

Nevada Libraries

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Economic news got you
down? Running out of ideas
to cope?

You may not be able to
change the economy, but
you can re-tool and re-
energize at NLA's Annual
conference.

Pick up some bold new
ideas, learn a Vulcan mind
trick or two (always useful
on those really difficult
patrons) and enjoy a great
opportunity to network with
other library folk from
around the state.

With a broad selection of
programs ranging from
'Doing More with Less' to
using mobile apps, from
interpersonal relations to
"Reading as a Superpower,"
this conference has
something to offer everyone.

So hitch up the wagon, book
the flight or energize the
transporter, and make your
way to Carson City...

2011 Nevada Library Association Annual Conference



**Carson City, NV
Thursday -
Saturday, October
6-8, 2011**

Excerpts from the 2011 Conference Schedule

Library Leadership HD

Presenters: *Mario Aguilar, London Porter*

What makes the good great? How can you deliver happiness? In this informative presentation, leadership studies of tens of thousands of organizations are concentrated into an hour full of successful organizational profiles and habits that participants can use immediately to take their organization to the next level. You too can lead in HD!

Open Meeting Law Update

Presenter: *George H. Taylor, Senior Deputy Attorney General*

The Nevada Open Meeting Laws were revised during the 76th Session in 2011. Be sure to attend this important informational session that will address the changes to the law. Mr. Taylor will be able to answer any questions attendees have regarding these changes.

5,000 people, 7 libraries: Engaging a Community of Learners

Presenters: *Betts Markle, Pam Rasmussen, Rachel Wright*

Small rural communities often face library challenges with small staffs and few open hours. One public library, four public school libraries, one private school library, and one liberal arts college library form a coalition to collaborate and support each others' activities and outreach in order to extend and enhance library services for the entire community.

Check out RFID

Presenters: *Kathy Rush and Elaine Werlinger*

Radio Frequency Identification technology allows items to be easily checked out at self service stations, provides security, reduces handling and frees up staff time. Learn about the benefits and challenges as Carson City Library shares its experiences of setting up and using RFID.

Introducing Resource Description and Access (RDA)

Presenters: *Cyrus Ford, Katherine Rankin*

Resource Description and Access or RDA is a set of guidelines and instructions on resource description and access for the cataloging of library materials covering all types of content and media. RDA is the successor to the second edition of the Anglo-American Cataloging Rules (AACR2) <http://en.wikipedia.org/wiki/AACR2>, the current standard set of cataloging. This new set of cataloging rules was needed to bring together different editions and formats of a work, to fit better with emerging technologies, and to be a better way of cataloging digital materials.

E-book [R]evolution: A Librarian/writers Journey to the Final(?) Frontier

Presenter: *Stella Baker*

The e-book, fueled by massive sales of e-book readers, is a game-changer for readers, publishers, writers and librarians. Ms. Baker discusses why she chose, after intense research, to become her own publisher. The result, her book *4 Gigs of Trouble* is now available from amazon.com and other e-book sites.

NYRA: The Next Generation

Presenter: *Tanya Brown-Wirth*

The NYRA award has been around for over 20 years. It serves as a way to create community and promote reading to youth. Join us as we take a look at NYRA's rich history, and brainstorm ways to keep it moving in the right direction.

Is That a Tricorder in Your Pocket? Using Mobile Apps and Sites for Better Health

Presenter: *Kelli Ham*

Using the mobile devices in our pockets, we now have the ability to access thousands of health and medical information resources, but how do we filter for quality? Attendees will get

the inside scoop on the best free apps and sites for consumer level health information from authoritative sources, plus the quick essentials for evaluating apps before downloading.

How to Win Staff and Influence Patrons

Presenters: Mario Aguilar and Nikki Winslow

Most interpersonal issues in the workplace often arise out of misunderstandings and miscues in communication. Participants will learn tried and true methods used by mediators and communications specialists to solve disputes, repair relationships, and promote a positive working environment.

