

MLA Thrives in '05

By Carolyn Noah, President

Serving as President of our Association has given me a deep and humbling appreciation of the contributions made by so many to help MLA thrive. Hundreds of library staff members participate on committees and in sections. Together, we plan, program, honor, and advocate. Our contractual staff, Diane Klaiber and Elizabeth Hacala, seeks opportunities for the association to grow stronger. Together, we've accomplished much in the last year. Some of the highlights include:

Exploring collaborations. The conference committee worked with the MA Center for the Book and ACRL-NE to develop an outstanding fall offering. Don't miss "21st Century Literacies" on November 17th and 18th in Lowell.

Ensuring financial health. A team led by Deborah Abraham developed a financial plan for the Association, ensuring that our money will work for us.

Advocating for libraries. MLA hosted a legislative summit on June 10. Library stakeholders from associations, higher education, and other organizations attended. The CapWiz advocacy tool is used more effectively and by more people all the time.

Providing professional development. Our amazing conference committee programmed a dynamic annual conference – with two more events in the works. YSS had a stellar literature program featuring Jack Gantos.

Publicizing libraries. A subscription to Commonwealth News Service enabled MLA to place radio stories about libraries all over the state.

Building membership. Led by our Membership Committee, the

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Thanking Your Customers

By Diane Klaiber, Executive Manager

I am sure many of you have read the book *Delivering Knock Your Socks Off Service* by Kristin Anderson and Ron Zemke. However, I find that every time I pick up the book, I am reminded how much I have forgotten or just fail to do. Delivering good customer service is really not rocket science but something so easily done that we take it for granted. One of the basic principles is never underestimate the value of a sincere *Thank You* to your customers.

As we evaluate our annual conference and change officers in your organization, I hope you will take the time to thank the conference committee, MLA officers and exhibitors who have worked for you this year. In the library world, we tend to think of our customers as our patrons but customers are anyone who has a choice on whether to do business with you or not.

Anderson and Zemke state that there are NINE TIMES when you should thank customers whether they are internal or external to your organization:

When they do business with you and do it every time.

Do NOT take anything for granted. Customers and certainly our conference exhibitors have options every time they need a service or product. How easy it is to take customers for granted.

When they compliment you (or your library or organization). Accept the compliment graciously and extend that thank you once again for their business.

When your customer offers you comments or suggestions. This may be the toughest one but deliver that thank you with eye contact and a smile knowing that it will make your services that

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¡Bienvenidos a la biblioteca!

Welcome to the library!

Elizabeth Hacala, Publications Manager

September 15th marks the beginning of Hispanic Heritage Month. According to US Census data the number of residents in Massachusetts identifying themselves as hispanic nearly doubled between the 1990 census and 2000 census.

What can you do to make your library welcoming to your Hispanic patrons? For ideas... look no further than REFORMA. The REFORMA web site describes the organization as "The Association to Promote Library and Information Services to Latinos and the Spanish Speaking"

REFORMA provides a wide variety of resources to help libraries better serve their Spanish speaking populations. Their programs include:

- ✓ scholarships for communities interested in working with Spanish speaking populations
- ✓ a list of public libraries with information in spanish on their web sites
- ✓ a mentoring program for Hispanic librarians, library students, and non-hispanic library staff who want to learn how to better serve their patrons
- ✓ the El Día de los Niños/El Día de los Libros program including a variety of information on how to set up your own program including songs, crafts and bilingual books

The REFORMA national site can be found at: www.reforma.org and the local North East Chapter can be found at: <http://reforma-northeast.org>

Census data source: quickfacts.census.gov/qfd/states/250001k.html

Are you on the MLA Email Distribution List?

If not please email our Publications Manager, Elizabeth Hacala, at publications@masslib.org.

If you are a member in good standing she will add you.... or simply add your email address to the membership renewal form when you renew!

Thanking...

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much better.

When they try a new product or service. Thank your customer for trying something daring and a bit risky.

When they recommend you to a friend. When a customer recommends you, they are putting their own reputation at stake so make sure that a personal note tells them you value their recommendation.

When they are patient ...and not so patient. Thanking customers for their patience says that you have noticed and value their time. It is also a great way to defuse those customers who have waited too long and are not that happy about the situation.

When they help you to serve them better. Some patrons are always ready which makes your life easier—thank them for that.

When they complain to you. They are giving you a second chance and remember that most unhappy customers just walk away and never use you again or complain to other customers behind your back.

When they make you smile. Boy, do we need those these days and saying thank you just makes it even that much better!

Remember, the most effective thank you's are immediate, specific, sincere and special.

WHO DO WE OFTEN FORGET TO THANK???

