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RUSA Town Hall Focuses on Membership, Virtuality

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

Susan Beck, President of the Reference and User Services Association (RUSA), presided over the organization's Town Hall Session and Board meeting on Saturday. Two topics dominated a lively discussion by an audience composed of RUSA members—how to recruit and maintain members and to what extent should RUSA support virtual conferencing. These topics were deemed intrinsically connected since they are methods to get library staffers involved in ALA and specifically in RUSA.

There is currently a task force studying a RUSA Webinar series to reach people who cannot currently participate in meetings in person. Another idea is to revive smaller regional RUSA groups or chapters for those who cannot afford to travel far. It was noted that the Young Adult Library Services Association (YALSA) has done something similar with its "road trips." That division might also provide lessons in how to increase membership numbers just as the Association of College and Research Libraries (ACRL) and Library and Information Technology Association (LITA) might prove to be suitable models to get things done more quickly organizationally. One

observation was that a more efficiently run, streamlined division might itself work to resolve declining membership challenges.

Members who have problems with section heads or fellow members should have a place to have these quickly resolved. Some members unfortunately leave because of unresolved conflicts. Still, the potential for new members in RUSA is great because Spectrum Scholars often want to become reference librarians and that scholarship fund has already produced many leaders in the library profession. In the past,

RUSA has made a direct appeal to the New Members Round Table (NMRT) helping new members to get on committees. There might be discounts for those who are members of multiple divisions within ALA.

RUSA should work more vigorously to bridge the gap between education and practice by encouraging more library school educators to become division members. RUSA should revive the program still on the books for recruiting new members among library school students. Support staffers might be offered RUSA membership at reduced rates.

Finally, since the database crashed containing all committee and section information on RUSA, that data had to be input again. Members and unit heads were encouraged to check the RUSA website to ascertain that names have not fallen off the roster. There might, in fact, be more current RUSA members than believed.

Former ALA President and current ALA Executive Board Representative to RUSA Jim Rettig mentioned some forthcoming ALA initiatives. One was President Camila Alire's "frontline

» see page 18

Janice Y. K. Lee and Terri Woods Headline ALTAFF Gala Author Tea

Five bestselling authors will speak about their writing and lives during the ALTAFF Gala Author Tea on Monday, Jan. 18, 2:00 to 4:00 p.m. in the Grand Ballroom at the Hyatt Regency Boston. Hear writers discuss their work while enjoying finger sandwiches, tea, and pastries. Featured authors include former features editor at *Elle* and *Mirabella*, Janice Y. K. Lee (*The Piano Teacher*, Viking); former staff writer for *Life* and an editor at *Esquire*, *Redbook*, and *Outside*, Marilyn Johnson

(*This Book is Overdue! How Librarians and Cybrarians Can Save Us All*, Harper); novelist newcomer Holly LeCraw (*The Swimming Pool*, Doubleday); former Marine decorated with two Purple Hearts and 14 other medals, Karl Marlantes (*Matterhorn*, Atlantic Monthly Press); and first urban fiction author to hit the *New York Times* printed list, Terri Woods (*Dutch II*:



Janice Y. K. Lee
(Photo by Amy K. Boyd)

Angel's Revenge, Grand Central Publishing).

A book signing will follow, with many books given away free and others sold at a generous discount. ALTAFF will recognize the winners of the National Friends of Libraries Week Awards during the program. The ALTAFF Gala Author Tea is generously sponsored by ReferenceUSA. Tickets are \$45 onsite while seats are available.

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Exhibits Opening Reception Gift Basket Winners

Here are the winners of the gift baskets raffled off by exhibitors during the ALA/ERT Opening Reception on the exhibit floor. Winners can go to the sponsor's booth to claim their prize or arrange for shipping. Congratulations!

Exhibit Hours

Today
9:00 a.m. – 5:00 p.m.

Monday
9:00 a.m. – 2:00 p.m.



The prize basket at the Blackstone booth.

