



# Nevada Libraries

June 2005 Volume 42 Number 2

## President's Message

### Past, Present, and Future

*Ian Campbell*



### Library Day at the Legislature

A thank you to everyone (near seventy) who took time away from their busy schedules to participate on Library Day, April 19, 2005.

Dan Walters, NLA Government Relation Chair, and his organizing team of Felton Thomas, Pat Marvel, Sally Edwards, and Bonnie Saviers, made this very successful event possible. A special thank you to all.

### Nevada Library License Plates

The Nevada Library Association and State Librarian Sara Jones introduced the new special edition **I ♥ 2 Read** Nevada license plate at 2:00 p.m. on Tuesday, April 19, outside the State Legislative Building in Carson City. The new special edition plates are now available to all Nevada registered drivers. Funds raised by the plates will support summer reading programs and educational opportunities for librarians throughout the state. Please consider purchasing a plate. More information can be found on the Nevada DMV web page [https://dmvapp.state.nv.us/PlateAV/PlateAV\\_Input.aspx](https://dmvapp.state.nv.us/PlateAV/PlateAV_Input.aspx) Click on Choose a different plate background.

### 2005 Conference

Less than ½ year away. This year's conference will be held in Reno at Harrah's from October 19-22. The Conference Committee is working diligently to produce a well-rounded conference that will appeal to all types of libraries. More information at <http://www.nevadalibraries.org/conference05/index.html>

"If you aren't nervous, you aren't paying attention." Miles Davis

### One Million Signatures Needed for Campaign for Reader Privacy!!

Don't let the government read over your shoulder!! The USA PATRIOT Act threatens your privacy in bookstores and libraries. It gives the FBI the power to apply to a secret court for an order compelling the surrender of records of the books you purchase or borrow. Section 215 is scheduled to expire on December 21, 2005, but many in Congress want to make it permanent. The book community opposes re-authorizing Section 215 unless it includes safeguards that protect the privacy of our reading records.

Sign the petition today and spread the word for others to sign at <http://www.readerprivacy.org/petition.jsp>

Please use the petition (PDF) at the site to collect signatures at your library or elsewhere, and return signed petitions to:

**Office for Intellectual Freedom**  
American Library Association  
50 E. Huron St.  
Chicago, IL 60611

ISSN 1094-6918  
Quarterly publication of the  
**Nevada Library Association**  
(March, June, September, December)  
Editor: Jennifer Church  
University of Nevada Las Vegas  
4505 Maryland Parkway Box 457004  
Las Vegas, NV 89154-7004  
Ph 702-895-2183 Fax 702-895-2287  
E-mail: [jchurch@ccmail.nevada.edu](mailto:jchurch@ccmail.nevada.edu)

Subscriptions: Holly Van Valkenburgh  
Nevada State Library and Archives  
100 North Stewart Street  
Carson City, NV 89701-4285  
Ph 775-684-3322 Fax 775-684-3311  
E-mail: [hvanvalk@clan.lib.nv.us](mailto:hvanvalk@clan.lib.nv.us)

**Deadlines:**

March issue deadline Jan 15  
June issue deadline April 15  
September issue deadline July 15  
December issue deadline Oct 15

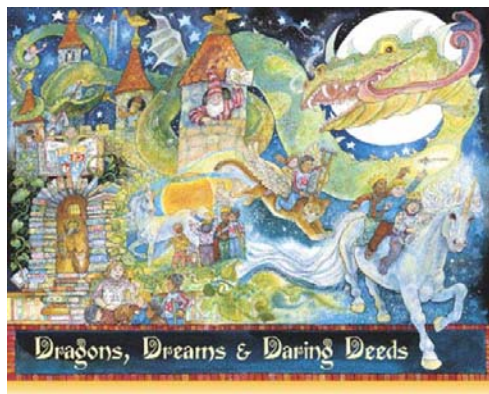
**Advertising rates:**

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

*Dragons, Dreams and Daring Deeds  
& Joust, Read*



This year – the state wide summer reading theme for children and YA focuses on dragons, mythical beasts, the Middle Ages, fairy tales, and fantasy, medieval fairs and feasts, kings, queens, princes, princesses, knights, castles, magical stories, wizards, and wishing wells and provides libraries with the opportunity to explore the entire scope of imagination and books.

:

## Upcoming Events

### 2005

**June:**

June 18: Technology in the Library UNR 477/677  
Contact Reed Scull [wrs@unr.edu](mailto:wrs@unr.edu)

**Summer:**

Book Selection for Children EDS 491/607  
Contact Reed Scull [wrs@unr.edu](mailto:wrs@unr.edu)

**August:**

August 8-12: Nevada Leadership Institute. Reno, NV

**October:**

October 12-15: Joint MPLA – Wyoming Library Association Conference – Jackson Hole, WY

October 17-23: National Teen Read Week

October 19-22: NLA 2005 Conference – Harrah's Casino Hotel, Reno



## Library Education Opportunity at UNR

**EDS 477/677 Technology in the Library (3 UNR credits)** This course examines the use of technology in library settings and in the study of library science. Software, hardware, the Internet, library automation, and current trends will be discussed. Topics such as licensing law and networking will also be discussed. The course will include an initial face-to-face all day Saturday meeting and one teleconference session, with the remaining work to be done over WebCT. Some WebCT activities will require online participation on a specific date/time. A required July 6 teleconference meeting will be available at a select few Northern Nevada locations, depending on enrollment. A synchronous online activity is scheduled for July 20 (at a computer of your choosing). Internet and email access are required for this course.

