PLA Counts Down to 2010 National Conference in Portland

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

Some PLA 2010 special events include:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The meeting will open with a Town Hall session, where members can contribute their constructive insights, perceptions, comments, and thoughts about the association to help shape future strategic decisions. The session will be followed by a “Big Think” brainstorming session surrounding timely and critical issues for RUSA. This year’s topic is attracting new members, and ties in with articles by RUSA President, Susan J. Beck that appeared in recent issues of Reference and User Services Quarterly (RUSQ). RUSA’s quarterly journal: *We Must Think Strategically* (RUSQ, Spring 2010) and This is Our Time to Shine (RUSQ, 49:1).

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

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

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

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

*Requires an additional fee.

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

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

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

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

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

Visit H.W. Wilson Booth #1714

At the Wilson Theater:

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

Drawing for a Gift Basket!
Curriculum, Cooperation, Convergence & Capacity: the Cornerstone of Cultural Heritage at Simmons

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

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

Through the grant, GSLIS faculty are developing courses that form the basis for educating a new type of information professional. Partner institutions will also create case studies that will be used in the curriculum and will provide additional professional expertise. The curriculum and collaborative efforts of the partner affiliates will be supported by a digital curriculum laboratory, designed by GSLIS faculty and staff, to equip students with the specialist skills necessary for this emerging digital convergence environment. IMLS is the primary source of federal support for the nation’s 123,000 libraries and 17,500 museums. Its mission is to create strong libraries and museums that connect people to information and ideas.

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

ACRL Seeking Program Proposals for 2011 National Conference

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

The ACRL 2011 National Conference theme, “A Declaration of Interdependence,” reflects the idea that in order to be successful, libraries must cooperate with each other and interconnect with their campus communities. ACRL invites individuals to submit their most innovative or radical proposals to help make ACRL 2011 a truly revolutionary conference.

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

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

Applications accepted online through Jan. 29

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

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

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

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

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

For more information about the ALA Public Programs Office, visit www.ala.org/publicprograms.
AASL Survey Reveals that U.S. School Libraries Lack Materials to Support the Needs of ELLs

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

The survey, which was conducted by the National Longitudinal Survey of School Library Media Programs, found that only 29% of school libraries had initiatives to address the needs of ELLs. This is a decrease from the 41% reported in the previous survey in 2009.

The survey also revealed that ELLs are more likely to come from low-income families and are more likely to be enrolled in public schools. Additionally, the survey found that ELLs are more likely to have less access to library resources because they are more likely to be in schools that are located in rural areas.

In response to these findings, the National Library of Medicine has announced a new initiative to provide more resources for ELLs. The initiative will focus on providing more materials in ELL languages and will include a new online resource center.

The initiative will also include a new online resource center, which will provide access to a wide range of materials in ELL languages, including books, articles, and videos.

The new online resource center will be available on the National Library of Medicine website and will be accessible to all school libraries.

The initiative is expected to be fully implemented by the end of the year, and it is hoped that it will help to improve access to library resources for ELLs across the country.

Get Smart with YALSA’s 2010 Winter Online Courses

YALSA’s winter online courses will help you stay on top of the latest in teen library services, without leaving your desk! Our three winter courses begin Feb. 8. Registration is open through Feb. 7. Discounts available to groups of 10 or more, and all of YALSA’s online courses are available for licensing. All winter session classes last four weeks and cost $135 for YALSA members, $175 for ALA members and $195 for nonmembers. Questions? Contact Eve Gauss, program officer for continuing education, at egauss@ala.org or 1-800-545-2433, ext. 3295.

YALSA’s winter courses are: Booktalks Quick and Simple Want to entice teens to read but are not sure how? Try booktalks! Participants will learn what a booktalk is as well as a variety of techniques on how to use them with teens. Learn how to create hooks for books and how to share the talks with teens. Participants will create booktalks that can be used in a booktalking session and experiment with a variety of booktalking techniques. Even add a touch of technology to jazz up your presentations. Join booktalking expert Nancy J. Keane for a month of talking about books.