Company	Booth #	Winner Name	Hometown	Prize Description
Lerner Publishing Group	1303	Amy Galante	Waltham, MA	10 book set of <i>The Decades of 20th-Century America</i>
Penguin Group USA	1324	Michele Zwierski	Uniondale, NY	Penguin Classic Surprise
Bearport Publishing	1348	Marcia Parsons	Drexel Hill, PA	Set of Bearports 2009 Children's Choices Selection
Crimson Multimedia	1355	Sarah Davieu	Libby, MT	\$100 gift certificate
Albert Whitman & Company	1413	Fran King	Passaic, NJ	Albert Whitman Favorite Picture books
Charlesbridge	1417	Mike Fleming	Issaquah, WA	Must Read for Middle-Graders
Workman Publishing Co.	1432	Betty Long	Roswell, NM	Brain Quest Set
Star Bright Books	1453	Richard Gause	Orlando, FL	Basket of Children's books
Orca Book Publishers	1454	Lori Fisher	Bow, NH	Books Collection
Highsmith	1503	Beth Miller	Neptune, NJ	Wisconsin Tea Party Gift Basket
Simon & Schuster Movies	1504	Paulea Renfrow	Memphis, TN	Gift Basket of Simon & Schuster books that have become movies
Simon & Schuster	1504	Catherine Gardiner	Fort Myers, FL	Gift Basket of Simon & Schuster titles celebrating Poetry
Candlewick Press	1547	Susan Dunker-Bendigo	Jackson, NH	Judy Moody's 10th Anniversary Gift Bag
Literacy + Exercise = Literacise	1557	Richard Gause	Orlando, FL	Books & Storytelling Prize Pack
Ellison	1600	Diane Libbey	Westborough, MA	Allstar Superstar Starter Set
National Geographic	1623	Amy Neal	Brooklyn, MA	Complete Set of National Geographic Countries of the World
OCLC	1654	Linda Hatfield	Zanesville, OH	OCLC Gift Basket
HW Wilson	1714	Anna Martinez	Boston, MA	Wine & Country Gift Basket
Gaylord Bros.	1722	Latoya Benett	Chicago, IL	Gaylord Book Repair kit
Sourcebooks	1872	Jeff Branyon	Richmond, VA	Gergette Heyer Collection
A. Rifkin Co.	1878	Kathleen Mayo	Ester, FL	Executive Attaché Case
Brookhaven Press	1948	Sandra Brightbill	Tonasket, WA	Taste of Wisconsin Box
Northern Micrographics	1950	J. Christine Smith	Boston, MA	Taste of Wisconsin Box
Chelsea House	1953	Don O'Connor	Rockland, ME	14 Volume Set — <i>World Religions</i>
Chelsea House	1953	Lori A. Fisher	Bow, NH	11 Volume Set — <i>Encyclopedia of American History</i>
Baker & Taylor	2032	Jan Hamilton	Cumberland Center, ME	Entertainment Basket
Marcive Inc.	2037	Elizabeth Broyles	Milledgeville, GA	Marcive Makeover Basket
Blackstone Audio, INC	2117	Maria Rodrigues	Cambridge, MA	Blackstone Audio Gift Basket
Brodart Co.	2122	Deborah Burns	Chicago, IL	Playful Monkeys Rug + Four Monkey books
World Bank Publications	2302	Richard Gause	Orlando, FL	Three flagship reports from World Bank Publications
Mango Languages	2314	Caryl Ward	Binghamton, NY	Columbia City Trek II Parka with Mango Logo
LibQUAL +® from				
Association of Research Libraries	2354	Adrian K. Ho	London, Ontario Canada	<i>Celebrating Research: Rare & Special Collections from ARL</i>
Groupes Archambault Inc	2365	Tania P. Bardyn	Los Angeles, CA	French Product Basket
University of Alaska Press	2610	Tena Litherland	Knoxville, TN	Two books — <i>Alaska Native Art & The Aleutian Islands</i>
MLR Press, LLC	2614	Elizabeth Lenz	Newark, DE	Collection of Titles from MLR Press
MLR Press, LLC	2614	Buenaventura (Ven) Basco	Orlando, FL	Collection of Titles from MLR Press
Novel Data LLC	2618	Audra Zimmermann	Windsor, CT	Three-year subscription to www.esequels.com
Veronica Bird Charitable Foundation	2630	Kristin Bernet	Washington, DC	Collection of DVD's related to children and autism
Independent Publishers of New England	2640	Whitney Austin	Columbia, MO	Basket of Books
Fourth Street Press	2642	Martha Burk	Babson Park, MA	Free Year subscription to EcoAmericas
BBC Audiobooks America	2653	David F. Clapp	Chattanooga, TN	Complete DVD set of <i>All Creatures Great and Small</i>
Hello Voice	2654	Irene Owens	NA	Levenger Pen
Hello Voice	2654	Sabooah Hardy	NA	Golf Pen
Hello Voice	2654	Marcellus Turner	NA	Sweet Endings/Great Beginnings
Hello Voice	2654	Amy Harman	NA	Sticky Notes Holder
Hello Voice	2654	Gladys Smiley	NA	Wallet
Hello Voice	2654	Wendy Kaspar	NA	Singing Dinosaur
Hello Voice	2654	Rita Lambardi	NA	Ring Boxes

