



September 2003 Volume 40 Number 3

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..... Holly Van Valkenburgh

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



### NLA/MPLA Conference Committee

In this issue of Nevada Libraries you will find information about the NLA/MPLA Joint Conference to be held in Incline Village November 6-8, 2003, with pre-conference programming on November 5. I have had the privilege of observing the planning by an incredible Conference Committee: you will be amazed at their accomplishments, but not surprised when you realize who has been involved.

Conference Co-Chairs Linda Wilson and Phyllis Sargent have pulled together a remarkable event, complete with a Tahoe Queen Cruise, appearances by local authors, an Internet Cafe and fantastic programming. Nancy Ledeboer has spearheaded the Program Committee, which actually had to turn down programs for lack of space and time. Thanks to our Interest groups and members for their diligent work in submitting program ideas.

Danna Sturm has headed up Special Events, Local Arrangements and Transportation, assisted by Valerie Anderson. Diane Baker has worked with the Exhibitors and Arnie Maurins worked with the technology aspects. Joyce Cox is in charge of Registration and has secured donated attendee bags and lanyards. Susan Antipa is working on Publicity.

Linda Deacy, as our NLA representative to MPLA, has worked tirelessly on this Conference, assuming additional responsibilities as they arose. Thank you, all of you, for your hard work!

### New ALA Representative

Wendy Starkweather is our interim representative to ALA. Thank you for filling out this term, Wendy, and especially for your continuous updates on CIPA and the Patriot Act on NLAlist.

### Annual Meeting

The NLA Annual Meeting will be Saturday morning, November 8, 9:00 to 10:00 at The Hyatt in Incline Village. Our Executive Secretary Arnie Maurins, 775-327-8347 [amaurins@mail.co.washoe.nv.us](mailto:amaurins@mail.co.washoe.nv.us), will be compiling the Agenda: please let him know if there are any items you would like to have included for the General Membership Meeting.

One of the items will be a report from the "PayPal Committee" on utilizing PayPal for NLA dues and Conference fees. Kyle Felker will chair the exploratory committee, which will also include Ken Bierman, Joyce Cox, Michelle Mazzanti, Phyllis Sargent and Linda Wilson.

### NLA Scholarships

Congratulations to our NLA Scholarship winners! (See p 5) Thank you, Jen Fabbri and your Committee

### Online Tuition Discount

NLA members now have a 20% tuition discount cooperative agreement with Drexel eLearning, a subsidiary of Drexel University, for their online program. Details will be forthcoming in *Nevada Libraries*, NLAlist and their website. [www.elearningforlibrarians.net](http://www.elearningforlibrarians.net)

### Literary Evening at Lakeside

I look forward to meeting YOU at the NLA Conference Kick-Off Event. (See p 13)

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**How I Learned to Love FAIR USE... or how to bring a \$300,000 lawsuit down to \$0 if you're a library, archive, or nonprofit educational institution**

By Mary Minow, J.D., A.M.L.S.

When I give seminars to librarians on copyright, the most popular question is: "What happens if we get sued? How much money are we talking about?" Answer? In ever popular lawyer-speak, "It depends." The good news for libraries, archives, and nonprofit educational institutions, is that a good understanding and application of Fair Use can reduce your liability down to \$0. This article aims to help you evaluate a given situation involving the fair use of copyrighted materials.

"Fair Use?" you say. "Absolutely. Everything we do is Fair Use. That is, we think it's fair." That kind of thinking won't go too far in court. Although Fair Use is the grayest area of copyright law (I always color my PowerPoint slides on Fair Use gray), 17 U.S.C. § 107 outlines criteria including four specific factors that courts weigh to determine if what you've done would *lawfully* be considered Fair Use.

... for the rest of this informative article, with specific how-tos, go to  
[http://fairuse.stanford.edu/commentary\\_and\\_analysis/2003\\_07\\_minow.html](http://fairuse.stanford.edu/commentary_and_analysis/2003_07_minow.html)

## Upcoming Events

### 2003

**September 18** Storytelling Presented by Marsha Cutler Sahara West Library 9:00 a.m. - 11 a.m.  
refreshments 8:30 - 9:00 RSVP to Joanne Ross

**September** - Library Card Sign-Up Month

**Sept 9** - Book Repair Workshop, Las Vegas, UNLV

**Sept 11** - Book Repair Workshop, Las Vegas, UNLV

**Sept 16** - Book Repair Workshop, Fallon, WNCC

**September 20** Southern District Social Event! Utah Shakespeare Festival - Little Shop of Horrors Cost - \$41.00 per person

**September 20-27** - Banned Books Week

**October 22-26** - [AASL 11th National Conference](#)  
"Information Matters" at the next AASL National Conference in Kansas City, Mo.

**October 23 and November 20** Survival Spanish for Librarians & CALL Information Program LVL  
Multipurpose Room 9:00 - 11:00. Refreshments 8:30 - 9:00 Coordinator: Sandy Williams

**November 4-8** - NLA/MPLA/REFORMA: Tri - Conference- Incline Village

**Nov 5** - NLA Board Meeting, 2:00-4:00 pm, Incline Village, The Hyatt

**Nov 8** - NLA Annual Meeting, 9:00-10:00 am, Incline Village, The Hyatt

**November 17-23** - Children's Book Week

**Nov 18** - Using the Internet as a Reference Tool, TMCC

**Nov 19** - Web-based Search Engines: Making Them Work for You, TMCC

**Nov 20** - Web Design: Web Page Creation Basics, TMCC

**Nov 21** - Web Design: Formatting Pages with CSS, TMCC

### 2004

**Aug 11-14** - NLA Conference, Henderson

## 2003 Legislative Day – March 6

Library Day at the Legislature 2003 began at 8:30 am with Sally Reed, Friends of Libraries USA, and Karen Kavanau, NLA Lobbyist, talking about Library Issues. They addressed specific topics and how to talk to Legislators about them.

42 interested library staff, trustees and volunteers went to the Nevada State Legislature to “sit on the floor” with their representatives and senators and talk about library issues. Some even made appointments in the afternoon to talk with their legislators.

The Reception was held from 3:00 to 6:00 pm in the lobby of the Nevada State Library and Archives. Participants in the Department of Cultural Affairs OASIS conference being held concurrently joined in the event. Three Legislators appeared and several Legislative staffers, including interns.

The food was wonderful! Keri



Putnam arranged for Molly’s Gourmet Catering to provide a spectacular array of appetizers. Keri and her crew - Richie, Hannah, and Pam - manned the Cash Bar and the Coat Check. Not only that, but they also cleaned up afterwards. Thank you so much, Four Putnams.

Of great interest was the “Lady in the Library Card Dress”. The dress was modeled by Virginia City High School junior Crystal Smee, shown here with the Virginia City High School Librarian Christy Ann Strange and Virginia City Public Librarian Lucy Bouldin. Ms. Strange and

students at Virginia City High School constructed the dress in 1994 from 158 Nevada library cards, attached with blue pipe cleaners. It is considered to be a “Comstock Treasure” and is kept in the high school library.

The dress is more stylish than comfortable; Crystal was unable to sit down for the two hours she wore the dress. Crystal is one of a very select group of people who could fit in the very tall size 2 dress.

The effectiveness of “Library Day at the Legislature” evidently did not reach its expected outcome. The comment was made that the “right library people were not here. The ones who really need legislative assistance – rural and school libraries – were not well represented.” Perhaps that is indeed correct, since legislative collection development assistance is not forthcoming for Nevada public libraries in this biennium.

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## How Did NLA Spend Its/Your Money in 2002?

Financially, 2002 was a very good year for NLA. Income totaled just over \$52,600 with expenses of just under \$31,300 for a net of \$21,300. Not bad for a non-profit organization! Remember however that 2002 was a non-legislative year, hence expenses were low, and we also had a very profitable conference in Ely which netted nearly \$15,000 because of support from the State Library and because expenses were low. Don’t expect the same performance in 2003!

### **Where did NLA get its money in 2002?**

In 2002 NLA’s income was primarily from three sources as follows:

\$24,500 Grants & Donations  
 \$14,200 Net 2002 Conference Income  
 Over Expenses  
 \$11,200 Membership Dues  
 \$ 2,700 Everything Else\*  
 \$52,600 TOTAL

Nearly half of NLA’s income in 2002 came from grants primarily from the Nevada State Library and Archives to support continuing education, scholarships, etc.

This included a \$10,000 grant from the State Library to support continuing education at the annual conference that contributed significantly to the success of the conference.

