

# Nevada Libraries



ISSN 1094-6918

Quarterly publication of the  
**Nevada Library Association**  
(March, June, September,  
December)

Editor: Tam Anderson  
Las Vegas Library  
LVCCLD  
Ph 702-507-3521  
E-mail: [nla\\_news@yahoo.com](mailto:nla_news@yahoo.com)

**Subscriptions and  
Advertisements:**  
Holly Van Valkenburgh  
775-884-4246  
[hovava@juno.com](mailto:hovava@juno.com)

**Deadlines:**  
March issue deadline Feb 14  
June issue deadline May 14  
September issue deadline Aug 14  
December issue deadline Nov 14

**Advertising rates:**  
Full page: \$150  
Half page: \$100  
Quarter page: \$ 50

**Subscription Rates:**  
Included in Membership  
Non-members:  
U.S., One year: \$ 25  
Outside U.S.: \$ 30

December 2011 Volume 48 Number 4

## President's Message

*Barbara Mathews*

Greetings and Felicitations!  
It is mind-boggling how fast this  
year has come to an end. One  
could almost say it went at warp-  
speed!

It has been an honor to serve as  
the President of the Nevada  
Library Association for 2011. I  
will always cherish this time of  
my life.

Please consider sharing your  
knowledge and expertise with  
your colleagues across the State  
and volunteer for an office on the  
NLA Board. Each one of us  
brings our own unique abilities  
and you can make a difference.

We are living in exciting times for  
libraries. We truly offer more than  
just books and no longer are  
warehouses for the printed word.  
Libraries embrace technology;  
we don't run away from it.

If you think back, our libraries  
were probably the first in our  
counties to work with computers  
on a daily basis; have internet  
access for work and public use;  
work with spreadsheets and  
databases; speak in geek and  
computerese; and actually get  
excited when the industry broke  
the 640kb of RAM barrier.



Many libraries around the state  
offer downloadable e-books, and  
my library will soon be  
circulating Kindles. The science  
fiction stories of my youth are  
coming true.

Those of you who are new to  
our profession will be given this  
torch of progress to advance.  
There are so many new and  
exciting technologies on the  
horizon. Embrace change, but  
don't embrace it just because  
you can. Always, always,  
determine if it will make a  
positive difference for your  
patrons, for if there is always  
one constant with libraries: our  
patrons.

They will accept the changes; in  
fact, they drive the changes and  
demand them. Listen to them,  
and when feasible, add what  
they want. This is the first step  
of how libraries grow and  
become the heartbeat of a  
community.

*(continued)*

I hope those of you who came to the conference this year were able to go back home and feel the heartbeats of your community.

Every day, each Nevada library boldly goes forward. We face whatever hardship that is handed to us and continue our trek to the future.

Again, thank you, for this most wonderful year of my career. My career is coming to an end in 2012 and you will find me by following this path: First star to the left, straight on 'till morning...

Live long and prosper,

*Barbara Mathews* \\\/  
Illegitimi Non Carborundum

---

## ...Upcoming Conferences and Events...



- **ALA 2012 Annual Conference, Anaheim, CA June 21-26**
  - **PLA 2012 Annual Conference, Philadelphia, PA March 13-17**
  - **NLA 2012 Annual Conference, TBA**
- 

## Webinar for Rural Libraries

A Small But Powerful Webinar for Winning Big Support for Your Rural Library

<<https://oclc.webex.com/oclc/onstage/g.php?t=a&d=718138493>>

Wednesday, December 14, 2011 ♦ 2 pm Eastern / 11 am Pacific ♦ 60 min.

Join us for an introduction to the revised edition of the popular Small But Powerful Guide to Winning Big Support for Your Rural Library

<<http://www.ala.org/ala/aboutala/offices/olos/toolkits/rural/index.cfm>> , a new toolkit from the

American Library Association's Committee on Rural, Native, and Tribal Libraries of All Kinds, Office for Literacy and Outreach Services, and the Association for Rural and Small Libraries.

This webinar will introduce you to the tips and strategies presented in the toolkit, share the experiences of a rural librarian who has built support for her library, and introduce you to some of the additional advocacy tools and resources from the American Library Association.

Presenters: Miguel Figueroa, director, ALA Office for Literacy & Outreach Services; Susan Hill Pieper, director, Paulding County Carnegie Library (OH) and editor Rural Library Services Newsletter; and Jennifer Peterson, community manager at WebJunction, board member, Association for Rural & Small Libraries and chair of ALA Rural, Native, and Tribal Libraries of All Kinds Committee.

Go to registration page » <<https://oclc.webex.com/oclc/onstage/g.php?p=7&t=m>>

## Continuing Ed...

Need to freshen up some skills, get a new perspective, fulfill a work requirement or just looking for something interesting? Continuing Education and Professional Development is available, often for free, from these locations:

**WebJunction**

WebJunction provides monthly webinars on a variety of topics. Webinars will be archived for several months following an event.

