

The Illinois Library Association Reporter

is a forum for those who are improving and reinventing Illinois libraries, with articles that seek to: explore new ideas and practices from all types of libraries and library systems; examine the challenges facing the profession; and inform the library community and its supporters with news and comment about important issues. The *ILA Reporter* is produced and circulated with the purpose of enhancing and supporting the value of libraries, which provide free and equal access to information. This access is essential for an open democratic society, an informed electorate, and the advancement of knowledge for all people.



ON THE COVER

Spertus Institute of Jewish Studies, location of the Asher Library.

This year's *ILA Reporter* covers showcase the incredibly rich heritage of Illinois libraries photographed, inventoried electronically, and archived in "Art and Architecture in Illinois Libraries." (See April 2006 *ILA Reporter*, pp. 12–17.) The Illinois State Library, a division of the Office of Secretary of State, supported this project using funds provided by the Institute of Museum and Library Services (IMLS) under the federal Library Services and Technology Act (LSTA). Principal investigators: Allen Lanham and Marlene Slough, Eastern Illinois University. An electronic copy of this photo has been added to this LSTA project.

The Illinois Library Association is the voice for Illinois libraries and the millions who depend on them. It provides leadership for the development, promotion, and improvement of library services in Illinois and for the library community in order to enhance learning and ensure access to information for all. It is the eighth oldest library association in the world and the third largest state association in the United States, with members in academic, public, school, government, and special libraries. Its 2,900 members are primarily librarians and library staff, but also trustees, publishers, and other supporters.

The Illinois Library Association has three full-time staff members. It is governed by a sixteen-member executive board, made up of elected officers. The association employs the services of Kolkmeier Consulting for legislative advocacy. ILA is a 501(c) (3) charitable and educational organization.

The *ILA Reporter* is published six times/year (Feb., Apr., June, Aug., Oct., Dec.) and is a benefit of ILA membership; the subscription rate for nonmembers is \$25. ISSN 0018-9979. Designed by Verso Design Corp., Joliet, III. Printed by Aspen Printing Services. Indexed by H.W. Wilson in *Library Literature & Information Science*. The *ILA Reporter* was first published in 1962.

See ILA calendar for submission deadlines for the *ILA Reporter*. Copy should be submitted by e-mail to ila@ila.org. Copy may also be submitted on disk or faxed to (312) 644-1899. You are encouraged to include digital or film photos (black/white or color) and graphics (on disk or camera-ready) with your articles, which will be included on a space-available basis.

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Illinois Library Association

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What Does It Take? Transforming Customer Service Today

ee if you can relate to this story: in a recent visit to a local retail store, I was the only customer waiting in line to return an item. Two seemingly unharried staff members were working behind the counter, both assisting one customer. It didn't seem necessary to me that both staff members needed to help this customer. And the primary service provider was alternating between talking with the customer and talking on her walkie-talkie. She would interrupt her conversation with the customer mid-sentence and ask the walker-talkie, over and over, "So, you don't want me to get my break?" There was no response to her question.

Wouldn't we cringe if this customer service scenario happened at our library? Yes, of course we would. Customer service, as a topic, has been gifted to libraries and other not-for-profit organizations and agencies from the corporate and business world over the past several years, rightfully and gratefully so. Our state conference, year after year, is ripe with excellent sessions on customer service. In addition, our journals and blogs have terrific articles and commentary on the topic. The gift of a customer service mindset is transforming libraries across Illinois, allowing for an even greater level of community service, impact, and, ultimately, support.

Actually, it's not really so new for American libraries to talk about customer service. Charlie Robinson, innovative director of Baltimore County Public Library for many years, has been

waxing poetic about customer service for decades with regards to library collections — giving customers what they want yet, the tension continues in libraries today between what people want to read and what library boards and staff feel people should read.

Karen Hyman penned an article for American Libraries in October, 1999 (30:9) titled, "Customer Service and the 'Rule of 1965." It continues to be a challenge for some to read. Hyman calls us collectively on the carpet as being "well behind airlines, banks, and retail businesses in the use of technology to provide poor service." She continues, "Anything the library did prior to 1965 is basic; everything else is extra. Any new service must be offered begrudgingly — for decades. Patrons must jump through hoops to get it." If one uses the term "customer" as opposed to "patron" or "user," in a LIS graduate school classroom (as I do each spring), some students newly grapple with it: "Customer? I want to work in a library; I don't want to work in a business."

So, folks may ask: what is customer service? Simple: it is serving customers. Don't get bogged down in the semantics; it might be a ploy to divert attention. What we're all interested in is high quality, memorable customer service, which means that customers are served well, to their satisfaction. Please note the italicized emphasis on the word "their."

[continued on page 6]



Jon R. Profe Ju.

[continued from page 4]

Take to heart these statistics on customer service from the Small **Business Administration:**

According to the Customer Service Institute, 65 percent of a company's business comes from existing customers, and it costs five times as much to attract a new customer than to keep an existing one satisfied. Losing a customer is even more expensive. According to studies by the Technical Assistance Research Programs Institute, 91 percent of unhappy customers will never again buy from a company that has displeased them; they will also voice their dissatisfaction to at least seven other people.

"65 percent of a company's business comes from existing customers, and it costs five times as much to attract a new customer than to keep an existing one satisfied."

If customers don't come to the library, do they lose out? We placate ourselves thinking so, but they don't. There is a plethora of bookstores, electronic stores, and online search engines and sites ready to provide the books, films, music, and information they desire; there are local art agencies, museums, park and recreation departments, and senior and neighborhood centers offering wonderful, inexpensive (if not free) programs for all ages. Plus, the real truth is that many, many of us (librarians included) learn about new things directly from our friends, and it's enough.

The subsequent truth is this: libraries do lose customers. According to Michael LeBoeuf in his book, How to Win Customers and Keep Them for Life, a business survey titled, "Why Customers Quit," showed that "68 percent [of customers] go elsewhere because of indifference by [sic] service personnel."

These statistics show that customer service is about economic survival. It's more, too, thankfully. We know now that high quality, memorable customer service is really about transformation: while it's about sustainability into the future, let's reach higher and go for evolution — adapting our library's services, programs, and collections into something more responsive and resilient.

These statistics show that each individual customer service encounter has power — much more power than we may actively (and comfortably) acknowledge. To transform customer service — to transform it in our diverse library environments — one must believe in the power of one encounter with one person in our libraries, that means each and every encounter with customers and staff out on the floor, in our workrooms, and in our board rooms.

Walking, phoning, and logging in, customers want, simply, to be greeted warmly — to know that they are welcome to visit in person, on the phone, or electronically — and to experience ease, convenience, and satisfaction.

Aren't you the same? I know I am. My colleague, Brian Chase, manager of circulation here at Bloomington Public Library, said it well in a recent conversational exchange: "We [library staff] expect great service elsewhere, and we expect our customers to behave well towards us. We are guilty of a double standard: we expect to receive great customer service outside and inside of the library from others, and we expect not to be held accountable for delivering it. What makes us think libraries are a unique environment on the outside of this trend towards exceptional customer service?"

Wisely and with great humor, George Needham, vice president for member services at OCLC, instructs us to "Stop making it feel like church!," in his presentation with Joan Frye Williams, consultant, "Transforming Your Services," presented at the American Library Association Annual Conference in June, 2007. His description of the library as a church is both comical and sobering. One enters the "nave" of the "monumental building" to walk down the aisle towards the "altar of the priestess" in order to "supplicate" and "prove one's worthiness" for access to the "sacred tomes."

So what do we all want? We want service that is rapid, efficient, and friendly. Needham asserts, "Our job is to make quality convenient." Let's acknowledge the power of convenience in our lives, and let's admit that self service doesn't mean a lack of service. When we're the customer, it's all about us. When we are the service provider, it's not. And that's the difference. It's simple, but not easy.

Corporate librarian Adam Bennington believes that "genuinely good customer service involves emotional intelligence."
Bennington shares, "I haven't seen much about Emotional Intelligence (EI) in library literature, but it's a steadily smoldering topic in the corporate world. EI boils down to being aware of how you react emotionally in certain situations and how to govern those emotions to make them work for you."

At the Public Library Association Spring Symposium in March, 2003, Maureen Sullivan, organizational development consultant, used the phrase, "unconquerable goodwill" in her workshop, "Emotional Intelligence and Leadership Effectiveness," to describe the best of our behavior towards one another.

Perhaps an unlikely article on customer service is Peter Drucker's "Managing Oneself," which appeared in the March/April, 1999 (77:2) issue of *Harvard Business Review*. One of the best concepts in this article is self-differentiation as the ability to separate one's own sense of self from what's going on in the environment — staying grounded and capable in the heat of things.

So, for today, let's transform our own individual, professional behavior — reflect not on a colleague's, an employee's, the dean's, or director's behavior — reflect upon our own behavior. I'm inspired by the e-mail signature of Chief Keith Ranney, City of Bloomington Fire Department: "It's not who is right, but what is right." Let's notch it up in 2008, transforming our libraries with each interaction.

TOP TEN

Customer Service Tips

- **10** Believe wholeheartedly that each customer service encounter makes or breaks that person's perception of the library (this applies to customers and staff)
- Pay attention to your own customer service experiences outside and inside the library
 consciously observe these interactions
- Learn from the worst of those experiences— adjust accordingly
- **7** Emulate the best of those experiences
- **6** Keep your mind open
- **5** Keep your heart open
- 4 Smile warmly
- 3 Expect the best of each person
- 2 Expect and commit to your personal best
- Start fresh each day, knowing that the daily work that you do has the power to make a positive difference in the life of another person — and isn't that why you enjoy working in a library?



This is the eleventh in a series of articles highlighting new library buildings or additions. Each year we feature noteworthy academic, school, special, or public libraries whose innovative concepts merit attention.

Please send suggestions for future library features to ILA, 33 W. Grand Avenue, Suite 301, Chicago, IL 60610-4306; phone: (312) 644-1896; fax: (312) 644-1899; e-mail: doyle@ila.org. [continued on page 10]

LA GRANGE PUBLIC LIBRARY







La Grange Public Library is located in the historic district of the village of La Grange. The first library was a 1904 Carnegie grant building. A second building, completed in 1968 to replace the Carnegie, was demolished in 2006 and the current building was completed on that site. During construction, the library operated in an office building for twenty-four months.

The new 33,542-square-foot building opened on November 3, 2007. Three levels of building present an elegant, functional series of spaces to the user. Services follow the *Building Program* created by library director Steve Moskal using *Libris Design 2.0* software. Members of the staff and library board of trustees spent many hours with the architect designing every detail of the space to meet the program.