### **How did NLA spend its money in 2002?**

There are lots of small expenditures so it is difficult to categorize them. However, I will try. Following is my categorization of how NLA spent its money in 2002:

\$ 8,600 Scholarships [includes library science programs and OCLC Reference Institute]

\$ 7,800 Programming [includes expenses of the divisions, sections, committees, etc.]

\$ 5,600 Government Relations [communicating with our State legislature]

\$ 5,300 Administrative [general, printing *Nevada Libraries*, 2003 Conf deposit, etc.]

\$ 4,000 Professional [ALA and MPLA Delegate expenses]

\$31,300 TOTAL

\*Everything Else includes *Nevada Libraries* income from subscriptions and advertising, Kendall Memorial Fund donations, miscellaneous sales, etc.

Ken Bierman, NLA Treasurer

# BCR Workshop Opportunities

The following BCR workshops will be offered November 18 - 21, 2003, at Truckee Meadows Community College in Reno, NV.

Discounts are available for registrations received before noon, November 1, 2003.

## Using the Internet as a Reference Tool

The Web is a powerful reference desk tool, but librarians too often are frustrated by both the time required to find answers online and the lack of any efficient, comprehensive way to evaluate a Web site when an answer is found. In this class, you will acquire the skills you need to take full advantage of the Internet in both ready reference and research situations.

You will learn:

- Time-saving, practical methods for evaluating online resources.
- Effective strategies for finding answers to ready reference questions on the Internet.
- When to use print resources, when to turn to the Internet and how to evaluate both.
- Alternatives to typical Internet search engines, when to use them and how to use them effectively.
- Techniques to deal with more complex reference questions.
- Guidelines for creating your library's own Reference Page on your library Web site.

This is a companion class to the BCR workshop, Web-based Search Engines. Any library staff member with Web access at the reference desk should attend.

Truckee Meadows Community College, Reno (Nevada) - November 18, 2003 9 a.m. - 4 p.m.  
\$95 for BCR members (\$10 discount for early registration)

## Web-based Search Engines: Making Them Work for You

This full-day class is designed to help you to better understand how Web search engines work and how to use them more effectively in a library. Three different search engines will be discussed in depth with an opportunity for each attendee to try them out.

- Learn about the different ways a user can search the Web.
- Discover more effective searching techniques.
- Compare and contrast the ways each search engine is, or is not, helpful in answering typical patron questions.

This is a companion class to the BCR workshop, Using the Internet as a Reference Tool. Library staff who are interested in learning how to better search for information on the Web should attend.

Truckee Meadows Community College, Reno (Nevada) - November 19, 2003 9 a.m. - 4 p.m.  
\$95 for BCR members (\$10 discount for early registration)

## Web Design: Web Page Creation Basics

This intensive, one-day workshop provides the basic skills you need to implement your own Web site. Attendees will learn:

- Basics of XHTML form and structure.
- Basic text formatting.
- How to link documents.
- How to insert special characters.
- Inserting and aligning graphics.
- Relevant resources to assist in design and coding issues.

Experienced Internet users who are ready to become information providers should attend. Those with HTML experience should instead take the BCR workshop, Web Design: Moving from HTML to XHTML.

This class is taught using XHTML, but is fully compatible with HTML-based pages.

Truckee Meadows Community College, Reno (Nevada) - November 20, 2003 9 a.m. - 4 p.m.  
\$95 for BCR members (\$10 discount for early registration)

## Web Design: Formatting Pages with CSS

You have your Web site up and running. This full-day workshop will give you a hands-on overview of the latest technologies needed to improve your Web site and make it more interactive. Attendees will learn:

- The reasoning behind Cascading Style Sheets (CSS).
- How to integrate CSS into a Web site.
- Layout and design functionality in CSS and CSS media types.

Prerequisites: BCR workshop, Web Design: Web Page Creation Basics, or a firm grasp of HTML and Web design issues. This class is taught using XHTML, but is fully compatible with HTML-based pages. Library Webmasters and those interested in making their sites more interactive and visually appealing should attend.

Truckee Meadows Community College, Reno (Nevada) - November 21, 2003 9 a.m. - 4 p.m.  
\$95 for BCR members (\$10 discount for early registration)

Michael Sauers is the instructor. You can find his Bio at:  
<http://www.bcr.org/~ids/ms-bio.html>

Contact Stephanie Jauregui at 1-800-397-1552 ext. 127 or e-mail: [sjauregu@bcr.org](mailto:sjauregu@bcr.org) for more information or register online at [www.bcr.org/workshop/register.html](http://www.bcr.org/workshop/register.html).

# NLA Scholarships Winners Announced

Jen Fabbi, NLA Scholarship Committee Chair

On behalf of the NLA Scholarship Committee, I would like to announce and congratulate the following scholarship recipients for 2003:

## **James S. McPhee Memorial Scholarship Winners**

Amy Johnson has been awarded \$2500 by the NLA Scholarship Committee. She works for the Henderson District Public Libraries and will pursue her graduate library education through the University of Illinois at Urbana-Champaign. Amy's life has been changed through her work with teens at the Paseo Verde Library, and she intends to earn her MLS so that she can become a young adult librarian. The program at UIUC will allow her to choose classes that she feels to be pertinent and meaningful to her chosen area of focus.

The following recipients have been awarded \$1250 each:

Tamaria Anderson currently works for the Las Vegas-Clark County Library District at the West Charleston Library and is a student in the University of North Texas Nevada Program. She states that after she began working in libraries 10 years ago, she "found the happy coincidence of contentment and commitment," indicating she had "found her niche."

Deanna Causey works for the Las Vegas-Clark County Library District in the Young People's Library at the Summerlin branch and is currently a student in the University of North Texas Nevada Program. She also studies the Spanish language and has incorporated it into bilingual storytimes, serves on the Hispanic American Heritage Committee within her library district, and is a recent member of REFORMA.

Rebecca Colbert works for the University of Nevada, Las Vegas

Law Library and is currently a student in the University of North Texas Nevada Program. She states that because she has experience in multiple types of libraries and in various positions, she is eager to use her knowledge to bridge some of the traditional gaps in the information community—those between public and technical services, academic and public libraries.

Ann LaGumina currently works for the Las Vegas-Clark County Library District in the Young People's Library at the Rainbow branch and is a student in the University of North Texas Nevada Program. Ann began working in Nevada libraries about twenty years ago, and she states that every library position she has held has added a new layer to her knowledge, which she feels will culminate with the earning of her master's degree.

Sidney Watson works for the University of Nevada, Las Vegas Libraries in the Curriculum Materials Library and is currently a student in the University of North Texas Nevada Program. She participated as a member of a roundtable presentation entitled "Renewing Our Paraprofessional Resolve" at the 2002 NLA Annual Conference and recently attended the Nevada Library Leadership Institute in Alamo, NV. She has worked at the UNLV Libraries for eighteen years and in many capacities, including circulation services, government publications, and two specialized branch library environments.

Andrea Wirth works for the University of Nevada, Las Vegas Libraries in the Collection Development and Management Division and is currently a student in the University of North Texas

Nevada Program. In addition, she is also working on an Internet Design and Technology Certificate through UNLV to complement her MLS with conceptual and practical knowledge of website design.

All scholarship recipients who are attending the University of North Texas Nevada Program will be awarded an additional \$500, due to our partnership with their School of Library and Information Sciences. I would like to thank Dean Phil Turner at UNT for making this extra money available to UNT students once again this year.

Also, thanks to those who helped with the selection of scholarship recipients this year—Barbara Mathews, Holly Van Valkenburgh, Kathy Rankin, Reed Scull, Tom Fay, Caron Schwahn, and Theresa Kenneston. In addition to all of their other roles in the Nevada library world, Tom, Caron, and Theresa are all former James S. McPhee Scholarship recipients.

## **Nevada Young Readers' Award**

The children of Nevada have voted! The results of this year's award are on the NYRA website along with the nominees for 2003-2004. Check it out! [www.nevadalibraries.org](http://www.nevadalibraries.org) Click on Divisions, then NYRA.

Three of the winning authors will be attending the conference:  
Picture Book - Arthur Howard  
Intermediate - Roland Smith  
Young Adult - Ben Mikaelson.

Roland Smith will be available for school visits the week after the conference. For more information, contact Carol Rapacz, 2003 NYRA Chairperson at [irapacz@clan.lib.nv.us](mailto:irapacz@clan.lib.nv.us).



