

**UNITED FOR LIBRARIES: THE ASSOCIATION OF  
LIBRARY TRUSTEES, ADVOCATES, FRIENDS AND FOUNDATIONS**

# 31

**AMERICAN LIBRARY ASSOCIATION  
OFFICIAL BALLOT, 2014**

Ballots must be received by April 25, 2014 @ 11:59 pm (U.S. Central Daylight Time), to be included in the tabulation of votes.

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**VICE-PRESIDENT/PRESIDENT-ELECT**  
(VOTE FOR NO MORE THAN ONE)

01.  MCBRIDE, ED *CA*  
02.  SIMS, DORA U. *AL*

**TRUSTEE-AT-LARGE**

(For a three-year term, VOTE FOR NO MORE THAN TWO)

06.  MARCUM, STEVE *KY*  
07.  MCDONALD, DONNA K. *AR*  
08.  ROALKVAM, DONALD L *IL*

**FRIEND-AT-LARGE**

(For a three-year term, VOTE FOR NO MORE THAN TWO)

03.  BARBER, PEGGY *IL*  
04.  LACROIX, MICHAEL JOHN *NE*  
05.  MCFARLANE, ALEC CHARLES *MD*

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These nominations have been made in accordance with the Division's Bylaws.

Nominating Committee  
Co-Chair, Gwendolyn Amamoo  
Co-Chair, Rose E. Mosley  
Cherine Janzen  
Ruth Newell  
Diane Sarantakos  
Susan Schmidt  
Gwendolyn B. Guster Welch

**BIOGRAPHICAL NOTES**

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**01. MCBRIDE, ED****Current Position:**

Executive Director of Library Sales, SAGE Publications, Thousand Oaks, CA

**Type of Library:** Library Publisher

**Previous Positions:**

Chief Member Engagement Officer, LYRASIS (2008-2010)

Senior Vice President, Customer Resource Center, Cengage Gale (1999-2008)

Director of Support Services, San Francisco Public Library (1990-1999)

**Degrees and Certificates:**

Masters of Library Science—Executive Librarian Program, San Jose State University, currently enrolled

Bachelor of Science—Library Technology and Administration, University of Memphis, 1991

**Division Affiliation(s):** UNITED, PLA, ACRL

**To which Round Tables do you belong?** Gay, Lesbian, Bisexual, and Transgender Round Table (GLBTRT)

**ALA and/or ALA-APA Activities:**

Board Member, United for Libraries (2009-2013)

Secretary/Treasurer, United for Libraries (2012-2013)

Board Member, FOLUSA (2006-2009)

Member, United for Libraries Award Committee (2011-2013)

Member, United for Libraries Leaders Orientation Committee (2012-2014)

Member, United for Libraries Newsletter & Website Advisory Committee (2012-2014)

Member, PLA Program Committee (1995-1999)

**Statement of Professional Concerns/Aspirations if Elected:**

It has been a privilege to serve on the United for Libraries Board for 8 years and to support the outstanding work of United for Libraries. I have witnessed firsthand the benefits that Friends, Library Foundations and Trustees can bring to libraries during my tenure at Memphis (TN) Public Library, Virginia Beach (VA) Public Library and San Francisco (CA) Public Library where programs were created and enhanced by the work of our Friends and Library Foundations. The Friends, Library Foundations and Trustee partnerships sustain our libraries and are necessary not only in difficult times but at all times in order to bring together our libraries and the communities they serve. If elected, it will be my privilege to serve United for Libraries as we explore and create new relationships with library supporters and build an even stronger organization that will serve and support Friends, Library Foundations and Trustees organizations throughout the United States.

