Coutts Information Services is committed to leading the way in service and innovation, while shaping the future of book and electronic content acquisition.

Stop by Bohoth #2304 for a personal tour of our e-book approval plans—the first in the market—as well as our popular patron selection program.


Operating on both Mac® and PC platforms and touting 100% compatibility with iPod®, iPhone® and Windows Media devices, MyiLibrary® Audio is not only the most user-friendly interface in the industry, it is also one of the most affordable.

Don’t leave the show without visiting Ingram Library Services in Booth #2304 to see a demo.
LITA Next Generation Catalog Interest Group: Libraries to Go

By Brad Martin, ABC News

Holly Tomren, University of California, Irvine, presented “Libraries to Go” on Sunday, a look at mobile technologies and next generation catalogs.

Tomren, Kristine Ferry and Lisa Sibert, told of some pilot projects at her institution and elsewhere and what she has learned about some of the promises and problems with providing access to users on mobile devices.

Tomren mentioned two main types of mobile access: mobile-ready (via web browser on phones and other devices) and device-specific (iPhone and other downloaded applications).

An example of the mobile-ready type is the University of Tennessee, Chattanooga (http://lib.utc.edu/mh), and the first iPhone app for a public library is for the DC Public Library, available from Apple’s iTunes store.

These and other examples (including the use of “mobilizers” like Boopsie™ that reformat web pages for small screens), show some of the promises of mobile access. Users can search, check holdings and place holds — all from their mobile devices. Other services that libraries can develop for mobile devices might include such things as text chats with research librarians, or (using the example of electronic boarding passes), the ability to have library card barcodes readable from the mobile device. No more being out of luck when you forget your library card.

Tomren also talked about some vendor solutions from companies such as Innovative Interfaces, Inc. and SirsiDynix, which are working with library customers in providing convenient mobile access to their library catalogs.

Unfortunately, libraries may find that some problems may arise. Users may have no problem with access to library catalogs, only to find authentication issues with certain databases. Other times, users may find what they need — a PDF of an article for example — and find that reading it on their mobile device is difficult to impossible.

A recent study predicts that by 2020 the primary access point to the internet will be by way of mobile devices, according to Tomren. Another study, from the UK, indicated that students were interested in such things as texting, alerts and a mobile version of the OPAC, but Tomren questioned how applicable this might be for students in the United States.

Sandra Levy, University of Chicago Regenstein Library, Chicago, Il., left, listens as exhibitor Dave Richman, performs the music from the movie “Deliverance” by request in the Output Control Software Inc. booth #2607.

She pointed out that it is not always easy to track mobile usage. Statistics they have gathered at UC Irvine have shown a range of mobile usage only from one-half of 1 percent to 1 percent. She said that considering this, libraries must consider how much effort they must put into providing mobile access versus how many people will actually use the applications they create.

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

- Collection Development
- Academic Libraries
- Public Libraries
- Special Libraries
- Government Information Sources and Services
- Competitive Intelligence
- Information Sources & Services in Science and Technology

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

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

Hurry to Choice Booth #1908

Today is the last chance to win an Amazon Kindle!

Everyone will receive a free 2010 Choice desk calendar. Grab your gift while supplies last at Booth #1908.

If you are interested in a free trial to Choice Reviews Online, please go to Booth #1908 for more information.
PLA Now Accepting Applications for New Leadership Fellows Program

The Public Library Association (PLA) is now accepting applications for the PLA Leadership Fellows program, an innovative educational opportunity created to help develop leaders in public libraries. This scholarship program offers PLA members who are public library managers a chance to attend executive leadership training at some of the best universities in the United States, including:

- Harvard University, Kennedy School of Government, Senior Executives in State and Local Government;
- University of Pennsylvania, Wharton School of Business, Leading Organizational Change;
- University of Michigan, Ross School of Business, Positive Leadership – Building Extraordinary Leadership Capabilities; and
- University of Washington, Evans School of Public Affairs, Executive Management Program.

These programs focus on applying leadership concepts that are generally learned in a business or public administration education but that are vital for public library leaders to understand in order to move their organizations forward.

Four full-tuition scholarships (one for each program) provide access to these notable courses for PLA members who want to broaden their perspectives, improve their leadership skills, drive change in their institutions and plan with a strategic vision.

Each executive leadership program varies in length, scope and focus, and candidates are encouraged to research the programs to determine which is best suited to their needs before applying. The PLA Leadership Fellows program will cover the cost of tuition, as well as housing and most meals. Transportation and any additional meals are the responsibility of the attendee.