A Bold Stretch: Creating an International Workshop With a Colleague in Another State

Presenter: Xan Goodman

Librarianship is changing and collaborating with colleagues in other states is a reality. This program will discuss organizing an international workshop with a colleague in another state. And will also discuss using Web 2.0 tools such as Wikispaces and Delicious for organization. Outcomes of the workshop will also be shared.

To the Cloud: free web tools you can use today!

Presenters: John Crockett and Betts Markle

Cloud-based software applications are an efficient tool to help libraries enhance their web presence and connect with patrons. Learn how to evaluate and implement free, easy-to-use applications such as Animoto, Prezi, QR Codes, Google Forms, and more to instruct patrons and promote resources.

Oh the Horror! Getting Monsters, Ghouls, Zombies, & Vampires in Your Library

Presenter: Dan Verdick

Books so good they're scary! Don't be scared about horror in your library - in fact, it's one of the best ways to reach reluctant readers and increase circulation. This fun session looks at the roots of the horror genre, and shares resources for collection development, ideas for displays and programs, and more, including horror resources for titles from 2nd-12th grades.

Librarianship Online: the Final Frontier?: Continuing Education for Librarians

Presenters: Roberta DeBuff and Alexandria McEwen

Wish you had time to read about the new things libraries are doing these days? We can show you how in less than 10 minutes a day. We will explore the easy ways to keep up with the "Movers and Shakers" in the world of library science without taking you away from the service desk. In order to survive in the world we must continue to learn; let us show you how easy it can be!

LGBTQI Inclusion, The Final Frontier of Education Equity: Encouraging Straight Allies in the K-12 School Library and Classroom

Presenters: J-Lynn Van Pelt, Heather Crawford, Stephanie Vega

School librarians, teachers, administrators, and staff are invited to this introduction of LGBTQI inclusion in K-12 education. Learn about straight allies and discuss ways to advocate for welcoming school environments for all children and their families. Also includes, definitions of terms, related research, conversation starters, many resources, booklists, and more.

To Boldly Go: Librarian Teacher Partnerships for Outcomes-based Learning

Presenter: Anne Zald

Academic and school librarians share the challenge of integrating information literacy outcomes into assignments, courses and curricula. UNLV librarians co-sponsored faculty development institutes to strengthen information literacy as an outcome for student learning. This workshop will use the institutes to frame exploration of our shared challenges and successes.

Libraries at the Front Lines of Workforce Recovery

Presenter: Betha Gutsche, Connie Barker, Tammy Westergard

Library staff are first-responders to increased demands for job-related assistance. Yet during these tough times, increased demands often outstrip staff resources. The IMLS-funded Project Compass Presentation will provide participants with realworld success stories and a foundation of skills to build programs and services to respond to patron workforce recovery needs.

RESISTANCE IS FUTILE- Re-tooling Your Paraprofessional(s)!!!!

Presenter: *Lisa D. Gibson*

ARM YOURSELVES INTO ACTION!! KNOW THAT YOU ARE NOT ALONE AND THAT WE MUST UNITE, Re-Tooling ourselves with the latest technologies within our BORG-like State. The state of "LIBRARYLAND" across the nation is FUTILE. As budgets are slashed and staffs are eliminated, the ACTION Team proposes to implement a series of "virtual visits" throughout the state of Nevada. Re-Tooling our Paraprofessionals with new technologies, we will become stronger and BORG-Again!!

More with less: innovative approaches to providing quality library service

Panelists: *Susan Hildreth, John Huber, Sara Jones, Heath Morrison, Felton Thomas*

This panel discussion will share ideas and experiences that provide quality services to library users despite funding challenges in these difficult economic times.

