

PLA Counts Down to 2010 National Conference in Portland

March 23-27, 2010, in scenic Portland, Ore., PLA 2010 will feature hundreds of educational programs, interactive talk tables, dynamic networking events, keynote programs with speakers like Nicholas Kristof and Sarah Vowell, and a bustling exhibits hall showcasing products and services focused exclusively on public librarianship.

Some PLA 2010 special events include:

Nancy Pearl presents "Book Buzz," Wednesday, March 24, 2010, 10:30 a.m. - noon

Nationally recognized librarian, Nancy Pearl, and assorted friends from the world of publishing will discuss some of the best upcoming books.

Keynote PLA Conference Opening Session, Wednesday, March 24, 2010, 2:30 - 4:00 p.m.

Nicholas D. Kristof - *New York Times* journalist, Pulitzer Prize-winner and co-author of *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*, which charts the oppression of women in developing countries and serves as a call to

action to combat these issues.

Adult Author Luncheon, Thursday, March 25, 2010, noon - 1:45 p.m.*

Scott Turow - Best-selling author and winner of numerous literary awards, including the Heartland Prize in 2003 for *Reversible Errors* and *Time Magazine's* Best Work of Fiction 1999 for *Personal Injuries*.

Young Adult Author Luncheon, Thursday, March 25, 2010, noon - 1:45 p.m.*

Virginia Euwer Wolff - Former English teacher turned award-winning YA author. Each of her books has been named either an ALA Notable Book or ALA Best Book, and she received the National Book Award for *True Believer*.

Audio Publisher's Dinner, Thursday, March 25th, 2010, 6:00 - 8:30 p.m.*

Mystery authors Chelsea Cain, Sue Grafton, and Marcia Muller, recently named a Grand Master by the Mystery Writers of America. Joined by Tony Award-winning actress and audio book narrator, Judy Kaye.

Adult Author Luncheon, Friday, March 26, 2010, noon - 1:45 p.m.*

Luis Urrea - Author, poet, and essayist, 2005 Pulitzer Prize finalist and a Latino Literature Hall of Fame inductee.

Children's Author Luncheon, Friday, March 26, 2010, noon - 1:45 p.m.*

Kadir Nelson - award-winning illustrator and author. His authorial debut, *We Are the Ship: The Story of Negro League Baseball*, was a *New York Times* bestseller and won the Sibert Medal among

many other awards.

Keynote Closing Session, Saturday, March 27, 2010, 11:45 a.m. - 1:00 p.m.

Sarah Vowell, author of four bestselling books and contributing editor for NPR's "This American Life" since 1996.

See the complete schedule of programs, events, and exhibits at www.placonference.org. Advance registration is open until February 19, 2009.

*Requires an additional fee.

RUSA Board Meeting Offers Members Opportunity to Shape the Future of RUSA

All RUSA members interested in contributing to the future of RUSA are invited to the first hour of the RUSA Board 1 Meeting at the Midwinter Meeting. The meeting will take place today, from 1:30 - 3:30 p.m. at the Boston Convention Exhibition Center (BCEC), Room 102A.

The meeting will open with a Town Hall session, where members can contribute their constructive insights, perceptions, comments, and thoughts about the association

to help shape future strategic decisions. The session will be followed by a "Big Think" brainstorming session surrounding timely and critical issues for RUSA. This year's topic is attracting new members, and ties in with articles by RUSA President, Susan J. Beck that appeared in recent issues of Reference and User Services Quarterly (RUSQ), RUSA's quarterly journal: *We Must Think Strategically* (RUSQ, Spring 2010) and *This is Our Time to Shine* (RUSQ, 49:1).

Advocacy on the Front Lines: How to Make a Difference from Where You Sit

Join American Library Association (ALA) president Camila Alire; moderator Patricia Wong, County Librarian/Archivist, Yolo County Library; and others for "Advocacy on the Front Lines: How to Make a Difference from Where You Sit" today, January 16, 2010, from 1:30 to 3:30 p.m. at the Boston Convention and Exhibition Center, Room 260, at the American Library Association's (ALA) 2010 Midwinter Meeting in Boston;

The program will focus on "Frontline Advocacy," a unique initiative designed to motivate, encourage and train librarians and library support staff to seize opportunities to promote the diverse professionals, resources and services of public, school, academic and special libraries. Attendees will receive handouts on the initiative as well as a preview of the online resource designed for teaching and learning initiative techniques.

Panelists include: Hampton "Skip" Auld, Director of the Durham County Library; Rochelle Logan, Associate Director of Support Services for the Douglas County Libraries; Anita Peterson, Senior Librarian of the Richard Donovan Correctional Facility, San Diego, CA; Connie Williams, Past President of the California School Library Association; and Jean Zaroni, Associate Dean of Libraries, Marquette University.

For more information visit www.camilaalire.org or www.ala.org/frontlineadvocacy.

Visit H.W. Wilson Booth #1714

At the Wilson Theater:

- Fiction Core Collection—new 16th Edition
- Careers—coming this winter
- Art Suite—63 new Journals, New Images
- Biography products—new graphical interface coming

Drawing for a Gift Basket!



REGISTER FOR A FREE TRIAL
www.hwwilson.com/trial



H.W. Wilson
www.hwwilson.com

Toll Free: 800-367-6770 • Tel: 718-588-8400
Fax: 718-590-1617 or 800-590-1617
E-mail: custserv@hwwilson.com



Curriculum, Cooperation, Convergence & Capacity: the Cornerstone of Cultural Heritage at Simmons

Simmons GSLIS is pleased to announce it is embracing innovative new directions through a grant partnership with the Institute of Museum and Library Services (IMLS). In summer 2009, GSLIS received a grant of \$455,639 from IMLS for the project "Curriculum, Cooperation, Convergence, Capacity — Four C's for the Development of Cultural Heritage Institutions."

GSLIS is partnering with seven New England cultural institutions to incorporate museum informatics and data stewardship into an existing program of study. Partner affiliates include the American Textile History Museum, Concord Free Public Library, Connecticut Historical Society, Historic New England, Museum of African American History, Phillips Library at the Peabody Essex Museum, and Shelburne Museum. The grant supports institutional capacity building for cultural heritage convergence at GSLIS, and is funded for a period of three years.

Through the grant, GSLIS faculty are developing courses that form the basis for educating a new type of information expert: the cultural heritage professional. Partner institutions will develop pilot internships, thereby offering teams of students the opportunity to gain experience in areas including the creation, management, preservation, presentation, and use of digital assets. Partner institutions also will create case studies that will be used in the curriculum and will provide additional professional expertise. The curriculum and collaborative efforts of the partner affiliates will be supported by a digital curriculum laboratory, designed by GSLIS faculty and staff, to equip students with the specialist skills necessary for this emerging digital convergence environment.

IMLS is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. Its mission is to create strong libraries and museums that connect people to information and ideas.

Martha Mahard presented "Building a Virtual Archives and Preservation Curriculum Laboratory at Simmons College: A Case Study in Collaborative Construction" on January 13, 2010 at ALISE. To learn more, please see the project website at: <http://gslis.simmons.edu/4cs>.