**Member of ALA since:** 1999

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**02. SIMS, DORA U.**

**Current Position:** Trustee, Birmingham Public Library, Birmingham, Alabama

**Type of Library:** Public

**Previous Positions:**

Secretary/Mercury Express, Birmingham News - 1973-1983

Administrative Secretary, City Manager, Birmingham News - 1983-2003

Special Ed - Para Professional, Birmingham City Schools - 2003 - 2010

**Degrees and Certificates:**

Lawson State Community College, AAS Degree, Business Administration, Secretarial Science Degree - 1968

Bachelor of Arts Degree, Birmingham-Southern College - 1984

University of Alabama at Birmingham - Paralegal Certification 2002

**Division Affiliation(s):** UNITED

**To which Round Tables do you belong?** Intellectual Freedom Round Table (IFRT)

**ALA and/or ALA-APA Activities:**

ALA/COO - Committee on Organization - 2008-2011 - Member

ALA/ALTAFF - Advocacy, Legislation, Intellectual Freedom - 2008-2011 - Member

ALA/ALTAFF/UFL - Newsletter & Website Committee - 2009-2010, 2013-2014 - Member

ALA/ALTAFF- Leaders' Orientation Committee - 2009-2010 - Member

ALA/ALTAFF/UFL - Annual Conference Program Committee - 2012-2013 - Co-Chair

ALA/ALTAFF - Awards Committee - 2010-2011 - Member

ALA/UFL - Nominating Committee - 2012-2013 - Member

**Offices held in state/regional library associations, and other associations (include DATES):**

Birmingham Public Library, President, Friends of Birmingham Public Library, 2006-2010;

Birmingham Public Library, Trustee, Chair, Friends/Advocacy Committee - 2006 present Birmingham

Public Library, Foundation Board Member - 2006-2010; Birmingham Public Library, Vice-president,

Trustee Board – 2011; Imperial Club Inc. Treasurer 2004-2008/Financial Secretary - 2008-2011; Bush

Hills N/A, Secretary - 1990-2000; Five Points West Community, Secretary - 1990-2010; Five Points

West Community, Vice-president - 2010-2012

**Honors and Awards (library and non-library, including DATES):**

1966 Honor - English/Plane Geometry, Chilton County Training School; 1968 Honor - Scholarly

Composition/Research, Wenonah Junior College; 1984 Honor - Birmingham-Southern College,

Graudate "Cum Laude"; 1993 Award - Outstanding Community Service, State Representative Sundra

Escott; 2003 Award - Outstanding Community Service, Senator Rodger (Judge Carole) Smitherman;

2004 Award - Outstanding Volunteerism/Family Involvement, Birmingham City Schools; 2011 Honor

- Who's Who in Black Birmingham - Inaugural Edition; 2012 Leadership Jefferson County "Believer's

Award" - Metro Birmingham NAACP; 2013 "Star of Month" Service and Commitment to Library

Board; 2013 Outstanding Service, President, Bush Hills Academy PTA

**Major Accomplishments:**

As President of Friends of Birmingham Public Library, led a successful membership drive of 100 new members that grossed +\$3,000 revenue. The Friends received first Proclamation from the City of Birmingham, and recognized nationally by ALTAFF at Mid-winter Gala Tea 2010 with a certificate and monetary award. As Library Board Trustee, Chair of Advocacy, Public Relations, Fundraising Committee, recommended establishing Board Fund for trustees to donate and partner with Friends and Foundation to host an Appreciation for Mayor/Council, Patrons, other elected city/municipal leaders (2010), established weekly eNewsletter (2011), Initiative for sponsorship of three staff Awards and P.E.L. Grant incentive to encourage staff morale and to create innovative programs to support the library's mission (2012), Launched new BPL Logo (2012), and board approval of next Mayor-Council Appreciation scheduled for February 2014.

**Publications:**

Author, "Change is in the Air: How Intellectual Freedom Affects You in Your Life." The Voice for America's Libraries, Volume 10, Issue 5, 2009.

Author. "The Importance of Committees to Board Development" The VOICE for Americas's Libraries, Volume 12, Issue 5, 2011.

**Links to further information:** <http://www.facebook.com/electDoraSimsresidentUFL>

**Statement of Professional Concerns/Aspirations if Elected:**

I am humbled to have served in a dual role as Trustee and President of Friends on the local library board. This opportunity has enabled me to forge a partnership with trustees, friends, and foundation members to serve as advocates to encourage stakeholders, patrons, elected leaders and community leaders to donate and support funding for library programs and services. A vote for ME as President-Elect will ensure that you have a united VOICE for America's Libraries to promote United for Libraries' mission: "To support the development of effective library service for all people in all types of communities and in all types of libraries."

