

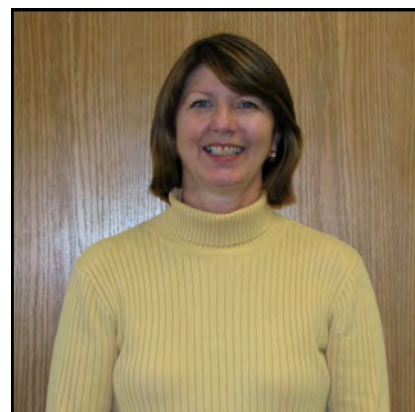
MO INFO

NEWSLETTER OF THE MISSOURI LIBRARY ASSOCIATION

July 2011

Volume 42, Number 4

Missouri Libraries – Envisioning Tomorrow KCI Expo, Kansas City October 5 - 7



Plans for the MLA Conference are complete, and you may now register and take advantage of the early bird discount. Simply go to molib.org and follow the links to register and pay online.

The theme of the conference is “Missouri Libraries – Envisioning Tomorrow.” As you will see from the list of programs, a lot of emphasis has been given to the changing environment that all libraries are experiencing. Some of the program topics are “Marketing Through Social Media,” “Reaching Out to 20/30 Somethings,” “Web 2.x Tools,” “the Future of Information Literacy Instruction” and many, many, more. A preliminary schedule of all programs is available on the website.

Pre-conferences on “Envisioning Tomorrow” and “Serving Mobile Users” are scheduled for Wednesday. On Tuesday, “A Crash Course in Genealogy” reminds us that new approaches to traditional services are an important part of what we offer.

Both the Missouri Association of College & Research Libraries and Children’s Services Round Table will have luncheon speakers on Thursday. The Young Adult Services Interest Group will sponsor their breakfast on Friday. Tickets for those events and for the Awards Banquet on Thursday evening may be purchased online.

We are pleased to announce that Molly Raphael, President of the American Library Association, will be our keynote speaker at a special event planned for Wednesday evening at the Kansas City Public Library, Central Branch.

Many thanks are owed to Brent Husher and the dozens of people who are serving on the Conference Planning Committee or who have volunteered to provide assistance during the conference. If you would like to volunteer a few hours at the upcoming Conference, contact Brent at husherb@umkc.edu.

The 2012 Conference will be held in Springfield and will give librarians in the southwest part of the state a chance to assist during the planning. Joining the Conference Planning Committee gives you a chance to meet new colleagues and learn more about MLA. It’s a rewarding experience and your work is greatly appreciated.

I look forward to seeing you at the 2011 MLA Conference where we will all have a chance to Envision Tomorrow for our libraries!

Karen Hicklin, MLA President
hicklink@trailslibrary.org

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The most recent issue as well as back issues of *MO INFO* can be viewed on the MLA membership web page at <http://molib.org/membership/index.htm#moinfo>.

Advertising is accepted and rates are available upon request; send your inquiries to Amber Donaldson at abdonaldson@gmail.com. Article copy submitted by email to Kristine Helbling at helbling@wustl.edu. You are encouraged to include digital photos and graphics with your articles, which will be included on a space-available basis.

Article and Advertising Submission Deadline: 15th of the month preceding publication.

MO INFO Submission Guidelines

MO INFO is produced by the Publications Committee. To facilitate the Committee's production process, please follow the submission suggestions below.

Article format:

- Microsoft Word document
- Include desired headline and your contact email and role in MLA
- Include digital photos (with captions) and graphics with your articles as desired

Article and Advertising Submission Deadline: 15th of the month preceding publication.

Article copy submitted by email to Kristine Helbling at helbling@wustl.edu.



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Pre-registration open

Greetings MLA members!

The 2011 MLA Conference Planning Committee invites you to register for the 2011 MLA Annual Conference to be held in Kansas City, MO, October 5-7. Pre-Registration is now open at <http://www.mymolib.org/confintrologin.aspx>. Register by August 5 to save \$35 per registration. Complete information about conference registration rates is available at <http://molib.org/conference/index.html#rates>.

We want to thank the School of Information Science & Learning Technologies (SISLT) program at University of Missouri for supporting our association and this conference by sponsoring registration fees for 40 SISLT students. SISLT students may register here: www.mla-sislt.ezregister.com. Hurry! There are very few openings left.

