

Today's Highlights

Bookcart Drill Team
World Championship!
1:30-3:30 p.m.
Morial Convention
Center Hall F

ALA President's
Program Reading: The
Essential Skill
3:30-5:30 p.m.
Morial Convention
Center Auditorium

Sneak Peek of a New
Documentary –
The Hollywood
Librarian: Librarians
in Cinema and Society
9:00 p.m.
Morial Convention
Center Auditorium

Monday's Highlights

School Libraries
Work: Rebuilding for
Learning: A National
Town Hall Meeting
Featuring Keynote
Address by
Mrs. Laura Bush
12:30-3:30 p.m.
(Doors will open at
11:30 a.m. - no entry
after 12:30 p.m.)
Morial Convention
Center Auditorium

PLA President's
Program & Awards
Presentation
Featuring
Anderson Cooper
5:00-6:30 p.m.
Morial Convention
Center Auditorium

Yellow Swarm Invades New Orleans

By Caroline Labbe,
Student Volunteer, Catholic
University of America

Five hundred eager librarians dressed in bright yellow t-shirts poured out of the convention center Friday morning to board 14 busses bound for 19 project sites throughout the New Orleans area. These "Libraries Build Community" participants volunteered their time, skills, and labor to New Orleans area libraries and community organizations needing help recovering from Katrina.

Project sites on Friday included the Algiers, Alvar, Hubbell, and Nix branches of the New Orleans Public Library, the Children's Resource Center, Delgado Community College, Common Ground, Habitat for Humanity, Operation Helping Hands, Jefferson Parish West, Jefferson Parish East, Resurrection, Second Harvest, Ben Franklin High School, Southern University, St. Mary's, Holy Cross High School, and Prompt Succor Church. Tasks varied by site, ranging from construction, painting, and gardening to shelving, weeding, and packing books.

One of the pleasures of the day was seeing what a difference a few hours and a group of motivated volunteers could make. At one project site in the dev-

astated ninth ward, Holy Cross High School in Orleans Parish, 15 ALA volunteers, along with a few community volunteers,

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Scholar Kevin Starr Discusses "Reading: The Essential Skill" at President's Program Today

Noted scholar and librarian Kevin Starr will discuss the enduring importance of reading and literacy at the American Library Association (ALA) President's Program today from 3:30 to 5:30 p.m. in the Morial Convention Center Auditorium.

Dr. Starr is a self-described evangelist for the central importance of reading and literacy to society and the life of the mind. The author of numerous newspaper and magazine articles, he has written 10 books, seven of which are part of his *Americans and*

Continued on page 14



New Orleans Mayor Ray Nagin, left, and Louisiana Lt. Governor Mitch Landrieu greet Madeleine Albright before the Opening General Session yesterday.

Two Campaign For America's Libraries Programs Today

The Campaign for America's Libraries is pleased to offer two programs, "Shades of Glory: The Negro Leagues and the Story of African-American Baseball" and "PR Forum: Marketing is Everyone's Job @ your library®."

"The PR Forum: Marketing is Everyone's Job @ your library®" will take place today from 8:00-10:00 a.m. in the Morial Convention Center, Room 352.

"Word-of-mouth marketing" is the latest buzz word when it comes to promoting your library, but what does it really mean? Plan to attend the annual PR FORUM during the ALA Annual Conference in New Orleans, and you will learn what it is, why it works and how you can use it to engage every staff member, trustee, friend, faculty member and student in spreading your library's message.

The program is geared toward library public relations and marketing professionals but is open to any ALA member wishing to attend. This can't-miss event will feature an expert panel offering tips and strategies for making the most out of your word-of-mouth efforts. It will also include an update on The Campaign for America's Libraries and recognition of the Maricopa County Library District, winner of the 2006 Scholastic Library Publishing National Library Week Grant.

The "word-of-mouth marketing" panelists include: Peggy Barber and Linda Wallace, Principals, Library Communication Strategies, Inc.; Camila Alire, Dean, University Libraries, University of New Mexico; ACRL President; Donna Dziedzic, Executive Director, Naperville

Continued on page 3



Jared de Seife, left, and other members of Boy Scouts of America Troop 33, Dekalb, Illinois, present ALA President Michael Gorman a \$3,000 check for the ALA Hurricane Katrina Library Relief Fund at the Exhibits Ribbon Cutting. The scouts rode bicycles from Memphis, Tenn., to New Orleans to raise the funds.

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Booth #3030

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Futurists Challenge Opening OCLC Symposium Participants

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

OCLC's traditional commencement symposium "Preserving Library Core Value and Envisioning the Future" was anything but ordinary. It was instead a passageway to further grappling with the issue that all librarians confront—how best to serve and engage changing clientele in an increasingly technology-enhanced world. Individual "audience response pads" allowing attendees to choose answers to questions posed about the future and libraries facilitated participation. Futurists, those trained to discern what will happen

using a non-linear systems-based approach, engaged the audience.

Derek Woodgate, President of the Futures Lab, is at home in seven languages and was equally so at this forum. He described the future as being about "accelerated and discontinuous change, uncertainties and emerging issues." Woodgate and his colleagues focus on these incipient topics even before they become trends. He offered the Disney Company as an example of a futurist organization that successfully anticipates change. Futurists work with chaos and the unknown; create new visions and contexts; subvert assumptions; knit together data using pattern recognition; and "find

comfort in discomfort." Humans use all their senses at once rather than singularly, a pattern increasingly evident in newer technology. Librarians should recognize this as the preferred method of searching for and receiving information among newer users. Future "books" will encompass even more interactive electronic experiences. A copy of Woodgate's presentation can be accessed at www.futures-lab.com/ala.pdf.

Wendy Schultz, Director of Infinite Futures, described future studies as "about coping with uncertainty." Three possible methods of doing this are: to ignore it and gamble; to invoke faith or pray; and to look for strategic

information. Schultz said futures are multiple in nature—there are the possible, the probable, and the preferable varieties. Futures-based people rely on sources in libraries to work toward their desired goals and the custodians of those institutions are tasked to assist them.

Schultz distinguished between "mediacy" (adeptness with the new non-linear media) and literacy (more traditional, print-based, linear learning). The new media is "adaptive, open-sourced, co-created, and immersive." The future is about transformation rather than the creation of something new. Many current library users have "layered identities" and "nomadic careers" being representatives of a "participative generation." They have shown a preference for "folksonomies" or open communities creating their own taxonomies.

Stacey Aldrich, Assistant Director of the Omaha Public Library, stated that when it comes to the future there are those who let it happen, make it happen, and wonder what happened. She asserted that knowledge-vending organizations such as libraries should foster passionate creative problem-solving and formalized team learning characterized by the sharing of experiences by those "scouting" at non-library, computer and technology oriented conferences. Aldrich agreed that folksonomies allowing users to have a voice in how information is organized are in the near future, if not already here.

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Booth Theater Presentations Sunday, June 25th Schedule

► Featured Presentation

- 9:30 am Preserving America's Digital Heritage
- 10:00 am Standards Showcase: METS, MODS & MARC XML
- 10:30 am Standards Showcase: PREMIS
- 11:00 am Latin America, Spain, and Portuguese Offerings on the LC Website
- 11:30 am Classification Web: LC Subject Headings and LC Classification (with Dewey Correlations) for Cataloging and Reference
- 12:00 pm Using Cataloger's Desktop - the Ultimate Tool for Efficient Cataloging
- 1:00 pm Cataloging at the Library of Congress: What's Next and What's Not. Beacher Wiggins, Library of Congress
- 1:30 pm The National Digital Newspaper Program: Phase I
- 2:00 pm American Folklife Center: Alan Lomax and More; the AFC Ethnographic Thesaurus
- 3:00 pm Teacher Page Resources from the LC Website
- 3:30 pm New Orleans Treasures at the Library of Congress
- 4:00 pm Story Corps excerpts

Dynamic Posters, Great Gifts, and Dazzling Digital Product @ the ALA Store

ALA Graphics has the newest posters and gifts for you, your staff and your library. Special sale prices throughout the store mean great savings as you peruse the newest and best in library-themed products from the ALA. Be sure to check out the campaign materials for Teen Read Week™ 2006 including the official poster, mini poster, bookmark, and various incentives. Also available, the latest celebrity READ poster featuring Danica Patrick and the new Superman poster and bookmark just in time for the big summer movie release.