Your co-workers. Give credit to those who have helped you. While MLA conference committee and officers are not direct co-workers, they certainly have given of themselves to make your job more pleasant and enjoyable. Thank them.

Your boss. I am sure you have heard the saying, being a boss is a thankless job. It is not easy and can be rather lonely at times. To get the support you need, be sure and thank your boss when they help you do your job.

People in other departments. It takes everyone on a team to make it work so be sure and thank everyone!

Our vendors. They are a key participant in making your job easy and rewarding.

Lastly, *thank yourself* for a job well done and enjoy the summer! Diane Klaiber

"Gratitude is not only the greatest virtue but the mother of all the rest." —Cicero

Reptiles, Fog, Flowers and More

...Coming to a Library Near You

The Museum of Science's traveling public programs add something new to library and community enrichment programs. The Museum's team of educators brings shows such as Fog, Flowers and Fireworks: Chemistry, Reptiles, Science Magic, Night Sky and Super-Cold Science to libraries, scout groups and other community organizations throughout the New England area.

Fog, Flowers and Fireworks: Chemistry is a program that focuses on chemistry. During the program, a presenter creates fireworks with a Tic Tac to demonstrate how much chemical energy is inside a tiny breath mint. Another program, Science Magic, uses interactive demonstrations and detective work to find out what makes magic tricks possible.

The programs attract large crowds and the librarians enjoy the quality of the educational entertainment. "The audience of 150-plus children and adults was enthralled," said Marilyn Thayer, Director of the Middleborough Public Library in Middleborough, MA.

The Museum of Science's traveling public programs can toss some extra fun into a library's enrichment routine, whether it's the summer, fall or spring. Each program is geared toward a general audience, so visitors of all ages can enjoy them. With these outreach programs, librarians can bring science, fun, and education to their community.

The educators, Matt Pacewicz, Jenn Romatelli, David Sittenfeld, Karen Powers and Mike Adams, are fun, energetic science experts and enthusiasts who have years of experience teaching groups of children and adults. "We do this because we want to show kids that science is fun, and also because we want to bring the Museum of Science's resources to people who don't have a chance to get here," said Romatelli, who has been teaching outreach programs at the Museum for approximately four years.

To register for a program, contact Science Central at 617/723-2500 or travelingprograms@mos.org. For more information about the Museum of Science's public outreach programs, visit www.mos.org/travelingpublic.

MLA Thrives in '05...

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full Board helped to expand MLA membership by over fifty.

Linking with ALA. Our association provided entries for the "Many Voices, One Nation" booklist; appointed Jim Sutton to be our grassroots advocacy coordinator; and co-sponsored a midwinter advocacy workshop at ALA.

Thanks to every member who participates actively in our association. If you'd like to be more involved, don't hesitate to contact any MLA officer. There's a place for you in MLA!



Legislative Committee News

Representative Thomas O'Brien has introduced a bill (House Bill # 1683) into the Legislature on behalf of some of his constituents who are library workers in public libraries in Southeastern Massachusetts.

This bill would provide (subject to appropriation) funding to assist public library employees to attend MLS programs.

This bill has begun to move through the Legislature, At the June MLA Executive Board meeting Legislative Committee Co-Chair, Krista McLeod recommended the MLA Executive Board consider voting to support this bill which they did.

The full text of the bill and other library related legislation can be found at:
<http://capwiz.com/masslib/issues/bills/?type=ST>

MLA Reflections

Looking back, I really can't tell you what I *thought* I would get out of going to MLA. Networking in anticipation of my graduate degree? Insightful leads into the goings-ons of the library profession? Free stuff from the exhibit hall? Whatever I thought I would leave with...I came away with something else entirely.

The past few years' transition from PR professional to earning an MLS has been terribly challenging. Approaching my last semester of classes, I had come to question whether this change had been a wise decision. For three years I had been supporting a household and an education on the lean wages of a non-professional library position. Overqualified for the position when I accepted it, two years of MLS studies had not helped me grow more contented with the responsibilities of my job. During breakout sessions at MLA, and conversations with people I met, I came to realize that the anxieties I have about my future career are the same worries shared by library workers for decades. Attending MLA helped to alleviate my concerns. If I were making a mistake with this career change, I came to realize, I was in very good company.