Library Support Staff Certification Program is Coming Soon

The American Library Association-Allied Professional Association (ALA-APA) invites conference attendees to the Library Support Staff Certification (LSSC) Program Open Forum. This forum will be held 10:30 to noon, today in the Boston Convention and Exhibition Center, Room 260. No pre-registration is required.

Project Co-Directors Karen Strege and Nancy Bolt, along with ALA-APA Director Jenifer Grady, will discuss the program's upcoming launch on January 25. The discussion will be followed by an extensive question and answer session.

The LSSC Program is an ALA approved program that recognizes the achievement of library support staff who work in libraries. Don't miss this exciting event at the ALAMidwinter Meeting in Boston, sponsored by the American Library Association-Allied Professional Association (ALA-APA).

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

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YALSA Names 2010 William C. Morris Award Shortlist

The Young Adult Library Services Association (YALSA) selected five books as finalists for the 2010 William C. Morris Award, which honors a book written for young adults by a previously unpublished author. YALSA will name the 2010 winner at the Youth Media Awards Monday, during the American Library Association's Midwinter Meeting in Boston.

The 2010 finalists are:

- *Ash* by Malinda Lo, published by Little, Brown Books for Young Readers
- *Beautiful Creatures* by Kami Garcia and Margaret Stohl, published by Little, Brown Books for Young Readers
- *The Everafter* by Amy Huntley, published by Balzer + Bray, an imprint of HarperCollins Publishers
- *Flash Burnout* by L.K. Madigan, published by Houghton Mifflin/Houghton Mifflin Harcourt
- *Hold Still* by Nina LaCour, published by Dutton Children's Books, a Division of Penguin Young Readers Group

"The five finalists represent a terrific field of new YA talent with writing styles ranging from first person narratives to gothic horror, lyrical retelling of fairy tales to stark contemporary issues," said Judy Nelson, 2010 Morris committee chair. "The

committee wrestled with the selections but chose writers and stories that were fresh, compelling, unusual and believable."

More information on the finalists

"The five finalists represent a terrific field of new YA talent with writing styles ranging from first person narratives to gothic horror, lyrical retelling of fairy tales to stark contemporary issues."
—Judy Nelson, 2010 Morris Committee chair

and the award can be found at www.ala.org/morris. YALSA sells finalist seals to librarians and publishers to place on books at www.alastore.ala.org. YALSA will host a reception honoring the shortlist authors and the winner, as well as YALSA's Excellence in Nonfiction Award winners, at a free reception from 8 to 10 p.m. on Monday at the Westin Copley Place Essex Center South.

The award is named for William C. Morris, an influential innovator in

the publishing world and an advocate for marketing books for children and young adults. William "Bill" Morris left an impressive mark on the field of children's and young adult literature. He was beloved in the publishing field and the library profession for his generosity and marvelous enthusiasm for promoting literature for children and teens.

Members of the 2010 William C. Morris Award are: Chair Judy Nelson, Pierce County Library System, Tacoma, Wash.; Jeana Actkinson, Bridgeport (Texas) High School; Dr. Joni Richards Bodart, School of Library and Information Science-San Jose (Calif.) State University; Susan Fichtelberg, Public Library of Woodbridge, N.J.; Angela Frederick, Nashville (Tenn.) Public Library; Clio Hathaway, Martin Memorial Library, York, Pa.; Melanie Koss, Northern Illinois University DeKalb, Ill.; Anne Leon, Alvin Sherman Library-Nova Southeastern University, Fort Lauderdale, Fla.; Gail Zachariah, Keene (N.H.) Public Library; David Durante, administrative assistant, Pierce County Library System, Graham, Wash.; and Booklist Consultant, Ilene Cooper, Chicago.

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.

