

Renew With MLA

Kathy Glick-Weil, MLA President

July is the month to renew your membership in MLA, so it seems a good time to talk about the benefits MLA provides to you.

MLA, with your help, advocates with the Legislature for a full range of library services for all residents of the Commonwealth. From State Aid to Libraries to the Regional Library Systems, Library Technology and Resource Sharing to the Talking Book Libraries, MLA works with the MA Board of Library Commissioners to ensure that libraries across the state can meet the information needs of their users. For the first time this past year, MLA employed a Legislative Liaison to help us work more effectively with the Legislature.

MLA sponsors an Annual Conference and other educational programs to ensure that librarians have information about the most up to date services, products, and technologies to bring back to your libraries. Membership in MLA provides discounted rates for all of its activities.

MLA provides information and support to members when a library faces an intellectual freedom or privacy challenge.

MLA keeps you informed of important news about libraries through its quarterly newsletter, its web site at www.masslib.org, and through email updates when the timeliness of information is important.

The Staples Business Advantage program offers lower cost office supplies and printing services to MLA members for their libraries. Any member whose library receives municipal, state, or federal funds can participate in this program.

Finally, MLA provides you with an organization of

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Great Customer Service

Elizabeth Hacala, Publications Manager

One of the great highlights of the MLA Annual Meeting on May 8th was the presentation by Ari Weinzweig: "The Art of Giving Great Service, or, How We Treat Our Customers Like Royalty".

He spoke about what it is that differentiates one place of business from another. Why go to coffee shop X if coffee shop Y has the same beans? The experience that you have in one or the other will determine which business you are most likely to patronize. It is the experience from the moment you walk in the door until you leave at the end of the visit that will most greatly affect your future visits.

Libraries are no different. Increasingly with competition from book stores and the Internet, it is the experience of visiting a library that will drive patrons away or bring them back in droves.

Pulling many examples from his deli business, Mr. Weinzweig was able to demonstrate that the experiences our patrons have in the library will do more to affect their future visits than anything else.

Among the many examples he gave of ways to bring a good experience to our customers and patrons were:

- 1) Have a clear vision of the experience customers are looking for.
- 2) Hire the right people.
- 3) Put the customer experience into people's job descriptions, for example greeting patrons, or walking people to the stacks rather than pointing in the general direction.
- 4) Lead by example.
- 5) Track all complaints and compliments so you can separate a trend from a few complainers.
- 6) When you don't feel like giving the customer a good experience... fake it.

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2006 MLA Hall of Fame Inductees

MLA introduces between three and five inductees to the Hall of Fame during even numbered years at its Annual Meeting. On May 8th three more members were inducted into the MLA Hall of Fame: Anne O'Brien, Chris Kardokas, and Joseph Hopkins. Please join us in congratulating these three librarians whose dedication to the profession has been recognized with this honor.

Anne O'Brien

Katie Baxter, MLA President and Ellen Rainville, MLA Public Relations Committee Member, MLA Past President, and Director at the J.V. Fletcher Library in Westford made the joint presentation to Anne O'Brien

Anne began her career as a school librarian and then served at the Memorial Hall Library in Andover and as director of the Pollard Library in Lowell. She later became Director of the Snow Library in Orleans and served until her retirement. After she retired she continued her strong interest in libraries by joining the Harwichport Library Trustees. Anne also served as MLA President as well as President of the Merrimack Valley Library Consortium.

Among the many glowing remarks made about Anne in the nomination process, one letter noted that Anne was a thoughtful and generous mentor, lending insight and valuable time to emerging leaders and that she inspired a cohort of advocates. Anne worked hard to obtain funding for all types of libraries, to increase salaries of library staffs, searched for alternative paths to the MLS degree, and promoted libraries to the public.