Common services are: Innovative Interface Self Check, Wi-Fi, which serves all three levels, Primex clocks with satellite interface, dumb waiter to move deliveries and book carts, CCTV cameras, and intrusion alarm system.

Adult services and young adult services occupy the second floor. Patrons will find a quiet reading room, reference and reader services, study rooms, and an eight-station computer court. The fiction, nonfiction, periodical, and adult audiovisuals are on Biblomodel shelving. End panels were designed to reflect the entrance colonnade arches. Microform media are stored along with a multiple-format, digital microform reader/printer. A spacious reference and reader services workroom provides staff with office space. Young adult services has its own defined room and staff dedicated to the teens of the village.

Youth services and patron services occupy most of the first floor. The Tyler Duelm Children's Activity Room is an enchanted space with a mural wrapping all four walls. A natural looking reading tree is a "kid magnet" welcoming even a wheelchair-bound child hideaway in its eight-foot trunk. Utilizing their own computer court, children can also find print and audiovisuals served by special Biblomodel shelving. Creation of a family restroom within youth services was lauded by parents. Behind the circulation desk are workrooms for patron services and youth services staff members.

Administration and technical services are found on the lower level. Patrons will find an art gallery plus cueing space outside the 102-seat Kevin J. Dierkes Community Room. This room has a multimedia interface, which is simple to operate and covers multiple devices for presenters. A power door divides the room in two sections. Both sections can be served refreshments from the Baumgartner Hospitality Room. The Donna Raymond Board Room is capable of multimedia presentations to the board as well as conference calls for remote attendance. This level houses the offices of library director, business manager, facilities manager, and public relations coordinator. The IT and mechanical rooms and a comfortable staff lounge are on this level.

The library operates on a budget of \$1.8 million. This is augmented by grants and gifts. We also benefit from the support of our Friends of the Library. Forty-two dedicated staff members present and promote a broad array of services.



Fast Facts Building 33,542 square feet **Project Costs** \$10.7 million Seating 104 Collections 94,512 (includes books and audiovisuals) Computers Hours 72 per week 26.7 FTE Staff Architect **Burnidge Cassell Associates** Structural Engineer Pease Borst Associates Mechanical Engineer **KJWW** Engineering Consultants Civil Engineer Webster McGrath & Ahlberg Burnidge Cassell Associates Interiors Construction A. J. Maggio Inc. Web site http://www.lagrangelibrary.org/

THE ASHER LIBRARY AT SPERTUS INSTITUTE OF JEWISH STUDIES

This November, Spertus Institute of Jewish Studies moved to a new \$55 million, state-of-the-art, 155,000-square-foot facility, built on one of the last empty lots on Chicago's historic South Michigan Avenue. Designed by Krueck + Sexton Architects, the new facility provides enhanced features to better serve visitors and students of Spertus College, Spertus Museum, and the Asher Library.

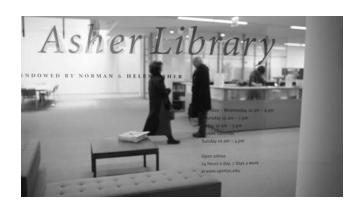
Spertus has been an important educational and cultural resource since it opened in 1924 as an educational center for Chicago's Jewish community. That important foundation remains, but over the decades Spertus has expanded to serve broader goals, adding programmatic centers to serve an increasingly diverse

population and a much wider geographic sweep. Today Spertus provides a dynamic learning environment made vibrant through a synergy of academic and cultural resources, proudly based in Chicago but reaching out to the world.

The library of the Spertus Institute was founded in the mid-1930s and renamed the Asher Library in 1974, when Norman and Helen Asher, recognizing the importance of a first class Jewish library, gave the endowment for library support. Today, the Asher Library is one of North America's largest Jewish libraries. Open to all, the collections include more than 110,000 fiction and nonfiction books, music, documentary and feature films, rare books and maps, periodicals, newspapers, and electronic resources, all focusing on Jewish subject matter for the broadest range of interests. Online resources include the Feinberg e-collection, which offers the full text of more than 800 Jewish reference books and 25,000 articles to Spertus members and students, worldwide, accessible from any computer anytime. The library is also home to the Chicago Jewish Archives, the repository of the material history of Chicago Jewry.

After years in cramped quarters, the Asher Library's new physical space now provides the same excellence as its collections. Housed on the seventh and eighth floors of the new Spertus building, the library is one and a half times larger, with new amenities including free wireless Internet access, an increased number of workstations, and a stunning reading room filled with natural light. Floor-to-ceiling windows (specially treated to reduce ultraviolet rays) offer incredible views of Grant Park and Lake Michigan.





High-tech, electric compact shelving systems, purchased with a grant from the National Endowment for the Humanities, employ collapsible moving shelves that open with the touch of a button.

An expanded archives workroom and conservation lab facilitates the processing, cataloging, and preservation of material from the Chicago Jewish Archives, rare books, and rare maps. Those items are then made available for research in the Asher Library's special collections reading room, a self-contained environment for scholars or anyone who wishes to view materials from the library's special collections. Several audiovisual carrels are available for viewing films and listening to recordings on CDs, LPs, and 78s.

Says Asher Library Director Glenn Ferdman about the process of creating the library's new home, "Everybody put in a lot of work, coming up with ideas and designs for what would be most beneficial for both staff and our users. We were able to integrate each component into one cohesive whole, providing a fluid, enhanced experience for both."





Fast Facts

Building	23,300 square feet
Project Costs	\$55 million for the total Spertus project
Seating	80
Collections	110,000
Computers	8
Hours	41 per week
Staff	12 FTE
Architect	Krueck + Sexton Architects
Engineer	Environment Systems Design
Interiors	Krueck + Sexton Architects with space planning consultant Anders Dahlgren
Construction	W. E. O'Neil
Web site	http://www.spertus.edu

CHAMPAIGN PUBLIC LIBRARY

A great library for a great city: that is the catch-phrase for the new Champaign Public Library which opened in early January. With a wealth of seating, computers, and meeting space, the state-of-the-art library is designed to give every visitor an exceptional experience.

Built within a few feet of the existing library, the new 122,600square-foot building offers seating for 430 people; 120 public computers; a quiet study room; and five meeting rooms. New books and audiovisual materials are located just off the lobby for easy access. An opening day collection of 37,000 new items helps to ensure that the shelves are well-stocked with popular materials.

Green features can be spotted throughout the building: warm carmel-colored bamboo covers the lobby floor and many of the walls. Natural light abounds with skylights and floor-to-ceiling argon gas-filled windows, designed for maximum energy efficiency. Motion-sensing lights come on only when needed and automatic window blinds are timed to the seasons. Exterior brick and copper fins provide attractive sun-shading on west walls.

The library offers something new for every age group. The children's area features a welcome desk that changes color and a cozy story room. Teens have their own space with neon lights, music, and computers with colorful keyboards. Quiet study areas, comfortable window seating, and a computer classroom are new features for adult library users. Visitors of all ages can enjoy beverages and light meals in the Latté Da! Café which offers indoor and outdoor patio seating and browse the FriendShop for used books and gift items.

Checking out is speeded up with new self-check stations positioned in various locations throughout the building, as well as on the Checkout desk. Returned items are automatically checked in and sorted with RFID technology and are reshelved with fewer steps and less staff time. The conveyor system, installed by Tech Logic, is similar to the one used in the Seattle Public Library.

The design for the new library is the work of Ross Barney Architects of Chicago, led by founder and Principal Carol Ross Barney. Speaking at the library groundbreaking in the fall of 2005, Ross Barney described the desire of everyone involved in the design to create a building that is "distinctively Champaign," one that is optimistic and looking toward the future.

A combination of tax dollars and private dollars is helping to finance the construction of the new library. Local sales and telecommunication tax dollars are being used to repay bonds issued by the City of Champaign. The Champaign Public Library Foundation raised \$3 million for the project. Hundreds of community members who donated at prescribed levels have their name inscribed in various locations in the library: on patio pavers, bookshelves, and on a glass donor wall designed by local artisan Richard Taylor.

While the new library is now open to the public, the project will not be completed until spring of 2008 when the old library is demolished and an expanded parking lot is built on the site.









Fast Facts

122,600 square feet
\$28.3 million
430
285,262 items
120 public workstations
74 per week
82 FTE
Ross Barney Architects
Henneman Raufheisen
PKD, Inc.
http://www.champaign.org

RICHARD J. KLARCHEK INFORMATION COMMONS AT LOYOLA UNIVERSITY CHICAGO

Following a gala dedication ceremony on December 7, the Richard J. Klarchek Information Commons at Loyola University Chicago opened on Monday, January 14, 2008, the first day of classes of the spring semester.

Designed with the needs of undergraduates in mind, the Information Commons (IC) is based on the 3C philosophy of Collaboration, Connectivity, and Community. The building offers spaces, technology, and software for group work facilitated by more than 220 PCs and Macs, 50 laptops, and wireless connectivity throughout. It provides the campus with a spacious, attractive gathering space enhanced by a variety of comfortable furniture; an open and flexible floor plan; and a modern café. The building's six classrooms create a synergy of learning and electronic library resources in a facility that is one of the few free-standing Information Commons in the country and one of the most beautiful libraries in the region.

The Information Commons is a digital library (there are no books in the building except for a small ready reference collection) providing students with easy access to more than 260 databases, thousands of e-journals, and the Internet from any computer in the building. With more than seven hundred seats and more than thirty group workrooms, the IC provides a wide variety of study configurations to meet differing research styles and preferences.

The project is a partnership of the University Libraries and Information Technology Services who will jointly staff the facility and provide help at three service desks, one on each floor. Features include a digital media lab, a quiet study floor, group computing stations, a modern library instruction room, and the future Center for Public Service. The latter will house the papers of the late Congressman Henry Hyde and former Congressman Dan Rostenkowski. The center is projected to open in 2009. The Information Commons is physically connected to Cudahy Memorial Library on Loyola's Lakeshore campus at 6525 N. Sheridan Road.

The stunningly beautiful architecture is the work of Solomon Cordwell Buenz (SCB) of Chicago which has already won a LEAF Award for "Best Use of Technology" and the New Construction Project of the Year Award from the Construction Industry Service Corporation (CISCO) in Northeastern Illinois.





SCB has also applied for Silver Level LEED (Leadership in Energy and Environmental Design) certification in recognition of the IC's advanced environmental system, which is totally computerized, sensitive to external light and weather conditions, and projected to save 50 percent in energy costs. Framed by two "bookends" sympathetic to the art deco style of Cudahy Library on the north and Madonna della Strada Chapel on the south, the central core of the IC is mostly glass, providing an open, see-through environment with dramatic views of Lake Michigan on the east and the projected new campus quadrangle on the west. The interior design, which includes wood paneling and furniture along with accent colors to match the changing tones of the lake, trees, and sky provides a warm, comfortable atmosphere for study, reading, and relaxation, even in the cold winter months.