Instructors: Karen Starr, MLS, MAIS, and Mark Knudson, M.Ed. Ms. Starr is an Assistant Administrator, Nevada State Library and Archives, and Mr. Knudson is a consultant at the Nevada Department of Education.

Dates/Times: One Saturday, June 18, 8:30 a.m. to 5:30 p.m., PLUS a July 6 teleconference (at select locations, 6:00 to 8:30 p.m.), and a synchronous online meeting July 20, from 6:00 to 8:30 p.m.

Credits/ Costs: Three undergraduate or graduate credits. Tuition: \$294.00 undergraduate, \$391.50 graduate, plus \$10.00 fee for all students. Textbooks and materials are extra.

### Location:

1. June 18 meeting: Nevada State Library and Archives, UNR Classroom, Carson City.
  2. July 6 teleconference: Available at a few Northern Nevada locations, including Carson City and the UNR campus, locations dependent on class enrollment pattern.
  3. July 20 synchronous meeting: On your EDS 477/677 class WebCT site.
- Access at a location of your choice!

**ADMISSION IS BY APPLICATION ONLY. PLEASE CALL AS SOON AS POSSIBLE TO GET A CLASS ANNOUNCEMENT AND APPLICATION FORM!**

Please contact Gay Neuberger or Reed Scull at UNR Extended Studies. 1-800-233-8928 or 784-4046.

## NEVADA CONTINUING EDUCATION OPPORTUNITIES

What is happening in the Continuing Education world in Nevada?  
 Are you searching for the next College of DuPage Teleconferences?  
 When is the Nevada Reading Week Workshop?  
 When and where are trainings on the Nevada Virtual Reference?  
 When is "Searching WorldCat for Cataloging"?

This and many other questions are answered on the NEW website

<http://dmla.clan.lib.nv.us/docs/nsia/lpd/calendar.htm>

**Check it Out!**



**NEWS FROM MPLA**  
*Martha Greene- MPLA Delegate*

**NLA CONFERENCE**

Beth Avery, President of MPLA will be a presenter at the NLA conference in October. Beth will be speaking about Feng Shui in offices and in libraries. She is College Librarian at Western State College of Colorado and has a great sense of humor.

**JOINT CONFERENCE DATE CHANGE**

The date of the 2005 MPLA and Wyoming Library Association joint conference has been changed to Oct. 12 - 15. The conference location is the Snow King Resort in Jackson Hole, Wyoming.

A guided tour of Yellowstone National Park as a pre-conference event is being planned. This overnight tour would be guided by wildlife naturalists.

Check the MPLA web site for details about the conference.: <http://www.usd.edu/mpla/>

**MPLA BOARD MEETING**

Denver, March 5 from 9a -3p: the first board meeting for this year was convened by Beth Avery, President of MPLA. Most of the meeting was taken up with review of the progress made on the MPLA Long Range Plan, adopted last year.

**PROFESSIONAL DEVELOPMENT HELP**

MPLA hosts a leadership conference every fall in New Mexico.

MPLA has a professional development grants program to help in your development.

Check it out at:

<http://www.usd.edu/mpla/committees/profdev/grants.html>

**MPLA AWARD NOMINEES SOUGHT**

The Mountain Plains Library Association Awards Committee is soliciting nominations for the many MPLA awards that will be given at the awards ceremony in Jackson, Wyoming during our joint conference with the Wyoming Library Association this October.

The MPLA Awards are a way to say "thank you" to special staff, volunteers, and library supporters who have made a difference to your library. These are the people who make our jobs easier and lend support to ideas, projects, and services. If you are a member of MPLA, please help MPLA say thank you by nominating one of our library heroes.

A complete description of these awards and nomination forms are available at the following link: <http://www.usd.edu/mpla/committees/awards/awardsindex.html>

Nominations are due by July 15, 2005.

**FREE...FREE...FREE...LUNCH  
& WORKSHOP FOR LIBRARY STAFF  
ORGANIZATION AT ALA ANNUAL IN  
CHICAGO, IL**

"Building Skills for Staff Organizations Leadership" including use of volunteers, fundraising ideas, improving communication and morale in your library.

WHERE: ALA Annual Conference Chicago  
2005

WHEN: Sunday, June 26, 2005

Time: 12:00 noon - 3:30p.m.

The workshop has a limit of 25 persons. Make plans now!!!

For further information and reservations contact ALA's SORT (Staff Organizations Roundtable) Chair, Virginia Fore by e-mail [VFORE@EPFL](mailto:VFORE@EPFL)

# Marketing Your Library

By Elaine Wing

Nevada Libraries

Nevada's libraries offer a wealth of resources for our communities. We offer space, place, people and a wondrous mix of materials. Marketing what we have to offer provides the opportunity to share who and what we are with the community at large.

There are many different ways to market your library. You can provide outreach programs, or offer in house training. You can publicize seminars and speakers, show movies, give classes, create a book club, start a reading program, develop a teen advisory committee, offer walls for artist to display their work, create showcases of collections, or give a health fair.

"Give a health fair?"

Sure.

Inviting people into a program for free information and an opportunity for low cost or no cost medical attention creates the opportunity to draw in those members of the community that are not usual library users. It showcases your library and your community will quickly become willing to help create a successful event far beyond your expectations. A health fair creates good public relations for your library, and once this program is established it can easily become an annual event with very little effort involved on anyone's part.