Christine Kardokas

Katie Baxter, MLA President and Carolyn Noah, MLA Past President, and Administrator of the Central Massachusetts Regional Library System made the joint presentation to Chris Kardokas

Chris is also a former MLA President as well as a NELA President. She served in these positions energetically, enthusiastically, and creatively. In an earlier role as MLA Membership Chair she brought our membership to 1,000 after the effects of Proposition 2 1/2 caused it to plummet. She served as Conference Committee Chair and did everything she could to inject fun into the organization.

Chris was involved in founding MLA's grassroots legislative advocacy efforts and always made a strong

personal effort to advocate.

Chris is known as a mentor. She actively encouraged staff at the Worcester Public Library to attend MLA conferences and serve on committees. She also worked with others to make them feel welcome and important parts of the library community.

Joseph Hopkins

Katie Baxter, MLA President and John Arnold, Chair of the Massachusetts Board of Library Commissioners made a joint presentation to Joseph Hopkins.

Joseph Hopkins' contributions span decades of dedicated service and leadership. One of his nominators pointed out Joe's official leadership roles as President of MLA, Director of the Watertown and Worcester Public Libraries, and Chairman of the Massachusetts Board of Library Commissioners and that he was an important participant in the founding of the CW/MARS library

network.

Joe's activities also include presentations at MLA, NELA, and NELINET conferences as well as Simmons GSLIS Alumni Days. He served on a huge number of state, regional, and national committees and boards to support libraries throughout his career. He has been described as a champion library advocate, astute, subtle, honorable, sometimes wily, and always, with our greater good in mind.

Joe was nominated by two individuals. His other nominator noted that Joe has been a mentor to librarians throughout the Commonwealth and his commitment to libraries is strong 14 years after his retirement.



John Arnold, Chair of the MBL, Joseph Hopkins, Margo Crist
Worcester, MA
May 8, 2006

MLA Hall of Fame Induction Ceremony



Katie Baxter, MLA President, Carolyn Noah, MLA Past President, Chris Kardokas



2006 MLA Hall of Fame Inductees:
Anne O'Brien, Chris Kardokas, Joseph Hopkins



Anne O'Brien, Katie Baxter, MLA President, Ellen Rainville, MLA Past President

PARAlibrarian Recognition of Achievement

Three Massachusetts paralibrarians received the very first PARAlibrarian Recognition of Achievement (PARA) at the MLA Annual Meeting held at WPI on May 8th. The PARA requires submission of extensive documentation to demonstrate involvement in professional development activities, and commitment to a library career. Elizabeth Goodrich, Interlibrary Loan Associate, and Elenore McGourty, Periodical Serials Associate, both from Worcester Polytechnic Institute, received Level I PARAs (with 208.5 and 209 points earned, respectively). Allison DaSilva, Senior Library Associate, Technical Services Department, of the Reading Public Library, received a Level II PARA (for 353.5 points earned). To learn more about the PARA, contacts, guidelines, and how to apply, please visit the Paralibrarian page at www.masslib.org.

Gather your best work!

With 2006 here it is not too early to think about your entries for the 18th Biennial Public Relations Awards which will be presented at the 2007 MLA Annual Conference.

All categories of Public Relations materials will be eligible, from all types of libraries. Start saving your PR treasures now for the 2007 Awards. Details on deadlines and entry will be available at the end of the year.

Massachusetts Librarians Are...

Coming soon to the MLA newsletter: A new section "MLA: Massachusetts Librarians Are..."

This portion of the newsletter will be dedicated to bringing you news and information about friends and

colleagues in the MLA community.

So send news about your new job, promotion, or retirement. To submit an item for "MLA: Massachusetts Librarians Are..." send an email announcement to

the ML A Publications Manager, Elizabeth Hacala at:

publications@masslib.org.

Items will be used as space allows. By submitting an item you are giving MLA permission to publish the item in the newsletter and post it on the web site.



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Library leadership *begins with* education

Drexel's College of Information Science and Technology is recognized internationally for producing outstanding research and industry leaders. We offer the convenience of online learning in our Master of Science in Library and Information Science program. The program is accredited by the American Library Association (ALA), the highest accreditation available in the field. In its "America's Best Graduate Schools 2007," *U.S. News & World Report* has once again ranked *The iSchool at Drexel* as one of the top graduate schools in the country for Library and Information Studies.