The Information Commons is named for Richard J. Klarchek, a Chicago businessman who made a \$10 million gift for the project.





Fast Facts Building 67,000 square feet Project Costs \$32 million 700 plus classroom seats Seating Collections virtual only Computers 222 desktops (80% PC & 20% Mac); 50 laptops Hours 119 per week Staff 4.5 FTE Library; 4 Information Technology Architect **Devon Patterson** (Solomon Cordwell Buenz, Chicago) Climate Engineer Transsolar Mechanical Engineer Elara Engineering Civil Engineer JJR Interiors Solomon Cordwell Buenz Construction Pepper Construction Web site http://www.luc.edu/ic

for a Low-Vision Fair

"The number of sight-related problems in the area is increasing because of a large elderly population and a quickly growing number of aging Baby Boomers."

hen it comes to planning a large event, sometimes five heads are better than one. In the fall of 2007, the collaboration of five public libraries resulted in a successful fair for persons with low vision in the northwest suburbs of Chicago, and met the goal of providing information and the opportunity to showcase the latest developments in technology and services.

Outreach staff from the Niles, Park Ridge, Skokie, Morton Grove, and Des Plaines public libraries agreed that one large event would be more effective and attract more people than smaller events at individual libraries. This vision was realized when more than two hundred people came through the doors of the Niles Senior Center on September 29 to meet with fifteen vendors of assistive technology and service providers for people with limited vision.

The number of sight-related problems in the area is increasing because of a large elderly population and a quickly growing number of aging Baby Boomers. According to the 2000 U.S. Census, nearly 54,000 of the residents of the communities served by the five libraries were aged sixty years and older. Prevent Blindness America reported in 2002 that about twenty-three percent of Illinois residents aged forty or older had blindness, vision impairment, cataracts, or glaucoma. Using that percentage, about 26,200 persons in the five communities would have some type of visual impairment.

Considering population trends and the incidence of visual impairments, plus the librarians' experience in serving people with limited vision, the fair was an efficient way of providing information about equipment and services.

[continued on page 20]



VENDORS, AGENCIES, AND GUEST **SPEAKERS**

The planning group originally formed to discuss senior programming plus services for older people and those with disabilities. In January 2007, discussion focused on the vision fairs that their libraries had conducted in recent years. The Des Plaines Public Library held fairs in 2004, 2005, and 2006, and the Park Ridge Public Library's most recent fair was in 2006. In addition to fairs, some of the libraries sponsor low-vision book discussions or support groups and have hosted programs on eye health. Due to prior experiences and work with Assistive Technology (AT) service providers, committee members were able to coordinate appropriate vendors, and service agencies such as the Illinois Assistive Technology Program in Springfield, the area's Talking Books Center, the Lions Club of Niles, and two local support groups.

Guest speakers added an important dimension to the fair. Kerry Obrist, director of services, Guild for the Blind, talked about her experiences with limited vision. Retina specialist Dr. Frank LaFranco spoke about macular degeneration, and Hap Holly, a Des Plaines Lions Club member with blindness, demonstrated proper etiquette for interacting with visually impaired persons. The speakers, who were drawn from referrals and the librarians' collective experience, were given gift cards and certificates of appreciation for their presentations.

A PLACE AND TIME

Finding an accessible, low-cost, centrally located place for the fair was the main challenge in planning. The group wanted a facility located in the geographic center of the five communities and large enough to accommodate the exhibitors and speakers. After considering many places, the planners selected the Niles Senior Center, roughly in the center of the areas served and made available at no cost.

The senior center's staff was very enthusiastic about hosting the fair. Director Kelly Mickle, social worker Melanie Amin, and nurse Sue Friedman were extremely helpful in proposing room layouts and solving other logistical quandaries, including procuring microphones, providing a security guard, and setting up tables and chairs. Two weeks before the fair, the senior center staff suggested offering a \$2 hotdog lunch. They also arranged noontime entertainment by the Niles Senior Center Kitchen Band.

Late September was deemed a good time for the event. The date gave the planners time to prepare and the exhibitors advance notice to schedule their participation. The fair was scheduled from 10:00 A.M. to 3:00 P.M. — ample time for attendees to visit vendors and agencies and listen to speakers of their choice.

PUBLICIZING THE EVENT

Once the time, date, and place were set, a flyer was created. Each library was responsible for getting the word out to its patrons by posting and distributing flyers, word of mouth, and publishing articles in their newsletters.

News releases were sent to local newspapers, and public service announcements were sent to radio stations a month before the fair. Although none of the committee members heard the PSAs because the announcements ran between midnight and 6:00 A.M., some attendees said they learned about the fair from those radio broadcasts.

Keeping in mind the library programming adage, "If you feed them, they will come," the publicity included one important phrase — "Refreshments will be available." Although one planner warned that some participants would load up on treats — some have been known to bring coolers! — the group felt that providing fruit, cookies, crackers, and coffee would be a gracious welcome.

The various means of publicity worked well. Most of the attendees were from the five communities, but an amazing twenty-three percent were from Chicago and other suburbs.

EVALUATING THE FAIR

Based on printed surveys, the fair was viewed very favorably by the exhibitors and the public. To the planners, the fair was a success. The attendance was greater than expected. No one person or library was overburdened in planning and executing the event. The libraries divided the costs — both monetary and in-kind — for refreshments, the printing of 250 programs, and gifts for the speakers. Without the help of volunteers from the senior center and the Niles Public Library, the event would have been difficult to orchestrate. All the libraries benefited from the event, in terms of public relations and highlighting their services to persons with disabilities. The outstanding cooperation strengthened their bonds and created a partnership between the Niles Public Library and the Niles Senior Center.

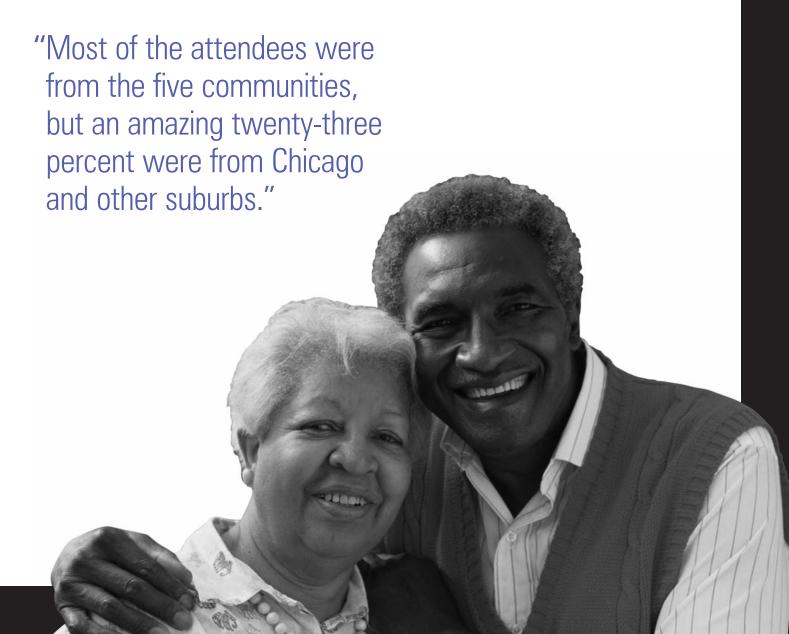
BEYOND 2007

Will the fair be repeated in 2008? Echoing the words of one satisfied exhibitor, "You betcha!" In November, the group began discussing plans for the next fair. The '08 fair likely will be for three hours on a morning in September. In addition, an outreach librarian from a nearby public library was invited to join the group.

Some areas not covered in the 2007 fair may be considered for future events. For example, providing screening for blood pressure, glaucoma, and diabetes is a possibility, since all three are tied to visual impairments. Demonstrations about activities of daily living, such as meal preparation, wardrobe management, and navigation, may also be featured. Part of the next fair could be targeted for the younger population of persons with low vision.

Vision fairs are a helpful public service. Librarians considering hosting a fair may want to work with colleagues from nearby towns to create a large event. Involving neighboring libraries takes the burden of planning and orchestrating a small fair off the shoulders of one person and spreads it over the collective expertise and ideas of several people. The result is a larger and more wide-reaching event. The five-library fair in the Chicago suburbs shows that libraries can successfully work together. Most of all, the benefits are great, as all participants — the attendees, the exhibitors, and the libraries — gain something, whether it's information, customers, clients, patrons, or a reputation for serving persons with limited sight.

Bob Blanchard is an adult services librarian at Des Plaines Public Library, and Nancy Brothers is coordinator of programming and public relations at Morton Grove Public Library. The other members of the low-vision fair planning committee were Dodie Frisbie, outreach librarian, Niles Public Library District; Cathy Thompson, outreach coordinator, Park Ridge Public Library; Gary Gustin, Skokie Accessible Library Services librarian, Skokie Public Library; and Karina Guico, programming assistant, Morton Grove Public Library.



Sally in Libraryland

f you were worrying about the future of public libraries in the state, you may stop now. Over the past few months, I have been in touch with three library trustees, all under thirty, who are determined to keep their libraries vital and relevant. Although all their paths were very different, their commitment and energy have a lot in common.

When I first met Kate Thomas, now twenty-seven, Palatine Public Library trustee, she wasn't one yet. In 2004 she was the video librarian at McDonalds, and had come to ILA with her mother, Marie Thomas from the Barrington Public Library. We all ended up having lunch together with Carolyn Clifford, a member of the Barrington board. Over a very congenial lunch, Kate asked Carolyn what it was like to be a trustee. Kate liked what she heard, did her homework, and got on the ballot for the Palatine Library Board of Trustees. "I realized that my generation could have a voice," she told me.

I've never met Adam Sesso, twenty-six, of the Schaumburg Township District Library, but some day I hope to! When the opportunity arose to run for a library trustee position, he immediately jumped at it. A patron for as far back as he can remember, he has a close connection to the library. He remembers using a computer at the library for the first time when he was seven years old. "I have always believed it is important to be involved in my community," he said.

Loreé Washington, twenty-six now, was twenty-one when she was elected to the board of the Riverdale Public Library District. I met her when she took a day off from work to attend an Intellectual Freedom training session Jim DiDonato and I led. Loreé has always been active in community volunteerism, and as soon as she was old enough to run, she felt the library needed the most help. Growing up, she found a neighboring library to be more user friendly, and rarely went to her own. She felt that as a board member, she could help change that situation.

