No Library Association is an Island

By Tim Mallory

Three major efforts have absorbed the energies of the Washington Library Association in 2010: partnerships, advocacy, and financial survival. Connections to others are paramount in each of these efforts, especially as we find our membership and finances shrinking. Instead of struggling alone to stay afloat, we are reaching out to our partners so that we can float together rather than sink separately.

We are actively seeking to find common ground among the many library associations inhabiting Washington. Our relationships with associations such as ALA and PNLA have paid off over the years, and we want to expand that benefit throughout the Washington library community.

By far our most successful partnership is with the Washington Library Media Association (WLMA). We have had reciprocal memberships for years, and since the “Three Moms” phenomenon in Spokane, we have worked closely together on legislative and advocacy issues. We further explored our common interests in the joint WLMA/WALE conference this past October. (WALE is the Washington Association of Library Employees, an interest group of WLA.)

It is assured that WLA and WLMA will continue to work together as we encounter shared challenges. Preserving the State Library and preserving the presence of Teacher/Librarians in our schools will remain top priorities for both associations. Joint conferences will certainly be discussed, but the outcome is uncertain. While WLMA and WALE will meet separately in 2011, the conundrum continues as both are meeting in Spokane, and within a week of each other. This makes it nigh impossible for anyone to benefit from both.

WLA has met with the Washington Chapter of the Association of College and Research Libraries (ACRL) several times, and they are considering forming a closer relationship with us. About ten years ago ACRL made a specific decision not to be an interest group within WLA. Many new leaders are now in both organizations, and different forms of alliance are under consideration. ACRL works closely with College Librarians and Media Specialists (CLAMS), representing community college librarians, so they are included in this discussion as well.

WLA has also talked with the Special Libraries Association NW chapter, with law librarians, and with medical librarians. Each of these groups is quite small, and has concerns about becoming less relevant in a larger organization. However, they too can see the benefit of joining with others rather than maintaining their own island in the library archipelago. These discussions are continuing.

WLA has held advocacy workshops this year both within and outside of conferences. Two advocacy prongs have developed: local library advocacy and state and national legislative advocacy. All of our advocacy efforts emphasize that libraries are part of the mainland, not an island. Our societies could not be what they are today without the contributions of libraries of all types. WLMA and ACRL have both been partners in both, with emphasis on preserving local school libraries and participating in the ALA National Legislative events at the annual conference in DC last summer.

Financial survival has become more critical this year. While WLA has made a commitment to operate at a loss for up to four years, this year’s losses have been higher than expected due to a lack of membership renewals. Major efforts are under way in the budget, membership, and member benefits committees to turn this around. We need more inhabitants to come on over—after all, we’re not an island!

We hope that our conference next April in Yakima, a much less expensive venue, will bring in income to make up for the financial losses at our joint conference with PNLA in Victoria last summer. Our plan now is to husband our hard-gained experience in conference planning, and have better fortune in steering the planning of future conferences. We feel that partnering has been very positive, and we need to ensure when partnering that the right team members are involved to bring in the experience from each association.

All in all, we will continue to partner, to advocate for libraries, and to do our best to increase our membership and services to the entire library community of Washington. We know we’re not an island, and we’re doing our best to bridge the gaps to our friends, co-workers, and communities, and to link together all library supporters.
"Alki," a Native American word meaning “bye and bye,” was suggested by Nancy Pryor, Special Collections at Washington State Library, as the title for the Washington Library Association’s journal. “Alki” is also the state motto, signifying a focus on the future.

Alki (ISSN: 8756-4173) is published three times per year in March, July and December, and mailed to over 700 WLA members and interested parties. Print subscriptions are available at $20 per year, or $7.50 per single issue. Contact the WLA office at the address above.

Alki’s purpose is to communicate philosophical and substantive analyses of current and enduring issues for and about Washington libraries, personnel, and advocates, and to facilitate the exchange of research, opinion, and information.

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WLA was designed by Tammy Reniche, Director of Publications for Melby Cameron & Anderson.

Front cover: The Empress Hotel in Victoria, BC, site of the 2010 WLA/PNLA Conference. Cover photo by Tammy Reniche.

Erratum: The cover of the July 2010 issue of Alki incorrectly lists the issue as Volume 26, Number 3. The July 2010 issue was Volume 26, Number 2.
I am very excited to be writing this inaugural editor’s note for my first issue as editor of Alki. It has been a great pleasure to serve on the editorial committee for the past two years; I’ve had the opportunity to learn all about the libraries of our state and to help communicate what’s going on in them to the library community.

Now, as editor, I get to learn even more about Washington libraries. I get to read—more closely, I’m sure, than anyone—articles about all aspects of librarianship and from all corners of the state. After just one issue, I am already astounded by the multitude of good ideas and the level of writing talent in our libraries.

As usual, this conference issue is packed with reports from programs and events. Several conference presenters bring their ideas to the page, expanding on the topics they presented. Their articles demonstrate the wide variety of engaging conference programs: David Wright and Abby Bass suggest strategies for enhancing readers’ advisory; Angela Nolet provides tips for creating promotional videos; Matthew Berube shares safety tips for small libraries; and Corey Davis questions Chris Anderson’s pronouncement that “free” is the price of the future.

This issue also takes us beyond the most recent conference into discussions of the value—and challenges—of conferences in general. Kate Laughlin reminds us that continuing education budgets are shrinking for many libraries, but highlights the exciting ways in which WLA helps bridge this gap. Rand Simmons, Jennifer Fenton, and Anna Nash all share their reasons for attending WLA conferences. We’d like to hear why you attend conferences: visit our blog at http://alki.wla.org and let us know.

This has also turned out to be an issue of many hellos and good-byes. Rand Simmons contributes a piece recognizing Jan Walsh for her years of service as Washington State Librarian. I think everyone in the audience was gratified when Jan assured conference-goers that we haven’t seen the last of her.

I am taking the reins as editor from the capable hands of Julie Miller, who led Alki through many changes, including the transition to working with MCA and the move to full-color publication. It’s been great to work with Julie as a member of the editorial committee. Julie contributed two terrific pieces to this issue, so—happily—I don’t think we’ve seen the last of her either.

Three editorial committee members—Lynne King, Rayette Sterling, and Matthew Berube—are finishing their terms with this issue. All have been major contributors to the magazine and will be dearly missed. I am pleased to welcome Kirsten Edwards as our new Solinus columnist. Kirsten is no stranger to these pages, and if her column for this issue is any indication, we’re in for a treat.

The Washington library community lost two of its pioneers this year, both of whom made great contributions to the rural demonstration libraries of the fifties and sixties: Mary L. Stough, former Children’s Coordinator and Assistant Director of Public Services for the Timberland Regional Library, and Josephine Pardue Hallbacker, founding director of the North Central Regional Library. Mae Benne’s remembrances of these remarkable librarians tell an engrossing story not just of their lives but of the history of Washington librarianship.

Thanks to everyone who has helped me find my editing legs and who really made this issue happen: Tammy Reniche, who is not only a designer extraordinaire, but also a first-rate conference photographer; the members of the Alki editorial committee, nearly all of whom attended the conference and reported on their experience or chased down conference presenters; and, of course, all the authors who wrote the thing. It’s been a blast working with all of you on this issue, and I can’t wait for the next one!
Why We Attend WLA Conferences

by Rand Simmons and Jennifer Fenton

There are at least three reasons Washington State Library (WSL) staff regularly attend WLA conferences: professional development; to network with customers and promote WSL programs, projects and services; and to support the work of the association.

For Marlys Rudeen, Deputy State Librarian, attending WLA conferences means finding out what librarians are doing on the front lines in their communities: “I am always inspired by their passion and caring,” she says.

Elizabeth Jahnke, Cataloging Supervisor notes, “I reconnect with people I previously worked with or with whom I went to library school.” Jennifer Fenton, CE and Training Coordinator, states, “Without WLA and the amazing opportunities presented by WLA conferences (including WALE), I would feel very disconnected from my colleagues around the state.”

Evan Robb, Project Manager for the Washington Rural Heritage projects, says, “The work I do is so specific and focused that it’s easy to develop ‘blind spots.’ I attend conferences to learn about new developments across all types of library work—especially what I’ve inevitably missed. I am inspired by getting ideas from people whose work may be completely different than my own.”

On the other hand, Laura Robinson, Project Manager for the National Digital Newspaper Program, observes, “I attend WLA to connect with librarians around the state who are dealing with similar issues and with whom I can potentially collaborate. It is a good way of staying informed of special projects other libraries are working on or the unique ways different libraries tackle similar issues.”

For Evan Robb, conference attendance energizes him through immersion in library culture. “I think it’s the casual interaction with both new and longtime practitioners, combined with WLA’s formal recognition of significant achievements and milestones; our organizations are so varied, but I always come away with a strong sense of our shared principles and commitment to the profession. I attend because every year I become more and more familiar with our community.”

WSL employees have for many years staffed booths as an exhibitor. The booths promote WSL programs, projects and services and allow employees to interact with conference attendees. Acting Library Development Manager, Jeff Martin, notes that when a customer’s inquiry requires referral to someone not present at the conference or needs more research, a card is completed. “When we return to the State Library following the conference, the cards are distributed and the customer receives a response in a few days.” “Interacting with customers,” Jennifer Fenton states, “allows me an opportunity to meet my constituents in person and promote the wonderful training opportunities offered by the State Library. I also identify training needs and trends so that I can help meet the needs of library staff throughout Washington.”

In the past few years the State Library’s Washington Talking Book & Braille Library (WTBBL) has been present at WLA conferences. Danielle Miller, WTBBL Director, states, “We want librarians statewide to know that we are eager to help their customers who qualify for our services.” WTBBL provides services statewide to blind, visually impaired, physically disabled, and learning disabled Washington residents unable to read standard print material.

WSL booths are stocked with brochures, flyers, posters and the ever-popular giveaways. “People have inquired over the years why we send so many staff to conferences,” Acting State Librarian Rand Simmons observes. “The implication is that this is a waste of funds.” Simmons notes, “I look at it differently.” It takes a lot of staff to run an exhibit adequately. Our statewide programs are diverse. Having the staff person with the specific expertise and knowledge available at the conference is important to both respond to questions, and to discuss issues and concern that may not otherwise come to light. “Taking care of customers is our top priority at conferences and it takes a certain quantity of staff to do this.”

The State Library continues to have a presence because Simmons believes in supporting the association. Over the years the State Library has provided many quality programs. And, for many conferences, the State Library has provided the popular Internet Café.

State Library employees have provided leadership within the association. Jennifer Fenton says, “I love being able to tap new talent at conferences. I enjoy meeting new people and sharing my passion for WLA with first-time conference attendees. By learning what their interests are, I am able to connect them to an IG or other people at the conference with similar interests.”

