Texas Library Journal

VOLUME 88, NUMBER 1 • SPRING 2012

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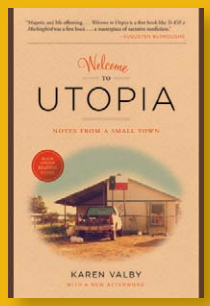

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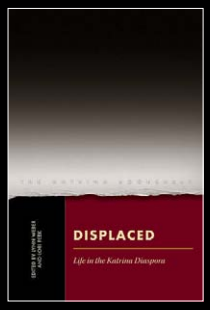

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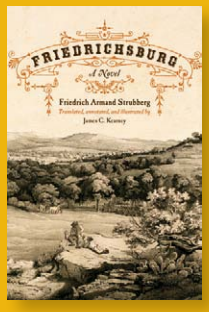

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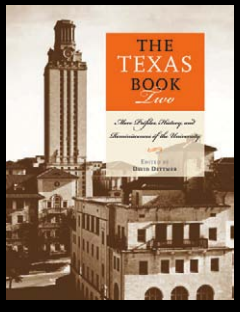

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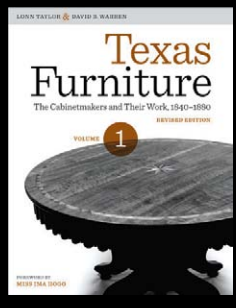
Foreword by Miss Ima Hogg



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Meet JUDY BLUME

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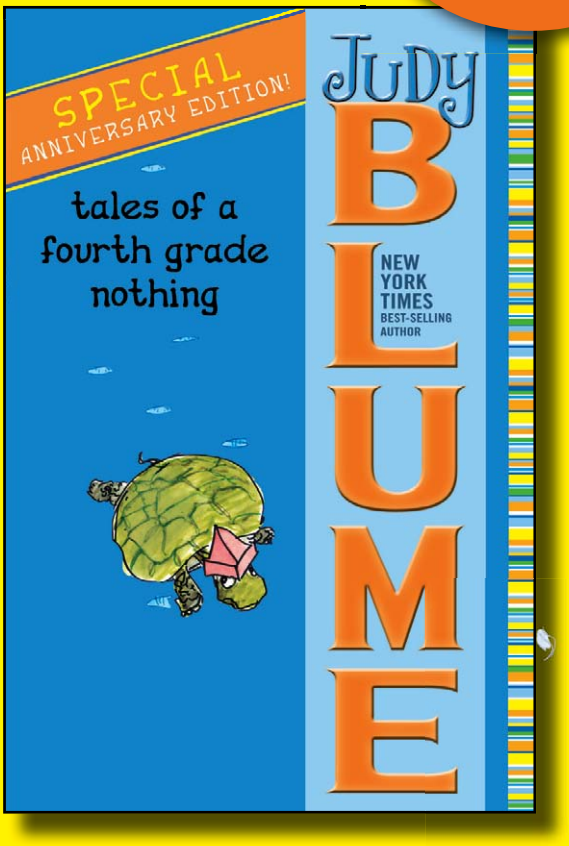

Wednesday, April 18th

Author Signing: 10:15am–11:30am

Hear Judy speak after the Children's Roundtable

Business Meeting: 2:00pm–3:50pm

by Jerilynn A. Williams

CHANGE! Do you and your institution embrace opportunities for innovation or do you cling to status quo? Is stability given preference over creativity? Or do predictable routines seem boring while variation equals exhilaration? Whatever the inclination may be, addressing changes in life and work can be challenging.

Library personnel are often stereotyped as change-resistant; however, libraries as entities consistently have adapted, successfully incorporating innovations to meet users' information needs. In doing so, they have accepted that the one constant in life is change.

Marshall Goldsmith noted in his work, *What Got You Here Won't Get You There*, that "people will do something – including changing their behavior – only if it can be demonstrated that doing so is in their own interests as defined by their own values." The true bottom line, he posits, is each person and or entity weighing the choices based upon "What's in it for me?"

