

## Stronger Together

*Carolyn Noah, President*

Anyone who has ever flown a kite or braided a lanyard knows that two filaments of fiber – and sometimes more – are stronger than one. That’s true in the association world too, and one major strand in MLA’s strategic plan is to develop partnerships with other Massachusetts library-related organizations.

MLA’s workgroup on affiliations, ably chaired by Past President Krista McLeod, is thinking strategically about collaborations with other organizations. First, by defining formal relationships MLA has already established, with organizations including the American Library Association (MLA is a chapter), the Massachusetts Center for the Book (for Letters About Literature and the MA Book Awards) and Drexel University (did you know that as an MLA member, you are entitled to reduced tuition to the Drexel e-learning program?).

Next, we’re examining the resources needed to support partnerships. First among them are:

- Clear vision
- Shared goals
- Strong interpersonal bonds
- Agreement about organizational relationships

The universe of potential partnerships is diverse and substantial. Our initial brainstorming session yielded a list of over twenty additional library-related organizations with whom MLA could collaborate for continuing education or advocacy. Expanding further, there are as many as a dozen associations

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## It’s All About Branding

*Diane Klaiber, Executive Manager*

What comes to mind when one of your customers hears your library name, company or school? Do they envision an inviting place, a person or a particular technology? What comes to mind when you hear Massachusetts Library Association?

One of MLA’s initiatives for the new year is to look at our own “identity” or “branding” as an organization. The Executive Board will be gathering this fall to review our strategic plan with Maureen Sullivan, Management Consultant, to ensure and prioritize our goals and objectives for 2004-05.

During this time with Maureen, one of our goals will be to begin to create an image or brand identity for MLA. What is that you ask? A brand gives a product, service or organization an identity that has meaning to its audience. In our case, our audience is not only our members but also the residents of Massachusetts. What we are looking to create is an emotional message to our audience that imparts a positive and memorable one. Branding puts a face on an organization. Consequently in time of need, customers will feel comfortable turning to MLA. A recent example was an email I received from a young teenager who wants to create a CD library in memory of her deceased uncle. She turned to MLA for help. Branding should create positive images that may also help us to attract new members or donations from outside individuals.

Before we can develop this branding, experts would tell you that we first

need to ask ourselves what are the core values that give MLA its strength or if we peel away our name, logo, and history, what is at the core? As guru Tom Peters suggests, “the brand is a promise of the value you’ll receive”.

What identity/brand comes to mind when you think or hear of MLA? Better yet, tell us what you think should come to mind!

We welcome your ideas at [malibraries@comcast.net](mailto:malibraries@comcast.net)

## We Need You!

*Barbara Flaherty, Past President and Nominating Committee Chair*

The MLA Nominating Committee has begun work to develop a slate of officers for election in the Spring of 2005.

Nominations are being sought for the offices of Vice President/President Elect, Treasurer, ALA Councilor and NELA Representative.

If you or someone you know would like to enter their name for nomination, please contact any of the committee members.

If you would like further information about these positions, please contact Barbara Flaherty, at (978) 671-0948 x101 or [bflaherty@mvlc.org](mailto:bflaherty@mvlc.org). This is a great time to take an active role in your professional association.

## NOBLE Helps Libraries With Settlement CDs

Public libraries of the North Of Boston Library Exchange (NOBLE) are being assisted by NOBLE in handling the windfall of free CDs received in June.

The 17 public libraries received a total of 10,150 CDs, including 1,232 unique titles, at no cost through the national price-fixing settlement.

Some large NOBLE libraries, including the Beverly Public Library and the Lynn Public Library, had no CD collections, so the settlement provides a new library service in those communities.

NOBLE assisted member libraries to streamline processing and help get the titles their patrons would enjoy.

A CD swap day was organized by NOBLE in August to better distribute the CDs. Libraries brought excess copies and CDs that did not meet the

needs of their collection to the swap event.

Thirteen libraries participated in the swap, taking an additional 546 CDs to be added to their collections.

Within the first two months after the CDs were received, just under 500 titles were added to the music collection available to users of NOBLE libraries.



## Public Relations Awards

The MLA PR Committee is making preparations to open applications for the 17th Biennial Public Relations Awards. The application form will be distributed widely and included in the next issue of Bay State Libraries.

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## NELA Scholarship Winners Announced

The NELA Educational Assistance Committee declared their student scholarship winners.