“It is our pleasure to continue to support, participate in, and promote the work of the association,” Simmons states. “Over the past decade the members of WLA, the WLA Board, and the Legislative Planning Committee have been strong advocates for the Washington State Library. What can we say but, thank you WLA!”

Why do you attend WLA conferences? See what Alki readers have to say and share your thoughts on our blog: http://alki.wla.org.

Rand Simmons is the Acting State Librarian and Jennifer Fenton is the Continuing Education and Training Coordinator, both for the Washington State Library.
Anna Nash is a Library Associate at the Washington State Reformatory Branch of the Washington State Library.

A Notice for Everyone in Admissions: You Will Receive My Application Two Days Before It is Due

by Anna Nash

When I was a kid I loved gifts. It didn’t matter what it was, just getting it was important. On Christmas my parents would wrap up the groceries and shampoo so we could open more stuff. Every time my mom went to a library conference we would wait for her to come home because we knew we would get more stuff. Demco pens and Gaylord chip clips, a box of mints from this or that publisher, note pads and sticky notes galore. Once she brought us a magnifying sheet that we played with for hours.

“I wanted to go to library conferences like other kids wanted to go to Disneyland or water parks.”

As a result of all this great stuff my image of a Library Conference was a bit warped. I imagined my mom going around to the booths the way Templeton the Rat went to the fair: “Oh the Library Conference is a veritable smorgasbord orgasbord orgasbord / during the conference week / each day at the booths they can be found all around / oh what a bookish feast east east east!”

I wanted to go to library conferences like other kids wanted to go to Disneyland or water parks. They were a place where people named Sally had a club, where you talked about all the best new children’s books and you went on tours of totally rad cities you’ve never been to. As I grew up my wistful love of library conferences didn’t fade—if anything, it became stronger as my love of libraries and all that they stand for became stronger.

Going to the WLA/PNLA 2010 conference was like a dream come true. There was far less swag than my 10-year-old self had imagined, but that wasn’t what my 24-year-old self was interested in. I was surrounded by amazing individuals doing amazing things. I talked about usability and information authority. Whenever I get a chance I speak animatedly about libraries, and I get really jazzed up about it, even if the person I’m talking to has no interest in libraries at all. But at the conference my enthusiasm was matched, and matched by people who have a far greater wealth of knowledge than me. I had found my people.

On my first day at Stafford Creek Corrections Center I was welcomed with a wall of inmates asking if I was the new librarian. At first I would say, “Well I’m not a librarian because I don’t have a degree.” But not anymore, no more corrections, I am Miss Librarian Lady. Unfortunately I still don’t have a degree to back that up. Which brings us back to the conference; it had always been my plan to one day get my MLS or MLIS, I’ve just been waffling about it a bit. The conference served as just the right catalyst to get me going. I spoke with several people who were currently in graduate school, both online and onsite, and visited the Emporia State University and the University of Washington booths and picked up their swag; the more I talked about it the more I realized this is the time. I was walking past the totem park when I said, “I’m going to apply for graduate school this year.” The End—as soon as I said the words I knew it was true.

The Monday after I got back I bought a GRE book and started making lists of universities and scholarships. So, University of Washington, Emporia State University, Kent State University, University of Illinois, University of North Carolina, and University of Michigan Admissions please expect my application two days prior to the date it is due. You will be blown away by experience, recommendations, and charm. If you are interested in skipping the whole process and accepting me on a full ride you just give me a holler, I think we can work something out.

Anna Nash is a Library Associate at the Washington State Reformatory Branch of the Washington State Library.
How do libraries remain relevant in the face of ever changing and improving technology? How do libraries connect with today’s technology natives, tomorrow’s library supporters? At the recent PNLA Conference in Victoria, BC, staff of the King County Library System (KCLS) shared their approach for connecting online with users.

Since 2008 KCLS has been developing online video content aimed at engaging patrons and providing them with the expertise they need to take full advantage of library collections and resources.

The largest collection of videos is based around the Tell Me A Story site (http://www.kcls.org/tellmeastory). Children’s librarians have filmed nearly 200 rhymes and songs and have a schedule in place to continue filming new content throughout the year. The long-term goal is to have videos for all the content on the site, which is currently over 600 rhymes and songs. Parents, caregivers, and story time presenters can see what books are being read in story times in addition to learning new rhymes and songs. Everything is on the KCLS YouTube channel (http://www.youtube.com/kingcountylibrary) as well as embedded on the Tell Me A Story site. This is also a great resource for parents whose native language isn’t English. The rhymes and songs used in story times are not the traditional rhymes they are familiar with and they are often proactive about wanting to learn. Tell Me A Story allows for fewer printed handouts and creates an archive of story time plans for staff. Families with young children are active KCLS users and consistently vote in support of library measures. Creating another resource to reinforce the benefits of the library and how it can help their children is a valuable connection.

Using the Library videos are short screen-capture videos with staff explaining how to use various library databases. These video tutorials are embedded on the database page with the product description and are also on the KCLS YouTube channel. Appropriate videos are also embedded on KCLS InfoGuides, which are staff-created topic guides. These tutorial video links can be emailed out to schools to increase awareness for teachers or school librarians. KCLS offers access to many great databases that our patrons are often not aware of, or are hesitant to try to use. Video tutorials allow KCLS to demonstrate these resources and make them less formidable to users and staff.

Meet Your Library videos highlight branch openings with segments of speeches and opening day footage. This is a great way to highlight delivery of bond promises, increases in square footage, green designs, and special collections. These can be shown at library board meetings, and at KCLS we also embed them on the appropriate branch page. Users logging on to get directions to a branch can see where it is, what it looks like and watch the opening video and know ahead of time any special collections they might otherwise miss.

Live at KCLS videos give users an insight into what a program is like at the library. These can be adult, teen, or children’s programs. KCLS has annual events like the Read, Flip, Win. video contest for teens or the Romance Extravaganza for adults. Promotion for these events includes the previous year’s event video.

KCLS received a 2010 LSTA grant to create videos to promote resources for small businesses. InfoBiz videos are on YouTube and the InfoBiz page. As part of our partnership with various agencies, these videos can also be embedded on their websites to raise awareness of the services provided.

The ability to share resources that users aren’t aware of, that they can access from home at all hours, is vital to connecting with library users where they are—online.

Interested in doing the same at your library? It takes less than you’d think to get started: staff, a video camera, and video editing software.

What You Need

1. Staff. Anyone can be a content creator! Support staff can film events; professional staff can create screen captures that highlight databases and staff expertise. At KCLS, the Online Services Department edits videos, uploads finished projects to YouTube, and cross-promotes on Facebook, Twitter, and Tell Me A Story.

2. Video camera(s). There are a variety of cameras available in a range of prices and quality.

Level 1: the Flip.

For starting out, Flip Cameras are easy to use and inexpensive ($149–$279).

Level 2: Consumer Grade HD.

The next step up is a consumer grade HD camera ($699–$1399)—KCLS uses the Canon Vixia. The Vixias are easy to use and take great video at a mid-range price point. These cameras don’t use tapes, making it simple to get large video files from staff recording video to those doing the edits. That noted, you’ll also find plenty of excellent consumer-grade cameras that use tape.

Undecided? Some pros and cons of tape vs. digital:

- Tape Pro: You may find older mini HDVD tape cameras for less.
- Tape Con: Storage becomes an issue as does buying more miniD VD tapes.
- Digital Pro: Easy to use and no tapes, you can quickly scroll through video on the camera and select sequences.

Angela Nolet is an Online Services Advocate/Children’s Librarian for the King County Library System. She presented the program “Lights! Camera! Action!” at the 2010 WLA/PNLA Conference.
Digital Con: Footage that hasn’t been transferred can be deleted, and you can run out of space while filming if footage isn’t deleted promptly.

**Level 3: Professional Grade HD.**

As part of the 2010 LSTA grant, two entry-level professional cameras were purchased for this project. They record exquisite-quality video but, without a grant, are cost prohibitive ($3,999–$8,999) as well as intimidating for staff to use.

See our cameras in action on the KCLS YouTube channel:

- **Flip Camera:** This Old Man ([http://www.youtube.com/watch?v=QEGTAVqsESA](http://www.youtube.com/watch?v=QEGTAVqsESA))
- **Consumer Canon:** Federal Way Library Opening Ceremonies ([http://www.youtube.com/watch?v=7c69xFdPWesy](http://www.youtube.com/watch?v=7c69xFdPWesy))
- **Professional Canon:** KCLS InfoBiz Washington CASH ([http://www.youtube.com/watch?v=mDjnf0awX50](http://www.youtube.com/watch?v=mDjnf0awX50))

3. **Software:** There are many options available with varying levels of complexity.

KCLS uses Macintosh computers to edit with **Final Cut Pro**. But don’t think you need to buy a Mac—there are many PC software options, including **Sony Vegas** and **Adobe Premiere**, that allow for a similar quality of complex editing and professional-level credit creation options. You’ll also find satisfactory results with simpler-to-use and free editing options, most notably **Window Movie Maker** and the recently launched **YouTube Video Editor**. And if your main interest is creating screen captures? Start with **Jing** which is free and very simple. Even better, Jing offers a $14.99 upgrade to a “pro” version that lets you record in a higher quality video format (mp4) suitable for editing. It also works hand-in-hand with Camtasia, a high-end screen capture tool that offers its own suite of editing tools. Why edit a screen capture video? It’s not easy being perfect—you’ll want to remove the pauses and mistakes your on-screen experts make in their recording.

**Tips:**

**Buy a Tripod.**

Nothing looks worse than shaky footage. There are $15 tripods that work great for Flip cameras. The bigger cameras need a tripod too, so make sure to get that in the budget. The $45 is well worth the smooth pans that will impress your board of directors.

**Get help, search YouTube.**

Having trouble with your editing software? An astounding number of instructional videos are available to watch for free.

**Resources:**

**KCLS Online**

YouTube [http://www.youtube.com/kingcountylibrary](http://www.youtube.com/kingcountylibrary)
Tell Me A Story [http://www.kcls.org/tellmeastory](http://www.kcls.org/tellmeastory)
Facebook [http://www.facebook.com/kingcountylibrarysystem](http://www.facebook.com/kingcountylibrarysystem)
Twitter [http://www.twitter.com/kcls](http://www.twitter.com/kcls)
Flickr [http://www.flickr.com/kcls](http://www.flickr.com/kcls)

**Other Resources**

Flip Camera [http://www.theflip.com](http://www.theflip.com)
Canon HD Cameras [http://www.usa.canon.com](http://www.usa.canon.com)
Jing [http://www.techsmith.com/jing](http://www.techsmith.com/jing)
MPEG Streamclip (free software which quickly converts videos from one format to another) [http://www.squared5.com](http://www.squared5.com)
YouTube Video Editor [http://google system.blogspot.com/2010/06/youtube-video-editor.html](http://google system.blogspot.com/2010/06/youtube-video-editor.html)
It can sometimes seem that technological advances are isolating us, driving us away from the enthusiastic exchange of reading recommendations, the enriching give-and-take of book discussion, or the imaginative captivity of a story reading, and pushing us toward impersonal service via indirect, online channels; replacing face-to-face interactions with the ubiquitous mediation of laptops and cell phones. But this isn’t the whole story.