The e-revolution presents such a dilemma. Libraries' aspirations to meet customer and member information needs and service expectations are being challenged at many levels. Technology provides opportunities to extend interactions beyond geographical boundaries but also introduces multiple layers of uncertainty. Some previously successful methods that supported equity of sharing are no longer seen as viable in virtual transfers, as stakeholders jockey for position in this unfamiliar race to an uncertain finish line. Digital natives, those who were born into a world with digital devices and have high comfort levels with technology, come with different expectations than those persons still in the learning and adopting/adapting stages, now being identified as "digital immigrants."

Make new friends but keep the old.
One is silver and the other gold.
Silver shines, gold does too.
Keep them both. They will shine for you.

These stanzas from a Girl Scout song learned long ago may hold the key to addressing one of libraries' ongoing challenges: attempting to balance technological advances and rapid access to electronic resources with traditional services and availability of hard-copy formats.

How and where to find a win-win solution is under lengthy, sometimes heated, discussion. Viewpoints on the e-revolution will be presented at General Session II during Annual Conference in Houston. Led by moderator Stephen Abram, a panel of nationally-recognized library experts will provide perspectives of current conditions and future possibilities. ALA President Molly Raphael will update us on recent discussions with major publishers. Librarians are well-known for their information-gathering skills. The harvest awaits you.

As this article is being prepared, the 2012 Annual Conference is just weeks away. Members of the conference planning committees were charged with making it the BEST conference ever. Under the leadership of program committee co-chairs, Meller Langford and Karen Wielhorski, and local arrangement co-chairs, Ty Burns and Cathy Threadgill, there can be no doubt that these groups have met their objectives. My thanks to each and every one who contributed time, energy, and ideas over the last 18 months. We are ready to roll with R4L in responsive, relevant, revolutionary ways, right now, for Libraries and for Life! And now, it is up to you – TLA members, library staff, vendors, and advocates/supporters. Your attendance and participation are the final elements in determining whether these groups have truly succeeded. ✪

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New from Texas

Editorial

Custodianship vs. Contextualization:

The Shifting of Our Professional Focus

BY GLORIA MERAZ

As an information profession, are we concerned most with "the thing" (i.e., information in and of itself) or the framework for understanding "the thing"? To a large extent, the way we answer this question will describe the kind of profession we will be in the not-so-distant future.

In the past, getting "the thing" was hard. It required effort and usually the assistance of an intermediary. At the very least, information sources had to be physically attained. That premise no longer holds true. Quite the contrary, getting "the thing" can be surprisingly easy (although not always). The difficulty now is making sense of the massive number of "things" available.

It seems the more technology allows us to drill down to bits and bytes and the more we are able to offer discrete chunks of information, the more acute is the need to provide broad context that allows consumers to build meaning, relationships, and deeper understanding.

Human nature follows at least two intrinsic and seemingly diverse patterns at least in the search for information: 1) We tend to look for the path of least resistance; we want answers as quickly and as easily as possible. We want to focus on the thing we need. 2) The human mind craves context; we want a narrative for understanding something. We want information, but we want to absorb it in a way that is meaningful and memorable and that connects with other things we know.

We've all heard the debate about the need for information institutions to move beyond a custodial role. We read that our future is about helping connect the consumer to what they want – to add value and create the means for dynamic information interactions. But how do we do that? What is the North Star that will help us navigate to that future? "Value-added" sounds great, but what does it mean exactly?

Context is, if not the single Polaris above, a part of the constellation by which we must steer. Context is central to learning and understanding. Knowing how to identify, understand, and find context is critical thinking at the highest level.