Dollar General and ALA Renew Literacy Partnership

The American Library Association received a \$750,000 two year grant from the Dollar General Literacy Foundation to continue "The American Dream Starts @ your library". This new round of funding will help 70 public libraries in Dollar General communities expand their literacy services for adult English language learners.

To be eligible, the applicant institution must be a public library or a public library with a bookmobile providing literacy services for adult English language learners, and must be within 20 miles of a Dollar General Store, distribution center, or corporate office. Each funded library will receive a onetime \$5,000 grant.

In 2007, ALA received a similar grant from Dollar General for resource development and library mini grants. In 2008, ALA funded 34 public libraries in 18 states serving communities from under 850 to over a million. Funds were used for collections, outreach, technology, media promotion, and more!

Applications for funding are being accepted online at www.american-dreamtoolkit.org through Sunday, February 28, 2010. Selected applicants will be notified in April, 2010.

ASCLA/COSLA Reception Offers Desserts, Networking

Sunday is the sweetest day of the Midwinter Meeting, and the Association of Specialized and Cooperative Library Agencies (ASCLA) and the Chief Officers of State Library Agencies (COSLA) cordially invite meeting attendees to cap their day with dessert, networking and socializing at the ASCLA/COSLA reception.

The event, a Midwinter Meeting tradition co-sponsored by ASCLA and COSLA, is open to all meeting participants who are current or potential members of ASCLA. Reception guests can take advantage of desserts, coffee and a cash bar while catching up with old colleagues and meeting new ones. Attendees employed or interested in the areas ASCLA serves—state library agencies; networks, cooperatives and consortia; specialized libraries such as those for the blind, deaf, hard of hearing and incarcerated populations; and independent librarians and library consultants—are encouraged to join the party and meet other professionals. The reception will be held from 8:30 to 11 p.m. today in the Burroughs Room of the Westin Boston Waterfront, 425 Summer Street, Boston.

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2010 Diversity Research Grant Topics Announced at DiversiTEA

The ALA Office for Diversity and the Diversity Research Grants Advisory Committee, a subcommittee of the ALA Committee on Diversity, are pleased to announce the topics for proposals for the 2010 Diversity Research Grants program.

Topics will be formally announced at the DiversiTEA, today from 4:00 – 5:30 p.m. in the Boston Convention & Exhibition Center, Room 103. In addition to the announcement, the DiversiTEA will include brief presentations from two of the three 2009 Diversity Research Grant recipients, Stephanie Maatta Smith, assistant professor at the University of South

Florida's School of Library and Information Science, and Clayton Copeland, a doctoral candidate and teaching fellow at the University of South Carolina's School of Library and Information Science. Attendees will have the opportunity to talk with previous Diversity Research Grant recipients and network with other attendees interested in diversity research.

The Diversity Research Grant program, sponsored by the ALA Office for Diversity, addresses critical gaps in the knowledge of diversity issues within library and information science. The Diversity Research Grant consists of a one-time \$2,000 award for original research and a \$500 travel grant to attend and present at the ALA Annual Conference. A jury of ALA members will evaluate proposals and is encouraged to award one proposal from each of this year's topics for a total of three awards. Grant recipients will be announced ahead of the 2010 ALA Annual Conference and will be expected to compile the results of their research into a presentation for the 2011 ALA Annual Conference in New Orleans, LA.

For information on proposal requirements, evaluation criteria, and a list of past recipients, visit <http://www.ala.org/ala/aboutala/offices/>

diversity/divresearchgrants/diversityresearch.cfm.

ALA's Office for Diversity offers thanks to the Diversity Research Grants Advisory Committee for developing this year's topics and for organizing and hosting the Di-

versiTEA. The Diversity Research Grants Advisory Committee members are Veronica L.C. Moudamane (chair), Vickie E. Beene, Nikki Busch, Sylvia D. Hall, Ph.D., Joyce E. Jelks, Cheryl Knott Malone, Ph.D., and Raymond P. Schwartz.

LITA President-Elect Karen Starr hosts the LITA Town Meeting

Join LITA on Monday, 8:00 – 10:00 a.m. in the Boston Convention Center, Room 151A/B for the LITA Town Meeting.

Meet your fellow LITA members, and participate in a conversation about how LITA responds to and involves its membership in the larger information, association, community-building, and technology-related landscape. LITA is known in ALA for its ability to handle change and be nimble in providing services to its members. For the last two years, the LITA Executive Committee, Board, and Committee chairs have engaged in strategic thinking sessions. The participants in those sessions felt strongly that it is time to take a serious look at the structure, charges, and assignments of current elected and appointed leaders.