"Who do I ask?"

Who do you want to ask? Health Clinics, the Mammovan of Nevada, the Crack Down on Cancer bus, the Clinic on Wheels, your local hospital for speakers on health topics, and a wide variety of agencies and organizations are more than willing to attend, in fact, it is quite likely that more will want to participate than you expected or invited! It was a big success and everyone who participated last year plans to participate again this year.

(Continued pg. 6)



*This is the Crack Down on Cancer Bus. Three suspected cases of cancer found, and children were discovered who had abscessed teeth.*



*Many hands make the workload light. Your community will pitch in to help out, and at times you may find you have more helpers than are needed. All you have to do is get the word out!*



“Well, how do I get the word out to my community? This needs loads of publicity and that takes loads of money!”

Radios stations frequently offer free community spot announcements. Simple flyers can be made up and distributed by your local churches, dentist offices, doctor’s offices, social service caseworkers, pharmacies, scout troops, and community centers.

“What do I have to offer to bring out a crowd?”

You can invite local talent to entertain, offer face painting, or bring in a clown and get ready for a fun filled day that everyone finds rewarding! We all certainly had a good time and plan to do it annually.



*Hamnys Quilez (center) manages and represents “To Your Health”, an organization that provided a Doctor, a Chiropractor, and numerous medical screenings free of charge.*

**More information on how to give a health fair will be presented at the Nevada Library Association’s Pre Conference “Marketing your Library” (October 19, 2005). Be sure and mark your calendar to attend!**

*West Las Vegas Library’s very own Jani Jeppe, our Performing Arts Center Coordinator. Miss Jeppe found entertainers and speakers for our health fair.*



## Promoting Libraries, Literacy, and Reading



Whether you are looking for the latest Celebrity READ poster or the most dynamic library promotional materials, ALA Graphics is your number one resource for “@ your library” products, gifts, incentives, and over 300 posters and bookmarks with wide-ranging appeal.



To view ALA Graphics products, place an order, or request a catalog, visit the [ALA Online Store](http://www.alastore.ala.org/) at <http://www.alastore.ala.org/>

## License to support libraries unveiled



A chance to drive in support of Nevada libraries' summer reading programs and educational opportunities for librarians was unveiled Tuesday, April 19, at the Legislature. The plate's unveiling was held in conjunction with Nevada Library Legislative Day in front of the Northeastern Nevada Regional Bookmobile parked on the Legislative Mall.

The plate's design features the phrase "I ♥ READ" in red text over a stack of books. Plates are available for \$61 at initial registration and \$25 to renew. Thirty dollars from the initial registration fee and \$20 from each renewal will go to the libraries.

Sara Jones, the Nevada State Librarian, presented plate number 0000 to Department of Cultural Affairs interim director Scott Sisco in recognition of his support for the project. Nevada Library Association president Ian Campbell will receive plate 0005, and Henderson District Public Libraries executive director Tom Fay, will receive plate 0008. Fay led the effort to design the sample plate.

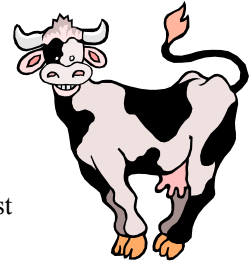
Libraries and Friends of Libraries groups throughout the state gathered signatures to establish the special-edition plate. Nevada law requires a minimum of 1,000 interested users before issuing a specialized license plate. Jones said library officials and volunteers stopped collecting signatures after the first 1,000. However, due to word-of-mouth and a show of support, nearly 500 additional signatures were collected within a matter of days.

"We knew there would be support," Jones said. "But even those of us intimately involved with the process were surprised to see the amount of enthusiasm generated by the plate. "It's moving to see so many people get behind such an important project."

For information go to [www.NevadaCulture.org](http://www.NevadaCulture.org).

## LAMA offers program on recruitment to the library profession at Annual Conference

CHICAGO - Tired of blending with the library herd? In times of library closings and cutbacks, libraries, librarians and library workers need to get creative in recruiting the best to the profession.



Join the Public Relations and Marketing Section (PRMS) of the Library Administration and Management Association (LAMA) for the program entitled, "'The Purple Cow Theory': Recruiting Remarkable People," to be held on Saturday, June 25, 10:30 a.m. to 12 p.m., Sheraton Chicago Hotel and Towers, Ballroom V, during the American Library Association (ALA) 2005 Annual Conference.

Based on marketing guru Seth Godin's "purple cow" theory, which argues that, in order to stand out, one needs to be unbelievable and out of the ordinary, a panel of Institute of Museum and Library Services (IMLS) grant recipients will share unique marketing techniques for developing extraordinary products and promotions.

Wendy Prellwitz, program officer, ALA Office of Diversity; Danielle Milam, senior vice president, Program and Development, Urban Library Council; Dr. Lorlene Roy, University of Texas at Austin will reveal their creative methods for recruiting new librarians to the profession. These same techniques can be incorporated to address local marketing needs.

A question and answer session will follow.