They all campaigned actively — Kate enjoyed getting out into the community to find out what they liked about the library and what they'd like to see changed. With her very supportive family, she passed out flyers and lawn signs all over town. Overall, she reports, the response from people was great. "They liked the idea of having my generation represented on the board," she said.

In Schaumburg, there were five candidates for three board seats. Adam's campaign was traditional — a lot of knocking on doors, a lot of signs, a lot of shoe leather.

Loreé's campaign was very different — she had just started a demanding new job and had little time to devote to a campaign, although she was running against a long-time incumbent. On day one of her blitz two-day campaign, she single-handedly created, produced, and circulated her campaign materials. Day two, the day of the election, she decorated her convertible with "Vote for Loreé H. Washington" and "Punch 122," dropped the top, and "cruised the streets all day as if I were Ms. America." It definitely was an attention-getter! She didn't expect to win, and after the polls closed began making a list of ways to mount a better campaign next time. It was a close race, and she went to bed sure she had lost. In the morning, she discovered that she had won — by seven votes!

What do they find most surprising about being on their boards? Kate says, "This is the first board I have ever been on, and I was surprised about how much of the business side of the library I am learning. I am also the board secretary, and have learned a lot about library law and procedures." Loreé (coincidentally also the secretary of her board) reports, "Libraries are so much more than a repository of books or an information portal. Libraries build strong communities. I had no idea of the extent to which libraries serve residents and members of the greater library community." Adam was surprised to see "how progressive libraries

"If you were worrying about the future of public libraries in the state, you may stop now."







Adam Sesso



Loreé Washington

have become in their marketing techniques. We can't take patrons for granted. All the tools in the world could be there, but if the people are unaware of their presence, they just collect dust. Every business needs a good sales pitch. Libraries are no exception."

They are all active beyond their own libraries: Loreé was appointed to the Metropolitan Library System board in September, and attends every trustee training event she can. Adam has attended two of North Suburban Library System's trustee training events, and looks forward to attending more. Kate has attended the ILA Annual Conference, and is a member of the American Library Association and the Special Libraries Association. She is looking forward to completing the full series of North Suburban Library System trustee training courses.

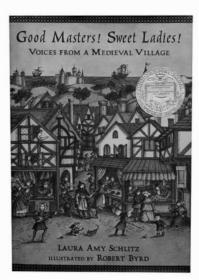
What is their greatest source of satisfaction? Loreé's is producing results toward making Riverdale a better community, and contributing to the development of strong students. Kate enjoys sharing her ideas (and being taken seriously) and being a voice for a generation that has grown up with newer, evolving technologies. Adam finds that making decisions that will have

a positive impact on the community is very satisfying, as is serving with great members of the board. "The Schaumburg Library Director Mike Madden and my fellow trustees are a great source of knowledge — I am lucky to have such mentors," he said.

And all of us who inhabit Libraryland are lucky to have trustees with such passion, dedication, and willingness to serve. (If you ever feel underpaid, remember that trustees are not paid at all, and put in long hours after doing their real jobs all day!) I have hopes of introducing these three to each other when the ILA Annual Conference is in Chicago (assuming they can all get time off). Imagine what they, combined, could accomplish! There are levels on which it doesn't matter a bit what the age of the trustee is — but on the other hand, I find it infinitely reassuring to know that so many good ones keep coming along, and will be advocating for libraries possibly long after I've moved into the Home for Over-the-Hill Library Staff.

E-mail (sallyinlibraryland@yahoo.com) or fax (847-459-4760) or write (355 S. Schoenbeck Road, Wheeling, IL 60090) your tale to me, and then watch this space!

Library-related stories appearing in local Illinois news media are reflected in this section of the ILA Reporter. The intent is to alert and inform other libraries about issues and events that are considered significant by the general media. The draft ILA Reporter text is sent to the library in question for accuracy before being published here.



Good Masters! Sweet Ladies! Voices from a Medieval Village, written by Laura Amy Schlitz



The Invention of Hugo Cabret, illustrated by Brian Selznick.

2008 Newbery and Caldecott Winners

The top books, video, and audiobooks for children and young adults were announced during the 2008 American Library Association (ALA) Midwinter Meeting in Philadelphia. The Newbery and Caldecott winners, considered the "Academy Awards" of children's book publishing, follow:

2008 John Newbery Medal winner for the most outstanding contribution to children's literature is Good Masters! Sweet Ladies! Voices from a Medieval Village, written by Laura Amy Schlitz. The three 2008 Newbery Honor Books named were: Elijah of Buxton, by Christopher Paul Curtis; The Wednesday Wars, by Gary D. Schmidt; and Feathers, by Jacqueline Woodson.

The 2008 Caldecott Medal for illustration winner is to The Invention of Hugo Cabret, illustrated by Brian Selznick. The four 2008 Caldecott Honor Books are: Henry's Freedom Box: A True Story from the Underground Railroad, illustrated by Kadir Nelson, written by Ellen Levine; First the Egg, illustrated and written by Laura Vaccaro Seeger; The Wall: Growing Up Behind the Iron Curtain, illustrated and written by Peter Sis; and Knuffle Bunny Too: A Case of Mistaken Identify, illustrated and written by Mo Willems.

More Teens Move Their Social Lives Online: Girls Lead the Charge

The Internet is becoming more central to the social lives of America's teenagers, especially girls, with greater numbers communicating with friends and creating content on sites like Facebook, MySpace, and YouTube, a new survey shows. When not online, they are talking more on cellphones and exchanging text messages.

A survey released in December, by the Pew Internet & American Life Project, showed a marked increase in Internet use between 2004 and 2006 of persons between twelve and seventeen years of age. Pew's "Teens and Social Media" study may already be considered a year out of date — a long time considering the rapid acceleration of Web culture.

Pew's findings should comfort Silicon Valley's bustling Web enterprises that rely on the medium as a source of revenue, through advertising and sales. "The use of social media — from blogging to online social networking to creation of all kinds of digital material — is central to many teenagers' lives," Pew's study stated.

Among the trends:

- Nearly two-thirds of teens 63 percent — have a cell phone. Among teens with cell phones, 55 percent say they use them to talk with friends every day.
- Pew found that 35 percent of all online teen girls blog, compared with 20 percent of online teen boys.

"Virtually all of the growth in teen blogging between 2004 and 2006 is due to the increased activity of girls," the study found. "Older teen girls are still far more likely to blog when compared with older boys, but younger girl bloggers have grown at such a fast clip that they are now outpacing even the older boys." The survey found that 32 percent of girls ages twelve to fourteen blog, compared to 18 percent of boys age fifteen to seventeen.

- YouTube and other video sharing sites tend to be the domain of boys. Online teen boys are "twice as likely" as girls to post video files (by a 19 percent versus 10 percent margin). "Not even older girls a highly-wired and active segment of the teen population can compete with boys in this instance; 21 percent of older boys post videos, while just 10 percent of older girls do so," the study stated.
- The growth in blogs tracks, but does not completely overlap, the teens' use of social networking sites. Forty-one percent of teens who use MySpace, Facebook, or similar sites say they send messages to friends via those sites every day. More than half of teens 55 percent reported having a profile on sites like MySpace or Facebook, and 42 percent of those teens said they also blog, while 70 percent said they read the blogs of others, and 76 percent reported posting comments to a friend's blog on a social networking site.
- Nearly half of online teens have posted photos where others can see them, and 89 percent of those teens who post photos say that people comment on the images at least "some of the time." Teens who post videos report considerable feedback, with nearly three quarters receiving comments on their videos. The survey also suggested that there is room for growth, since many teens have yet to fully embrace the Internet. The study found that while 93 percent of teens say they use the Internet, it also found that 64 percent of those

- "online teens" have "participated in one or more among a wide range of content-creating activities," up from 57 percent in 2004.
- E-mail is out, not in. The study states: "New technology increases the overall intensity and frequency of the online teens' communication with friends, with e-mail being the one glaringly uncool exception in their eyes."

View full report, "Teens and Social Media" (Pew Internet and American Life Project) at http://www.pewinternet.org/ pdfs/PIP_Teens_Social_Media_Final.pdf.

Cook Library Urges DVD Policy for Kids

After years of discussions, a Cook Memorial Public Library District committee backed a proposed policy that would allow parents to limit what types of DVDs and videos their kids can check out, reported the December 13 *Daily Herald.* (See April 2004 *ILA Reporter*, "Movie Ratings Are Private, Not Public Policy," pp. 10–13.)

Under the guidelines, children under eighteen years old would only be allowed to check out videos from the children's collection or family film collection if their parents or guardians requested such restrictions. The request would have to be made in writing, according to the proposal.

Cook Memorial Public Library
District board members Chris Dalton and
Mary Ann Phillips strongly favored the
plan, while committee leader Ann Oakley
again called for a stricter rule that would
limit all children's borrowing abilities until
parents requested exemptions. "I still don't
understand why the library can't be of better service to the parents," she said. "Why
can't we meet community standards?"

Phillips argued that only a few parents have complained about the library's current policy, which allows children unfettered access to the district's full video collection. "I have zero interest in having the library police my kid," Phillips said. "I'm the parent, not the library."

The full seven-member board could vote on the proposal in January, officials

said. In an earlier meeting, most trustees said parents, not librarians, should decide what young patrons should be able to check out. Despite anonymous automated phone calls that alerted local residents of the meeting earlier this week, only one attended the discussion.

Suburban libraries' video checkout policies vary. Some don't let anyone under seventeen or eighteen borrow movies. Others limit kids under a certain age to materials in the children's department — but only at the parents' request. Many don't limit access to videos at all.

Ten Libraries to Host Programs to Enrich Theatrical Experience

During the annual "From Page to Stage," organized by the Glencoe Public Library, ten North Shore libraries will host movie showings, discussions, and activities to explain and enrich the theatrical methodologies behind Henry James's ghost story: *The Turn of the Screw*, showing at the Writers' Theatre in Glencoe, reported the January 3 *Glencoe News*.

"From Page to Stage," kick-off was at the Glencoe Woman's Club with a discussion by artistic director Michael Halberstam, costume designer Rachel Anne Healy, and set designer Jack Magaw. "I think it allows (program patrons) to experience the play in a different interpretation," said Peggy Hamil, executive director of the Glencoe Public Library. "Listening to a book discussion, watching the movie, and attending these programs where different ideas will be brought forward, all enriches the experience of watching the play."

Libraries in Winnetka, Northbrook, Evanston, Deerfield, Glenview, Highland Park, Lake Bluff, Lake Forest, and Wilmette will host varying discussions and show movies in accordance with *Turn of the Screw* themes. The program will end at Wilmette's Public Library on March 6 with a "From the Directors' Chairs" discussion by Michael Halberstam and director Jessica Thebus.