Reading is a Superpower! Using Graphic Novels Across Content Areas

Presenter: *Dan Verdick*

In this informative and fun session, learn how to use superheroes to promote a knowledge of the popular graphic novel genre, and how to foster creativity across content areas with a "How to Create a Superhero" program for students. Includes a brief history and aspects of the graphic novel genre, creative ideas for student-generated graphic novels and characters, advice for attracting reluctant readers, ways to incorporate graphic novels with more traditional formats, information on comic books and literacy, and more.

Using Technology for More Efficient Communication and Collaboration

Presenter: *Kenley Neufeld*

In this workshop, library director and technology expert Kenley Neufeld offers simple, practical steps for using free or lowcost technology to help make communication more effective and efficient. You'll learn to implement new communication tools, use cloud-based tools such as Google Docs for document collaboration, solve problems using social media and manage stress for more effective listening and communication.

Our Continuing Mission: To Build Effective Relationships Between Teachers and Librarians

Presenter: *Terry Debarger, J-Lynn Van Pelt, Sarah Van Pelt, Amy Hybarger*

Come to explore research, discuss collective experiences, and create bold new ideas for developing effective and mutually beneficial relationships between the school library and the classroom. We promise a lively discussion and a helpful collection of resources designed by and for both teachers and librarians.

Library Support Staff Certification – A Bold New Program

Presenter: *Karen Strega*

Voluntary certification through the Library Support Staff Certification (LSSC) Program, sponsored by ALA, recognizes the value and encourages the growth of library support staff. This introduction will help library support staff members decide if they would like to join the certification program and help library managers and trustees decide if certification would benefit their library's staff and users.

Don't miss out! Register online on [NLA's website](#)



...Upcoming Conferences and Events...

- ***ALA Midwinter Conference, Dallas, TX: Jan 20–24, 2012***
- ***ALA Midwinter Conference, Anaheim, CA: June 21–26, 2012***

Continuing Ed...online

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.
<http://www.sirsidynix.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
- **ALA Online Ed**
There are many options for online education available through ALA Online Learning, including e-forums, webinars, courses, or recorded webcasts.
<http://www.ala.org/ala/onlinelearning>

MPLA Leadership Institute 2012

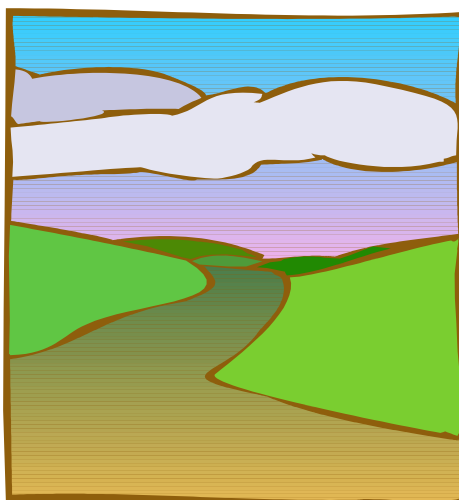
Deadline for Applications: November 1, 2011

The 2012 Leadership Institute will be held May 6 – 11, 2012, at the YMCA of the Rockies in beautiful **Estes Park, Colorado**.

The Institute will again be facilitated by nationally known organizational development consultant **Maureen Sullivan**, who has over 25 years experience in leadership development. Maureen has been elected to the 2012-13 presidency of the American Library Association (ALA) and will be facilitating the 2012 MPLA Leadership Institute during her presidential year.

The MPLA Leadership Institute is not your average conference or classroom continuing education experience. The Leadership Institute is an intense program with long days filled with a variety of activities, active discussion, and critical reflection built around:

- Leadership
 - Principles
 - Strategies
 - Values
- Communication
- Managing Differences
- Risk Taking
- Power and Influence
- Leading Change
- Commitment
- Groups and Teams
- Project Management
- Personal Planning



Find guidelines and link to application form: <http://www.mpla.us/leadership/index.html>. Completed applications are due no later than November 1, 2011.