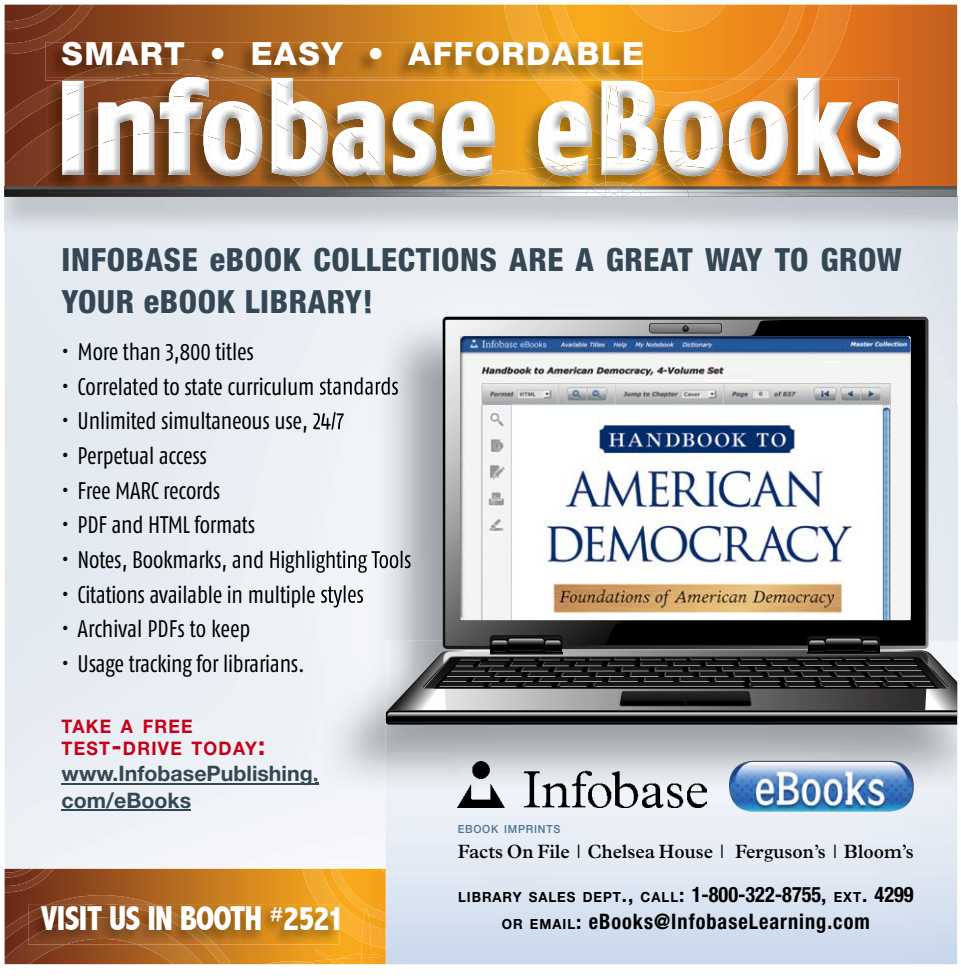
Facilitating an individual's capacity to contextualize is the province of educators and information innovators. In short, it requires expertise far beyond the technological ability to parse facts.

Marketplace technology and commercial information providers, at their best, can offer access and connections to resources similar to those consumers have already accessed. By building a profile of past tastes, providers can offer additional related targets. That evolution is a great step forward, but that extension is one of quantity (i.e., more of similar) not necessarily quality; and, it by no means moves the consumer toward a progression and transformation of awareness.

As library professionals, our interest in the far more complex task of learning is what separates us from marketplace providers. And while making "the thing" available no longer relies exclusively on professionals, a new and more pressing gap has been created: making meaningful sense of the universe of information. Context is king, and no group is better suited to deploy both the technical and content skills to create exciting and effective ways for achieving comprehension.

We are the profession of Melvil Dewey, after all. Dewey set up the incredible task of dividing up the universe into "categorizable" chunks to allow for descriptions, access, and relationships among areas of knowledge. While we have outgrown that marvelous initial invention, the skill set of librarians in conceiving the universe in that capacity – with an eye toward generating a means for emerging and shifting pathways to knowledge – remains our strength.