---

## Meeting times and locations for Chapter Relations Committees at ALA Annual Conference:

CRC I: Saturday, June 25 2-4pm Chicago Hilton, room PDR 4  
CRC II: Monday, June 27 2-4pm Chicago Hilton, room PDR 2

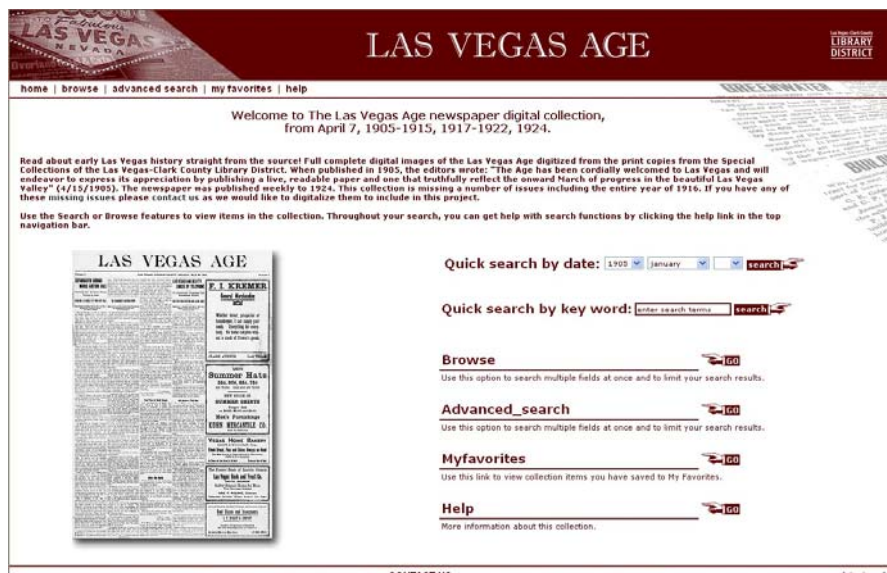
Editor's Interests: Saturday, June 25 2-4pm Chicago Hilton, room PDR 3

The CRC is co-sponsoring a Pre-conference on Friday, June 24 from 9am-5:30pm on Developing and Growing your Membership. This program is being held in the Chicago Hilton, room Northwest 5. And once again we are sponsoring the Orientation for Chapter Leaders program on Saturday, June 25 from 8am-1pm in the Chicago Hilton, Lake Ontario room.

. . . . .

## Las Vegas Age Newspaper Archive

Las Vegas – Clark County Library District announces the launch of the digital archive of the Las Vegas Age newspaper. This weekly newspaper was the first paper in Las Vegas. It started publication April 7, 1905 and was published until 1924. The library has digitalized its paper copies of the Las Vegas Age for the Las Vegas Centennial. There are gaps in the coverage but is a great beginning. If anyone has any missing copies, we would love to digitalize them to add to the collection. Please use the contact us form on the website.



Please feel free to check out the Las Vegas Age at <http://digital.lvccld.org/> and enjoy!

## Washoe County Library Booksale Volunteers Win National Award

The Friends of Washoe County Library were recently presented a national **2005 Acts of Caring Award** for the efforts of their booksale volunteers. The awards program, which recognizes the top county volunteer programs in the country, is carried out by the National Association of Counties (NACo) in partnership with Nationwide Retirement Solutions.

The winning nomination was entitled *The Gold Spinners: Booksale Volunteers Turn Used Books Into Gold*. It recognizes *Booksale Bonanza*, a community-wide activity sponsored by the Friends of Washoe County Library—and Nevada's most successful volunteer-run Booksale. Tens of thousands of people now attend the sales annually. **The booksales have helped the County provide quality library service by generating over \$541,743 in revenues!** The Booksale volunteers were also recognized for their democratic management structure, the flexibility of their volunteer schedule and training opportunities.

The Friends call the volunteers "Gold Spinners," because like alchemists of old, they turn non-precious items (books) into gold (raising huge profits for the County Library). Since its beginning with a small group of volunteers in 1993, it has grown to a year-round

activity with several public sales each year. The Booksale Steering Committee and their group of over 100 active volunteers contributed about 5000 hours of volunteer service in 2004. This means that the volunteers are generating \$21 of income for the County for each hour worked.

The Friends' Booksale fulfills a big role in the community in improving literacy by making books affordable to the public. It strengthens families and helps students, seniors and immigrant populations find inexpensive reading. In addition, the Friends provide free resources to other community groups with its Take-It-Away Day. The County leadership provides an important and steady role, with support from Library staff and collaboration with other County Departments such as Sheriff, Registrar of Voters and General Services.

The program was chosen after a careful review by judges from the Points of Light Foundation, the American Red Cross, the American Library Association, America's Promise—the Alliance for Youth, the Child Welfare League of America and the National Association of Volunteer Programs in Local Government.



## YALSA announces 2005 Alex Awards

The Young Adult Library Services Association (YALSA), a division of the American Library Association (ALA), has selected 10 adult books that will appeal to teen readers to receive the 2005 Alex Awards. YALSA and *Booklist* are announcing the Alex Awards as part of National Library Week, April 10-16, 2005.

The 2005 Alex Awards are:

- Almond, Steve. **Candyfreak: A Journey through the Chocolate Underbelly of America**. Algonquin Books of Chapel Hill, \$21.95 (1-56512-412-9).
- Cox, Lynn. **Swimming to Antarctica: Tales of a Long-Distance Swimmer**. Knopf, \$24.95 (0-375-41507-6).
- Halpin, Brendan. **Donorboy**. Random House, \$12.95 (1-4000-6277-2).
- Kurson, Robert. **Shadow Divers**. Random House, \$26.95 (0-375-50858-9).
- Meyers, Kent. **Work of Wolves**. Harcourt, \$24.00 (0-15-101057-9).
- Patchett, Ann. **Truth & Beauty: A Friendship**. HarperCollins, \$23.95 (0-06-057214-0).
- Picoult, Jodi. **My Sister's Keeper**. Atria, \$25.00 (0-7434-5452-9).
- Reed, Kit. **Thinner Than Thou**. Tom Doherty Associates, \$24.00 (0-765-30762-6).
- Shepard, Jim. **Project X**. Knopf, \$20.00 (1-4000-4071-X).
- Sullivan, Robert. **Rats: Observations on the History and Habitat of the City's Most Unwanted Inhabitants**. Bloomsbury, \$23.95 (1-58234-385-3).