**Member of ALA since:** 2006

**03. BARBER, PEGGY**

**Current Position:** Consultant, Library Communication Strategies, Inc., Chicago, Illinois

**Type of Library:** Independent consulting firm

**Previous Positions:**

Associate Executive Director- Communications, American Library Association, 1970- 2000

Reference Librarian, Bay Area Reference Center, San Francisco (CA) Public Library, 1968- 1969

Special Projects Librarian, Orange County (CA) Public Library, 1966- 1968

**Degrees and Certificates:**

Rutgers, The State University, New Brunswick, NJ, Masters Degree in Library Science, 1966 (Beta Phi Mu)

University of California, Riverside, Calif., AB degree in English, 1965 (Cum laude, Phi Beta Kappa)

**Division Affiliation(s):** UNITED, PLA

**ALA and/or ALA-APA Activities:**

Board Member- Friends of Libraries U.S. A. (now United for Libraries), 2004- 2011, President 2010

**Honors and Awards (library and non-library, including DATES):**

Distinguished Alumni Award, Rutgers University SCLIS Alumni Association, 2001

Joseph W. Lippincott Award for distinguished service to librarianship, ALA, 1999

Silver Anvil- Public Relations Society of America, 1975, 1983

Golden Trumpet, Publicity Club of Chicago, 1975, 1976

**Major Accomplishments:**

-Launched and built ALA's graphics program- including the READ poster series

-Established major new programs with grant funds, including the Carnegie Video Project, Bell Atlantic-ALA Family Literacy Project, Writers Live at the Library and the Traveling Exhibition Network. The cultural programming for libraries is now coordinated in ALA's Public Programs Office.

-Launched a development program for the American Library Association which became a separate 501 c(3) foundation, The Fund for America's Libraries, and served as its first executive director. ALA's development program is now an office within the association again.

-Developed the plan, positioning, and brand for ALA's Campaign for America's Libraries, launched in 2000 as part of the association's major five year strategic plan.

-As a consultant to libraries in marketing and communication have worked with libraries in 31 states and 5 countries beyond the U.S.

**Publications:**

Author: "Getting Your Grant: A How-To-Do-It Manual for Librarians," Neal-Schuman Publishers Inc., 1993

Author: "Building a Buzz: Libraries and Word-of-Mouth Marketing," with Linda Wallace, ALA Editions, 2010

Author: "Mickey Mouse, Miss Piggy and the Birth of ALA Graphics," American Libraries, May 2003, pp 60-63

**Links to further information:** [www.librarycomm.com](http://www.librarycomm.com)

**Statement of Professional Concerns/Aspirations if Elected:**

It is an honor to be a nominee for a position on the Board of United for Libraries. I believe that the merger of Friends of Libraries USA and the American Library Trustee Association was the strongest and most sensible ALA action in recent history. I was fortunate to serve as President of FOLUSA at that time. I'd like to stay involved and share my experience gained from 31 years on the ALA staff and now 12 years consulting with libraries about marketing/communication in 31 states and 5 countries beyond the U.S. United for Libraries is a powerful network of library activists that must continue to grow and thrive. Or to quote Will Rogers, "Get someone else to blow your horn and the sound will carry twice as far."

**Member of ALA since:** 1968

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**04. LACROIX, MICHAEL JOHN**

**Current Position:** Senior Library Director, Creighton University, Reinert-Alumni Memorial Library, Omaha, Nebraska

**Type of Library:** Academic

**Previous Positions:**

Director of Library Services, Albright College, 1991-1994

Library Director, Wingate University, 1984-1991

Library Director, Greensboro College, 1980-1983

**Degrees and Certificates:**

University of North Carolina at Greensboro, MBA, 1983; University of Kentucky, MSLS, 1972; MacMurray College, BA, Psychology and Economics.