This is the expertise – built on patience, collaboration, and an unflagging devotion to the consumer's best and most meaningful experience – that should be the hallmark of our professional future. ✪

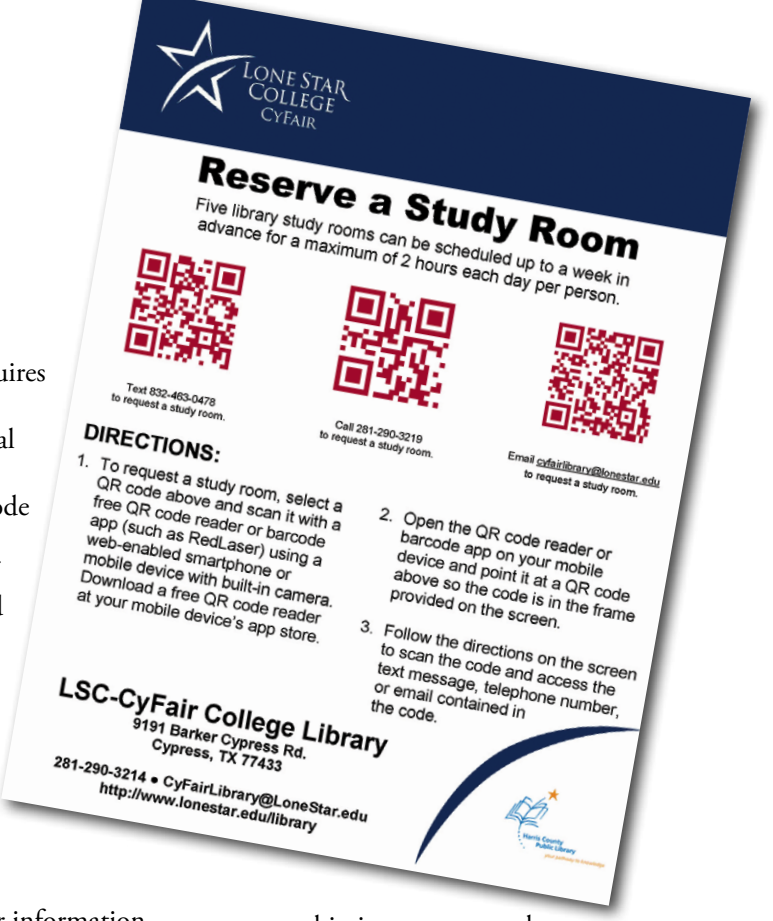


QR CODES: *Providing Unique and Value-Added Information to Library Users*

by Monica Norem

QR (Quick Response) codes serve as a unique way to engage library users in upcoming events, readers advisory, programming, and point-of-use instruction through their mobile devices. With a free code generator such as Delivr, libraries can create and track usage of customized QR codes that connect to text, a phone number, a text message, an Internet address, a calendar event, or an email (Schottmuller 2012). QR codes work with the most popular smartphone operating systems such as iOS, Android, and BlackBerry (Wylie 2011). A smartphone or other Web-enabled device with a camera and a free QR code scanning application (app) such as RedLaser or QR Code Scanner Pro allows a user to "read" QR codes. Alternatively, QR codes can be deciphered with a Web tool such as ZXing Decoder Online (Chapman 2011).

All photos and images courtesy of Monica Norem.



QR code scanning requires a steady hand but no significant technological expertise. Smartphone users open their QR code scanner app, position their phone in front of the code so it is framed in the app window, and hold it still while the app scans the code. Then the app will either ask if the user wants to open the link or cancel the operation.

Scanning QR codes for information eliminates the need for library users to input data themselves. Denso Wave, the Japanese company that created QR codes in 1984 to assist with inventory control, allowed free use of the codes while keeping the patent rights ("Inventor of the QR Code" 2010). The company asks that QR code users make mention of the company's registered trademark on the term, QR Code ("QR Code Patent FAQ" 2011). Since QR codes are open source, they can be made and scanned with a variety of tools (Judkis 2011). Hence, they are currently more popular than proprietary codes like SnapTag or the Microsoft Tag. Also, QR code generators and readers do not require registration to use. With some QR code data, no active Internet service is needed to display scanned information on mobile phones such as lists, dates, or phone numbers (Kato, Chai, and Tan 2010, 45).