The Alex Awards were created to recognize that many teens enjoy and often prefer books written for adults, and to assist librarians in recommending adult books that appeal to teens. The award is named in honor of the late Margaret Alexander Edwards, fondly called "Alex" by her closest friends, a young adult specialist at the Enoch Pratt Free Library in Baltimore. She used adult books extensively with young adults to broaden their experience and enrich their understanding of themselves and their world.

In addition to selecting titles for the Alex Awards, the Alex Committee presents a program at the ALA Annual Conference. This year's program will highlight how to talk about the Alex winners to young adults.

An annotated list of the Alex Award winners is available on the YALSA "for members only" website, in the April 1st issue of *Booklist*, and in the 2005 edition of *ALA's Guide to Best Reading*. The list without annotations is available on the YALSA website: [www.ala.org/yalsa](http://www.ala.org/yalsa).

## Teen Read Week @ your library

CHICAGO - "Get Real! @ your library<sup>®</sup>," the theme for Teen Read Week (TRW) 2005, seeks to encourage teens to read for the fun of it by promoting nonfiction, biographies, documentaries, realistic fiction and more. This year's celebration will be held October 16-22, 2005. The Young Adult Library Services Association (YALSA) sponsors this annual event.

The Teen Read Week Web site, [www.ala.org/teenread](http://www.ala.org/teenread), includes annotated lists of recommended reading for teens; tips for planning and promoting Teen Read Week events locally; Teen Read Week products available for purchase; links to the Teens' Top Ten, a list of book favorites chosen by teens; professional resources for librarians, teachers and parents and more. This year, participants who officially register for Teen Read Week on the Web site can download the Get Real! @ your library logo.

Now in its eighth year, Teen Read Week is a national literacy initiative of YALSA, a division of the American Library Association (ALA). The number of school library media centers, public libraries and bookstores that celebrate Teen Read Week has grown steadily over the years. In 2004, over 1,300 participants registered on the Teen Read Week Web site ([www.ala.org/teenread](http://www.ala.org/teenread)).

"Teen Read Week, by encouraging teens to become more avid readers, seeks to stem the tide of falling test scores and lower graduation rates among today's teens," says YALSA President David Mowery. "Programs and activities planned by past Teen Read Week participants have helped to spread the message that teens should 'Read for the Fun of It,'" Mowery continued.

Lerner Publishing Group, Orca Book Publishers, and Pam Spencer Holley are official Friends of Teen Read Week. Teen Read Week's nonprofit supporting organizations include: American Association of School Administrators, American Booksellers Association, Cable in the Classroom, KIDSNET, Kids Care, National Association of Secondary School Principals, National Council of Teachers of English, SmartGirl.org, National Education Association, National School Board Association, PBS, Speak Up Press, International Reading Association, *TeenInk* and The N/Noggin.

For more information, contact the YALSA office by e-mail at [yalsa@ala.org](mailto:yalsa@ala.org), or by phone at 1-800-545-2433, ext. 4387.



## NEVADA LIBRARY ASSOCIATION

*Annual Conference  
October 19-22, 2005*

### Conference Committee

#### Conference Co-Chair - 2005

Arnie Maurins  
Washoe County Library System  
[amaurins@mail.co.washoe.nv.us](mailto:amaurins@mail.co.washoe.nv.us)  
(775) 327-8364  
(775) 327-8393 fax

#### Conference Co-Chair - 2005

Barbara Kaufman  
Washoe County Library System  
[bkaufman@mail.co.washoe.nv.us](mailto:bkaufman@mail.co.washoe.nv.us)  
(775) 327-8315  
(775) 327-8390 fax

#### NLA President 2005

Ian Campbell  
Washoe County Library System  
[idcampbe@mail.co.washoe.nv.us](mailto:idcampbe@mail.co.washoe.nv.us)  
(775) 327-8310  
(775) 327-8390 fax

#### Local Arrangements Committee

Larry Olson - Chair  
Washoe County Library System  
[lolson@mail.co.washoe.nv.us](mailto:lolson@mail.co.washoe.nv.us)  
(775) 787-4118  
(775) 787-4127

#### Program Committee

Amy Shannon - Chair  
University of Nevada Reno Library  
[ashannon@unr.edu](mailto:ashannon@unr.edu)  
(775) 784-6616  
(775) 784-1046 fax

#### Exhibits Committee

Sharon Campbell - Chair  
Washoe County Library System  
[scampbel@mail.co.washoe.nv.us](mailto:scampbel@mail.co.washoe.nv.us)  
(775) 327-8311  
(775) 327-8390 fax

#### Registration Committee

Phyllis Sargent - Chair  
Nevada State Library and Archives  
[psargent@clan.lib.nv.us](mailto:psargent@clan.lib.nv.us)  
(775) 684-3314  
(775) 684-3311 fax