Attending MLA also provided me with insight into the frame of mind of experienced library professionals. In one breakout session discussing the role of videos and DVDs in the library collection, a discussion arose questioning the need to purchase VHS formats. Some participants maintained a need to continue to purchase new titles in VHS. During this conversation, a library director contested the need for VHS

purchasing. Of the opinion that the prices of DVD players have dropped significantly, he felt that \$40 is affordable enough for patrons to purchase one. I found myself wondering: for whom is \$40 affordable? The single mother of three surviving on welfare? Or the professional earning in excess of \$50,000? When I am no longer a fresh-faced graduate, but have been toiling in the public sector for a time, will I lose sight of the user community I serve? During the course of my studies, the moral prerogative to offer resources to patrons, regardless of staff preferences or beliefs, had been discussed infinitum. However, the subtle means by which this responsibility can be breached was not fully explored. This specific event also brought to mind the value of MLA to seasoned professionals. The benefits of the discussions sharing of opinions found in the class environment can be replaced by attendance at functions such as MLA.

What I experienced at MLA provided me with insight into the person inside the Librarian. More than the illumination of the profession that I receive from my formal studies, the MLA Annual Conference offered me an opportunity to observe the field from a practical perspective. Hopes, goals, aspirations and flaws: MLA reminded me that being a librarian is not about the librarian. It's about being a part of the foundation of The Library.

*by Anna Popp
West Springfield Public Library
Kay Bader Scholarship Winner*

MLA, Mass Center for the Book & ACRL/NE present... 21st Century Literacies.

The Massachusetts Library Association, The Massachusetts Center for the Book and the Association of College and Research Libraries, New England Chapter are joining together to present a two day conference entitled:

21st Century Literacies

MLA and ACRL/New England will each sponsor several programs during conference. Day one will focus on books reader's advisory and basic literacy. The first day will culminate in the evening with the gala Massachusetts Book Awards Banquet. Day two will focus on technological literacy.

November 17 -18, 2005 at the Double Tree Hotel, Lowell, MA

NELA Conference

Come hear Ron McLarty, author of the bestselling book, *The Memory of Running*, at the New England Library Association annual conference on Tuesday, October 18 at 10:30 AM.

Two years ago, Stephen King called this title "the best novel you can't read this year." Unable to find a print publisher, Ron McLarty had published his work as an audiobook. Stephen King's endorsement led to print publication and literary success for the actor-turned-author, already well known for his TV, film, and audiobook roles. Read the book and join the author for NELA's fourth annual "One Book" discussion. Thanks to Recorded Books for sponsoring this program.

For more information about NELA's annual conference, go to their web site at www.nelib.org/conference/index.htm

*Ron McLarty's book will be available for sale, and autographing following the program.

THANK YOU!

MLA would like to thank all out going committee and section chairs for their tireless effort and dedication to libraries across the state.

A special "Thank You" to our past-president Carolyn Noah for her leadership through out this past year.

MLA 2005 Annual Continuing Education Auction

Merrily Sparling, Auction Chair

This year's auction proved to be just as successful as last year's. Over \$7,000 was raised to support continuing education programs for our members in libraries all over Massachusetts.

Thanks to the superb auctioneering talents of Keith Michael Fiels, ALA Executive Director, items were bid on at a fast pace. It's

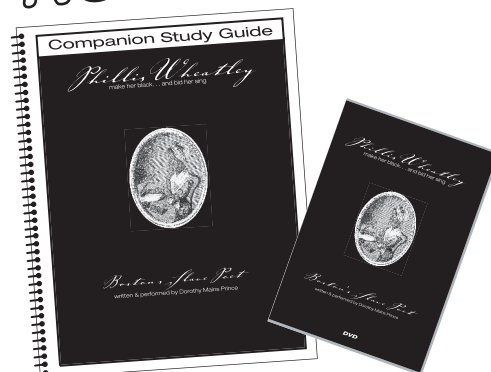
amazing how Keith encourages you to bid more than you ever thought you would.

Thanks to all the generous donations from the sections, committees, individuals and companies, there were terrific baskets, hand-made items, donations from attics, a week in Maine and gift certificates from stores in the Falmouth area. A big thank you to Diane Klaiber for her efforts in recruiting

items from local stores in the Falmouth area.

Finally a sincere thank you to the individuals who always pitch in and help with getting things organized at the last minute, or act as runners during the auction and the really important cashiers at the end of the night; to Katie, Cindy, Greg, Susan, John and Ann, my sincere thank you for all your help.

Phillis Wheatley:
Make Her Black. . . and Bid her Sing
Is Now Available!



Purchase the *Video* (DVD or VHS) & *Companion Study Guide* online at: **www.dorothyprince.com** or to schedule a performance contact Dorothy Prince at: 781-826-4068.

MBLC Has Moved

The Massachusetts Board of Library Commissioners moved in early June to a new location in the North End of Boston.

The new MBLC address and telephone numbers are:
 98 North Washington Street, Suite 401
 Boston, MA 02114
 617-725-1860

2005 MLA Conference Sponsors

Thank You For Your Support!

