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Patricia Martin to Speak at LLAMA President’s Program

Author and consultant Patricia Martin will speak at the LLAMA President’s Program today, 1:30 – 3:00 pm at the Fairmont Hotel International Ballroom. Martin is one of the nation’s foremost authorities on the emerging marketplace created by the convergence of art, entertainment, education, and technology. She is president of LitLamp Communications Group, an award-winning communications firm she founded in 1995. She was the Chicago Public Library’s Charlotte Kim Scholar in Residence, 2008.

Martin is the author of RenGen: Renaissance Generation—The Rise of the Cultural Consumer and What It Means to Your Business. The book is based on a two-year research effort by Patricia and her team who gathered insights from a diverse array of experts. Her analysis draws on her 20-plus years working with artists and corporate executives alike who are anxious to understand the cultural consumer. Her thinking goes beyond standard demographics to paint a new picture of the American consumer as a thinking, expressive individual. Copies of this book will be available for purchase at the program.

Celebrate the Coretta Scott King Awards Anniversary

ALA’s Coretta Scott King Book Awards Committee invites you to celebrate their 40th anniversary. Beginning with a special program “Lift Every Voice and Read: Everything you wanted to know about the Coretta Scott King Book Award titles, and more,” and immediately followed by Bloomsbury Children’s Books “Our Children can Soar Original Art Exhibits.” Celebration events will culminate with the 40th Annual Coretta Scott King Book Awards Breakfast on Tuesday, 7:00 – 9:00 am at the Hyatt Regency Chicago in the Grand Ballroom.


Three Illustrator Honor Books were also selected: We Are the Ship: The Story of Negro League Baseball, written and illustrated by Kadir Nelson and published by Disney-Jump at the Sun, an imprint of Disney Book Group; The Moon Over Star, illustrated by Jerry Pinkney and published by Dial Books for Young Readers, a division of Penguin Young Readers Group; and Before John Was a Jazz Giant, illustrated by Sean Qualls and published by Henry Holt and Company.

In attendance will be honored guest Sylvia Drew Irie, who presented the first Coretta Scott King Book Award in 1979. Famed gospel singer Shari Addison will lead attendees in the song “Lift Every Voice and Read.” Tickets for the breakfast are $60.

In honor of the 40th Anniversary, a special program, “Lift Every Voice and Read: Everything you wanted to know about the Coretta Scott King Book Award titles, and more,” kicks off the celebration on Monday, 1:30 pm – 5:30 pm at McCormick Place West W180. Three 50-minute sessions on the Coretta Scott King Book Awards will be presented on using award-winning titles to engage readers in schools and public libraries:

- Author/educator review panel’s overview on state standards, and curriculum-related opportunities.
- Enhancing diversity in library services: Making links with community partners who work with youth.
- Creative opportunities for community involvement: Intergenerational book discussions, community-wide reading programs, and more.

Registration for this special event is $100 and includes a copy of The Coretta Scott King Book Awards 1971-2009 (40th Anniversary edition), Henrietta M. Smith, editor, and a ticket to the 2009 Coretta Scott King Awards Breakfast the next day.

“Our Children Can Soar Original Art Exhibit” by Bloomsbury Children’s Books and the Coretta Scott King Book Awards 40th Anniversary Committee is an original art show and cocktail reception on Monday from 5:30 pm – 7:30 pm at the Hyatt Regency McCormick Place Conference Center 22. The exhibit features “Our Children Can Soar: A Celebration of Rosa, Barack, and the Pioneers of Change.” Artists include Cozbi A. Cabrera, R. Gregory Christie, Pat Cummings, Bryan Collier, Leo and Diane Dillon, AG Ford, E. B. Lewis, Frank Morrison, James Ransome, this year’s John Steptoe winner, Shadra Strickland and Eric Velasquez.

Tickets for the events may be purchased in the ALA registration area at McCormick Place before 12:00 pm today. For more information visit the OLOS table #39 in the ALA Office Area. To learn more about the Coretta Scott King Book Awards, visit www.ala.org/cssk.