#### NYRA

Debbie Jacobs - Chair  
Washoe County School District  
[djacobs@washoe.k12.nv.us](mailto:djacobs@washoe.k12.nv.us)  
(775) 746-5864  
(775) 746-5860 fax

#### Publicity Committee

Luise Davis - Chair  
Douglas County Library  
[lcruft@clan.lib.nv.us](mailto:lcruft@clan.lib.nv.us)  
(775) 782-9841  
(775) 782-5754 fax

#### Pre-Conference Committee

Holly Van Valkenburgh - Chair  
Nevada State Library and Archives  
[hvanvalk@clan.lib.nv.us](mailto:hvanvalk@clan.lib.nv.us)  
(775) 684-3322  
(775) 684-3311 fax

#### Technology Committee

Larry Scritchfield - Chair  
Washoe County Library System  
[lscritch@mail.co.washoe.nv.us](mailto:lscritch@mail.co.washoe.nv.us)  
(775) 327-8349  
(775) 327-8392 fax

## NLA Annual Conference 2005

Mark your calendars! NLA conference is October 20 through October 22 at Harrah's, Reno. This year's theme is "Intellectual Freedom : Free Minds, Free People." Pre-conference will be held on Wednesday, October 19, with the theme of "Marketing Your Library."

Harrah's has offered us great room prices this year. Tuesday through Thursday nights are \$49.00 for single and double-occupancy. Additional persons in each room are \$10.00. Friday night is \$69.00 and Saturday night is \$109.00. **Room Reservations: Call 1-800-HARRAHS (1-800-427-7247) Ask for Reno reservations. Use the Group Code S10NLA. Please do not make room reservations on Harrah's website.**

The latest conference information is posted on the NLA website, [www.nevadalibraries.org](http://www.nevadalibraries.org). Programs and special events will be announced in the September edition of *Nevada Libraries*. See you in October!

### *RENO – "The Biggest Little City in the World"*



Located in the Great Basin at 4,500 feet altitude, Reno has four distinct seasons with few extremes. Average temperatures range from winter lows in the 20's to summer highs in the 90's. Low humidity characterizes the area, making the cool days seem not so cold, and the warm days not so hot.

While Reno has a small town feel, it has most of what a big city has to offer – museums, ballet, symphony, concerts, community events, food and fashion. It also has the benefit of being located at the base of the Tahoe National Forest – one of the most beautiful outdoor recreation areas in the world. Swimming, boating, hiking, world-class skiing and much more are all just minutes away.

#### Some Activities Around Reno:

**The National Automobile Museum:** Like people, every car has a story, a little tale about who and where and why. Especially here, where antique, classic and one-of-a-kind wonders coexist in an automotive time warp. Stroll down period street scenes. Explore decades of intriguing automobiles. Marvel at clothing from long ago. Over 220 cars on display.



**The Art of Gaming (Harrah's):** Former Harrah's Reno Senior Vice President and General Manager Jim Rogers loved the fun and folklore of American gaming. Rogers teamed up with Reno's C.I.T.Y. 2000 Arts Commission and the Stremmel Gallery of Reno in 1995 to create The Art of Gaming®, a permanent exhibit of 26 original pieces by eight well-known artists from the American West. The initiative also broke new ground between art and gaming. The Art of Gaming® was the first original gaming art exhibition, the first time the gaming industry acknowledged artists and the first time a Nevada hotel/casino featured fine art as part of its overall plan.

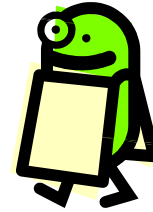
**Truckee River Whitewater Park:** The Truckee River Whitewater Park is a \$1.5 million project in the downtown Reno district. The park is Nevada's first whitewater park and kayak slalom racing course. It is located in the heart of the downtown resort area (within walking distance from 24-hour hotel/casinos). It has year-round access with a constant flow of clean, fresh water. There are 11 drop-pools with a total of 2,600 feet of class 2 and 3 rapids, suitable for a great variety of whitewater activities (kayaks, canoes, rafts, inner tubes) for different skill levels. The design accommodates low water flows to ensure usability during dry spells.



NLA PRE-CONFERENCE October 19, 2005

## *Marketing YOUR Library*

### PRELIMINARY PROGRAM



8:30 – 10:00 AM –

Registration

Poster Sessions

Susan Graf – Media tools for Marketing

Video from College of DuPage – Library Marketing (portions – tools created)

10:00 – 11:30 am – **Keynote Speaker**, Cindy Wigen, Public Services Manager & Associate Director, Whitman County Library, Colfax, Washington <http://www.whitco.lib.wa.us/>. “**The Little Library That Could**”—from when we had a revolving door of directors and nearly zero in reserves to our present situation of success and prominence in our community. Mentioned on the College of DuPage Library Marketing teleconference, Cindy Wigen will talk about Whitman County Library coming out of the “dark days”, turning themselves around by forming community partnerships, and how to get Bill Gates to come to your library – in person!

11:45 – 12:45: **Box Lunch** and Presentation by Luise Davis, Douglas County Library. “**Local Marketing**”: Promoting library awareness by working with volunteers and community members.



1:00 – 3:00 Workshops

**Rural Libraries** – Cindy Wigen, Public Services Manager & Associate Director, Whitman County Library, Colfax, Washington <http://www.whitco.lib.wa.us/>. “**Marketing Begins with a State of Mind and Ends with a Story.**” This will be a real “nuts & bolts” session with to-do lists, check lists, how and whys for effective library marketing.