Since the free QR code generators and reader apps are readily available, how many potential users exist for this technology? Pew Research Center's Internet and American Life Project recently published results of smartphone ownership showing that one-third of adults owned such a device (Smith 2011). College student smartphone ownership is even more robust; 81% of Archrival marketing agency's survey respondents on 24 campuses have the devices (Aguirre, Johnston, and Kohn 2011). Further good news about QR codes finds that people with smartphones increased their usage of scanner apps by 10% over last year based on Forrester Research results (Mitchell 2011).

Using QR Codes

In the background, challenges with QR codes still persist. Detractors suggest that they are problematic to scan (Aguirre, Johnston, and Kohn 2011), link to information that is not valuable (Patel 2012), or connect unsuspecting users to malware. However, with simplified instructions and demonstrations, scanning becomes more familiar and less intimidating. Library users will be more likely to scan QR codes if relevant content compatible with mobile devices is developed with the needs of the public in mind. Scanning QR codes only from well-known sponsors will prevent most scams or hidden charges to a smartphone bill (Shannon 2011).

Before launching QR codes, testing of generators and readers is essential to ensure that library users receive the expected information without fail. Library users frustrated by QR codes that

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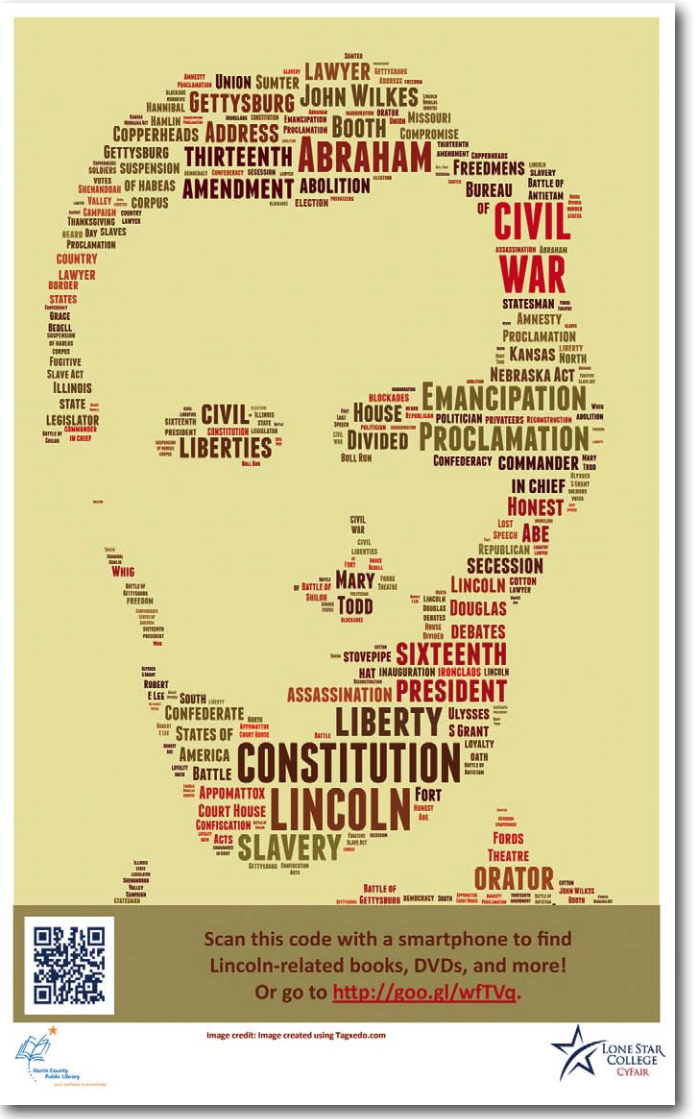
will not scan easily or link to useless data are going to dismiss them as gimmicks. Looking at the different options on these QR code tools will help you decide which one(s) work the best for your needs. Also, scanning the codes on different types of devices and operating systems is highly recommended. Newer phones have little difficulty scanning; older models may encounter more problems (Schottmuller 2011). As mentioned earlier, statistics can be kept by several QR code generators.