Please share MLA Conference information with other interested groups and individuals. It's going to be an exciting conference, and we want to make sure to get the word out early.

Cheers,
Brent Husher, 2011 MLA Conference Coordinator
HusherB@umkc.edu

Sharla Lair, Publicity Chair 2011 MLA Conference
sharla.lair@sos.mo.gov

Need some reasons to register?

Featured Speakers (<http://molib.org/conference/speakers.html>):

Molly Raphael, ALA President-Elect
Gene Ambaum and Bill Barnes, co-creators of *Unshelved*
Joyce Ogburn, ACRL President-Elect
David Clewell, Poet Laureate of Missouri
Deborah Diesen, 2010 Missouri Building Block Picture Book Award Winner
Clare Vanderpool, 2011 Newbery Author

Complete Preliminary Schedule available here: <http://tinyurl.com/3rr3n83>

The Performers Showcase:

This year's showcase will take place on Friday, October 7 from 10:00 a.m. - 12:00 p.m. It is a great event for librarians who book family, teen, and children's programs for their libraries.

Pre-Conferences:

Pre-conference are back this year! There are three programs available. Each costs \$15 and includes lunch.

Do You Know Who You Were: A Crash Course in Genealogy (Tuesday, October 4)
Positive techniques for envisioning tomorrow, and making it happen (Wednesday, October 5)
Serving Mobile Users: How to Develop a Mobile Site (Wednesday, October 5)

Transportation:

Planes: The conference hotel will pick you up by shuttle at no charge as it is conveniently located two miles from the KC Airport

Trains: Take the Amtrak, and we'll get you to and from Union Station. **Be sure to RSVP when you pre-register. (no additional cost, included in registration)**

Automobiles: Use your GPS to get here: 11728 N. Ambassador Dr. Kansas City, MO 64153

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Buses: **RSVP to take the charter bus (22 miles)** from the conference site to the Kansas City Public Library, Central Branch, to listen to ALA President-Elect Raphael speak followed by a reception. **(no additional cost, included in registration)**

Food (<http://molib.org/conference/2011/food.html>):

Because of the conference site's location, there are very few restaurants nearby. As you plan your conference experience, please consider these options:

Wednesday: Boxed lunches **available for order** through pre-registration
Wednesday: Exhibitor Reception **included in registration**
Wednesday: Keynote Reception at the Plaza Library **included in registration**
Wednesday: Night Cheesecake Bar and Networking event **included in registration**

Thursday: All-Conference Breakfast **included in registration**
Thursday: Boxed lunches **available for order** at **\$12** through pre-registration
Thursday: **MACRL or CSRT** luncheons with ticket at **\$25** through pre-registration
Thursday: **MLA Awards Dinner** with ticket at **\$30** through pre-registration

Friday: **YASIG Breakfast** with ticket at **\$15** through pre-registration

Hotel restaurant serves breakfast and dinner only, but no lunch.

The conference hotel has a shuttle that runs every 30 minutes to take participants to nearby restaurants or shopping areas located within five miles. One location with great restaurants and shopping is [Zona Rosa](#).

T-Shirts:

The design is forthcoming, but here's what will be printed: "Libraries enable the past to talk to the future."

-Edward Cornish

Hotel:

While registering for the conference, why not reserve your hotel room at the Holiday Inn, Kansas City Airport? Rooms are \$99 per night. Reserve [online](#) or call 816-801-8400 and request the Missouri Library Association conference rate. For more information visit: <http://molib.org/conference/index.html#hotel>.



PR and Marketing Times: Creating Unique Partnerships

In times of cash-strapped budgets, severe competition, and numerous other threats to libraries, marketing and public relations become more critical than ever. Yet, I can already hear the shouts of, "How do you expect us to pay for that?" Yes, marketing can cost money especially if you are talking about advertising media vehicles such as radio, newspaper, and television. But you have to ask yourself if these marketing vehicles make sense to you. We've all heard the scary statistics about how much it costs to have one television spot during the Super Bowl, but of course not all advertising or marketing costs are that frightening. What can we do?



If you've read my previous articles or seen my presentations at the Missouri Library Association's Annual Conference, you've heard me say time and time again that we must go outside of the library walls to effectively reach our audiences though this can often cost more than marketing inside the walls. One great way to do this is look for partners in your community to help get the word out. Whether it is a partnership to develop programming that will be promoted by the community partner or sponsorship of signage, buildings, and so forth, there *are* ways to gain support.