The promise of “Library 2.0,” (aging jargon for a dynamic that is still in its relative infancy in libraries) is bringing the virtual library full circle, back to the familiar, friendly world of real people browsing and talking about books amidst the warm sociability of a favorite branch. The very latest tech trends are finally catching up to the traditional values and goals of high-touch readers’ advisory. Bookworms: your time has come, and your insights are needed right now to guide and inform the emerging 21st-century library. Here are some practical examples which we discussed in a recent preconference and panel at the 2010 PNLA/WLA conference: three strategies for readers’ advisory in the wired world, all within the reach of small or rural systems.

Get Personal. An increasingly popular service in libraries large and small is Personalized Reading Lists. This idea grew out of the practice of following up a live readers’ advisory conversation with a little list of suggested titles to match that reader’s particular taste. The practice buys the library worker some time to consider and confer with colleagues out of the hurly burly, while serving our patrons in a way that makes them feel special and especially grateful for the kind of personal attention they can’t get anywhere else.

Many libraries have ramped up this service by taking it online, providing a form on their website for readers to express their interests, checking off favorite genres and sharing particular titles they’ve enjoyed or disliked, and why. Patrons then receive a list of hand-selected suggestions via email. Offering an online version of this service is a very effective way to raise awareness about the value of libraries’ personalized, reader-centered approach to book recommendations.

There are a variety of forms out there to look at, some of them quite elaborate, but there are also much simpler ways of eliciting patron profiles. For example, this summer the teen librarians at the Seattle Public Library (SPL) posted a note to the teen page of the library’s website which read:

Join the other Seattle-area teens who have gotten their very own personalized reading list from our great teen services librarians. Use the Ask a Librarian e-mail form to tell us a little bit about what you like to read. What books have you really enjoyed or have put you to sleep? Do you like mysteries? Sci-fi? Fantasy? Some other genre? Or do you have an assignment to read a certain type of book? Tell us whatever you think will help us figure out some great books for you. In just a day or two we will send you the titles of five books, handpicked just for you. Send in as many forms as you like. It’s always free!

Requests were then routed through SPL’s regular online reference portal, but a simple email address would work just as well. If you’re looking for a way to draw more people to the physical library, create a paper form to use in the building itself. No matter how you do it, don’t forget to stress the hand-crafted nature of the service in the form. Otherwise, readers may assume this will be just another lame automated service like the so-called “recommendations” on Amazon.com.

Get Social. Several years ago, getting up-to-speed on virtual services felt like going to spy school, all Boolean cryptograms and secret HTML codes. Now it seems more like high school: passing notes, and navigating various social groups and cliques, with maybe some learning at the edges. There are many exciting ways for library workers to engage with patrons in these online social environments—as hosts, advisors, performers, referees, and resident smarty pants.

In addition to library outreach via Twitter and Facebook (see SPL’s own Facebook page for one good example of the latter),

David Wright and Abby Bass are both librarians at The Seattle Public Library, and contributed chapters on Graphic Novels and Urban Fiction to the seventh edition of Genreflecting. They also contribute to Booklist, Readers’ Advisor Online, NoveList, and their library’s own blogs, Push To Talk and Shelf Talk. They participated in two presentations at the 2010 WLA/PNLA Conference: “Getting Connected: Tech Tools for Readers’ Advisory” and “Reading into the Future: New Ideas for Readers’ Advisory.”

Continued on page 10
one of the most exciting social environments emerging right now is a place few might have expected: the catalog. Library catalogs are finally catching up to Amazon.com, as new catalog software begins to incorporate features from retail and social networking sites that our users value and expect. New discovery interfaces such as AquaBrowser, BiblioCommons, Encore, and Primo, and enhancements such as LibraryThing for Libraries, incorporate the ability for users to tag, review, make lists, and even share video and audio within our catalogs: right where we want them to be, and where they already are.

These environments cry out for knowledgeable, reader-focused library workers to participate in them, implementing tags and crafting lists that meet readers’ needs, sharing our own input as readers, reviewers, book-talkers and lively conversation-listers. The social catalog is that big never-ending library party we’ve always wanted to host, and its success as a less mercenary, more personal, community-based alternative to the vast online shopping malls will rely heavily on our taking ownership of these spaces, imbuing them with our own personality and inviting our users to share in warm and welcoming ways.

Go Where Your Patrons Are. We can also play these roles outside of our library catalogs by participating in already existing literary social networking sites such as LibraryThing, Goodreads, and Shelfari. Like Facebook for book lovers, these sites hook up to the regular Facebook, too. We can also contribute our readers’ advisory expertise to increasingly popular Answer Boards and Social Q&A sites, such as MetaFilter, Facebook Q&A, or to name a local Seattle example, The Stranger’s QuestionLand. Consider creating your own social Q&A site, where librarians join together with the public to answer questions and offer reading, viewing, or listening recommendations. Librarians who lament that the public seem to be forsaking libraries and going elsewhere for help fail to notice that many of those alternatives are just as public as the library, and are places where a practiced readers’ advisor or reference librarian can really stand out from the crowd.

Virtual “publishing” via blogs, podcasts, and videos posted on YouTube is another excellent way to get reader-based library services “out there” in the community. The technical ease and affordability of blogging make it ideal for smaller libraries: some of the most captivating library blogs we’ve read come from rural systems where some perceptive, well-read librarian seems to have some time on their hands now and then. Sharing literary news and reviews is a perfect foundation for a library blog, especially if you link it to other community-based blogs that you read and enjoy, and tie your blog to other platforms such as your Facebook page, your catalog, and your website.

As for podcasting, you’d be surprised by how simple and lo-fi it can be. Librarians at SPL had discussed podcasting book talks for months, but never seemed to have the time to put it together. But we did always seem to have the time to go out for coffee, so one day we decided to bring along a microphone, and Seattle BiblioCafé was born. This 15 minute podcast, featuring librarians drinking lattes at the neighborhood coffee shop and doing quick jacket talks on some of their favorite reads, has become a creative and popular new way for librarians around the system to share reading recommendations with the public in Seattle and beyond.

In this whirlwind tour of new RA techniques and practices in the digital era, we hope you’ve found at least one or two ideas you can implement in your own system, no matter how limited your resources. For more detailed information and resources on this topic, please see the handout from our pre-conference which is available at http://nwcentral.org: search for “Getting Connected: Tech Tools for Reader’s Advisory.”
At the 2010 PNLA/WLA Conference in Victoria, I had the opportunity to participate in a panel discussion about safety in small and rural libraries. WLA Program Coordinator Kate Laughlin moderated the panel, and we were joined by Helen Ojeda, Human Resources Director for the Kitsap Regional Library, and Jeanne Fondrie, Learning Coordinator for the Whatcom County Library System. Kate, Helen, and Jeanne are all experienced trainers in crisis intervention, and I received that training myself in 2008.

This was the fourth and final presentation on this topic for Kate and me. We had participated in two previous conference panel discussions, including one at the 2010 PLA Conference in Portland, and we had also presented a “First Tuesday” webinar for the Washington State Library.

Wherever we went, our topic seemed to resonate with people. Our panels were really conversations with the audience, and as Kate noted at the beginning of each discussion, we would often learn as much from them as they would learn from us. In the spirit of the 2010 PNLA/WLA Conference theme, “No Library is an Island,” I’d like to highlight some of the key safety tips collected from library staff throughout North America who attended our panels. While these tips are aimed at staff and administrators working in small or rural libraries, many of them are applicable elsewhere.

Be vigilant about maintaining safe physical spaces.

- Look at your physical space with “fresh eyes.” Ensure that you have good sight lines, clear exit routes, and ready access to phones. Rearrange furniture if necessary.

- Replace burnt-out light bulbs (both interior and exterior) immediately. It’s easy to put this off if you don’t have a maintenance person to tackle it, but don’t.

- Install convex mirrors and duress alarms. Even an inexpensive wireless doorbell can be used to communicate to co-workers in another room that help is needed.

- Keep service desks and public areas clear of items that could possibly be used as weapons, such as scissors and staplers.

- Request a “security audit” from your library’s insurance provider or from your local law enforcement.

- Include law enforcement in building planning and renovations. This will likely improve the safety of your facility, and it’ll also help you develop an important relationship.

Encourage a strong commitment to safety at all levels of your organization.

- Make staff safety a top priority. If necessary, frontline staff can take the lead on this. Bring a safety proposal (with a timeline for implementation) to your administrators.

- Have a conversation with staff about safety. Everyone is likely to notice something different, depending on where they sit.

- Minimize the need for one person to work alone, possibly by increasing the use of volunteers. Administrators can try working alone occasionally to gain perspective.

- Arrange for a “check-in” phone call to or from a co-worker or friend when you are working alone. Try to leave work with a trusted patron, or have a friend meet you.

- Make it a formal procedure that all staff leave the building together at the end of the day. Also emphasize that no one is allowed to drag their heels.

- Send a strong message to all employees (especially younger ones) that they should not tolerate harassment, and that they should report it immediately to a supervisor.
Safety in Small Libraries  Continued from page 11

• Provide crisis intervention training (such as the Crisis Prevention Institute's Prepare Training Program) to all staff and volunteers, and practice these skills regularly.

Build support for safety in your community.

• Encourage an active “Friends” group. Friends can provide a volunteer presence in the library and also help the library to creatively fund safety improvements.

• Know your closest neighbors and nearby businesses. Introduce yourself now, and you’ll be a familiar face if you ever need their assistance, or vice versa.

• Get to know your patrons, and partner with them to solve problems.

• Establish a network of communication among neighboring library systems regarding regional safety concerns (e.g., patrons who’ve been banned from local libraries).

• Build relationships with local law enforcement and ask them to drop by regularly. Also, take the time to have a discussion with law enforcement personnel about your library’s position on patron privacy.

• Plan joint programs with law enforcement on topics such as identity theft, bullying, or online safety. These programs educate your community and further develop your library’s relationship with local law enforcement.

Be prepared to respond to an unsafe situation.

• If you’re uncertain whether or not to call 9-1-1, call 9-1-1 and ask them. They’ll tell you if your call is appropriate. When calling, use the strongest accurate language.

• Know who to call in an emergency and what happens when you call. Know how long it will typically take for law enforcement to arrive.

• Have a “Rules of Conduct” policy and post it in a visible location. Make sure all staff are familiar with this and other applicable library policies.

• Set consistent limits for all patrons, and enforce them. Respond early. Don’t allow incidents to grow unchecked and don’t use empty threats.

• Keep a list of local services available to those in crisis. Being able to refer someone in a desperate situation to an aid organization can help you avoid an incident.