A LITA Change Task Force has been convened by the LITA Board to address those issues. Meet members of the Task Force at the Town Meeting and provide input into the size of the board and board member responsibilities; charges and composition of committees; committee relationships with the board and with each other; meeting and process efficiencies; and between meeting communication and participation.

Your input as a LITA member in the discussion about how LITA operates in today's world is very important to the success of the organization. The input will be included in the Task Force recommendations to the LITA Board of Directors. Please do take some time and attend the Town Meeting to provide input. For those LITA members who are not able to attend the Town Meeting, information about other avenues of input will be made available.

Authors

» from page 7

stated that "I feel honored that people can identify with any version of me." The film obsessed her, admitting that "I couldn't get away from the movie—it was stalking me." She often wrote in the New York Public Library's 42nd Street building in Manhattan, because of its inspirational cathedral-like setting but also the diverse people whom it attracts. She utilized the resources of the Schlesinger Library at Harvard where she was able to gain inspiration by actually holding in her hands the correspondence between Julia and Paul Child, which played a prominent role in her book.

The authors hold mixed opinions toward book reviews. Lustbader does not read reviews of his own work, believing that many re-

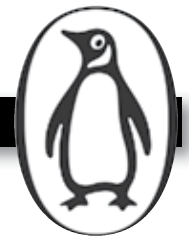
Tracy Chevalier, the author of *Girl with a Pearl Earring*, likened the filmed version of her book to "a liquid Vermeer painting ... a Vermeer that moves."

viewers write primarily from the promotional material rather than the actual works. Hogan reads his reviews, but believes that they are primarily for potential readers, not really for the authors. Chevalier is always curious about her reviews and reads them, assuming that regular readers would not provide critical evaluations that reviewers might. Powell peruses reviews of her own books although she admits, in her case, that it is strange to read a critical evaluation about a book that is about herself.

PENGUIN GROUP (USA)

PLEASE VISIT OUR BOOTH #1324

AUTHOR EVENTS AT ALA



Sunday, January 17

GEORGE SAUNDERS IN PERSUASION NATION



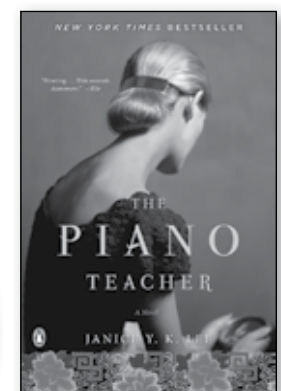
8:00-9:30 am AAP Author Breakfast
Boston Convention Center
Room 151 A/B

10:00-11:00 am Signing, Penguin booth #1324

Monday, January 18

JANICE LEE THE PIANO TEACHER

12:00-1:00 pm Signing, Penguin booth #1324
2:00-4:00 pm ALTAFF Author Tea
Hyatt Regency Boston, Grand Ballroom
One Avenue de Lafayette





Midwinter Meeting attendees enjoy a "Taste of Boston" at the All Conference Reception as the Exhibits open Friday afternoon.

Libraries Balance Increased Use and Decreased Funding

U.S. public libraries have expanded available job resources, and more people are turning to libraries for technology access and help in applying for jobs and government assistance online, according to a new report from ALA released at the ALA Midwinter Meeting. At the same time, however, half of states have reduced funding to public libraries and to state library agencies, and close to one-quarter of urban libraries have reduced open hours.

More than three-quarters of all public libraries reported increased use of their public Internet computers over the past year, and 71 percent reported increased wireless use, according to new data from ALA and the Center for Library and Information Innovation at the University of Maryland.

Two-thirds (67 percent) of all libraries reported that staff members help patrons complete online job applications and offer software or other resources (69 percent) to help patrons create resumes and other employment materials. The vast majority of libraries surveyed provide access to job databases and other online resources (88 percent) and civil service exam materials (75 percent).

But just when people need their public libraries the most, funding for

"...for each hour a library is closed, and for every service lost, thousands will lose the opportunity to better their lives through education."

