Empire State Book Festival and Gala: Successful First Effort!

by Michael J. Borges

On April 9-10th, the New York Library Association launched the first ever Empire State Book Festival and Gala. The two-day event started with the NYS Writers Hall of Fame Induction Ceremony at the Crowne Plaza Hotel in Albany on Friday, April 9th. The gala event drew 130 attendees to witness the induction of 12 writers, both past and present, into the newly created NYS Writers Hall of Fame. Robert Caro and Mary Gordon were present to be inducted along with family members and representatives of the deceased authors who came to accept the awards on their behalf. The deceased authors inducted include James Baldwin, Elizabeth Bishop, Frederick Douglass, Langston Hughes, Zora Neal Hurston, Edna St. Vincent Millay, Issac B. Singer, Edith Wharton, E.B. White and Walt Whitman. The Albany Public Library will be the temporary home of the NYS Writers Hall of Fame until a more permanent location can be found.

Gregory Maguire, author of Wicked, kicked off the Empire State Book Festival the next morning on Saturday, April 10th at the Empire State Plaza. The daylong event was open and free to the public and attracted over 2,100 book lovers, and 160 authors, poets, storytellers and illustrators participated in 45 panel discussion and workshops. The event was made possible thanks to a $40,000 grant from Senator Neil Breslin (D-Albany) and several sponsors including SEFCU, the Times Union, WMHT, Spotlight Newspapers, CBS6, CW, Amtrak, Mango Languages and the New York Council for the Humanities.

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INTERVIEW WITH NYLA MEMBER

Patti McCall
by Michael Borges

This Spring I interviewed Patti McCall a Special Librarian and Chair of NYLA’s Membership Committee, who is the Library Director of a pharmaceutical research company in Albany.

I asked my typical question of why she became a librarian. “I intended to pursue a PhD in History (I have a strong interest in military history) but after realizing the academic job market was dismal, I had to pursue something that would help pay the bills AND be rewarding as a career, so I ended up obtaining both my MA and MLS at the University at Albany. I liked the fact that within the field one can go in many directions and I was never prone to the factionalism that almost seems to be encouraged in graduate school. I was open to working in different environments,” said Patti.

Patti started her career as a records manager for a municipal government, while also working part-time in a public library. She also worked in college library before landing at her current employer. “That’s what is great about this profession—there are so many types of libraries and so many directions one can take in the field without necessarily being traditional. If you’re a librarian and you are bored you are definitely doing something wrong. I was also very fortunate to have some wonderful mentors along the way. Nancy Evans, Debbie Shoup, and Sarah Maximiek may not realize it but they played key roles in helping me get to where I am today,” continued Patti.

I asked what she liked most about her current position and the challenges she faces as a corporate librarian. “I have had the opportunity to acquire a diverse skill set and manage all aspects of library operations in a unique environment. This has been both challenging and very rewarding. Along the way, I have enjoyed working with talented colleagues from all over the world, helping them with their varied research projects,” replied Patti.

“Anyone who works with chemistry resources; books, journals, databases, knows that budgeting can be challenging. I recall hearing a hospital librarian complaining about paying $1500.00 for a journal subscription. She may have needed to be defibrillated after seeing what the Tetrahedron series journals would cost her library,” continued Patti.

The interview moved onto the challenges that libraries and librarianship will be experiencing over the next few years. She replied, “Those working in the field, in whatever professional capacity can ill afford to wear blinders. They must promote their resources, be outspoken advocates for their libraries or information centers, be effective resource managers, and stay ahead of the curve. Nothing can be

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Executive Director’s Report

It has been another frustrating dysfunctional Legislative Session here at the State Capitol and as of the publication of this Bulletin, the state Budget has still not been adopted. Several of our Legislative Priorities have passed the Senate (our agenda always seems to move in the Senate regardless of which party is in control), but once again has bogged down in the Assembly.

In April, we successfully launched our first Annual Empire State Book Festival which drew over 2,100 attendees and 160 authors, poets, storytellers and illustrators to the Empire State Plaza in Albany. In conjunction with the Book Festival, NYLA established a NYS Writers Hall of Fame and inducted 12 writers, including Mary Gordon and Robert Caro, at a ceremonial dinner the night before the Book Festival. Funding permitting we hope to continue these initiatives next year.

In addition, we continue to expand our Library Assistant Training Program at several community colleges around the state, which offers a one week non-credit certificate course to individuals interested in working in a library or newly hired in a library in a support staff role. In April we offered the course at Nassau Community College and in May at Ulster County Community College. We plan to offer it in Central New York and once again at Genesee Community College in the Fall 2010.

NYLA will be unveiling its new redesigned website in the coming months and completing renovations to the lower floor of our building into a new regional training center.

Michael J. Borges

The NYLA Bulletin

Spring 2010
NY Libraries: Essential Campaign Boosts NYLA’s Advocacy Base

by Libby Post

sing a combination of Web 1.0, Web 2.0 and old fashioned ink on paper, the New York Library Association launched an innovative advocacy campaign which highlighted libraries throughout the state and engaged over 2,000 new advocates.

A two-tier website, www.protectnylibraries.org, featured SnapshotNY—a “day in the life of our library” photo gallery from 78 libraries throughout New York. Additionally, libraries were asked to collect statistics for one day and complete a Survey Monkey survey—the results showed a real snapshot of just how important 147 libraries are to their communities. The statistics are:

- 177,285 patron visits
- 21,858 patrons using public computers
- 13,047 reference questions answered
- 5,811 children participating in programs
- 3,744 adults participating in programs
- 231,827 item circulated
- 394,004 library website hits

“The SnapshotNY results clearly demonstrate the enormous impact libraries have on our communities on a daily basis,” said Borges. “To include all of New York’s libraries, we’d be looking at total daily patron visits, circulation, and website hits of well over one million each. As our campaign says, libraries are essential to lifelong learning, to jobs & opportunities, to quality of life, and to community empowerment. Our libraries are a focal point for most communities and an important part of the very fabric of our society.”