• Roam public areas regularly, even in small libraries. Make it a part of your closing procedures to check the building exterior and parking lot for anything unexpected.

• Learn and practice de-escalation skills (such as those taught in the aforementioned training program).

• Document all incidents. Develop a formal procedure and keep an organized file. Use a “behavior log” to document even minor incidents that may escalate in the future.

• Debrief with all staff and volunteers after an incident.

• Offer an Employee Assistance Program (EAP) or another counseling option to staff who’ve been involved in an incident.

• Trust your instincts and always keep yourself safe.

Many thanks to WLA’s WALT (Washington Library Trainers) for sponsoring our series of panel discussions, and thanks to all those who shared their tips and experiences with us. Now go forth and be safe!
The WLA Awards luncheon is always one of my favorite parts of the annual conference, because it is a time of celebration and everyone is happy.

I had the honor of introducing John George and Warren Chin, WLA scholarship winners, as well as sharing the table with them, and with Jana Lu Williams, who was awarded a conference grant. This is an amazing group of library students. Both John and Warren presented sessions at the WALE/WLMA joint conference in October. John presented on grant resources for library projects. Warren did an introduction to Anime and Manga.

After all of the awards were presented and celebrated we spent some time honoring our wonderful Washington State Librarian, Jan Walsh, who has now retired. Jan spoke about her years as librarian, with the challenges of budget cuts and earthquakes! But mostly she spoke of her enjoyment in her job and her love of libraries and library people. She made everyone happy when she said we had “not seen the last of her” as WLA.

**Awards Given**

**WLFFTA Distinguished Service Award/Trustee Award # 2:**
Ned Barnes, Spokane Public Library

**WLFFTA Friends/Foundation Award #1:**
Doris Pederson, Puyallup Friends of the Library

**WLFFTA Friends/Foundation Award #2:**
Virginia Pittman, President, Friends of the Library, Whitman County Library

**WLA Merit Award for Advances in Library Services:**
Bruce Ziegman, Executive Director, Fort Vancouver Regional Library District

**WALE Outstanding Employee of the Year:**
Heidi Chittim, Eastern Washington University

**CAYAS Award for Visionary Library Services to Youth:**
Jan Hanson, Longview Public Library

WLA President's Award: Jan Walsh, Washington State Library
WLA Honorary Lifetime Membership: Sherman Alexie, Author

**2010 WLA Scholarship Recipients**
Warren Chin, University of Washington MLIS Program
John George, University of Washington MLIS Program

**PNLA/WLA Annual Conference Grant Winners**
Cheryl Brinkley, Neill Public Library
Warren Chin, University of Washington MLIS Program
John George, University of Washington MLIS Program
Jana Lu Williams, University of Washington MLIS Program

Lynne King is a Cataloging Specialist at Highline Community College Library and is a member of the WLA Scholarship Committee.
Sometimes program proposals submitted to a conference program committee don’t fit into a program track for a state conference; sometimes too many proposals are submitted for the available time slots. That’s what happened this year to the WLA/PNLA conference program committee. Because they wanted to include more of the excellent proposals at the conference, they created the Program Showcase. Presenters would be able to display their ideas in poster format with time to talk with attendees about their topic. The name, Program Showcase, was changed to Spotlight on Success.

Deanna Sukkar, reference librarian at Highline Community College, was the Spotlight on Success coordinator. She sent an invitation via email asking people to showcase their programs. Each presenter would have a table near the main exhibit hall, a very visible area that would catch people’s attention coming and going to the banquet and vendor halls.

In addition to their posters, presenters were encouraged to have handouts, business cards, resource sheets, free materials, candy, giveaways, and email sign-up sheets at their tables. They also would have the to be at their tables for three half-hour periods on Thursday to talk to attendees.

Ten presenters responded to the invitation. Three poster sessions were based around children and teens. CAYAS provided handouts on “the latest and greatest” program ideas for teens. Burnaby Public Library displayed My First Language Kits that were designed to support home language development and cultural identity for newcomer families with young children. The Story Time Showcase showed tips and tricks to use when telling stories to babies, toddlers and preschoolers.

Funding and money was another theme. Developing Branch Libraries on a Shoestring displayed information on how to make the most of taxpayer dollars using an existing school library to develop a public branch library. Strategic Funding and Advocacy for Your Library presented information on new ideas for funding as well as ALA’s Frontline Advocacy Initiative. The Retail Library: Selling it for Free featured techniques to enhance a library’s collection, new or old, by merchandising its collection.

Professional development was a theme for another showcase. For twenty years, Montana State University Libraries have provided professional development opportunities for tribal college librarians through the Tribal College Librarians Institute. Many of these librarians serve academic and public library patrons; most of them work on reservations and reserves.

MLIS student internships were the theme of the University of British

Sue Anderson is the Acquisitions & Electronic Resources librarian at JFK Library at Eastern Washington University.
“Targeted Competitive Hard Times Grant Now Open,” read the header of the email. “The purpose of this grant cycle is to provide grant funds to help libraries initiate new services, enhance existing services, conduct outreach and partnership efforts, or complete other activities that are identified as important to the library in addressing the needs of people needing access to employment-related information, resources, and services.”

Like most libraries in the current economy, Eastern Washington University (EWU) Libraries are seeking new revenue streams, including grants. But the detail of this announcement from the Washington State Library that really caught my eye was support for partnerships. Academic libraries are always looking for ways to partner with departments and programs within the college or university. The more we collaborate, the greater our impact on students. I hit the forward button, selected the email address for Virginia Hinch, director of EWU’s Career Services, typed a short message—“Gini, are you interested?” and hit “Send.”

Within a week I met with Gini Hinch and her colleague Kendra Selles to brainstorm ideas that address the needs of EWU students and alumni seeking career information. The conversation kept coming around to the decentralization of employment resources at the university: the library has career-related collections, Career Services has its own collection, and faculty who teach capstone courses often develop their own “libraries” for students. Gini and Kendra had seen a career wiki demonstrated by Purdue University at a professional conference for career counselors in higher education. The wiki provided “one-stop shopping” for career resources, enhancing access and visibility. Eureka!

Once we settled on the idea to develop our own career wiki, the proposal nearly wrote itself. Project LAUNCH (Learning and Using New Career Help) was funded as part of the Washington State Library’s Renew Washington grant supported by the Institute of Museum and Library Services.

Project LAUNCH is a collaboration between EWU Libraries and EWU Career Services to increase access to and use of existing career resources for EWU students and alumni. The project has three objectives:

1. To develop the EWU Career Wiki to provide "one-stop

Julie Miller is the associate dean of libraries at Eastern Washington University.
shopping” for career resources from across the institution so students can find and use employment information, locate job opportunities, and prepare for the interview process.

2. To purchase fifteen web cameras to circulate to EWU students to use with InterviewStream to practice their interview skills. The web-based Interview Stream platform is made available through EWU Career Services; the web cameras, which circulate from the library, increase student access to the resource, which requires video interaction.

3. For library and Career Services staff to offer each other in-service training, sharing knowledge about resources and services in order to assist students in the use of or referral to employment resources and services.

Project LAUNCH hired two terrific EWU students to design the wiki and develop its content. The students came up with the idea of using a smart phone design. Smart phones are similar to the wiki: collaborative, dynamic, visually attractive, and easy to use. On the technical side, wikis and smart phones both use a graphic interface, are organized with sub pages, and foster creativity.

The students developed the wiki during Spring 2010 and piloted it over the summer, using SurveyMonkey to get student feedback. The students who took the survey were extremely positive about the wiki’s usability and content. “Very cool layout. Creative and quality. It comes across as very professional and current,” one respondent commented.

We are rolling out Project LAUNCH to its target audiences—EWU students, faculty, and alumni—this fall. We have already accomplished more than we anticipated:

- The web cameras are available for circulation to EWU students, faculty, and staff. Although the cameras are meant for use with the InterviewStream web program, we hope folks are also experimenting with Skype and other web tools that may help them find employment in their chosen field.
- EWU Libraries and EWU Career Services staff have partnered on presentations at orientation sessions for new and returning faculty, and we are discussing opportunities to collaborate on conference presentations and publications as well.

Project LAUNCH has been a great partnership between EWU Libraries and Career Services, and we are now reaching out to faculty to develop their own career resource pages on the wiki. For more information, visit the EWU Career Wiki at http://ewucareerguide.wikispaces.com.
On Saturday, September 25th, children’s librarians took over the Covington Library for the afternoon to host the first ever Kidz Connect. Kidz Connect was inspired by King County Library System’s (KCLS) Tech Connect programs, which were held at several branches and highlighted technological resources. Staff at several stations introduced participants to databases, downloadable materials and other electronic resources. Participants who visited all the stations could enter a grand prize drawing as added incentive. With Tech Connect in mind, a team of three children’s librarians applied the concept to children and families and Kidz Connect was the result. Kidz Connect was purposefully designed to entertain families while educating them about all of the wonderful things KCLS offers specifically for them.

Hosting entertaining programs at the Covington Library is a surefire way to lure families to the library. Participation for children’s programs at the Covington Library generally ranges between 75–250 people, depending on the type of program and the weather. With that in mind, we booked two performances for Kidz Connect. Participants enjoyed the musical adventure that is The Board of Education and the comedy of The Brothers from Different Mothers while they visited informational stations highlighting four key areas:

- Self Check-in, Automated Materials Handling (AMH) and back room tour: “I put them in the slot. Now where do they go?”
- Kid-friendly databases: “Time to do my homework—HELP!”
- New OPAC: “I want it! Does the library have it?”
- Early Literacy: “My child doesn’t read yet. What does the library have for us?”

Most stations were staffed by two people, one teaching participants about library resources and services and one assisting by stamping passports, handing out prizes, directing participants to informational brochures, and answering questions. Because many regularly scheduled staff were working at the stations, additional substitute staff were hired for the afternoon to work the service desks. Each station was designated by a colorful sign and helium balloons. After visiting the stations, participants went to the Finisher Center to collect their finisher prize, snack, and juice and enter the Grand Prize Drawing.

Kidz Connect was also an opportunity to involve community members in a library event who might not normally connect with the library in such a way. The local Fred Meyer store provided overflow parking for the event and as a thank you for their assistance, the grand prizes were purchased there. Our team worked with our SOAR/Getting School Ready teams at Cedar Valley, Crestwood, and Horizon Elementary Schools, and five volunteers from those teams provided much-needed assistance during the event. We couldn’t have done it without them; however, I was left feeling that we could have done better to prepare them for the event by providing clear and concise instructions about what they were doing and further details about the flow of the event.

To add to the festive atmosphere, the day was chock full of prizes. The Friends of the Covington Library generously purchased smelly stickers, bookmarks, and temporary tattoos for staff to give to kids at the stations along with other KCLS giveaways. Finishers were able to choose either a pair of binoculars or a bug book provided by the King County Library Foundation. The Friends of the Covington Library also supplied our grand prizes, six twenty-five dollar Fred Meyer gift cards. Staff working during the event received their own prize of sorts supplied by KCLS, a lovely tiara featuring flashing LED lights, so that staff were easy to spot and looked sufficiently festive. What could be better than being Library Royalty for the afternoon?