ACRL Seeking Program Proposals for 2011 National Conference

Proposals are now being accepted for the ACRL 2011 National Conference to be held March 30 – April 2, 2011, in Philadelphia. Contributed paper, panel session, preconference and workshop proposals are due May 10, 2010. Cyber Zed Shed presentation, poster session, roundtable discussion and Virtual Conference Webcast proposals are due November 1, 2010.

The ACRL 2011 National Conference theme, "A Declaration of Interdependence," reflects the idea that in order to be successful, libraries

must cooperate with each other and interconnect with their campus communities. ACRL invites individuals to submit their most innovative or radical proposals to help make ACRL 2011 a truly revolutionary conference.

Submitters are encouraged to investigate the issues and topics described as part of the conference tracks. Complete details, including track and session format descriptions and the online proposal submission form, are available on the conference Web site at <http://www.acrl.org/acrl/nationalconference>.

NEH, ALA to Distribute 4,000 We the People Bookshelf Grants

Applications accepted online through Jan. 29

The ALA Public Programs Office is once again partnering with the National Endowment for the Humanities (NEH) for the seventh We the People Bookshelf program. The project promotes the teaching and understanding of American history and culture through the exploration of literature. This year's theme, "A More Perfect Union," invites reflection on the idea of the United States as a "union," a "One" as well as a "Many," and will complement library programs observing the sesquicentennial of the Civil War.

Public and school (K-12) libraries are invited to apply online at <http://publicprograms.ala.org/bookshelf>. In spring 2010, NEH and ALA will select 4,000 libraries to receive the Bookshelf. These libraries will be required to use the selections in programs for young readers in their communities.

The We the People Bookshelf includes 17 books for young readers, and other supplementary materials, such as bookplates, bookmarks, and posters, with the option to receive three works in Spanish translation. *A More Perfect Union* will also include a DVD edition of *The Civil War*, the award-winning documentary by Ken Burns, and the public performance rights to the series. A companion book to the series *Declaring Independence: The Origin and Influence of America's Founding Document*, edited by Christian Y. Dupont, will also be provided to successful applicants.

A single application may be submitted on behalf of multiple libraries within a library system, school district, or community. Individual branch and school libraries are also encouraged to apply. For programming ideas, or for information on past We the People Bookshelves, visit <http://publicprograms.ala.org/bookshelf>.

The Bookshelf grants are part of the NEH's We the People program. This project aims to encourage and strengthen the teaching, study, and understanding of American history and culture through libraries, schools, colleges, universities, and cultural institutions. Since 2003, NEH and ALA have distributed 13,000 We the People Bookshelves to public and school libraries. For more information on NEH's We the People program, visit www.wethepeople.gov.

For more information about the ALA Public Programs Office, visit www.ala.org/publicprograms.

Making The Most Of Your Investment In Microforms

ScanPro 2000

The Leader in Energy Efficiency And Environmentally Friendly Design

Revolutionary Design...

- Ultra compact
- Built for public use
- Works with all microform types
- High resolution Zoom lenses
- Fast one second scanning
- Output to all popular media
- Easy-to-use



ScanPro 2000 shown with Combination Fiche, and motorized 16/35mm Film Carrier



View a full page newspaper in high resolution



See how the digital ScanPro 2000 makes it possible to easily access information stored on microforms. **booth #1778**



image data
microfilm scanners

AASL Survey Reveals that U.S. School Libraries Lack Materials to Support the Needs of ELLs

According to a recent survey from the American Association of School Librarians' (AASL), many schools lack initiatives to successfully incorporate English Language Learners (ELL) into the school population.

This finding comes as a result of the 2009 School Libraries Count! National Longitudinal Survey of School Library Media Programs. In addition to annual survey questions, starting in 2008 AASL began adding supplemental questions to address a current issue within the school library field. In 2009 these questions focused on school library media programs initiatives to address the ever-growing population of ELLs in U.S. schools.

Of the 5,824 total respondents, 14% of the responding schools indicated that ELLs made up more than 25% of the student population. The highest concentration was reported in elementary schools where nearly one in five have 25% or more ELL students. The region with the high-

est concentration was the west and many ELLs attend public schools in metropolitan areas.

Of the perceived initiative that would prove most successful for ELLs, one in four respondents indicated free-choice reading. However, more than half of these respondents indicated that their collections held none or less than 1% of non-English publications. Nine out of 10 reported that less than 5% of their collection is in a language other than English.

Responses on collaboration strategies did show that school library media programs are trying different strategies to increase literacy efforts among ELLs. Fifty-one percent of respondents indicated that they institute an independent reading

initiative by allowing students to select their own reading materials. Others indicated designing lessons that were rich in content without being dependent on language (24%). Still, 36% said that they don't use any of the collaborative strategies listed in the survey.

"With such high concentrations of ELL in our schools and free-choice reading indicated as a successful learning initiative, school library media specialists are in the unique position to make significant contributions to this unique student population," said AASL President Cassandra Barnett. "Clearly resources, both in reading materials as well as certified and trained school library media specialists, can greatly impact the

success of ELL."

The School Libraries Count! National Longitudinal Survey of School Library Media Programs aims to gather data on changes in the field to gain understanding of the state of school library media programs nationally. While national estimates are developed on the basis of survey responses from a stratified random sample of public schools, all K-12 schools, public and private, were invited to participate on a voluntary basis. Private schools were included in the survey with the endorsement and support of AASL's Independent Schools Section (ISS). Data on this and previous School Libraries Count! longitudinal studies can be found at www.ala.org/aasl/slcsurvey.

Volunteers Needed for Library Advocacy Day

As you make your plans for the 2010 Annual Conference, please consider signing up as a volunteer for Library Advocacy Day. This event, which will replace National Library Legislative Day for one year only, will be held at 11 a.m. on Tuesday, June 29, and will include a rally where library advocates will cheer on libraries. After the rally, advocates will contact their members of Congress to show them how libraries provide valuable services to their constituents now more than ever before.

Volunteers are needed for a variety of tasks through the week, including answering questions at the registration booths. For more information or to sign up as a volunteer, please contact Kristin Murphy at kmurphy@alawash.org or 1-800-941-8478.

ACRL Presidential Candidate's Forum

The 2010 candidates for ACRL Vice President/ President-Elect will participate in an open forum on Sunday, January 17, from 10:30 a.m.-12 p.m. in the Marriott Copley Place, Grand Ballroom B-D.

Come hear Frank D'Andraia and Joyce Ogburn discuss their platforms and vision for ACRL. D'Andraia is Service Professor in the Department of Information Studies at the University at Albany, State University of New York, and Ogburn is University Librarian and Director of the University of Utah Marriott Library. Audio and video of the forum will be available after Midwinter on the ACRL Insider blog.

Get Smart with YALSA's 2010 Winter Online Courses

YALSA's winter online courses will help you stay on top of the latest in teen library services, without leaving your desk! Our three winter courses begin Feb. 8. Registration is open through Feb. 5! Discounts available to groups of 10 or more, and all of YALSA's online courses are available for licensing. All winter session classes last four weeks and cost \$135 for YALSA members, \$175 for ALA members and \$195 for nonmembers. Questions? Contact Eve Gaus, program officer for continuing education, at egaus@ala.org or 1-800-545-2433, ext. 5293.