Full-time scholarships (\$2500) were awarded to Daniel Speidel of Manchester, NH (attending Simmons) and Holly Hendricks of Wakefield, MA (attending University of Rhode Island).

Part-time scholarships (\$1250) were awarded to Laura Casey of Putney, VT (attending Simmons) and Julia Gosart

of Guilford, CT (attending Southern Connecticut University).

These scholarships are open to New England residents who plan to continue their career in the region and are attending an ALA-accredited library school program in New York, New England, or offered online.

Applications and information are available on the NELA website ([www.nelib.org](http://www.nelib.org)).

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## DON'T MISS OUT ON THE FUN

Please take a moment to renew your MLA membership if you have not done so. MLA needs every one of our members so that we can continue to make inroads in state funding, privacy issues, literacy etc.

This year, MLA will be subscribing to a media news service that writes up news stories and blasts them over the radio airwaves throughout the Commonwealth. Feel free to review the service at [www.publicnewsservice.org](http://www.publicnewsservice.org) We hope that this will give us another channel of communication that will get the public's support.

## Think For Yourself

Intellectual Freedom Committee member Demetri Kyriakis came up with the name of the IFC's new newsletter column. For our first submission, we're encouraging you to keep up with Intellectual Freedom issues by joining a listserv or two.

ALAOIF is an unmoderated discussion list of the Office for Intellectual Freedom on which many intellectual freedom issues and news items are posted and discussed. To subscribe, send a message to [listproc@ala.org](mailto:listproc@ala.org). Leave the subject line blank. In the body of the message, type:  
subscribe alaoif yourfirstname  
yourlastname.

IFACTION is a news-only, no-discussion e-list of the Intellectual Freedom Action Network (IFAN) and the Office for Intellectual Freedom.

Several intellectual freedom news items are posted daily. To subscribe, send a message to [listproc@ala.org](mailto:listproc@ala.org). Leave the subject line blank. In the body of the message, type: subscribe ifaction yourfirstname yourlastname.

## ALA Councilor Report

Barbara Powell, ALA Councilor  
The ALA Council meetings were in some respects "uneventful". We stood by last year's position on Cuban librarians, leaving it in the hands of the International Federation of Librarians, we abhorred the use of torture and we abstained from immediately withdrawing from Iraq. We heard that while ALA itself could go ahead and purchase a Washington office building, ALA/APA finances were shaky. We agreed to maintain a focus on rural and tribal libraries.

We passed resolutions amending existing ALA documents and statements to reflect the focus of outgoing ALA President Carla Hayden's initiative on equity and diversity. To read about this and more check out the web site at [www.masslib.org](http://www.masslib.org)

## Anchee Min

One of the highlights of last year's MLA Annual Conference was the appearance of author, Anchee Min. Those of us who were lucky enough to hear her speak were mesmerized by her presentation. If you missed this extraordinary event, you will now have another chance to see her in person! The Reading Public Library will be presenting an evening with Anchee Min on Friday, November 5.

Anchee Min's performance—not just a reading, but performance art—has been described as "raw, moving, thought-provoking, painful and delightfully funny." It is hard to describe how honestly and powerfully Anchee recounts her personal experiences in China, her flight from China and her life in America as a writer. Hearing her tell her own story is an extraordinary experience.

All are invited to attend this special event at the Parker Middle School, 45 Temple Street, Reading, MA on Friday evening, November 5 at 7:30 p.m. Tickets are \$15 and may be purchased ahead of time by contacting Elizabeth Dickinson, Reading Public Library (781-942-9111) or at the door.

## Stronger Together

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that share common interests but are beyond the library community.

This year, the Executive Board is committed to initiating contacts or exploring expanded affiliations with several associations. Pending each Board's approval, an exploratory team representing MLA, the MA Library Trustees Association (MLTA), and MA Friends of Libraries (MFOL) will begin in October to consider how we might work more closely together. Past Presidents Jim Sutton and Bonnie Isman and Vice President Katie Baxter ably represent MLA (our board approved the concept in August) in the discussion. President Irving Zangwill, Secretary Elaine Melisi, and board member Joan Harrington will represent MLTA. MFOL representatives President Mary MacDonald and Sharon Morgan also come to the table. Only good can come of the dialog.

As MLA looks outward, members are invited to help envision the possibilities. Let me know what you see. (I can be reached at [cnoah@cmrls.org](mailto:cnoah@cmrls.org)) Together we're stronger.