**Division Affiliation(s):** UNITED, ACRL, LITA, LLAMA

**To which Round Tables do you belong?:** Intellectual Freedom Round Table (IFRT), International Relations Round Table (IRRT) Library, History Round Table (LHRT)

**ALA and/or ALA-APA Activities:**

ALA Conference Programming Coordinating Team, ACRL Representative, 2002-2004; ACRL Board Member, 2007-2011; ACRL Budget and Finance Committee, 2003-2007; ACRL President's Program Planning Committee, 2005-2007; LAMA Buildings and Equipment Section, Functional Space Requirements Committee, 1995-1999, Chair, 1998-1999.

**Offices held in state/regional library associations, and other associations (include DATES):**

Nebraska Library Association, College & University Library Section, Vice-Chair, 2006-2007; Nebraska Library Association, Auditing Committee, 1999-2001, Chair, 2000-2001; Nebraska Library Association, Treasurer, 2002-2003; Nebraska Library Commission State Advisory Council on Libraries, 1996-2001, Chair, 1999; Nebraska Library Commission, Commissioner, 2013- .

**Honors and Awards (library and non-library, including DATES):**

Nebraska Library Association, College & University Section Distinguished Service Award, 2006; Beta Phi Mu, 1986.

**Major Accomplishments:**

Working with alumni and college officials, I was able to establish Friends of the Library organizations at two colleges and re-invigorate a dormant group at a third institution.

**Publications:**

Author, MINITEX and ILLINET: Two Library Networks. Champaign: University of Illinois Graduate School of Library and Information Science, 1987. (Occasional Paper No. 178).

Author, "Librarians DO Have a Sense of Humor!" North Carolina Libraries 48 (Spring 1990): 61-63.

**Statement of Professional Concerns/Aspirations if Elected:**

I am honored to be a candidate for Friend-at-Large for United for Libraries and to have the opportunity to assist and support those who govern, promote, advocate, and fundraise for libraries of all types.

Over the course of my career, I have had the good fortune to serve on various library boards including the Berks County System Board in Pennsylvania and the Nebraska State Advisory Council on Libraries. In addition, I have participated in Nebraska's Library Advocacy Day meetings with legislators and their staffs. I currently serve as a Commissioner on the Nebraska Library Commission. There are many challenges before us, but organizations such as United for Libraries can make a significant difference in the resources we provide citizens of our respective communities and advocacy in promoting the value of libraries for the common good.

**Member of ALA since:** 1980

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**05. MCFARLANE, ALEC CHARLES**

**Current Position:** President, Library for Deaf Action (LDA), Silver Spring, Maryland

**Type of Library:** Private Company/ Publisher and Consultant/ Advocate

**Previous Positions:**

President, New Image Associates Construction Consultants (NIA), 1993 to Present

President, National Literary Society of the Deaf (NLSD). 2013 - Present

President, Deaf Library Friends of Puerto Rico (DLF:PR), 2008-2010

**Division Affiliation(s):** UNITED, ASCLA

**ALA and/or ALA-APA Activities:**

ALA; ASCLA SIG Leader; "Bridging Deaf Cultures @ Your Library" since 2012

ALA; ACRL; Universal Accessibility Interest Group since 2013

**Offices held in state/regional library associations, and other associations (include DATES):**

National Association of the Deaf (NAD); Silver Spring, MD. Library Friends Section Member and Delegate to NAD Conference, July 2012

ASL Access (ASLA); Alexandria, Virginia. Administrative Board Member since 2012

Friends of the Library for Deaf Action (FOLDA); Silver Spring, MD, Vice-President of the Board since 2010

National Literary Society of the Deaf (NLSD); Silver Spring, MD, President since 2013

**Major Accomplishments:**

Member of the first Maryland state Task Force (TF) for the creation of the Deaf Cultural Digital Library (DCDL) in 2011; an advocacy and lobbying effort that led to two bills in the Maryland General Assembly in 2012 to create the DCDL. This bill would be amended to establish another Task Force to study cost and structure, and the governor would appoint me to this TF. This effort has shown both the need and the want for something similar to the DCDL and has given me both state and federal exposure to the political and organizational system of government as well as dealings with multiple Organizations Serving the Deaf (OSD's). I believe that both governance and outreach improvements tied to the Library Friends concept are important in moving these OSD's forward and achieving legislative victory across the country; and this is part of Transforming Our Libraries Ourselves at the grassroots level.