Wizards of the Coast has developed a reputation as a world leader in fantasy fiction—and for good reason. Our fantasy settings are some of the most detailed worlds ever conceived and our stories are crafted by some of the top names in fantasy fiction. And with an ever-growing fanbase of loyal readers, it’s no wonder our titles are an ever-growing fanbase of loyal readers, it’s no wonder our titles

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Stop by Booth 1442 and meet a Weis, co-author of The New York Times Best-Selling Dragonlance series.
Corwin’s Unique Bookmobile Tour Begins Today in Chicago

Join bestselling author and musician Tom Corwin today at 4:15 pm as he formally launches an exciting new project with plenty of fanfare. Up to and following the launch, Corwin will conduct a book giveaway and signing of his bestselling books, Mostly Bob and Mr. Fooster Travelling on a Whim.

“Behind the Wheel of a Bookmobile,” honors the place books still have in our national consciousness.

Corwin and his friend, author/journalist Peter Laufer, came up with the idea of buying a classic bookmobile, stocking it with donated books from libraries and publishers, and driving it cross-country through small towns with acclaimed authors taking turns at the wheel. At each stop Corwin opens the bookmobile’s doors inviting the public in to take their choice of digital and analog titles in exchange for an interview about what books have meant in their lives. A documentary film crew and a radio production team capture those stories, along with conversations with those authors along for the ride.

“Books influence our lives in ways too often untold,” says Corwin. “Our trip is designed to tell some of those stories.”

Corwin has a growing list of authors who have signed on to support the project and in most cases take a shift behind the wheel of the bookmobile: including Pulitzer Prize winners Michael Chabon, Junot Diaz and Lawrence Wright; as well as bestselling authors Robert Anderson, Tamim Ansary, Ethan Canin, Peter Coyote, Dave Eggers, Andrew Sean Greer, Daniel Handler, Mark Kurlansky, Annie Lamott, Arthur Phillips, Michael Pollan, Scott Simon, Amy Tan, Vendela Vida, Ayelet Waldman and Tobias Wolff — with more joining the trip day by day.

The project has received the support of the Association of American Publishers as well as the Association of Bookmobile and Outreach Services. A beautiful, bio-diesel-ready bookmobile recently decommissioned by the Warren-Newport Library has been purchased for the project. National Geographic has committed to feature the project with plenty of fanfare. Up to 200 authors along for the ride.

An ongoing literacy education and outreach program will be designed around the bookmobile’s travels. Its video travel blog, interviews, and webisodes featuring authors and readers will be distributed to schools, teachers, and classrooms across the nation through its affiliations with ALA, the Association of American Publishers and other leading literacy organisations’ existing outreach programs.

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At the Wilson Booth Theater:

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- Art Museum Image Gallery
- Cinema Image Gallery
- Biography Reference Bank
- Middle & Junior High and Fiction Core Collections

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Summer E-Learning Offered by ACRL

Looking to continue your professional development after Annual? ACRL is offering several online learning opportunities in summer 2009 to meet the demands of your schedule and budget. ACRL e-Learning Webcasts last from an hour and a half to two hours and address hot topics in academic librarianship. Upcoming Webcasts include “Academic Librarianship by Design: Enhancing the Libraries Integration into Course Learning Management Systems” (July 28) and “Cyber Zed Shed Webcast Series: Facebook, Twitter and Sprout” (August 18). Group discounts are available. Visit http://www.ala.org/ala/mgrps/divs/acrl/proftools/elearning.cfm for complete details and to register.

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LITA Presents Afternoon of Programming, Networking and Camaraderie Today

Join LITA for a Sunday afternoon of great programming, networking, and camaraderie starting at 1:30 pm with Top Technology Trends (Intercontinental, Grand Ballroom), LITA’s ongoing roundtable discussion about trends and advances in library technology.

A panel of LITA technology experts will describe changes and advances in technology that they see having an impact on the library world, and suggest what libraries might do to take advantage of these trends. Panelists will include Roy Tennant, Senior Program Officer, Research, OCLC; Clifford Lynch, Director of the Coalition for Networked Information (CNI); John Blyberg, Darien Library; Karen A. Cosnubs, Head of Web Services, University of Houston Libraries; and Geert van den Boogaard, Shanachie Tour, Delft Public Library. Join us in person or online at http://litablog.org for a live chat with trendsters and streaming video of the entire program.