The campaign website also asked visitors to tell NYLA why their libraries were essential services in their communities. Comments from throughout New York reflected the depth of feeling people have about their local libraries.

Jen Barth, a patron of the Irondequoit Public Library wrote “I would never be able to read as much as I do if I had to purchase all my books. It is absolutely essential that my library is fully funded.”

Saugerties Public Library patron Marcy Goulant told us “The library is a place to meet, a place to think and learn something new that I didn’t even know I was interested in! It’s stimulating, it’s handy and it’s mine!”

Emily Owen from the Canton Free Library wrote “A library is truly the heart of a rural community—and nothing can survive without a heart!”

Brooklynite Kirk Larsen who uses the borough’s Epiphany Library commented “It’s a space wherein I can be with my thoughts of the world before me, a place to learn and be excited about the possibilities of life.”

Other comments talked about the importance of a library’s internet access to the community it serves, how children and adults both benefit and how families save substantially by using a library instead of buying or renting.

Protectnylibraries.org also drove people to a Facebook page of the same name. Within 48 hours of posting the Facebook page, the campaign had over 500 fans. Fans posted the page on their page and asked their friends to sign up. The Facebook page went viral quickly and was used to drive people back to the website to send messages to their Assemblymembers and Senators.

When people went back to the website, they not only wrote their State Legislators but also signed a petition calling for restoration of library funding. They were also able to download the campaign’s logo, HTML code for embedding in their own websites, posters and bookmarks to help promote the campaign in their own organizations and libraries.

A number of libraries imbedded the campaign’s logo on their websites which brought their patrons back to protectnylibraries.org. Posters were printed out and placed by libraries public computers and bookmarks were given out at circulation desks.

“The campaign helped NYLA add 2,000 new unique advocates to the database it uses for calls to action,” explained Libby Post, President/CEO of Communication Services, the firm that developed the campaign for NYLA. “From that perspective alone, the campaign was a great success. But more than that, we were able to seamlessly integrate a website, social marketing and print to maximize the impact. The legislature knows the public supports it libraries.”
New Westchester Library System Program Helps Seniors Connect to Benefits and Services that Save Time and Money

by Kelly Lee

Today’s struggling economy has left many older adults facing financial hardship and filled with uncertainty when it comes to their healthcare. For those on a fixed income, saving money wherever possible has become increasingly important. The Westchester Library System’s new Senior Benefits Information Centers, located inside four Westchester County libraries, helps area seniors stretch their dollar even further.

Senior Benefits Information Centers, called SBICs for short, offer older adults and their caregivers free counseling covering a broad range of topics including Medicare health and prescription plans, food stamps, HEAP, EPIC, weatherization, minor home repair, and tax relief programs.

Through a partnership with the Medicare Rights Center and Westchester County’s Department of Senior Programs and Services, the one-on-one counseling service is available at four locations throughout the county. SBICs are now open at the John C. Hart Memorial Library in Shrub Oak, the Mount Kisco Public Library, The Warner Library in Tarrytown, and the Grinton I. Will Library in Yonkers. Plans for further expansion are currently being explored.

“In this economy, everyone needs to save a buck—especially seniors,” said Robin Osborne, Director of Westchester Library System’s Office of Community Connections. “Our SBICs help Westchester’s older adults hone in on the specific programs that qualify for—whether it’s related to healthcare, home care, or tax relief. Seniors receive one-on-one attention to have their questions answered. They leave armed with the information they need to save.”

Ann Acken, a Westchester senior, recently visited an SBIC with questions about her Medicare coverage. “My experience was very enlightening. The volunteer counselor, Marna, was very patient and answered all of my questions.”

SBIC’s counselors are trained by the Medicare Rights Center to address each visitor’s specific needs. Seniors are guided through a variety of online resources, such as the National Council on Aging’s Benefits Check Up website (benefitscheckup.org), to identify their individual eligibility. This resource alone has helped nearly 2.5 million older adults find over $8.2 billion worth of annual benefits.

According to the U.S. Census Bureau’s 2008 American Community Survey, 26.3% of Westchester County’s population is age 55 or older. In a 2009 population projection, the Bureau estimated that number may increase by as much as 40% in the next five years.

“The Warner Library has a very active senior base,” explained Maureen Petry, the Tarrytown Library Director. “We provide a variety of programs geared specifically toward our older adults and are very excited to add a permanent Senior Information Benefits Center to our offerings.”

SBICs are also equipped with a dedicated phone lines for seniors to ask questions outside of counseling hours. The SBICs recruit volunteer counselors who are most often retired professionals such as nurses, teachers, and social workers and must be at least 50 years old and computer literate with excellent public speaking and interpersonal skills. The initial training for new SBIC recruits takes place over five half-days, with additional training provided as needed. For more information on the SBIC program contact Robin Osborne at (914) 231-3237.
Like many other libraries, the Queens Library assists job seekers at the library with editing their resumes and cover letters, helping them use the various research tools to search for jobs and even assisting them with online applications.

The Queens Library expanded its outreach to job seekers by partnering with its local workforce development centers to provide job search assistance onsite. The Queens Library’s OneStop at the Jamaica Workforce1 Center provides many of the same job assistance services provided at the library.