**Links to further information:**

<http://msa.maryland.gov/msa/mdmanual/26excom/defunct/html/11deaf.html>

<http://connect.ala.org/node/156827>

<http://www.aslaccess.org/whoweare.htm>

<http://www.folda.net/nlsd/index.htm>

<http://www.folda.net/hohttp://www.folda.net/nlsd/index.htmme/index.html>

<http://globalvrs.com/video-relay-news/bridging-deaf-cultures-in-puerto-rico/>

<http://deafnetwork.com/wordpress/blog/2012/01/10/deaf-legacy-and-texas-at-dallas-public-library-12312/>

**Statement of Professional Concerns/Aspirations if Elected:**

The idea that we must Transform Our Libraries Ourselves is a banner, a motto that I believe in: the only constant is change. Complacency is the enemy of progress and change, and further disruptive change is something of a buzzword nowadays. My approach is rather radical and disruptive in that I will show that the deaf community is represented in every corner of the earth, and further that their revival is our collective revival. The matter of Advocates, Friends, Foundations, and Trustees working in tandem with nonprofits across the country will be one of the single most important factors in the future of American libraries. The question of new blood, new members, and the celebration and preservation of our knowledge and history knows no bounds: I want to work towards means that not only revive OSD's. but that bring communities together at the library. United is the place to be.

**Member of ALA since:** 2011

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**06. MARCUM, STEVE**

**Current Position:** President of Trustees, Warren County Public Library, Bowling Green, Kentucky

**Type of Library:** Public

**Previous Positions:**

Citizens First Corporation, Chief Financial Officer & Director, 2005 - present

**Degrees and Certificates:**

Western Kentucky University BS in Accounting 1977

University of Wisconsin-Madison Prochnow Graduate School of Banking 1982

Western Kentucky University MBA 1983

Certified Public Accountant (KY) 1979

**Division Affiliation(s):** UNITED

**ALA and/or ALA-APA Activities:**

ALTAFF Legislation, Advocacy & Intellectual Freedom Committee member, 2011-2012

ALA Conference attendee 2008-2013

PLA Conference attendee 2010

**Offices held in state/regional library associations, and other associations (include DATES):**

Kentucky Library Trustee Roundtable Chair 2011 - 2013; Kentucky Library Association Board Member 2011-2013; Kentucky Public Library Association Executive Committee 2011-2013.



**Major Accomplishments:**

Former chair of Kentucky State Board of Accountancy  
 Active in Kentucky Bankers Association and Independent Community Bankers of America  
 Volunteer for Southern Kentucky Book Fest since 1999  
 Active in United Way and local literary club  
 Team member of International Development Relief Board Workshop in North Africa 2011 and 2012

**Statement of Professional Concerns/Aspirations if Elected:**

Libraries provide essential services in our local communities while serving a key role in promoting economic development. Working with my fellow trustees in the Warren County, Kentucky system since 2007, we've seen the positive impact in our community from two branch expansions, co-sponsoring a successful book festival with local businesses, and hosting a widely successful speaker series with nationally-renowned authors. While serving as chair of the Kentucky Library Trustee Roundtable and working with library leaders as a member of the Kentucky Library Association board, our group promoted trustee certification and advocated for the financial stability of libraries, since several Kentucky public library districts are currently facing lawsuits which may negatively impact their ability to appropriately fund their future operations. My representation on the United for Libraries Board will be strengthened not only by my love for libraries, but also by my work experience as a banker and CPA.

**Member of ALA since:** 2007

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**07. MCDONALD, DONNA K.**

**Current Position:** Director, Arkansas River Valley Regional Library System, Dardanelle, AR

**Type of Library:** Public

**Degrees and Certificates:**

University of Oklahoma, MLIS, 1999.