Check out the READ CD 2, the follow-up to the popular READ CD, and learn how to use both CDs at the READ Studio located in the ALA Store. Free tutorials will be held today. Check the ALA Store for times. All digital products will be available at the ALA Store at deeply discounted prices. The ALA Store is open today and Monday from 8:00 a.m. – 5:00 p.m., and Tuesday from 8:00 a.m. – 3:00 p.m.

@ your library

Continued from page 1

(Ill.) Public Library

The PR FORUM will be moderated by Kathleen Imhoff, Executive Director, Lexington (Ky.) Public Library and chair of the PR Assembly, which sponsors the PR FORUM. The PR Assembly is a subcommittee of the ALA Public Awareness Committee.

"Shades of Glory: The Negro Leagues and the Story of African-American Baseball" will take place today from 1:30-3:00 p.m. at the JW

Communities

Continued from page 1

braved the heat and humidity to help Holy Cross librarian Beth Patin prepare for the school's upcoming move to a new location. Everyone was amazed by the stacks of boxes filled with books and the nearly empty shelves by the end of the day.

The second day of "Libraries Build Community" will be on Tuesday from 8:00 a.m. to 4:30 p.m. The projects have 400 volunteers already, but it may be possible to squeeze in a few more. If you are interested in joining the yellow swarm, be in the lobby of Hall J at 7:30 a.m. on Tuesday.

Several ALA exhibitors are supporting this effort, such as Highsmith and Bretford, which provided furnishings, equipment and supplies.

Marriott Hotel, Ile de France I. Part of the national Step Up to the Plate @ your library® initiative, the program will feature James L. Gates, library director at the National Baseball Hall of Fame and Museum in Cooperstown, N.Y.

The presentation will provide a review of African-American baseball history from 1860 to date, with a focus on the just completed, major multi-year research program undertaken by the Baseball Hall of Fame that involved libraries nationwide and produced a new book by Lawrence Hogan called *Shades of Glory*. Published by National Geographic Society, the book was just released in February.

The session also will cover the passionate connection between our National Pastime and the African-American community, which existed for so many years before Jackie Robinson broke the color barrier. Photographic images will be used to tell this story and a bibliographic handout will be distributed to all program attendees. All program attendees will receive a Jackie Robinson poster from ALA Graphics. There also will be a raffle of an autographed baseball from Ozzie Smith, Hogan's book, @ your library® baseball hats and a variety of baseball titles donated by Harcourt Children's Books.

Step Up to the Plate @ your library® is a new partnership of The Campaign for America's Libraries and the Hall of Fame, promoting the importance of 21st century literacy. For more information, visit www.ala.org/baseball.

ALA President-Elect Seeks Transformation Stories

I would like to enlist your help for a very exciting and interactive project that will help transform libraries!

"Libraries Transform Communities" is the theme I have chosen for my presidential initiative. We know that when libraries are transformed either by new service programs, renovations, or new buildings that the communities they serve are in turn transformed. Part of the initiative is to create a Transformation Tool Kit, which will have tips and ideas for how to transform your library, and stories from libraries that have been transformed.

This is where I need your help,

send in your transformation stories and photographs. Explain briefly how your library been changed. How have your library users and community been transformed? The stories and photographs that you submit will be featured on my website, <http://lb.princetonlibrary.org>.

Send all materials to Romina Gutierrez at rgutierrez@princetonlibrary.org as soon as possible.

I hope you share your transformation stories with me and with the library community!

Thank you in advance for your participation.

Leslie Burger
ALA President-Elect

Meeting Changes

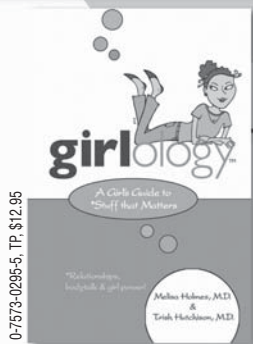
BCALA Advocacy Information Exchange, today, 10:30 a.m. – 12:00 p.m., CANCELLED.

RUSA-RSS Performance Issues for Reference and Information Librarians, today, 8:00-10:00 a.m., CANCELLED.

ALA-MAGERT GIS Discussion Group & Geo. Tech Committee Meeting, scheduled for Monday, 1:30-3:30 p.m., has been MOVED to today, 1:30-3:30 p.m., in the Hilton New Orleans Riverside Trafalgar

University of Illinois Alumni Reception, today, 5:30-7:30 p.m. will take place at the Royal Sonesta Hotel, Bienville Suite at 300 Bourbon St., not at the Astor Crowne Plaza.

FREE BOOK Signing



Meet MELISA HOLMES
and TRISH HUTCHISON

SUNDAY, JUNE 25TH, 10:00 AM

Entertaining and fun this factual life-lesson book for adolescent girls delivers the straight talk without being preachy or dull.

*The humor and style of writing make this one
a fun book on an important topic.*

—VOYA

Girlology authors also appearing at the Vendor Product Spotlight, 2:40 PM

Meet JANE BLUESTEIN

SUNDAY, JUNE 25TH, 12:00 PM

This explosive book is complete with hints, tips, real-life anecdotes and practical strategies delivering an indispensable guide for surviving high school.

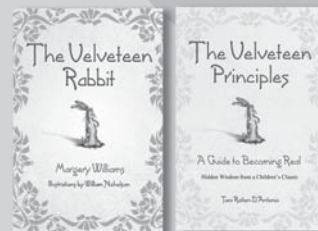
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will enhance YA collections.*
—School Library Journal



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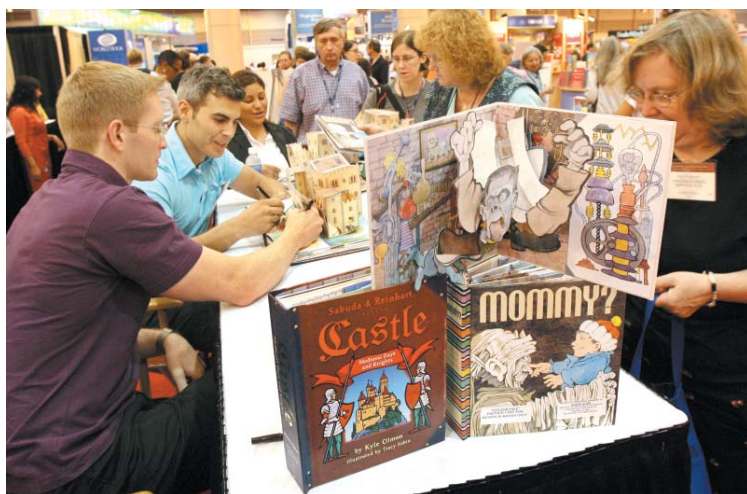
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Artists Robert Sabuda, left, and Matthew Reinhart draw a crowd of librarians as they autograph copies of their books *Castle* and *Mommy?* at the Scholastic booth, #2039.



Jaden Harris, 6, grandson of New Orleans Public Library assistant director Geraldine Harris, is all smiles as he sports his READ hat while stopping by the READ studio to have a poster made at the ALA Store.



Student members Deborah Luchenbill, front, Daniel Boone Regional Library, Columbia, Missouri, and Sophronia Bruno, 23, University of Texas, Austin, sort books at the Children's Resource Center during 'Librarians Build Communities.'

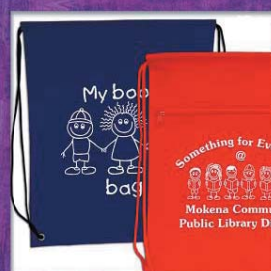


ALA President Michael Gorman and President-elect Leslie Burger, along with the ALA Executive Board, cut the ribbon to open the Exhibition.