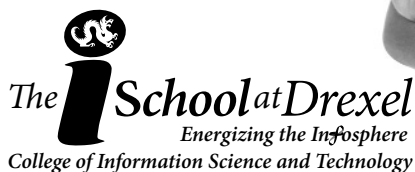
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Renew With MLA (con't from p. 1)

members from all types of libraries including public, academic, school, and special, along with Trustees, Friends, students, and library organizations. We salute our new Leadership Partners who represent regions, automated networks, graduate library schools, and libraries. These are colleagues a thousand strong with whom to share your interests, issues, and concerns.

So when you receive your MLA membership renewal in the mail, please fill it out and mail it back with your check or credit card information. Talk to a colleague who doesn't belong and convince them to join. And please remember that this year, as in years past, MLA is there for you.

Pension Information

If you are a Massachusetts Library Director, you may have received a mailing from the New England Pension Assistance Project (NEPAP).

NEPAP is funded by the U.S. Administration on Aging and is located within the Gerontology Institute at the University of Massachusetts Boston. They provide pension counseling and assistance, at no charge, to individuals throughout New England.

Some of the situations they can help people with are: lost pension cases, denial of benefits, issues of vesting, miscalculated pension benefits, and survivor/spousal benefits. Since 1994, they have assisted over 4,000 individuals and recovered \$25 million in retirement benefits for their clients. This is another resource for patrons seeking help with pension related issues.

Newsletter Deadline

The deadline for the October edition of the *Bay State Libraries* is Friday September 1, 2006. If you have any questions please email us at: publications@masslib.org.

The Intellectual Freedom Committee: Think for Yourself When Law Enforcement Contacts Your Library

Encounters between librarians and law enforcement officials are becoming more common. Kimberly Lynn, IFC chair, interviewed Krista McLeod, Director of the Nevins Memorial Library in Methuen, on her recent experience.

Kim: I understand that you, as Director of the Nevins Memorial Library in Methuen, had an encounter with law enforcement officials. Who contacted you and why?

Krista: Our library was contacted in August 2004 by the Plaistow, NH Police Department. Our first contact was a call to the Reference Desk. A man asked if we kept records on who used our computers. He did not identify himself as a police officer, and the librarian on duty just tried to answer his questions about how we sign patrons in, take identification and so forth. Finally, the officer identified himself and said he was investigating a crime. The librarian immediately told him that he needed to talk to me. When I spoke with him, it turned out that he was investigating an allegation of credit card fraud, and that a fraudulent credit card application had been traced to one of our library computers.

Kim: What was your initial reaction to the phone call?

Krista: Well, I was a bit taken aback, of course, but I was also pretty sure that we didn't have anything that could help him. He wanted to know who had used our computers on certain days several weeks earlier. We had a policy of destroying our records for the week each Friday afternoon. I told him that I didn't think I had any records that would help him, but in any case would need a warrant or subpoena, and that I would also be seeking counsel, since I did not want to violate Massachusetts privacy statutes in revealing information about a patron's library use. I asked the officer to give me a little time and I'd call him back. He was very cordial and said that was fine. As soon as I hung up, I went out to the Reference Desk to confirm that we had no records. But, much to my chagrin, it turned out that the staff had gotten quite lax about destroying the records, and we had sign-in sheets going back several months! Whoops!

As soon as I started to breathe again, I picked up the phone and called Marnie Warner, chair of the MLA Intellectual Freedom Committee!

Kim: What happened next?

Krista: Marnie was awesome. First, she helped me calm down. Then, she confirmed that, yes, it would be a really bad idea to now shred those computer logs! It would probably be some kind of felony...