ILA Candidates for 2008

The ILA Nominating Committee has announced the candidates for election in the spring of 2008.

For vice-president/president-elect

(three-year term beginning July 1, 2008 — June 30, 2011):

Cynthia L. Fuerst, Kankakee Public Library

Carole A. Medal, Gail Borden Public Library District

Board of Directors (three-year term beginning July 1, 2008 — June 30, 2011).

A candidate from each pairing will be elected in accordance with the ILA bylaws as amended at the 1998 ILA Annual Conference; a total of four directors will be elected to serve three-year terms on the ILA board.

Director-at-Large:

Beverly J. Obert, Rolling Prairie Library System

Diana Brawley Sussman, Southern Illinois Talking Book Center

Director-at-Large:

Dianne Happ, Peoria Public Library Michael A. Rogalla, Champaign Public Library

Director-at-Large:

Betsy Adamowski, Itasca Community Library

Amy Falasz-Peterson, Fondulac District Library

Director-at-Large:

Terry Cottrell, University of St. Francis Library

Theodore C. Schwitzner, Illinois State University

Any ILA member wishing to be added to the ballot by petition may call the ILA office for information. Nominations by petition for an elective office shall be proposed in writing by at least one hundred (100) personal members of the association and delivered to the executive office by March 1, 2008. Candidates for director

nominated by petition shall be added to the slate and placed in the paired candidate group that most clearly matches the affiliations of the petitioner as determined by the nominating committee. Petition candidates for vice-president/presidentelect will be added to the presidential slate as requested. The polls will open electronically April 1, 2008. In addition, paper ballots will be sent to persons requesting one. The return deadline is thirty (30) days after the ballot is postmarked. The electronic polls will close April 30.

Serving on the nominating committee are Betsy Adamowski, Barbara Galik, Peggy Hamil, Dianne Harmon, Thomas Joe Harris, Margaret Ming Heraty, and Tamiye Meehan, chair.

Ever wished for a little appreciation?

Well, wish no further — nominate yourself or your library for an ILA award.

Did you know that you could nominate your library for many of the ILA awards? If you don't share all that you or you and your library, library staff, and board are doing to contribute to better library service in Illinois — who will? ILA awards recognize cooperation and collaboration; best practices; outstanding new professionals, youth service librarians, academic librarians, trustees, and support staff; innovative libraries; exemplary careers and commitment to advocacy and intellectual freedom; service to blind and disabled patrons; and much more. If you, a library, or someone you know has done something extraordinary, identify the appropriate award and submit your nomination today. For more information on awards, visit http://www.ila.org/ membership/awards.htm.

General Award Information

Nominations are due at the ILA office (33 W. Grand, Suite 301, Chicago, IL 60610-4306) on or before May 15, 2008 (unless otherwise noted). Please submit the nomination with applicable back-up documents electronically to kristy@ila.org.

Award winners will receive notification in July 2008, and will be a guest of ILA at the annual presentation ceremony in Chicago (September 2008). See the ILA nomination form and complete award information at http://www.ila.org/ membership/awards.htm.

An Update on the Revision of The Standards for Illinois Public Libraries

Attention all public librarians, staff, and trustees, your voice is needed! The Illinois public library standards are being revised during 2008. In order to direct the subcommittee charged with updating the standards, please visit the following Survey Monkey link: http://www.surveymonkey .com/s.aspx?sm

The survey takes five to ten minutes to complete and the data will be used by the subcommittee. The subcommittee members include: Betsy Adamowski, Carolyn Anthony, Stan Huntington, Charm Ruhnke, Cristy Stupegia, Ron Winner, and Sharon Zuiderveld. The committee met in November 2007 and each member has been assigned a section to revise based on research of other states' library standards, data results, and feedback from various focus groups. Revisions will be available by late spring or early summer for the Illinois public library community to review. Reviews will take place electronically and through hearings held in at least two venues.

If you have questions or specific comments, please contact Cristy Stupegia via e-mail at spartalib@hotmail.com or by phone, (618) 443-5014. The subcommittee looks forward to hearing your ideas and opinions.

Correction

In the last ILA Reporter (December 2007, Volume XXV, Issue 6), we failed to correct the repeated sidebar "Tips for Success in Diversity for Multi-type Libraries" by Suzanne Arist from the October 2007 ILA Reporter. We apologize for this error.



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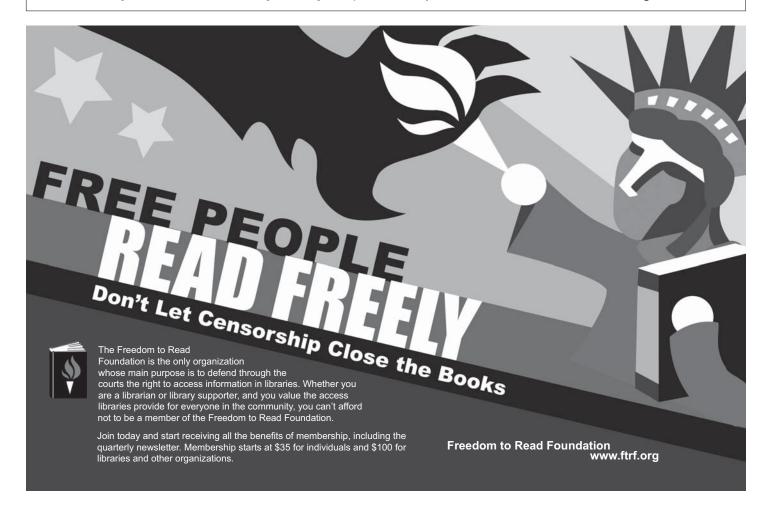
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ILA Welcomes New Members

We would love to welcome your friends and colleagues, too. By sponsoring a new member, you share the benefits of membership with others... and help create a stronger and more effective voice to promote the highest quality library services for all people in Illinois.

PERSONAL MEMBERS

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James C. Scholtz, McHenry Public Library District

Paul D. Deane, Alexian Brothers Medical Library, Elk Grove Village

Kim D. Peake, Grande Prairie Public Library District, Hazel Crest

Steven F. Giese, Des Plaines Public Library

Debra K. James, Sandwich District Library

Patricia M. Jones, Zion-Benton Public Library District

Patricia N. Tetzlaff, Crystal Lake Public Library

Robin Currie, Glen Ellyn

John Galdun, Indian Trails Public Library District, Wheeling Gwen Gregory, John Marshall Law School Library, Chicago

Beth Klein, Prospect Heights Public Library District

Trish McLaughlin, Indian Trails Public Library District,

Wheeling

Jeannette Pierce, Loyola University of Chicago

Camille Rose, Kankakee Public Library

Denise Rotella, North Suburban Library System, Wheeling

Kathy Schmidt, Fountaindale Public Library District,

Bolingbrook

Stacey Schroeder, Northwestern University Library, Evanston

Heather Shlah, Lisle Library District

Beth Wohlgemuth, Illinois Natural History Survey, Champaign

Robyn Cain, Zion-Benton Public Library District

Peggy Johnson, Zion-Benton Public Library District

Kimberly Reid, Zion-Benton Public Library District

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Shantal Taylor, Zion-Benton Public Library District

Brenda L. Thompson, Harvey Public Library District

Annette Turner, Harvey Public Library District

Laurie B. Vial, Bloomington Public Library

Cultural and Racial Diversity Committee

Kay Shelton, Northern Illinois University

Do librarians like to buy books? Librarians already understand that attaining knowledge is an important step in crossing the bridge of understanding about others. Which books, however, would be beneficial for our patrons and us to read to develop an awareness of others? The Cultural and Racial Diversity Committee would like to share lists of recommended books mentioned during two events at the Illinois Library Association's Conference in Springfield, one list on Islam, and another on cultural awareness.

Mr. Ali Khan, Executive Director of the American Muslim Council, spoke at the annual DiversiTEA on the shared history that Jews, Christians, and Muslims have, which should tie the religions together. He recommends three books by Dr. Jerald Dirks, who holds a doctorate degree from the Harvard Divinity School. Those are: The Cross and the Crescent, Understanding Islam from Judeo-Christian View, and The Abrahamic Faiths: Judaism, Christianity, and Islam, Similarities & Contrasts, all published since 2001 by Amana Publications. Another book offered by Amana Publications by Laurence B. Brown, The First & Final Commandment: A Search for Truth in Revelation Within the Abrahamic Religion, seeks to pull the three religions together through exploring commonalities in the scripture.

Vandella Brown, manager of the diversity program at the Illinois State Library and member of our committee, recommends three books related to the engaging Diversity Café Dialogue workshop she facilitated at the conference. The World Café: Shaping Our Future Through Conversations That Matter by

Juanita Brown (et al.), published in 2005 by Berrett-Koehler, and the 1989 book, White Privilege: Unpacking the Invisible Knapsack by Peggy McIntosh, could be used to stimulate community conversations. Lastly, Dialogue: The Art of Thinking Together by the author William Isaacs, published in 1999 by Currency, might make an excellent choice for a staff development discussion. Isaacs is the director of the dialogue project at MIT and is an expert on organizational learning.

iREAD Committee Report

Lori Craft, Itasca Community Library

Orders can still be placed for products relating to the 2008 "Get in the Game — READ!" reading program, though a five dollar late fee will be added. To look at an iREAD catalog or to place an order go to www.ila.org/pub/iread.htm.



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School of Library & Information Science http://slisweb.sjsu.edu

The Resource Guide for the 2009 "Read on the Wild Side" reading program is currently being edited and will be available for purchase at the 2008 ILA Annual Conference in Chicago. It features artwork by Patrick Girouard for the children's campaign and Gene Ha for the Young Adult campaign.

Jason Stuhlmann, 2010 iREAD chair, is pleased to announce that the theme for the 2010 reading program is "Scare Up a Good Book!" The focus is on monsters and spooky fun.

iREAD is going to try something new for the 2010 Young Adult reading program. iREAD is going to hold an art contest among the young adults of Illinois to create the artwork for the iREAD Young Adult posters and t-shirts. There will be three levels of competition: library, system, and state. Every library can run a contest and decide a winner. These winners will be submitted to the library system consultants, where they will be judged, with a winner chosen

from each system. Those winning entries will appear on the ILA Web site and the finalist will be decided by online voting. A monetary prize will be given to the state winner. More information about this art contest will be forthcoming in March.

Reaching Forward Forum for Library Support Staff Sally Schuster, Addison Public Library

The 2008 Reaching Forward Conference for Library Assistants is quickly approaching. The conference is Friday, May 9, from 8:00 A.M. to 3:30 P.M. at the Donald E. Stephens Convention Center, 5555 North River Road, Rosemont. The program planning is done, but that doesn't mean the committee members can sit back and rest on their laurels. There is still much to do.