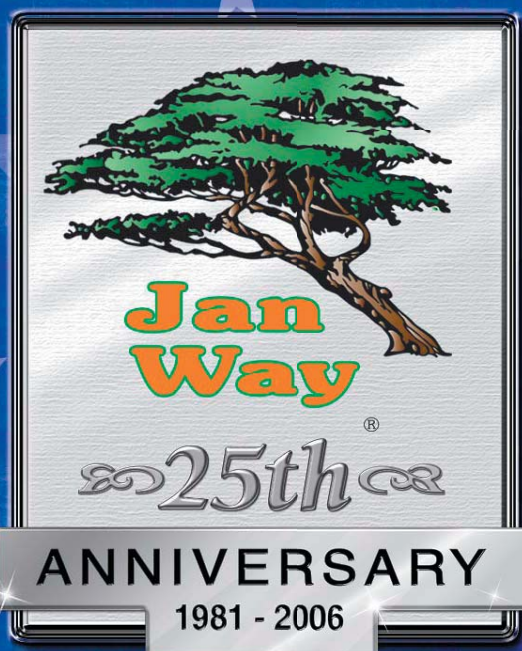


ALA volunteers helped to sort books and perform renovations at the New Orleans Public Library Children's Resource Center during 'Librarians Build Communities' on Friday. Hundreds of librarians and exhibitors pitched in to help rebuild libraries and communities around New Orleans. A second event takes place on Tuesday.

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Stonewall Book Awards Brunch on Monday

The 2006 Stonewall Book Awards will be held Monday, at the Omni Royal Orleans Hotel East/Center Salon from 10:30 a.m.-12:00 p.m. This year's event marks the 35th presentation of the Stonewall Book Awards. The Gay, Lesbian, Bisexual, and Transgendered Round Table of ALA will recognize the authors of the 2006 Stonewall Book Award – Barbara Gittings Literature Award, Abha Dawesar (*Babyji*) and the 2006 Stonewall Book Award – Israel Fishman Non-Fiction Award, Joshua Gamson (*The Fabulous Sylvester: the Legend, the Music, the 70's in San Francisco*). Dawesar and Gamson are the featured speakers for the 35th anniversary brunch.

Babyji, Abha Dawesar's second novel, is the winner of the American Library Association's Stonewall Award for 2006 as well as the winner

of a Lambda Literary Award for 2005. The novel was also named one of the ten best books of fiction for 2005 by the Boston Phoenix. *That Summer in Paris* is Dawesar's latest novel.

Dawesar's debut novel *Miniplanner* was chosen as a "Season's best pick" by the NY publication *LGNY*. New York's weekly magazine *Time Out* listed Dawesar as one of twenty-five people who will make their mark in 2005. *Femina* magazine in India named her one of India's 12 remarkable women. In 2003, Dawesar was named the "Fun Fearless Female" of the month by *Cosmopolitan India*. The New York Foundation of the Arts awarded Dawesar a Fiction Fellowship in 2000.

Joshua Gamson depicts the life and times of Sylvester James in *The Fabulous Sylvester: the Legend, the Music, the 70's in San Francisco*. The book not only traces the rise and fall of

this extraordinary singer who defined an age, but it portrays the arc of gay culture in San Francisco.

Gamson's research and teaching focus on the sociology of culture, with an emphasis on contemporary Western commercial culture and mass media; social movements, especially on cultural aspects of contemporary movements; on participant-observation methodology and techniques, particularly as applied in urban settings; and on the history, theory, and sociology of sexuality. He is the author of *Claims to Fame: Celebrity in Contemporary America* and *Freaks Talk Back: Tabloid Talk Shows and Sexual Nonconformity*. His published work also includes studies of sex scandals, popular culture and gay and lesbian people, sexualities and qualitative research, the political pitfalls in the pursuit of media visibility, exclusion processes in sex/gender movements, organizational aspects of collective identity construction, and dilemmas in identity-based movements. He has also written for magazines such as *The Nation* and *The American Prospect*.

Join the GLBTRT in celebrating the finest in Gay/Lesbian/Bi/Trans Literature. Tickets are required, and is at the Onsite Registration Counter. Tickets are \$50 and may not be purchased at the event, so plan ahead.

Find Some "Jazzy" PR Ideas at Swap & Shop

LAMA's PRMS' event today from 11:00 a.m.-1:30 p.m. in the Convention Center Exhibit Hall Special Events Area, located behind Aisle 3700, is a showcase of "jazzy" public relations materials (annual reports, newsletters, reading promotions and more) produced by libraries in 2005.

Winners for "Best of Show" will be cited. The PRDoctors (professional consultants) will have the results of their PR Makeovers and answer questions. Another highlight will be the John Cotton Dana Award winner and the selection committee.

Shopping bags will be provided to visitors.

The Latest Early Literacy Education Research

What is the most up-to-date and influential research on early literacy education? How might it impact the daily work of librarians and the ALSC/PLA 'Every Child Ready to Read @ your library®' project? Dr. Timothy Shanahan, president of the International Reading Association and chair of the National Early Literacy Panel, will report on the panel's recently released synthesis of early literacy research at the Association for Library Service to Children's (ALSC) Charlemae Rollins President's Program, "Raising Readers: The National Early Literacy Panel Report," Monday, 10:30 a.m.-12:30 p.m., Morial Convention Center (MCC), Rooms 283-285. A reactor panel of Every Child national trainers will connect the research to library-based early literacy work.

The National Early Literacy Panel is made up of researchers from around the country with backgrounds in developmental psychology, reading education, family literacy, English language learning, phonological awareness, early literacy, language disorders, neurological development, reading disabilities, parenting education, language, cognition, and social and emotional development in children. The panel, working under the auspices of The Partnership for Reading, a collaborative effort by the National Institute for Literacy (NIFL), the National Institute of Child Health and Human Development (NICHD), and the U.S. Department of Education, reviewed research literature on language, literacy, and communication in young children age birth through five years. The resulting panel report unites the findings of scientifically based studies. These findings will be used to guide the design of professional development and training materials for educators, policy-makers, and others who work on behalf of children and literacy.

ALSC President Ellen Fader is excited about this opportunity for librarians to hear about the panel's work. "The National Early Literacy Panel's work builds on that of the National Reading Panel, which was the impetus for the Every Child Ready to Read @ your library® initiative," Fader said. "Librarians across the country have been working creatively to support the early literacy skills identified by that study. Where do we go from here? This year's Charlemae Rollins President's Program will be a great opportunity to hear about the latest research that focused specifically on preschool children. I hope we all discover some exciting new ways to help children start school ready to read."

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- Book Review Digest Retrospective: 1905-1982

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- Children's Catalog, 19th Edition—available on WilsonWeb and in print!

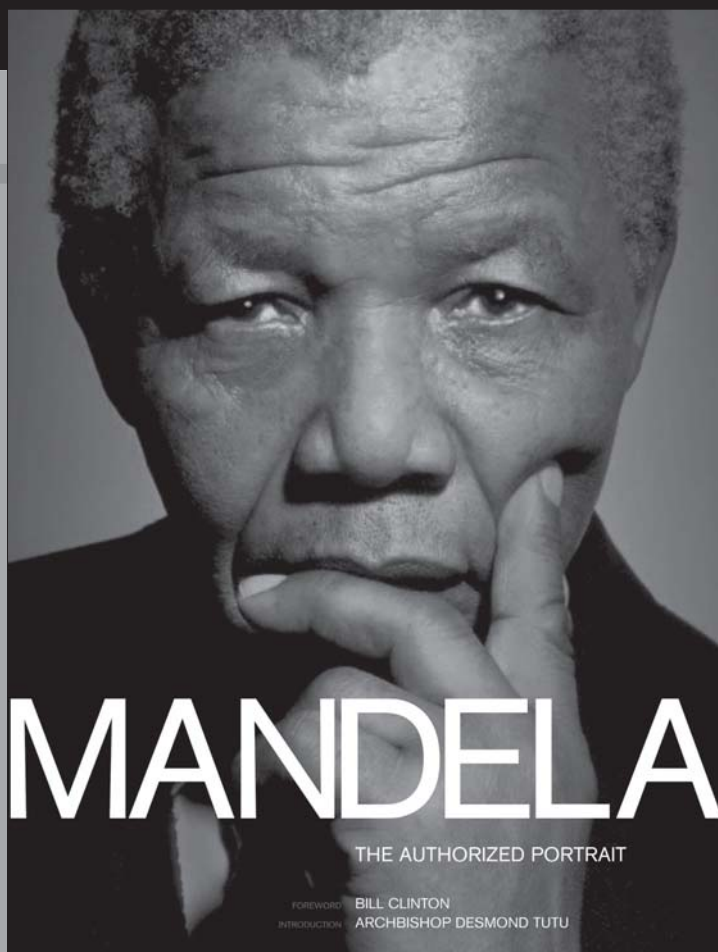


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Join COPE for a Conversation on the Code of Ethics