The KCLS Graphics Department did an amazing job creating bright and cheery, kid-friendly documents for the event. They designed a special Kidz Connect logo and all of our promotional pieces which included posters, flyers, folding passports, and signs. Our team

“Kidz Connect was purposefully designed to entertain families while educating them about all of the wonderful things KCLS offers specifically for them.”

Monica Sands is a Children’s Librarian at the Black Diamond and Covington Branches of the King County Library System.
promoted the event on our Fall Story Time schedule which was handed out at three different branches, the printed monthly calendar and our electronic newsletter sent out to area schools. Information about the event was sent out to our community contacts including many homeschool contacts. In addition, flyers were sent home with each student at the three Getting School Ready schools and distributed at community events. Posters were distributed to area schools and displayed around the three libraries. Announcements were made at community events, programs, and story times. The event was also included in a list of Early Literacy Fairs through The Foundation for Early Learning. Any chance we got to tell people, we did!

Considering this late September Saturday was sunny with a high of 75 degrees, we feel very good about our overall attendance, although it is challenging to pin down exactly how many people attended the event. A total of 172 people completed all four of the stations for their chance to enter the Grand Prize Drawing, and we gave out about 300 finisher prizes: quite a good turnout for this type of event.

As a further output measure, participants under the age of 13 were asked to provide the name of their school on their Grand Prize entry blank. We did this so we could ascertain whether or not families from the three SOAR/Getting School Ready elementary schools attended in greater percentage than other area schools. To our surprise, those three schools did not have more participants than other area schools. While sending flyers home seemed like a good way to get the word out, it did not seem to make a difference in getting them to the library for our event.

Each of the four stations reported a steady stream of learners and it would have been a challenge to accommodate more visitors. We heard positive comments from all the parents regarding the many new things they learned about how the library could help their children with homework, reading, and early literacy. I was the point person for the event and received flowers and a thank-you note the following week from a mom and daughter who enjoyed the event together. It is clear from the feedback we received that we achieved our goal to inform families and educators about library services and resources.

With fastidious planning and teamwork, Kidz Connect went off without a hitch. It was truly an event that could not have happened without the many people who helped pull it together, pull it off, and clean up in the days following, including staff from several departments, other libraries, and our own local staff.
The Province of British Columbia is weathering the economic storm better than most. Funding for public universities and colleges remains stable, but the cost of doing business in post-secondary education has outpaced the government’s ability, or willingness, to pay. “Stable” funding means having the same amount of money to buy things that cost a lot more now than they did a year ago, like pension benefits and journal subscriptions.

At the same time, student and faculty expectations continue to rise. Scarce dollars are stretched even further as libraries invest in new web-scale search products like Summon™ and Primo™. Perhaps most damaging of all, vacant positions remain unfilled, reducing the capacity to innovate, and burdening those who remain with untenable workloads. The outlook is not bright.

Under these circumstances, Chris Anderson, editor-in-chief at Wired, released his latest book Free: the Future of a Radical New Price, a buoyant look at the economy of the near future which immediately feels dreadfully out of step. It’s not surprising that most critics remain unconvinced and consider Anderson’s vision of the future—where giving things away online can make lots of people lots of money—too rosy even for the boss of Wired.

But what is Anderson’s vision and— pessimism aside—does it make sense for libraries? The basic premise of Free is: “if it’s digital, sooner or later it’s going to be free.” According to Anderson, three major technologies are driving this—bandwidth, processing power, and storage—each of which is getting significantly cheaper all the time. Moore’s Law describes a long-term trend in computer hardware that has seen the number of transistors affordable placed on an integrated circuit double every two years. Storage and bandwidth have undergone similar augmentation. And so, according to Anderson, “as more and more businesses become digital businesses, as more and more services become software, as more and more products become downloads,” they move away from the physical economy where things get progressively more expensive, to an economy where things get cheaper. “Every industry that becomes digital eventually becomes free.”

Anderson describes four kinds of free, all of which are familiar. The first is the direct cross-subsidy, where one product is given away to sell another. The second kind is realized through “third-party markets,” where someone like an advertiser pays for media to reach a consumer audience. “Fremium”—the third type—is where a small group pays for a service, and everyone else gets a simplified version for free (think Flickr and Skype). Last, and perhaps most interesting, is “non-monetary markets,” where things are given away for free, and incentives range from reputation (e.g., authoring in Wikipedia) to saving money (giving something away on Craigslist to avoid taking it to the dump).

What’s revolutionary, according to Anderson, is the potential for free to grow: “Never in the course of human history have the primary inputs to an industrial economy fallen in price so fast and for so long. This is the engine behind the new Free, the one that goes beyond the marketing gimmick or a cross-subsidy.” This revolution is driven by scale. Google can charge small amounts for its advertising and still make billions of dollars and offer us free services in the cloud, like email and word processing. Because so many people are online, only 1 in 10,000 ever needs to write for Wikipedia to make it a success.

But herein lies the problem for libraries. The same technology that has enabled Google and Skype to give things away has made other stuff more expensive. Perhaps this is best expressed in terms of the pharmaceutical industry. The following is from Malcolm Gladwell’s deliciously cutting review of Free in the New Yorker:

In the pharmaceutical world ... companies have chosen to use the potential of new technology to do something very different from their counterparts in Silicon Valley. They’ve been trying to find a way to serve smaller and smaller markets—to create medicines tailored to very specific subpopulations and strains of diseases—and smaller markets often mean higher prices. The biotechnology company Genzyme spent five hundred million dollars developing the drug Myozyme, which is intended for a condition, Pompe disease, that afflicts fewer than ten thousand people worldwide. That’s the quintessential modern drug: a high-tech, targeted remedy that took a very long and costly path to market. Myozyme is priced at three hundred thousand dollars a year. Genzyme isn’t mining company: its real assets are intellectual property—information, not stuff. But, in this case, information does not want to be free. It wants to be really, really expensive.

As academic journals have moved online, they have become more expensive than ever. Although the industry has become digital, it has not come anywhere near free. Digital products in academic libraries continue to be staggeringly expensive. This is at least in part for the same reasons articulated by Gladwell. Like Myozyme, each journal is a unique, focused product that that cannot generally be replaced by another, less expensive or free (open access) title. In libraries, like hospitals, intellectual property costs more than ever. 1

Digital is now the rule for scholarly journals. The scholarly monograph is next. Will ebooks tend towards the outlandishly expensive, or will the digital age—and the optimistic possibilities embraced by Anderson and Wired—revolutionize and unlock all the products of scholarship in ways now unimaginable?

Reference

Corey Davis is the Technical Services Librarian at Royal Roads University in Victoria, BC. He presented the program “Information Wants to Be Free: But How Much Will It Cost?” at the 2010 WLA/PNLA Conference.
First Time on the Hill: My Big Adventure as a Member of the WLA Legislative Team

by Julie Miller, with help from Kristie Kirkpatrick

Last spring, WLA President Tim Mallory sent out an urgent message to WLA members: State Librarian Jan Walsh and WLA Federal Relations Co-coordinator Rand Simmons, both stalwart advocates for Washington libraries at the annual legislative days, were unable to attend Library Advocacy Day in Washington, D.C. on June 29. Team Washington, the WLA advocacy team, needed volunteers to go on visits to Washington’s legislators on Capitol Hill. I was going to ALA, paying my own way due to the state budget freeze for public employees, and—as luck would have it—had no committee meetings or essential programs to attend on June 29. So I took a deep breath, typed a brief message to Tim (something like, “Put me on the list”), and hit send. Thanks to the confidence and charisma of team leader Kristie Kirkpatrick, great information from the folks at the Washington State Library, and the training provided by ALA, I learned a lot and had a great experience. Here’s a chronicle of my adventure as a first-time advocate on the Hill:

Friday, June 25, 1:25 pm: I review materials, including ALA’s “Tips for Success” and “Key Legislative Issues for Library Advocates,” Washington legislators’ priorities printed out from their websites, and ACRL’s terrific toolkit “The Power of Personal Persuasion,” on the plane from Seattle to DC. I try to remember Schoolhouse Rock’s jingle about how a bill becomes a law. Getting nervous.

Saturday, June 26, 10:30 am–12:00 pm: Along with Kristie Kirkpatrick and Washington’s ALA Councilor Cher Ravagni, I attend the ALA advocacy training session “What to Know Before You Go.” We practice the fundamentals of the legislative office visit:

“Hi! My name is ______ and I’m from __________.”
“I’m here to talk to you about ________ issues that affect libraries in your district.”
“Let me tell you why this is important: __________ [insert compelling real-life library story.]”
“That’s why we really hope you will ________ [insert action, e.g., support H.B. 1234]. Will you be able to do that?”

Kristie distributes to Team Washington members packets of information from the Washington State Library about recent appropriations and issues for specific Washington districts. I’m feeling inspired and a bit more excited than nervous.

Saturday, June 26, 12:00–1:00 pm: I locate the advocacy pavilion at the ALA exhibit hall and pick up a vivid red “Vote for Libraries” T-shirt (which is later appropriated by my spouse).

Monday, June 28, 3:30 pm: Having missed Team Washington meetings with Reps. Brian Baird and Norm Dicks due to a scheduling conflict, I take a taxi through pouring rain for a 4:00 pm meeting with Sen. Patty Murray’s staff. I receive a tutorial from the taxi driver about the office buildings for senators (Russell, Dirksen, and Hart buildings) and representatives (Cannon, Longworth, and Rayburn buildings). I pass through the metal detector and experience a feeling of dowdy middle-agedness as I pass impossibly young staffers in little black dresses.

I find Team Washington members, including Kristie Kirkpatrick, Mary Carr and her partner John Olsen, and Tim Mallory. We receive a warm welcome from Moire Duggan in Sen. Murray’s office, where Kristie takes the lead in asking for the senator’s support for the Library Services and Technology Act ($300 million) and for school libraries in the Elementary & Secondary Education Act. Before I know it, my first legislative office visit is over. I have gotten my feet wet (literally and figuratively)!

Tuesday, June 29, 9:30 am: Team Washington (now including recent iSchool graduate Naomi Bishop and Seattle Public Library Director Susan Hildreth) meets with staffer Seth Burroughs when Rep. Rick Larsen himself pops in. “My sister is a librarian, so obviously you’ve got me,” quips Rep. Larsen. Very cool!

Tuesday, June 29, 10:30 am: Team Washington makes a quick change into T-shirts for the Advocacy Day rally, posing in front of the Capitol Building along the way. ALA Past President Camila Alire fires up the crowd as the temperature climbs under the midday sun.