Candidates must be PLA members who are management staff in a public library system with a minimum of five years experience in a leadership role. Selected participants will be asked to share their experience at a PLA program and provide input to the Leadership Taskforce in an effort to help shape a comprehensive leadership development program for PLA. Applications are being accepted now at http://plala.org/ala/mgrps/divs/pla/plaawards.leadership/index.cfm.

2010 Norman A. Sugarman Children’s Biography Award Announced

Tonya Bolden, author of numerous notable and award-winning books is the 2010 winner of the Norman A. Sugarman Children’s Biography Award for her remarkable biography, George Washington Carver (Abrams Books for Young Readers, an imprint of Harry N. Abrams, Inc.). The Sugarman Award is given biennially by the Cleveland Public Library to honor excellence in the field of biography for children.

George Washington Carver is a unique combination of fluid text and lively illustration that successfully merges archival photography, Carver’s own sketches and an extraordinary book design to express the creative energy of the inspiring life of a “renaissance” man. Born into slavery, George Washington Carver became a world renowned scientist dedicated and determined to learn as much as he could and then to share that knowledge with others. The book designer organized this book in a format reminiscent of a family photo album, using vibrant colors and Bolden’s well researched narrative, to offer familiarity to Carver and his extraordinary life’s accomplishments for the young reader.

Two honor awards were selected for 2010; Ashley Bryan: Words to My Life’s Song by Ashley Bryan (Atheneum) is a beautifully designed autobiography with photographs by Bill McGuinness and is a testimony to the vibrant life of an invigorating and powerful man.

The second honor book, The Lincoln: A Scrapbook Look at Abraham and Mary (Schwartz and Wade, Random House) by Candace Fleming is a new narrative about the lives of Mary and Abraham Lincoln emphasizing their childhood, young adulthood, their courtship and marriage as well as after President Lincoln’s death. The book delves into Mary’s seemingly interminable widowhood, offering a bit of history that is not often shared in the plethora of materials available about these seminal figures in American history.

Scan a Barcode Using iPhone

RedLaser Application

iPhone users can now download the RedLaser application to scan a barcode on a book and find that book in a nearby library using data from WorldCat, online database of records representing items held in libraries.

RedLaser, developed by Occipital, of Boulder, Colorado, is a barcode scanning application and technology for the iPhone, available through the Apple App Store. The RedLaser app, which is currently among the top 25 paid applications in the App Store, turns the iPhone camera into a barcode scanner. For book barcodes, the app uses WorldCat APIs to deliver localized U.S. library results based on the user’s geolocation, providing library holdings, library location, contact and map information.

WorldCat APIs are available to anyone interested in creating non-commercial mash-ups or mobile apps that include library data. Commercial apps like RedLaser use the WorldCat Search API through a simple partnership agreement.

“OCLC continues to explore new and different ways to provide library data where users need it,” said Mike Teets, Vice President, OCLC Enterprise Architecture. “Mobile devices are fast becoming the medium of choice for access to information for many people. RedLaser’s innovative app for the iPhone puts information from thousands of libraries at the user’s fingertips.”

OCLC also offers several other mobile applications and access points to library information from WorldCat. The WorldCat Mobile pilot app is available for download on a variety of Web-enabled phones in the U.K., U.S., Netherlands, Germany, France and Canada at www.worldcat.org/mobile. A version of the WorldCat Mobile pilot app is also available for use on all Android phones, including the Motorola Droid and the new Google Nexus One. There are now more than 165 million records in WorldCat.
American Economic Association

125 YEARS OF ENCOURAGING ECONOMIC RESEARCH

The American Economic Association is celebrating 125 years of encouraging economic research in 2010.

The Association was founded in 1885. Its purposes are:

• The encouragement of economic research;
• The issue of publications on economic subjects; and
• The encouragement of perfect freedom in all economic discussion.

The Association has several services and publications that it supports including, but not limited to: seven journals and the EconLit service.

Seven Journals – One Price!

Get the big picture:

EconLit is a comprehensive bibliographic database of citations and abstracts to peer-reviewed journal articles, books, collective volume articles (including conference papers), dissertations, working papers, and book reviews. EconLit provides broad, in-depth coverage of more than thirty-five years of economics literature from across the globe! The EconLit database offers powerful search tools to obtain relevant citations and full-text articles.