The LITA Awards Reception at 3:00 pm (Intercontinental, Empire Ballroom) will recognize the following award and scholarship winners:

- John Blyberg, winner Brett Butler Entrepreneurship Award
- William H. Mischo, winner Frederick G. Kilgour Award for Research in Library and Information Technology
- T. Michael Silver, winner LITA/Ex Libris Student Writing Award
- Meredith Farkas, winner LITA/Library Hi-Tech Award for Outstanding Communication for Continuing Education in Library and Information Science
- Nicholas Taylor, winner Christian Larew Memorial Scholarship in Library and Information Technology
- Victoria Chu, winner LITA/ACRL Minority Scholarship in Library and Information Technology
- Diane Kay Doctor, winner LITA/LSSI Minority Scholarship in Library and Information Technology

The LITA President’s Program (Intercontinental, Grand Ballroom), immediately follows: “Make Stories, Tell Stories, Keep Stories?” In 2007, Erik Boekesteijn, Jaap van de Geer, and Geert van den Boogaard took off from DOK Delft Public Library to embark on a North American tour of libraries en route to the Internet Librarian Conference. Their popular video tour (http://www.shanachietour.com/) captured the passion and enthusiasm of the people working on library innovation in the U.S., a theme that they have recently repeated in Australia. Join them and Jenny Levine (The Shifted Librarian), and Michael Stephens (Tame the Web) as they discuss the current state and future of library innovation and the opportunities to learn from the vast network of international stories about library innovation.

LIRT Program to Discuss Preparing to Teach

This morning, the Library Instruction Round Table (LIRT) will host its annual program titled “Preparing Yourself to Teach: Touching all the Bases” in McCormick Place West room W474 beginning at 10:30 am.

There has been a lot of discussion concerning the use of technology in teaching. Whether it is through the use of classroom technology or in the creation of electronic resources that assist the teaching/learning process, the use of tools has dominated. So what about the individual as teacher?

“I really think that sometimes what we need to do for ourselves as instructors gets lost among all the other duties that now make up much of our work day,” said chair of the LIRT Annual Program Committee Victor Baeva.

Lisa Hinichiffe, Coordinator for Information Literacy Services at the University of Illinois at Urbana-Champaign and recently elected president elect of ACRL, will begin the program by discussing assessment as learning. She will be followed by Beth Woodard, Staff Development and Training Coordinator at the University of Illinois at Urbana-Champaign, who will cover Student-Centered Design. Then Teaching as Performance will be covered by Monika Antonelli, Instruction Librarian at Minnesota State University Mankato.

NASA Materials for Libraries

Join the ALA Public Programs Office for a session on bringing science programs to your library, “Exciting NASA Materials for Libraries,” from 10:30 am to noon today at McCormick Place West, W194a. NASA educational materials for libraries and astronomy Web sites for public audiences will be presented and discussed by Denise Smith, manager, Special Projects; Frank Summers, astrophysicist, Space Telescope Science Institute; and Susan Brandehoff, ALA Public Programs Office. In 2008, the American Library Association Public Programs Office, along with the Space Telescope Science Institute Office of Public Outreach, and the Smithsonian Astrophysical Observatory, chose 40 libraries to host the traveling exhibition “Visions of the Universe: Four Centuries of Discovery” from January 2009 through December 2010 in celebration of the International Year of Astronomy. The traveling exhibition is funded by NASA and developed by the Space Telescope Science Institute in cooperation with the ALA Public Programs Office. More information about “Visions of the Universe” is available at www.ala.org/visionsoftheuniverse.
Forum Features Historical Perspective on Materials, Services to Children, Young Adults

The Library History Round Table (LHRT) will help trace the evolution of children and youth services in a co-sponsored forum today. Four panelists will present as part of “Library Materials and Services to Children and Youth: Historical Perspectives” from 3:30 to 5:30 pm today in McCormick Place West Room 192b. The panel is co-sponsored by the Association for Library Service to Children (ALSC), the Young Adult Library Services Association (YALSA) and LHRT.