Requirements for 2012 :

- Employed in a library organization in MPLA's 12-state region
- Current member (last 2 years) of one of MPLA's 12 affiliated state library associations
- Minimum of 5 years in a library-related job with progressive experience
- Record of experience that demonstrates leadership potential
- Expected continued contribution to the profession
- A thoughtfully completed application
- Two letters of recommendation

The MPLA Leadership Institute is designed to provide a high quality, affordable development experience for current and future leaders in the 12 state Mountain Plains region. Cost: The cost \$650 for state association members without a current MPLA membership; or \$550 for those who are also MPLA members. Cost includes double room, all meals, facilitation and materials. Participants are responsible for transportation.

For more information contact Judy Zelenski: execsecretary@mpla.us; Dan Stanton: danton@asu.edu; or Adriane Juarez: ajuarez@slcpl.org.

Harry Potter Draws Crowd



Spanish Springs Harry Potter fans

Spanish Springs Library had a Harry Potter Movie Marathon each Wednesday from June 1-July 13, showing the movies in order from "The Sorcerer's Stone" to "The Deathly Hallows, Part 1." The film series drew 278 participants, and garnered a lot of enthusiasm—and smiles.

Finally, on July 13, a drawing was held for fabulous prizes that included a hand-knitted Gryffindor Scarf and tickets to the final Harry Potter movie (The Deathly Hallows Part 2).

Submitted by Julie Ullman and Bonnie Saviers

Rita Mae Writes Again

Murder Unleashed, the latest offering by bestselling author Rita Mae Brown, brings back Mags, Jeeps, and their canine counterparts King and Baxter, first introduced in *Nose for Justice*. This novel of mystery and suspense is a fun-filled romp through Reno and the surrounding high desert with an unforgettable cast of characters.

The book is due out on October 4th.

Submitted by Carol Lloyd

Clowning Around in Washoe...

Two clowns from **Ringling Bros. and Barnum & Bailey Circus** visited Washoe County libraries in August to present special storytimes.



They entertained the crowds with juggling, magic, humor, clown noses and coloring pages, all the while making references to reading and what kinds of books are available in the library.



Submitted by Bonnie Saviers

Home Run for Libraries

As part of Microsoft's Community Action Week, the Reno Aces baseball team and Microsoft teamed up for a book drive at Aces Ballpark on Tuesday, May 17, to benefit Washoe County libraries.

At the game against the Iowa Cubs, Microsoft and the Aces accepted new and used books donated by fans. 465 books were collected, including those donated by Microsoft employees.



Jennifer Van Dyne (far left) and Kimberly Lee of Microsoft delivered the books to Washoe County Library Director Arnie Maurins and Development Officer Jennifer Oliver (far right) at Downtown Reno Library.

Elko Goes Global

No passports were needed in order to take part in the global adventures happening this summer during the Elko County Library's summer reading program.

This year's **One World, Many Stories** program was filled with stories, musical instruments, crafts, and art activities from around the world. During **Travel Club**, families were invited to hear local residents, who had visited or emigrated from various foreign lands, share their adventures through pictures, memorabilia, food, and stories. Children took part in various special

camps where they learned to quilt, play chess, and create greeting cards.

The **Create Your Own Country** contest gave children the chance to make their own laws, choose a national anthem, make a flag, draw a map, and much more.

Although in previous years all age groups have been invited to participate in the summer reading program, this was the first year infants to toddlers had their very own segment, the **Cuddly Koala Club**.



The Cuddly Koala Club was designed to accommodate children ages 0 to 3. The goal was to promote early literacy skills. Together parents and infants/toddlers read books, pointed to the pictures and named each one, declared a letter of the day and pointed out everything that starts with that letter, and sang the alphabet song while they flipped through an alphabet book.

After the participants practiced 3 of the skills, incentive prizes were given to the participating children and their parents. When all 9 skills were practiced, the children received a t-shirt just their size.

Staff of the Elko County Library declared the entire summer reading program a great success with over 650 children registered, but they were particularly excited about the 144 Cuddly Koala registrants.