— **ALA President Camila Alire**

this valued resource is decreasing, as governments cut library budgets as a way of addressing state and local deficits. More than half of responding state library agencies (52 percent or 24 states) reported cuts in state funding for public libraries between FY2009 and FY2010; and 11 of these states reported cuts were greater than 11 percent, double what was reported last year.

"Public libraries are uniquely positioned to provide a full range of resources American families rely on as they trim expenses and seek employment," said ALA President Camila Alire. "As the poor economy continues to fuel deep library budget cuts, I'm haunted by the notion that for each hour a library is closed, and for every service lost, thousands will lose the opportunity to better their lives through education."

Decreased funding has impacted staffing levels at many public libraries. The top challenge affecting libraries' ability to help job seekers is a lack of adequate staff to effectively help patrons with their job-seeking needs. Almost 60 percent of libraries surveyed agreed or strongly agreed that the library does not have enough staff to help patrons with job-seeking needs. Forty-six percent agreed or strongly agreed that library staff does not have the necessary skills to meet patron demand; and about 36 percent agreed or strongly agreed the library has too few public computers to meet demand.

The number of libraries reporting a decrease in operating hours increased significantly. Nearly one-quarter of urban libraries and 14.5 percent of all libraries report their operating hours have decreased since the previous fiscal year. Nationally, this translates to lost hours at more than 2,400 public library branches.

Thirteen state libraries (28 percent) reported they were aware of public library closures in the past 12 months. Twelve states reported closures of five or fewer libraries; and one state (Indiana) reported more than five closures in the past year.

To read and download the new report "A Perfect Storm Brewing: Budget Cuts Threaten Public Library Services as Time of Increased Demand," please visit www.ala.org/plinternetfunding. The report provides new findings from the Public Library Funding & Technology Access Study, funded by the ALA and the Bill & Melinda Gates Foundation.

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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



Best of Adult Reading and Reference to be Celebrated Today in Boston

All ALA Midwinter Meeting attendees are invited to celebrate the winners of numerous awards—including the Notable Books selections and The Reading List—at the Reference and User Services Association's (RUSA) upcoming Book and Media Awards Reception this afternoon.

In addition to The Reading List and Notable Book selections—lists that are used by readers advisory librarians nationwide—winners will also be announced for the Dartmouth Medal, the Sophie Brody Medal, the Zora Neale Hurston Award, the Louis Shores/ABC-CLIO Award and other professional resource lists, including Outstanding Reference Sources, Outstanding Business Reference Sources and Best Business Websites.

The reception will be held from 4:00 to 6:00 p.m., today, in the Rose Kennedy III Room at the Intercontinental Boston, 510 Atlantic Avenue, and will offer food and a cash bar.

The literary winners announced at this event will shape the author lineup for the Literary Tastes Break-

fast at ALA's 2010 Annual Conference in Washington, D.C. Attendees at this ticketed event enjoy a delicious breakfast while listening to author readings. Immediately following the meal, authors will be available for book signings and further discussion of their work. Event registration opened Jan. 4, 2010 at www.ala.org/annual, and Annual Conference registration is not required in order to purchase a breakfast ticket.

More information about the award winners and the Literary Tastes Breakfast will be available on the RUSA website, www.ala.org/rusa, and RUSA blog, <http://rusa.ala.org/blog>, following the January event.



Robin Hoklotubbe, San Bernardino County Library, San Bernardino, Calif., left, with author Julie Powell as she gets an autographed copy of her book *Cleaving*, in the Exhibits.



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 En-

trance

Prudential CTR, Huntington Ave En-

trance

Prudential CTR, Huntington Ave En-

trance

Prudential CTR, Huntington Ave En-

trance

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

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 #4 (PINK)

Intercontinental Hotel

Renaissance Boston

Seaport Hotel

BOARDING LOCATION

Curbside entrance on Atlantic Avenue

Curbside entrance on Congress Street

Curbside entrance on Seaport Lane

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.

The Future of Science and Technology Indexing/Abstracting Sources: Are We Driving Them to Extinction?

With the ongoing funding dilemma facing libraries, trimming the acquisitions budget has become a common activity. Cancellation decisions may be influencing the development and continued existence of the standard bibliographic tool, the indexing/abstracting database. Are these databases being cancelled in favor of full-text sources? Will libraries turn to fee-based products, paying for articles as needed? What are the societies and vendors of traditional indexing databases doing to survive this rough economic period?

