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.al.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

- **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

- **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

- **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

- **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
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/resources/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

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.
We also add the badges to our Twitter account.

One fun thing we do on Twitter is have a "First Lines Friday". We select the first line(s) of a book and post the first 140 characters on Twitter with a link direct to the title in our catalog. In October, we used scary stories for our first lines to follow the same theme as Facebook.

We currently have two staff members posting to Facebook and Twitter. Other library staff feed information as well as pictures or videos from library events. We feel our first two months have been very successful and we are looking forward to expanding our reach into our community with Social Media tools.

Submitted by Lauren Stokes, LVCCLD

**Project Compass Overview from the NLA Conference**

In these times when our economy is struggling, all libraries are looking for ways to stay relevant in their service communities. I was excited to attend the Project Compass session at the recent NLA Conference in Carson City as this WebJunction program presents one great solution for libraries – making libraries a ‘go-to’ place by preparing library staff as first responders to workforce recovery.

In Las Vegas where I live, the unemployment rate is the highest in our state. The impact has been felt by all of our libraries. As a result, our focus has been on delivering basic services that respond to the current needs of local residents. Project Compass is designed to assist library staff with readily available support and resources so preparation for staff is dramatically reduced by its established groundwork.

Project Compass states the importance of building 21st Century skill sets. Given are four different pathways for action to achieve workforce recovery outcomes.

The first is Core Services where knowing your service base and local resources, teaching basic computer skills, and improving communication are important.

The second pathway is about Job Seekers where an understanding of the unemployed and underemployed sectors is crucial, as is knowledge of available services to them.

Next is Small Business/Entrepreneurial Support (an important element for any workforce recovery) with our services and collections.

Lastly is building Personal Finance Skills during stressful times.

In order to implement the four pathways our libraries must assess where and what the needs are, know our local agencies, augment our collections, collaborate and build relationships, and get the word out through effective marketing strategies.

One of the notable attributes of Project Compass is that all components are scalable and adaptable for any sized library or community positioning such a program for more positive outcomes.

Project Compass is not a quick fix for Las Vegas’ situation; however, it can prepare Nevada for the future with 21st Century
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

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

For online NLA membership registration and dues payment powered by Memberclicks go to  
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 & Children’s 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)

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(702) 507-3760  
Email: johnsonl@lvccld.org
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