

Wyoming Library Association Newsletter

JULY 15, 2002

VENDORS/2002

The World @ Your Wyoming Library

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Great things are in store for you at WLA Conference 2002! Programs and speakers scheduled truly do represent the World @ Your Wyoming Library. Keynote speaker Debbie Hammons, of *Main Street Wyoming* fame, will address us at the opening session. Pre-conference workshops offer us the opportunity to learn how to market our libraries (Pat Wagner's "Marketing as if your Library Depended On it") and how to locate census information (Gerald O'Donnell's "Finding Census Information Online.")

Local Arrangements Chair, Bill Nelson, has a wonderful evening planned for us at the opening reception which is being held at the newly opened Five Trails Center.

Workshops abound from every topic imaginable – from effective library lobbying to learning styles of staff to cataloging to bio terrorism to researching art to book talks. There is something for everybody.

Mabel Wilkinson, Wyoming's Itinerant

Librarian joins us Friday evening at a special performance by Lynn Swanson. Learn about your roots as Wyoming librarians from this colorful presentation!

Topping off the program is a special post conference presented by Pamela Berger, "Research in the 21st Century." Pamela, a school librarian expert and educator, will show us how to build a library media program that meets the needs of the 21st Century student.

I encourage you to register early and take advantage of **The World @ Your Wyoming Library!** *Kay Carlson & Members of the 2002 Program Council.*



- Visit the Vendors!**
- Great Northern Book Co.
 - The Millbrook Press - 21st Century Books
 - Bound To Stay Bound
 - Demco Media – Turtleback Books
 - H.W. Wilson Co.
 - EBSCO Info Services
 - BCR
 - ProQuest
 - Quality Books, Inc.
 - Gale
 - Baker & Taylor
 - 3M
 - SIRS/Mandarin
 - State Library
 - Recorded Books, LLC
 - World Book
 - Lerner Publishing Group
 - Econo-Clad Books
 - Sirsi Corporation
 - Book Wholesalers, Inc.
 - Children's Plus, Inc.
 - ALLDATA
 - Follett Software
 - Davidson Titles
 - WY Education Assn.
 - Connect Wyoming
 - Mtn. Press Publishing
 - Perma Bound Books
 - Univ. of Arizona

MARKETING AS IF YOUR LIBRARY DEPENDED ON IT!

Join Pat Wagner for, "Marketing As If Your Library Depended On It! Marketing is more than just advocacy, public relations, advertising and "branding." Learn how to build support for your library, improve relationships with other organizations, successfully target and serve special audiences, and influence the people who make financial and political decisions in your community. We will discuss the marketing "point of view," how marketing fits into planning, ways to make outreach more effective, and what the roles of staff directors, and boards are in the marketing process, particularly in small communities. Bring your toughest marketing problems! Your handout will include an extensive bibliography of marketing and customer services print materials and web sites.

EFFECTIVE LIBRARY LOBBYING

Like charity, effective lobbying begins at home. Tom Jones, Wyoming Library Association lobbyist, will present a program on effective library lobbying at this year's conference. "My presentation will address grassroots lobbying--who, why, how, how not, etc." Come to this session to get inspired to develop friendly, informative relationships with local legislators, commissioners, as well as business, school, and human service leaders in your community. Learn to build a grassroots network that can effectively and at all times promote the vision and the particular issues and concerns of your library.

Effective Library Lobbying is scheduled for Thursday, September 19th, 2:00 – 3:30 p.m.

ENJOY
COFFEE &
COOKIES
WITH THE
VENDORS



Please mark your calendars now!
Come join the Vendors for Coffee & Cookies
on Thursday, September 19th
10:30 – 11:30 a.m.

Thanks to the following sponsors:

ProQuest
Mountain Press Publishing
Wyoming Education Association
WIND

KEYNOTE SPEAKER HIGHLIGHTS

WLA Keynote speaker this year is Debbie Hammons. She was born and raised in Worland. She graduated with a degree in Creative Writing and English in 1973 from Stanford University. After working in Public Television in Los Angeles and Phoenix for several years she returned to Worland to help operate her family's ranch. Debbie has been involved in Wyoming state and local activities for 24 years. She produced, wrote, and hosted the Wyoming Public Television show, "Main Street, Wyoming" for 75 episodes and served on the University of Wyoming Board of Trustees for twelve years, including two years as President. She currently serves on a number of other boards, besides teaching 8th grade Language Arts at Worland Middle School and producing television specials for Wyoming Public Television.

Children's Author Paula Danziger

Be sure to sign up for the Children's Author Luncheon on Friday! Paula Danziger, famous children's author will be our speaker! She has been a full-time writer since 1976. Her writings have earned her numerous awards including Children's Choice Award, International Reading Association and the Children's Book Council. She has written many young adult novels including, *The Cat Ate My Gymsuit*, *The Pistachio Prescription*, *There's a Bat in Bunk Five* and most recently, *What a Trip*, Amber Brown.