Best practices for QR code display include making sure that sufficient white space is available around the codes (Kato, Chai, and Tan 2010, 54). Schottmuller suggests that printed codes be no smaller than one inch square to allow for limited smartphone camera clarity. Provide alternative retrieval options near the code as a preview of what is in the code and for another access route to individuals without a smartphone. Because long Internet addresses make a more complex code to scan, consider reducing them with tools such as goo.gl or bitly. Some generators allow for QR code design options, such as adding small logos inside the code or making codes different colors; but providing a consistent look and maintaining readability are crucial to successful use (Schottmuller 2011).

To enhance scanning success, avoid putting too many codes on one page, because it will cause difficulty in knowing which codes have been scanned. Similarly, adding codes without thinking how and why someone might use the data contained in them is counterproductive. The situation is similar to limiting the number of clicks an individual needs to reach a desired webpage. If the library user will benefit more from having information that is not encoded, then no QR code is necessary.

QR Codes in the Library

Recently, staff at a joint-use public and community college library employed QR codes for displays, instructional handouts, event posters, videos, directional signage, readers advisory, a webpage, and a Friends of the Library contest. The Lone Star College-CyFair Branch in partnership with the Harris County Public Library first implemented QR codes on flyers to advertise its text reference service that began in fall 2010.



More recently, short videos on three library services developed for a virtual library tour in 2011 became on-demand instruction. Specifically, signage about sending print jobs, buying print cards, and using the self-check machines featured QR codes leading to brief video help at the point of use.

Novel applications of QR codes took two forms in 2011. Children's librarian Krissy Conn wrote the script for a two-minute video explanation of "QR Codes for Kids" where she and fellow children's librarian, Paula Gonzales, served as puppeteers. To highlight the Friends of the Library traveling book bag contest, QR codes linking to contest rules were enclosed in key chains and attached to the bags. The tags served as a reminder to take photos for the contest when the bags were brought to various locales.

To promote the traveling exhibit, "Lincoln: The Constitution and the Civil War," reference librarian Tracy Williams designed a Tagxedo word cloud in the likeness of the 16th President. Under the cloud, she added a QR code link to items in the library catalog associated with the display. Also, she placed a QR code on the Lincoln publicity posters that led to webpage information on related campus events.

To educate library users about QR codes, a multiple panel display designed by reference librarian Dorrie Scott directed viewers to various types of library information including a webpage discussing how to create and scan QR codes. In the same display, readers advisory suggestions linked from QR codes included titles on dystopian young adult fiction, African-American adult fiction, and historical romances. In the adult fiction collection, some of these same QR codes were placed on

end panel signage to help browsers find new authors.

Other QR codes added to selected end panel call number signs led to a library catalog link in case a user needed to double check an item location or find additional titles. Further QR code signage by very popular study rooms was posted to remind library users how the rooms can be booked: text, email, or phone.

Conclusion

Could QR codes be replaced by a new technology and render all the checkerboard-like square codes obsolete? NFC (or near field communication) in which portable devices are touched to convey information is touted as the next big change coming in smartphones, but it may be a few years before it is widely adopted (Thompson 2012). In the meantime, get creative with brainstorming ideas on strategic implementation of QR codes in your library. It could position your library to catch the next wave of smartphone enhancements to expand outreach to tech-savvy library users.

Monica Norem is a reference librarian at Lone Star College-CyFair Branch (Harris County Public Library).