Christine Jenkins (University of Illinois at Urbana-Champaign) will join the following presenters as a commentator in the LHRT Research Forum:

• Jennifer Burek-Pierce, University of Iowa, “When the Reign of Children Began: Games, Toys, and Activities for Young People in Libraries, 1876-1920”
• Kate McDowell, University of Illinois at Urbana-Champaign, “Children’s Voices in Librarians’ Words: Children as Readers in Libraries from 1890 to 1950”
• Ellen Pozzi, Rutgers University, “An Early Model of Youth Services Cooperation Between Public Libraries and Schools”
• Cindy Welch, University of Tennessee at Knoxville, “Are You a YA Librarian? ... The Young Adult Alternative Newsletter, 1973-1979”

LLAMA Hosts Networking Event This Afternoon

The Library Leadership and Management Association (LLAMA) will hold a fun and informal networking event for anyone interested in library leadership or management, or in meeting members of LLAMA. The LLAMA Meet & Greet will be held today, 3:30 – 5:30 pm at the Westin River North Hotel, Astor Court. Light refreshments will be served and LLAMA’s newest stuffed mascots, Lucy and Larry LLAMA, will be raffled off. Materials for this session are all available online at http://fleetwood.baylor.edu/lhrt/program.html.

Literacy for ALL Session This Morning

In April 2009, ALA’s Committee on Literacy and the National Institute for Literacy, webcast the first Library Literacy Summit in Washington, D.C. (www.buildliteracy.org) More than 600 hundred library literacy advocates registered for this seminal event. During the webcast, Jim Ret-tig, ALA President, and members of the Committee on Literacy discussed literacy in libraries of all kinds for people of all ages.

This morning from 10:30 am to noon, at McCormick Place South 105a-d, ALA’s Committee on Literacy is sponsoring Literacy for ALL follow-up session. The session begins with sound bites from the Summit in the participants’ own voices. The remain-der of the session will be devoted to addressing the key issues raised by Summit viewers: literacy services to English language learners, prison literacy for teens, and collection develop-ment for low level readers.

First, librarians from Moline, Ill., Boynton Beach, Fla., and Chandler, Az. will discuss how their diverse libraries provided literacy services to English language learners through the American Starts at your library. Then, the Technology Education Librarian from the Charlotte Mecklenburg (N.C.) Library and the librarian from the Mecklenburg (N.C.) County Sheriff’s Office will showcase their jail-based adolescent literacy programs, including Second Life for Teens. Finally, the Director of the Office of Community Connections at the Westchester (N.Y.) Library System will introduce an innovative plan for collecting and organizing print, digital, and online resources for low level readers.

Cardillo Offers Professional Horn-Tooting Lessons

By Monday morning, you will probably be all fired-up with what you’ve done, seen and heard at conference. Let Donna Cardillo, RN, MA, show you how to make the most of your experiences when you return home as she teaches you to “Toot Your Horn!” Cardillo is a Master Motivator and Career Coach who knows what it takes to promote your skills and expertise within and outside of librarianship.

She has spoken and written extensively about women empowering themselves through the use of their voices. The remain-der of the session will be devoted to addressing the key issues raised by Summit viewers: literacy services to English language learners, prison literacy for teens, and collection development for low level readers.

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Today’s Theater Presentations

9:30 a.m. – Understanding Our World Online: World and State Geography
10:30 a.m. – National Security: US at War and Praeger Security International Online
11:30 a.m. – Professional Resources for Today’s Public Library
12:30 p.m. – Understanding Our World Online: World History and Daily Life
1:30 p.m. – Understanding Our World Online: American History and Daily Life America
2:30 p.m. – Understanding Our World Online: American Government
3:30 p.m. – ABC-CLIO eBook Collection
Feminists’ Night at the Movies

Come and have an entertaining and educational night at the movies with the Feminist Task Force and Women Make Movies.

This year the SRRT/Feminist Task Force will be showing three movies from the Women Make Movies catalog tonight from 8:00 – 10:00 pm at The Palm, Chicago Room.

Women’s Kingdom, a film by Xiaoli Zhou and produced by Xiaoli Zhou & Brent E. Huffman features breathtaking imagery shot in a remote area of southwest China. This short documentary offers a rare glimpse into Mosuo culture, one of the last matriarchal societies in the world, virtually unheard of until 10 years ago. These extraordinary women must now meet complex new challenges to preserve their extraordinary culture.