YALSA's winter courses are:

Booktalks Quick and Simple Want to entice teens to read but are not sure how? Try booktalks! Participants will

learn what a booktalk is as well as a variety of techniques on how to use them with teens. Learn how to create hooks for books and how to share the talks with teens. Participants will create booktalks that can be used in a booktalking session and experiment with a variety of booktalking techniques. Even add a touch of technology to jazz up your presentations. Join booktalking expert Nancy J. Keane for a month of talking about books.

Power Programming for Teens This course will help participants attain a higher level of service to teens at their library or school. This course is designed for library staff who are beginning to find success with a few teen programs. Participants will learn how to develop and implement

more programming ideas that will work at their facility. Instructor: Amy Alessio.

To learn more about YALSA's E-courses and see course descriptions or learn about licensing a YALSA e-course for your library or facility, please visit the Online Course Web page, www.ala.org/yalsa/online-courses.

For more than 50 years, YALSA has been the world leader in selecting books, videos, and audio books for teens. For more information about YALSA or for lists of recommended reading, viewing and listening, go to www.ala.org/yalsa/booklists, or contact the YALSA office by phone: 800-545-2433, ext. 4390; or e-mail yalsa@ala.org.

**Win a Dinner-For-2 Worth \$200.00 at Ruth's Chris Steak House
Hurry to Booth # 2630 at ALA**

The Veronica Bird Charitable Foundation

Announces the Release of a New Film

Rescuing Childhood: Understanding Bipolar Disorders in Children and Adolescents
and
The Different Shades of Autism: The Screening and Diagnosis of
Autistic Spectrum Disorders

Discover new educational films and books for your library that can make a positive contribution in the lives of children afflicted by autistic and bipolar spectrum disorders.



Veronica Bird
Charitable Foundation
A Public Charity

P.O. BOX 599
Riva, MD 21140
410-956-5882

Email: ramsway@aol.com

www.aheadwithautism.com

The Veronica Bird Charitable Foundation has donated over 5000 copies of educational films to public libraries in the USA

Learning4Life (L4L) Webinar Series on AASL's Program Guidelines Launches During SLMM

To help celebrate School Library Media Month (SLMM), the American Association of School Librarians (AASL) will offer webinars every Wednesday evening of April. Each week, the webinars will focus on one of the four chapters of AASL's Empowering Learners: Guidelines for School Library Media Programs.

The four chapters of the program guidelines are:

1. Developing Visions for Learning
2. Teaching for Learning
3. Building the Learning Environment
4. Empowering Learning through Leadership

Defining the future direction of school library media programs is the purpose of AASL's program guidelines. Empowering Learners advances school library media programs to meet the needs of the changing school library environment and is guided by the Standards for the 21st-Century Learner and Standards for the 21st-Century Learner in Action.

As school library media pro-

grams continue to undergo momentous changes that have heightened the importance of technology and evidence-based learning, the focus has moved from the library as a confined place to one with fluid boundaries that is layered by diverse needs and influenced by an interactive global community. Guiding principles for school library media programs must focus on building a flexible learning environment with the goal of producing successful learners skilled in multiple literacies. These webinars will help school library media specialists better understand and implement the program guidelines.

The fee per individual webinar is: AASL member, \$39; ALA member, \$69; Non-member, \$99; and Student member, \$29. A 10% discount will be given for purchasing the series of webinars. Last year, the webinar series focused on the four strands of the learning standards—skills, responsibilities, dispositions, and self-assessment—and are available to purchase in archived format on the AASL Web site.

Register for ALSC Online Education Summer Courses

Stay current with the latest trends, research and emerging technologies in children's librarianship through an online education course from the Association for Library Service to Children (ALSC). Budget and time constraints can often make attending local and national conferences for continuing education difficult, but ALSC's series of online courses provides you the flexibility and affordability you need to stay current and ensure you are providing the most up-to-date programming at your library.

Starting on July 19, ALSC is offering four courses that are sure to enlighten and engage librarians at any point in their career. Tentatively scheduled summer course selections are: Introduction to Graphic Novels for Children; Out of This World Youth Programming; Children with Disabilities in the Library; and Reading Instruction and Children's Books. Registration will open June 1, and discounted rates are available for ALSC members. Course space is limited, so please register early to reserve your spot.

Courses are taught asynchronously using Moodle, an online learning community. A certificate of completion will be sent to participants upon

successful completion of the course. Detailed descriptions and registration information will be on the ALSC Web site at www.ala.org/alsced in March. Fees are \$95 for personal ALSC members; \$145 for personal ALA members; and \$165 for non-members. For more information, contact ALSC Deputy Director Kirby Simmering at ksimmering@ala.org.

ALSC, a division of the American Library Association (ALA), is the world's largest organization dedicated to the support and enhancement of library service to children. With a network of more than 4,200 children's and youth librarians, literature experts, publishers and educational faculty, ALSC is committed to creating a better future for children through libraries. To learn more about ALSC, visit their Web site at www.ala.org/alsc.

PLA Workshop Helps Librarians Navigate Local Politics

The Public Library Association (PLA) kicks off its 2010 public library management education schedule on February 17, 2010 with a Politics and Networking course. This two-day interactive workshop, hosted by the Ohio Library Council and being held at the Toledo Public Library, is designed to help librarians better understand their local political and media environment and implement effective action plans.

At the end of the training program, participants will be able to describe their community demographics and culture, assess local political issues, explain how local decisions are made, and know how federal, state and local statutes, ordinances and resolutions affect local decision-making. They will develop the skills they need to build coalitions and work collaboratively, develop negotiation and conflict resolution skills, and understand how their values and ethics influence their political effectiveness. They will know how to identify key players and develop support groups and be prepared to deal effectively with the local media.

The workshop runs February 17-18, 2010 at the Toledo Public Library, Toledo, OH.

Fees for the Politics and Networking management course include all training materials and lunch on both days of the workshop.

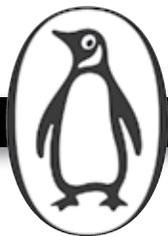
- PLA Members and members/employees of the hosting organization: \$250

- ALA Members: \$300
- Non-members: \$400

Give yourself the opportunity to learn, grow and succeed. Visit www.pla.org and click on PLA Education or contact PLA at 800-545-2433, ext. 5PLA to register.

