad-Chip Lighting, a linear LED tube-shaped performance light fixture that can replace and save energy over T5, T5HO, and other linear lighting. Tivalume is a rigid, adjustable, dimmable linear light fixture with a quad-chip LED array for cove, under/over cabinet, and wall-wash ambient-accent applications. It is well suited for wide-ranging commercial, institutional high-energy-saving applications throughout office buildings, public arenas, school facilities, and more.

[www.tlcdelivers.com](http://www.tlcdelivers.com) >>>

The Library Corporation has released LS2 Mobile, a smart-phone interface that allows people to connect with their public or school libraries from any place with mobile or Wi-Fi internet service. LS2 Mobile can search the entire catalog of participating libraries that utilize LS2 PAC and reserve titles for the borrower to pick up at a more convenient time. In addition, users can also check their account balances and cancel holds on previously reserved titles. The first release is an application intended for use with Apple's iPhone, iPad, and iPod Touch, and is available as a free download through Apple's App Store.



▼ [www.sirsidynix.com/products/web-services](http://www.sirsidynix.com/products/web-services)

▼ SirsiDynix launches Web Services 3.0, which enables libraries to access system data and manipulate presentation, sharing, and more with streamlined development tools. A subset of the SirsiDynix Symphony API, Web Services 3.0 gives users access to system data for customization and extensibility specific to their library goals and patron requests by providing an alternative mechanism for accessing the catalog and system data using technologies such as SOAP, HTTP, and XML. New features of the 3.0 release include: LDAP configuration support, expanded my lists access and capabilities, ability to retrieve data on user fines and fees, tools for self-



registration that allow new users to sign up for library accounts, and functionality for changing user PINs.



[www.hang-mate.com](http://www.hang-mate.com)

Hang-Mate introduces the Clip Backed Hang-Mate, part of a system designed to assist in hanging items from a suspended ceiling. The device attaches to a t-bar on suspended ceilings, allowing one to hang objects while standing on the ground, thus eliminating the risk of falling from a chair or ladder. The line stop slides to any spot along the retractable line, allowing various heights of suspension. The spring-loaded fastener attached to the line easily affixes to any item the user wishes to suspend. The Hang-Mate system allows you to hang advertising, seasonal decorations, educational points, party decorations, information, banners, artwork, and numerous other items from suspended ceilings quickly, easily, and safely.

To have a new product considered for this section, contact Brian Searles at [bsearles@ala.org](mailto:bsearles@ala.org).

[www.stimaging.com](http://www.stimaging.com) >>>

ST Imaging introduces a new line of book scanners. The ST BookScan Center uses patented technology to deliver fast, high-resolution color flatbed book scans. It is a standalone scanning system for public location uses. Prompts on the touchscreen display guide users through the scanning process and enable the user to save books, bound materials, and documents in a variety of formats. The optional payment system can be added for organizations that want to generate revenue for the use of the system. ST Imaging also announces the ST BookReader Center, which puts together a complete collection-scanning solution for libraries that allows users to hear books read to them. It comes with an integrated PC and intuitive touchscreen interface with one-button operation. It transforms printed words into audio output that can be listened to during the scanning session or saved in MP3 and other audio formats for archiving and later access.



[www.smartdesks.com](http://www.smartdesks.com) <<<

SMARTdesks introduces a new twist on a mainstay library furniture product, LOCI Library Computer Carrels. They are built for the educational setting and are suitable for use as testing carrels, library carrels, school study carrels, and laptop carrels. This library furniture features selectable height for sitting or standing, with available flipIT convertible desktops. Heights can be mixed or matched as desired, and carrel modules can be added to achieve any floor plan.

## CASE STUDY

### DATA TRACKING MADE EASY

During the summer of 2010, Pikes Peak (Colo.) Library District looked at five different security software vendors before choosing software from mk Sorting Systems. "Pikes Peak requested a reliable and modern security system that included software for tracking and data retrieval," said Markus Flory, president of mk Sorting Systems. They installed the Plexiglas Radio Frequency Identification security gates and mk GateTracker software in six of their 13 library branches. Library Manager Julianne Rist said, "They had amenities that other groups did not. For one, they had software that provided us with a door count of the number of visitors, and we could sort the information by entrance and by hour, besides just getting a daily total. That gave us a



RFID security gates at East Library

lot better access to statistics for when people were actually coming into the building." According to Carolyn Coulter, information technology officer, the software provided data that could better determine staffing levels and best times to schedule programming. The RFID system provided better protection of the library's materials by extending security to areas where there was no security before.

The mk GateTracker software can provide specific information on the library materials that trigger the alarm. The software identifies items as they go through the security gates. A pop-up notification is sent to the staff on desk as to which particular item set off the gate tracker. It is easy for staff to

tell whether an item was checked out or not by the color-coded system.