Marnie referred me to attorney Robert Plotkin, a lawyer from Concord who had been sent by MLA to an ALA Lawyers for Libraries training. Attorney Plotkin became my best friend for a couple of months, let me tell you! He was very helpful in guiding me through the process of requesting a subpoena. He advised me on how to handle conversations with the police, and later even spoke with the Rockingham County District Attorney's Office on my behalf.

At some point, I called the Plaistow police officer back and told him that I would need a subpoena—he wasn't quite so nice the second time I spoke with him...

Kim: Did you receive a subpoena? How was the situation resolved?

Krista: Eventually, I did get a subpoena from a Grand Jury in Rockingham County, and with Mr. Plotkin's careful guidance, I sent them exactly the materials they had requested in the subpoena, no more and no less. This was where the assistance of an attorney was invaluable. I never would have known what to do without his advice. At one point, I got a summons to appear before the Grand Jury, and Mr. Plotkin did two things...first he found a New Hampshire criminal lawyer who would help me pro bono in the event I had to appear, but even more importantly, he contacted the D.A. and got them to agree that sending the requested records would be adequate. That was in February of 2005.

Kim: What kind of support did you get from the library board? Did you inform the mayor or any other government official or board about the request?

Krista: I did, of course, call the chairman of my Board of Trustees right away. He and the other Board members were extremely supportive, and just wanted to make sure we were in compliance with all legal requirements. Since the whole thing dragged on for about 4 or 5 months, I gave them regular updates at the monthly Trustees meetings. Since our library is a private non-profit organization, we have an unusual relationship with the city, as we are an independent entity. Certainly, if it had appeared that it was likely to become a public issue, I think that we would have notified the Mayor's office as a courtesy. As it was, it was fortunately a very low-key event, and quite frankly might have been much more difficult to deal with if it had been our own local police department seeking the information.

Kim: Having gone through this, what advice would you offer other librarians facing sim-

2006 Paralibrarian Section Awards

Every year, the Paralibrarian Section of MLA gives out two awards. One goes to an Outstanding Paralibrarian, a non-MLS library staffer who goes above and beyond the limits of the job title, and who exemplifies the ideal that true professionalism isn't limited to professional librarians. The Paralibrarian Advocate of the Year goes to a person who truly appreciates the value of paralibrarians in our libraries, and who has worked to increase their opportunities and visibility. These 2 award winners are chosen from nominees across the state. This year, we also presented an honorary award for special service. Each award winner receives a free membership to ALA/MLA.

2006 Outstanding Paralibrarian of the Year: Denise Faucher, Human Resources/Volunteers, Worcester Public Library, Worcester. Denise was nominated and chosen for her vast variety of responsibilities and accomplishments, and for her extraordinary service ethic to the library, the staff, library volunteers, and to the public. To quote her nominator: "Denise has the trust and respect of all staff... (we are) fortunate that she has chosen to spend her career employed at this library, and it is a better library because of her."

2006 Paralibrarian Advocate of the Year: Gael Nappa, Children's Department Library Assistant, Haverhill Public Library, Haverhill. Gael deserves this award for her hard work as a union steward, and for serving on committees of the Paralibrarian Section of MLA. She tirelessly promotes the idea of opportunities for paralibrarians, and spreads the word about the activities of the Paralibrarian Section. Her nominator says, "I cannot think of anyone who deserves this award more."

Honorary Award: Elizabeth Marcus Wolfe, Director, Marlborough Public Library, Marlborough. The MLA Paralibrarian Section presented this special award to Betsey in appreciation of Betsey's leadership, advocacy, and continued support. Betsey served as the Chair of the Paralibrarians for two years, and was instrumental in reviving strong activity in the section, and in fostering development of the PARA program.

Please refer to the Paralibrarian Section of the MLA website, www.masslib.org, to read about other nominees, and past recipients.

MLA would like to thank the following sponsors for their support of our PLA Pre-Conference



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2006 Paralibrarian Award Winners



Paralibrarian award winners from left to right are:
Denise Faucher, Outstanding Paralibrarian of the Year, Worcester Public Library; Gael Nappa, Paralibrarian Advocate of the Year, Haverhill Public Library; and Elizabeth Wolfe, Marlborough Public Library, Special Paralibrarian Section Award.