The dedicated space at the Jamaica Workforce1 Center is staffed by a library employee every weekday from 9:30 a.m. to 1:30 p.m. Customers can find books about how to write a successful resume and a cover letter, publications about job interviewing skills and lists of books and web resources about topics such as green jobs, stimulus aid, careers in construction, health, and many more fields. This beneficial partnership also includes library staff presenting orientations about its services at the Workforce1, and Workforce1 staff sharing news about their services at the library. The events are very popular among job seekers who follow the library staff from the OneStop to the Central Library’s Job Information Center and vice versa. Upcoming services include programs about how to start a business, open a restaurant or a nail salon in English, Chinese and Spanish.

Queens Library also offers in-library services at Job Information Centers in Central Library and Flushing Library such as free computers for customers to type resumes, cover letters, and job search on the Internet. Throughout the year, job seekers have the opportunity to speak to representatives from various companies with job openings at the Annual Job Fair and Annual Job Readiness Fair. Programs in conjunction with the Office of Financial Empowerment from the NYC Department of Consumer Affairs, and the NYC Employment and Training Coalition help job seekers to be aware of the skills they would need to obtain jobs and how to acquire these. Also, they are aware of the economic challenges faced by the unemployed and advise them on how to manage finances in tough times.

The library continuously presents programs for adults and seniors about resumes, cover letters and job interviews systemwide, and at the Queens Correctional Facility in English and Spanish. Computer classes are also presented in English, Spanish and other languages spoken by Queens’ residents that greatly enhance employability. Resources for entrepreneurs are available at Business Centers at the Central Library and at the Far Rockaway Library.

The library’s Youth Empowerment Initiative hosts job skills workshops featuring resume and cover letter building, interview, and job searching techniques. Online licensing test prep databases are available systemwide, and librarians also present workshops about how to best use them. These services create a gateway for customers referred from the library to the Workforce1 placement center that resulted in 97 referrals and 51 placements in 2009!

Models such as the Queens Library OneStop at the Workforce1 Queens Career Center increase referrals and job placements while continuing to offer quality job-readiness services to Queens’ residents and library customers. In 2009 Queens Library received an award from the Workforce1 Queens Career Center honoring their partnership and collaboration.

Loida Garcia-Febo is the Assistant Coordinator for the New Americans Program and Special Services at Queens Library.
The **Albany Public Library** continues to grow this spring with the opening of three new branch libraries under the $29.1 million Branch Improvement Plan.

The **A.R. Kropp Co. & Sons** takes great pride in announcing that they have just been established and recognized by the federal government as a Service Disabled Veteran Owned Business. The SDVOB designation will enable us to continue to extend our highly valued design services and furniture product lines to clients looking to set and achieve SDVOB contracting goals.

**Herbert Biblo**, LILRC Executive Director, was presented with the 2010 Distinguished Service Award by the New York State Association of Library Boards.

**Gretchen Browne**, Director of the Plainview-Old Bethpage Public Library, announces that the Library has been given a “5-star” rating for the second time by Library Journal magazine. The rating is based on data that scores libraries according to circulation, visits, program attendance and public Internet use.

**Wanda Bruchis** was named Acting Director of the Mid York Library System that serves 43 member libraries in Oneida, Madison, and Herkimer Counties.

**Lisa Chow**, Librarian, Division of Society, Sciences and Technology, Brooklyn Public Library, was named a 2010 Library Journal Mover & Shaker.

**Josh Cohen**, Mid-Hudson Library System Executive Director and 2009 NYLA President, is retiring as of June 30, 2010.

**Karen Creenan**, Executive Director, Finger Lakes Library System, is retiring as of May 31, 2010.

**Ruth Dorogi** retired as Library Manager of the Ahira Hall Memorial Library.

**Erica Freudenerberger** was appointed Library Director of Staatsburg Library in January 2010.

**Galway Public Library**'s **Story Sculptures Program**, a drawing, writing, painting and sculpture project inspired by Galway local history, and funded by the Story Quilt Arts and Literary Fund, won the Southern Adirondack Library Systems (SALS) Library Program of the Year 2010. **Story Sculptures** is a unique community outreach, youth and public relations program that established partnerships between the Library, Galway Preservation Society, the Galway Central Schools, local artists, parents, and children. It was a learning opportunity promoting community pride, the arts, local history and culture.

**Paul Hicok**, Director of the Troy Public Library, is the recipient of the Hudson Mohawk Library Association's 2010 Distinguished Service Award.

**Elizabeth Hobson** has been designated the Head Teen Librarian for the Nyack Library.

**Dale LaGue** has been hired as Adult Services Librarian at the Troy Public Library.

**The Lakeview Public Library** received the “We the People” Grant for the 2nd year in a row.

**Dionne Mack-Harvin**, Brooklyn Public Library Executive Director, received the 2010 Burton Public Service Award for her distinguished civic service and involvement in New York State, particularly in the Library and Information profession.

**Chuck McMorran**, Director of the New City Library, was a featured video interview by “Patch.com,” a new online local newspaper. The three minute video shows off many of the library's services and commitments of the Library to the community.

Two **Mid-Hudson Library System's Library Services and Technology Act funded projects**, “Building Your Base” and “Getting to Yes,” were featured in the January/February 2010 issue of Marketing Library Services.

**Jennifer Morris**, Executive Director of the Pioneer Library System for the past ten years, is retiring as of May 28, 2010. She plans to continue as NYLA Councilor at Large and will attend the Conference in Saratoga—in between travels to Ireland, Italy, Colorado, Vietnam and California over the next 6 months.

**James Neal**, VP for Information Services and University Librarian, Columbia University, was elected to the OCLC Board of Trustees.

The **New City Library** has been selected to receive the “Father F. Peter Malet Services to Youth Award” from the Rockland County Youth Bureau. The award recognizes our move of the Teen collection an expanded space and establishment of a Teen Room with fun furniture, board games, study space and a computer gaming console. The other things were our Teen Summer Reading Program and our Youth Advisory Board.