PENGUIN GROUP (USA)

PLEASE VISIT OUR BOOTH # 1324

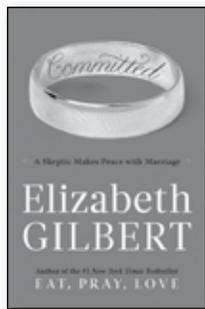


AUTHOR EVENTS AT ALA

Saturday, January 16

ELIZABETH GILBERT

COMMITTED *and* EAT, PRAY, LOVE

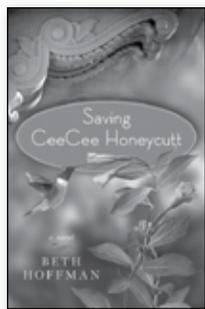


8:00-9:00 am ALA Sunrise Speaker Series
Boston Convention Center, Grand Ballroom
followed by signing at Penguin booth #1324



BETH HOFFMAN

SAVING CEECEE HONEYCUTT



Featured Author, Spotlight on Adult Literature

2:00-4:00 pm Please join us for a wine and cheese reception and book signing to celebrate the inaugural title in the Pamela Dorman Books imprint
Penguin booth #1324



Visit our booth for information on other author events featuring:

Sunday, January 17
GEORGE SAUNDERS
IN PERSUASION NATION



Monday, January 18
JANICE LEE
THE PIANO TEACHER



AASL Announces Preconference Lineup for ALA Annual Conference

The American Association of School Librarians (AASL) will offer two preconferences in Washington, D.C. during the American Library Association's (ALA) 2010 Annual Conference. The preconferences will be held Friday, June 25. For more information, visit www.ala.org/aasl/annual.

The full-day interactive preconference, "AASL's Top 25 Websites for Teaching and Learning: Categories, Criteria, and Collaborative Strategies," will announce the second annual Best Websites for Teaching and Learning. The Best Websites for Teaching and Learning honors websites, tools, and resources of exceptional value to inquiry-based teaching and learning as embodied in AASL's "Standards for the 21st-Century Learner." Participants are encouraged to bring a laptop for hands-on learning during the session. This preconference will be led by members of the Best Websites for Teaching and Learning Committee.

Fees are \$179 for personal AASL members; \$219 for personal ALA members; \$269 for non-members; \$179 for retired AASL members; and \$179 for student AASL members.

"Working with the Quirky Kids: Library Service for Preschool Through Elementary Aged Children Along the Autism Spectrum" will focus on specific activities for librarians working with Autism Spectrum Disorder (ASD) children. Attendees will receive an overview of the ASD, general guidelines for creating programming for students with ASD, and advice on how to support families and caregivers of children with ASD. This half-day workshop will be led by Alison Ernst and Patty Saidenburg. Attendees of the ALA 2009 Annual Conference program, "Serving Students Along the Autism Spectrum," will benefit from this program, as will those that were unable to attend the 2009 program.

Fees are \$79 for personal AASL members; \$129 for personal ALA members; \$184 for non-members; \$79 for retired AASL members; and \$79 for student AASL members.

AASL's preconferences will not only benefit school library media specialists, but all librarians that work with children and young adults. Learn more about these preconferences and other professional development offered by AASL at www.ala.org/aasl/annual.

ALA Placement Center to Host Free Workshops During Midwinter

As part of its continuing efforts to help job seekers re-tool their skills and prepare for job searches, the ALA Placement Center will provide free workshops in the Placement Center during the American Library Association's Midwinter Meeting in Boston.

The workshops will be held today and Sunday, January 16-17, 2010. Registration is not required to attend.

There are two works scheduled today. The first 'Beyond the Basics of Interviewing: How to Stand Out in a Crowd of Competition during a Tough Economy' will be held from 10:30 a.m. – 12 noon. The presenter will be Vicki Burger, Assistant Director of Library Personnel, Northwestern University, Evanston, IL.

The second workshop, 'Moving Your Career and Job Search Ahead:

Surviving in Tough Economic Times' will be held from 1:30 – 3 p.m. This workshop will be presented by Dr. Caitlin Williams, career development consultant and coach, San Jose, Calif.

There are also two workshops being held on Sunday, January 17. The first one, 'Finding a Job When Times are Tough' will be held from 9 – 10:30 a.m. and presented by Vicki Burger.

The second session on Sunday, 'Interviewing Basics from an Employers' Perspective' will be held from 1:30 – 3 p.m. This workshop will be presented by Melanie Garaffa, a Human Resources Consultant for the University Library at McMaster University, Ontario, Canada.

For more information on the Placement Center events, go to the Placement Center.

ACRL TechConnect

Looking for information about the impact of technology on academic and research libraries? Best practices for launching technology projects at your library? Then the new ACRL TechConnect Webpage is the place for you. For your convenience, we've identified all the ACRL technology-related events, professional development opportunities, publications, articles, podcasts and communities and linked them from one handy location.

ACRL TechConnect is available online at <http://www.ala.org/ala/mgrps/divs/acrl/proftools/techconnect/index.cfm>.

What's New for Spring & Summer 2010?

The HarperCollins Library Marketing Team

cordially invites you to attend our

SPRING/SUMMER 2010

TITLE PRESENTATION

Saturday, January 16, 2010

10:00 AM—11:15 AM

Westin Boston Waterfront Hotel
(Connected to the Boston Convention Center)
425 Summer Street
Burroughs Room

(The HarperCollins Children's Books Library Marketing Team will present their titles from 11:30 am—12:30 pm)



The HarperCollins Library Marketing Team:
Kayleigh George, Virginia Stanley, and Bobby Brinson

Get the inside track on your favorite authors and discover a few new ones along the way!
Light refreshments will be served. Hope to see you there!

 HarperCollins Publishers

Visit our blog: www.librarylovest.com



ALA emerging leaders gather at their fourth Annual Workshop. Approximately 100 attendees are receiving training to become new ALA leaders.



Elinor Appel, North Seattle Community College, Seattle, Wash., works beneath an Artists for Humanity tapestry entitled "Kaleidoscope 2". The work was created by printing a photograph on nylon.



ALA attendee Susanne Bjorner, Alicante, Spain, plans her attack next to a sculpture called "Tashtego," made of Corten steel, cedar, and stone rock by Jamie Burnes.



Midwinter Meeting attendees pick up their badges as they arrive at the Boston Convention and Exhibition Center Friday afternoon.



Amy West, University of Minnesota, Minneapolis, Minn., shares a laugh with Anthony Scott as he shines her shoes at the Boston Convention and Exhibition Center Friday.

OCLC Enhance Holds Interactive Sharing Session

By Frederick J. Augustyn, Jr.
The Library of Congress

Jay Weitz, Senior Consulting Database Specialist, hosted a presentation of news from OCLC and also fielded questions from audience members. He opened with an assessment of the Expert Community Experiment that was held from February 15 through August 15, 2009. During that trial period, 690 institutions participated with 638 of them having an activity in every one of those months. New capabilities that were put into play during that window are now operable in the "expert community." Chief among the enhancements was the ability to make changes immediately rather than having to notify OCLC and wait for the changes to take effect. Although change capability was in some cases

opened up to support staffers as well, it appeared the experiment's existence also highlighted to users the corrections that they were already capable of making, such as fixing typographical errors and punctuation in access points.