Tuesday, June 29, 12:00 pm: We head back across the Hill to the Cannon Building and take the tunnels that connect the Capitol complex to have lunch in the canteen in the basement of the Longworth Building. The joint is jumping with staff, visitors, and the occasional legislator. And my salad is delicious. Team Washington holds a strategy session for the afternoon, as

Julie Miller is Associate Dean of Libraries at Eastern Washington University. Kristie Kirkpatrick is WLA’s Federal Relations Co-coordinator and Director of Whitman County Library.

Continued on next page
members come and go depending on other commitments and departure schedules.

**Tuesday, June 29, 1:00 pm–4:30 pm:** It’s all a blur! Team Washington visits the offices of Rep. Jim McDermott, Rep. Jay Inslee, Rep. Doc Hastings, Sen. Maria Cantwell, Rep. David Reichert, and Rep. Adam Smith (who joins us for a photo op), taking the tunnels between the Cannon, Longworth, Dirksen, and Rayburn buildings. (Note to self: if you do this advocacy thing again, wear comfortable shoes.) Kristie takes the lead, and team members take turns offering the "compelling library story" in the advocacy script, depending on legislative district and the priorities of individual legislators. I’m getting the hang of it!

**Tuesday, June 29, 5:00 pm:** My adventure on the Hill ends with meeting Rep. Cathy McMorris Rogers. Team Washington is down to three members—Kristie, Mary Carr, and myself—all of whom live in the Congresswoman’s district. We expect to attend a group coffee with Rep. Rogers, but instead end up in a private fifteen-minute meeting! Kristie provides a run-down of the projects that have benefited libraries in the 5th district, include the Renew Washington grant funded by LSTA. Rep. Rogers listens to our spiel, even takes notes, and then asks a member of her staff to snap a picture of her with us.

And then it’s over! Mary Carr and I share a taxi back to our hotels, where I arrive just in time for the free wine–and–hors d’oeuvre happy hour in the lobby. What a day!

I’d do it again in a heartbeat.

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**Members of Team Washington 2010**

Kristie Kirkpatrick, WLA Federal Relations Co-coordinator and Director of Whitman County Library

Tim Mallory, WLA President and Adult Services Coordinator at Timberland Regional Library

Naomi Bishop, University of Washington iSchool graduate

Mary Carr, Dean of Instruction, Spokane Community College Libraries

Susan Hildreth, City Librarian, The Seattle Public Library

Christie Kaaland, Antioch University

Julie Miller, Associate Dean of Libraries, Eastern Washington University
This year, the North Central Regional Library celebrates its 50th year of operation. Executive director Dean Marney has an article in the November 1, 2010, edition of Library Journal titled “The Internet is Not All or Nothing.” Children’s Services Coordinator Angela Morris has been promoted to Children’s Services Manager. This past summer, Angela oversaw NCRL’s summer reading program where kids read a total of 4,514,580 minutes, an 18% increase over 2009.

Bethany Hoglund has been selected as the new Head of Children’s Services at the Bellingham Public Library, replacing Scott Blume who retired at the end of 2009. Hoglund had been a Children’s Programming Specialist at Bellingham Public Library since May 2005, when she received her MLIS degree from the University of Washington. First hired by the library as a Page in 1996, she became a Children’s Circulation Clerk before deciding to pursue graduate studies with a focus on youth services in public libraries.

The Seattle Public Library has been awarded the top rating of five stars among large libraries in the Library Journal Index of Public Library Service 2010. The Seattle Public Library was one of only five libraries in the country with expenditures of $30 million or higher to receive a five-star rating. “We are extremely proud to receive this recognition,” says Seattle City Librarian Susan Hildreth. “We have been ranked one of the best library systems in the country based on the use of our services. This shows the high value and importance our community places on our public libraries and the resources we provide. We continue to be a well-loved, well-used system.”

On a beautiful autumn afternoon author Jamie Ford spoke to an audience of over 175 fans in Poulbo, WA, as part of Kitsap Regional Library’s One Book One Community event in which everyone in the county was encouraged to read Ford’s Hotel on the Corner of Bitter and Sweet. Ford looked out over the crowd and asked, “What are all you people doing here?!” Thus began an engaging conversation with a very humble and heartwarming author, who not only bared his soul to the audience but stayed behind for an hour signing autographs.

The La Conner Regional Library is one of four small rural libraries in the United States to be asked to participate in a pilot project through the NASA–Johnson Space Center– Virtual National Middle School Aerospace Scholars program. Middle School teachers in La Conner are working together with Library Director Joy Neal as they go through space-themed custom training and robotic activity training. A community robotics event will be held at the end of the program so the students can demonstrate their robotic skills. The project is designed to increase student interest in science, technology, engineering, and math.

Every Thursday Fernando, Maria, and their children Jesus and Ana head to the Lynden Public Library for Family Literacy Nights. Maria works on her English skills, Fernando is learning basic computer skills, and their kids do literacy activities and read bilingual chil-
People and Places

The Jefferson County Library was voted a finalist in the Best Places to Find a Book competition in the Peninsula Daily News Best Places competition.

Central Washington University’s James E. Brooks Library is the recipient of an $18,200 grant funded by the Institute of Museums and Library Services. CWU’s project, “Stories for Learning, Laptops for Growing,” is sponsored by the Washington State Library through its “Renew Washington” grants. Collaborating with numerous other entities, Brooks Library will provide CWU students and community members access to computers, books, electronic resources, and staff to help them identify, apply to, and secure employment. Meanwhile their children will be engaged with story hour, newly donated books, and early-childhood literacy-embedded learning kits, thus serving the whole family in a supportive environment.

Eastern Washington University Welcomes New Dean of Libraries
Richard Wilson comes to Eastern Washington University from Boise, Idaho, where he served as Associate State Librarian since 2000. He holds a PhD in Education from the University of Idaho, an MPA from Boise State University, an MA in Library Science from the University of Iowa, and a BA in History and Social Studies from Graceland College.

His diverse background in strategic planning and program evaluation, personnel functions, and fiscal operations will help lead the library through some critical, budget-conscious years. He has experience with continuing and distance education, and taught graduate Library Science classes while directing the Idaho Distance Education program in partnership with the School of Library and Information Management at Emporia State University.

Dr. Wilson also brings to the library a wealth of knowledge in information technology and a strong skill-set in collaborative facilitation and dealing with special populations. Further, he has a solid record of scholarship, including numerous presentations and lectures to professional organizations, and has published more than 40 scholarly works in his career.

Jefferson County Library staff receive their “Best Places to Find a Book” certificate

Pirates at Mount Vernon City Library
L–R: George Mariani, Sara Bangs, Betsy Cherednik, Alisa Kester, Mike Bonacci, Ellen Christilaw. Photo: Dave Van Meer.
Jan Walsh Retires as Washington State Librarian

by Rand Simmons

Jan Walsh retired as Washington State Librarian on August 31, 2010, after 33 years of tireless service to the people of Washington. She left behind many accomplishments. The past decade required a State Librarian who could show fortitude, courage, and commitment as director of the Washington State Library and who at the same time could demonstrate leadership during tumultuous times.

Jan became State Librarian of Washington in 2002 and rose to the demands of the times. That year, Governor Gary Locke proposed closing the Washington State Library, which is Washington’s oldest cultural institution, having been established in 1853 by Territorial Governor Isaac Stevens. Jan helped it survive. She and her management team reinvented the State Library after a merger with the Office of the Secretary of State, ushering the Library into some of its most creative times. For almost a decade, Jan led the State Library through tough budget times and advocated for libraries across the state.

When she became State Librarian the relationship between the Washington State Library and the state’s public library directors was fragile and frayed. Jan immediately set about to make repairs. She understood a fundamental principle of good library service: ask the customers what they want. In June 2002, Jan convened a statewide library summit. Many public library directors attended, as did other library and statewide leaders. Those in attendance said: we need more than a director of the Library Division of the Office the Secretary of State; we need a leader, a State Librarian. Jan didn’t disappoint. She was soon out and about meeting with library directors, attending the semi-annual meetings of the public library directors, and contributing to the work of the WLA Legislative Planning Committee. When the State Library was in trouble, she didn’t hesitate to ask the library community for support. And support was generously provided by all segments of the library community.

Jan worked with public library directors to create the Early Learning Public Library Partnership and the State Library joined as a partner. She worked with state budget officials to understand the importance of maintaining state spending that contributes to the retention of the federal Library Services and Technology Act funds. Early in 2009 she met with public library directors who talked about the impact on services by individuals seeking to find and apply for jobs, create resumes, start businesses, and save their mortgages. “How can we help?” was Jan’s question. From that conversation came the Hard Times project, later renamed Renew Washington after the Bill and Melinda Gates Foundation partnered with the State Library to double the number of grants given to Washington public libraries.

With the American Recovery and Reinvestment Act of 2009 public libraries had the opportunity to receive broadband stimulus funds. The State Library partnered with the state’s public libraries and the Northwest Open Access Network (NoaNet) and received two awards from the federal government valued at over $138 million. Through this funding more than 100 library buildings will receive enhanced broadband connectivity. In no small way, this was due to Jan’s dedication, many hours of effort, and advocating for Washington libraries at the state and federal levels. The Bill and Melinda Gates Foundation chose to award the State Library with $1.5 million in matching funds for the second broadband application. Jan was fierce and tireless when she decided a project needed to be done.

Jan joined the Washington State Library on July 1, 1977 as a Librarian II. She served in many capacities including Assistant Director of Customer Services. She was proud that she began her career in a mental hospital and she always had a heart for serving those who were not well served through traditional library services. She was a passionate voice for the Washington Talking Book and Braille Library, which provides services to the blind and disabled communities. She had an outstanding career in library development and crisscrossed Stevens County working tirelessly toward the creation of the Stevens County Rural Library District.

As she left office she said on several occasions, “I may be leaving the Washington State Library but I’m not leaving Washington libraries.” We all look forward to working side by side with Jan in the future, toward creating stronger local libraries that will bring programs and services of excellence to their communities.

Jan, we salute you!

Rand Simmons is the Acting State Librarian of Washington
Mary Louise Drummond Stough, 86, died July 8, 2010, from complications of Parkinson’s disease. Born in Chile, she grew up in the Newark, New Jersey area, and as a student worked in the Public Library. She received her BA from Benedictine College in Atchison, Kansas, and her MLS at the University of Southern California in 1953.

After working as a children’s librarian for a few years in California, she and her former husband settled in Washington State in 1956, where she accepted a position as Children’s Librarian at the Centralia Public Library. When Librarian Shirley Hake left at the end of that year to start the public library in Moses Lake, Mary assumed that position as well.

Each generation accepts and builds on the situation that it inherits. Mary’s generation found a large population unserved and underserved, but because of the planning and legislation enacted during previous eras, they were soon able to move ahead. Some of the problems in establishing adequate service where none previously existed were the issue of the library tax; a perception that public libraries were primarily for women and children; and that these projects were a step toward socialism, if not communism. Demonstration projects were designed to deal with these and other issues.