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

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

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

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

The Veronica Bird Charitable Foundation

Announces the Release of a New Film

Rescuing Childhood: Understanding Bipolar Disorders in Children and Adolescents

and

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

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www.aheadwithautism.com

The Veronica Bird Charitable Foundation has donated over 5000 copies of educational films to public libraries in the USA.
Learning4Life (L4L) Webinar Series on AASL’s Program Guidelines Launches During SLMM

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

The four chapters of the program guidelines are:
1. Developing Visions for Learning
2. Teaching for Learning
3. Building the Learning Environment
4. Empowering Learning through Leadership

Defining the future direction of school library media programs is the purpose of AASL’s program guidelines. Empowering Learners advances school library media programs to meet the needs of the changing school library environment and is guided by the Standards for the 21st-Century Learner and Standards for the 21st-Century Learner in Action. As school library media programs continue to undergo momentous changes that have heightened the importance of technology and evidence-based learning, the focus has moved from the library as a confined place to one with fluid boundaries that is layered by diverse needs and influenced by an interactive global community. Guiding principles for school library media programs must focus on building a flexible learning environment with the goal of producing successful learners skilled in multiple literacies. These webinars will help school library media specialists better understand and implement the program guidelines. The fee per individual webinar is: AASL member, $39; ALA member, $69; Non-member, $99; and Student member, $29. A 10% discount will be given for purchasing the series of webinars. Last year, the webinar series focused on the four strands of the learning environment standards – skills, responsibilities, dispositions, and self-assessment – and are available to purchase in archived format on the AASL Web site.

Register for ALSC Online Education Summer Courses

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

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

Courses are taught asynchronously using Moodle, an online learning community. A certificate of completion will be sent to participants upon successful completion of the course. Detailed descriptions and registration information will be on the ALSC Web site at www.alsc.org/alsced in March. Fees are $85 for personal ALSC members; $145 for personal ALA members; and $165 for non-members. For more information, contact ALSC Deputy Director Kirby Simmering at ksimmering@ala.org.

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

PLA Workshop Helps Librarians Navigate Local Politics

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

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

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

Fees for the Politics and Networking management course include all training materials and lunch on both days of the workshop:
• PLA Members and members/employees of the hosting organization: $250
• ALA Members: $300
• Non-members: $400

Give yourself the opportunity to learn, grow and succeed. Visit www.pla.org and click on PLA Education or contact PLA at 800-545-2433, ext. 5PLA to register.
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Visit the Ovid booth #2546 for more information and a chance to win an iPod touch™!

www.ovid.com
AASL Announces Preconference Lineup for ALA Annual Conference

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

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

Fees are $179 for personal AASL members; $129 for personal AASL members; $79 for student AASL members; $219 for personal ALA members; $184 for non-members; $70 for retired AASL members; and $79 for student AASL members.

ALA Placement Center to Host Free Workshops During Midwinter

As part of its continuing efforts to help job seekers re-tool their skills and prepare for job searches, the ALA Placement Center will provide free workshops in the Placement Center during the American Library Association’s Midwinter Meeting in Boston. The workshops will be held today and Sunday, January 16-17, 2010. Registration is not required to attend.

There are two workshops scheduled today. The first one, “Finding a Job When Times Are Tough,” will be held from 9 – 10:30 a.m. and presented by Vicki Burger.

The second session on Sunday, “Interviewing Basics from an Employers’ Perspective” will be held from 10:30 a.m. – 12 noon. The presenter will be Vicki Burger, Assistant Director of Library Personnel, Northwestern University, Evanston, IL.

The second workshop, “Moving Your Career and Job Search Ahead: Surviving in Tough Economic Times” will be held from 1:30 – 3 p.m. This workshop will be presented by Dr. Caitlin Williams, career development consultant and coach, San Jose, Calif.

ACRL TechConnect

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

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

What’s New for Spring & Summer 2010?

The HarperCollins Library Marketing Team cordially invites you to attend our SPRING/SUMMER 2010 TITLE PRESENTATION

Saturday, January 16, 2010
10:00 AM—11:15 AM
Westin Boston Waterfront Hotel
(Connected to the Boston Convention Center)
425 Summer Street
Burroughs Room

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

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

HarperCollinsPublishers
Visit our blog: www.librarylovefest.com
ALA emerging leaders gather at their fourth Annual Workshop. Approximately 100 attendees are receiving training to become new ALA leaders.

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

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

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

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

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

Jay Weitz, Senior Consulting Database Specialist, hosted a presentation of news from OCLC and also fielded questions from audience members. He opened with an assessment of the Expert Community Experiment that was held from February 15 through August 15, 2009. During that trial period, 690 institutions participated with 638 of them having an activity in every one of those months. New capabilities that were put into play during every one of those months. New capabilities were opened up to support staffers as well, it appeared the experiment’s existence also highlighted to users the corrections that they were already capable of making, such as fixing typographical errors and punctuation in access points.