One very important aspect of the

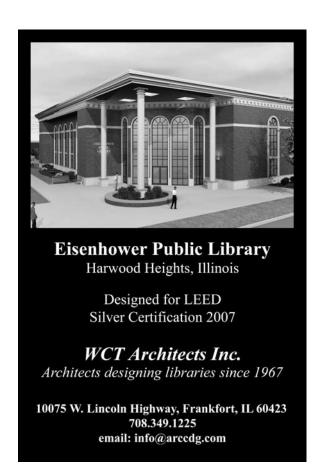
conference is the awards — the Robert P. Doyle Award and the Oberman/Rich Award — that are given out each year. Now is the time for you to submit names of colleagues you find deserving. You can even submit vour own name for consideration.

The Robert P. Dovle Award was established in 1999 to encourage support staff to attend the annual Illinois Library Association conference. The nomination process is fairly simple; you prepare a statement of one page or less completing the phrase "Why I (or my nominee) would like to attend the ILA Annual Conference and how it would affect my (or his/her) personal and professional growth." The form you need is on our Web site (www.reachingforward.org). You can complete it online, or print the PDF file and submit that. The form is due by March 31, 2008. The winner, announced at Reaching Forward, receives full registration and expenses to attend the ILA Annual Conference, up to \$800.

The Oberman/Rich Award, established in 1995, is close to the hearts of the committee members since it honors Tobi Oberman and Tom Rich, who for eighteen years have led the committee through the process of putting the Reaching Forward Conference together. And, they are still enthusiastic! Again the nomination process is simple; just send a letter, one page or shorter, completing the statement, "Why I would like to attend Reaching Forward" or "Why I deserves to attend Reaching Forward." As with the Doyle Award, you can complete it online or print the PDF version and send it in. More than one person can win this award; all those who are selected receive free registration to Reaching Forward, \$50 for expenses, a framed certificate, and recognition at Reaching Forward.

By the time you read this, we should have a brand new Web site (www.reachingforward.org) with all the latest information about this year's conference. As soon as the program schedule is available, it will be on our Web site. We hope to make the site more interactive with a link to register online, forms to submit award nominations, a place to submit program and speaker suggestions, and more. If you think we have omitted something you would like to see on the site, e-mail me (Schuster@addisonlibrary.org). The committee will certainly consider your suggestions.

In my article for the April issue of ILA Reporter, I will highlight some of the many programs we have planned for this year's conference. The committee prides itself on providing a variety of programs



to meet the needs of all who attend Reaching Forward. We want each of you who attend to know that it will be a great day!

Reference Services Forum (RSF)

Blaine Redemer, Illinois State Library

The Reference Services Forum invites anyone and everyone to submit nominations for the Reference Services Award. This award offers an opportunity for the library community to celebrate the achievements of excellent reference service in Illinois. Although nominees either need to be ILA members or employed by an institution that is an ILA member, the nominee can be an individual, group, department, or library that has demonstrated at least one of the following:

Specialized or innovative programs of services:

Served the library profession through active participation in professional organizations;

Influenced and/or cooperated with persons or organizations within his/her community in the planning or presenting of programs for services;

And/or has reached and affected persons outside his/her own community by deed, idea, and/or example.

To learn more about the award, or see a list of past winners, go to pages 46 & 47 of the *ILA Handbook of Organization* or view it online at http://www.ila.org/about/handbook.htm. While you're there, turn to page 50 for the ILA Awards Nomination Form. Nominations need to be in before May 15, so don't delay.

There are a lot of great things going on in Illinois libraries today and this is just one way to bring some of these wonderful people and programs to the spotlight.

The Reference Services Forum encourages everyone interested in reference service to join RefTalk, the RSF electronic list. Through RefTalk, participants will receive news about

upcoming meetings and events, and they will also be able to make inquiries or offer suggestions to fellow professionals in the field. To join RefTalk, simply go to http://maillist.nsls.info/mailman/listinfo/reftalk and follow the instructions under Subscribing to RefTalk.

If you are interested in participating in the Reference Services Forum or would like to know more about it, please feel free to contact Blaine Redemer at bredemer@ilsos.net.

Resources and Technical Services Forum

Joy Anhalt, Tinley Park Public Library

The Resources and Technical Services Forum (RTSF) focuses on the development, design, application, and integration of various technologies to improve access to and delivery of information to libraries. We are also interested in the everyday minutiae that helps all level of staff in technical services perform their job. To keep in contact with each other, the forum has a Yahoo! Group that can be found at http://tech.groups.yahoo.com/group/ilartsftech.

The forum also sponsors an award that is presented each year at the ILA Annual Conference. Established in 1999 by the forum and TBS, Inc. (Today's Business Solutions), this annual citation is awarded to an individual who has made a substantial contribution in the area of library technical services.

If you would like to become involved in RTSF, please contact Joy Anhalt, j_anhalt@tplibrary.org, RTSF Manager and Forum Manager Elect, 2008–2009.

Youth Services Forum (YSF)

Kelly Laszczak, Orland Park Public Library

Do you know someone who has made an outstanding contribution to young people? If so, nominate that person (or yourself) for one of the two YSF awards. The "Golden Ticket Award," sponsored by Quality Books, is awarded to an individual who has made an outstanding local contribution in library services to young people in his/her community by creating and implementing library programs that promote a love of literature and instill positive feelings about libraries. Nominees for the Golden Ticket Award do not have to have a Master's in Library Science nor be a member of ILA. The award includes a one-year paid membership to ILA and a \$150 cash prize.

The Davis Cup Award, sponsored by Scholastic Library Publishing, honors an individual who has made an outstanding contribution to library services to young people within their community or beyond. Nominees for the Davis Cup must be a member of ILA, have positively affected those outside his/her own community, and have actively participated in professional organizations, typically on a state or national level. The nominee does not have to work directly with children or work in a library setting. The award includes an engraved Revere bowl and \$300 cash prize.

The nominations for both the Golden Ticket Award and the Davis Cup Award are due May 15, 2008. For more information or to obtain a nomination form, visit http://www.ila.org/membership/awards.htm.

Register for the Youth Services Forum's Spring Workshop! Join us either on April 18 at the Plainfield Public Library District or on May 7 at the Lewis and Clark Library System. Both events will be from 9:30 A.M. — NOON. This year, we will feature panelists from four Illinois libraries who will present "Tech Savvy Teens." Youth/Teen librarians Alex Tyle-Annen, Dan Braun, Kelly Laszczak, and Joe Marcantonio will discuss technology trends such as gaming, social networking, and instant messaging and how to effectively use these trends in your library programs for youth and teens.

Keep up-to-date with all the Youth Services Forum happenings and give your opinion by visiting: http://groups.google.com/group/youth-services-forum.

ILLINOIS LIBRARY DAY

Join your colleagues in Springfield Thursday, April 10, to show your support for libraries. We need the largest turnout ever for the 2008 Illinois Library Day! Let your voice be heard in Springfield this year.

Sponsored by the Illinois Library Association, the Illinois School Library Media Association, the Illinois Library Systems Directors Organization, the Illinois Special Libraries Association, and the Consortium of Academic and Research Libraries in Illinois, the event will be hosted by the Illinois State Library.

Plans call for participants to gather at the Abraham Lincoln Presidential Library and Museum and march en masse to the Lincoln statue on the east side of the state capitol building for a rally featuring speeches from library leaders. Participants will be carrying signs, umbrellas, foam fingers, noise makers, and banners, and we are confident a large turnout will make lawmakers take notice and generate positive media coverage for our efforts.

Strategy Session and Dinner

Wednesday, April 9, 2008, 6:30-9:00 P.M. Northfield Inn, Suites, & Conference Center, 3280 Northfield Drive in Springfield, featuring ILA Legislative Consultant Kip Kolkmeier, a cash bar, and buffet dinner. The cost is \$35, payable to the DuPage Library System. Register by April 1, 2008 at http://www.dupagels.lib .il.us/calendar/detailpages/119809407.html.

In addition, some Illinois library systems have reserved a block of hotel rooms and are organizing buses/carpools for participants. Please check with your system regarding these arrangements.

To register, please complete this form or register online at www.ila.org/events/reg_lad.htm

REGISTRATION	Have you attended Library Day before? Yes No	
Name:	 □ I would like to order a \$10.00 breakfast at the state library at 7:30 A.M. The legislative breakfast with your state legislator will include coffee, teas, juices, muffins, croissants, fruit, sausage, bacon, hash browns, biscuits & gravy, and an egg and cheese casserole. This breakfast is a great opportunity for participants to speak informally and uninterrupted to their legislators. □ I would like to order a \$10.00 box lunch, including chips, an apple, a brownie, and a bottle of water, which will be available at the state library at 12:30 P.M. Please select: □ Turkey and swiss on a croissant □ Roast beef and cheddar on a sub bun □ Veggies and cream cheese on a sub bun □ I would like to make a tax-deductible donation \$	
Institution:		
Mailing Address:		
City, State, Zip:		
Daytime Phone: Fax:		
E-mail:		
Illinois library system:		
Name of Illinois legislators (If you are unsure,		
please check http://tinyurl.com/9m8ok — insert your zip code, hit go,	TOTAL \$ (for any of these optional items —	
then provide your home address to determine your Illinois senator and representative.)	breakfast, box lunch, and donation).	
METHOD OF PAYMENT:		
☐ Check or money order for \$ made payable to ILA or ☐ Cha	arge \$ to my OVISA OMasterCard OAMEX ODiscover	
Account No.: Expiration Date:	Signature:	

Deadline for registration is April 3, 2008.

Confirmations and additional information will be sent prior to the event. Send payment to the ILA Office, 33 W. Grand Ave., Suite 301, Chicago, IL 60610-4306, fax: (312) 644-1899, www.ila.org/events/reg_lad.htm.

YOUTH SERVICES SPRING WORKSHOP

Lech sayyy teens

Friday, April 18, 2008 | 9:30 A.M. to NOON | Plainfield Public Library District | 15025 S. Illinois St., Plainfield, IL 60544

Wednesday, May 7, 2008 | 9:30 A.M. to NOON | Lewis and Clark Library System | 6725 Goshen Rd., Edwardsville, IL 62025

Youth/Teen librarians Alexandra Tyle-Annen, Dan Braun, Kelly Laszczak, and Joe Marcantonio have been implementing tech trends into their libraries' youth services programs. They will discuss technology trends such as gaming, social networking, blogging, and instant messaging and how to effectively use these trends to enhance your library programs for youth and teens.