A New Membership Benefit

Diane Klaiber, MLA Executive Manager

As you consider renewing your MLA membership for the 06-07 fiscal year, have you thought about the benefits you have received this past year? One in particular has been quite popular with our members and libraries with over 40 institutions taking advantage of the **Staples Business Advantage Program!** Many have commented on the savings that they have already received on not only Staples' products and printing but other partners in the alliance.

Not only is Staples a member of the National Joint Powers Alliance (NJPA) but there are several contractors that you can also take advantage of their discounted rates. Sharp Electronics, Sprint, Nextel, Quest, Inteface Flooring, Shaw Contracting for Commercial Flooring, Mity-Lite Furniture, Gardner's Book Service, Gumdrop Books, Mackin Library Media, Image Builders for Promotional Products are just a few of the participating companies..

Again, if you have any questions, please don't hesitate to go to our web page <http://www.masslib.org> and click on the **Staples Business Advantage Program** or contact Cathy Hammel at 800-617-1712 ext. 194. or cathie.hamel@staples.com

The savings you will receive from this program will certainly pay for your membership dues and more! Share the news and savings with your colleagues and town!

Spread the Word

In an effort to inform the public and generate community awareness about the Massachusetts court system, the role of judges, and the legal process, the Massachusetts Superior Court has established a Speakers Bureau as a public service.

Judges who have volunteered to be in the program are available to speak to community groups and answer questions related to the courts and legal system. Although judges cannot discuss specific cases or offer legal advice, they may answer questions about judicial procedures and discuss informational court-related issues that may be of interest to your organization.

Marnie Warner is a member of her neighborhood association and used the Speaker's Bureau. "It was a wonderful opportunity for people to hear the thought process a judge goes through in different cases. The judge was wonderful in taking questions. We had a discussion on what bail is about and how judges arrive at different bail amounts depending on multiple factors. People thought bail was punishment when it is about getting people back into court."

If you are interested in having a judge speak to a community group, please contact:

Joan Kenney, Public Information Officer,
617-557-1114, joan.kenney@sjc.state.ma.us



MLA Annual Meeting (cont. from p1)

Mr. Weinzweig pointed out that in many ways a good customer experience is theatre. It matters much more that the customer feel they had a good experience than it is for us to feel we provided one.

For more ideas on how to provide a great customer experience check out their book *Zingerman's Guide to Giving Great Service* at your local library.

Mr. Weinzweig is a Co-Owner and Founding Partner of Zingerman's. The Massachusetts Regional Library Systems Library Leaders, Massachusetts (LLMA) LSTA grant funded by the Massachusetts Board of Library Commissioners, funded Mr. Weinzweig's presentation.



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P.O. Box 1445
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ISSN: 1549-0998
Published four times a year

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July 2006

Membership – Renew Now

Margaret Cardello, Membership Chair

Some members wait until conference season to join MLA. Why? Because MLA members get significant discounts on their conference registration. But why wait until the spring when the MLA membership year runs from July 1 through June 30? Instead, you could be taking advantage of a full year of membership opportunities if you join now. You could join a section or get involved in a committee. Along the way you will meet wonderful people and they will get a chance to get to know you. Last year's membership broke the 1000 member goal with a final total of 1025 members. We want to keep the momentum going and rally all who care about libraries in Massachusetts to join MLA!

If you have any membership questions or I can do anything to help you get the most out of your MLA membership, please feel free to contact me at: mcardello@cmrls.org or (508) 757-4110 Ext. 306

Branch Out at MLA

Mark your calendar! The 2007 MLA Annual Conference will be held May 2 – 4 in Sturbridge MA. The past several years have produced one exciting MLA conference after another, and 2007 will be no exception. This year's member rates will be a better deal than ever, so renew your membership today and receive all the benefits of MLA Membership, including discounted rates to the MLA Conference.