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Resource Links:

1. Examples of QR Code Generators
   - Delivr – http://delivr.com/QR-Code-Generator
   - Bit.ly – http://bit.ly/
   - Kaywa – http://qrcode.kaywa.com
   - QR Stuff – www.qrstuff.com
2. Examples of QR Code Reader Apps and Tools
   - QR Code Scanner Pro – http://appworld.blackberry.com/webstore/content/13962
   - RedLaser – http://redlaser.com/
   - i-nigma Barcode Scanner – www.i-nigma.com/i-nigmahp.html
   - ZXing Decoder Online – http://zxing.org/w/decode.jspx
3. Other Two Dimensional Codes
   - Microsoft Tag – http://tag.microsoft.com
   - SnapTag – www.spyderlynk.com/snaptag/what-is-a-snaptag/
4. Additional Tools and Links Mentioned
   - Tagxedo – www.tagxedo.com/
   - QR Codes for Kids – www.youtube.com/watch?v=--OSUDGoH1o
   - QR Codes: Quick Facts – www.lonestar.edu/library/qrcodes ✪

by Alexandra Simons

Branding You!

Why branding? In a tough job market, differentiating yourself from others with skills and backgrounds similar to yours is a necessity. For those of you just entering the job market after obtaining your library and information degree, how do you build a compelling story and effective résumé? For those of you in a second (third or fourth) career, how do you tie in your past job skills to your new career path? For those who want to move ahead professionally, how do you enhance your credentials and name recognition? The key is understanding how to brand yourself – becoming a more polished and professional version of you. Developing your brand helps you focus on how to best present your skills and talents, how to establish your professional credibility, and how to effectively network on a personal and professional level.

Developing your brand

Before you begin, ask yourself: What am I passionate about? What are my strengths and weaknesses? Am I an introvert[i] or an extrovert? What jobs and situations do I like and dislike? What is my ideal job? How prepared am I to make changes in order to move ahead in my career? By honestly addressing these questions, you'll get a better idea of where to focus your efforts. If you've taken the Myers-Briggs type indicator assessment, or a similar personality test, look at the career options suggested for you. You can also ask family, friends, and work colleagues for their insights on where your skills and talents are best suited personally and professionally. Now let's get to some of the building blocks of creating your brand.

Your résumé and cover letter

Your résumé and cover letter are your one chance to introduce yourself to potential employers, so carefully crafting both of these documents is a must. I have been on several search committees and the number one thing that makes me skip over résumés and cover letters is that they are not specifically targeted to the job description. Make sure you read and understand what is being asked for and don't apply for a job if your qualifications don't fit the criteria listed for the position. It's also imperative that you research the company or organization. Your cover letter should convey how your skills will help and enhance the organization, and your résumé should list your qualifications in depth to back it up. (If you are applying for several jobs and using the same basic cover letter, make sure you change the name of the company to which you're submitting your résumé.) Please make sure to proofread your résumé and cover letter or have someone else look them over. Typos are never a good thing.

Always keep your résumé updated, even if you have been working in the same job for a long time or are just starting out. Also, in the event that you lose your job or decide to pursue another one quickly, having an updated résumé really comes in handy. If you have done presentations, are active in professional organizations, hold leadership roles in your organization or others, have taken continuing education courses, or have other achievements, add them to your résumé as soon as you can. Also include links, if you have them, to your blog and/or website, LibGuides, articles, or other electronic resources and make sure the links are still live. Most potential employers these days ask that résumés be submitted online, so having electronic resources ready to view is very important. To avoid losing your résumé and cover letter files, make sure you back them up using software such as Dropbox or Google Docs or put them on a flash drive. This is important stuff!

> Creating a professional appearance doesn't mean you have to become someone you're not. . .

Submitting a video résumé is a growing trend in some professions, in particular for Web services, online technology, and graphic design careers. If a prospective employer asks for this type of résumé, find someone who can help you put it together and see what kind of online tips are available.[ii] As with a face-to-face interview, you still need to be polished and professional.

