A Message from the ASLS President . . .

Recently, a student proudly showed me a scholarship letter he had received from a generous foundation. This was good news since money was an issue for him to remain in college. I congratulated him for his success and acknowledged his hard work for this recognition. He dismissed my affirmation and informed me that he had received the award because of a small applicant pool. I told him to count his blessings and enjoy the money. His is not an unusual circumstance.

Organizations, foundations and grant agencies often receive few or no applications for their grants, scholarships, and awards. Is this because individuals are too busy? Or do these opportunities arise at the last minute, making it difficult to apply? If this is true, please take this notice as a year’s heads-up for applying for an ASLS scholarship, internship, or award nomination!

Each year, ASLS provides numerous opportunities for institutions and librarians to receive professional acknowledgment as well as monetary support. Our Ridley Internship provides a stipend for an intern. Could your library benefit from a student creating finding aids for those treasures in Special Collections? Would your print handouts be more effective coded and on the web? Certainly you have a want-to-do list with ideas an intern (and the Ridley Award) could help bring to fruition.

ASLS also cosponsors the Spirit of Librarianship Award with the New York Reference and Research Resources Councils in honor of the contributions of New York’s academic and special librarians. Each year ASLS presents this prestigious award to a section member who clearly exemplifies the spirit that academic and special librarians bring to our profession. Undoubtedly, you have a colleague who fits this description. Why not take the time and start writing down those things s/he does that are above and beyond the norm?

This year, ASLS created a scholarship to assist librarians new to the profession with conference attendance. Many of these individuals may not be aware of this opportunity or of ASLS as a section of NYLA. Be a good colleague and pass this information on and encourage them to start thinking about writing that application now!

Carol Anne Germain, ASLS President

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You Are Invited!

The ASLS Annual Membership Meeting
will be held during the NYLA Annual Conference
on Friday October 25 from 3:30 - 4:45 pm.
Join us at Hemingway’s Restaurant, 492 Pearl St., Buffalo
(Just a short walk from the Convention Center)
Light refreshments will be served
Do Librarians Need Public Relations and Marketing Help? NYLA's New Effort

Yes! More than we would like to admit. And NYLA is taking some new PR and marketing steps.

We librarians pride ourselves on providing a service essential to our country - the free dissemination of information to all our citizens. What we do is so valuable that we hardly think it needs something as crass as PR and marketing. But we also complain that our information services are not as valued as they should be. We lament that Barnes & Noble often seems more engaging than we do. And even if we admit that we need to market ourselves better, we already have a plate full of duties and a new technology to learn every time we turn around. After all, serving our patrons is Priority #1!

The New York State Library Association, too, wants to present itself in the best light, offer the services its members desire and help its members do the same for their patrons. We at NYLA believe that we can no longer ignore the world of Public Relations and Marketing. So what is NYLA doing in the PR and marketing area?

With the help of PR/Marketing professionals (the Library Marketing Network of West Chester, PA) NYLA is in the process of enhancing membership - providing extra value for its memberships - and marketing these changes so that the New York State library world is more aware of these efforts. Members need to perceive that NYLA is worth every dollar of its membership dues.

The Association has also begun efforts to revitalize the annual Conference. We need to make it more interesting to you and more important to our vendors. By a more thorough contacting of, and contacting with vendors, by the use of a coupon book that will offer you and your libraries significant savings, and by marketing these efforts, we hope to make the Conference a more useful activity.

NYLA is working to help support your efforts, and more than ever before we must become knowledgeable of what public relations and marketing can do for us.

Dave Harralson, ASLS Past President

Statewide Survey for All Librarians

Survey??? Schmurvey!!! When librarians have some spare time they do a survey, right? Another one??!! Come on! Yes, we are pretty cynical about being asked to fill out endless surveys, surveys that have sometimes been administered - and then not used.

But the current survey is different! It has been constructed by NYLA, but you don’t need to be a NYLA member to fill it out. With the cooperation of directors and supervisors of 3Rs research groups, library systems, and school library systems, NYLA is now in the midst of administering a web survey to - hopefully - ALL New York State librarians.

Let us hear from you! Please!

Why another survey? NYLA is closely examining the services it offers librarians throughout the state. This anonymous, self-tabulating survey will be used to determine areas in which NYLA needs to create or adapt new services. It is one of the most extensively administered surveys for librarians attempted in New York State.

What kinds of questions are asked? We’d like to know what kinds of services would make us more attractive to you.

- What kinds of library organizations do you value?
- What kinds of membership services do you want NYLA to provide?
- Would you like public relations and marketing services available through NYLA?

- What do you think of the annual conference?

For many of you, employee benefits need to be established/improved, and a number of questions are directed at finding out the needs in this area.

Where is this survey? Just point your browser at: http://elrc.org/NYLA/survey.asp. Click the appropriate radio buttons, and hit submit.

This survey will benefit us all, and it’s brief and to the point! So fill it out now!

Dave Harralson, ASLS Past President, and NYLA Public Awareness Initiative
2003 Candidate’s Statements

Vice President/President Elect:
Jane Verostek

It is an honor to have been nominated for the position of Vice President/President Elect of ASLS. I am a very strong believer in library organizations and have belonged to NYLA and attended all NYLA conferences since my employment with the SUNY College of Environmental Science & Forestry. I have also held the position of Director on ASLS since 2001.

My present work as a Senior Assistant Librarian at SUNY ESF blends well with ASLS. I understand the importance of ASLS and would like to participate on the board in a further capacity than my current position of Director. At SUNY ESF I have varied professional responsibilities that have enabled me to have continuous enthusiasm and pride in my work and in academic libraries. Presently my position includes teaching our information literacy course, providing reference service, assisting with cataloging print and electronic resources and maintaining software and hardware computer support for staff and public computers in the library. Past experiences with working at the Syracuse University Law Library, Gaylord Brothers and AskERIC also support my appreciation of special libraries.