EconLit on your library’s web site provides the answers your users need!

Visit us at ALA Midwinter Booth 2459

A WORLD OF ECONOMIC INFORMATION www.aeaweb.org
The Boston skyline looms in the distance as Laura Amos, Newport News Public Library, Newport News, Va., reads The Tilting House by window light Sunday afternoon.

Author Lee Smith signs a copy of her book Mrs. Darcy and the Blue-Eyed Stanger at the Algonquin Books booth.

GALE CENGAGE LEARNING

SHUTTLE BUS SCHEDULE AND ROUTE

SHUTTLE SERVICE TO THE BOSTON CONVENTION & EXHIBITION CENTER

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

**SHUTTLE SCHEDULE**

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

<table>
<thead>
<tr>
<th><strong>ROUTE #1 (RED)</strong></th>
<th><strong>BOARDING LOCATION</strong></th>
<th><strong>SHUTTLE SCHEDULE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Marriott Copley</td>
<td>Prudential CTR, Huntington Ave Entrance</td>
<td>Non Peak 7:30AM – 4:00PM</td>
</tr>
<tr>
<td>Residence Inn</td>
<td>Prudential CTR, Huntington Ave Entrance</td>
<td>Non Peak 4:00PM – 8:00PM*</td>
</tr>
<tr>
<td>Westin Copley Place</td>
<td>Prudential CTR, Huntington Ave Entrance</td>
<td>Peak 7:00AM – 10:00AM</td>
</tr>
<tr>
<td>Fairmont Copley Place</td>
<td>Prudential CTR, Huntington Ave Entrance</td>
<td>Peak 10:00AM – 3:00PM</td>
</tr>
<tr>
<td><strong>ROUTE #2 (GREEN)</strong></td>
<td><strong>BOARDING LOCATION</strong></td>
<td><strong>SHUTTLE SCHEDULE</strong></td>
</tr>
<tr>
<td>Boston Park Plaza</td>
<td>Curbside entrance on Columbus Avenue</td>
<td>Non Peak 3:30PM – 6:00PM*</td>
</tr>
<tr>
<td>Four Seasons Hotel</td>
<td>Curbside entrance on Columbus Avenue</td>
<td>Non Peak 4:00PM – 8:00PM*</td>
</tr>
<tr>
<td>Courtyard Tremont Hotel</td>
<td>Curbside entrance on Tremont Street</td>
<td>Peak 7:00AM – 10:00AM</td>
</tr>
<tr>
<td><strong>ROUTE #3 (BLUE)</strong></td>
<td><strong>BOARDING LOCATION</strong></td>
<td><strong>SHUTTLE SCHEDULE</strong></td>
</tr>
<tr>
<td>Omni Parker House</td>
<td>Tremont Street by the Sovereign Bank</td>
<td>Non Peak 10:00AM – 3:00PM</td>
</tr>
<tr>
<td>Hilton Financial District</td>
<td>Curbside entrance on Broad Street</td>
<td>Peak 3:00PM – 6:00PM*</td>
</tr>
<tr>
<td>Hyatt Regency Boston</td>
<td>Curbside entrance on D’Layfayette</td>
<td>Peak 3:30PM – 6:00PM*</td>
</tr>
<tr>
<td><strong>ROUTE #4 (PINK)</strong></td>
<td><strong>BOARDING LOCATION</strong></td>
<td><strong>SHUTTLE SCHEDULE</strong></td>
</tr>
<tr>
<td>Intercontinental Hotel</td>
<td>Curbside entrance on Atlantic Avenue</td>
<td>Non Peak 7:30AM – 1:00PM</td>
</tr>
<tr>
<td>Renaissance Boston</td>
<td>Curbside entrance on Congress Street</td>
<td>Peak 1:00PM – 4:00PM</td>
</tr>
<tr>
<td>Seaport Hotel</td>
<td>Curbside entrance on Seaport Lane</td>
<td>Peak 3:30PM – 6:00PM*</td>
</tr>
</tbody>
</table>

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

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

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

- Westin Boston Waterfront
- Four Seasons Hotel
- Intercontinental Hotel
- Seaport Hotel

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

**WOMAN’S DAY TO PROFILE WOMEN WHO HAVE SAVED MONEY AT THE LIBRARY**

The ninth year of the American Library Association’s Campaign for America’s Libraries’ partnership with Woman’s Day magazine will kick off in March with a timely article on how library services have helped Woman’s Day readers deal with tough economic times.