Guerrillas in Our Midst, a film by Amy Harrison features interviews and art-world footage, presenting a savvy exploration of the machinations of the commercial art-world during its 1980s boom, and also brings the Guerrilla Girls to the screen. This anonymous group of art terrorists has succeeded in putting racism and sexism on the agenda in the art-world since 1985, and their witty and creative tactics have changed the face of political and cultural activism.

To See If I’m Smiling (Lir’ot Im Ani Mehayechet) is an award-winning documentary by Tamar Yarom. The frank testimonials of six female Israeli soldiers stationed in Gaza and the West Bank pack a powerful emotional punch. The young women revisit their tours of duty with surprising honesty and strip bare the stereotypes of gender differences in the military. With archival footage, personal material, and compelling testimonies, the documentary explores the ways that gender, ethics, and moral responsibility intersect during wartime.

More on Broadband

“Transforming Library Service through Broadband Access: The Role of Regional Library Cooperatives” is the topic of a program to be held from 1:30 – 3:00 pm today in the Cameo Room of the Interocontinental Hotel. A local, regional, and state library staff member, and a city manager, will discuss how regional cooperatives help local public libraries achieve broadband connectivity and develop new and innovative services. Nancy Bolt will be the moderator. John Windhausen and Washington Office staff will also be on hand to answer questions about broadband stimulus funding applications from 2:00 – 3:00 pm today, and from 10:00 – 11:00 am and 2:00 – 3:00 pm Monday at the ALA Membership Booth on the Exhibit Floor.

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Gregory Maguire Casts a Spell

By Kay Ikuta, Inglewood Public Library

On Saturday morning July 11, ALA Conference Services’ Auditorium Speakers Series presented bestselling fantasy author Gregory Maguire. Maguire is best known as the author of Wicked, a classic that became the Tony Award winning Broadway musical of the same name.

Maguire, who has written adult novels as well as children’s books, serves on the board of the National Children’s Book and Literacy Alliance, a non-profit organization that advocates for literacy, literature, and libraries. He demonstrated that an author’s life is not spent in absolute solitude as he recounted his run-ins with fellow author David Sedaris during book tours. They first met at a Harvard bookstore — where he had to buy a book and stand in line with others.

Maguire stated his theme is to work with “stolen property.” After a brief stint in an orphanage (his mother died during childbirth), he joined his father, a journalist and his new mother, a poet and all his new siblings. Together they used imagination to create stories, e.g. they recreated the characters from The Wizard of Oz. He stated that as we grow and diversify we develop different responses to faith...and nuances of atmosphere, but we don’t lose the common things we shared as children, i.e. the “common language of children.”

He is currently working on a new book called Making Mischief; a Maurice Sendak Appreciation. Another book, Matchless is due out in November 2009. This work stemmed from an assignment for National Public Radio’s “All Things Considered” to write an original story with a Christmas theme. They asked Mr. Maguire to give it the “Maguire treatment.” He took Hans Christian Andersen’s classic the Little Match Girl and gave her life again.

His appearance was sponsored by HarperCollins Publishers.

Seniors

*from page 1*

state, thus, something that society must learn to adapt to, as must libraries. He stated that there are now three generations of older people, which he describes as baby boomers, older people, and the elderly, now living at the same time.

Senior Spaces in libraries, similar to Teen Spaces, should offer a place of welcome that is a physical, program, meeting, learning, and destination venue for a particular group of users. Examples from Kleiman’s former worksite, the Old Bridge Library, New Jersey, as well as from institutions in Arizona and New Haven, Connecticut, provide lessons in learning. A “bookstore concept” for browsing, that is, arrangement by titles, authors, or subject matter rather than strictly by classification number, is user friendly. Items can often be retrieved from a library’s “furniture graveyard,” although height specific tables may have to be purchased. Seniors appear not to care much for rocking chairs (ironically made) so swivel chairs proved to be popular. A “Boomer Hall of Fame” showcasing books available for circulation works, demonstrating that visual highlighting can move books often languishing in the stacks. While some hardware is of particular interest to older users, such as combination CD, audio cassette, and LP players (which encourage people to bring recordings from home which their own limited technology does not allow them to operate there), some equipment assists many groups. Large-print computers and books are invaluable for the sight-impaired no matter what their age level.