REGISTRATION		I am registering for:	
Name:		☐ April 18, Plainfield ☐ May 7, Edwardsville	
Institution:		- □ \$20 for ILA/SWAYS Members □ \$25 for nonmembers	
Mailing Address:			
City, State, Zip:		Registration includes a continental breakfast.	
Daytime Phone:	Fax:		
E-mail:			
METHOD OF PAYMENT	:		
☐ Check or money order for \$	made payable to ILA or □ Ch	arge \$ to my OVISA OMasterCard OAMEX ODiscover	
Account No.:	Expiration Date:	Signature:	

Deadline for registration is April 11, 2008, for the Plainfield workshop, and April 30, 2008, for the Edwardsville workshop.

Cancellations must be received in writing one week before the workshop date. Cancellations received less than a week before the workshop date will receive a 50 percent refund. Confirmations and additional information will be sent after the registration deadline.

Send payment to the ILA Office: 33 W. Grand, Suite 301, Chicago, IL 60610-4306, Fax: (312) 644-1899.

Or register online at www.ila.org/events/reg_ysf.htm

PROGRAMS will include:

- Breakthrough Success
- An Hour With JA Konrath
- How to Inform Patrons of Rules
- Six Keys to Financial Security
- Teaching Children About Blindness
- Playdoh Time for Kids
- Library Service in Context: Keeping Up With Trends
- What Type am I and Who Cares?
- Too Stressed for Success? Reducing, Managing, and Thriving on It
- Get Organized to Reduce Stress
- Dealing With Local History Materials
- Ergonomics
- PolyTalk
- Having the Correct Mindset When Dealing With Problem Patrons
- Managing Your E-World
- Exercising Well at Home...Without Equipment!
- Matchmaking for Men 101: How Do I Help Him Find a Book Like...

- How Not to Make Yourself Miserable in the Workplace
- Break Your Bad Habits and Replace Them With Better Ones
- Top Ten Organizing Mistakes and How to Solve Them
- Managing Your Boss
- Programming and Outreach on a Shoestring Budget
- Library 2.0: What is It and Why Do We Care?
- Four Emotions: How to Recognize Them and What To Do About Them
- Playing Well With Others: A Collaborative Programming for Adults
- Behind the Smoke and Mirrors of Your Money
- Healthy Habits to Improve Your Health
- Technical Services Tips and Tricks
- Travelin' the World...From Your Library
- MySpace/Facebook
- A Graphic Novel Primer
- Master the Behavioral Interview

8:00 AM:

Registration/Networking and Continental Breakfast

8:30 AM: Introduction and Welcome

9:00 AM: Keynote Address: *Joe Contrera*, Conquering Your Fears

Joe Contrera is the President and founder of ALIVE @ WORK® LLC, a management consulting firm that works with organizations to motivate and engage their people at work. For more than twenty years, Joe has been leading, training, and coaching people. He is a professional member of the

National Speakers Association (NSA), an international professional

organization made up of 3800, of the most successful speakers in the industry. He has served on the Board of Directors for the Arizona and Illinois Chapters, where he was awarded the *Wordsmith Award* by his peers for excellence on the platform. His unique personal style and use of humor both motivate and encourage his audiences and those he consults and coaches. Joe's strengths come from his experience both on and off the platform. He doesn't just talk about achieving a higher level of success; he lives it.

10:00 - 10:30 AM: Book signing and no-conflict exhibitor time

This Annual
Conference is for
Library Staff in
Academic, Public,
School, and
Special Libraries

Our mission is to provide professional opportunities for library support staff to grow, learn, and connect with new ideas.

> May 9, 2008 8:00 AM-3:30 PM Donald E. Stephens Convention Center 5555 North River Road Rosemont, IL 60018

AUTHOR PROGRAMS:

JA Konrath Beth Finke Kelly James-Enger Warren Graham

> Exhibits will be open throughout the day

Please visit our web site at www.reachingforward.org for more information regarding programming and the conference in general.

Registration Form — Reaching Forward Annual Conference of Library Assistants

May 9, 2008 • 8:00AM – 3:30PM

ONE REGISTRATION FORM PER PERSON

ONE REGISTRATION FORM PER PERSON				
NAME	E-MAIL ADDRESS			
LIBRARY NAME				
STREET ADDRESS				
CITY	STATE	ZIP		
PHONE	FAX			
Please select one program per time slot. Each conference attendee must fill out a registration form. 10:00 – 10:30: Author Book Signing and No-conflict Exhibitor Time 10:00 – 10:30: (choose one) Breakthrough Success An Hour With JA Konrath How to Inform Patrons of Rules Six Keys to Financial Security Teaching Children About Blindness Playdoh Time for Kids Library Service in Context: Keeping Up With Trends What Type am I and Who Cares? Too Stressed for Success? Reducing, Managing, and Thriving on It Get Organized to Reduce Stress Dealing With Local History Materials	☐ Ergonomics ☐ PolyTalk ☐ Having the Correct Mindset When ☐ Dealing With Problem Patrons ☐ Six Keys to Financial Security ☐ Managing Your E-World ☐ Exercising Well at HomeWithout ☐ Equipment! ☐ Matchmaking for Men 101: How Do I ☐ Help Him Find a Book Like ☐ How Not to Make Yourself Miserable in ☐ the Workplace ☐ Break Your Bad Habits and Replace them ☐ With Better Ones ☐ Top Ten Organizing Mistakes and How to ☐ Solve Them ☐ Managing Your Boss ☐ Chicken ☐ Vegetarian	2:15 - 3:15 (choose one) □ Programming and Outreach on a Shoestring Budget □ Library 2.0: What is It and Why Do We Care? □ Four Emotions: How to Recognize Them and What To Do About Them □ Playing Well With Others: A Collaborative Programming for Adults □ Behind the Smoke and Mirrors of Your Money □ Healthy Habits to Improve Your Health □ Technical Services Tips and Tricks □ Travelin' the WorldFrom Your Library □ MySpace/Facebook □ A Graphic Novel Primer □ Master the Behavioral Interview		
Conference costs are: ILA Members \$100 ea. = \$ Non-ILA Members \$110 ea. = \$ Please mail your check payable to <i>The Illinois Libra Association</i> along with this form to: Reaching Forward/ILA 33 West Grand, Suite 301 Chicago, Illinois 60610-4306	April 25, 2008 If special accommodations are needed due to a disability, please contact the ILA office before April 25, 2008. There is a parking garage available	VISA MasterCard CARD NUMBER EXPIRATION DATE		
You may register online at www.ila.org	day of conference).			

NATIONAL LIBRARY LEGISLATIVE DAY

Mark your calendar for National Library Legislative Day, Wednesday, May 14, 2008 — the day we bring our lobbying skills to the nation's capital for what has been deemed the most important grassroots lobbying effort under our sponsorship! A variety of activities have been designed to prepare National Library Legislative Day participants for an informed and effective day of congressional visits.

ACCOMMODATIONS

ILA has reserved a block of rooms at the Capitol Hill Suites, 200 C St., SE, Washington, DC 20003; phone: (202) 543-6000; fax: (202) 547-0883; \$239 single and \$259 double rate for a junior suite and \$279 single and \$299 for a one bedroom deluxe, 14.5 percent sales taxes are not included. When making reservations, please mention the Illinois Library Association. The American College of Physicians (ACP) will be meeting at the same time. ACP has reserved a very large block of sleeping rooms citywide for its meeting. In addition, Police Week will begin on Wednesday, May 14. These events create a lot of pressure in the city, drive the room and catering rates higher than usual, and necessitate early reservations.

MONDAY, MAY 12

"Introduction to National Library Legislative Day: Why Your Participation Is Important; What to Do and How to Do It," at the ALA Washington Office (1615 New Hampshire Ave., NW, First Floor,

Washington, DC 20009) from 3:00 to 5:00 P.M. Sponsored by the Association of Library Trustees and Advocates and the ALA Washington Office, the preconference is designed to provide tips on how to make an impact during hill visits and to help with the organization of presentations to your legislators.

TUESDAY, MAY 13

9:00 A.M.

Participants may want to attend the ALA briefing at the Holiday Inn on the Hill (415 New Jersey Ave., NW, Washington, DC 20001; phone: (202) 638-1616). This full day (9:00 A.M. - 3:30 P.M.) of issues' briefings is designed to prepare participants for congressional visits.

This day's events will continue with a cocktail hour (6:00-7:00 P.M.) and dinner (7:00 P.M.) at the Capitol Hill Club, 300 First St., SE, Washington, DC 20003; phone: (202) 484-4590. Attendance at dinner is optional.

WEDNESDAY, MAY 14

8:30 - 9:45 A.M.

A kick-off with a brief summary of key issues has been scheduled at a location to be announced on Capitol Hill.

9:45 A.M.

The delegation will "Hit the Hill," with scheduled congressional appointments.

3:00 P.M.

Currently, the tentative scheduled meeting with Illinois Senators Dick Durbin and Barack Obama.

5:00 - 7:00 P.M.

The National Library Legislative Day Committee has scheduled a Congressional Reception (location to be announced). All representatives and senators will be sent invitations to attend the reception. Congressional staff is also being invited.

REGISTRATION	for registration, organizing the packets, dinner, and Congressional appointments; and $$5$$ goes to pay for speaker and guest expenses.
Name:	□ \$45 for ILA Members □ \$55 for nonmembers
Institution:	□ \$55 for dinner on Tuesday night at the Capitol Hill Club, 300 First St., SE,
Mailing Address:	Washington, DC 20003; phone: (202) 484-4590. All dinners will be served with warm breads, butternut squash and corn chowder, seasonal baby greens with tomatoes, cucumbers, and carrots, served with house dressing, chef's
City, State, Zip:	selection of potatoes and vegetables, chocolate decadence flourless cake, coffee, decaffeinated coffee, and a selection of fine teas. A cash bar will be
Daytime Phone: Fax:	available. Price includes 10 percent District of Columbia sales tax and 20 percent gratuity. Please choose one of the following menu options:
E-mail:	☐ Cilantro and fennel crusted breast of chicken served over Israeli couscous with sundried tomato sauce
Your registration fee includes legislative materials, coffee breaks at the briefing sessions, and the Congressional Reception on Wednesday evening, organized by	☐ Pan seared filet of salmon with lobster sauce served with parsley red pepper mashed potatoes
the National Library Legislative Day Committee. \$25 of your registration fee goes to the ALA for coffee breaks, room rental, and speakers; \$15 goes to ILA	□ Vegetarian lasagna
METHOD OF PAYMENT:	While attending the 2008 National Library Legislative Day, I will be staying at
☐ Check or money order for \$ made payable to ILA or	(name of hotel or other accommodations)
☐ Charge \$ to my ○ VISA ○ MasterCard ○ AMEX ○ Discover	DEADLINE for registration is May 1, 2008. CANCELLATIONS must be received in writing before May 1. Cancellations received after May 1 and before
Account No.: Exp. Date:	May 10 will receive a 50 percent refund. No refunds will be given for cancellations received on or after May 10. Confirmations and additional information will
Signature:	be sent after the registration deadline. Send payment to the ILA Office, 33 W. Grand Ave., Suite 301, Chicago, IL 60610-4306, fax: (312) 644-1899,

www.ila.org/events/reg_nld.htm.