The impending release of Resource Description and Access (RDA) was another topic of interest to the participants of this forum. Weitz related that OCLC has been working with the Library of Congress, the National Library of Medicine, and the National Agricultural Library. The release is currently scheduled for mid 2010, with the test period to be for six months and implementation to begin sometime afterwards. When RDA is implemented, OCLC will not compel libraries to use it, instead allowing them local option. In response to other queries, OCLC updates in MARC are scheduled for May 2010. There will be no automat-ed, global cleanup on retrospective records with the move from AACR2 to RDA records. Duplication Detection Resolution (DDR), with the assistance of a special software, is scheduled to begin at the end of January 2010. This will be by means of a two-tiered system, the first tier relating to records in the current database and the second to new records. An earlier version of DDR implemented in the early 1990s that some members may remember worked only on books, while this rollout will cover all formats. There will also be a hierarchy in the manner of addressing duplicate records first; LC and NLM records following; and full level, OCLC member submitted records next. Weitz noted that with DDR, some information transfers with automatic mergers while with manual, record-by-record mergers, there is much more control.

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

New National Library Week Promotional Tool Available

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

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

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

Libraries planning to participate in “Communities thrive @ your library”-themed programming are encouraged to share their stories with the Campaign for America’s Librar-ies, by sending an e-mail to: mailto@ourlibrary@ala.org.

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

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

SHUTTLE BUS SCHEDULE AND ROUTE

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

SHUTTLE SCHEDULE

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

FRIDAY, JANUARY 15, 2010
Shuttles to run Between Hotels and BCEC
Shuttles to run Between BCEC and Hotels
Non Peak
7:30 AM - 6:00 PM
4:00 PM - 8:00 PM
Peak
7:00 AM - 10:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM
SATURDAY, JANUARY 16, 2010
Shuttles to run Between Hotels and BCEC
Shuttles to run Between BCEC and Hotels
Non Peak
2:00 AM - 4:00 AM
8:00 AM - 10:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM
Peak
7:00 AM - 10:00 AM
SHUTTLE BUS SCHEDULE AND ROUTE

SUNDAY, JANUARY 17, 2010
Shuttles to run Between Hotels and BCEC
Shuttles to run Between BCEC and Hotels
Non Peak
2:00 AM - 4:00 AM
8:00 AM - 10:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM
Peak
2:00 AM - 4:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM
MONDAY, JANUARY 18, 2010
Shuttles to run Between Hotels and BCEC
Shuttles to run Between BCEC and Hotels
Non Peak
2:00 AM - 4:00 AM
8:00 AM - 10:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM
Peak
2:00 AM - 4:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM

SHUTTLE SCHEDULE

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

FRIDAY, JANUARY 15, 2010
Shuttles to run Between Hotels and BCEC
Shuttles to run Between BCEC and Hotels
Non Peak
7:30 AM - 6:00 PM
4:00 PM - 8:00 PM
Peak
7:00 AM - 10:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM
SATURDAY, JANUARY 16, 2010
Shuttles to run Between Hotels and BCEC
Shuttles to run Between BCEC and Hotels
Non Peak
2:00 AM - 4:00 AM
8:00 AM - 10:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM
Peak
7:00 AM - 10:00 AM
SHUTTLE BUS SCHEDULE AND ROUTE

SUNDAY, JANUARY 17, 2010
Shuttles to run Between Hotels and BCEC
Shuttles to run Between BCEC and Hotels
Non Peak
2:00 AM - 4:00 AM
8:00 AM - 10:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM
Peak
2:00 AM - 4:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM
MONDAY, JANUARY 18, 2010
Shuttles to run Between Hotels and BCEC
Shuttles to run Between BCEC and Hotels
Non Peak
2:00 AM - 4:00 AM
8:00 AM - 10:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM
Peak
2:00 AM - 4:00 AM
10:00 AM - 2:30 PM
3:30 PM - 6:00 PM

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

ROUTE #1 (RED)
Boarding Location
Shuttle Service to the Boston Convention & Exhibition Center

Route #2 (GREEN)
Boarding Location

Route #3 (BLUE)
Boarding Location

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

New National Library Week Promotional Tool Available

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

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

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

Libraries planning to participate in “Communities thrive @ your library”-themed programming are encouraged to share their stories with the Campaign for America’s Libraries, by sending an e-mail to: mailto@ourlibrary@ala.org.

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

National Library Week is a national observance sponsored by the ALA and libraries across the country each April. It is a time to celebrate the contributions of our nation’s libraries and librarians and to promote library use.
LIBRARIANS TRUST YBP LIBRARY SERVICES for its outstanding service, deep catalog, and technical expertise. Now, with Blackwell North America, YBP Library Services offers the widest selection of technical service solutions, the fastest delivery options, and the largest supply of scholarly materials in the world.

YBP has a long history of developing deep partnerships with the libraries and consortia it serves. We draw from our rich background and understanding of the challenges facing libraries and consortia to ensure that collection development objectives — both print and electronic — and technical workflow needs are met today and in the future.