The federal Library Services Act passed in the mid-1950s had provided assistance for demonstration projects to establish or improve services to rural areas. With matching state funds, the unincorporated areas of Mason, Thurston, Pacific, Grays Harbor, and Lewis counties became the Timberland Regional Demonstration Library, the state’s major library project in the mid-1960s. Because Lewis County was the only one without a library district, it was key to the passage of the Demonstration. While Centralia and Chehalis operated their own libraries, they were located on the far western side of the county, leaving a large area without service. Mary Stough assumed responsibility for supervising services in Lewis County. Centralia became the headquarters for a bookmobile acquired to demonstrate library services to the families of prospective voters, primarily in Lewis County. In addition, she provided the necessary leadership in improving children’s services throughout the Demonstration area.

The challenge of these demonstrations attracted both the idealists and those of a more practical bent. Mary was one of the latter, even though her core belief in the role of the public library could mark her as an idealist. In her quiet way, she eschewed the tilting at windmills and set a practical path for the possible, while keeping an eye on the next level of service to achieve. In the latter part of the Demonstration period, she was appointed Children’s Coordinator with the responsibilities that this position entailed. Following the successful passage of the Demonstration, she carried on in that role until her appointment as Assistant Director of Public Services, a position she held until her retirement.

Mae Benne served for many years as a Professor of Library and Information Science at the University of Washington, with responsibilities for children’s services and related courses. Earlier in her career she was the children’s coordinator at the Yakima Valley Regional Library and later at the North Central Regional Library.
Josephine Pardee Hallauer, 92, died July 6, at her home in Oroville, Washington. She came to the state in 1947 as the Chelan County Librarian, and in 1967, due to ill health, resigned as the first Director of the North Central Regional Library.

Her personal journey from a suburb of Akron, Ohio, where she grew up, to Wenatchee, Washington, was an unlikely path, but a Depression and World War II changed the lives of many young people of that era. She graduated from Kent State University in 1939, and received her library degree the next year from Western Reserve.

After a few years as a children's librarian in Detroit and Akron, she enlisted in the US Navy (WAVES) in 1943 as a code officer with duty in Richmond, Virginia, and San Francisco. In 1946 she left the Navy and began seeking positions outside the library field. A chance inquiry led to her discovery that professional librarians were in very short supply. Inquiry letters to the state libraries of the three western states resulted in 20 offers of employment. Because she had relatives in Tacoma, she accepted the offer from the Chelan County Library. At that time, this storefront library shared quarters with the Wenatchee City Library.

The informality she found in this library environment proved to be an excellent fit. She became a voice and presence through promotional speeches to adult groups, activities for children in their classrooms and in library story hours. Perhaps the most far-reaching activity was her radio story hour on Saturday mornings. Some farmers were known to time their coffee break to coincide with “Miss Jo’s” story. When she subsequently campaigned for a new building or a library issue, friendly faces greeted her when they recognized her voice.

In the mid-1950s, the trustees of the two libraries merged their operations into a newly formed North Central Regional Library. Shortly thereafter, voters in 1957 approved bonds for a new building. Barely had the last volume been shelved in the new building when another opportunity was presented. With the passage of Library Services Act of 1956, funds became available to improve services to rural residents. The Washington State Library Commission chose the counties of Chelan, Douglas, Ferry, Grant and Okanogan as the first demonstration project. Chelan, the only county with a rural library district, served as a model and as headquarters for the project named the “Columbia River Demonstration Library.”

Fearing she would be a “spoiler” in this new endeavor, Pardee left to engage in a family business venture in California. When the business failed, she returned to Washington to take a position as a field consultant with the State Library. When the Demonstration was passed by the voters in 1960, she was chosen Director from among a pool of thirty applicants, only two of whom were women. The official name given this expanded library district was North Central Regional Library.

While the previous years had been hectic, the pace of the next six years changed very little. The contacts with officials in each of the five counties as well as the contracts for service in the nearly 40 incorporated towns often required special attention to local concerns. The far-flung staff now coping
In Memoriam: Josephine Pardee Hallauer, 1918–2010

Continued from previous page

with changes in their status needed reassurance and help in integrating into the system. Attention had to be given to collections, policies, and several inadequate buildings. The area, 15,000 square miles, consumed enormous amounts of staff energy and travel time.

Jo Pardee brought to these tasks some valuable talents. She could create a staff from a disparate group of people and help them look forward to a common goal. In evaluating what had happened in a group meeting, she could identify the motivational factors at play that others had missed, and, often, provide the best way to respond. She could not, however, double the size of the administrative staff, nor hasten the development of technology that would have addressed the communication difficulties in this vast region. Health problems forced her resignation in 1967. Later that year, she married State Senator Wilbur G. Hallauer whom she had met while lobbying for libraries.

Jo Pardee served as WLA president in 1964–65. During these years the association expanded its focus as a legislative body to include programming activities, previously provided by PNLA. In later years, she served as a visiting instructor and lecturer at Western Washington State University and at the University of Washington. She maintained her interest in libraries, and when health permitted, found pleasure in a wide range of reading interests, and in sharing a story with children and adults.

References


Interviews conducted by B. Hutmacher MacLean, Wenatchee Daily World.

In Memoriam: Mary L. Stough, 1924–2010

Continued from page 25

Many of those whom she supervised remember her good advice, her mentoring, and the culture she and the Library Director, the late Louise (Becky) Morrison, created. A former staff member recalled that

we truly believed public libraries were the People’s University and that we were accountable to our public. We believed that we were the best library system in the state because Becky and Mary believed it, and told us so every day in many ways... [It] was understood that there was no work more important in a democratic society than the work we did.

This “Library Faith,” so effectively stated here, has been treated with condescension by some self-proclaimed realists. But, in the first decades of the Timberland Regional Library’s history, this “faith” united a diverse staff through a common purpose and guided and sustained them through good times and difficult ones. Today, TRL is an important asset to the region and to the state’s system of libraries.

Mary Stough retired in 1984 to enjoy other pursuits. In the 1970s, she had participated in a number of amateur theatricals, both as actor and director, and had served as a trustee on the District 12 Board of Community Colleges. In the 1980s, she became a freelance journalist, writing articles on northwest history and travel. Among her travels, especially in Alaska, she found new topics to explore. Her articles were carefully researched, and many appeared in regional publications. (The texts of several of these can be found online).

Shortly after she retired, she remarked that she had to “re-learn” that recreational reading could be done during daylight hours. Her selections could be called eclectic, with children’s books always in the mix. She was once quoted in a newspaper interview that “one of the greatest joys is to sit down with a child or a group of children and share a book or a story. It is just plain fun.” While that “joy” may differ for each of us, it is an essential part of every successful career.
How WLA is Continuing with Continuing Education

by Kate Laughlin

I spent much of this past year opening email and other news sources with one eye shut, unsure if I would be greeted with more bad news about my colleagues working in and for libraries. I don’t need to tell anyone reading Alki about the dismal state of many library budgets. Staffing and hours are being reduced, collection budgets cut, outreach curtailed—these are some of the external factors affecting library staff, and staff morale, statewide.

Adding to the strain of an ever-growing demand for patron services are the budget cuts made behind the scenes. These are cuts the patrons never see (unless reading deep within a budget report), and that staff may not immediately notice, but that they both eventually feel.

One such cut being felt deeply is in the area of staff training and professional development. That includes everything from the funding and staffing necessary to provide in-house training, to supporting the expenses and paid time for staff to attend conferences, to providing tuition reimbursement for classes taken to improve job skills. These continuing education (CE) opportunities are certainly important priorities, but how can they compete against frontline staffing or collection budgets that need to shrink, that need continues to grow. It was in answer to this that WLA hired me in late 2009 to be its first CE Program Coordinator, to strengthen WLA’s support for CE.

Member surveys have shown time and again that the top support they would like to receive from WLA is in the area of CE. As budgets continue to shrink, that need continues to grow. It was in answer to this that WLA hired me in late 2009 to be its first CE Program Coordinator, to strengthen, enrich, and grow the CE events WLA is able to support. A year into this large commitment, it is becoming clear that the quality of CE opportunities we are able to offer is increasing.

In an evaluation of the 2010 Annual Conference in Victoria, there were dozens of participant comments lauding the quality of the CE sessions and preconferences, and 78% of respondents rated the programs overall as good to excellent. But WLA’s commitment doesn’t stop with large events like the annual conferences.

We have been able to increase our sponsorship of stand-alone workshops planned and offered by WLA’s interest groups (IGs). With programming support and funding, IGs are more readily able to identify and organize CE events that meet their constituencies’ needs, and WLA is able to support learning opportunities throughout the year.

One such event offered recently by WLA’s Reference Interest Group (RIG) was Legal Reference in Non-Law Libraries. It was a welcome education for many reference providers, with one attendee saying it gave her the confidence to delve deeper into areas where she’d previously felt over her head. “It also helped distinguish for me a clear line between legal reference and legal advice.” The main planner for that event, former RIG Chair Bo Kinney, felt that “by offering a stand-alone workshop as opposed to a conference session, we were able to reach many people who were interested in the topic, but who may not have been able to attend the session at a conference.”

The Children’s and Young Adult Services IG (CAYAS) offered a spring workshop in how to use the free, downloadable Scratch program, and then a fall event on Supporting and Engaging Teens in Your Library. I overheard one participant comment that she wished “all reference staff would take this workshop, not just teen services librarians!”

Upcoming WLA-sponsored programs are in their initial planning stages, including online training that will be offered via Elluminate, WLA’s tool for online meeting and learning.

But the latest, really exciting development in the ongoing evolution of WLA’s support for CE is this: a brand spankin’ new WLA Continuing Education Committee (CEC), Ta-da!

Another one? you ask with a cynical whine. Sure, I know—death by committee, right? Wrong. This committee is a veritable smorgasbord of smart-minded doers; it’s an energized group of creative forward-thinkers with a mission to expand upon the CE support WLA is able to offer its members. They are from different regions of Washington, working in large and small organizations, in many levels of library work, crossing public, academic, school, and other boundaries. All have some level of experience in the area of library CE, including taking an active role in their own professional development, or that of their staff.

The initial charge of the CEC is to stay well-informed on library CE trends, needs, and opportunities. The committee will take a lead in assessing the CE needs of WLA members and the broader WA library community. They will act as advisers to the CE Program Coordinator, as well as to the program chairs of the WLA and WALE Conferences, and

Kate Laughlin is the WLA program coordinator.
Kirsten Edwards, when not attending to the manifold duties of the co-President of the Society Gaius Julius Solinus v. Washingtonius and appearing on fictitious cable-access TV, manages to pay the bills by working as a young adult services librarian for three small branches of the King County Library System.