In recent years, the Committee on Professional Ethics (COPE) has grappled with several pressing questions concerning the ALA Code of Ethics:

- Is the content/wording of the Code sufficient to deal with the many issues of recent years, such as the USA PATRIOT Act, Internet privacy, new workplace disclosure and anti-discrimination laws?

- Should the list of "core values" passed by Council be explicitly merged into the Code?

- Should ALA adopt a more active stance in its "enforcement" of the Code, through more active professional education requirements or the adoption of enforcement measures?

These questions will be addressed at the Committee's program, "Ethics and Librarianship: Perspectives on

the ALA Code of Ethics," to take place today at 1:30 p.m. in the Morial Convention Center Room 295-296.

This is the third program in a series to explore whether revision and expansion of the ALA Code of Ethics may be desired in light of increasing professional concerns. Our speakers will include representatives from ALA units with different perspectives on codes of ethics, including ALA President-Elect Leslie Burger, ALA Executive Board member June Pinnell-Stephens, Elaine Harger from the Social Responsibilities Roundtable, Candace Morgan from the Intellectual Freedom Committee, and Frances Maloy from the Association of College and Research Libraries (ACRL). Please plan to join COPE for a lively and productive conversation.



Ann Dutton Ewbank, left, Chair, AASL Task Force on Instructional Classification, and Kay Boies, right, Executive Director, Oklahoma Library Assn., make their presentations at the ALA-PIO Advocacy Institute. Ewbank discussed the 65% Rule & TABOR (Tax Payer Bill of Rights) Laws.

Debate on Tenets of Information Literacy at ACRL President's Program

Is information literacy a concept created by academic librarians to make themselves more relevant to the curriculum or is it one of our most important roles? Is information literacy critical thinking in disguise or is there a real body of knowledge to be communicated? Does civil society's dependence on life-long learners require the acquisition of information literacy skills? Can libraries justify the expenditures they've made on teaching information literacy or do the data suggest otherwise? This debate will test our assumptions and beliefs about a core element of the academic librarians' role in the educational process.

A live debate will be held to discuss these issues during the ACRL President's Program on "The Emperor Has No Clothes: Be It Resolved That Information Literacy is a Fad and Waste of Librarian Time and Talent," on Monday, 1:30-5:30 p.m. in the New Orleans Marriott, Carondelet Room

(ACRL reception follows program).

Moderated by James Neal, Vice President for Information Services and University Librarian, Columbia University, two teams composed of Stanley Wilder, Associate Dean in the Library, University of Rochester, Jeff Rutenbeck, Associate Professor and Director Digital Media Studies, University of Denver, Julie B. Todaro, Dean, Library Services, Austin Community College, and Gary P. Radford, Professor of Communication Studies, Fairleigh Dickinson University, will debate the relevance of information literacy as we know it.

Immediately following the ACRL President's Program, Ray English of Oberlin College will be presented with the 2006 Academic/Research Librarian of the Year Award at a ceremony and reception in room Mardi Gras F-H of the New Orleans Marriott. The reception is sponsored by YBP Library Services.

Let's Talk About It: Jewish Literature Grants Available

Attend Today's Info Session

The ALA Public Programs Office (PPO) is pleased to announce that two new rounds of grants for "Let's Talk About It: Jewish Literature – Identity & Imagination," funded by Nextbook, are now available. Libraries interested in applying for a grant can download an application and guidelines found at www.ala.org/publicprograms. The application deadline for the first round of new grants is December 1, 2006.

In addition to upcoming application deadlines, PPO and Nextbook are pleased to announce two new themes for this reading and discussion program exploring Jewish literature: "Neighbors: The World Next Door" and "Modern Marvels: Jewish Adventures in the Graphic Novel." Participating libraries are eligible to receive an increased programming grant of \$2,500 - \$5,000.

To learn more about the grant application guidelines and selection criteria and hear from current project participants, join PPO and Nextbook for an information session today from 10:30 a.m.-12:00 p.m., in the Hilton New Orleans Riverside Magnolia Room.

"Let's Talk About It" is a reading and book discussion program model developed by the American Library Association (ALA) in 1984. The program focuses on reading a common series of books, chosen by a nationally known scholar, and discussing them in the context of a larger theme. Over the past 20 years, the model has been adopted - and adapted - by hundreds of libraries throughout the country.

For more information or an application, visit www.ala.org/publicprograms or stop by the Public Programs Office booth #231.

Belpré Award Celebrates 10 Years

The Pura Belpré Award, sponsored by the Association for Library Service to Children (ALSC) and REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking, turned ten this year. The anniversary will be commemorated with an extra special Belpré Celebration program today from 1:00-4:00 p.m., at the Embassy Suites Hotel, Lafitte Ballroom.

This year's Belpré Medal winners, Viola Canales (*The Tequila Worm*) and Raúl Colón (*Doña Flor: A Tall Tale About a Giant Woman with a Great Big Heart*), and honor winners, Carmen T. Bernier-Grand, Pat Mora, Pam Muñoz Ryan, Lulu Delacre, David Diaz, and Rafael López, will receive their awards and deliver their acceptance speeches. Past Belpré winners, Lucía González, Floyd Martinez, and Amada Irma Pérez, will also be there to join in the celebration.

The event also features songwriter and performing artist José-Luis Orozco, who performed at the very

first Belpré Awards event in 1996 in Austin, Texas. A DVD, created by Scholastic and Weston Woods Studios, highlighting the significance of the Belpré Award and featuring past award winners and founders, also will be presented. This event is free and open to the public.

In honor of this anniversary event, attendees will receive a complimentary copy of the Belpré Award DVD, courtesy of Scholastic and Weston Woods, and a leather bookmark.

Don't miss the opportunity to meet your favorite Latino authors and illustrators at the book signing that immediately follows the program.

The Pura Belpré Awards are presented to Latino/Latina writers and illustrators whose work best portrays, affirms, and celebrates the Latino cultural experience in an outstanding work of literature for children and youth. It is named for Pura Belpré, the first Latina librarian at the New York Public Library. Belpré was also an author, storyteller, and puppeteer.

Orca Book Publishers and Scholastic to Give Away Books to New Regular YALSA Members

The Young Adult Library Services Association (YALSA), the fastest growing division of the American Library Association (ALA), is looking for new regular members who want to "Get Active! @ your library®." Join YALSA between now and September 15th to receive titles from Scholastic, Inc., and the Orca Soundings series of teen novels for reluctant readers and the Orca Currents series of novels for reluctant middle school readers.

"Some of the greatest rewards of being a YALSA member are the intangible ones," said YALSA President Pam Spencer Holley. "Being a member allows librarians to develop relationships and build networks with other librarians, publishers, and leaders in

our profession."

In addition to the intangible benefits, members of YALSA will have access to a Member's Only Web Site with lists of annotated recommended books and films, access to a quarterly newsletter, *YAttitudes*, as well as print versions of speeches by the authors who have won the Michael L. Printz Award and the Margaret A. Edwards Award. A free subscription to YALSA's quarterly journal *Young Adult Library Services* is also included with membership, and members receive discounts for ALA products and conferences. Another benefit of membership is eligibility to over \$35,000 in grants and awards that YALSA administers each year.