The impending release of Resource Description and Access (RDA) was another topic of interest to the participants of this forum. Weitz related that OCLC has been working with the Library of Congress, the National Library of Medicine, and the National Agricultural Library. The release is currently scheduled for mid 2010, with the test period to be for six months and implementation to begin sometime afterwards. When RDA is implemented, OCLC will not compel libraries to use it, instead allowing them local option. In response to other queries, OCLC

updates in MARC are scheduled for May 2010. There will be no automated, global cleanup on retrospective records with the move from AACR2 to RDA records. Duplication Detection Resolution (DDR), with the assistance of a special software, is scheduled to begin at the end of January 2010. This will be by means of a two-tiered system, the first tier relating to records in the current database and the second to new records. An earlier version of DDR implemented in the early 1990s that some members may remember worked only on books, while this rollout will cover all formats. There will also be a hierarchy in the manner of addressing duplicate resolution with PCC records coming first; LC and NLM records following; and full level, OCLC member submitted records next. Weitz noted

that with DDR, some information transfers with automatic mergers while with manual, record-by-record mergers, there is much more control.

The session concluded with the recognition that encoding levels have been a source of confusion for some time. Many records appear to have much cataloging information but are still not full level records.

New National Library Week Promotional Tool Available

A new web button featuring author and honorary chair of National Library Week Neil Gaiman is available to librarians looking to increase visibility for National Library Week on their web sites and blogs. The web button was created in response to interest regarding the free downloadable public service announcement (PSA) and requests for a web-based promotional tool and is available for download at www.ala.org/nlw.

In addition to the web button, a free downloadable PSA of Gaiman is also available. Instructions on how to request a customized PSA are also available on the web site. Gaiman, the 2009 Newbery Medal winner for *The Graveyard Book*, will appear in both a print and a radio public service announcement. Gaiman's love of libraries and librarians is no secret, as his many fans and Twitter followers know.

Other materials are currently available in both English and Spanish, focusing on the 2010 National Library Week theme "Communities thrive @ your library." They include a proclamation, sample press release and letter-to-the-editor, as well as scripts for use in radio public service announcements.

Libraries planning to participate in "Communities thrive @ your library"-themed programming are encouraged to share their stories with the Campaign for America's Libraries, by sending an e-mail to: <mailto:atyourlibrary@ala.org>.

ALA Graphics products supporting the National Library Week theme are also available. In addition to the 2010 National Library Week poster and bookmark, libraries can also purchase mini posters and a downloadable transit sign.

National Library Week is a national observance sponsored by the ALA and libraries across the country each April. It is a time to celebrate the contributions of our nation's libraries and librarians and to promote library use.



GALE CENGAGE LEARNING

SHUTTLE BUS SCHEDULE AND ROUTE

SHUTTLE SERVICE TO THE BOSTON CONVENTION & EXHIBITION CENTER

Shuttle service is provided between the BCEC and the hotels listed below. Please check the sign in your hotel lobby for any additional information or changes for your specific route. For additional service or to make advanced registration for an ADA approved shuttle, please see the shuttle supervisor at the BCEC or call Yankee Line at (800)942-8890

SHUTTLE SCHEDULE

Frequency of Service: Peak 5-10 minutes | Non-Peak 15 - 20 minutes

FRIDAY, JANUARY 15, 2010

Shuttles to run Between Hotels and BCEC	Non Peak	7:30AM - 4:00PM
Shuttles to run Between Hotels and BCEC	Peak	4:00PM - 8:00PM*

SATURDAY, JANUARY 16, 2010

Shuttles to run Between Hotels and BCEC	Peak	7:00AM - 10:00AM
Shuttles to run Between Hotels and BCEC	Non Peak	10:00AM - 3:30PM
Shuttles to run Between Hotels and BCEC	Peak	3:30PM - 6:00PM*

SUNDAY, JANUARY 17, 2010

Shuttles to run Between Hotels and BCEC	Peak	7:00AM - 10:00AM
Shuttles to run Between Hotels and BCEC	Non Peak	10:00AM - 3:30PM
Shuttles to run Between Hotels and BCEC	Peak	3:30PM - 6:00PM*

MONDAY, JANUARY 18, 2010

Shuttles to run Between Hotels and BCEC	Peak	7:30AM - 3:00PM
Shuttles to run Between Hotels and BCEC	Non Peak	3:00PM - 6:00PM*

*Time last shuttle departs BCEC. Last shuttle departs hotels approximately 45 minutes prior to this time

MAKE SURE TO STOP AT GALE BOOTH 1732
AND CHECK OUT WHAT'S NEW

ROUTE #1 (RED)

Marriott Copley
Sheraton Boston
Westin Copley Place
Fairmont Copley Place

BOARDING LOCATION

Prudential CTR, Huntington Ave Entrance
Prudential CTR, Huntington Ave Entrance
Prudential CTR, Huntington Ave Entrance
Prudential CTR, Huntington Ave Entrance

ROUTE #3 (BLUE)

Omni Parker House
Hilton Financial District
Hyatt Regency Boston

BOARDING LOCATION

Tremont Street by the Sovereign Bank
Curbside Entrance on Broad Street
Curbside Avenue D'LaFayette

ROUTE #2 (PINK)

Intercontinental Hotel
Renaissance Boston
Seaport Hotel

BOARDING LOCATION

Curbside entrance on Atlantic Avenue
Curbside entrance on Congress Street
Curbside entrance on Seaport Lane

ROUTE #2 (GREEN)

Boston Park Plaza
Four Seasons Hotel
Courtyard Tremont Hotel

BOARDING LOCATION

Curbside entrance on Columbus Avenue
Curbside entrance on Columbus Avenue
Curbside entrance on Tremont Street

The following hotels listed below are within close walking distance to the Boston Convention & Exposition Center. There will be NO shuttle service for these hotels.

Westin Boston Waterfront

All Shuttle busses will depart from the BCEC on Level 0 - immediately outside of the registration area.



STRONG LEADERS

deliver the future

STRONGER, FASTER, SMARTER.

YBP LIBRARY SERVICES *and* BLACKWELL NORTH AMERICA JOIN FORCES.

LIBRARIANS TRUST YBP LIBRARY SERVICES for its outstanding service, deep catalog, and technical expertise. Now, with Blackwell North America, YBP Library Services offers the widest selection of technical service solutions, the fastest delivery options, and the largest supply of scholarly materials in the world.

YBP has a long history of developing deep partnerships with the libraries and consortia it serves. We draw from our rich background and understanding of the challenges facing libraries and consortia to ensure that collection development objectives — both print

and electronic — and technical workflow needs are met today and in the future.

Everything we do stems from our commitment to delivering the best customer service to academic institutions. Together with Blackwell, YBP can deliver on this promise to customers even better.

For more information please visit us at booth #2031.

www.YBP.com

 BAKER & TAYLOR
YBP Library Services
the future delivered

Gebregeorgis

» from page 1

are creating lifelong readers, and that makes for better citizens and sets the cornerstone for democracy.”

“Without reading, everything in life is harder. Low literacy is linked to poverty, crime, dependence on government assistance and poor health. And research has shown that parents who struggle with reading pass this legacy on to their children,” continued Alire.

In his native Ethiopia, Gebregeorgis has established libraries and literacy programs to connect Ethiopian children with books. “Books change lives — of individuals, communities and nations for good,” said Gebregeorgis.