Librarians of Tomorrow—Today!
Ep. 3.1 [transcript]

by Kirsten Edwards

This program brought to you by the Society Gaius Julius Solinus v. Washingtonius

“Tonight we’ll be bringing you another episode of the popular cable-access channel program, Librarians of Tomorrow—”

“—today!”

“With your hosts, Kirsten Edwards and Lorraine Burdick.”

“Technology! We all love it. Where would we be without it? Even though most of us (of a certain age) remember when ERIC was new-fangled, and Dialog searching cost $50 a minute. But those days are long gone. And, as always, this program is committed to bringing you the cutting edge: What you need to be the Librarian of Tomorrow—”

“—today! That’s right, Lorraine. And what is the future of the modern library? Not technology! Because that requires a massive post-industrial civilization! And, as you know, Lorraine, massive post-industrial technological computer networks will be hard to maintain after the coming Apocalypse.”

[Lorraine nods] “Yes, what with war, plagues, stagflation, economic Armageddon—not to mention crushing holds-to-copy ratios, the Librarian of Tomorrow may have to reconsider paying that cable-modem—”

“—or electricity!”

“Or electricity bill.”

“So what does that mean for the Librarian of Tomorrow—?”

“—today! Well, Kirsten, I’d like to introduce you to a concept that will revolutionize our profession. I call it ‘Library 1.0.’ These are the tools the modern stone-knives—and–bearskins librarian will need to exploit in order to maintain competitive.”

“So what have you got for us today?”


“—or the OED online—isn’t available? When your library patron wants to know what a word means and how it came to mean it?”

[Lorraine holds up a battered Webster’s Collegiate Dictionary.]

“Is that an etymological source, Lorraine?”

“Yes, it’s the 2nd edition: It’s the 3rd that isn’t.”

“But, Lorraine, when Google falls into the ocean after the inevitable catastrophic climate change, how will you know that?”


“That’s right, Viewing Audience! There are more reference books! Tune in next month when we discuss ‘Evaluating Reference Sources Amidst the Smoking Ruins of Technological Civilization.’”

“Will that be the zombie episode?”

“Yes Lorraine: Brains: Over-rated or Undervalued?”

“Thank you, Kirsten.”

“When we get back from the break, Lorraine will show you just how quick and easy it is to deploy this tool with your library patrons. I believe the information is stored on ‘pages,’ yes?”

“That’s right Kirsten. And remember: you don’t need the internet—or even electricity—to access the information.”

“Fascinating! When we return, a live demonstration, and more Library 1.0, where Ms. Burdick will also demonstrate how to use ‘paper,’ ‘pencils,’ and the United States Postal Service to file share with other librarians.”

“We also have ways to maintain your library’s social networking presence—”

“With tools like alcohol—”

“—and bars.”

“We’re the Librarians of Tomorrow—”

“—today!”
I recently had the good fortune to visit Canada twice, during the gloriously sunny days of the latest WLA/PNLA conference in Victoria, and then a few weeks later up to Edmonton. Both cities abound with great used bookstores of the cluttered, treasure trove type that are harder and harder to find in Seattle; needless to say I spent a lot of my time browsing them. When I was a kid my grandparents ran a pair of used bookstores in Victoria (one of them was called Poor Richard’s), and I have fond memories of reading comics and paperbacks in the musty aisles. I also enjoy seeing all the variant cover art on Canadian releases, making even the bestseller section feel like a freshly (and more tastefully?) decorated room. There are also more British crime writers in evidence in Canadian stores, often well before their US release dates.

But the best thing about bookstores up there are these special sections you’ll find, just packed with especially interesting authors. Not the staff picks section, no; I’m talking about the Canadian Authors section. There among the familiar Margaret Atwoods and Alice Munros you’ll spy many writers you’d never realized were Canadian, but best of all are those intriguing authors you’ve never heard of, due to their obscurity or sheer unavailability in the States.

This feels especially poignant in the case of Northwest writers who seem so utterly local to us all here in Greater Cascadia, and yet can be easier to find in Montreal than Seattle. For example, I hadn’t been aware of Stanley Evans’s hardboiled mystery series featuring Coast Salish detective Silas Seaweed until I bumped into a row of them in Victoria’s Munro’s Books. Here is exactly the series I’ve always wanted to read: a Northwest Coast version of the kind of culturally informed American Indian mystery popularized by Tony Hillerman. Seaweed’s Victoria drips with the rain coast imagery of our green and misty woods and coasts, combined with that distinctive mossy grittiness common to the dank mean streets of cities on the Salish Sea. I bought all five of them. Yes, I know it is a sickness, but I figure I’ll be combating seasonal affective disorder this year as I relish the noir aesthetics of our lowering, soggy skies, while learning a few things about our area’s native culture. The first is Seaweed on the Street.

Down the street at Russell Books, amidst many other Northwest Canadian mystery writers such as Laurence Gough, Dennis Bolen, Mark Zuehlke, and L. R. Wright, I found (and bought) Jim Christy’s Gene Castle books, the Vancouver counterpart to those great historical mysteries by Jet City’s Curt Colbert and Stumptown’s M. J. Zellnik. Set in the thirties and forties, these swiftly paced Chandleresques sniff out the rot amidst the picturesque splendor of what was once known as Terminal City, as in this passage from the first, Shanghai Alley: “The city was tucked into a dense rainforest and there were trees as far as the eye could see; beyond that were more trees, north to the Yukon border and over to the Rockies to the East; all of them, by Jesus, just waiting to be cut down and turned into paper money.” Forget it, Jake. It’s Gastown.

At a smartly stocked hole-in-the-wall bookstore in Edmonton I found an interesting seasonal anthology, The Penguin Book of Summer Stories, edited by Alberto Manguel, but my bags were getting heavy so I fig-

“Best of all are those intriguing authors you’ve never heard of, due to their obscurity or sheer unavailability in the States.”
Mark your calendar!

Join your colleagues in Spokane, Washington, for the PNLA Annual Conference
August 3-6, 2011

The Doubletree Hotel in downtown Spokane, located on the Spokane River, will be the locale for this event. Stroll along the Centennial Trail, visit the Northwest Museum of Arts & Culture, or walk through Manito Park on the lower South Hill. We will have terrific conference programs and events to ensure that you will learn as much as you enjoy. Do not miss this opportunity to be a part of our conference, and enjoy Spokane at one of the best times of the year!


See you in August 2011!

continued from previous page

ured I’d just pick up a copy when I got home. Surprise! It’s only been published in Canada. Down the street at a good store (with cats!), I found myself caught up in a really addictive academic satire told in the first person by an aspiring poet at a small New Brunswick school; one of these experiences where you crack open a book and the next thing you know it is 30 minutes later and there’s a bookstore cat bumping up against your leg. The book was Mean Boy, by Lynn Coady, and no, it hasn’t been published in the US either. Here was Story House, a recent book by Vancouver’s Timothy Taylor, author of Stanley Park, and there a collection of essays of reading by André Alexis called Beauty and Sadness, and see this intriguing meditation on the role of storytelling in our lives by Nancy Huston, The Tale-Tellers, and on and on—all treasures reserved for browsers in Canadian bookstores only.

So the next time you head north, treat yourself to some browsing, and consider treating your patrons to some Northwest fiction from above the border.

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will work closely with other CE providers in WA libraries. As a new committee, members will be encouraged to brainstorm additional ways that our team may enhance, support, and engage with the larger Pacific Northwest library CE community. Business will be conducted online via Illuminate and email, and there will be opportunities for small group work and projects. We will meet online quarterly, with an annual in-person meeting at the WLA Conference.

Members of the CEC began serving their initial 16-month term this month, which will last through the 2012 Annual Conference. WLA’s longtime CE Coordinator, Mary Ross, had kindly agreed to Chair the CEC until the upcoming April elections when the incoming WLA President, Brian Soneda, will appoint our Committee’s Chair. The Chair will act as liaison to the WLA Board regarding our activities.

It is my distinct pleasure to introduce to you WLA’s inaugural Continuing Education Committee:

Anne Bingham, School Librarian, University Prep
Emily Keller, Political Science and Public Affairs Librarian, University of Washington
Helen Ojeda, HR Director, Kitsap Regional Library
Jennifer Fenton, CE/T raining Coordinator, Washington State Library
Jennifer Peterson, Community Manager, WebJunction
Julie Graham, Technical Services Assistant, Yakima Valley Libraries
Leanna Hammond, Administrative Assistant, Washington State Library
Maggie Buckholz, Director, Burlington Public Library
Sarah Lynch, Teen Services Librarian, King County Library System

This is also an opportunity for WLA to publicly thank every one of these library professionals. Their acceptance of this call to service is only further indication of their belief that participation is key to professional development. I will learn much from this group, but it is sure to be a mutually beneficial relationship for everyone involved. Our team will learn from each other, as well as from the IGs and the WLA membership at large. Thank you, CEC members, for being willing to share your skills and experience for the greater good!

It will be a powerful tool to have the advisory and operational support of this committee behind me in my future work for our membership. WLA will be able to pull simmering initiatives off the back burner, as the CEC cooks up new initiatives. Brilliant ideas that couldn’t come to fruition without a team to support them are about to find their champions. Walls will be broken down, inroads will be paved among our various organizations, and as time goes by, WLA members will find more and more ways to refill their CE wells in new and accessible ways. Do you hear that, readers? That’s the amplification of your future opportunities for professional development! WLA just turned it up to eleven.
## WLA Thanks Our Institutional & Business Members

### Business Members
- Eastern WA University Friends of the Library
- Federal Way Libraries
- Friends of Liberty Lake Library
- Friends of the Aberdeen Timberland Library

### Institutional Members
- Asotin County Library
- Bellingham Public Library
- Big Bend CC Library
- Clark College Library
- Clover Park Technical College Library
- Columbia County Rural Library Dist
- Eastern Washington University Libraries
- Ellensburg Public Library
- Everett Public Library
- Fort Vancouver Regional Library District
- Gonzaga University/Foley Gr. Library
- Highline CC Library
- Holman Library/Green River
- Community College
- Jefferson County Library
- King County Library System
- Kitsap Regional Library
- La Conner Regional Library District
- Longview Public Library
- Lopez Island Library
- Lower Columbia College
- Mid-Columbia Library
- Neill Public Library
- North Central Regional Library
- Orcas Island Library District
- Pierce College Library
- Pierce County Library System
- Puyallup Public Library
- San Juan Island Library
- Seattle Central Community College
- Seattle Public Library
- Sedro-Woolley Public Library
- Skagit Valley College/Norwood
- Sno-Isle Libraries
- Spokane County Library District
- Spokane Public Library
- Stevens County Rural Library
- Timberland Regional Library
- University of Washington Libraries
- Upper Skagit Library
- Walla Walla Community College Library
- Walla Walla County Rural Library District
- Washington State Library
- Washington State University - Vancouver
- Whatcom County Library System
- Whitman County Library
- Yakima Valley Community College
- Yakima County Libraries