Introducing WebPAC Pro

The Newest Platform for the Web-based Public Access Catalog

- **RightResult™** search technology for relevance ranking
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- **Feed Builder** for publishing library catalog data as RSS
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- **Community Reviews** to give patrons a voice in the catalog

WebPAC Pro's RightResult™ search technology groups results with the most relevant items first.



For today's need-it-now patrons, WebPAC Pro Spell Check provides a familiar search-engine feature.



Build and broadcast RSS feeds of library notices and catalog updates to your OPAC, patron browsers, or institutional portals.

There's a lot of Web technology to talk about these days. Especially for libraries that want to take advantage of the newest possibilities for their patrons. That's why Innovative has created a new platform for the Millennium online catalog called WebPAC Pro. With WebPAC Pro, libraries have what they need today to satisfy Web-savvy patrons and library professionals, while keeping the essential functionality that makes a library a library. Now that's something to talk about.

See WebPAC Pro at the 2006 American Library Association Conference Booth #2834

For more information contact Innovative
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AASL Selects 2006 NSLMPY Award Winners

Hilliard (Ohio) City School District, Biblioteca Las Americas in Mercedes, Texas, and Kapolei (Hawaii) High School will receive this year's prestigious National School Library Media Program of the Year Award (NSLMPY) from the American Association of School Librarians (AASL), a division of the American Library Association (ALA). The honor will be presented at the AASL Awards Luncheon.

The 2006 School District award goes to Hilliard City School District in Hilliard, Ohio, with 20 schools serving over 14,000 students. School library media centers district-wide provide flexible access to resources and are open to all students throughout the school day. The Hilliard School District school library media programs are central to teaching and learning as evidenced by a strong budget and support from district administrators. The long-range plan for the library media program, aptly named "Powerful Partnerships," is a guiding focus for the district.

Biblioteca Las Americas in Mercedes, Texas, has been named one of two Single School Category winners for 2006. Biblioteca Las Americas (BLA) is a 33,000 square foot facility serving over 1,300 students from two magnet schools in the South Texas Independent School District. Although a freestanding facility, the library media

program at BLA is a model of curriculum integration. The program is also a model for student inquiry, with over 40 opportunities for research, inquiry, and presentations for grades 9-12. Extended hours provide additional time for student research.

Kapolei High School in Kapolei, Hawaii, also has been named a winner in the Single School Category. Kapolei High School, serving 2,333 students, was designed with learning academies, teaming, and problem-based learning (PBL) as the focus for 9-12 grade education. The library media program implements problem-based learning school-wide through a "Curriculum Construction Cookbook." Lessons center around essential questions grounded in a standards based curriculum.

"In each of the schools and districts, the school library media specialists are acknowledged as curriculum leaders," said Gail Dickinson, chair of the NSLMPY Award Subcommittee. "Administration, fellow teachers, and students acknowledge that role, and provided examples of ways in which they depend on the school library media program as the central focus of teaching and learning in the school."

The committee also includes Betsy Davis, Granby High School, Norfolk, Va., Donna Helvering, Millard Public Schools, Omaha, Neb., and Sara Kelly Johns, Lake Placid (N.Y.) Middle/

High School.

Established in 1963, the NSLMPY Award honors school library media programs whose mission is to ensure that students and staff are effective users of ideas and information, as well as exemplify implementation of Information Power: Building Partnerships for Learning, the publication of AASL's standards and guidelines for dynamic, student-centered school library media programs. Sponsored by Follett Library Resources, the award, comprised of two categories: school district and single school, recognizes exemplary school library media programs that

are fully integrated into the school's curriculum. Each winning program, one in the district category and two in the single school category, receives a \$10,000 prize (\$30,000 total).

The AASL National School Library Media Program of the Year Awards will be presented at a ceremony and luncheon held on Monday during the 2006 ALA Annual Conference in New Orleans. Special guest speakers for the event are young adult non-fiction authors Ann Bausum and Sue Macy. For more information about the event, please visit the AASL web site <http://www.ala.org/aasl/annual>.

Navigating Test and Measurement Resources

ACRL EBSS/Psychology and Psychiatry Committee is offering a panel discussion entitled **Testing, 1, 2, 3... Navigating the Complex Maze of Test and Measurement Resources**, today, 1:30 – 3:30 p.m. in the Hilton Riverside Grand Ballroom D.

This panel discussion will feature:

- Nancy O'Brien, University of Illinois. The test maze: Problem for users, problem for librarians.
- Helen Hough, University of Texas, Arlington. Creator of Tests and Measures in the Social Sciences: Tests available in compilation volumes.
- Karen McQuillen, ETS. Presenting the NEW online Tests in Micro-

fiche Collection.

• Debralee Krahmer, University of Nebraska, Lincoln. The Buros Institute and what the MMY and Buros website can do for you and your users.

This session is ideal for reference, instruction and collection management librarians and features a panel discussion with experts in the field of measurement from the publishing, vendor, professional and library communities. This program is useful for librarians assisting undergrads, graduates and faculty in locating measurement instruments and for those who are planning or have a test collection in their library.



Rebuild  NEW ORLEANS PUBLIC LIBRARY

with a little help
the **NEW ORLEANS**
PUBLIC LIBRARY
rebuilds **21st**
for the **century**

...Integrated Technology Group and TAGSYS Pitch In with RFID

With eight of its thirteen branches under water following the Katrina disaster and a staggering \$18 million in losses, the New Orleans Public Library system is recovering as a result of a landmark community effort, including a gift from the **Integrated Technology Group (ITG)** and **TAGSYS**. The two companies have joined forces to help the NOPL Library emerge from this epic flood catastrophe utilizing the world's most advanced technology for library materials flow management.

The totally renovated Alvar branch, which opens its doors for the first time since Katrina during this ALA Conference, has been gifted an Apex RFID system that includes a staff station, self check-out station, security gates and RFID tags for its opening day collection. This branch, located in the historically African-American and bohemian (artists) Bywater neighborhood, will now be serving a much larger area until such time as other branches are rebuilt.

TAGSYS is a global leader in item-level RFID (Radio Frequency Identification) infrastructure, providing systems and tags for end-to-end tracking and inventory management. ITG is an established developer and provider of cutting edge library RFID, self check-out and materials handling systems.

For information on visiting the Alvar branch, just a 10-minute drive from the convention center, and to learn more about what RFID technology can do for your library, please visit TAGSYS at booth #448 or ITG at booth #634.

The staff of the New Orleans Public Library, with great support from the local community, is working tirelessly to rebuild. We are grateful for the opportunity to do our small part to help.

 **TAGSYS RFID™**
e-connecting goods

Meet American Libraries Editors, Columnists

Annual Conference participants are invited to meet American Libraries magazine editors and columnists at Exhibit Booth 1660 at various times during the meeting.

Andrew K. Pace, who writes the popular "Technically Speaking" column, will be on hand today and Monday from 10:00-11:00 a.m. to chat with vendors and members. He will also discuss his Hectic Pace technology blog that is being launched during the conference.