<http://www.webjunction.org/>

**OPAL**

Online programming for All Libraries (OPAL) provides a wide variety of programming topics.

[www.opal-online.org](http://www.opal-online.org)

**SirsiDynix Institute**

SirsiDynix provides free access to industry-leading speakers and events. Their mission is to support librarianship and advance the work of librarians around the world.

[www.sirsidynixinstitute.com](http://www.sirsidynixinstitute.com)

**Infopeople**

Infopeople provides training for the California State Library. Although the training they provide is for California libraries, they do allow free access to their archived webinars.

[www.infopeople.org](http://www.infopeople.org)

**Foundation Center**

The Foundation Center provides free short web-based training courses (webinars) on foundation fundraising, proposal writing, and all that goes into getting the grants you need.

[www.foundationcenter.org](http://www.foundationcenter.org)

**LYRASIS**

LYRASIS is the nation's largest regional non-profit membership organization serving libraries. While not free, Lyrasis offers online classes on topics ranging from where to find Art and Music resources to advanced serials cataloging. A good place to go to fill in those knowledge gaps without leaving the building.

<http://www.lyrasis.org>

**Open Eye**

Two hour-long courses, Building Accountability Into your Team and Activating Your Programs Strategy and Evaluation that were recorded in November 2009 are directed towards managers and directors in nonprofit organizations who would like to learn strategies for increasing accountability amongst their team members.

[www.openeyegroup.com](http://www.openeyegroup.com)

## 2011-12 James S. McPhee Scholarships Awarded

The James S. McPhee Memorial Scholarship fund was created to provide financial support for members of the Nevada Library Association and who are seeking educational opportunities in library science. For the fiscal year 2011-12 the following selected individuals showed potential for emulating James S. McPhee's contribution to Nevada Libraries and advocacy for school library programs in Nevada.

### The 2011-12 James S. McPhee's Scholarship Awardees are:

**Robin Barnet  
Lauren Campbell  
John Crockett  
Congratulations!**

Persons selected to receive an award from this fund must show potential for emulating James S. McPhee's contribution to Nevada libraries. Jim spearheaded the Instruction Program at UNLV during the late 1980s and was an advocate for school library programs in southern Nevada. He had a passion for intellectual freedom and kept this ideal at the forefront of Nevada Library Association activities through his position as chair of the NLA Intellectual Freedom Committee.

### ELIGIBILITY REQUIREMENTS

Applicants must:

- be a member in good standing of the Nevada Library Association;
- be eligible for admission to an American Library Association accredited graduate library science program;
- have a complete application file as of the final date indicated on the application form. **Application**

**Guidelines are available on the NLA website, at <http://www.nevadalibraries.org/resource/s/scholarships.html>**

*Submitted by Steve T. Dimoulas -Chair  
NLA Scholarships Committee*

## Library District Building a Digital Identity

In September, Las Vegas-Clark County Library District launched our Facebook and Twitter sites.

(<http://facebook.com/lvccldlibrary> and <http://twitter.com/lvccld> ). After two months we have over 450 Fans (Likes) on Facebook and over 100 Followers on Twitter. Each month we create a new "landing page" for non-fans.

September's was The Secret Garden. If you liked our Fan page, you learned that with your library card you could get \$3.00 off Siegfried & Roy's Secret Garden.(see attached picture). Each month, we usually issue about 1,000 new cards from our online signup form, but in September we issued over 2,000 new library cards.

In October, our theme for Facebook was All Hallow's Read. Each day we recommended a scary book to read. We started with a video called "[Neil Gaiman Explains All Hallow's Read](http://www.youtube.com/watch?v=1tYtLeWN5NQ)"

<http://www.youtube.com/watch?v=1tYtLeWN5NQ>

We are also creating badges for our Fans to collect. October's badge was "I Read Scary Stories". We use PicBadges to create the badge. Fans can collect the badges and display them on their own profile pages.





skills necessary to compete in changing job markets and help to increase job sectors in our state. Such an endeavor will help to assure public libraries develop more goodwill with our community and remind the public of our indispensable services.

*Submitted by Ann-Marie White, Windmill Library*

### ***Sculpture Donated to Incline Village Library***

A bronze sculpture was unveiled at Incline Village Library on Wednesday, September 21. It was donated to the library by Incline Village residents Andrew Whyman and Barbara Perlman-Whyman. Designed by Ken Ross, the sculpture stands 93 inches tall, weighs about 650 pounds and depicts two girls and three boys playing in a tree.