MLA would like to acknowledge the generous support of all our sponsors who helped to make our 2005 MLA Annual Conference such a success...

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(Paralibrarian Section)

Whitcomb Associates

2005 Public Relations Awards

PR Awards were presented for the many winning entries from Massachusetts libraries at the Annual Conference in Falmouth on May 11, 2005. There were 121 entries in all.

Many thanks to all who entered! Entries were displayed throughout the conference. Many attendees stopped to get a lot of wonderful ideas.

We would like to extend our thanks to our judges:

Caroline Louise Cole, *Reporter with the Boston Globe*,

Cindy Lunghofer, *Deputy Director East Providence Public Library*

Sue Kelman, *Media Relations Professional*

Priscilla March, *Freelance Editor*

For additional pictures and a press release template form please visit our web site at: www.masslib.org/PRAwards05

The next PR awards will be in 2007 so save your best pieces of public relations work and maybe you can be the next MLA PR Award winner!



Congratulations to the 2005 Paralibrarian Award winners!

2005 Outstanding Paralibrarian of the Year

Kathleen Swetish, *Whelden Memorial Library, Barnstable*

2005 Paralibrarian Advocate of the Year

Deborah Bockus, *George C. Gordon Library, Worcester Polytechnic Institute*

Winners were chosen at the MLA Conference in Falmouth on May 11th. With a field of 25 distinguished and talented nominees, it was tough for the Executive Committee of the Paralibrarian Section to choose only one winner in each category. Kathy and Deb had to be (and are) superstars, exemplifying the best that our library community has to offer.



Gael Nappa, Paralibrarian Awards Committee Chair; Deborah Bockus, winner of the 2005 Paralibrarian Advocate of the Year award; Kathleen Swetish, winner of the 2005 Outstanding Paralibrarian of the Year award; Betsy Wolfe, MLA Paralibrarian Section Chair; Allison daSilva incoming MLA Paralibrarian Section Chair.

The Outstanding Paralibrarian of the Year award goes to a non-MLS library staffer who goes above and beyond the limits of a job title, meeting high standards of service and excellence and showing pride in library work. This person exemplifies the ideal that true professionalism isn't limited to professional librarians.

The Paralibrarian Advocate of the Year award goes to a person who knows the value of paralibrarians in our libraries, and has worked to increase visibility and opportunities for non-MLS staff. This person may or may not be a paralibrarian – s/he could be a director, a supervisor, a colleague – anyone who has demonstrated outstanding support for library paralibrarians.

Technical Services Section

The Technical Services Section had its annual meeting at the 2005 Annual Conference and elected officers for 2005/2006.

Chair:	Jamie Penney Reading Public Library	Member-at-Large: Catherine Willis Boston Public Library (2 year)
Vice-Chair:	Michael Stevens Springfield College, Springfield	Past Chair: Doris Madsen Springfield City Library
Secretary:	Lydia Pittman, Brennan Library Lasell College, Newton	Membership Chair: Lois Bacon, EBSCO
Member-at-Large:	Kristi Chadwick Holyoke Public Library (1 year)	

The Section also voted to eliminate a \$5 per year section membership cost. All MLA members are eligible to participate in the Section at no extra cost.

At the roundtable discussion following the meeting, members brought up issues, which might serve as conference program topics. For further information on the TSS you can visit the Sections and Committees page on the MLA web site: www.masslib.org



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Connecting Boys with Books: A Conversation with Michael Sullivan

Mike Sullivan, the director of the Weeks Public Library in New Hampshire, gave an engaging talk at the Massachusetts Library Association Conference on the importance of garnering boys' interests in reading. Mr. Sullivan began his talk by discussing the differences between boys and girls when it comes to reading. He cited studies that said that young boys are generally behind girls in language development and explained that boys enjoy read alouds, an activity that seems to disappear when they start school.

Boys enjoy action, color, sounds, and motion, Mr. Sullivan continued. This is why so many boys seem to enjoy a genre like science fiction. He also described a program he uses called a "Literary Lunch". The "Literary Lunch" is an activity that he conducts at a local school, in which Mr. Sullivan or another librarian reads to students.

Thanks to Michael Sullivan for a very informative program. To read more about this program and other Youth Services Section conference programs, please visit our web site at:

<http://www.masslib.org/sectionsandcommittees/youthservices.htm>

Membership Renewal Reminder

July is membership renewal month for the Massachusetts Library Association. Look for a renewal form coming to a mailbox near you, or you can download the file on-line at:

<http://www.masslib.org/membership.htm>

Please use the updated forms as they reflect the new dues structure approved at the MLA Annual Meeting.