When looking at opportunities to create marketing or promotional partnerships, you need to keep in mind the goal or strategy behind the marketing effort and how the partnership will be mutually beneficial to both partners. Another concern is how your customers will take this partnership and how the partnership will be portrayed to them.

To learn about one such creative partnership that has led to a unique opportunity, make sure to check out my newest presentation at the MLA conference in October titled "Consumer Health Literacy and Public Libraries" on Wednesday, October 5, 2011 at 2:00 p.m.

Please contact Christina Pryor at cnpryor@gmail.com if you have an issue or idea you would like to see discussed in an upcoming *MO INFO* issue. The PR Committee would love to hear from you!

Christina Pryor, Chair
Public Relations Committee
cnpryor@gmail.com

The Face of Missouri Libraries

What is the face of your library? What is the face of Missouri libraries? Is it buildings? An electronic presence? The folks working in libraries? Those using libraries? Friends groups? Library support organizations? Professional Library organizations?

I think it's all of those things and more. Why not share your visions of the face of Missouri libraries in the MLA conference program? You can highlight anything you'd like. My vision is that we display our collected vision of Missouri Libraries in this year's conference program. Think of it like the fun part of a high school yearbook.

If you're interested, simply email Brent Husher at husherb@umkc.edu or missourilibraries2011@gmail.com with your requested size (full page, ½ page or ¼ page). We'll supply you with instructions as to where to send your photo/ad and provide you an invoice. Act fast: Deadline is July 31.

Rates: Full page: \$500; ½ page: \$250; ¼ page: \$125

Brent Husher, 2011 MLA Conference Coordinator
HusherB@umkc.edu

Daniel Boone Regional Library Staff Updates

Reference and Information Services Manager Marilyn McLeod retired after 25 years at the Daniel Boone Regional Library (DBRL). When Marilyn first joined the staff, she served as a Public Services librarian and became head of Reference and Information Services a few years later. In the 1990s, she also managed COIN (Columbia Online Information Network) that helped launch internet services in Mid-Missouri. As a reference librarian, she became the go-to person for many patrons, managed the databases and other online resources and helped plan adult library programming. She also served as MLA's representative to the ALA Council, taught the reference course at Summer Institutes, and mentored numerous practicum students. Before coming to the library, Marilyn was the executive director of the Missouri Library Association.

Patrick Finney began his new job as Circulation Manager on the first day of Summer Reading sign-ups. On the second day at DBRL, he was interviewing prospective employees. But he came prepared. Since 2000, he was the director at the Washington (Iowa) Public Library.

Patricia Miller accepted the position of Adult Services Manager. She has worked for DBRL for 21 years and most recently has been in charge of periodicals, tax forms, the AARP program and has led our "Delivering on Yes" project, an internal program charging staff to collect patron comments over a three-week period to learn how we can better improve library services.

Mitzi St. John, Daniel Boone Regional Library
mstjohn@dbri.org

MLA's Featured Librarian: Julie Schwartz, Children's & Reference Librarian at Deer Run Branch, St. Charles City -County Library District

Q: First, please tell us a little bit about yourself

A: My name is Julie Schwartz, I'm a Children's/Reference Librarian at the Deer Run Branch of the St. Charles City-County Library District. I have a BA in English from St. Louis University and an MLS from the University of Missouri. The Deer Run Branch is our outreach branch, so the children's department personnel, one professional and two paraprofessionals, make outreach visits to preschools and daycares county-wide. We also have a full slate of in-branch children's programming for kids from infancy to 5th grade. I personally take care of our 2-year-old story times and school-age programming. Beyond that, I take care of all the other fun stuff that children's librarians the world over get to do, of which weeding is a particular favorite. Since I work at a smaller "general purpose" branch, where the reference desk is both children's and adult, I get to answer questions about car repair and legal forms in between science fair and Magic Tree House requests, which makes life extra interesting.