Kleiman emphasized that flexibility is the key. Librarians can re-configure furniture based on the users’ preferences; they can alternate wall colors, but red or orange work well in pointing out the location of the space. Chairs without arms can be placed closer to tables, but chairs with arms are often more comfortable. Roving librarians sitting in the senior space as interactive greeters can function better than traditional reference personnel stationed behind a desk. Classes on digital photography attract members of both genders and computer classes are essential for optimum use of the equipment.

Designated and advertised senior spaces (with word-of-mouth being the best publicity) highlight that libraries care about older folks. This will benefit libraries in general since seniors do vote and would be more inclined to support new library ballot measures. Kleiman invited others to learn more about the programs that he mentioned or to share their own success stories on several websites and blogs. Among others, he listed www.infolink.org/seniorspaces; www.oldbridgelibrary.org/senior.spaces.htm; and www.libraryolderadults.blogspot.com; and provided his e-mail addresses, kleiman@aol.com.
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Readers’ Advisory Research Subject of RUSA President’s Program

Readers’ advisory, collection-development and reference librarians interested in cutting-edge trends and possibilities in their field will find the Reference and User Services Association’s (RUSA) President’s Program: From the Book and Beyond: Interdisciplinary Readers’ Advisory to be right up their alley.

The program, which was selected as a starred not-to-miss conference event by Library Journal, will be held from 1:30 to 3:00 pm on Monday, July 13, in Grand Ballroom A/B of the Hyatt Regency, 151 E. Wacker Dr., and will kick off with readers’ advisory-themed giveaways for a few lucky attendees. The event is the inaugural session of the Readers’ Advisory Research and Trends Forum, a new RUSA initiative where ideas, best practices and creative possibilities are actively engaged and deconstructed in order to contribute to the advancement of RA service. This year’s theme—how appeal is an interdisciplinary concept that applies to music, art and books—will be addressed with program content that covers multiple perspectives on the topic, including service implications and collection building.

The program will feature three speakers. Nora Rawlinson, former head of Collection Development for Baltimore County Public Library and former editor-in-chief of Publishers Weekly for more than a decade, gave a name to demand buying when she wrote the controversial article “Give ’em What They Want” for Library Journal. Recently, Rawlinson co-founded EarlyWord.com with the mission of helping librarians anticipate public demand. Susan Chun is founder of Steve: The Museum Social Tagging Project and a consultant to cultural heritage organizations, specializing in publishing, intellectual property and information management strategy and social media. At The Metropolitan Museum of Art, Nathan Altice is amsician, digital artist and adjunct professor of sound communication at Virginia Commonwealth University where he is pursuing his Ph.D. in Media, Art and Text.

Those attending this event are invited to attend the RUSA awards ceremony, which begins at 3:30 pm in the Hyatt Grand Ballroom E/F.

For more information, visit www.ala.org/rusa.

Comic Book Authors to Address Censorship

To address the uniquely complex censorship issues that comic books face, we have gathered together three of the best working comic artists today—Newbery Award winner Neil Gaiman, Strangers in Paradise author Terry Moore, and Eisner Award winner Craig Thompson. —moderated by Charles Brownstein, Director of the Comic Book Legal Defense Fund on Monday July 13 at 1:30 pm, in McCormick Place W-184.

Comic books have long been the targets of censors. In 1954, Dr. Frederic Wertham published Seduction of the Innocent, arguing that comics were directly responsible for young people engaging in criminal and immoral behavior. As a result, comic book publishers adopted the infamous Comics Code with restrictive content. Although the Code had no legal standing, many distributors refused to carry comic magazines that did not have the Code seal on their covers.

As a result, comics went underground in the 1960s and flourished. With such incredible talents as R. Crumb, Art Spiegelman, and Jay Lynch, the modern comic was redefined by renegade artists working independently of major publishers and distributors.
ALTAFF Hosts
Advocacy 401 Program

In these tough economic times, with increasing use of libraries by people who need help writing resumes, finding jobs, fixing their houses and cars, and coping with their lives, what could be more important than federal funding of libraries? The reauthorization of LSTA (Library Services and Technology Act) — the hottest federal legislation for libraries — is coming up this year.