**Urban Libraries** – Robert Harmon, Public Information Officer, Nevada Department of Cultural Affairs. **Working with the Media.** The first step in working with the media, is understanding the media.

**Academic & Special Libraries** – Kathryn Etcheverria and Donnelly Curtis, University of Nevada, Reno, Basque Library - **Creating a Specialized Multilingual Open Access Database and Marketing It**

3:00 – 4:00 – Mini-Sessions

**Marketing the Library and Staying Sane:** Jeanne Munk, Pershing County Library

This marketing program is a collaborative effort between Pershing County Library, Even Start, PBS K14KQ, Art Dept. of Pershing Co. High School and University of Phoenix Marketing 421 Learning Team A.

**Marketing Project for Esmeralda County Libraries:** Pat Wright, Pershing County Library Trustee; A Marketing Plan created and implemented for the Esmeralda County Libraries

**Marketing Your Rural Library: Starting From Scratch Without Scratch:** Maranne Thieme, Central Branch Library, Lyon County

Topics at a beginner's level that would include tips on creating programs on a low-to-no budget, inventing library celebrations that highlight existing collections, developing new interest in the library by service club speaking engagements, seeking partnerships with other community organizations that bring new people into the library, and writing articles for the newspaper that tickle the readers' curiosity.

**Marketing Your Library With a Health Fair:** Elaine Wing and Paul Gardner, LV-CCLD; Marketing your library with an annual health fair is easy and economical and is excellent for good public relations.

4:00 - 5:00 – **Fund Raisers as Marketing Tools:** Sharon Honig-Bear, Washoe County Library System

**In The Prospector’s Room at Harrah’s**

5:00 - 5:30 - “**Tisket a Tasket**” basket assembly

5:30 - 7:00 (All Conference attendees invited to participate)

**Buffet dinner**

**Silent Auction for Baskets**

6:45 – Silent Auction closing for “A Tisket a Tasket”



## Call for Speakers- NLA Annual Conference 2005

The CAPTAIN (Collections, Automation, Preservation, Technical Services, & Acquisitions in Nevada) interest group is calling for speakers to participate in a panel discussion at the Nevada Library Association's annual conference in Reno, October 19–22, 2005.

The meeting will focus on "The Future of Technical Services" with special attention paid to the issues and challenges that face technical services professionals in today's library environment. Within this topic there are a variety of potential areas of discussion including, but not limited to:

1. Outsourcing
2. Digital projects
3. Metadata
4. Cataloging new types of material such as integrating resources

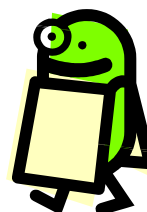
Each presentation should be approximately 5 –10 minutes in length. There will be a question and answer period and additional discussion following the presentations.

If you are interested in being a speaker for this meeting, please contact the chair, Caron Schwahn, at your earliest convenience. Please include the proposed topic of your talk and a brief biography.

Caron Schwahn - Librarian  
Collection Development Center  
Las Vegas-Clark County Library District  
833 Las Vegas Boulevard North  
Las Vegas, NV 89101  
(702-507-3563)  
schwahn@lvccld.org

## NLA POST CONFERENCE October 22

### *Marketing Your SCHOOL Library* **VERY Preliminary Program**



School Library Staff have a difficult time attending mid-week programming, so this year we are trying a Post-Conference, on Saturday, October 22.

We are currently surveying school library staff to determine whether they will be attending the NYRA Breakfast, and whether to start their Post-Conference in the morning or at lunch time.

Are YOU interested in presenting a program? Are YOU interested in sharing your past experience in a Poster Session? Can you suggest someone for a program or presentation?

Contact [hvanvalk@clan.lib.nv.us](mailto:hvanvalk@clan.lib.nv.us)

#### **Poster Session:**

**Keynote Speaker: Jackie Siminitus**, MLS, SBC Library Advocate: **Marketing K-20 Information Literacy**. School librarians and higher education librarians are each tackling info literacy, but not with each other.

#### **Presenters:**

**Marketing the Library and Staying Sane:** Jeanne Munk, Pershing County Library

This marketing program is a collaborative effort between Pershing County Library, Even Start, PBS K14KQ, Art Dept. of Pershing Co. High School and University of Phoenix Marketing 421 Learning Team A.

**Information Literacy:** Ellen Fockler, Washoe County School District

#### **Gift Books and Author Presentation Raffle for Attendees**

## BCR Workshops in Nevada

The following workshops will be offered at Nevada State Library & Archives  
100 North Stewart Street, Carson City, NV 89701

- \$10 Discount for full-day workshop, 15 days before the workshop date.
- \$25 Discount for 1 3/4-day workshop, 15 days before the workshop date.
- \$5 Discount for 1/2-day workshop, 15 days before the workshop date.

### SCCTP Integrating Resources Cataloging

Course Description: <http://bcr.org/training/workshops/SCCTP-IntegratingResources.html>

June 21, 2005, Day 1 - 9 a.m.-4 p.m.

June 22, 2005, Day 2 - 9 a.m.-2 p.m.

\$225 for BCR members/\$300 for nonmembers

### Using OCLC Authorities Effectively

Course Description: <http://bcr.org/training/workshops/authorities.html>

June 23, 2005, 9 a.m.-4 p.m.