A plaque has been placed near the sculpture with the following inscription:

**The Discovery Garden  
Exploring the knowledge tree whose  
branches soar in all directions and  
whose roots of learning know no boundaries**

In thanking the Whymans for their generosity, Washoe County Library Director Arnie Maurins noted that they have been consistent supporters of the Incline Village Library and the Library System.

“When this library opened in 2005, they provided funding for the spectacular mural at the library entrance, which patrons see and enjoy every day. For several years they have sponsored the BookPage publication, which contains book reviews and is very popular with our patrons. In addition, in 2007, the Whymans made a donation in support of the Big Read community read project. They are deeply involved in the literacy and arts community.”

Maurins also thanked the Garden Shop Nursery for installing the sculpture and putting new plants in the ground. “In the near future, in Phase Two, the sculpture will be surrounded by a demonstration garden,

displaying landscaping with native plants.” He added, “We are grateful to the North Tahoe Conservation District for providing funding for the garden portion of this project.

“Last but not least, thank you to Gerry Bayfield and his colleagues at Washoe County Public Works, for their overall coordination of this wonderful project, which will be enjoyed for years to come by everyone who visits the library,” Maurins concluded.



**“Five Kids in a Tree”**

**by Ken Ross**

**Donated to the Incline Village Library by  
The Whyman Family**

*Submitted by Bonnie Saviers, Washoe County Library System*

# Nevada Library Association (NLA) Membership

For membership questions or comments, please contact:

Kathy Rush – Membership Co-Chair  
Phone: 775-887-2244 Ext. 1017 Fax: 775-887-2273  
Email: [ksrush@clan.lib.nv.us](mailto:ksrush@clan.lib.nv.us)

Hope Williams – Membership Co-Chair  
Phone: 775-684-3381 Fax: 775-684-3330  
Email: [hwilliams@nevadaculture.org](mailto:hwilliams@nevadaculture.org)

For online NLA membership registration and dues payment powered by Memberclicks go to  
[www.nevadalibraries.org](http://www.nevadalibraries.org)

Membership Status\*:  New  Renew  
Membership type:  Personal  Affiliate  Institutional

**\*Membership year: 12 Months from date of registration or renewal**

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: (\_\_\_\_\_) \_\_\_\_\_ Work Phone: (\_\_\_\_\_) \_\_\_\_\_

Institution: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_  Work  Home

Mailing Preference:  Work  Home

Announcement Preference:  E-mail  U.S. mail

**DISTRICT:**  Northeast  Northwest  Southern

**SECTION:**

NCRL (Nevada College & Research Libraries)

NSCLS (Nevada School & Childrens' Librarians)

PLATO (Public Libraries & Trustees Organization)

**INTEREST GROUPS: (Free of charge, select groups you want to be involved in)**

ACTION (All Classifications Teamed in One Network)

CAPTAIN (Collections, Automation, Preservation, Technical Services & Acquisitions in Nevada)

GODIG (Government Documents Interest Group)

INDEXING (Nevada Newspapers)

LIBRARY INSTRUCTION

NNAG (Nevada Networking & Automation Group)

NYRA (Nevada Young Readers Award)

RAISON (Reference & Information Searchers in Nevada)

REAL (Retired Employees All Libraries)

SSRP (Statewide Summer Reading Program)

Do you give NLA permission to release your address to vendors?  Yes  No

**MEMBERSHIP DUES:**

First year members ONLY (\$25.00)

Salary \$30,001-\$40,000(\$50)

Friends, Retirees, Students, Trustees (\$20)

Salary \$40,001-\$50,000 (\$60)

Salary Under \$20,000 (\$30)

Salary \$50,001 and up (\$70)

Salary \$20,001-\$30,000 (\$40)

Institution (\$70)

**Make check payable to: NEVADA LIBRARY ASSOCIATION (Please allow 30 days for processing)**

**Mail To: Larry Johnson**

Enterprise Library  
25 E. Shelbourne Ave.  
Las Vegas, NV 89123

**(702) 507-3760 Email: [johnsonl@lvccld.org](mailto:johnsonl@lvccld.org)**



June 2011 Vol. 48 No.2 3333 3



Nevada Library Association

100 North Stewart Street  
Carson City, NV 89701-4285

[www.nevadalibraries.org](http://www.nevadalibraries.org)

PRESORTED STANDARD  
US POSTAGE  
PAID  
CARSON CITY NV  
PERMIT 94

**Contents:**

|                                 |         |
|---------------------------------|---------|
| President's Message .....       | pg. 1-2 |
| Upcoming Events .....           | pg. 2   |
| Rural Library Webinar .....     | pg. 2   |
| Continuing Ed .....             | pg. 3   |
| McPhee Scholarship Recipients.. | pg. 4   |
| Digital Identity .....          | pg. 4-5 |
| Project Compass Review.....     | pg. 5   |
| Sculpture at Incline .....      | pg. 6   |
| NLA Membership .....            | pg. 7   |