## “Climb off Dead Horses: Mastering Change.”

Presented by **A.C.T.I.O.N.** Paddy Harrigian, Las Vegas-Clark County Library District and Florica Hagendorn, Henderson District Public Libraries, (Co-Chairs) a sensational afternoon for ALL LIBRARY STAFF. Rest your feet and refresh your mind!

Nationally known corporate trainer, keynote and motivational speaker **Cheewa James** will be presenting an inspirational, humorous and exciting presentation at NLA/MPLA on Thursday, November 6 at 3:00 p.m. Don't miss this event! **“Climb off Dead Horses: Mastering Change.”**

**Buckle your seat belt. It's time to get to know Cheewa James!**

As one client said, **“When Cheewa is on, the electricity and energy kick in! We learn, we enjoy, we grow.”** Cheewa is a sought after speaker, having worked with associations, businesses and corporations across the United States and Canada. She is known for her presentations on



leadership, dealing with change and finding a balanced life style. The principle behind all of Cheewa's presentations is clear. The self-growth, responsibility and initiative of individuals is what drives an organization.

With a name like Cheewa, you know there has to be something different going on...and there is! She says it best herself: “My father is Modoc Indian and my mother is German.” She creates a feel for diversity in a very subtle way.

Although addressing contemporary issues Cheewa often uses Native American thinking to illustrate a point. Her presentations “Dead Fish Don't Swim Upstream: How to Motivate Others.” And “Leap to Leadership: Principles of Eagles.” Are

just a few of her inspiring talks.

A former television anchorwoman and reporter, Cheewa is the recipient of seven UPI (United Press International) awards. She has been awarded the National Golden Mike Award for excellence in television production and is currently a Sacramento PBS on-line talent.

An accomplished author with nearly 150 articles in print, Cheewa's work has appeared in *Smithsonian*, *National Wildlife*, *Chicago Tribune*, *Portland Oregonian* and *Kansas City Star*. Her book, *Catch the Whisper of the Wind*, is released by *Chicken Soup for the Soul* publishers and is composed of her short, inspirational profiles of American Indians.

Cheewa is degreed in communication with graduate work in education.

## MPLA BOARD CHOICE AWARD

Linda Deacy, MPLA's State Representative from Nevada, is pleased to announce her designee for the MPLA Board Choice Award for 2003.

West Las Vegas Library Administrator, Las Vegas-Clark County Library District, Felton Thomas, was selected to receive a one-year free membership in the Mountain Plains Library Association as part of its "Board Choice" Invitational Membership Promotion. Felton Thomas was selected by Linda Deacy, Nevada Library Association representative to MPLA based on his professional qualities and potential for contributions to MPLA.

Named a "Mover & Shaker" by Library Journal in 2002, Felton Thomas has worked in Nevada Libraries for over twenty years. Awarded numerous commendations

for his work in the Las Vegas African-American community, Felton has been recently named a Fellow to the Urban Library Council's Executive Leadership Institute.

A native of Las Vegas, Felton has dedicated his life to providing library services to underserved populations, and received an Award of Excellence from the Nevada Library Association in 1999 for the West Las Vegas Library's Rites of Passage program.

Felton received his Bachelor's degree in Psychology from the University of Nevada-Las Vegas and has a Master's degree in Library and Information Science from the University of Hawaii. Felton is a member of numerous library organizations and is a member of Phi Beta Sigma Fraternity, Inc.

The Board Choice Award, initiated in 1999, is a personal initiative by Board members to identify and recruit individuals with demonstrated ability in a library setting to membership in the Mountain Plains Library Association. The person is selected by consideration of their potential to benefit MPLA and the profession in a broader sense. MPLA Board members consider this award a personal quest to identify and recruit future library leaders, those who will serve their own library, their state and regional associations well.

Each Board member of MPLA is eligible to name one recipient per year. The Board consists of the President, Vice-President/President Elect, Past President, Secretary and Executive Secretary, the State Representative from each member state, and the Chair of each MPLA Section.

## Life Isn't Hard – When You've Got A Library Card!

3<sup>rd</sup> Grade Library Card Initiative: *"Life isn't hard, when you've got a library card!"*

Nevada State Library and Archives again sponsors a state-wide library card initiative. Each public library in Nevada will receive custom-designed card covers to distribute to all of the 3<sup>rd</sup> graders in their service area.

Last year's project was very well received, from communities with less than 40 3<sup>rd</sup> graders to Clark County's 23,000. The Initiative began as a partnership with Nevada Reading Excellence Act. "Public libraries are an essential ingredient to children's literacy achievement. A recent study from the Pennsylvania State Library confirms participating in public library reading programs, checking out books to read at home, improve a student's literacy



Arthur visiting the Pershing County Library

skills," states Sara Jones, State Librarian. "This project supports the President's *No Child Left Behind* and the Governor's mandate of every child reading at grade level by the end of third grade. Both support the importance of families being involved in their children's education and learning activities. Going to the library is a key family activity."

Our Initiative also provides public

library staff serving youth a opportunity to work with local school librarians and teachers. Many participating libraries commented on the positive outcomes stemming from this opportunity last year. Although some of the larger urban libraries continue class visits and tours of the library throughout the year, the Initiative is scheduled for National Library Card Month, September, 2003.



## Better Salaries and Pay Equity for All Library Workers

Friday, May 30th 9-11 a.m.

Submitted by Paula Wilson -Sponsored by Joanne Ross, Southern District

*"We must promote a better understanding of what the librarian does. No one will want to pay us more money if they have no idea what education, experience, judgment, and special skills it takes for us to do our jobs."*—Mitch Freedman

Library staff from across the state had the pleasure of attending a program delivered by ALA's immediate past president and pay equity advocate, Mitch Freedman. Mr. Freedman, who also serves as director of the Westchester Library System, has spearheaded this national effort to raise awareness of inadequate salaries earned by library workers. Freedman had several talking points but emphasized the need to first 'get the worth out' by letting the community know just how valuable libraries and librarians are to the community. Freedman also dubbed the Internet as, "librarians employment act", and emphasized that librarians have the skills to find information on the Internet and the need to exploit their information technology skills. "We have 21<sup>st</sup> century skills and we should be paid 21<sup>st</sup> Century salaries!" All attendees of the program received a Pay Equity Toolkit, a 56-page document which offers information on a gamut of topics related to salary issues such as salary statistics and data, comparisons with other occupations, competencies, success stories and more.

Throughout the program, Mr. Freedman reiterated that his goals also include a process by which advocacy for pay equity would continue even after his ALA presidency ends. The formation of the American Library Association-Allied Professional Association seeks to continue efforts in the following areas: certification of individuals in specializations beyond the initial professional degree and to provide support of comparable worth and pay equity initiatives. Additionally, Carla D. Hayden, current ALA President, writes in her presidential initiatives on the ALA website: "I will continue to work for pay equity, competitive benefits, and an improved working environment and strongly support President Freedman's program." Freedman's initiatives will also continue as library workers realize the contributions they bring to the libraries in which they work and the communities they serve.

For more information visit the following web sites:

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

<http://www.ala-apa.org>

# ALA Needs You – Yes You!

Interim ALA Chapter Councilor,  
Wendy Starkweather

Have you always wanted to tell ALA just exactly what you think about its activities? Or its website? And have you wanted them to actually listen?

Or maybe you need ALA issues to count, like sheep, when falling asleep at night? Or maybe you've even thought that you would like to contribute a little something to your profession at the national level.

**If you're still reading - do I have a deal for you!!!!**

As many of you know, Cindy deLanty, the Nevada Chapter representative to ALA Council, had to resign her position as councilor when she moved to Arizona in June. As many of you may not know, I was appointed to fill out the remainder of Cindy's term as Councilor. That term ends in December this year which means that ALA members in Nevada will have the opportunity to vote for a new Chapter Councilor to begin a 3-year term starting with the Midwinter meeting in San Diego next January.

Having served as Nevada's Chapter Councilor in the late '80's (yep, I've been around a long time folks) and again at the annual meeting this year in Toronto, I know that the ALA political scene is not for me, so I will not be seeking the nomination for the new term. However, I know there are several of you that out there in Nevada Library Land, who would love the chance to join the scene and make a difference. Now's the time to do it.