[www.mk-sorting-systems.com](http://www.mk-sorting-systems.com)

# Career Leads from

**ALA JobLIST**  
joblist.ala.org

Your #1 source for job openings in Library and Information Science and Technology

**Emerging Technologies Librarian Library-Track Faculty Fairmont State University** invites applications for Emerging Technologies Librarian. Position will begin September 1, 2011 and includes creation and implementation of innovative, digital course and curriculum related instructional and information



**HUMBOLDT STATE UNIVERSITY**  
A California State University

**LIBRARIAN  
ARTS AND HUMANITIES  
TWO-YEAR TEMPORARY POSITION**

Inviting applications for a full-time 10-month temporary Librarian in the subject area of Arts and Humanities. The Arts and Humanities Librarian is one of the team of subject librarians who share responsibility for developing high quality collections and delivering both general and specialized reference, research, and instructional services.

For more information and to apply visit:  
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Inviting applications for a full-time 10-month temporary Librarian in the subject area of Social and Behavioral Sciences. The Social and Behavioral Sciences Librarian is one of the team of subject librarians who share responsibility for developing high quality collections and delivering both general and specialized reference, research, and instructional services.

For more information and to apply visit:  
<http://apptrk.com/167247>

EO/Title IX/ADA Employer



**CLAREMONT  
UNIVERSITY  
CONSORTIUM**

**Position Vacancy Announcement  
Vice President for Library and Information Technology Services  
Claremont University Consortium**

**The Vice President for Library and Information Technology Services Search Committee seeks applications and nominations for the newly established position of Vice President.**

**About the Claremont University Consortium (CUC) and the Claremont Colleges**

CUC is a unique organization in American higher education and serves as a model for the advantages gained through consorsial collaboration. CUC serves as the central coordinating and support organization for The Claremont Colleges:

- |                                      |   |
|--------------------------------------|---|
| Pomona College (founded in 1887)     | Pitzer College (1963)                                   |
| Claremont Graduate University (1925) | Keck Graduate Institute of Applied Life Sciences (1997) |
| Scripps College (1926)               | Claremont University Consortium (1925)                  |
| Claremont McKenna College (1946)     |   |
| Harvey Mudd College (1955)           |   |

The Claremont Colleges, at its founding in 1925, borrowed from the Oxford model, organizing around a library and other common facilities. Today this distinguished cluster of private colleges is one of our nation's greatest centers of education for 6,300 students in undergraduate liberal arts, science and engineering education and premiere graduate education.

**Primary Purpose/General Description:**

The Claremont University Consortium (CUC) seeks an innovative, strategic, visionary and dynamic individual with a demonstrated commitment to academic excellence in higher education; a commitment to the liberal arts education and a record of or deep respect for pedagogy, research and scholarship; a demonstrated ability to create a climate of community, integrity, trust and mutual respect within an organization and with its various constituencies; and a capacity to lead in the ever-changing higher-education environment, especially in issues related to library and information technology services. The Vice President will implement a transformative agenda to advance the CUC and the seven colleges to a position of national leadership in the delivery of library and education technology services in higher education. The Vice-President is a member of the CUC executive team and reports directly to the CUC Chief Executive Officer, Robert W. Walton.

**Nominations and Applications:**

The Claremont University Consortium has retained the services of Maureen Sullivan Associates for this search. Inquiries, applications and nominations should be directed to Claremont University Consortium Co-Department of Human Resources, as described below.

To apply, please submit a cover letter, curriculum vitae, names of three professional references, and a completed CUC application. Nominations and applications will be kept confidential. To ensure full consideration, all application materials should be submitted as soon as possible. The review of nominations and applications will begin immediately and continue until the position is filled. Applications are available online at [www.cuc.claremont.edu](http://www.cuc.claremont.edu). Cover letter, curriculum vitae, and applications may be submitted by email to [employment@cuc.claremont.edu](mailto:employment@cuc.claremont.edu), faxed to (909) 607-8085, by mail, or in person to the Office of Human resources located at 150 E. 8th Street, Claremont, CA 91711.

**Essential Functions:**

- The Vice President will provide exceptional leadership to:
- Ensure that the collections, programs and services of the Library and Information Technology Services meet the needs of students, faculty and other members of the CUC and the seven colleges
- Develop education and information resources and services to support the curricula of the seven colleges
- Promote strategic and innovative initiatives to ensure that current and future needs are met and that the CUC and the seven colleges are in the forefront of academic and technology services in higher education
- Develop information and education technologies and integrate those with traditional collections and services
- Create a climate of high performance in which all staff are engaged in delivering the best results and are attuned to the changing needs of the CUC community
- Develop a managerial leadership team that works collaboratively to create and sustain a high-performing, innovative and responsive workplace
- Build and maintain productive relationships with the various constituencies in the CUC community, especially members of the faculty, and with external constituencies

**Qualification Standards:**

- Master's degree in Library Science from an ALA accredited or equivalent program
- Demonstrated record of strong, visionary leadership and management; evidence of the ability to be an effective executive in a complex and diverse organization
- Experience in developing strong relationships with faculty to understand both general and discipline-specific needs
- Ability to work collaboratively with faculty, staff, and students of diverse backgrounds, styles and interests
- Excellent interpersonal skills; proven ability to be an articulate and effective spokesperson
- Commitment to leading and supporting the professional development of staff
- Experience in a liberal arts setting preferred
- Compensation and Benefits: The Claremont University Consortium provides an attractive benefits program that includes medical and dental insurance coverage options and an employer-contributed retirement program. Salary is competitive and will be dependent upon the experience and qualifications of the successful candidate.