Julie Schwartz, Librarian

I started out in the library world at Kirkwood Public Library (KPL) as a part-time Children's Library Assistant. I was very fortunate there to work with supportive librarians who allowed me to get a taste of being a "real" children's librarian, including doing programming for all ages, purchasing, weeding, outreach, and much, much more. I worked part-time at KPL from 2002 to 2007 and in that time earned my MLS from Mizzou. While still in library school I was appointed to the Caldecott Committee by then-Association for Library Service to Children (ALSC) president Gretchen Wronka of Hennepin County Public Library, who randomly called to interview me when writing an article about new ALSC members. I felt like I won the lottery! My year on the Caldecott Committee was incredibly rewarding, both personally and professionally. The winning illustrator that year (2006) was Chris Raschka, for *The Hello, Goodbye Window* written by Norton Juster. One of my favorite parts was getting daily visits from the UPS man, bringing me boxes and boxes and boxes of lovely new books to read.

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After obtaining my degree, I worked for a year as the Regional Youth Services Librarian at the Carpenter Branch of the St. Louis Public Library, another rewarding experience with a great group of people. From there I moved to my current job in July 2008.

I am a member of ALA, ALSC, and MLA. I am currently the Selection Chair of the Missouri Building Block Committee and will be moving on up to Awards Chair in the fall.

Q: When did you decide that you wanted to be a librarian/children's librarian?

Well, I should have figured it out much earlier than I did. I was always a voracious reader and have always, even as a child, loved reading aloud to others. I have fond memories of reading Roald Dahl books to my little brother on lazy Saturday mornings. I never really outgrew children's books. I was still re-reading Betsy-Tacy and Ramona books well into middle and high school. I discovered Jon Scieszka's *The Stinky Cheese Man and Other Fairly Stupid Tales* as a teenager and that renewed my love (passion?) for picture books. However, it took being down-sized from a mind-numbing job proofreading medical journals, and some prodding from a high school friend who was in library school, before I finally realized that I was a children's librarian, and that I might as well make it official.

Q: What do you like most about being a children's librarian?

Oh, there are so many things I love about being a Children's Librarian. I think my favorite part is programming--both in the library and out. I love reading stories, telling stories, singing songs, and getting kids of all ages excited about books.

Q: What do you think are the biggest challenges in working in a public library or working as a children's librarian?

The part of my job that I've always had the most trouble with is when I encounter those kids who are falling, or in danger of falling, through the cracks. Sometimes these are the toddlers whose parents let them roam the library free while they're on Facebook, or lonely tweens who show up to stay all day without a lunch, or the teen-aged dropouts who come to the library instead of going to school. I've encountered versions of these kids at every library I've worked at, and it never gets easier. I sometimes wonder if I need to go back to school for a social work degree.

Q: If you were to hire a children's librarian, what skills and/or qualities would you look for in a candidate?

Here's what comes to mind first: creativity, enthusiasm, energy, storytelling ability, the ability to multi-task, and patience, patience, patience to start. Another incredibly important skill a children's librarian absolutely must have is flexibility. You have to be able to improvise and think quickly on your feet, for the many occasions when things don't go as planned...when your paid performer doesn't show up, when a bus-full of preschool kids shows up on the wrong day, or simply when the average age of kids that show up for your program is 4 years younger than what you planned. The show must always go on!

Q: Why are you involved in the Missouri Library Association?

I'm a member of the Missouri Library Association because I think it's crucial to not lose sight of the fact that that we're not in our own little library bubble--there are people across the state and across the country that are running into the same problems, planning the same kinds of programs, etc. Why not pool our resources? Being a member of the Building Block Committee and going to conferences and trainings are great ways to do that.

Do you know of a library or library person deserving of some recognition? MLA would like to showcase their achievements! Send a short blurb and/or image(s) to the MLA Membership Committee: lpirondi@stchlibrary.org.

Laura Pirondi, MLA Membership Committee
lpirondi@stchlibrary.org

Joplin Tornado Relief

(Compiled and updated from emails sent to MLA-L by Pam Klipsch, ALA Councilor)

Approximately two months after the deadly tornado slammed into Joplin, MO on May 22, 2011, the death toll stands at 159, and about 7,000 people in a town of 49,000 are looking for temporary housing.

While the Joplin Public Library and the George A. Spiva Library at Missouri Southern State University sustained no damage to their buildings or collections, both had employees that were affected by the tornado with total loss or damage to their homes. Some experienced physical injuries, and worse is the loss of life of family and friends.