In the next couple of months the NLA Nominating Committee will be soliciting nominations for the

Councilor position. I urge anyone interested in the issues of intellectual freedom, freedom to read, funding for libraries of all types, hiring of trained librarians for school libraries, the use of ALA funds, patron privacy in the age of the Patriot Act, the future of ERIC, public access to government information, or core values for the Association to consider running for this position. The issues mentioned above were just a few of the many that were voted on at Council Meetings during the meetings in Toronto and it was clear that there is a passion for action on them at the national level. So think about it. Add your voice of reason, passion or both to the collective governance of ALA. Get active. Represent NLA, represent Nevada's libraries and librarians. Run for ALA Chapter Council!

Fine print: Be prepared to spend extra days at both Midwinter and Annual (NLA helps fund Midwinter, I believe). Be prepared to read dozens of Council documents in advance of and during conference. Be prepared to get lots of email on a daily basis from the Council listserv. Be prepared to forward email deemed of particular interest on to the NLA listserv. Be prepared to attend Chapter Caucus meetings to identify issues of specific concern to state chapters. Be prepared to make many new friends and colleagues from other state chapters and to establish new networks for yourself and your library. Be prepared to solicit input from Nevada Librarians on the issues coming before Council. Be prepared to be involved and grow professionally. And finally, be

prepared to accept the officially unofficial ALA Chapter Councilor's 'hand-me-down' box of 'important' and 'very valuable' documents. It will await the lucky winner!

For those of you interested in knowing the results of Council Action at the Annual Meeting, the full description is available at [http://www.ala.org/Content/NavigationMenu/Our\\_Association/Governance/Council/Council\\_Actions/2003-AC-AS.htm](http://www.ala.org/Content/NavigationMenu/Our_Association/Governance/Council/Council_Actions/2003-AC-AS.htm). By the way, if you think this URL is excessively long, you are not alone. In fact the ALA's new website received its share of attention at Council. It resulted in a resolution that future revisions of the website will adhere to standard principles of usability, that ALA members will have a role in providing guidance to ALA regarding the design and organization of the web site and that ALA members will be fully informed on a regular basis regarding the status of proposed modifications and any forthcoming changes to the ALA Web site.

For more information about Council actions or the Chapter Councilor role, please contact me at (702) 895-2131 or email [wstark@ccmail.Nevada.edu](mailto:wstark@ccmail.Nevada.edu).

## New Membership Database

Are your dues paid for 2003? Coming in Mid-September you will be able to find out on the Membership Database on the NLA website!

Thanks to Araby Greene and Tom Fay for providing this great new service!



**2003 Membership**  
**January 1 Through December 31, 2003**

**For membership questions or comments, please contact:**  
*Joyce M. Cox – Membership Chair*  
*Phone: 775-684-3303 Fax: 775-684-3330 E: [jmcox@clan.lib.nv.us](mailto:jmcox@clan.lib.nv.us)*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**SECTIONS:**

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

**INTEREST GROUPS:**

- \_\_\_\_\_ ACTION (All Classifications Teamed in One Network)  
 \_\_\_\_\_ CAPTAIN (Collections, Automation, Preservation, Technical Services & Acquisitions in Nevada)  
 \_\_\_\_\_ GODIG (Government Documents Interest Group)  
 \_\_\_\_\_ INDEXING (Nevada Newspapers)  
 \_\_\_\_\_ LIBRARY INSTRUCTION  
 \_\_\_\_\_ NNAG (Nevada Networking & Automation Group)  
 \_\_\_\_\_ NYRA (Nevada Young Readers Award)  
 \_\_\_\_\_ RAISON (Reference & Information Searchers in Nevada)  
 \_\_\_\_\_ REAL **NEW!** (Retired Employees All Libraries)

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

**DUES:**

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

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

**Mail To: Ken Bierman, NLA Treasurer**

**3114 Spokane Drive**

**Las Vegas NV 89121-2311**

**Phone: 702-895-2210 FAX: 702-895-2280**

**E-mail: [biermank@unlv.edu](mailto:biermank@unlv.edu)**



Basque' in Knowledge: Read It, See It, Hear It, Know It @ your library™

## Preliminary Conference Program

*Nevada Library Association/Mountain Plains Library Association  
Joint Conference – November 5 – 8, 2003  
Lake Tahoe, Nevada*

Greetings NLA/MPLA members,

It's hard to believe that November is less than four months away! The conference committee has been hard at work assembling a conference that will be fun and informative for everyone.

'Basque' in Knowledge: Read It, See It, Hear It, Know It @ your library™ is the theme of this year's NLA/MPLA Conference to be held at the Hyatt Regency Lake Tahoe November 5-8, 2003. Located in Incline Village, Nevada on the beautiful shores of Lake Tahoe, the hotel offers many amenities with special rates for conference attendees.

Book your reservations now by going to the conference website (<http://www.nevadalibraries.org/Conference03/index.html>) and following the Hyatt's link or by calling the hotel at (775) 832-1234 or (877) 875-5036. Please identify yourself as a conference attendee to ensure that you receive the special room rate. The Hyatt's deadline for reserving rooms at the conference rate is October 5, 2003.

800 people are expected to attend the conference. Although the Hyatt boasts several restaurants, it will be difficult for all attendees to eat meals there during the limited lunch/no-conflict time. For this reason the conference committee is offering a boxed lunch on both Thursday and Friday. The 'Tahoe' lunch includes a choice of ham, turkey, roast beef or vegetarian sandwich; pasta salad; diced fruit cup; carrot sticks; potato chips; cookies and a soft drink. This easily portable food can be taken into the vendor area or eaten during afternoon meetings. To take advantage of this option, please register before October 1; boxed lunch registration will not be available after that date.

In this newsletter you will find information on many of the programs that will be offered, thanks to the hard work of Nancy Ledebor, Program Chair and Susan Antipa, Publicity Chair. Maria Champlin has arranged four pre-conference and several regular conference programs on behalf of REFORMA.

It's not just about work; there are several opportunities for fun! Extracurricular events include a daytime cruise on Lake Tahoe, an evening with famous authors, a Basque buffet dinner and informal classes on how to play casino games.

Mark your calendars and make your reservations. November is approaching quickly!

Sincerely,

Linda A. Wilson & Phyllis Sargent,  
Conference Co-Chairs

## Local Transportation

### MAPS AND DRIVING DIRECTIONS

The Hyatt Regency at Incline Village, Lake Tahoe, is the conference location - an hour's drive from Reno up a steep, winding, mountainous road. The drive is best taken during daylight hours. The Hyatt Regency's web site at [http://www.laketahoehyatt.com/about\\_tahoe/maps.asp](http://www.laketahoehyatt.com/about_tahoe/maps.asp) provides maps and driving directions from the Reno/Tahoe International Airport.

### TRANSPORTATION

Transportation from the airport:

Relax and enjoy the beautiful scenery. No Stress Express provides portal-to-portal service from the airport to the Hyatt between the hours of 7:30 a.m. and 10:30 p.m. daily. The special price for conference attendees is \$62.00 round trip (\$43.00 one-way). The password for this discount is MPLA. No Stress Express has a counter at the airport, but for less stress, register before you fly at <http://www.nostressexpress.com/> then the bus will be waiting for you.

Rental cars:

If you want to rent a car, there are several companies available at the airport. Nevada Library Association has contracted with Enterprise Rent-a-Car, which offers conferees special rates beginning at \$27.00/day. In order to receive this rate, go to <http://www.enterprise.com/billboard/page.do?dspg=2946> or click on the Enterprise link on the conference website <http://www.nevadalibraries.org/Conference03/index.html>. Enterprise has 15-passenger vans available for about \$90 per day.

Transportation around Tahoe:

Although all conference programs will be held on site, there are also many wonderful activities around Lake Tahoe that require transportation.

The Hyatt has a limited, complimentary shuttle service for its guests to areas near the hotel. Conference attendees should coordinate these trips with the concierge.

**TART - Tahoe Area Regional Transit** offers bus transportation around Lake Tahoe's North Shore, Squaw Valley, and Truckee. The buses run between 6:30 a.m. and 6:30 p.m. daily and stop at the Hyatt hourly. All-day passes let you enjoy unlimited travel around the area for \$3.00. For more rates and information, visit their web page at <http://www.tahoesbest.com/Transportation/tart.htm> - Tahoe or call 1-800-736-6365.