ALTAFF’s Legislation and Advocacy Committees will present Advocacy 401, a down-to-earth, practical discussion of how to make LSTA reauthorization happen. Melanie Anderson, Associate Director of the Office of Government Relations, and Kristin Murphy, Government Relations Specialist, both of the ALA Washington Office, will tell the audience what LSTA is all about, what the reauthorization will mean, and what steps they should take to ensure that this legislation, crucial to all libraries, passes. The audience will participate in developing an action plan.

The program will be held today 10:30 a.m. to noon at the Hyatt Regency Chicago, Columbus Hall E/F.

Diversify: Make Your Job Search Easier

In this challenging economic climate, librarians—especially recent graduates—may need to be flexible in their career pursuits. How can new or experienced librarians recreate their professional image to make a career change and take advantage of the diverse opportunities available within librarianship? Join a talented group of ALA Spectrum Scholars at “Reinvent Your Professional Identity: Maximizing Job Opportunities In A Tough Economy” from 1:30—3:00 pm today at the Palmer House Salon XII.

Speakers include past scholars who have undergone their own professional identity makeovers for a discussion on effective ways to market yourself when your job experience and available job opportunities don’t quite match-up.

“Libraries and Mobile Devices: Public Policy Considerations”

Mobile technologies are becoming an increasingly important tool for libraries to connect users and information. OITP will host a panel discussion on the various policy issues surrounding the implementation and use of mobile technologies within library services from 1:30 to 3:00 pm today in McCormick Place West, Room W-192a.

Panelists will explore the current landscape of mobile devices and offer ideas for the future that can leverage mobile devices to serve users in new and exciting ways. Panelists will discuss challenges posed by the explosion of mobile platforms, including issues of copyright and content licensing, digital rights management and format interoperability, user privacy, and accessibility and design.

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RUSA Celebrates 2009 Best Work, Achievements at Awards Ceremony

The Reference and User Services Association (RUSA) will celebrate the 2009 recipients of its professional achievement and literary awards from 3:30 to 5:30 pm on Monday, July 13 in the Grand Ballroom E/F of the Hyatt Regency, 151 E. Wacker Dr.

All are invited to this event, which will also include a cash bar and hors d’oeuvres. The awards presented will include the Virginia Boucher/OCLC Distinguished ILL Librarian Award; the Reference Services Press Award for the most outstanding article in Reference and User Services Quarterly (RUSQ); BRASS Emerald Research Awards to provide grant monies for research in business reference; the ABC-CLIO Online History Award to recognize a notable online history resource; the Louis Shores/Greenwood Publishing Award for excellence in reviewing; the BRASS Gale Cengage Learning Student Travel Award; the Gale Cengage Award for Excellence in Business Librarianship; and the Gale Cengage Award for Excellence in Reference and Adult Services; the Isadore Gilbert Mudge Award for leadership and service in library reference; the John Sessions Memorial Award recognizing library service to the labor community; the STARS/Atlas Systems Mentoring Award; the MARS My Favorite Martian Award; the inaugural Zora Neale Hurston Award sponsored by HarperCollins; the Dartmouth Medal for an outstanding and significant reference work; and the Sophie Brody Medal for achievement in Jewish literature.

The reception immediately follows the RUSA President’s Program, which begins at 1:30 pm. in the Grand Ballroom A/B of the Hyatt Regency.

Learn more about RUSA at www.ala.org/rusa.

Exhibit Changes

Change
PTSF, Inc. is now in booth 1040
Massaging Insoles is now in booth 4937
New
BookForum is in booth 4642
Future Claw is in booth 1249

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, McCormick Place West W182, no later than 1:00 pm the day before desired publication.

Library Automation Technologies (Booth 1249): 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.

The Crowley Company (Booth 5054): The Crowley Company (Booth 5054) is pleased to present the U.S. debut of the Qidenus Robotic Book Scanner. Stop by to witness the gentle page-turning, automatic double page control, varying-angle book cradle and intelligent paper adaptation. Works alone or as a scanner module. Crowley offers a full range of conversion and reformatting solutions, including a full-service conversion bureau, and represents AGFA microfilm, ImoTec document scanners, Qidenus RBS and Zeutschel imaging systems. The company also owns and manufactures Mekel Technology microfiche/film and aperture card scanners and Exttek Microsystems and HF Processor duplicators and deep tank processing equipment.