The Joplin Public Schools suffered severe damage to many school buildings, including the high school. They have been working incredibly hard to get ready for school which begins on August 17 in temporary quarters. In order to provide some sense of normalcy for kids, they have proceeded with summer school programs; about half of their students lived in the area hit by the tornado.

St. John's Regional Medical Center was severely damaged. While the medical librarian and family were unhurt, there were many hospital employees who lost their homes or were injured. The hospital has established a temporary facility to continue to treat patients and is working on plans to rebuild.

Below are various donation options available to assist with relief efforts for the school district, the university, the public library, and the medical center. Library workers are among the employees at all these institutions who were affected. Many thanks to those who have generously responded. Your donations are helping more than you can imagine. Knowing that people care makes all the difference in the world.

Those attending the MOBIUS Annual Conference June 7-8 in Columbia, MO had an opportunity to make a donation at the registration desk.

The Missouri Association of School Librarians' (MASL) has established a Help Joplin web page at <http://masl.site-ym.com/?HelpJoplin>. Contact the MASL office with any questions at (573) 893-4155.

The Missouri Southern State University has established a Tornado Relief Fund through the Missouri Southern Foundation. It is important to note that 100% of donations to this fund will be used for direct individual assistance of over 100 faculty, staff and students – including three library employees – of Missouri Southern State University who experienced losses due to the tornado. Mail checks to Missouri Southern Foundation, 3950 E. Newman Road, Joplin, MO 64801. Indicate Tornado Emergency Relief Fund in the memo line of the check. For more information, or to donate by credit card, call the Foundation Office at (417) 625-9396.

Donations for employees of the Joplin Public Library can be sent to the Joplin Public Library Staff Relief Fund c/o Jacque Gage, Joplin Public Library, 300 South Main Street, Joplin, MO 64801.

St. John's Mercy Medical Center has established an electronic method to collect donations. To donate to Mercy Co-Worker Tornado Relief, go to www.mercy.net/#search-mercy and click on Donate Now.

Marian Davis,
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Digital News: Let's Get Digital



Watermark behind print on paper, logo for the Standard Printing Company of Hannibal, Missouri, c. 1900. Captured using natural light and a digital camera. Leslie James, Missouri State Archives.

With a scanner or digital camera, the process of digitizing a document is relatively simple. But what about a document with a watermark? If you have access to a flatbed scanner that can scan negatives or photographic slides (in other words, a scanner with a backlight), you're set. However, if you don't, here are a few strategies for making a watermark visible in the digital version:

1. If you have a flatbed scanner, try leaving the lid open while shining a bright light onto the back of the document. Sometimes just a strong flashlight will do the trick.
2. Hold the document or prop it up against a window on a sunny day to photograph, or use a bright artificial light as a backdrop.
3. If you have access to one, use a light table or a light box with a digital camera to photograph the document.

If the watermark is still difficult to see once the item is digitized, try manipulating the image using image-editing software. (For examples of free editors, see the "Digital News: Let's Get Digital" column in the [May 2011 issue of MO Info](#).) Each image will be different depending on the type of paper, whether the paper has anything printed on it, what color(s) the paper and ink are, etc., so not every method will work on every image; some steps to try include increasing the contrast, inverting the colors of the entire image, or converting the image to grayscale. Also, if the watermark is small, be sure to do a high-resolution scan or photograph in order to see the watermark's details better.



Watermark from book printed in 1607. Captured using a light table and digital camera, adjusted in Adobe Photoshop CS5. Missouri State University.

That being said, watermarks are interesting, but don't expect to glean too much information from them, especially a precise date. According to Dard Hunter, author of *Papermaking: The History and Technique of an Ancient Craft*, a date printed in a watermark itself could be the result of a mold being too difficult to change and therefore being used past its date; and even if the date in the watermark is accurate, whatever is printed on the paper may have been printed many years after the watermarked paper was made. Symbols in watermarks were also often reused by different mills, and variation in a symbol doesn't necessarily mean it came from a different mill; the mold could simply have needed to be repaired or replaced, and the resulting watermark image did not look exactly the same as before.

For help in identifying or interpreting symbols in European watermarks, try the [Watermark Database of the Dutch University Institute for Art History](#) and the [Catalogue of Bernstein – The Memory of Paper](#).

If you have any ideas you would like to see addressed in a future article, please contact Shannon Mawhiney at smawhiney@missouristate.edu.