The **New City Library** has joined the growing number of libraries who offer reference service via text and instant messaging. Titled “Librarian in Your Pocket,” customers will be able to send a query to a reference librarian using a mobile device.

**Gerry Nichols**, Director, Palmer School of Library Information Science, was presented with the 2010 Distinguished Service Award by the New York State Association of Library Boards.

The **Onondaga Free Library** held its grand opening celebration, complete with a ribbon cutting ceremony, on May 1, 2010. The library just finished a year-long expansion and renovation project. Some of the highlights of the new library include an inviting wilderness mural in the children's picture book area, a laptop bar in the teen area, a living room area with a fireplace and a café area. In conjunction with the building project, changes were made to the collection, including instituting a hybrid model, combining bookstore style categorizing with the traditional Dewey system, to the adult non-fiction collection and categorizing the children’s picture books by topic. Efficiency for both patrons and staff is the key to the new Onondaga Free Library.

**Anne Perrault**, LIS assistant professor was the recipient of an AASL (American Association of School Librarians) 2010 Research Grant sponsored by Heinemann-Raintree. Dr. Perrault will be studying how children with disabilities are served in school libraries.

**Adele Puccio** was appointed the new Director of the Rose Memorial Library.

**Benjamin Reid** is the new Youth and Adult Services Librarian at the Rose Memorial Library.
Phil Ritter, Executive Director, Upper Hudson Library System, is retiring as of August 1, 2010.

Kelly Sexton, recent graduate of Drexel University’s online Library School, has been appointed Local History/Reference Librarian at Plattsburg Public Library.

Marlayne Sick, Library Teacher at Golden Hill Elementary School in Florida, received the 2010 Orange County Youth Bureau Outstanding Personnel Award.

Tracey Simon has been appointed the new director at the Floral Park Public Library.

Rebekkah Smith Aldrich, Coordinator for Library Growth & Sustainability,

Mid-Hudson Library System, was named a 2010 Library Journal Mover & Shaker.

Lucille Cole Thomas was honored on April 22, 2010 in recognition of her contribution to libraries and librarianship by the Graduate School of Library and Information Studies, Queens College, The City University of NY. She was presented a “Proclamation” in her honor signed by Dr. James Muyskens, president of the college, and a “Certificate of Lifetime Achievement,” signed by Dr. Thomas Surprentant, Director, and Dr. Elizabeth Hendry, Dean. The “Lucille Cole School Library Month Award,” will be named for her.

Miriam Tuliao will be participating in the United States Masters Swimming 2-mile Cable Open Water National Championship as an ALA Spectrum Scholarship fundraiser in honor of two extraordinary library veterans, Mary K. Conwell and Susan Kent, both former directors of the Branch Libraries, The New York Public Library.

Allison S. Wheeler, Director of the St. Lawrence-Lewis School Library System, is the recipient of 2010 Distinguished Service Award from the School Library Systems Association of New York State (SLSA) in recognition of her professional leadership, professional service, information sharing, collaboration, quality programs and creative service.

Theresa Zacek has been hired as a Librarian in the Middletown Thrall Library Children’s Department.

Congratulations to NYLA Members Elected to ALA Council, Division and Committee Positions

Jim Neal—ALA Treasurer
Loida A. Garcia-Febo—ALA Councilor
Bernard Margolis—ALA Councilor
Elizabeth Ridler—ALA Councilor
Mary Fellows—Vice President/President-Elect, Association for Library Service to Children (ALSC)
Renee McGrath—Newberry Committee
Margaret Tice—Wilder Committee

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LAMS Rebekkah Smith Aldrich, President

The Spring 2010 issue of JLAMS, our peer-reviewed electronic journal, is available at: http://www.nyla.org/index.php?page_id=922. JLAMS creator and editor Richard Naylor is always interested in discussing article proposals. Contact Richard at naylor@ColonieLibrary.org or call 518.810.0316 to discuss your article ideas.

We encourage you to visit the main LAMS Web site at http://www.nyla.org/index.php?page_id=62 to connect with past issues of JLAMS, along with helpful tools you may find useful in your day-to-day job including the Civil Service Guide and Civil Service Titles and the handbook for New Public Library Directors in New York State-endorsed by both LAMS and the Public Library Section of NYLA.

The LAMS Board is hard at work putting together programs suggested by members for the 2010 NYLA Conference. LAMS has arranged for author Lawler Kang to present as both our luncheon speaker and a program presenter. Lawler’s work focuses on “energizing leaders, their teams and their talent to align and emotionally engage with their work for extraordinary success.” Other LAMS sessions include “I STILL Don’t Want to Talk About It,” the popular annual workshop to get help dealing with sensitive administrative issues such as firing or disciplining employees, staff evaluations, sexual harassment, and ways to effectively make confident decisions; a session to provide techniques to use when dealing with the mentally ill at your library; and a session to help just about any library employee have a positive impact.

PLS Matthew Bollerman, President

Over 70 people attended the PLS Spring Conference in Ithaca, NY. A terrific mix of topics was presented and capped with a stimulating keynote from Andrew Pek. Kudos to the Planning Committee, led expertly by Lisa Hewel, Moffat Library of Washingtonville, and Sue Considine, Fayetteville Free Library.

June 11 is the deadline for many of our awards. Applications and more information can be found at www.nyla.org/index.php?page_id=1700. If you are interested in our Best Practices Award highlighting the best use of Web technology to promote your library and its services, or one of two NYLA Annual Conference Scholarship Awards, or one of the Outstanding Building Renovation Awards, please check out the Web site and enter.

PLS offers four Continuing Education/Post MLS awards each year to members. Eligible programs include workshops, for-credit courses, or continuing education. Apply today! Deadlines are October 1, December 1, February 1, and June 1. Award amounts range from $50 to $250. For more information, please visit www.nyla.org/pls.