## Lake Tahoe Tips and Trips

### Climate

*Lake Tahoe is situated at 6,200 feet above sea level. The weather in November is usually clear, cold, and crisp, but snow is possible. It is suggested that you bring a warm, winter coat and appropriate shoes.*

## Lake Tahoe Area Attractions and Activities

The following websites provide excellent information about Lake Tahoe and the surrounding area (including Carson City, Reno, and Truckee). Lake Tahoe Sightseeing

[http://www.tahoeactivities.com/sightseeing\\_tahoe.cfm?CustID=5445211](http://www.tahoeactivities.com/sightseeing_tahoe.cfm?CustID=5445211)

*(recreation, leisure, nightlife, travel - they have it all!)*

**Lake Tahoe's Best** <http://www.tahoestbest.com/>. This site includes information on places to go, including museums, golf courses, bike trails, and a calendar of events.

**GoTahoe.Com** <http://gotahoe.com/>

Focuses on the community near the Hyatt.

## Fun things to do around Lake Tahoe

**Sand Harbor State Park** is one of the prettiest parks and beaches at Lake Tahoe with crystal white sand and gigantic boulders. And it's only a ten-minute drive from the hotel.

**Take a hike** on a leg of the **Tahoe Rim Trail**, or take a short walk to the **Crystal Bay Fire Lookout** (pick up information at the Hyatt registration desk).

**Rent a bike** in Tahoe City and ride the flat, easy bike path from Tahoe City to Sunnyside Restaurant (on the Lake) for lunch. You can also ride along the Truckee River (which originates at Lake Tahoe in Tahoe City) all the way to Squaw Valley, the site of the 1960 Winter Olympics.

**Drive around Lake Tahoe**, one of the most beautiful drives in America. It will take around 3 hours, but it's well worth it! Stop at Emerald Bay (on the other side of the Lake) where you can hike up to pretty waterfalls or hike down to the **Vikingsholm**. This home features a sod roof and Scandinavian style architecture, but it is a one-mile hike down a somewhat steep trail. While you are there you can hike along the shore for spectacular views of Tahoe and Emerald Bay. The road around Lake Tahoe closes for the winter at Emerald Bay after the first significant snowfall. Check with the Hyatt concierge before heading out.

**Take the Heavenly Aerial tram ride** from the Stateline (South Lake Tahoe) casinos up to Heavenly Valley Ski Resort for a gorgeous view of "the lake." Stateline is approximately 27 miles south from the Hyatt conference location.



## PRE-CONFERENCE PROGRAMS

### WEDNESDAY NOVEMBER 5, 2003

#### HALF DAY SESSIONS

**9:00 – 12:00**

#### **Born to Lead?**

This interactive program delves into leadership qualities that must be developed and sustained in order for library professionals to assume and/or maintain strong leadership roles in their libraries, professional organizations, institutions, and/or communities. The program is designed for library professionals ready to assume leadership roles and for seasoned library professionals who want to reinforce their leadership skills.

Presenter

Dr. Camila Alire, Dean of Library Science, University of New Mexico

#### **Pass It On: Using Word-of-Mouth Marketing to Reach Latinos**

Word-of-mouth marketing is the most effective way to reach Latinos. This program will show you the basic techniques for building word-of-mouth exposure for your library: how to use community leaders to help you develop appropriate services; how to tie-in to community events to promote your library; and how to work with ethnic media to help spread the word.

Presenter

Yolanda Cuesta, Consultant, Cuesta Multicultural Consulting

**1:00 – 3:30**

#### **Ay Caramba: The Approach to Effective Latino Outreach Services**

Rendering relevant and effective outreach services to Latino communities will ensure that you earn their trust and make them loyal customers. Learn about the initiatives and marketing campaigns, programs, and resources that have made the Las Vegas-Clark County Library District relevant to the communities it serves.

Presenters

Salvador Avila, Community Outreach Librarian, Las Vegas-Clark County Library District  
Angel Avila, Children's Services Department Head, Las Vegas-Clark County Library District, Green Valley Branch

### FULL DAY SESSION

**8:30 – 3:30**

#### **Servicios para Niños y Jóvenes Part I: Bilingual Storytimes**

Learn basic instruction for doing a bilingual storytime in your library or other setting. The program will cover appropriate books to use and reading techniques, rhymes, finger plays, games, and crafts. This is a highly interactive program where participants will have an opportunity to participate in games, dances, and crafts.

Presenters

Maria Mena, REFORMA Children and Youth Services Committee

Rose Treviño, REFORMA Children and Youth Services Committee

#### **Servicios para Niños y Jóvenes Part II: Artesanias: Latino Crafts You Can Do in Your Library**

Learn how to use crafts as an outreach tool along with appropriate titles from children's literature. Lorena Flores and the two authors of *Latino Crafts*, ALA Editions Publication 25, present crafts that can be easily incorporated into every library's program needs.

Artesanias, or folk arts, are very important in Spanish speaking countries and are something with which Spanish speakers and Latinos can identify.

Presenters

Diana Borrego, Youth Services Librarian, San Jose Public Library, California

Lorena Flores, Librarian, San Jose Public Library, California

Ana-Elba Pavón, Children's Services manager, San Francisco Public Library, California

**1:00 – 4:00**

#### **MPLA Board Meeting**

**2:00 - 4:00**

#### **NLA Board Meeting**

**4:00 – 6:00**

#### **A Literary Evening at Lakeside**

Don't miss the conference's kick off event on Wednesday! With its panoramic view of Lake Tahoe, the Hyatt's Lakeside Ballroom is the perfect setting to spend a late



afternoon with an eclectic gathering of local and national authors. From local history and children's literature to political commentary and the most recent techno-thrillers, there is sure to be something for everyone. Among those scheduled to attend: Dale Brown (*Wings of Fire, Air Battle Force*), Stephen Coonts (*Flight of the Intruder, Liberty: A Jake Grafton Novel*), Terri Farley (*Mustang Moon, Wild One*), Susan Guevara (illustrator of numerous children's books and recipient of the Pura Belpre Award), Jim Hulse (*History of Nevada, Oases of Culture: A History of Public and Academic Libraries in Nevada*), Todd Borg (*Tahoe Deathfall, Tahoe Blowup*), Joyce Rossi (*Gullywasher* and recipient of the Arizona Author/Illustrator Award), Mary Ancho Davis (*Chorizos in an Iron Skillet*), Dina Titus (*Bombs in the Backyard: Atomic Testing and American Politics*), and Linda and Carolyn Dufurrena (*Fifty Miles from Home*).

## Time - TBA

### Dice with Duncan

Learn how to play casino table games - 21, dice, baccarat, roulette - from MPLA member and professional games dealer, Duncan Deacy. What are the best bets? When can you turn the house advantage into an advantage for you? How do you get into a game? Where do you place your bets? Please sign up at the conference registration desk.

Presenter  
Duncan Deacy, Professional Games Dealer, Carson City, Nevada

## THURSDAY NOVEMBER 6, 2003

8:00 – 9:00

### Various Section/Interest Group Business Meetings and Discussion Groups - TBA

9:00-11:00

### Outside the Boundaries: Academic Librarians and Non-Traditional Research

Sample the non-traditional research activities and interests of academic librarians. This session illustrates how and why librarians get involved in research that isn't considered traditional in their professional fields, including how their activities relate to their professional responsibilities.

Presenters  
Carol Hammond, Thunderbird Graduate School, Glendale, Arizona  
Janae Kinikin, Weber State University Library, Ogden,

Utah  
Suzanne Taylor, Colorado State University

### LEAN: How to use the Nevada Law Help Directory

Looking for legal information? Learn about this federally funded, statewide legal assistance referral project.

Presenters  
Ana Hinman, Washoe County Law Library, Nevada  
Sandra Marz, Washoe County Law Library, Nevada

### Future of Government Documents

Judith Russell, newly appointed Superintendent of Documents, U.S. Government Printing Office, will speak to the future of government information and depository libraries. She will address such topics as permanent public access and digitization of electronic government information, GPO partnerships, and new development at the GPO. A panel of three government publications librarians will provide the depository library perspective.

Presenters  
Judith Russell, Superintendent of Documents U.S.G.P.O.  
Duncan Aldrich, University of Nevada, Reno  
Patrick Ragains, University of Nevada, Reno  
Susie Skarl, University of Nevada, Las Vegas

### Hearing Every Voice: Tools for Team Based Decision Making

This interactive program is a fun way for all library staff to learn team-building and decision-making skills in a relaxed setting.

Presenters  
Debbie McGuire, Las Vegas-Clark County Library District, Nevada  
Anna Moore, Pioneer Library System, Oklahoma  
Mary Bushing, Coordinator, Ghost Ranch MPLA Leadership Institute

### Thin Client and Wireless Net Connections

Product demonstrations for web technologies relating to V-Link and Thin Client technology and wireless technologies will provide alternatives for increasing Internet connections for a fraction of the cost. Hear both the vendor and client perspectives on how this new technology can be used in various types of libraries.