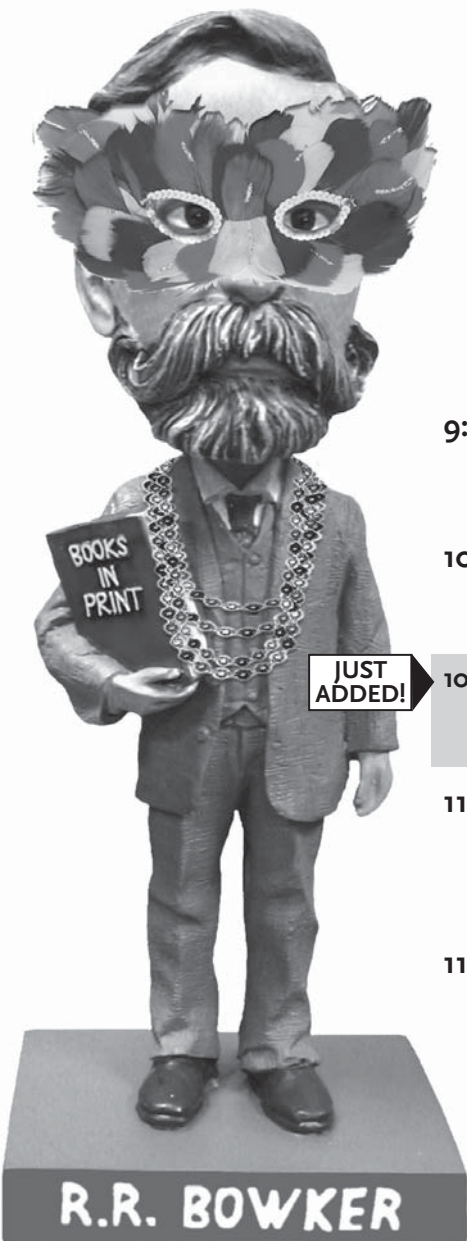
Visitors to the Exhibits Closing reception Tuesday, from 9:30 a.m. to 1:00 p.m., will have an opportunity to talk with AL Editor-in-Chief Leonard Kniffel, Managing Editor Gordon Flagg, Senior Editor George M. Eberhart, Associate Editor Pamela A. Goodes, and "Working Knowledge" columnist Mary Pergander. They will be on hand at the booth from 11:00 a.m.-1:00 p.m.

Eberhart will also sign copies of *The Whole Library Handbook 4* in the ALA Store today at 10:00 a.m.

Friends of Bill W.

Space is available for Friends of Bill W. to meet at the following dates and times: today, 6:30-7:30 p.m., in the Hilton New Orleans Riverside Chequers Room.

Bowker Booth #1716



Daily Booth Presentations Include:

9:30 am & 1:30 pm ■ FICTION CONNECTION

Bowker's New *Readers' Advisory Tool* complimentary with all BooksInPrint.com subscriptions. E-mail functionality now available!

10:00 am & 2:00 pm ■ RESOURCES FOR COLLEGE LIBRARIES

ACRL's *Choice* & Bowker's collaborative efforts result in a core list of more than 60,000 titles essential for your academic library.

10:30 am & 2:30 pm ■ BOOKSINPRINT.COM & PATRONBOOKSINPRINT.COM

Learn how to create lists, find bestsellers, link to your holdings, and all about the patron focused version. **Presented by R.R. Bowker himself!!!!**

11:00 am & 3:00 pm ■ BOWKER'S BOOK ANALYSIS SYSTEM

Instantly analyze the titles in your current collection and those you wish to purchase in the future. Compares your holdings against H.W. Wilson's Standard Catalogs or *Resources for College Libraries*.

11:30 am & 3:00 pm ■ SYNETIC SOLUTIONS

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Write to Marketing@Bowker.com for more information about the above topics.



John Wood, founder of Room to Read, emphasizes the importance of books to developing nations during his Auditorium Speaker Series presentation yesterday.

Virginia H. Mathews, ALA "icon," in New Orleans

Virginia H. Mathews once introduced herself as an ALA icon, and to many, she's telling the truth. For more than 55 years she has been a vocal advocate for literacy and many of the missions of libraries. In 1994 she received the coveted ALA Honorary Membership.

So it is not surprising that she is at ALA's 2006 annual conference in New Orleans being honored in multiple arenas, and presenting at others. Her messages will be strongly presented and passionately received. She is familiar to many by face, and through her numerous publications and presentations. Mathews continued her advocacy with the Center for the Book today, a relationship that has lasted 28 years. Her many awards, medals and citations span dozens of years and continues through this week in New Orleans.

The ALA Office for Literacy and Outreach Services pays tribute to Mathews's vision for the office in 1967, as chair of the ALA Committee on the Disadvantaged. She lobbied for a permanent office in the Association to formally address the concerns of library communities where people needing special services could be found. She became lifelong friends with Dr. Jean Ellen Coleman, who became OLOS's first director, and the namesake for an

annual Library Outreach lecture. She will offer her perspective of OLOS's beginning and its role in ALA at "Jazz in the Morning: OLOS' 35th Anniversary, Monday at 7:30 a.m.

The 2006 Jean E. Coleman Library Outreach Lecturer is Dr. Carla J. Hayden, director of the Enoch Pratt Free Library, Baltimore (MD), and ALA past president 2003-4. Hayden's presidential focus on equity of access made her a natural selection as the 2006 lecturer. Her theme, "An Access Agenda for ALL Libraries," offers a comprehensive "agenda" that incorporates many aspects of library operation and policy to outline the steps necessary to help reach the goal of equal access in any setting. This is a topic of long-term interest for Mathews, who will be listening and supporting this effort for the office she envisioned 38 years before.

Mathews was recognized for her advocacy at ALA's Washington Office Update Session, and later at ALA's Opening Session yesterday.

Immediately following the OLOS anniversary event on Monday, Mathews will speak on family literacy at the Committee on Literacy discussion group, Morial Convention Center Room 349.

Her last event is the ALSC board meeting on Tuesday morning, and the 81-year-old will have, once again, made her mark on the membership. We will all have been better for it too.



ALCTS President's Program 2006

Information Overload & the Quality of Your Life

Can a New Environmental Movement

Restore *Balance?*

**Monday, June 26
10:30 am-12 pm
Morial Convention
Center
Rooms 353-355**

Both the accelerating pace of life and the amount of information we are expected to process trouble many of us. The keynote speaker will develop the notion of information environmentalism as a response to the torrent of 24/7 media and information that is upsetting the balance of our lives. Coping strategies, including preservation of space and time for reading, contemplation, and reflection, will be discussed.

Speakers

Rosann V. Bazirjian, University Librarian, The University of North Carolina-Greensboro and ALCTS President

Joyce Ogburn, Director of the J. Willard Marriott Library, University of Utah

Keynote Speaker

Dr. David Levy, Professor, University of Washington Information School and author of *Scrolling Forward: Making Sense of Documents in the Digital Age*.

More information about Dr. Levy and his research can be found on the school's Web site: www.ischool.washington.edu/igl/.

Two Literacy Events to Take Place Monday

Committee on Literacy Discussion Group takes place Monday, 10:30 a.m.-12:00 p.m., Hilton New Orleans Riverside, Belle Chasse.

The discussion will focus on family literacy @ your library® and in the community. Virginia Mathews, a family literacy pioneer, and John Cole, Director of the Center for the Book at the Library of Congress will lead the discussion.

Reaching into the Community and Discovering Services, Strengths, and Stories: An Afternoon at The Lindy Boggs National Center for Community Literacy, sponsored by ALA's Committee on Literacy, will be held Monday from 1:30-3:30 p.m., at the Lindy Boggs National Center for Community Literacy, Monroe Library of Loyola University.

Join ALA's Committee on Literacy at The Boggs Center for an afternoon of lively library literacy conversation and gracious New Orleans hospitality. The Boggs Center staff and representatives from the Literacy Alliance of Greater New Orleans will share organizational and personal literacy experiences, pre- and post-Katrina. The Boggs Center, located in the Monroe Library of Loyola University New Orleans, is dedicated to promoting adult literacy as a vehicle for personal, economic, and community empowerment.

Prudence Adler Wins 2006 Patterson Copyright Award

Prudence S. Adler is the 2006 recipient of the L. Ray Patterson Copyright Award: In Support of Users' Rights. Adler is Associate Executive Director, Federal Relations and Information Policy for the Association of Research Libraries. For more than 17 years, Adler has worked the gamut of information policy issues important to libraries and higher education including intellectual property, telecommunications, and issues relating to access to government information. The Ray Patterson Copyright Award: In Support of Users' Rights Award Ceremony and Reception will be held Monday, 4:00-5:30 p.m. Hilton New Orleans Riverside Rosedown Room. Sponsored by the ALA Office for Information Technology Policy (OITP) and the OITP Copyright Advisory Committee, the Patterson award is a crystal trophy.