Submitted by Mary Jo King, Elko-Lander-Eureka Library System



NEVADA READS ANNOUNCES 2011 BOOK SELECTION

Nevada Reads, Nevada's first statewide community group read, is proud to announce that ***Friendly Fallout 1953***, by **Ann Ronald** is the 2011 selection. From August-November, groups and organizations throughout the state will meet to enjoy lively discussions of this thought-provoking book. There will also be exciting programs, events and a traveling exhibit.

Nevada Reads evolved from an earlier group, Northern Nevada Reads. The project is designed to engage communities around the state in reading and discussing a single book. This year's theme is "Nevada Reads: Nevada's Explosive Atomic Past."



Friendly Fallout 1953 is a hybrid work of literature that combines the actual history of atomic tests in the Nevada desert in 1953 with fictional vignettes that explore the impact of the tests on the people who

participated in them and on civilian "downwinders." Told through the perspectives of military personnel, scientists, ranchers, and others, the stories bring to life a turbulent era when Cold War fears, patriotism, scientific ambition, and popular excitement often collided with the welfare of ordinary citizens and the environment.

Its author, Ann Ronald, is Foundation Professor of English Emerita at the University of Nevada, Reno. She is the author of numerous books and essays

including *Reader of the Purple Sage: Essays on Western Writers and Environmental Literature* (University of Nevada Press.) She was inducted into the Nevada Writers Hall of Fame in 2006.

"We are really excited that the project has expanded and is now statewide," said Nancy Cummings, Nevada Reads chairperson. "We want to establish a network of book discussion groups around the state, and we encourage them to contact me so we can coordinate their involvement. Also, any individual who would like to start their own book group in the workplace, church or neighborhood should contact me; we have resources & materials available to assist them."

There are many ways to get involved in Nevada Reads:

- Start a new book group to read and discuss the book
- Host a book discussion at your home or workplace
- Join an existing book group at one of the participating organizations
- Attend panel discussions, meet the author, see the Atomic Testing Museum traveling exhibit.

Organizations currently participating in Nevada Reads include Churchill County Library; Friends of Washoe County Library; Henderson District Public Libraries; KNPB Channel 5 Public Broadcasting; Mineral County Library; Nevada Center for the Book; Nevada Humanities; Northern Nevada Literacy Council; NV Energy; Osher Lifelong Learning Institute at the University of Nevada, Reno; Pershing County Library; Sierra Nevada College; University of Nevada Press; Washoe County Library System; and WCLS and OLLI Lifescapes: Senior Writing Program.

For more information or to get involved, contact Nancy Cummings at nroot56@gmail.com or visit www.Facebook.com/NevadaReads.

NYC Libraries Allowing Kids a Chance to “Read Down” Their Fines

Like most libraries, New York Public Library and Queens Public Library block check-



outs for patrons with fines or delinquent items. This summer they gave kids who registered for the Summer

Reading Program a chance to eliminate their fines by reading them down. Every fifteen minutes of reading reduced the child's fine by one dollar.

The kids signed up for the program on the library website, then recorded the titles and time they spent reading on their Summer Reading 2011 account. The program kicked off on July 25th and ran until September 9th. Participants were also able to return overdue items during the program without accruing fines.

NYPL official **Jack Martin** told *The NY Daily News*: “Kids might be afraid or ashamed because they are delinquent with the library. The idea of this program is to bring them back in. We are in such hard economic times and children and teens depend on the library.”

Librarians to the Rescue

In the wake of the August 23rd earthquake in Virginia, over 27,000 volumes fell off the shelves of the University of Maryland's McKeldin Library.

Celebrating the dedication of staff and their quick response to the disaster, the [library's Flickr posting](#) said, “The ground shook. The books dropped. The staff got to work...”

just over 24 hours after the quake, all the books were on carts, ready to be evaluated and sorted. Workers separated damaged books from those ready to be re-shelved. Great people work in libraries.”



Fallen books fill the floor of the McKeldin library after the quake.