IJA Calendar

FEBRUARY 2008

- 15 iREAD meeting, 11:00 A.M., Reddick Library, 1010 Canal St., Ottawa, IL 61350; phone: (815) 434-0509.
- 20 Deadline for April issue of the *ILA Reporter*.
- ILA Executive Board meeting, 10:00 A.M., Prairie Area Library System, 405 Earl Rd., Shorewood, IL 60431-9445; phone: (815) 229-2710; fax: (815) 725-0930.
- 23 Trustee Forum Workshop, Hickory Ridge Marriott Conference Hotel, 1195 Summerhill Dr., Lisle, IL 60532. Individual attendees will make hotel reservations for the event directly with Marriott Reservations at 800-334-0344. If the individual attendee does not check in, there will be a charge of one night's room rate. Registration form in the December 2007 issue of the ILA Reporter, p. 38. Register online at www.ila.org/ events/reg_dawe.htm.

MARCH 2008

25–29 Public Library Association's Thirteenth National Conference, Minneapolis, Minn.; phone: 800-545-2433, ext. 5PLA; e-mail: pla@ala.org; www.placonference.org/.

27-28 IACRL 2008 Spring Conference,

"Librarians as Leaders: Energizing our Communities," Bloomington, Ill. For conference updates and program information, please visit: http://www.iacrl.net. For hotel reservations, please contact the Chateau & Conference Center, Bloomington, at (866) 690-4006, or register online at http://www.chateauhotel.biz; the group name and password is ASCORELI. The single/double room rate is \$87 plus tax per night. Please note the conference rate deadline is March 1, 2008. Registration form in the December 2007 issue of the ILA Reporter, p. 37. Register online at www.ila.org/events/reg_iacrl.htm

APRIL 2008

10 Illinois Library Day. See registration form in this issue, page 32. To register, please complete this form on page 32 or register online at www.ila.org/events/ reg_lad.htm. A strategy session and buffet dinner with cash bar will be held on Wednesday, April 9, 2008, 6:30 — 9:00 P.M. at the Northfield Inn, Suites, & Conference Center, 3280 Northfield Drive in Springfield. The dinner will feature ILA Legislative Consultant Kip Kolkmeier. The cost is \$35, payable to the DuPage Library System. Register by April 1, 2008 at http://www.dupagels.lib.il.us/ calendar/detailpages/ 119809407.html.

Library Jobline of Illinois

http://www.ila.org/jobline



Positions for Librarians and Support Staff

All employer job openings are listed on the ILA Web site (www.ila.org/jobline) for 30 days and the cost is \$100.

A Calendar

APRIL 2008 (CONT.) to SEPTEMBER 2008

- 13-19 National Library Week. Contact ALA Public Information Office, phone: 800-545-2433, ext. 5044/5041; fax: (312) 944-8520; e-mail: pio@ala.org; http://www.ala.org/.
- 14-20 Young People's Poetry Week, sponsored by the Children's Book Council, highlights poetry for children and young adults and encourages everyone to celebrate poetry. For more information, contact the Children's Book Council, 12 W. 37th St., 2nd Fl., New York, NY 10018; phone: (212) 966-1990; http://www.cbcbooks.org/.
- 18 Youth Services Spring Workshop, Tech Savvy Teens, 9:30 A.M. to NOON, Plainfield Public Library District, 15025 S. Illinois St., Plainfield, IL 60544. See registration form in this issue, page 33. Register online at www.ila.org/events/reg_ysf.htm
- 20 Deadline for June issue of the ILA Reporter.

MAY 2008

7 Youth Services Spring Workshop, Tech Savvy Teens, 9:30 A.M. to NOON, Lewis and Clark Library System, 6725 Goshen Rd., Edwardsville, IL 62025-3045. See registration form in this issue, page 33. Register online at www.ila.org/events/reg_ysf.htm

9 Reaching Forward Conference for Library Assistants, Donald E. Stephens Convention Center, 5555 N. River Rd., Rosemont, IL 60018; www.reachingforward.org/. See registration form in this issue, pp. 34-35. Register online at

www.ila.org/events/reg_reach.htm

13-14 National Library Legislative

Day. The ALA briefing day will be held at the Holiday Inn on the Hill, 415 New Jersey Ave., N.W., Washington, DC 20001. ILA has reserved a block of rooms at the Capitol Hill Suites, 200 C St., S.E., Washington, DC 20003; phone: (202) 543-6000; fax: (202) 547-0883; \$239 single and \$259 double rate for a junior suite and \$279 single and \$299 for a one bedroom deluxe, 14.5 percent sales taxes are not included. When making reservations, please mention the Illinois Library Association. The American College of Physicians (ACP) will be meeting at the same time. ACP has reserved a very large block of sleeping rooms citywide for its meeting. In addition, Police Week will begin on Wednesday, May 14. These events create a lot of pressure in the city, drive the room and catering rates higher than usual, and necessitate early reservations. The registration form appears in this issue, p. 36. Register online at www.ila.org/events/ reg_nld.htm

JUNE 2008

- 6 ILA Executive Board meeting, 10:00 A.M., Metropolitan Library System, 224 S. Michigan Ave., Ste. 400, Chicago, IL 60604-2501; phone: (630) 734-5000 or 866-734-2004; fax: (630) 734-5050.
- 20 Deadline for August issue of the ILA Reporter.
- 26-2 July ALA Annual Conference, Anaheim, Calif.; phone: (312) 280-3225; http://www.ala.org/.

JULY 2008

18 iREAD meeting, 11:00 A.M., Reddick Library, 1010 Canal St., Ottawa, IL 61350; phone: (815) 434-0509.

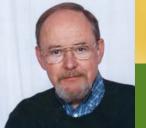
AUGUST 2008

- 10-14 World Library and Information Congress: 74th International Federation of Library Associations and Institutions (IFLA) General Conference and Council, Quebec, Canada. For further information, see IFLA Web site: http://www.ifla.org/.
- 20 Deadline for October issue of the ILA Reporter.

SEPTEMBER 2008

23-26 ILA Annual Conference at Navy Pier, Chicago, Ill.

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Grumpy Observations on Good Public Service

ere are a handful of things I think help define good service. (Each one ends in a moral because writing morals is fun.)

Telephone Answering Software

I have no proof, but I suspect one of the three most hated aspects of contemporary American life is telephone answering software. Is there anyone alive who hopes the telephone at his local library will be answered by a chirpy recording telling him, "You have reached your friendly local library. Please listen carefully to the following menu of eighteen new options, none of which match your question and most of which will merely lead you to new and equally unhelpful recorded messages. Dialing 0 will avail you naught."

It always surprises me that as institutions committed to public service, we install equipment guaranteed to thoroughly alienate our users before we even speak with them. I'm convinced that the time required to answer the phone in person costs us far less in the long run than the the irritation created by answering software.

Citizens who want their tax money used for answering software probably enjoy having their root canals done without Novocain.

Posted Information

A second cousin to telephone answering software is the expectation that messages don't need to be repeated. But, they all do, as people in advertising constantly remind us.

As a disorganized person, I want dates stamped in books, plus printed receipts for the refrigerator, plus computer access, plus staff I can call and ask. When (for example) I slam on the brakes and a forgotten book emerges from underneath the front seat into the pallid January sun, I want to know immediately when it's due.

Signs in libraries work the same way. Most people need both signs and verbal instructions, so why force them to pick just one?

Extremism in the availability of useful information is no vice.

Friendly Staff

When I was in college and graduate school, the thing that dismayed me most about libraries was the occasional staff member who let a snarl be his (or her) umbrella — and was permitted to continue.

I think it's vital that library staff members be friendly to everyone all the time, every day, regardless of circumstances. Having a consistently friendly staff is an amazing asset. As long as users like us, they will forgive an incredible range of screw-ups.

When I became director of the Urbana Free Library, an extraordinarily unpleasant staff circulation member had just resigned. For the first three or four years I was there, people continued to stop me on the street and ask, "Does that woman still work there?" I was lucky that memories were starting to fade when we held our first referendum.

A really nasty encounter with a library staff member can undo the goodwill of ten years of outstanding service.

Telephone Listings

Finding agencies in telephone books can be a frustrating process. I once struggled endlessly to find the number of my son's grade school in Urbana, eventually discovering that all entries for Urbana schools were clustered with many other districts under "schools," not under the names of schools or even of school districts.

It's easy to spare library users this frustration by spending a little more money on white page entries. Inventing cross references under likely search terms is something we do well, and it's fun to imagine our would-be users never muttering in terminal frustration, "I know they've got to be there somewhere, but where? Maybe I'll just call Barnes & Noble."

A good library phone listing is one you find in the first place you look.

Ditching the Card Catalog

When most libraries automated, they closed their card catalogs, eventually removing the catalogs as they became increasingly out of date. For users who loved card catalogs — they were many, and they loved them for some very good reasons — it was a gentle and generally sympathetic weaning process.

Despite their realization that users were fond of the card catalogs, however, some libraries destroyed them in a burst of high-profile public enthusiasm. It was a mistake, and in the public perception not unlike shooting obsolete horses on Main Street to celebrate the arrival of the automobile.

Dumping card catalogs is a little like pulping the booksale leftovers you can't even give away. It eventually becomes a necessity, but secret removal is probably best.

No matter how much we hate something as librarians, if users like it, we can never be seen chortling when we discard it.

Library Atmosphere

When I ask library boards what kind of feeling they want in their libraries, virtually all immediately respond "Barnes & Noble," which has worked out a powerfully successful formula of coziness, warmth, and welcome.

Now that Barnes & Noble has borrowed some of our best ideas, we need to take back the sight of piles of desirable books, good coffee, armchairs, fireplaces, and friendly, available staff. We all rely on oceans of computers, but I'm not sure they're the best thing to see when people first walk in the door.

When people enter a library, they want to see librarians and books. **IA**





Illinois Library Association

33 West Grand Avenue, Suite 301 Chicago, Illinois 60610-4306

RETURN SERVICE REQUESTED

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