Adler's outstanding contributions on copyright issues have had a unique impact on libraries and library users. Her communications on legislative developments concerning copyright keep countless librarians informed, helping them decipher and manage the copyright challenges at their home institutions, in addition to preparing them for library advocacy.

"Prue Adler's efforts on behalf of academic and research libraries to monitor and influence federal and state legislation related to copyright

and intellectual property are unrivaled. I cannot imagine a more appropriate or deserving recipient of the Patterson Copyright Award," noted Brian E. C. Schottlaender, University Librarian at the University of California at San Diego and President of the Association of Research Libraries.

Adler is a founder of the Library Copyright Alliance (LCA), a coalition of five major library associations (www.librarycopyrightalliance.org) that collectively influence federal copyright legislation. Since its inception last year, the LCA has taken a leading role in successfully blocking more than a dozen legislative proposals that would have been damaging to the public interest, such as database legislation and the broadcast flag.

"As a lobbyist for libraries and their users, Ms. Adler is recognized throughout the library profession for her leadership in mobilizing alliances of like-minded constituencies, and for her effective collaboration with groups such as the Digital Future Coalition, Home Recording Rights Coalition, the Center for Democracy & Technology, Americans for Fair Electronic Commerce Transactions (AFFECT), and others, to promote and protect access to information resources," said Janice T. Pilch, chair of the Patterson Award committee.

In the area of copyright and intellectual property litigation, Adler has also

been influential. She has contributed to amicus briefs in copyright-related court cases ranging from *Eldred v. Ashcroft* (copyright term extension) to *The New York Times v. Tasini* (electronic re-publication of works by freelance authors).

The Patterson Copyright Award recognizes contributions of an individual or group that pursues and supports the Constitutional purpose of the U.S. Copyright Law, fair use and the public

domain. The award is named after L. Ray Patterson, a key legal figure who explained and justified the importance of the public domain and fair use. He helped articulate that copyright law was negatively shifting from its original purpose and overly favoring rights of copyright holders. His book, *The Nature of Copyright: A Law of Users' Rights* is the definitive book on the constitutional underpinnings of copyright and the critical importance of the public domain.

Kids! Campaign Tool Kit Available Online

The Association for Library Service to Children (ALSC) officially launches its Kids! @ your library® public awareness campaign with a program today, 10:30 a.m.-12:30 p.m., in the Morial Convention Center, Rooms 338-339. The Kids! initiative provides materials and tools to help local libraries reach out to kids, their parents and caregivers.

A complete tool kit of resources, available at www.ala.org/kids, includes a communication plan; publicity, programming, and promotion ideas; sample communication materials (news release, public service announcement, letter to youth-serving agencies); a calendar of promotional opportunities; facts about children, reading, and libraries; downloadable logo and artwork; and much more.

"Sunday's Kids! @ your library® program will demonstrate how librarians

can promote their library to school-age children, their parents and caregivers using the tool kit materials," said Kids! Campaign Task Force chair Stephanie Bange. "Everyone—from novice to experienced librarian, in libraries large and small—will find something here that she can use."

The Kids! program also features singer/songwriter and storyteller Bill Harley, sharing special stories and performing "@ your library," a song he wrote especially for ALSC's campaign. After Annual Conference, Harley's song will be added to the online campaign toolkit for librarians to download and use in their community. Available versions of the song will include an instrumental and a PSA-length format.

For more information about ALSC's Kids! @ your library® campaign, visit www.ala.org/kids.

New User-Friendly Format for "Copyright 101"

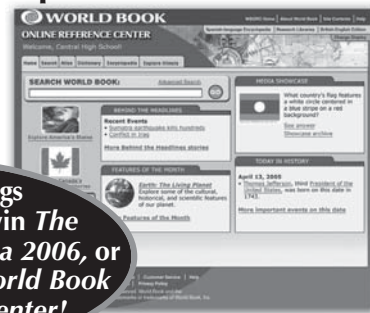
Have a copyright question but don't have the time to sit through an entire program? Do you need extra time to really delve into a copyright situation with knowledgeable colleagues? Or are you stuck here for one last committee meeting and have time on your hands? If you answered yes to any of these questions, drop by for this useful program! Copyright 101: Everything You Wanted to Know About but Were Afraid to Ask will be held Monday, 1:30-3:30 p.m. at the Hilton New Orleans Riverside Belle Chasse Room.

The Office for Information Technology Policy (OITP) Copyright Advisory Committee will offer an "open house" poster session on several copyright topics including electronic and media reserves, international copyright law, fair use, interlibrary loan, and more! Copyright experts will be on hand to discuss your individual copyright concerns.

"Knowledge of copyright is increasingly integral to the work of librarians. With the emergence of digital technologies, library users, students and instructors are using information in new ways, and this has created new responsibilities for understanding the copyright law," said Janice Pilch, Chair of the OITP Copyright Advisory Committee. "Our hope is that the poster session format will draw librarians new to the topic, and if we are successful, we hope to offer this program at annual conferences in the future."

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YALSA Announces Teen Tech Week

The Young Adult Library Services Association (YALSA), the fastest growing division of the American Library Association (ALA), is pleased to announce Teen Tech Week, a new YALSA celebration aimed at getting teens to use their libraries for the different technologies that are offered there, such as DVDs, databases, audiobooks, video games and more. Teen Tech Week will be celebrated for the first time March 4-10, 2007. More information can be found at www.ala.org/teentechweek.

"By developing Teen Tech Week, YALSA demonstrates the important role technology plays in teen life and the need for librarians to integrate the ways teens use technology into their programs and services," said Teen Tech Week Chair Linda Braun.

Teen use of nonprint resources has increased dramatically in recent years, yet more and more teens are doing this from home instead of the library. According to a recent study by Harris Interactive, in 2005, 86% of youth aged 8-18 have a computer in their home, and 74% have Internet access in their home. On average, 8-18 year olds spend 6 hours and 21 minutes per day using media (including TV, video/DVDs/movies, video games, audio media, computers and print media). According to Pew Internet Research, 71% of teens reported that the Internet is their primary source for completing school projects. Yet multiple studies have shown that the majority of teens lack the critical thinking skills and technical expertise to use the Internet and other electronic resources effectively.

"Teens need to know that the library is a trusted resource for accessing information and that librarians are the experts who can help them develop the skills they need to use electronic resources effectively and efficiently," remarked YALSA President Pam Spencer Holley.

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.

Commemorative Postmark Makes Great Souvenir

Attendees can stop by the ALA Post Office, located on the exhibit floor in Hall J, to get the conference's Commemorative Postmark. Attendees can purchase a 39 cent stamp at the Post Office, affix it to an envelope or to a Program Guide, and the Post Office will Postmark with the Commemorative Postmark as a souvenir keepsake of the ALA New Orleans Event.



King County Library System in Washington State is one of the largest circulating library systems in the U.S. and we invite you to meet with us at the ALA Conference in New Orleans, Louisiana from June 23 - 27. Join us at the Communities of Color in the Exhibition Hall, booth #956 or the Placement Center for an on-site employment interview. Visit our website at www.kcls.org for more

employment information. EOE

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Starr

Continued from page 1

the California Dream series. His writing has won him a Guggenheim Fellowship, membership in the Society of American Historians, and the Gold Medal of the Commonwealth Club of California. Dr. Starr also is a university professor at the University of Southern California in Los Angeles.

A First Look at the Literacy of America's Adults in the 21st Century (December 2005), published by the National Center for Education Statistics, found that 30 million adults in America lack basic literacy skills, including seven million who are considered to be illiterate. Other studies paint an even more dire picture.

"Reading—specifically the ability to interact with complex texts—is the skill that is indispensable to the life of the mind," Gorman said. "We are dealing with a society in which literacy is undervalued and decreasing yet is more important than ever. This program will reinforce the importance of true literacy and stress the joys of lifelong reading."

Dr. Starr was the seventh state librarian of California since the beginning of the 20th century, a position from which he retired in 2004. He has served as Allston Burr Senior Tutor in Eliot House at Harvard; executive assistant to the Mayor of San Francisco; City Librarian of San Francisco; and a daily columnist for the *San Francisco Examiner*.