One reader will have her story profiled in the March issue of Woman’s Day magazine, in addition to three other readers whose stories will be featured on the magazine’s web site.

Also in the March issue, Woman’s Day will announce an initiative asking readers to write in about how libraries are the heart of their communities.

Since 2002, Woman’s Day has dedicated 32 pages of its publication to generating public awareness on behalf of the value of libraries and librarians. The magazine has a readership of 22 million.

Woman’s Day is a partner of the Campaign for America’s Libraries. Other partners include the Carnegie Corporation of New York, Dollar General, the Financial Industry Regulatory Authority (FINRA), the International Federation of Library Associations and Institutions (IFLA), the National Baseball Hall of Fame and Museum, Univision Radio and Verizon.

The Campaign for America’s Libraries (www.ala.org/@yourlibrary), ALA’s public awareness campaign, promotes the value of libraries and librarians. Thousands of libraries of all types — across the country and around the globe — use the Campaign’s @yourlibrary brand. The Campaign is made possible in part by ALA’s Library Champions.

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The Polaris booth is a replica of the “Cheers” bar, although they are serving up coffee rather than other types of beverages.


Pamela Roberts, left, Cohen Hillel Academy, Marblehead, Mass., considers buying some Tutto luggage as exhibitor Susan Lee demonstrates at the Tutto Luggage booth.

Cheryl Willis Hudson, left, Publisher & Editorial Director of Just Us Books, Inc., East Orange, NJ, and exhibitor Jennifer Hunt, right, look over a copy of The Lion & The Mouse at the Little, Brown and Company booth.

Author Tracy Chevalier signs copies of her books at the Penguin booth.

Midwinter attendees cross high above the Exhibits Hall as they take the bridge to the east side of the Boston Convention and Exhibition Center.
ALCTS Launches National Preservation Week May 9–15

Recognizing the critical role libraries play in preservation, the Association for Library Collections and Technical Services (ALCTS) in collaboration with the Library of Congress and the Institute of Library and Museum Services (IMLS) will sponsor the first national Preservation Week, May 9–15, 2010.

Preservation Week intends to raise awareness of libraries’ role in connecting the general public to preservation information and expertise. Events sponsored by libraries will increase preservation awareness by emphasizing the close relationships among personal, family, community, and public collections and their preservation.

It is the first national awareness campaign targeting collections preservation awareness for the general public by strengthening community partnerships for preservation.

Preservation Week will begin to address the preservation concerns of the valuable collections of individuals, families and collectors by providing Web resources, success stories, and ideas for programs and projects, focusing on libraries as a place for preserving our rich heritage. The Preservation Week web site will connect librarians and other professionals with exceptional resources already available for those who need specific preservation information. Go to the Preservation Week site at www.ala.org/preservationweek for information and resources.

A Preservation Week poster and bookmark is now available in the ALA Store. Help support Preservation Week by purchasing these items. Visit the ALA Store at Midwinter or online at http://www.alastore.ala.org/detail.aspx?id=2823.

With the theme of “Pass it on,” the first preservation week is a collaborative effort with many other libraries, cultural heritage organizations and associations, to connect people to preservation on a personal level, to increase the number of advocates for the importance of preservation in sustaining cultural heritage and information access and to enhance knowledge of preservation issues among the public and those responsible for collections.

In 2004 Heritage Health Index carried out the first national survey, the Heritage Health Index, to document preservation needs in libraries, museums, and archives (www.heritagepreservation.org/HHI/summary.html). That survey showed that roughly 1.3 billion items need treatment to reduce the risk and rate of damage.

The Heritage Health Index recommended that meeting the national preservation need will take shared responsibility by many, including public and institutional decision-makers, and policy makers.

The condition of 30 percent of items across every type of collection and library is unknown. Even when condition is known, our cultural heritage continues to be at risk, including newly created digital collections.

Preservation Week is an opportunity for libraries to become involved in the broader movement to save our cultural heritage. Libraries are the natural gathering place and source of information on preservation for the public. Preservation Week hopes to elevate everyone’s awareness of the importance of saving personal and family heritage whether a photograph, a newspaper, or a baseball card.

Honor YALSA’s Award-winning Authors at Free Reception Tonight

YALSA will host a free program and reception for the 2010 Morris Award and 2010 Excellence in Nonfiction Award winners and honorees at 7:30 p.m. tonight at the Westin Copley Place Essex Center South. YALSA announced the finalists for both awards in December; you can learn more about the Morris shortlist at www.ala.org/morris and the Nonfiction shortlist at www.ala.org/yalsa/nonfiction.