Lee Child will speak at the annual Author! Author! program at the 2010 NYLA Conference. The event will take place at the National Museum of Racing and Hall of Fame on Thursday, November 4. We are also excited to bring Michael Stephens to the conference. His program will be provided at no additional charge as part of our section’s commitment to host exciting national-level speakers for our members.

RASS Hong Yao, President

The Reference and Adult Services Section is accepting applications or nominations for the following award and scholarship grants.

RASS Outstanding Public Service Award: This award recognizes library staff members who provide direct public service in the reference and/or adult services area. The award covers full registration for the Annual Conference plus $200 toward conference expenses. Deadline: August 28, 2010. RASS Continuing Education Grants: RASS offers grants to members attending workshops, courses, or continuing education programs. Grants range from $50 to $250 and may be used to pay for tuition, registration, travel, or other expenses. For eligibility, application forms, and complete instructions, please visit: http://www.nyla.org/index.php?page_id=857.

RASS is seeking nominees for a number of board positions for 2010-2011. All nominations should be emailed to Hong Yao (hyao@queenslibrary.org) no later than June 5, 2010. The openings are: VP President/President Elect; Treasurer (2-year term); Assistant Conference Programmer; Legislation Director; Publication Chair; Membership Director; Raffle and Booth Chair; Award Chair; Noted Author Luncheon Chair.

SMART Marcy Strong, President

SMART is excited to announce our spring workshop: Practically Designed. This workshop will teach the basics of visual-design best practices by examining examples of great design, the basics of layout, simplified color theory, rules for fonts and legibility, images and photographs, and much more. By the end of the program, attendees will be able to find and evaluate web-based resources for great design; choose the best colors, layouts, fonts, and graphics for design projects; respect copyrighted work by finding imagery and other materials that are freely and legally available; move beyond Word and Publisher and become inspired about their own design projects! John LeMasney of Rider University will be teaching this session in Rochester on June 14. For more information or to register, please visit: http://bit.ly/SMARTWorkshop

YSS Sarah Sachs, President

Early April found the YSS Membership packing everything they could into one big Albany weekend. Beginning the Thursday night before the Empire State Book Festival, Past President Annette Birdsall kicked things off by hosting the Past Presidents Dinner. The presidential attendees regaled the group with a variety of poetry that reflected their years on the job. A great night!

Kudos also go to Third Year Director Chris McGinty and her team for a fantastic “Back to Basics” YSS Conference in Albany. If you were not able to attend, you missed some great speakers and terrific workshops. At the conference, the Empire State Award committee announced the winner for 2010: Cynthia DeFelice. Cynthia will be honored at the ESA luncheon in Saratoga this November. Be sure to get a ticket when NYLA Annual Conference registration begins! I

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If your lights are on, you should be earning Cash Back! Sign up today with Energy Plus™

Every time you flip the switch on, you could be earning Cash Back. Just for using electricity, Energy Plus™ gives NYLA members 3% Cash Back on their electricity supply every six months!

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Here is a few of the organizations who have already made the switch:

- A&H Fish Library
- Albert Wisner Public Library
- Aurora Free Library
- Beaver Falls Library
- Bedford Free Library
- Brewster Public Library
- Canastota Public Library
- Canton Free Library
- Claverack Free Library
- Clifton Springs Library
- Cornwall Public Library
- Cragsmoor Free Library
- Crandall Public Library
- Dunham Public Library
- E.B. Crawford Public Library
- Eagle Free Library
- Finkelstein Memorial Library
- Florida Public Library
- Groversville Public Library
- Greenwood Lake Public Library
- Hendrick Hudson Free Library
- Highland Public Library
- Honeoye Library
- Hudson Area Assoc Library
- Katonah Village Library
- Kent Public Library
- Kinderhook Memorial Library
- Monroe Free Library
- Morley Library
- Nanuet Public Library
- New City Library
- New York Library Assoc
- Newark Public Library
- Olean Public Library
- Oneida Public Library
- Onondaga Free Library
- Patterson Library
- Pearl River Public Library
- Ramapo Catskill Library System
- Rensselaer Falls Library
- Se Nys Libray Resource Council
- Sodus Free Library
- Stevens Memorial Library
- Suffern Free Library
- Tomkins Cove Public Library
- Tuxedo Park Library
- Wolcott Civic Free Library

2010 NYLA Candidates for Office

For Vice President (President-Elect)
Matthew Bollerman
Director of the Westhampton Free Library, Westhampton, NY
Sustainability: our planet, country, state, region, towns, villages, libraries and inhabitants all require forces to sustain them. Some of these forces involve time, talent or treasure. Some of these forces are not surmountable or controllable. These forces begin with the individual choices we make as consumers or citizens, or collectively as members of associations, museums and libraries. As the Director of the Westhampton Free Library, I have working towards building a library that will be sustainable for years to come. By building a LEED Certified Gold structure that is high performing and uses less fossil fuels, supported by public referendum, the Library will also be more friendly for staff and patrons with less VOC material with plenty of fresh air throughout.

I believe our story can inspire others. Through training and support, each library needs to identify what it will take to make them sustainable. Is it funding? A new building? Better partners? NYLA, through its annual conference and other continuing education programs, sections and committees, newsletters and networking with other members, can help provide the base of information in order to achieve your goals.

As the current President of the Public Library Section (PLS) of NYLA, I have seen the power of quality programs at the annual conference, our spring conference and other CE events. I have also had the pleasure of working with a great executive committee, running the business of PLS and in helping to solve issues I may be having in my Library.

As President of NYLA, I would hope to offer the tools to help each library in the state become sustainable. I would appreciate your vote this spring and the honor of being NYLA President. Thank you.