## BiblioTemps

The Central Massachusetts Regional Library System (CMRLS) announces BIBLIOTEMPS, a new temporary staffing agency for libraries. BiblioTemps caters to the needs of libraries by providing well-trained experienced employees with library skills that can fill the temporary employment needs of central Massachusetts libraries. Visit the website, for more information: ([www.BiblioTemps.com](http://www.BiblioTemps.com)).

This temporary staffing agency will provide well-trained staff that can fill the temporary employment needs of Central Massachusetts libraries. Visit our website, to learn more about BiblioTemps

## Room for You

There is a place waiting for you at several of our MLA Committees. Their are currently openings on several committees, including: Membership, Conference, and Education.

You can find the chairs of all these committees and more on the People section of our website:  
[www.masslib.org](http://www.masslib.org)

## Conference Vendors, Thank You

As you head out to conferences this fall and talk to exhibitors, please keep in mind that MLA is on the watch for new exhibitors who might like to join us at the 2005 conference in May.

Even with the support of our loyal suppliers that exhibit each year, we have the space to add new ones. MLA wants to thank the following exhibitors and local businesses who helped sponsor or donate items to the 2004 conference. You can also find ALL the exhibitors on our website.

3M Library Systems  
Books On Tape/Listening Library  
EBSCO Information Services  
Eight Cousins  
Eventkeeper By Plymouth Rocket  
Gale/Thomson  
Grolier/Children's Press/Franklin  
Watts  
Library Display Design Systems  
Libraryinsight, Inc.  
Manter Mark  
National Library Relocations, Inc.  
Newsbank Inc.

Paul Davis & Associates  
Proquest  
Puppet World  
R. R. Bowker LLC  
Raker Library Services  
Recorded Books, Llc  
Robert H. Lord Company, Inc.  
Rock Village Publishing  
Soo Nipi Soaps  
Southeastern Book Company  
A Tappe & Associates, Inc.  
Whitcomb Associates, Inc.  
World Book School & Library

A Special Thanks To The Following  
Local Businesses And Artists Who  
Shared Their Talents And Goods:

Four Guys In Tuxes/ Absolutely  
Gary Girouard  
Chappoquoit Inn  
Labellezza Day Spa  
Ben & Bill Chocolate Emporium  
Sea Crest Resort  
Yellow Birdhouse Bed And Breakfast  
Friends Of The Falmouth Public  
Library



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### MLA Hall of Fame

Three Librarians were inducted to the Massachusetts Library Association Hall of Fame

Louise Brown, recently retired from the Wayland Public Library, Kim Charlson of the Braille & Talking Book Library, located on the campus of the Perkins School for the Blind in Watertown, and Marjorie Judd of Middleborough Public Library were inducted to the Massachusetts Library Association Hall of Fame in a ceremony at the Association's Annual Conference at the Sea Crest Conference Center in Falmouth on April 30, 2004. These three librarians join a prestigious group of 14 outstanding contributors to Massachusetts libraries.

"The Massachusetts Library Association wants to recognize the exceptional contributions of today's inductees," said MLA President,

Barbara Flaherty, Director of the Billerica Public Library. "Recognition by the state's professional association says much about the respect and gratitude that those working in libraries feel toward the recipients."

Every two years since 1996, the Massachusetts Library Association Hall of Fame inducts new members who have made a substantial, sustained contribution to advancing the cause of Massachusetts libraries and/or librarianship over a career of at least ten years. The three inductees were selected from a field of 13 nominated in late 2003 by their peers. Evaluation of nominations and recommendations for induction were made by the MLA Public Relations Committee and approved by the MLA Executive Board in March 2004.

Check out the MLA website for pictures, background and more information: [www.masslib.org/halloffame](http://www.masslib.org/halloffame)

### Jordan Miller Presents...

The Jordan-Miller Storytelling Program Committee is pleased to present:

Bobby Norfolk  
in the  
Celebration of the Jordan-Miller  
Story Telling Program  
3:00 to 6:00pm  
November 10, 2004  
Boston Public Library  
Mezzanine Conference Room

Bobby Norfolk is well known for his high-energy performances and lively animation. His stories promote character education, cultural diversity and self-esteem, and are geared for audiences of all ages.

The Jordan-Miller Storytelling Program is supported by the Alice M. Jordan Memorial Fund established in 1961 by Bertha Mahoney Miller, founder of The Horn Book. For further details check out our website at [www.masslib.org](http://www.masslib.org)