Authors attending the reception include Deborah Heiligman (Charles and Emma: The Darwins’ Leap of Faith), Phillip Hoose (ClaudetteColvin: Twice Toward Justice), Sally Walker (Written in Bone: Buried Lives of Jamestown and Colonial Maryland), and Tanya Lee Stone (Almost Astronauts: 13 Women Who Dared to Dream).

The event will begin with an open bar and refreshments from 7:30 to 8:00 p.m. and authors speaking from 8:00 to 9:30 p.m. Attendees can mingle with authors over more refreshments from 9:30 to 10:00 p.m.

For more information about YALSA or for lists of recommended reading, viewing and listening, go to www.ala.org/yalsa/booklists, or contact the YALSA office by phone: 800-545-2435, ext. 4390; or e-mail yalsa@ala.org.

These listings are paid advertisements. To place an Exhibitor News item in Cognotes at the 2010 Annual Conference in Washington, D.C., please contact Karee Williams at kwilliams@ala.org.


ACLS Humanities E-Book (Booth # 2553): ACLS Humanities E-Book finalizes plans for “universal” collaboration with publishers to offer complete title lists and new purchase and perpetual-access options. “HEB Portal” will facilitate cost-effective distribution of monographs and related materials to scholars and libraries. Please visit Booth 2553.

LAT (Booth # 1624): features the allCIRC DVD dispensing solution by LAT. Watch how the allCIRC safely and securely provide DVDs on demand to your patrons, while allowing them to check out all materials at one location Booth 1624.

Serials Solutions (Booth # 1512): Let users search your library just as they search the Open Web. Imagine the breadth of your library’s collection — physical and digital — accessible from a single search box. See the one and only Summon at the Serials Solutions booth.

Don’t be a twit

CONFERENCE TIP: DON’T BE A TWIT

Blogging?

Live Tweeting?

The speaker’s arguments are pretty involved... I’m paraphrasing!

LIVE:"some doofus sat down next to me."

More blah blah.

It’s for posterity!

Refreshments from 9:30 to 10:00 p.m. Can mingle with authors over more refreshments from 8:00 to 9:30 p.m. Attendees may mingle with authors over more refreshments from 9:30 to 10:00 p.m.

For more information about YALSA or for lists of recommended reading, viewing and listening, go to www.ala.org/yalsa/booklists, or contact the YALSA office by phone: 800-545-2435, ext. 4390; or e-mail yalsa@ala.org.

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

STOP BY BOOTH #2314

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

Learn more at mangolanguages.com

mango

languages

It’s teatime (and tee-time) at Mango!
Benefit from Users’ Collective Wisdom: the Ex Libris bX™ Scholarly Recommender Service

Facing a rapidly expanding universe of online information, scholars are in need of new tools to help them find and assess research and study material in a manner that incorporates immediacy, relevance, and a standardized measure of quality.

The bX service represents a collaboration of Ex Libris and Los Alamos National Laboratory (LANL). Combined with the work of other researchers, it is brought to you by members of the same team that created SFX® and the OpenURL standard.

Join David Walker and Nettie Lagace for this live webinar, Wednesday, February 17, 2010, from 12:00 noon – 1:00 pm ET, as they discuss bX: the next evolutionary—REVOLUTIONARY—step in maximizing your students’ and faculties’ use of the world of scholarly e-resources.

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

Ex Libris Group  Toll Free: 1-800-762-6300  Email: infousa@exlibrisgroup.com  www.exlibrisgroup.com

*David Motley, California State University System, Library Web Services Manager. 1 Ph. D. student at Arizona State University. 1Robert Gentry, Associate University Librarian for Systems and Information Technology, Boston College. 1Ph. D. student at Arizona State University. 1Ph. D. student at Arizona State University.
Sense and Sensibility
at Glasgow University Library

**Challenge:** Increase discovery options of large research collection

**Solution:** Encore with faceted search capability

**Result:** Quick refining of searches for rich academic resources

Glasgow University Library (Scotland) constantly strives to improve access to its academic collection, which includes works of literature as well as literary criticism on the author Jane Austen. With Encore, faculty and students can quickly refine their literary options by clicking on Encore’s facets. Now that makes sense—and sensibility!

*Come see Encore at booth #1912!*