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

For more information please visit us at booth #2031.
Gebregeorgis was selected as one of CNN’s Top 10 Heroes in 2008 for his work in establishing children’s libraries in Ethiopia.

Lester was from page 1

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

Lester seasoned his slide presentation with observations about the metaphorical, cultural, and conceptional meanings of maps. During the Middle Ages in Christian Europe, maps often had the East, where humanity purportedly began, on the top. Islamic maps during the same time instead frequently placed the South on the top. Lester contends that the Waldseemüller map, drawn up by a German and his colleagues in Alsace-Lorraine and dedicated to Maximilian I, the Holy Roman Emperor, contained a coded message. With this map, the Emperor could then view the world as a whole, in effect as a double-headed eagle, the symbol of the Empire, and once knowing it, attempt to rule it. The Boston Map Society and the Norman B. Leventhal Map Center at the BPL (www.maps.bpl.org) which co-sponsored this presentation both strive to show the many complexities inherent in historical charts. Lester demonstrated how maps, and one influential map in particular, truly positioned people in the cosmos.

Help Shape Future of ALA, Libraries

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

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

Adjunct Instructors

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

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

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

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

UWM is an affirmative action, equal employment opportunity employer. For the UWM Crime Statistics Annual Report and the Campus Security Policy, see http://www.uwm.edu/Opp/OSU/CrimeAct/, or call the Office of Student Life, Wells Hall 118 at (414) 229-4632 for a paper copy.
ALA, FINRA Investor Education Foundation Announce Grants

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

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

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

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

The new grant recipients are:

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

The library will develop and market a weekly drop-in clinic that gives one-on-one financial advice to low-income low-income individuals ages 13 to 35. It will also provide online and face-to-face investor education programs through six public libraries, the virtual world of Second Life and an outreach van.

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

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

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

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

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

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

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

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

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

The grant will enable public librarians to collaborate with students and faculty from the economics and finance department of North Carolina State University, to make a donation via cash, check or credit card. (see page 4)
Grants
* from page 25

A&T State University to provide a sequential financial literacy experience for library users ages 13 to 18. The library will also make available one-on-one counseling at its neighborhood branches on selected topics of importance to teens as they begin to take on financial responsibilities in their lives.

**Grants**

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

Houston Public Library will partner with the University of Houston and community organizations to offer a bilingual financial education series (from money basics to investing fundamentals) for the city’s English- and Spanish-speaking families.

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

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

**Exhibitor News**

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

**ABC-CLIO (Booth #1642):**


**ACLS Humanities E-Book (Booth #2553):**

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

**Serials Solutions (Booth #1512):**

Seeing is believing. Get students back inside the ALA office, BCEC Room 210, to place an Exhibitor News item in future issues at

**LAT (Booth #1624):**

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

**Mango (Booth #2314):**

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

**Cognotes**

BOSTON • Saturday, January 16, 2010

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

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

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

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

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

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

Pike County Public Library District, Pikleville, Ky., $34,362

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

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

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

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

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

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

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

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

The library system will develop interactive, multigenerational programs in English and Spanish at branch libraries and focus on building financial knowledge within York County families with children ages 5–7.
Enjoy a Spot of Tea at Ex Libris Seminars during ALA Midwinter 2010

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| Saturday, January 16, 2010 | **Info on Demand:** Broadcast Your Primo Experience with the Primo Central Article Repository | Westin Waterfront, Harbor Ballroom I | Mark Dehmlow, University of Notre Dame  
Pascal Carlos, University of Notre Dame  
Tamar Sadeh, Ex Libris  
Susan Pastore, Ex Libris |
| 8:00 – 10:00 a.m. | **Benefit from Users’ Collective Wisdom:** the bx Scholarly Recommender Service | Westin Waterfront, Harbor Ballroom III | David Walker, California State University  
Nettie Lagace, Ex Libris  
Kathryn Harnith, Ex Libris |
| Saturday, January 17, 2010 | **A Brave New World for Collection Development:** New Workflows for the Next-Generation Environment | Westin Waterfront, Harbor Ballroom II | David Swords, Blackwell Book Services  
Ted Schwitzger, Illinois State University  
Kathryn Harnith, Ex Libris |
| 10:30 a.m. – Noon | **Ex Libris plans for Unified Resource Management (URM) focus extensively on workflows for streamlining and improving selection and acquisition services for the next-generation library environment.** | | |

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

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

Refreshments will be served.

Visit us at **booth #2340** to learn how Ex Libris can be your bridge to the future!
Poetry in Motion
at University of Nebraska, Lincoln

Challenge: Expand discovery of rich special collections
Solution: Harvest data into Encore
Result: A single Encore search expands to include special collections, representing over 200,000 items

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

Come see Encore at booth #1912!

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