Presenters  
Stewart Bartlett, Veicon Technology, Beaverton, Oregon  
Mary Wood, Douglas County Public Library, Nevada  
Karen Fitzgerald, Douglas County Public Library, Nevada

## Performance Planning, Not Evaluation

Problems with traditional retrospective performance evaluation are explored with humor and the help of the audience. Forward-looking alternatives will be suggested and discussed.

Presenter

Steve Marquardt, South Dakota State University

## Virtual Reference Part I: Statewide Collaborative Reference Services

Hear from two statewide collaborative programs providing virtual reference services in Kansas and Colorado.

Presenters

Eric Hansen, Kansas Library Network

Ellen Fox, Bibliographical Center for Research, Colorado

## Tolkien's World

Revisit the fantasy world of Tolkien and find out why this popular work of fiction has been embraced by several generations of readers.

Presenter

Brad Eden, University of Nevada, Las Vegas

## Chato and the Pura Belpré Award

The Pura Belpré Award is given biannually to a Latino/Latina writer and illustrator whose work best portrays, affirms, and celebrates the Latino cultural experience in an outstanding work of literature for children and youth. Susan Guevara has received this award twice for illustration. Join past members of the Belpré Committee as they discuss the award process and past winners. Meet Susan Guevara and hear how Chato came to be.

Presenter

Susan Guevara, Illustrator

**11-12:30**

## LUNCH and EXHIBITS

Grab a box lunch and head on down to check out new products and services offered by our supportive library vendors.

**12:30-2:00**

## Culture of Chance

Gaming is one of the nation's largest entertainment industries and one that produces a wealth of documents.

The UNLV Lied Library maintains the world's largest collection of books about gambling, gambling-related periodicals and manuscripts. Learn about the collection and electronic initiatives to present it to a wider audience as well as hear some interesting and humorous observations about maintaining a collection of gaming materials in a university library.

Presenter

Dr. David Schwartz, Gaming Studies Research Center, University of Nevada, Las Vegas

## S.O.S. Information Literacy

Learn about a project to create a web-based, multimedia database providing librarians and teachers with quality tools for enhancing and improving the teaching of information literacy skills to children in kindergarten through grade eight. Find out how this project was started, see a demonstration of searching capabilities and results, and find out how to contribute to this new database.

Presenter

Ruth V. Small, Syracuse University, New York

## Ethnic Authors for Youth: A Sampling of Books for Young Readers

Writer, reviewer, editor and retired librarian Sherry York will booktalk a wide range of books with connections to the states of MPLA.

Presenter

Sherry York

## How to Talk So "They" Will Listen

Develop your communication skills. A must for staff in all types of libraries.

Presenter

Theresa Jaye Dickson

## Train the Trainer

If you do public speaking or training, this program is for you. Learn tips that will increase your effectiveness in providing instruction or training.

Presenter

Gregory Robinson, Henderson State College

## Mother Goose Time

Planning programs for young children? Use rhymes and

favorites to capture the attention of toddlers at storytime.

**Presenters**

Lynn Wren, North Las Vegas Public Library District,  
Nevada

Betsy Johnson, Henderson District Public Libraries,  
Nevada

## **Virtual Reference Part II: Options for Real Time Online Reference**

Various vendors will present their products for real time online reference. Learn the differences between products and find out what will work best for your library.

Presenters TBA

## **Lake Tahoe History**

You've seen its beauty – now learn about the region's rich history from its earliest period through today. Hear short tales of the colorful characters who inhabited this magnificent area from the discovery of gold through the emergence of resorts and environmental issues.

**Presenter**

Don Lane, United States Forest Service, South Lake  
Tahoe, California

## **Digital Library**

The Digital Library Foundation is currently engaged in projects aimed at enhancing scholarly communication. Highlights of the program will include research that is helping libraries and researchers: build more useful online collections and services; gather and analyze information that reveals how and why library use is changing; and improve user support services, making them effective and appropriate in evolving online library environments.

**Presenter**

David Seaman, Director, Digital Library Federation,  
Washington, D.C.

## **12:30 – 3:00**

### **Cruise the pristine waters of Lake Tahoe on a paddle wheeler!**

The NLA/MPLA conference committee has chartered the Tahoe Queen paddle wheeler for a two-hour, daytime cruise along the shores of Lake Tahoe! What better way to view and photograph the crystal clarity of this world-renowned lake? As a special treat, Mark Twain, portrayed by McAvoy Layne, will entertain the group with "Tales of Tahoe." Nationally known, Mr. Layne has portrayed Twain on A & E's Biography series and in an award winning Discovery Channel documentary. The price is

right – only \$16 per person. The boat will pick up passengers on the Hyatt Hotel dock at 12:30. Be sure to sign up early with the pre-registration materials. Food and drinks will be available for purchase aboard ship.

## **2:00 – 3:00**

### **NO CONFLICT TIME TO VISIT EXHIBITS**

## **3:00 – 4:30**

### **Undressing the Basques: Stripping Away Stereotypes**

Basques are a unique culture. Information from the special collection at the Basque Studies Library will enlighten and inspire you to learn more about this unique heritage.

**Presenter**

Marcelino Ugalde, Reno, Nevada

### **LibQual+: What, How and Why?**

Let us introduce you to LibQual+, a satisfaction survey instrument being used by over 315 academic libraries this year. In addition to the origins and administration of the survey, hear how results have been used in various libraries.

**Presenters**

Anne Liebst, Washburn University, Topeka, Kansas  
Patricia Anderson, Colorado School of Mines, Golden,  
Colorado  
C. Jeffrey Belliston, Brigham Young University, Provo,  
Utah

### **Dig it @ your library™ – All About Dinosaurs**

Capture their fascination with dinosaurs to attract youth to your library. Learn about dino databases, resources and websites. You'll also find out which states contain dinosaur relics.

**Presenter**

Donna Norvell, Oklahoma Department of Libraries,  
Oklahoma City, Oklahoma

### **Viva NEH! Using Grant Funding for Bilingual Acquisitions and Teacher Education Programming**

Presenters will discuss grant guidelines, selection of materials, vendors, and outreach activities associated with the grant the Jernigan Library received from the National Endowment for the Humanities to revive a dated children's

and professional collection. They will also describe programming activities and other successes that evolved after the grant period.

#### Presenters

Vanessa J. Davis, Reference/Education Librarian, Texas A&M University, College Station, Texas  
Gilda Baeza Ortego, Library Directory, Texas A&M University, College Station, Texas

### Encouraging Early Readers

New research tells us how children learn to read. Based upon this research learn about the four levels of Early Readers and be challenged to consider how your library can provide these essential tools to assist every child in their journey to become readers.

#### Presenters

Joyce Dixon, Las Vegas-Clark County Library District, Nevada  
Dr. Chelli Smith, Clark County School District, Nevada

### Successful Supervising

Participants will gain understanding on a variety of leadership and supervisory issues: individual leadership types and the impact of leadership on associates; the importance of valuing human potential and building relationships of mutual trust and respect; the importance of defining performance goals for all; the importance of delegating and decision making; and measuring desired outcomes.

#### Presenter

Mary Anne Hansen, Montana State University, Bozeman, Montana

### Web Design and Usability Studies

Your website is a great marketing tool for your library. Learn how to improve your website with a low cost usability study. In addition, you'll hear from a public relations expert on designing effective websites.

#### Presenters

David King, Kansas City Public Library, Missouri  
TBA

### Graphic Novels and Hot Books for Teens

Grab those teens with graphic novels. Learn how to locate and purchase the best of the graphic novels being published today. Hear about the YALSA recommendations for the best paperback titles for teens.

#### Presenters

Amy Shelley, Laramie County Library System, Wyoming  
Tricia Suellentrop, Johnson County Library, Kansas  
Richard Brookman, Kearny County Library, Kansas

### Climb Off Dead Horses: Mastering Change

Buckle your seat belt; it's time to get to know Cheewa James! This nationally known corporate trainer, keynote and motivational speaker will present an inspirational, humorous and exciting presentation on dealing with change. The principle behind all of Cheewa's presentations is clear: self-growth, responsibility and initiative drive an organization. A former television anchorwoman and reporter, Cheewa is the recipient of seven United Press International awards.