For Vice President (President-Elect)
Frank McKenna
Director, Island Trees Public Library – Island Trees-Levittown, NY
It has been said that “libraries are a gift Americans gave themselves” and we know that libraries are gifts that keep on giving. But, we need to continually remind ourselves and demonstrate to our communities as well as elected and appointed officials that they are gifts that have been taken for granted for far too long. The very real impact of actual cuts to the financial support for our libraries and library systems of all types are disastrous. In addition, threats to our intellectual freedoms continue toloom.

As a candidate for NYLA President, with over 15 years experience working in various positions, I would be honored to have the opportunity to collaborate with the very many librarians, library school students, trustees, friends, support staff as well as the widening community of library users in keeping New York’s libraries at the forefront as organizations that strengthen our democracy, contribute positively to our economy, attempt to engage non-users, and continue to be a sorely needed civilizing force throughout all the communities of our state.

For Treasurer-Elect
Christine McDonald
Director, Crandall Public Library, Glens Falls, NY
What a challenging time to be a candidate for Treasurer of NYLA! While the current condition of the NYS economy has impacted almost every library in NYS, NYLA has been very successful in the past decade in offering new member services and workshops that address current needs throughout NYS; coordinated one of the best attended Lobby Days ever; improved the quality and participation of members and vendors in the annual NYLA conference and made a valiant effort to minimize cuts to libraries. NYLA faces the same issue of shrinking sources of income and more demand on services. Having served as Treasurer of NYLA from 2004 to 2005, I would welcome the opportunity to serve once more knowing that the road ahead will be one that requires all of us to work together in a spirit of creativity and optimism.

In my current position as Director of Crandall Public Library, I manage a budget of $4 million and just recently completed an $18.8 million expansion project which came in under budget and on time and included new technologies like RFID circulation and automated materials handling. For seven years, I also served as treasurer of an international not-for-profit. If elected as NYLA treasurer, I would advocate for greater NYLA support for our libraries while they have more demand for services with fewer resources. Another goal would be to maintain and enhance the financial stability of NYLA, increase fund raising revenues, enhance current services and explore new member benefits.

For Treasurer-Elect
John Shaloiko
Director, Southeastern New York Library Resources Council, Highland, NY
It is an honor to be nominated as a candidate for Treasurer of the New York Library Association. I have been a member of NYLA since 1977 and presently active in ASLS and LAMS. I am a member and past chair of the NYLA Awards Committee. I was also a chair of the Continuing Education Committee in the 1980’s.

If elected NYLA Treasurer, I would bring 17 years of fiscal management experience as the Director of the Southeast NY Library Resources Council, overseeing an annual budget of $900,000 that funds multiple programs.

It is imperative that NYLA remain a financially sound organization in order to continue its important services, including an annual conference with strong and relevant programs. As Treasurer, I would play close attention to revenues and expenditures to ensure that NYLA remains a robust and viable organization. If circumstances warrant the need to increase revenues and/or decrease expenditures, I would work closely with the Executive Director and NYLA Council to explore options and identify solutions. A sound fiscal management strategy is critical.
For Councilor-at-Large
Deborah Emerson
Deputy Director, Rochester Regional Library Council
I am honored to be nominated for a second term as NYLA Councilor-at-Large. I have been active in the organization for many years and currently serve on the Membership Committee and as Chair of the Continuing Education Committee. From my perspective as Assistant Director of a multi-type library system, I see a broad picture of library services and can represent the needs of a variety of constituents.

With many of our libraries facing difficult budgets, cuts in staff and hours, and lack of institutional support, NYLA's work becomes increasingly important.

Libraries and librarians throughout the state rely on NYLA for its educational and advocacy efforts. In recent years NYLA has explored new avenues of outreach to its members and new channels for advancing the cause of libraries in New York State. I am proud to have been part of this forward momentum and if re-elected I will make every effort to see that it continues.

Perhaps the most important benefit of NYLA membership is the sense of community and networking. I can always count on my NYLA colleagues for advice or for input into the decision-making process. I can count on their suggestions and their good ideas for strengthening and improving libraries. The collective wisdom of NYLA is a key factor in the success of New York's libraries, and I would be pleased to contribute to that wisdom for another term on NYLA Council.

For Councilor-at-Large
John Myers
Catalog Librarian, Schaffer Library, Union College, Schenectady, NY
In a career that is fast approaching the 20 year mark, I have made multiple transitions from user to employee to advocate, from staff to librarian, from Circulation to Reference to Cataloging, and from public library to academic library. This broad range of experiences affords insights on the needs and perspectives of these multiple communities within our field.

I have been a member of the SMART section since returning to New York nearly a decade ago. During much of that time I served on the SMART board in various capacities. Building on my experience as the section representative to the NYLA Legislative Committee, I have most recently been participating in the NYLA Lobby Days. These have made me aware of both the vital role libraries fill in communities large and small across the state and also the importance of state-level funding to sustain the equality of access that is a hallmark of our endeavors.

I would be pleased to offer my experiences in service to NYLA and its members as Councilor-at-Large.

For Councilor-at-Large
Judy Marsh
Director, Wayne Finger Lakes School Library System
There are many exciting opportunities facing NYLA in the future. However, libraries and library systems of all types are facing unprecedented challenges. We have taken a disproportionate hit, now facing our 5th budget cut in 2 years. NYLA plays a crucial role in advocating for us, connecting all of us with the legislators and Regents. I believe we need to look carefully at the message we are projecting about the value of libraries. We need to work together to find new ways of conveying how important libraries and library systems are to the lives of all New Yorkers. Right now, it’s about survival.