Content Pro from Innovative Interfaces (www.iii.com) exposes local digital content so library users get the most out of your unique collections. This digital library solution provides an intuitive web interface and enables metadata harvesting (OAI-PMH) for access through content repositories and search engines. See Content Pro at the Innovative Interfaces booth (#4234).
Dartmouth College Library brings easy discovery to the full scope of its collections

The library at Dartmouth College is harnessing a bold and innovative technology to address one of its most pressing problems: how to bring order to a confusing array of services, indices, destination sites, and catalogs that users must navigate to access the library’s rich and growing print and electronic collections.

“Users express confusion at this disjointed discovery layer, and too often they default back to Google**, Wikipedia, YouTube, and Amazon.com**, often missing relevant scholarly items not represented there,” says David Seaman, the college’s Associate Librarian for Information Management.

Indeed, it’s a problem shared by libraries around the world. Studies verify that as users grow accustomed to the intuitive, nearly effortless navigation of general Web surfing, they’re more likely to settle for its less impressive content. As a result, the library - with its multiple starting points on page after page of resources - is falling prey to slow, steady disintermediation from the research process. But the library is taking action. It’s one of growing number of libraries to test the Summon unified discovery service, a ground-breaker from Serials Solutions.

“Serials Solutions’ ambitions with the Summon service are no less than to gather up into a central hosted database all the library content and metadata our users have access to - our catalog records, metadata and full-text files harvested from the many vendors and publishers from whom we purchase information; bibliographic databases; indices and abstracts; open access content; and locally-created digital collections,” says Seaman. “The Summon service indexes and enhances the mass of data to create a single, convenient, compelling, high-yielding discovery system for scholarly articles, newspaper entries, books, and the metadata that leads to the rest of our holdings.”

To put it simply, the Summon service does for libraries what Google does for the Web. Through a single search box (branded with the library’s name and logo), users have access to the breadth of the library in all its formats - print and electronic, granular to the article level.

“With this new discovery platform has Google-like convenience and speed as a goal, and employs Google-like practices to achieve it: all the data and metadata that it searches are gathered up onto a central server where the resulting mass is de-duplicated, regularized, indexed, and delivered back to the user,” says Cyndy Pawlek, Deputy Librarian of the College.

“And as with Google, once a resource is found, the Summon service takes the user to that item whenever it resides - it links back to the local library catalog entry for a printed book, for example, or uses an OpenURL resolver to take the user directly to a journal article on a publisher’s Web site.”

Building the central index of data behind the Summon service is accomplished through partnerships with content providers of all types - key among them are aggregators ProQuest and Gale together with Springer, SAGE, Taylor & Francis and a host of leading academic publishers - about 4800 publishers in all. The library at Dartmouth includes about 17 million of the nearly half a billion records currently indexed by the Summon service.

“The Summon service shows real promise as a single starting point for scholarly inquiry and discovery, significantly enhancing the ease with which our faculty, students, and staff can discover and use the print and electronic collections we buy, build, and lease,” says Seaman. “Certainly, the need that the Summon** service addresses head on is a significant one for us in college and university libraries.”

Visit the Dartmouth College Library at http://library.dartmouth.edu/.

Learn more about the Summon unified discovery service at ALA by visiting Serials Solutions booth #3026. Or visit www.serialssolutions.com/summon. Serials Solutions Is A ProQuest Company.

Hear more from early library partners and adopters of Summon unified discovery service in the free Webcast series, “Returning the Researcher to the Library,” hosted by Serials Solutions and Library Journal, Parts 1 and 2 of the series are archived at www.libraryjournal.com/nextgenuser. Parts 3 and 4 will be Webcast in Fall 2009.
The Art of the Library
at University of Western Ontario

Challenge: Simplify digitization and unify access to local special collections
Solution: Content Pro digital library tool
Result: Faster workflow and united access to both university archives and museum holdings

When the University of Western Ontario’s McIntosh Art Gallery (Canada) staff decided to digitize their unique collection, the Library began using Content Pro to unite access to both archival materials and local artwork. Bringing it all together, simplifying workflow, and supporting teaching and research—now that’s the art of the library.

Come see Content Pro at booth #4234!