CEU AVAILABLE

WLA Fall Conference participants will be able to receive either 1 or 1/2 CEU (Continuing Education Units) from PTSB (Professional Teaching Standards Board) for attendance at pre-conference, conference, and/or post-conference sessions. In order to receive 1 CEU, participants will need to attend 15 hours worth of sessions/workshops during the conference. In order to receive 1/2 CEU, participants will need to attend 7.5 hours worth of sessions. Check at the registration desk for details.

President's Report *by Trish Palluck*

I would like to thank the WLA membership for allowing me to serve as your president. This past year has provided me with the opportunity to observe first-hand the professional dedication of Wyoming librarians. Last January I attended the Chapter Relations Meetings at ALA midwinter. After listening to officers from other states it was apparent that though we varied greatly in size we all shared many of the same concerns especially in the areas of leadership and promoting and encouraging librarianship as a profession.

What can we do to prevent librarians from becoming an "endangered species"? Do you encourage staff, co-workers or others that you think might benefit to attend the Library Leadership Institute? Do you provide release time for staff to attend job-related classes or workshops? Have you considered talking about your profession at the jr. high or high school career days? Do you ever wonder if one of your faithful young patrons is the next generation's librarian and will be because of your influence? I realize we would all like to answer yes to the above questions, but there are other actors such as staffing, budgets, and time that place constraints on us. But here is a question for us all:

Are you doing all you can do to promote and encourage librarianship and leadership?

A huge thank you to those of you that served on the Exec Board, Chaired Committees or Sections. It takes the efforts of all of us to make this organization. If you have not served in your section or chaired a committee, please consider doing so. We all have something we can do to contribute to the leadership of the organization.

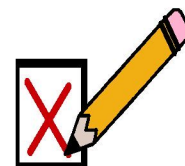


Strategies for the 21st Century Librarian

Pam Berger, school library media specialist and educational technology consultant will conduct our post conference workshop, "Strategies for the 21st Century Librarian." She has just published the following book, "Internet for Active Learners: Curriculum Strategies for K-12 Education" and is the author of numerous articles and other books, including, "CD-ROM in Schools: A Directory and Practical Handbook for Media Specialists." Besides writing and teaching, Ms Berger is active nationally in ALA and the American Association of School Librarians' National Technology Initiative.

SLATE OF CANDIDATES FOR 2002-2003

The following people have agreed to run for WLA Office. Ballots will be mailed in August. These names have been submitted by the WLA Nominating Committee:



President-Elect: Frances Clymer McCracken Research Library, Cody &
Carey Hartmann, Assistant County Librarian, Laramie County Library System, Cheyenne

Secretary: Dale Collum, Director, Uinta County Library, Evanston &
Richard Landreth, Media Specialist, Conestoga Elementary, Gillette

ALA Councilor: Sukey Hohl: Librarian, Sublette County Library, Pinedale &
Jennifer Mayer, Reference Librarian, University of Wyoming, Laramie

MPLA Representative: Mitsi Gilgorea, Media Specialist, Lakeview Elementary, Gillette &
Patty Patterson, Youth Services Coordinator, Park County Public Library, Cody

Look for Ballots in the mail in August! You must be a paid member of WLA to vote!

FINDING CENSUS INFORMATION ONLINE!

Join Gerald O'Donnell at the Natrona County Public Library for this great workshop! Participants will explore the wealth of small area population and economic data available for Wyoming from the Census Bureau's web site. This interactive computer workshop provides an in-depth look at the Census Bureau's website. Participants will create community profiles, customize data tables, perform search functions, and generate reference and thematic maps.

**MABEL WILKINSON, WYOMING'S ITINERATE LIBRARIAN**

End the WLA Conference with this special presentation by Lynne Swanson sponsored by the Wyoming Council for the Humanities Speakers Bureau. This portion of the program is free and open to the public. In February 1915, Mabel Wilkinson was hired by the Wheatland Library Association to organize a new county library and plan for extension work. Her job required that she visit every village and post office in Platte County to publicize the plans for a traveling library collection. The tour was a success; people everywhere were hungry for a chance to read in a place where books and newspapers were passed from hand to hand until they fell to pieces. Lynne Swanson offers a glimpse at a life of one of Wyoming's liveliest librarians. Come discover Wyoming's Libraries colorful past!

Wyoming Library Association
P.O. Box 1387
Cheyenne, WY 82003

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**READ THE ALA COUNCILOR
REPORT ON THE WEB @
wyla.org**

THE WORLD @ YOUR WYOMING LIBRARY

Pre-Conference – September 18, 2002
Conference – September 19th & 20th, 2002
Post-Conference – September 21st, 2002

**Parkway Plaza
123 W. E Street
Casper, Wyoming**

For Room Reservations Call:

1-800-270-7829

Phone #: (307) 235-1777

Room Rates:

\$52.00 (Single, Double, Triple, Quad) , Plus Tax

Block Ends: 9/4/02

Alternate Hotel Phone #'s:

Holiday Inn: (307) 235-2531

Radisson: (307) 266-6000