Small Press Reading During Free Speech Buffet on Monday

Three librarian zinesters and one New Orleans zine writer will read from those photocopied, cut and paste publications many people know and love as "zines" during the Free Speech Buffet on Monday, at 7:00 pm in the Grand Ballroom of the Omni Royal Orleans, 621 St. Louis Street. The reading will reveal the inner lives of librarians that give lie to the stereotype of the repressed bun-wearing, Dewey Decimal obsessed shusher. Readers from the north, south, east, and west include Ammi Emergency (NOLA), Jenna Freedman (NYC), Elaine Harger (rural WA), and Alycia Sellie (Madison, WI). A \$10 cover charge includes dinner, and there will be a cash bar.

Self-published with limited press runs, zines (not to be confused with blogs or e-zines) are among the smallest of small presses. Zines are low budget and tend to be far outside the mainstream, and their authors are motivated by the desire to communicate, rather than to attract money

or fame. A selection of the topics in the zines featured at the Emergency Reading are:

- Punk life and polyamorous love in New Orleans before and after Hurricane Katrina
- a highly critical behind the scenes look at public libraries
- unanswerable questions
- library worker activism in NYC during the Republican National Convention
- road trips and moving to a small town
- baseball poetry
- thwarted censorship at a high school library
- an abecedar (look it up!)

The Free Speech Buffet is organized by the Alternatives in Publication Task Force of the Social Responsibilities Round Table of the American Library Association. Its purpose is to provide an affordable alternative to the ALA conference exhibit hall for small and local presses where they can show their wares to progressive librarians.

SORT Celebrates 70th Anniversary in 2007

2007 is the 70th Anniversary of ALA's SORT, Staff Organizations Round Table, founded 1937. Special activities will be held at the ALA Annual Conference in Washington, D.C., June, 2007, to celebrate SORT's 70th Anniversary:

- Gala SORT 70th Anniversary Dinner on June 23, 2007
 - Gala SORT 70th Anniversary "Meet and Greet" Reception for SORT members and prospective members, June 22, 2007.
 - SORT's 70th Anniversary Luncheon/Workshop on "Building Skills for Staff Organization Leadership" for 20 attendees by advance application for June 24, 2007
 - SORT 12th Annual Walking Tours visiting embassies/historic sites near Dupont Circle, June 22 and 25, 2007.
- Check the SORT website, www.ala.org/sort, for information on the Luncheon/Workshop and "Meet and Greet" Reception in 2007. Registration start-

ing January, 2007, is required for the SORT walks and anniversary dinner.

Contact SORT's Chair, Leon Bey, for further information at LBey@daytonmetrolibrary.org.

PLA's First Podcast

Visit the PLA Blog (www.plablog.org) to hear PLA's first experimental foray into podcasting. Digital audio recorder in hand, PLA blog manager, Andrea Mercado, conducted a brief interview with the proprietors of the lemonade stand set up in front of the convention center. The McGuire family have set up the lemonade stand to raise money for their library, The Smith Library, part of the New Orleans Public Library System.

PLA's blog (thanks to our intrepid team of bloggers) also will provide more podcasts, play-by-play descriptions of programs, author events, social events, and more. Check it out at www.plablog.org.

These listings are paid advertisements. To place an Exhibitor News item in a future issue of Cognotes, visit the Cognotes office, inside the ALA Office, La Nouvelle Ballroom, no later than 2:00 p.m. the day before publication.

3M Library Systems (Booth 2624): Now's the time to replace your 3M® Bookcheck Unit or Workstation with the new 940-Series. Stop by and ask about the special replacement program we're offering for a limited time! No Bookcheck Unit? Ask us for details.

ABC-CLIO (Booth 2650): Come by ABC-CLIO's booth (#2650) and preview History Reference Online, a cross-searchable, content rich eBooks collection, and enter to win an American Revolutionary War encyclopedia and a trip to ALA Annual 2007 in Washington, D.C.!

Auto-Graphics Agent VERSO (Booth 3527): Designed for the unique needs of public libraries, Auto-Graphics 100% web-based ILS system enables libraries of all sizes to effectively manage their resources. Available through license or ASP hosting AAgent VERSO provides intuitive patron and staff interfaces, and easy customization for a streamlined workflow.

Coutts Library Services/MyLibrary (Booth 2439): In partnership with our sister company MyLibrary, Coutts has developed a platform to host and provide access to eContent for all academic institutions. With Coutts you can build your Print and Electronic collection on one platform, OASIS. Visit booth 2439 for your special eBook discount.

Exhibitor News

CQ Press (Booth 2732): Visit booth 2732 to enter book raffle: win a free online or print resource on government and politics. Please also join us from 4:00-5:00 p.m. for wine and dessert to celebrate our recent awards!

Elsevier (Booth 2816): Cheer friends and colleagues participating in "The Scopus Show" 12:00 p.m. and 2:35 p.m. Winners become eligible to win a valuable cash prize. Additional presentations on ScienceDirect, Endeavor, Reference Works, VirtualE library and Librarians and Elsevier: Making a Difference. Presentation schedule at the booth.

IBISWorld (Booth 3357): WIN! WIN! WIN! Lots of M&Ms to giveaway. Enter our competition to win an iPod Nano or discounts on orders. Winners announced on Tuesday at lunchtime! Be there to be part of the fun.

Innovative Interfaces (Booth 2834): New from Innovative Interfaces, Research Pro provides rich and user-friendly federated-searching to patrons, powered by AJAX technology and Innovative's smart-search algorithm. Research Pro also includes a tabbed-browse display that improves search-sessions. Learn more at booth #2834.

Pearn and Associates Inc. (Booth 3662): On display—*Point Guard*, a new novel, and *Cryptozoology Poems* by Victor Pearn. Victor's poetry was read by Gar-

rison Keillor 3/30/06 on his NPR program "The Writer's Almanac." During the conference Victor will be looking for a few good books to publish.

Pyro Publishing (Booth 3733): *Fire With Fire*. Booth # 3733. Register for Pyro Publishing's airfare giveaway and pick up signed copies of *Fire With Fire*. Meet the author Allan Kahane. Signings: Saturday @ 11:00 a.m. and Sunday @ 10:00 a.m. Pyro publishes books that ignite controversy and set conversation on fire!

SIL International (Booth 3746): *Ethnologue* is a comprehensive reference book with articles on 6,912 languages. C&RL News calls it "a veritable guide to the world's languages and cultures." Choice says it is essential. Visit SIL in the Small Press Area and WIN Barnes & Noble GIFT CARDS.

WebFeat, Inc. (Booth 352): The WebFeat and WebFeat Express federated search prisms are used by over 5,000 leading academic, public, government and Global 1000 libraries, including over half of the 20 largest U.S. public libraries and one out of 10 ARL institutions. Booth #352.

Wiley (Booth 2656): Sunday Presentations, 10:00 Beyond the Celebrity Chef, 11:30 Tech Trends to Watch, 1:30 Dogs, Cats and...?: Building a first class pet section. 2:30 Not Your Mama's Craft Books! Craft books that are hip, cheeky and fun!

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Exhibiting Staff: Jane Miller-Webber

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Google Presents: Tales, Tips and Tools for Librarians

Join Google at the American Library Association Annual Conference for an overview of the history of Google Book Search and Google Scholar. We will discuss how the programs started, how they were designed and how they can be used in a library setting for maximum effectiveness. In addition, we will give you an update on the progress made in Google's library outreach program and how you can have input into making Google work better for you and your library patrons. This session will include Q & A and information about signing up for Google's free Librarian Newsletter. We hope you can join us!

Speaker:

Ben Bunnell, Manager Library Partnership Team

When & Where:

Saturday, June 24th, 2006
Morial Convention Center
Room 386-387
12:00pm – 1:00pm

OR

Sunday, June 25th, 2006
New Orleans Marriott @ 555 Canal Street
Room Carondelet
12:00pm – 1:00pm