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delivery tools and programs to help students meet University information literacy standards. Other responsibilities will be management and oversight of the Library's social networking and research assistance for onsite and virtual library users. **For complete information and to apply, visit <http://www.fairmont-statejobs.com> (Position # 20110053).** To learn more about the institution, visit <http://www.fairmontstate.edu>. AA/EOE

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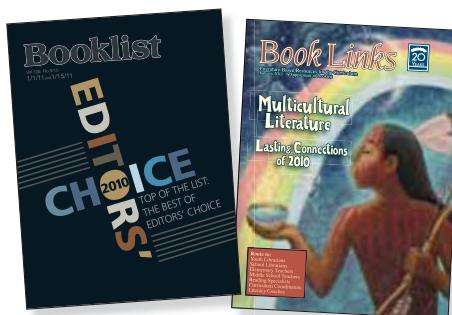
Chapman University seeks applications for the position of Law Library Director. Chapman University, located in the heart of Orange County, California, offers traditional undergraduate programs in the arts and sciences and select pre-professional and graduate programs. With the law school ranked nationally in the Top 100 by *U.S. News and World Report* and the university ranked in the top tier of western universities, Chapman has gained substantial recognition with its commitment to excellence through research and innovative teaching. More information about the Chapman University School of Law is available at <http://www.chapman.edu/law>.

The Director is responsible for the operation of the Rinker Law Library and will have a law faculty appointment. Responsibilities include long-range planning, budget preparation and control, collection development, personnel management, legal research instruction, technology development, and facility management. An M.L.S./M.L.I.S. from an ALA-accredited library school and a J.D. degree are required, as well as substantial law library experience, including administrative experience and active engagement in scholarship. Salary and benefits are competitive and commensurate with experience.

**Contact:** Please send a resume and cover letter to Professor Bobby L. Dexter, Chair, Faculty Appointments Committee, Chapman University School of Law, One University Drive, Orange, CA 92866.

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# Your Morning Metaphor

Start every day with food for thought

by Will Manley

I have just entered the 70th decade of my journey through life and I have yet to encounter a true “morning person.” Maybe they exist. Maybe they are those people you see jogging at 5:30 a.m. on those atypical days when you have to rise extra early to catch an early morning flight. My guess is that those joggers are not morning people. My guess is that they are full of angst and are running to get rid of the kinks in their bodies and their minds so they will be halfway civilized when their workday starts at 8.

Everybody has a wake-up routine. It typically involves coffee or some other stimulant for the body and a television show, newspaper, radio program, or some other stimulant for the mind. Most morning routines do not involve other people. Relating to other people takes time.

Me, I like to start the day with various breakfast cereals. If there

are other people around, I arrange the boxes in a fort-like rectangle that shuts them politely out. Newspapers and laptops are other good people shields.

Here's a thought: Since poetry is best read in that transitional state between dreamland and reality, why don't cereal companies print short but dense poems, maybe something by Elizabeth Barrett Browning or William Wordsworth, on the backs of their boxes? Get the poem in your brain at the beginning of the day and let your subconscious gnaw away at it. Eventually the meaning of the poem will begin to take shape. It takes me a week or two to eat my way through a box of Cheerios. That's probably the right amount of time to digest the density of a short poem by Emily Dickinson or Wallace Stevens.

You would think that in the age of Twitter, an 8- or 10-line poem would be all the rage. No other literary format packs as big a punch in so small a package.

Why don't people engage more in the self-immersion of poetry? Is it that poetry asks us to loosen up our grip on reality and let our minds wander in directions that scare the reality out



**Why don't cereal companies print poems on their boxes?**

of us? I really don't think that's it. Poetry is too internal. It's too inaccessible. My dark night of the soul may not mean anything to you.

A few lines of poetry may be just too much out of reach for you to make the effort to understand it. It requires an immersion into the land of feelings and emotions that perhaps in the final analysis you feel won't make any sense. Is it too much mental pain for too little gain? A tweet it is not, which is precisely why this is an important issue.

As librarians we know that our literary tradition is rooted in poetry. Homer, who started everything, was a poet, but the modern trend is to translate him into narrative prose. The same with Chaucer, Virgil, and even Dante. Why?

It's because the structure of poetry has become too unfamiliar to us. Today, unfortunately, it even seems a bit elitist to declare in public, “I love to read poetry.” That's why I think putting poems on the cheery backs of cereal boxes makes so much sense. What packaging format is simpler and less pretentious than a Cheerios package? What could be more accessible? What could be less threatening?

You can fight the e-book wars all you want. I want to explore new apps for cereal boxes. ■



“Honey, don't buy these little cereal boxes anymore. There's only enough room on the back for a limerick.”

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](mailto:wmanley7@att.net).

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