Powerful Tools for Rural Libraries

A newly updated version of the popular “Small but Powerful Guide to Winning Big Support for Your Rural Library” is now available from the ALA Office for Literacy and Outreach Services as a free print or digital edition.

Developed by the ALA Committee on Rural, Native and Tribal Libraries of All Kinds, the Association for Rural & Small Libraries (ARSL) and the Office for Literacy and Outreach Services (OLOS), this new revision features strategies for advocating for and promoting library services to rural communities, tips for utilizing technology in advocacy efforts and examples of essential marketing and promotion tools.

The toolkit is available in an eight-page print edition, Web edition or as a downloadable PDF file at www.ala.org/ruraltoolkit.

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Library Love Letter

In 1971, the first Children's Librarian at the Troy, MI public Library wrote to a number of celebrities of the time and asked them to write a letter to the children about the importance of libraries. Below is the response received from author E.B. White.

Letter to the Children of Troy

A library is many things. It's a place to go, to get in out of the rain. It's a place to go if you want to sit and think. But particularly it is a place where books live, and where you can get in touch with other people, and other thoughts, through books.

If you want to find out about something, the information is in the reference books---the dictionaries, the encyclopedias, the atlases. If you like to be told a story, the library is the place to go. Books hold most of the secrets of the world, most of the thoughts that men and women have had. And when you are reading a book, you and the author are alone together---just the two of you.

A library is a good place to go when you feel unhappy, for there, in a book, you may find encouragement and comfort. A library is a good place to go when you feel bewildered or undecided, for there, in a book, you may have your question answered. Books are good company, in sad times and happy times, for books are people---people who have managed to stay alive by hiding between the covers of a book.

(Signed, 'EB White')

Last Word

The above letter is posted on my office door. Not just because I like EB White (I do, of course) but because in the library where I currently work, it seemed a most appropriate quotation.

I have the blessed fortune to work in a very urban (for Nevada) library, and to work in an urban area in one of the hardest hit economies in the country. Many of our patrons are so far below the 'poverty line' they may as well be on another planet. A great day for them is one on which they get both a meal AND a shower.

These patrons come to the library as place; a place to sit quietly, a place to learn, a place where they won't be attacked or harassed, a place out of the elements, a place to escape harsh reality. And they read—goodness, do they read! They go through books, magazines and newspapers voraciously, intently, almost reverently. Here among the books they are on equal footing, for books don't discriminate.

And, since it's an urban library, diversity is not just a buzzword—it's present in every single transaction and seated at every table. There are enough different types of English spoken here that a staff member could claim to be a polyglot—and that doesn't count all the other languages that we hear on a daily basis.

Many of our 'other language' speakers come in for English classes, and are thrilled that they can even find a little something to read in their native tongue—something to soothe the ache of homesickness.

We are also a nexus for travelers, and they stop by for access to services that they know libraries provide—from maps to email. Rangy young Europeans on holiday with nothing but a backpack and faith in humankind queue up with retired Midwesterners who need help printing out their boarding pass so they can get back home.

People new to town? They come to connect. They want basic information about this strange new place in which they find themselves, and they believe the library will have the answers. They pour through the papers and spend time on the computers, searching for jobs, for homes, for directions—and emailing friends back home. To seniors looking for a handle on all this whiz-bang technology, we're the first stop on the info-highway. And for children we are one of the stepping stones between family and school and society.

So, White knew whereof he spoke. A library is many things to many people; it's a microcosm of our larger world; it's a mini community where members go to find comfort, company and connection; it's a place where the best part of man's knowledge can be found. And yes, it's even a good place to get out of the rain.

Ed.

(If you'd like to read more [Letters to the Children of Troy](#), you can find them on the Troy Public Library website)

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For more information, visit the Circle of Learning
website: <http://slisweb.sjsu.edu/circleoflearning/>



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

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Membership type: ☐ Personal ☐ Affiliate ☐ Institutional

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

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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)

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