Forced to flee Ethiopia to the United States as a political refugee in 1981, Gebregeorgis put himself through college, obtaining a graduate degree in Library and Information Science. It was not until he became a children’s librarian at the San Francisco Public Library Children’s section in 1985 that he realized what the children of his native home were missing.

Gebregeorgis quickly realized that due to prohibitive publishing, purchasing and importing costs in his home country, there were no children’s books available in Amharic, the primary language of Ethiopia,

Gebregeorgis was selected as one of CNN’s Top 10 Heroes in 2008 for his work in establishing children’s libraries in Ethiopia.

and none representing the places and characters of Ethiopian lore. This inspired him to produce an Amharic children’s book, *Silly Mamma*, the first bilingual Amharic-English children’s book. He then established Ethiopia Reads in 1988. Using proceeds from book sales and grassroots book-a-thons, the nonprofit financed his efforts to bring children’s libraries to Ethiopia.

In 2002, Gebregeorgis returned to Ethiopia with 15,000 books, most of them donated by the San Francisco Public Library. With them, he opened the Shola Children’s Library on the first floor of his home. Young readers quickly overwhelmed the three-room home, requiring the addition of two large tents to provide shade for hundreds at a time.

Ethiopia Reads established the Awassa Reading Center and Ethiopia’s first “Donkey Mobile” library, which makes weekly visits to rural villages around Awassa.

For more information, see the ALA web site at www.ala.org/midwinter.

Lester

» from page 1

of the world” in addition to Europe, Asia, and Africa); gave the area the new name “America”; first suggested the existence of the Pacific Ocean; was the first to depict the entire continent of Africa; and used 360 degrees of longitude so that the viewer could take in the world “in a single glance.” Lester emphasized the “southness” of this map, displaying an elongated what was to be later South America (on which the designation “America” was imprinted) as well as a complete view of Africa.

Lester seasoned his slide presentation with observations about the metaphorical, cultural, and conceptual meanings of maps. During the Middle Ages in Christian Europe, maps often

had the East, where humanity purportedly began, on the top. Islamic maps during the same time instead frequently placed the South on the top.

Lester contends that the Waldseemuller map, drawn up by a German and his colleagues in Alsace-Lorraine and dedicated to Maximilian I, the Holy Roman Emperor, contained a coded message. With this map, the Emperor could then view the world as a whole, in effect as a double-headed eagle, the symbol of the Empire, and once knowing it, attempt to rule it. The Boston Map Society and the Norman B. Leventhal Map Center at the BPL (www.maps.bpl.org) which co-sponsored this presentation both strive to show the many complexities inherent in historical charts. Lester demonstrated how maps, and one influential map in particular, truly positioned people in the cosmos.

Help Shape Future of ALA, Libraries

ALA members will have an opportunity to participate in a working session to help shape ALA’s next strategic plan for the next five years. The discussion session, facilitated by Paul Meyer of Tecker Consultants, will take place on Sunday, January 17, during the ALA Council/Executive Board/Membership Information Session from 9:00 – 10:20 a.m. in

the Grand Ballroom at the Boston Convention and Exhibition Center.

Additionally, all ALA, division and round table committees and boards, as well as Chapters and affiliate groups, have been invited to discuss the draft ALA 2015 Strategic Plan at their Midwinter meetings, and to provide comments and suggestions on the plan.

Discover...

MORE OpenChoice

Giving more choice in how you search, access and archive.

In January 2010, forty Maney Publishing journals in the sciences, technology and medicine adopt Maney’s hybrid open access model.

For further information about how **MORE OpenChoice** can benefit you, please visit our stand (no. 1969) during ALA.

MORE
OpenChoice

www.maney.co.uk/moreopenchoice

UNIVERSITY of WISCONSIN
UWMILWAUKEE

Adjunct Instructors

The School of Information Studies at the University of Wisconsin-Milwaukee seeks qualified adjuncts in the following areas:

Collection Development

Academic Libraries

Public Libraries

Special Libraries

Government Information Sources and Services

Competitive Intelligence

Information Sources & Services in Science and Technology

SOIS has a dynamic MLIS program with over 700 students online and onsite that values both librarianship and information science. If you would like to join SOIS, please submit a letter of interest and your CV to Chad Zahrt, Assistant Dean, at zahrt@uwm.edu. Be sure to include your teaching experience, particularly any online instruction, and evidence of your expertise relevant to any of the areas listed above.

For more information about the School of Information Studies please visit:
<http://www.uwm.edu/Dept/SOIS>

UWM is an affirmative action, equal employment opportunity employer. For the UWM Crime Statistics Annual Report and the Campus Security Policy, see <http://www.uwm.edu/Dept/OSL/CleryAct/>, or call the Office of Student Life, Mellencamp Hall 118 at (414) 229-4632 for a paper copy.



SCHOOL OF INFORMATION STUDIES

ALA, FINRA Investor Education Foundation Announce Grants

The Financial Industry Regulatory Authority (FINRA) Investor Education Foundation and the American Library Association (ALA) have announced \$1,522,122 in grants to 19 recipients as a part of the Smart investing @ your library® initiative to provide millions of library patrons with effective, unbiased financial education resources. Smart investing @ your library®, which is administered jointly by the Reference and User Services Association (RUSA), and the FINRA Investor Education Foundation, funds library efforts to assist Americans as they manage their day-to-day finances and navigate complex financial decisions.

Grant recipients will use the funds to implement a variety of programs and create resources designed to increase patrons' access to and understanding of financial information. The grants target a diverse group of library patrons—among them youth, seniors, English language learners, new Americans and low-income individuals. Participating libraries and library networks will use a variety of technologies and outreach strategies to connect library users to the best available financial education and information. The grantees will partner with community organizations, schools, universities, veterans organizations and local governments to expand the impact of the services and resources enabled by the grants.

"Libraries are part of the solution when a community is struggling economically," said ALA President Camila Alire. "From free access to books and online resources for families to library business centers that help support entrepreneurship and retraining, libraries enable lifelong learning. We are thrilled that through the FINRA Foundation's generous support, Smart investing @ your library® grantees will have the resources to provide library users with access to unbiased investor education."

"Smart decisions about personal finances and investing often begin at the local public library," said John Gannon, president of the FINRA Foundation. "By nearly doubling last year's funding for Smart investing @ your library®, we are helping to turn library cards into passports for people hoping to arrive at a brighter financial future."

The new grant recipients are:

Albany Public Library, Albany, N.Y., \$55,055

The library will develop and market a weekly drop-in clinic that gives one-on-one reference assistance and referrals for tax preparation customers.

Alliance Library System, East Peoria, Ill., \$100,000

Alliance will deliver saving and investing information through social

media targeting individuals ages 13 to 35. It will also provide online and face-to-face investor education programs through six public libraries, the virtual world of Second Life and an outreach van.

Bolivar County Library System, Cleveland, Miss., \$33,500

The library system will provide financial education programs for low-income women under age 30 living in the Mississippi delta.

Brooklyn Public Library, Brooklyn, N.Y., \$95,480

Brooklyn Public Library will reach low-income working adults with a six-part financial education series in four locations, inclusive of workshops and group counseling sessions offered in partnership with New York City's Office of Financial Empowerment and other city agencies.