#### Presenter

Cheewa James

**5:00 – 7:00**

### EXHIBITORS RECEPTION

**8:00-10:00**

### Professional Forum: Papers will be read and discussed

**TIME - TBA**

### Dice with Duncan

Learn how to play casino table games - 21, dice, baccarat, roulette - from MPLA member and professional games dealer, Duncan Deacy. What are the best bets? When can you turn the house advantage into an advantage for you? How do you get into a game? Where do you place your bets? Please sign up at the conference registration desk.

#### Presenter

Duncan Deacy, Professional Games Dealer, Carson City, Nevada

**FRIDAY NOVEMBER 7, 2003**

**8:00-9:00**

**Nevada Summer Reading 2004- Discover New Trails @ your library™** DISCOVER NEW TRAILS @ your library™ is the 2004 theme

for Nevada's annual statewide Summer Reading Program (SRP). This program will introduce the theme and distribute SRP manuals from the Collaborative Summer Library Program, the multi-state project to which Nevada belongs. Chapter titles include: Trails Up and Down Under, Animals on the Trail, Gold Rush, Trails Close to Home, Nature Trails, and Blaze a Trail to Your Library.

Public library staff serving youth from libraries around the state will share successful programming and display ideas from SRP 2003. Elections for the SRP subcommittee chair will also be held.

Presenter  
Susan Graf, Nevada Literacy Coalition, Carson City, Nevada

## 9:00 – 10:00

### **Yucca Mountain Documents Online**

The Licensing Support Network is one of the principal tools the Nuclear Regulatory Commission will use to meet congressional mandates to provide information on the construction of a high-level radioactive waste repository at Yucca Mountain, Nevada. Come hear what the LSN is and how you can help your patrons search for documents related to the Yucca Mountain hearings.

Presenter  
Margie Janney, U.S. Nuclear Regulatory Commission

## 9:00-11:00

### **Presenting and Publishing: Getting Your Ideas Heard**

Whether motivated by the need to "publish or perish" or by a desire for professional growth, any librarian can write articles, present at conferences and share her/his research, methods and lessons learned with colleagues. Come hear tips and strategies for finding the right forum and getting your ideas heard.

Presenter  
Cokie Anderson, Oklahoma State University, Oklahoma

### **Met A Data Lately?**

The field of metadata abounds with acronyms and competing standards, but also with great potential benefit for libraries and their patrons. Come ask questions about metadata and receive understandable answers from a librarian deeply involved in metadata projects, both theoretical and practical.

Presenter  
Chris Erickson, Brigham Young University, Provo, Utah

### **Music of the Americas**

Everyone who lives here is an American, no matter where their family is from or when their family came to live here. We use music of the Americas to demonstrate the history of different cultures coming to the American continents, as well as explore the history of who was already here. These are themes that can easily be worked into an enjoyable music workshop for children. We will give examples from Cuba, drums and congas from Africa, classical music from Europe, and eventually Salsa.

Presenters

Stephen Snyder, Santa Cruz, California  
**Gwynne Snyder Cropsey, Santa Cruz, California**

### **Reading with your Ears**

Audio books are the latest reader's advisory challenge. Learn how to evaluate an audio book using appeal factors and how to interest your patrons in new titles.

Presenter  
Katie Mediatore, Kansas City Kansas Public Library, Kansas

### **Communication in Libraries**

Through examples from the latest research findings and the experience of those in the audience, attendees will explore communication theory and skills to improve interaction and patron satisfaction. The presenter will address the communication process at all service points: reference, circulation, administration, youth services- anywhere, at anytime within the library.

Presenter  
Mary Bushing, Coordinator, Ghost Ranch MPLA Leadership Institute

### **Great Expectations and Shaping the Core Curriculum**

Presenters from two different academic institutions will share their approaches and philosophies of library instruction and its role in the academic institution. Participants will hear why the academic library is essential to the development of the intentional learner. Find out how library instruction can develop the empowered learner, the informed learner and the responsible learner. Hear about a pioneering course developed to shape the core curriculum. Presenters will share their process, goals and outcome measurements.

Presenters  
Ken Kempcke, Montana State University  
John Doherty, Northern Arizona University  
Kevin Ketchner, Northern Arizona University



## **Patrick Jones presents the Best Practices for YA Services**

Find out what works and what doesn't when serving teens in the library. Participants will learn about a variety of successful programs being implemented across the country in libraries of all sizes. Don't miss out on learning how to serve this growing segment of the population!

Presenter

Patrick Jones, Consultant, connectingya.com

## **How to Start and Build a Public Library Spanish Language Collection**

Panelists will focus on the "nuts and bolts" of how to develop a Spanish Language Collection for the public library.

Presenter

Marie Cuglietta, Collection Development Director, Las Vegas-Clark County Library District, Las Vegas, Nevada  
Jan Passo, Youth Collection Selector, Las Vegas-Clark County Library, Las Vegas, Nevada  
Michelle Mazzanti, Head of Technical Services, Henderson District Public Library, Henderson, Nevada  
Michael Shapiro, Libros Sin Fronteras  
A representative from Baker & Taylor Spanish Collection Division, TBA

**10:00-11:00**

## **Oases of Culture: A History of Public and Academic Libraries in Nevada**

The cultural and intellectual history of the Silver State is examined through the creation of its libraries. The author of the newly published book will discuss the colorful history of Nevada's libraries including the establishment of the State Library in 1865, through the creation of tax-supported public libraries, to the role of librarians as literacy advocates and defenders of the First Amendment.

Presenter

James Hulse, University of Nevada, Reno  
Joan Kerschner, Henderson District Public Library, Nevada

**11-12:30**

## **LUNCH and EXHIBITS**

Grab a box lunch and head on down to check out new products and services offered by our supportive library vendors.

## **MPLA Open Membership Meeting 12:30-2:00**

## **The Rising: the Practicalities of Upward Mobility**

This program will cover advocacy, management personalities; survival techniques for new managers; initiating social and organizational change; establishing and maintaining copasetic relations with employees; and applying for management positions.

Presenter

Ron Rodriguez, Associate Dean, Chapman College, California

## **Serving Hispanic Students in the Community College Library**

The presenter will discuss teaching, collection development, outreach to Latino students, personnel matters, services, materials and perspectives from an administrative and academic point of view.

Presenter

John L. Ayala, Dean of Learning Resources and Study Abroad, Fullerton College, California

## **Historic Nevada Maps Online**

Learn about this online collection consisting of all identifiable U.S. Geological Survey topographic maps of Nevada and bordering areas dated 1885-1940. The collection also includes maps of various surveys, historic mines and other unique places. Learn how this collection came to be and what its future may hold.

Presenter

Linda Newman, University of Nevada, Reno

## **Hides, Bones and Tales – Nonfiction for Youth**

Writing and illustrating nonfiction for youth is a fascinating process. See the bison bones, skulls, hides, chin hairs and a slide presentation that inspired a nonfiction book. A team of author and illustrator will share what goes into researching, writing and illustrating nonfiction for youth.

Presenters

Desiree Webber, Mustang Public Library, Mustang, Oklahoma  
Sandy Shropshire, Moore Public Library, Moore, Oklahoma

## **Attracting, Educating and Serving Remote Users**

A panel of librarians will share strategies and concepts for delivering services through the web.

Presenters

Donnie Curtis, University of Nevada, Reno

Additional panelists TBA

### **Accreditation in a Small Academic Library**

There are a number of mechanisms for convincing administrators that the academic library may need more support. One of the potentially greatest forms is the formalized peer review visit from one of the regional accrediting agencies such as the North Central Association. A stated standard of the NCA is to ensure that the institution maximize its focus on the self-directed learner. Where more than in the context of the library can our students learn about and practice self-directed learning. Hear about the factors that may conspire to make outcomes of such a visit either one of positive change or one of disappointment.

Presenter  
Marion L. Gordon, Middleton University

### **Consumer Health Information**

More than ever patrons need access to reliable consumer health and medical information. Unfortunately there is a plethora of misleading and harmful information that may endanger the health of your patrons. Learn from experts in the field how to locate, evaluate and assist your patrons in finding the best possible resources for health information.

Presenters  
Catherine Jeanjean, Kansas State University, Salina, Kansas  
Joan Zenan, Savitt Medical Library, University of Nevada, Reno, Nevada

### **Patrick Jones Makes the Case for YA Services**

Whether trying to convince your administration to fund YA services or developing a convincing branch service plan for YA services, Patrick Jones will help you make the case for creating awesome services for teens in your library.

Presenter  
Patrick Jones, Consultant, connectingya.com

### **Recorded Books, Incorporated Presents**

Barbara Rosenblat is one of the most popular and sought-after narrators of unabridged audio books in the country. Her body of work ranges from classics to romance and popular fiction.