I welcome the opportunity to serve as Vice President/President Elect of ASLS and hope to successfully lead ASLS through the many goals that we have and will continue to set for our group.

Secretary/Treasurer:
Sheri Webber

My name is Sheri Webber. I am the Systems/Electronic Resources Librarian at Purchase College, SUNY. I am an active member of ACRL, ACRLNY and NYLA. As the Chair of the ASLS Web Committee, I have had the opportunity to become familiar with the Section and its goals. The current pages of the web site have been constructed from the ground up and so I have learned much about the Section’s organization, history and current initiatives. Further, as a Committee Chair, I attend Board of Directors meetings, write articles for the newsletter and actively participate at the annual conferences. The ASLS Board is comprised of a group of experienced and dedicated professionals. I feel that over the past year I have benefited greatly from their knowledge and leadership. I would like to continue working on behalf of the ASLS membership in the capacity of Secretary/Treasurer over the next 2 years.

Directors:
Kathleen Gundrum

I am excited about the opportunity to serve as a director for ASLS, and look forward to working closely with the academic and special librarians in New York State in this new capacity! As a former reference/electronic resources librarian at SUNY New Paltz, and presently responsible for overseeing membership and communications at Nylink, I can draw on my background to work effectively with the ASLS board in addressing the needs of ASLS members.

Elaine Lasda

I hope to provide leadership in developing initiatives that will enhance and invigorate ASLS membership, influence government policy, and provide relevant educational opportunities for academic and special librarians. These tasks are a priority, as well as facilitating networking opportunities for academic and special librarians and fostering a sense of community that supports and understands our unique needs in New York State. I am honored to serve on the Board and accomplish these goals.

Frank Queener

As an ASLS director I can have a collegial experience with other New York State academic librarians. I have twenty some odd years of experience working with boards and on boards, and I would like to share some of that experience with my colleagues. I look forward to learning from other ASLS directors.

2002 BOARD ROSTER

Carol Anne Germain, President
University Libraries – UL 132
University at Albany
1400 Washington Avenue
Albany, NY 12222
Phone: 518-442-3590
Email: cg219@uca.albany.edu

Cara Molynieux, Vice Pres/Pres Elect
Schaffer Library
Union College
Schenectady, NY 12308
Phone: 518-388-6729
Email: molynieux@union.edu

David M. Harrason, Past President
Utica College Library
1600 Burrstone Rd.
Utica, NY 13502
Phone: 315-792-3041
Email: dharrason@utica.edu

Thomas Lawrence, Secretary/Treasurer
Ogdensburg Correction Facility
1 Correctional Way
Ogdensburg, NY 13669
Phone: 315-393-0281 x560
Email: telaw@northnet.org

Ian Duckor, Director
New York State Library
6th Floor, CEC
Albany, NY 12230
Phone: 518-474-8910
Email: iduckor@mail.nysed.gov

Lisa A. Seivert, Director
Lewiston Public Library
305 South eighth Street
Lewiston, NY 14092
Phone: 716-757-4720
Email: lseivert@nysed.gov

Gail M. Staines, Director
Western N Y Library Resources Council
4425 Genesee Street, P.O. Box 400
Buffalo, NY 14225-0400
Phone: 716-633-0705
Email: gstaines@wnylrc.org

Jane M. Verostek, Director
SUNY College of Environmental Science & Forestry
1 Forestry Drive
Syracuse, NY 13210
Phone: 315-470-6717
Email: jmveros@esf.edu
August 27, 2002

Dear ASLS Colleague:

Enclosed you will find the proposed slate of ASLS Officers and Directors for the year beginning November 2002. Please mark your ballot and return, postmarked by September 30, 2002, to: David M. Harralson, Past President, Utica College Library, 1600 Burrstone Rd., Utica, NY 13502. For your convenience this ballot is ready for you to mark, tri-fold and seal, attach postage, and mail.

Incumbent Officers and Directors include:

President Elect:
Cara Molyneaux
Schaffer Library
Union College
Schenectady, NY 12308
molyneau@union.edu

Past President:
Carol Anne Germain
University Libraries – UL 132
University at Albany
1400 Washington Avenue
Albany, NY 12222
cg219@esc.albany.edu

Director (term ends 2003):
Gail M. Staines
Western N Y Library Resources Council
4455 Genesee Street, P.O. Box 400
Buffalo, NY 14225-0400
gstaines@wnyrc.org

New Officers and Directors include:

Vice Pres/President Elect:
Jane M. Verostek
SUNY College of Environmental Science & Forestry
1 Forestry Drive
Syracuse, NY 13210
jmveros@esf.edu

Secretary/Treasurer:
Sheri Webber
Purchase College Library
735 Anderson Hill Road
Purchace, NY 10577-1400
sheri.webber@purchase.edu

Director:
Kathleen Gundrum
Nylinc
State University Plaza
Albany, NY 12246
gundrumk@nylink.suny.edu

Director:
Elsiep Lasda
Healthcare Association of New York State
One Empire Drive
Rensselaer, NY 12144
elasda@hanys.org

Director:
Frank Quenner
Finger Lakes Community College Library
4355 Lakeshore Drive
Canandaigua, NY 14424-8395
queenef@flccc.edu

______ I approve of the above slate of candidates.          ______ I submit the following write-in candidates:

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Thank you, and we hope to see many of you this year at the NYLA conference in Buffalo from October 23rd – 26th.

Sincerely,

David M. Harralson
ASLS Nominating Committee Chair
Past-president ASLS