\$95 for BCR members/\$150 for nonmembers

### What's FRBR and Why Should I Care About It?

Course Description: <http://bcr.org/training/workshops/FRBR.html>

June 24, 2005, 9 a.m.-12 noon.

\$65 for BCR members/\$100 for nonmembers



## *Many Voices, One Nation* BOOKLIST



*Many Voices, One Nation @your library*<sup>®</sup> is an initiative of American Library Association President Carol Brey-Casiano that celebrates the diverse voices in the literature of our nation and the unifying role that libraries play in building a literate nation. We welcome your participation in this multi-faceted campaign which will culminate in the creation of a "nation's booklist" ALA Chapters, Ethnic Caucuses, and other ALA groups have contributed annotated book selections that best represent the uniqueness, diversity, and/or heritage of their state, region or group. Selections are featured for children, young adults, and adults.

<http://www.ala.org/ala/ourassociation/governanceb/executiveboard/breycasiano/bookselections.htm>

Selection from the Nevada Library Association:

Title: The Basque Hotel

Author: Robert Laxalt

Publisher: University of Nevada Press

Date of

Publication: 1989

ISBN#: 0874171458

[X] Adult

Annotation: Robert Laxalt does an excellent job of taking the reader back to the years of Prohibition and places them right in the midst of the lives of a Basque family living in Carson City. Pete, the main character, is a boy who experiences several adventures, mishaps, and important life lessons throughout the pages of this book. It is an easy read, with several enjoyable episodes, and one could simply take it on that surface level. It also, however, gives great insight into the conditions that Basques had to deal with living in Nevada. It deals with prejudice, family issues, and more in a bitterly nostalgic manner that leaves the reader not only entertained, but also pondering the life depicted by Laxalt. For anyone interested in Nevada or Basque culture, this is a must read!

## 2005 Membership

Nevada Libraries

**JANUARY 1 THROUGH DECEMBER 31, 2005**

**For membership questions or comments, please contact:**

*Joyce M. Cox – Membership Chair*

*Phone: 775-684-3303 Fax: 775-684-3330 E: [jmcox@clan.lib.nv.us](mailto:jmcox@clan.lib.nv.us)*

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

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

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

**Home** Phone Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ **Work** Phone Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Institution \_\_\_\_\_ Mailing Address \_\_\_\_\_

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

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

Preferred MAILING ADDRESS Home \_\_\_\_\_ Work \_\_\_\_\_

Do you prefer to have "Nevada Libraries" and other announcements sent:

E-mail \_\_\_\_\_ or snail mail \_\_\_\_\_?

Membership Status: New \_\_\_\_\_ Renew \_\_\_\_\_ Institutional \_\_\_\_\_ Life \_\_\_\_\_

**\*\*Membership dues are based on a twelve-month period, January 1st through December 31st.**

**Membership entitles you to join ONE District, ONE Section, and ONE Interest Group. Please add \$5.00 to your dues for each additional section or interest group you choose.**

**DISTRICT:** Northeast \_\_\_\_\_ Northwest \_\_\_\_\_ Southern \_\_\_\_\_

### **SECTIONS:**

- \_\_\_\_\_ NCRL (Nevada College & Research Libraries)
- \_\_\_\_\_ NSCLS (Nevada School & Children's' Librarians)
- \_\_\_\_\_ PLATO (Public Libraries & Trustees Organization)

### **INTEREST GROUPS:**

- \_\_\_\_\_ 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 **NEW!** (Retired Employees All Libraries)

**Do you give NLA permission to release your address to vendors? YES \_\_\_\_\_ NO \_\_\_\_\_**

### **DUES:**

- \_\_\_\_\_ First year members ONLY (\$25.00)
- \_\_\_\_\_ Friends, Retirees, Students, Trustees (\$20)
- \_\_\_\_\_ Salary Under \$20,000 (\$25)
- \_\_\_\_\_ Salary \$20,001-\$30,000 (\$35)
- \_\_\_\_\_ Salary \$30,001-\$40,000 (\$45)
- \_\_\_\_\_ Salary \$40,001 and up (\$55)
- \_\_\_\_\_ Institutional Member (\$50)

**Make Check Payable to: NEVADA LIBRARY ASSOCIATION**

**Mail To: Joanne Ross**  
**8224 Spanish Meadows Ave.**  
**Las Vegas, NV 89131**

**702.233.8576 (home)**  
**702.507.3827 (work)**  
**702.507.3838 (fax)**



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 .....	p 1
Campaign for Reader Privacy .....	p 1
2005 Calendar .....	p 2
Dragons, Dreams & Daring Deeds....	p 2
Library Education Opportunities.....	p 3
News from MPLA.....	p 4
Leadership Session at ALA Annual..	p 4
Health Fairs as Marketing Tools .....	p 5
ALA Promotion Graphics .....	p 6
I ♥ 2 Read NV License Plates .....	p 7
LAMA Program on Recruitment .....	p 7
Las Vegas Age Newspaper Archive .	p 8
Washoe Co. Volunteers Win Award.	p 8
YALSO 2005 Alex Awards .....	p 9
Teen Read Week .....	p 9
NLA 2005 Conference Committee ...	p 10
2005 Conference Info.....	p 11
Marketing Your Library Pre-Conf ....	p 12
CAPTAIN Call for Speakers.....	p 13
Marketing School Library Post-Conf	p 13
BCR Workshops in Nevada .....	p 14
Many Voices, One Nation.....	p 14
2005 NLA Membership Form.....	p 15

*Licensed to read ...*