Darla Kremer (American Mathematical Society), Karen Berryman (INSPEC), and Julia Gelfand (University of California-Irvine Libraries) will address these issues from their perspective and will set the background for an informative audience discussion today, 10:30 a.m. – 12:00 p.m., in Room 253A of the Boston Convention & Exhibition Center.

AASL Votes to Adopt the Professional Title School Librarian

The American Association of School Librarians' (AASL) Board of Directors voted at the ALA Midwinter Meeting in Boston on Saturday to officially adopt for the profession the title school librarian.

A recent AASL survey indicated

confusion, misperceptions, and inconsistencies about various job titles in the school librarian profession. The AASL Affiliate Assembly requested that the AASL Board of Directors choose a title for its professionals that is clear to other educators, ad-

ministrators, and the public, and that presents a common nomenclature for all publications and advocacy efforts.

AASL leadership reviewed the data and identified the advantages and disadvantages of the various titles. After a focused and extensive discussion, the AASL Board of Directors voted to adopt school librarian as the title which reflects the roles of the 21st-century school library professional as a leader, instructional partner, information specialist, teacher, and program administrator.

As the overarching strategic goal of AASL is to achieve universal recognition of school librarians as indispensable educational leaders, AASL will work to advance and promote the title school librarian, and will open dialog concerning stakeholders' needs, wants, and preferences; the current realities and evolving dynamics of the professional environment; the capacity and strategic position of the association; and the ethical implications relevant to this decision.

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.

LAT (Booth # 1624): Manufacturers of FlashScan self checkout and allCIRC DVD dispenser, premieres its newest innovation: CORTEX, which provides patrons instant, no-log-in/no OPAC/no hassle access to synopses and reviews of materials, no ILS or SIP needed!

Serials Solutions (Booth # 1512): Dozens of libraries around the world are transforming students' views of their service with groundbreaking technology that makes searching the library as simple as searching the Open Web. Believe it. See Summon's all new technology at the Serials Solutions booth.

RUSA

» from page 12

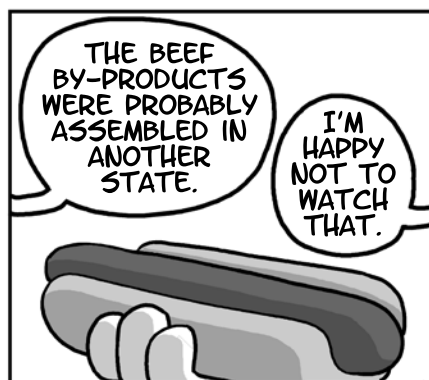
advocacy" initiative whereby everyone working in a library can be an advocate. According to Rettig, librarians need to remain a voice that can be heard despite the understandably overwhelming concern about the need to repair the economy.

During his presidency, he had emphasized that librarians were among the first responders to the crisis. Those in positions of power "should include us because we can help."

RUSA's Business Reference and Services Section BRASS's representative mentioned that ALA is one of the

few professional associations which sponsors two face-to-face meetings a year. Due in part to economic stringencies, as well as the increasing use and wider availability of electronic meeting methods, ALA might consider de-emphasizing Midwinter. There might be more (or at least as much) vendor-potential client interaction at one meeting a year. Beck pointed out that ALA has changed its rules regarding requiring active committee members to attend in person twice a year. And RUSA has given its blessing to any of its units holding virtual meetings when and as they deem fit. Although the ultimate decision about meeting physically twice a year is up to ALA as a whole, there perhaps should be a committee for the organization as a whole with guidelines for virtual meetings. The decision might be influenced by whether more or fewer people continue to attend both Midwinter and Annual.

CONFERENCE TIP: EAT LOCALLY



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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 this morning, 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.

Friends of Bill W.

Today, 6:00 – 7:00 p.m.
Marriott Copley Place
Vineyard Room

mango
languages

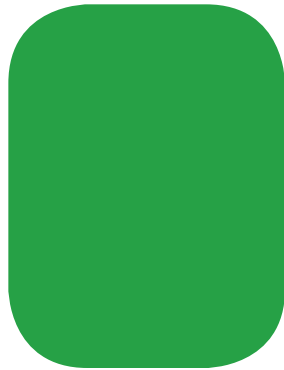
**It's teatime
(and tee-time)
at Mango!**

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



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

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**
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can be your bridge to
the future!



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Result: Research independence, staff efficiency, worry-free administration



Millennium

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