Estes Valley Library, Estes Park, Colo., \$62,203

Estes Park Public Library will partner with the local public schools to improve the financial literacy of children and teens throughout the Estes Valley. The library will also sponsor programs that provide practical money skills to young parents and young workers in the area.

Georgetown County Library, Georgetown, S.C., \$87,300

Georgetown County Library and its partners will educate the community about money matters through a series of creative multimedia activities that reference the county's economic history and that appeal to the different learning styles and interests of residents of all ages. The library and partner organizations will conduct outreach to area childcare providers,

the county detention center, the local board of disabilities and special needs and other agencies.

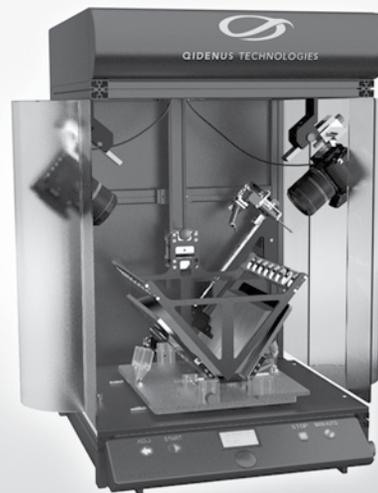
Greensboro Public Library, Greensboro, N.C., \$96,500

The grant will enable public librarians to collaborate with students and faculty from the economics and finance department of North Carolina

» see page 26

ROBOT. SCANNER. WORKHORSE.

The Qidenus Robotic Book Scanner Pro TableTop marries the best in automated image quality with the highest in workforce efficiency



- 900 (manual) to 2000 (fully-automatic) pages per hour
- 300 to 400 dpi optical resolution
- Saves in all common formats, including PDF
- 24-bit color; 8-bit grayscale; 1-bit b/w
- 1:4 operator to scanner ratio

Visit **Booth 2200**. Watch the RBS Pro TT in action and take advantage of Crowley's ALA show specials.

COMPETITIVE ADVANTAGES. COMPETITIVE PRICE.

Value-priced, the RBS Pro TT is a compact and portable tabletop with the scanning capacity of a full-size unit. Competitive advantages include:

- Revolutionary page-turning intelligence
- Variable optic system
- Glass plate mechanism to deny text curvature
- QiSoft Suite extended software for processing, conversion, workflow guidance, OCR and metadata
- 2-in-1 scanner: fully-automatic and manual systems in one device
- Low maintenance

Exclusive U.S. Distributor

CROWLEY

240.215.0224

For more information, contact mattm@thecrowleycompany.com or visit www.thecrowleycompany.com



LIBRARY CHAMPIONS

Companies and Foundations listed below are corporate sponsors committed to increasing public awareness of libraries and librarianship in America. Please visit them and thank them for their support. For information on how your organization can become a Library Champion, please contact the ALA Development Office at 312-280-5050.

- | | | | |
|-------------------------------|-------------------------------------|-------------------------------------|-------------------------------|
| 3M Library Systems | Elsevier, Inc. | JanWay Company | Polaris Library Systems |
| ABC-CLIO, Inc. | Ex Libris | LexisNexis | ProQuest Company |
| Baker & Taylor, Inc. | FINRA Investor Education Foundation | The Library Corporation | Sage Publications |
| Bound To Stay Bound Books | Foundation | Marquis Who's Who | Scholastic Inc. |
| Bowker | Gale Cengage Learning | Marshall Cavendish | Severn House Publishers Ltd. |
| Brodart Company | Gaylor Brothers, Inc. | Mergent, Inc. | SirsiDynix |
| BWI/Follett Library Resources | Google, Inc. | Mirrorstone / Wizards of the Coast | Springer |
| Candlewick Press | H.W. Wilson Company | Morningstar, Inc. | Standard & Poor's Corporation |
| The Combined Book Exhibit | Highsmith, Inc. | Neal-Schuman Foundation | Swets |
| DEMCO Incorporated | InfoUSA/Reference Group | OCLC Online Computer Library Center | Thomson Reuters |
| Dollar General | Ingram Library Services Inc. | | Verizon Foundation |
| EBSCO Information Services | Innovative Interfaces, Inc. | | World Book, Inc. |

Please visit the ALA/MCCA Haitian Relief Donation Desk, located in the ALA Registration area, to make a donation via cash, check or credit card. (see page 4)

Grants

» from page 25

A&T State University to provide a sequential financial literacy experience for library users ages 13 to 18. The library will also make available one-on-one counseling at its neighborhood branches on selected topics of impor-

tance to teens as they begin to take on financial responsibilities in their lives.

Houston Public Library, Houston, Texas, \$99,000

Houston Public Library will partner with the University of Houston and community organizations to offer a bilingual financial education series

(from money basics to investing fundamentals) for the city's English- and Spanish-speaking families.

Libraries of Eastern Oregon, Fossil, Ore., \$98,175

This consortium will reach population centers in 15 rural communities in Umatilla and Morrow counties with in-person and distance learning on a wide range of financial literacy topics.

Jacksonville Public Library, Jacksonville, Fla., \$100,000

The library will partner with Florida State College's Military Education Institute and Veterans Center, the City of Jacksonville's Military Affairs and Veterans Office and the city's Disabled Services Office to help meet the financial education needs of northeast Florida veterans, active-duty service members and military spouses using workshops and online learning.

Lewiston City Library, Lewiston, Idaho, \$89,485

Lewiston City Library will collaborate with area high schools to create an "Investment Day" competition for students, establish morning investment clubs to reinforce financial and investment concepts among students, organize an investment fair and develop online video and audio presentations on investing topics.

Los Angeles Public Library, Los Angeles, Calif., \$100,000

The library will collaborate with community organizations to improve understanding of basic financial concepts and resources among ethnic communities, and present in-person workshops with the help of these community-based partners in Chinese-, Korean-, Spanish- and English-speaking neighborhoods.

Middle Country Public Library, Centereach, N.Y., \$77,400

In partnership with area museums, Middle Country Public Library will create an interactive, traveling exhibit on money-related topics for students in grades kindergarten through five to be installed in the library's "museum corner" and to be accompanied by a schedule of family financial literacy nights with concurrent workshops for parents and children.

Multnomah County Library, Portland, Ore., \$100,000

The library will partner with the Oregon Society of CPAs and community organizations to help two high-need audiences: "parents at risk" (defined as low income and low literacy) and seniors susceptible to financial fraud.

Pike County Public Library District, Pikeville, Ky., \$34,362

The library district will develop multigenerational financial education programs for consumers, partner with the school system to present programs in all elementary and high schools in this rural county and collaborate with the Pike County Extension Office to offer monthly programs on planning for retirement.

Queens Library, Jamaica, N.Y., \$100,000

Queens Library will collaborate with local nonprofits to provide investor education programs to immigrant and low-income residents in English, Spanish, Chinese, Bengali, Korean and other languages.

State Library of Iowa, Des Moines, Iowa, \$98,251

This grant will enable a statewide financial literacy program serving 25 rural communities. The state library will partner with the Ames Public Library and Iowa State University Extension to deliver and replicate online and face-to-face classes for the public.