My experience as a past president of the School Library Systems Association, a School Library System Director for 8 years, a middle school librarian for 13 years and 6 years spent with Cornell University libraries has given me a broad perspective. I am a big picture person. As a member of the NYLA Council I will work my hardest to represent the interests of all libraries and library systems in New York.

For Councilor-at-Large
Ellen Rubin
Library Media Specialist, Wallkill Senior High School
NYLA has been an integral part of my professional life since I was a part-time clerk in a public library on Long Island, well over 30 years ago! What does the organization mean to me? It means, first and foremost, advocacy and grassroots legislative initiatives ensuring that all of New York State’s libraries and library systems, big, small, rural, suburban, and city, remain strong and fully funded to carry out the important work we do every day. Secondly, it means a strong sense of community – whether you work in an academic, public, school, or special library within our state. NYLA, also, provides excellent, continuing education workshops and opportunities for growth via its institutes, the annual conference, and most recently, the Empire State Book Festival. Now, with the honor of hosting the New York Center for the Book, NYLA will have even more to offer to its members.

My experiences as both a public and school librarian, as well as having served on Southeastern New York Library Resources Council committees, are what make me an excellent candidate for the position of Councilor-at-Large, a position which I currently hold filling an unexpired term this year. Furthermore, I served on the NYLA Council, when I was SLMS President (1999-2000), and fully understand what it means to be a council member and work with the NYLA leadership to address the issues that face all of us. Since the Councilor-at-Large needs to represent the concerns of the members of NYLA’s sections, roundtables, and affiliates, I have a unique perspective to see and comprehend their diverse viewpoints. Additionally, I have always actively lobbied on NYLA’s Lobby Day, bringing students with me for over fifteen years and providing an author to speak during the rally for the past two years. I have served as the NYLA Conference Chair two times in the past and am serving as the chair of the upcoming conference in November; I will also serve as the 2011 Conference Chair. Additionally, I was the Author Chair for the recent Empire State Book Festival and will continue in that role for next year’s event.

I know, without question, if elected to the Councilor-at-Large position, I will be able to represent all of NYLA’s members with the same enthusiasm, energy, and dedication that I have exhibited in all the positions I have held over the years regionally, statewide, and nationally.
2010 NYLA Candidates for Office

For ALA Councilor
Rosina Alaimo
Library Media Specialist, Maple West Elementary School
NYLA has been my professional organization since I became a practicing school librarian in 1986. Throughout those years, NYLA has been my professional guiding light. It has given me the opportunity to meet other librarians from all areas of the library world throughout New York State and learn from them. One of the proudest times of my life was being elected to serve as your president a couple of years ago. NYLA has served me well and I believe that I have served NYLA. I am running for the position of ALA Councilor and I feel that I am extremely qualified for this position for several reasons. I have been on NYLA Council for many years - both as president of SLMS for two years and during my tenure as president-elect, president and past president of NYLA. I know how the NYLA Council works. I have served as SLMS' delegate to AASL for three years. I have represented SLMS on the AASL Affiliate Assembly as well as the AASL Board and I look forward to using my expertise and knowledge of how ALA works to make sure that New York's voice is heard at the national level. Both these roles have given me a degree of familiarity with ALA and how it works. This is essential knowledge for the NYLA ALA Councilor.

NYLA is important to me and I am committed to making sure that NYLA continues to support libraries, librarians, and library principles in New York State. I am eager to play an active role in helping to shape my association and assure that it remains relevant and vibrant. I want to be your ALA Councilor and your voice on national library issues. If elected, I promise to work in the best interest of New York libraries and the many wonderful people who work in our libraries.

Thank you for giving me the opportunity to serve you in this capacity.

For ALA Councilor
Rocco Staino
Retired School Librarian and Empire State Book Festival Chair
“How can ALA help state chapters become stronger and how can the chapters make ALA stronger?” That was the question I asked the candidates running ALA president & treasurer during the election forum at ALA mid-winter meeting in Boston. If the members of NYLA select me as the next ALA Councilor, I will continue to ask that question and work to achieve an answer.

During my library career that spans over 30 years, I have been fortunate to have been selected as a representative to the White House Conference on Libraries, I have been a president of NYLA and have been recently asked to serve as the chair of the ALA Public Awareness committee. In addition, I have recently worked with NYLA as chair of the first Empire State Book Festival and NYS Writers Hall of Fame.

If elected, I will work with my colleagues from the other state chapters and the leaders of ALA to work cooperatively for the betterment of the libraries and librarianship.

Empire State Book Festival continued from page 1

Special thanks to the Planning Committee including Rocco Staino, Lauren Gilbert, Ellen Rubin, Evelyn Butrico, Starr LaTronica, Tim Burke, Sue Rokos, Mary Woodward, Michelle Vennard, Amanda Wing, Catherine Dumas, Mary Anne Waltz and Terry Tyson from Communication Services as well as all the volunteers who helped out and made the event a success. Headlines like “Empire State Book Festival Brings Literary Extravaganza to Albany,” and “Albany Book Festival Showcases Power of Storytelling,” from the Times Union summed up the event very well.

Planning is already underway for the Second Annual Empire State Book Festival and Gala scheduled for April 1-2nd, 2011 and if you are interested in serving on the Planning Committee (especially if you know lots authors who can be invited), please contact me at director@nyla.org

The Empire State Book Festival and NYS Writers Hall of Fame are two of the initiatives that NYLA has launched as part of its designation as the NY Center for the Book by the Library of Congress. In addition, NYLA will be establishing a calendar of literary events that occur around the state, continue the Letters about Literature program sponsored by Target, and perhaps launch a Statewide Big Read in Winter 2011.

Interview with Patti McCall continued from page 2

taken for granted and contrary to the stereotype, there is no room in this profession for the meek and mild.”