**Division Affiliation(s):** UNITED, PLA

**ALA and/or ALA-APA Activities:**

President, United for Libraries, 2011-2012; Board Member, United for Libraries 2012-2013; Trustee Division, United for Libraries, Chair, 2010; ALTAFF Publications Committee, Chair, 2009-2010; School Library Task Force, American Library Association 2011-2013; ALA's Advocacy Work Group 2013-2014.

**Offices held in state/regional library associations, and other associations (include DATES):**

Arkansas Library Association, Chair, Legislative Committee, 2009.

**Honors and Awards (library and non-library, including DATES):**

Bessie B. Moore Award, Arkansas Library Association, 2009.

**Major Accomplishments:**

I am the Director of a rural four-county regional library system. Not only am I a librarian, but have

also served as a trustee on the Arkansas State Library Board from October 19, 2004-November 3, 2011; Vice Chair, 2006 and Chair, 2007-2008. I regularly attend ALA's National Legislative Day and participate in our State's efforts to gain support at the national level.

**Publications:**

Co-authored, "A Library Board's Guide to Self-Evaluation," United for Libraries

**Statement of Professional Concerns/Aspirations if Elected:**

As Past President, I am aware of the need for United for Libraries to obtain greater financial stability and increased membership. I would appreciate the opportunity to work with the leadership of this Division to guide United for Libraries as it continues to evolve and improve in its service to library advocates.

**Member of ALA since:** 1998

**08. ROALKVAM, DONALD L**

**Current Position:** Treasurer, Board of Library Trustees, Indian Trails Public Library District, Wheeling, IL

**Type of Library:** Public

**Previous Positions:**

Procurement Analyst/Contractor for Kraft Foods/Kelly Services - 2012 to present

Retirement and part time work - 2010 through 2011

IT Consultant/Business Analyst/Purchasing Agent for Allstate Insurance - 1981 through 2009

**Degrees and Certificates:**

Luther College, B.A., Political Science/Business Administration, 1970

**Division Affiliation(s):** UNITED

**ALA and/or ALA-APA Activities:**

ALA Council Illinois Chapter Councilor - 2009 to 2012; ALA Council ALTA/ALTAFF (United for Libraries) Division Councilor - 2003 to 2005; ALA Clift/Hoy General Scholarship Jury, Member - 2011 to Present; ALA Membership Committee, United For Libraries Liaison - 2012 to Present; ALA Chapter Relations Committee, Member - 2013 to present; ALA Membership Meetings Committee - 2010 to 2013; ALA Scholarship and Study Grants Committee, Member - 2008 to 2010; ALA Conference Committee, Member - 2008 to 2011; ALA Nominating Committee, Member - 2004 to 2005; United for Libraries Annual Conference Program Committee - 2013 to present; ALTA/ALTAFF (United for Libraries) Board of Directors, Member - 2001 to 2009; ALTA/ALTAFF (United for Libraries) President - 2007 to 2008;

**Offices held in state/regional library associations, and other associations (include DATES):**

Illinois Library Association Board of Directors, Member 2009 - 2012; Illinois Library Association Trustee Forum Board of Directors, Member 2012 - Present; Illinois Library Association Conference Committee, Member 2005 - 2007;

**Honors and Awards (library and non-library, including DATES):**

Illinois Library Association Trustee of the Year - 2007

**Major Accomplishments:**

Coordinated the joining of the Association of Library Trustees and Advocates with the Friends of Libraries USA into one ALA Division as the Association of Library Trustees, Advocates, Friends, and Foundations which is now United for Libraries.

**Statement of Professional Concerns/Aspirations if Elected:**

Library advocates must work in their communities to show the economic value of their library and library organizations nationwide. Advocacy is a two way street. It is not just telling local, state, and national leaders what the library needs but it is also listening to our library customers and meeting their expectations. To remain relevant a library must provide the services and programs the public wants and needs. It is not enough to just to cut spending; with constantly tightening budgets we must find ways to more wisely use the money we have. We must build partnerships with business and community groups to help provide funds for needed programs and special projects. We must constantly remind legislators, local government officials, the business community, and the public at large that libraries are the central source to provide information to all economic levels ensuring access and opportunities for education for all.

**Member of ALA since:** 1995

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