Virginia Beach Public Library, Virginia Beach, Va., \$51,906

The library will deliver in-person and virtual financial literacy learning opportunities for youth ages 12 to 18 as they prepare to assume financial responsibilities in their lives.

York County Library System, York, Pa., \$43,505

The library system will develop interactive, multigenerational programs in English and Spanish at branch libraries and focus on building financial knowledge within York County families with children ages 5-7.

Exhibitor News

These listings are paid advertisements. To place an Exhibitor News item in Cognotes in future issues at this meeting, visit the Cognotes office inside the ALA office, BCEC Room 210, no later than 1:00 pm the day before desired publication.

ABC-CLIO (Booth #1642): ABC-CLIO is an award-winning publisher of reference titles, academic and general interest books, electronic resources, and books for students, librarians and other professionals. Today, ABC-CLO publishes under these well-respected imprints; ABC-CLO, Greenwood Press, Praeger, Praeger Security International, Libraries Unlimited, and Linworth Publishing.

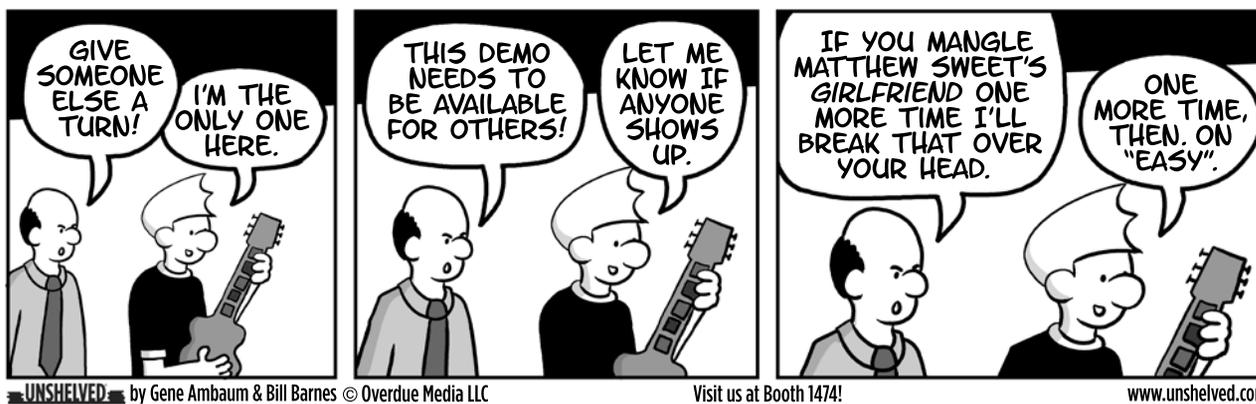
ACLS Humanities E-Book (Booth #2553): ACLS Humanities E-Book finalizes plans for "universal"

collaboration with publishers to offer complete title lists and new purchase and perpetual-access options. "HEB Portal" will facilitate cost-effective distribution of monographs and related materials to scholars and libraries. Please visit Booth 2553.

Serials Solutions (Booth #1512): Seeing is believing. Get students back to the library for research with a simple entry to the breadth of your collection. One search box, one results screen, one path to your content. Demo the one and only Summon today.

LAT (Booth #1624): LAT will be debuting the newest innovations, improvements and changes in our popular MAX, MAXine (and introducing the) MAXwell self checkout solutions, with new features that drive more patron acceptance and trouble-free operation.

CONFERENCE TIP: PLAY



māngo
languages

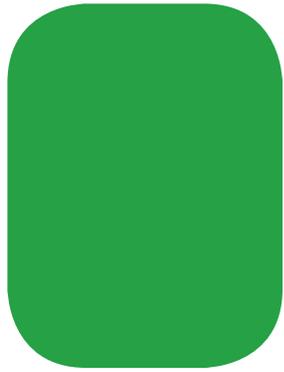
**It's teatime
(and tee-time)
at Mango!**

Mango is the online language learning system for libraries. Using an easy-to-follow interface, practical conversations, and audio from native speakers, it's the easiest way for your patrons to learn a foreign language.

STOP BY BOOTH #2314

for an interactive demo, a hot cup of mango tea and your very own Mango t-shirt!

learn more at mangolanguages.com



ExLibris
The bridge to knowledge

Attendees can
enter to **WIN** an
Amazon Kindle™

Enjoy a Spot of Tea at Ex Libris Seminars during ALA Midwinter 2010

Saturday, January 16, 2010

Info on Demand: Broaden Your Primo Experience with the Primo Central Article Repository

8:00 – 10:00 a.m.
Westin Waterfront, Harbor Ballroom I
Mark Dehmlow, *University of Notre Dame*
Pascal Calarco, *University of Notre Dame*
Tamar Sadeh, *Ex Libris*
Susan Pastore, *Ex Libris*

Primo® and Primo® Central together represent a powerful solution to students' and researchers' quest to find all the highest quality resources quickly and easily, with a single search query delivering local traditional and local digital content, combined with the world of scholarly publishing from Primo Central's hosted article repository. We will see how the new Primo interface weaves all this content together—with the added benefit of bX, the scholarly article recommender service.

Saturday, January 16, 2010

Benefit from Users' Collective Wisdom: the bX Scholarly Recommender Service

10:30 a.m. – Noon
Westin Waterfront, Harbor Ballroom III
David Walker, *California State
University System*
Nettie Lagace, *Ex Libris*

bX® is an exciting new service from Ex Libris that provides recommendations for scholarly articles, helping your users discover potentially relevant articles from the ever-growing information universe. This session will introduce you to the bX service, describe MESUR, the research concepts on which it is based, and present the bX experience as described by a current customer.

Sunday, January 17, 2010

A Brave New World for Collection Development: New Workflows for the Next- Generation Environment

10:30 a.m. – Noon
Westin Waterfront, Harbor Ballroom II
David Swords, *Blackwell Book Services*
Ted Schwitzner, *Illinois State University*
Kathryn Harnish, *Ex Libris*

Ex Libris plans for Unified Resource Management (URM) focus extensively on workflows for streamlining and improving selection and acquisition services for the next-generation library environment. The speakers will address opportunities for simplifying selection and acquisition processes, and providing better services to staff, by sharing information between vendors and the next-gen ILS system. The goal is an overall realignment of processes and systems to address e-resources more fully.

Refreshments will be served.

Visit us at **booth #2340**
to learn how Ex Libris
can be your bridge to
the future!



Poetry in Motion at University of Nebraska, Lincoln

Challenge: Expand discovery of rich special collections

Solution: Harvest data into Encore

Result: A single Encore search expands to include special collections, representing over 200,000 items



ENCORE

University of Nebraska, Lincoln created an unparalleled search experience for its users by integrating rich special collections into Encore. From farming history to the archives of poet Walt Whitman, users don't have to know the information comes from four different databases and seven collections to get where they're going. Now that's poetry in motion.

Come see Encore at booth #1912!

Get There.

www.iii.com

Innovative
interfaces