And finally I asked her about the role she sees NYLA playing in the library community. “NYLA has always been there for libraries but there is a real opportunity for NYLA to show all types of information professionals that it can be the heart of networking around the state, putting people in touch with other people, with resources, with opportunities for professional development. As a corporate librarian I can safely say that NYLA has enabled me develop new skills and make connections with colleagues who have been instrumental in my career,” concluded Patti.
behind the scenes, all working for the benefit of libraries/librarians/library workers. NYLA staff are responsible for:

- **NY Writer’s Hall of Fame:** To support this, NYLA got a $40,000 grant from Senator Breslin, $7,500 from the New York Council for the Humanities, plus significant support from numerous vendors and partners.

- **Lobby Day:** A lot goes on behind the scenes to make this happen. Solicitation from our vendor sponsors is a big part of it. TONS of organization, invitations to legislators to get their READ poster, food, press interviews, much more.

- **Library SnapShot Day.**

- **Continuing Education programs:** Your ideas, based on your needs, developed and implemented by NYLA staff

- **New York Center for the Book.** NYLA is the new host for this LC-based endeavor.

- **Vendor partner opportunities for everything from gas and electric to long term health insurance, all sought out and negotiated by NYLA staff.**

- **Ongoing, weekly, sometimes daily meetings with key legislators, Governor’s staff, contacts in the Division of the Budget, the Division of Library Development, and SED.**

- **Testifying before state legislative committees on key library issues this past year, including library funding, the impact of the economy on libraries, and the bill to control the deaccessioning of library materials**

- **A grant to renovate the lower floor of the NYLA headquarters for use as a Training Center and also a Call Center to help libraries when budget votes are planned.**

- **Responding to school principals and superintendents when library positions are cut**

- **Promoting the Information Literacy Standards to the Board of Regents.**

- **Convening a Civil Service Task Force.**

- **Writing a bill that would allow Association Libraries to get into the NYS Retirement System.**

- **The Annual Conference and all the details that entails, including getting vendors, sponsors, speakers, hotel rooms, planning meals, travel, the Conference Program, registration, scheduling programs, etc. etc. etc!**

- **Registration for conferences of the NYLA Sections.**

- **Handling finances for all of NYLA, including Sections.**

- **Scholarships for library school students.**

**And more.**

This really is only a partial list of all the things that NYLA is involved in on behalf of its members and of all libraries in New York. I haven’t included all the wonderful activities of the various NYLA Sections—the special conferences, awards like “3 Apples,” publications, internships, programming, authors, and much more. I can only suggest that if you are a NYLA member—and you are probably reading this because you are—share this information with your colleagues who are not yet NYLA members and let them know what they are missing!

I also don’t mean to imply that NYLA staff did this all alone. Literally, hundreds of dedicated NYLA members volunteered dozens of hours of their time to make all this happen.

**Which brings me to my final point.**

Most of all NYLA is a chance to expand your professional horizons, have an effect on issues that go beyond your library and affect other like-type libraries or all libraries, learn from your colleagues across the State, and share your knowledge, interests and expertise with others. NYLA welcomes you and offers many volunteer opportunities in Sections, on Committees, and at Conference. In the next few months we will be rolling out an online “volunteer form” to solicit more participation.

I love NYLA because of all that it offers libraries, and all that it offers me. I hope you will join me in encouraging your colleagues to become a NYLA member and, if they already are, to get more involved.

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**Section News**

especially want to thank everyone who stepped in to help set up and man the YSS Booth for the day. Helping out at a conference is a great way to learn more about YSS and to connect with other members.

Finally, the YSS board approved a new logo designed by Christine Mihopulos, a graphic design student at Adelphi University. See the details in Renee McGrath’s article in the upcoming YSS newsletter and check out the logo on our Web site: http://www.nyla.org/index.php?page_id=54.
From the President...

Why I ❤️ NYLA

At the NYLA sponsored “Writers’ Hall of Fame” Gala in April, I was lucky enough to sit at a table with Pulitzer Prize winning author and Hall of Fame Inductee, Robert Caro. It was a thrill to listen to his stories. He’s best known for his biographies on LBJ, but he also wrote *The Power Broker*, the story of Robert Moses. Many state legislators have told me that all they needed to know about political power in New York State, they learned from this book. Sort of like knowing why things don’t work in NY.

But I digress. I also sat next to Rex Smith, Editor of the Albany Times Union who acted as emcee for the event. And it was a great event! Guests included inductee Mary Gordon, and relatives and friends of the other 10 inductees. Particularly moving was the statement from the grandmother of James Baldwin. “Uncle Jimmy” she said, reportedly read every book in the library near where he grew up. Your Story Starts Here!

Okay, I digressed again. Rex Smith. We talked about the uncertain future of newspapers. He was more concerned, he said, about the future of journalism. With the Internet, everyone has an opinion, and everyone writes about it. How do people separate fact from opinion—or just plan fantasy? How to determine bias in a news report? He lectures on this topic—which is called “news literacy.” Sounds a lot like information literacy doesn’t it? I told him how librarians taught “info lit” to students and discussed the Info Lit Standards developed by a NYLA Task Force.

As result of our conversation, NYLA is about to form a partnership with the News Literacy Project ([http://www.thenewsliteracyproject.org](http://www.thenewsliteracyproject.org)), which we hope will result in demo projects bringing journalists into school libraries and editorials about libraries and information literacy in newspapers. With journalists, we share the knowledge that a free society can only exist where there is free, authoritative information, and where people know how to recognize it.

This is just one example of why I value NYLA, and the staff that works in the NYLA office. They are constantly on the lookout for opportunities to promote libraries and provide new benefits for members. Here are a few of the things that happen at NYLA, some you know about, some more...