**2:00 – 3:00**  
**NO CONFLICT TIME TO VISIT EXHIBITS**

### **3:00 – 4:30** **Grant Writing**

You can write grants. Learn how to develop proposals and write compelling grants that will help you achieve your service goals.

Presenter  
Peter L. Kraus, University of Utah, Salt Lake City, Utah

### **Perfecting Pathfinders on the Web**

Librarians shine when it comes to gathering and organizing information into pathfinders, bibliographies and guides to information. Learn how one library co-ordinates the creation of Infoguides for publication on their website. Style guidelines will be shared as well as an overview of types of pathfinders.

Presenter  
Paula Wilson, Las Vegas-Clark County Library District, Nevada

### **The Continuum of Library Education is Rolling**

A smooth pathway for library education at ALL levels is the goal of the Continuum of Library Education Project. The Western Council of State Libraries will share information about distance education opportunities from free informal workshops online to MLS/PhD education opportunities.

Presenter  
Karen Crane

### **Lighten Up: Humor in the Workplace**

This program discusses personal styles and communication as well as examines the dynamics of people working together (gossip, grapevine, etc.) Humor is offered as a perspective-builder as well as a way to let go of perfectionism.

Presenter  
Theresa Jaye Dickson

### **JETKOR and the Roaring Lion: eBook Writing**

See how an eBook is created and hear what the future has in store for this new format. Will the CD storybook become the format of the future for youth?

Presenters  
Georgia Hedrick, Author, Northern Nevada Writing Project  
Sherri Del Soldato

## Leading in Turbulent Times

Mr. Herrera will talk about and explore issues on coping with organizational change due to funding impacts, technology, community change and staff expectations. He will focus on issues that are relevant to recent funding reductions, public safety issues and staff dynamics.

Presenter

Luis Herrera, President, Public Library Association;  
Directory of Information Services, Pasadena, California

## Health Resources for the Spanish Speaking from the National Library of Medicine

Providing health information resources for Spanish speaking and Latino people is challenging for library staff. The speakers will emphasize the National Library of Medicine's MEDLINEplus en español as a solution. Learn to navigate easily between Spanish and English pages and find medical terms in Spanish to assist your clientele.

Presenters

Siobhan Champ-Blackwell, Inner City Services and  
Minority Outreach Liaison, National Network of Libraries  
of Medicine, Mid-Continental Regional Medical Library  
Kay Deeney, AHIP, Education & Exhibit Coordinator,  
National Network of Libraries of Medicine, Pacific  
Southwest Regional Medical Library  
Heidi Sandstrom, RN, Consumer Health Information  
Services Coordinator, National Network of Libraries of  
Medicine, Pacific Southwest Regional Medical Library

## Patrick Jones presents Best Practices for YA Services (repeat of earlier session)

Find out what works and what doesn't in serving teens in the library. Participants will learn about a variety of successful programs being implemented across the country in libraries of all sizes. Don't miss out on learning how to serve this growing segment of the population!

Presenter

Patrick Jones, Consultant, connectingya.com

## Book Clubs for all Ages

A panel will discuss innovative book club ideas including online book clubs for adults and kids' book clubs, complete with discussion guides and activities.

Presenters

Desiree Webber, Mustang Public Library, Mustang,  
Oklahoma  
Sandy Shropshire, Moore Public Library, Moore,  
Oklahoma  
Kaite Mediatore, Kansas City Kansas Public Library,  
Kansas

**6:00 – 9:00**

## PRESIDENTS RECEPTION AND DINNER

No-host cocktails at 6:00, Basque buffet dinner at 7:00, followed by award presentations and an authentic Basque dance group.

**Time TBA**

## Dice with Duncan

Learn how to play casino table games - 21, dice, baccarat, roulette - from MPLA member and professional games dealer, Duncan Deacy. What are the best bets? When can you turn the house advantage into an advantage for you? How do you get into a game? Where do you place your bets? Please sign up at the conference registration desk

Presenter

Duncan Deacy, Professional Games Dealer, Carson City, Nevada

**SATURDAY NOVEMBER 8, 2003**

**9:00- 10:00**

## NLA Business Meeting

**9:00 – 11:00**

## What Trustees, Foundation Board members, Friends Board Members, and Administrators Need to Know About Public Records and Open Meetings

The session will cover open meeting and public record laws and the ethical obligation of boards to follow the intent of specific laws.

Presenters

Ed Volz, Director, Estes Park Public Library, Colorado  
TBA, Office of the Attorney General, Nevada  
TBA, Nevada State Library and Archives  
TBA, City of Reno, Nevada  
TBA, MPLA

## Joe Cepeda

Author and illustrator Joe Cepeda shares slides of his art from his various books. Hear how his childhood growing up in the Barrio influenced his artistic style and led him to the world of children's literature. Mr. Cepeda is an inspiration to children who love to draw and to librarians who believe in the power of books to change lives.

Presenter  
Joe Cepeda, Author, Los Angeles, California

## Building Bibliographies Based on Curriculum Standards

This program aims to assist teachers and librarians by providing bibliographies that meet specific grade level curriculum standards. The presenters will offer guidance on how to shift from selecting books based on general subjects toward identifying books that support required learning objectives. A sample bibliography will be provided.

Presenter Shelly Dale, Norman Books Publishing,  
Academics Through Arts Curriculum Consultant  
Lorissa Boxer, TWBI Teacher, Edison Language Academy

## 9:00 – 12:00 MPLA Executive Board Meeting

11:00 – 12:30

## Trustees Reception and Discussion (Invitation Only)

For trustees, foundation board members, and friends board members. Hosted by the Douglas County Public Library Board of Trustees.

## Cheating on the Internet

Introduction to the issue of cheating and plagiarism by students. Check out the research and find proposed solutions. Presented by two librarians who wrote the book *Student Cheating and Plagiarism in an Internet Era: A Wake Up Call*.

Presenters  
Kathleen Foss, Author, Media Specialist, Los Alamitos Unified School District, California  
Ann Lathrop, Professor Emerita, California State University, Long Beach, California

## Web Junction

The Gates Foundation has funded a portal supported by OCLC to support technology in libraries. Learn about the vast resources shared by this online community of libraries and other agencies. Knowledge and experience to provide the broadest public access to information technology awaits you.

Presenter  
Nancy Bolt  
Marilyn Manson

## Meet the Authors

Meet the winning authors of the books voted on by the children of Nevada. Arthur Howard, author and illustrator

of *Hoodwinked*, Roland Smith, author of *Zach's Lies*, and Ben Mikaelson, author of *Touching Spirit Bear*. Each author will give a short presentation then open it up for questions

12:30 – 2:00

## The Practical Ethics of American Government, or How to Use 1000 Years of Political Wisdom to Honor Your Position and Your Community

For Trustees, Foundation Board members, Friends Board members, and administrators

Presenter  
Pat Wagner, Pattern Research, Denver, Colorado

## Nevada Young Readers Award Luncheon

Winning authors will be presented with the Nevada Young Readers' Award from the children of Nevada. Present are: Picture Book Category, Arthur Howard for *Hoodwinked*; Intermediate Category, Roland Smith for *Zach's Lies*; and Young Adult Category, Ben Mikaelson for *Touching Spirit Bear*. The winner of the Young Reader Category, Lemony Snicket for *The Bad Beginning*, is unable to attend.

2:00-4:00

## New Pathways to Planning

Hear about a customized planning process using both workbook and an interactive website for small and medium sized public libraries. Come hear about the experiences of using this interactive tool for planning from both the designers' and users' perspectives.

Presenters  
Patti Butcher, Northeast Kansas Library System, Lawrence, Kansas  
Thomas Reddick, Northeast Kansas Library System, Lawrence, Kansas  
Cindi Hickey

## Music of the Americas for Youth

ZunZun is a performing arts duo that celebrates the cultures and environments of the Americas through music. Since 1992, ZunZun has performed regionally in the Southwest and in 14 countries. Their humor, vitality and commitment to audience participation make all their shows vibrant and lively. They utilize a wide variety of folkloric instruments to highlight the rich spectrum of North, Central and South America. Their shows are always participatory, multilingual (Spanish, Portuguese, English) and energetic! Join us for a free, family program; children of all ages are welcome!

Stephen Snyder, Santa Cruz, California  
Gwynne Snyder Cropsey, Santa Cruz, California

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Tahoe Queen Paddle Wheeler