Hone your presentation skills

You may think you can't possibly get up in front of people and do presentations, but like anything else, it takes practice and preparation to achieve success. Most audiences are friendly and want you to succeed. They also want to learn something from you, so if you know your stuff and can convey it enthusiastically and succinctly, they will leave happy. Here are some tips on how to do that:

- **Join Toastmasters International[iii] or a similar organization** to help you learn to speak and present more clearly – it's not very expensive. If you can't afford it, try videotaping yourself or have someone else do it. You may be surprised to find that you have vocal tics ("um," "er," "so," "well," "like," upward inflection at the end of sentences, etc.) or that your voice projection isn't very strong. Once you're aware of what you need to work on, it will be easy to fix with practice.
- **Learn how to own the room.** Body language helps convey your message as much as your oral presentation. Time your presentation and practice it until you can do it as much as possible without notes. Connecting to your audience through eye contact is very powerful, and it encourages your audience to interact with you, especially during the question and answer period. If you can, try out your presentation in the room prior to your actual session. You'll be able to test out the equipment, too.
- **Create compelling PowerPoint presentations**. How many times have we all sat through face-to-face and webinars sessions, where the presenter is reading what's on the slides, with no graphics or visual interest of any kind? Don't let this be you! Look at presentations that you've found compelling and use those ideas to jazz up your own. There are a lot of places to get free images – clip art and stock photography through Microsoft, Flickr, Creative Commons, and more. You can also organize and edit your

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images using Picasa and Picnik software. There are books and online resources available to help you, too. I recommend Lee Hilyer's *Presentations for Librarians*.[iv]

A good way to get more comfortable with presenting is to do it as part of a group, such as a panel discussion at a local conference. Good presentations lead to good word-of-mouth and more opportunities to build your reputation as a leader in your field.

Create a professional image

This is a tough topic, because you may think that your appearance doesn't matter if you're smart and well-spoken, but you can be sure that potential employers, work colleagues, and anyone you happen to meet in the course of your professional life does notice what you wear and how you present yourself overall. Creating a professional appearance doesn't mean you have to become someone you're not; it just means presenting *a more polished and professional you*. Trust me, you will feel much more confident and powerful during interviews and presentations when you know you look sharp.

Investing in a basic suit, coordinated separates, nice shoes, and versatile accessories doesn't have to cost a fortune. To get the most professional look, get your clothes altered to fit and make sure everything is clean and pressed (many department stores and dry cleaners offer low-cost alterations). If you have a friend or relative whose style you like, ask if they can go shopping with you or find a personal shopper to help you (this service is free at many department stores). There are lots of books and online guides to help you, too. As with anything, practice and be patient!

Personal grooming says a lot about you, too, so find a hairstyle and makeup (if you use it) that conveys your individuality but looks polished. Once you achieve the look you want, have a professional photographer (or talented friend) do some head shots, either in color or black and white. Make sure they are scalable for use with a variety of print and online resources.

Word to the wise, keep your tattoos and piercings out of sight during the interview process. Once you get the job, find out if the organization is fine with them or not and proceed accordingly.[v]

Networking

Networking enhances your brand, connects you with others in your field, and gets your name out as an expert in your field. I highly recommend the following:

- **Join professional organizations** and be an active participant in them. Promoting your organization also promotes you, so take leadership roles on committees and find opportunities to do presentations on the local, state, and national level.
- **Carry your business cards at all times** but especially at professional meetings and conferences. You never know when you'll meet someone who wants to know more about you and what you do. Contacts often come after you've done presentations, leading to more opportunities. Make sure you update your contact information, including blog and website addresses if you have them.
- **Set up separate personal and professional social networking accounts** if you are using Twitter, Facebook, etc., and even with your professional accounts, always be mindful about what you comment on and link to – prospective employers and others can and do check to see what you've posted. A social networking account such as LinkedIn is a great way to reach out to other professionals, so make sure you keep it updated, the same way you would with your résumé. Use Hoot Suite or other software to put all of your accounts in one place, and use Twitter Counter to find out who's following you if you use Twitter.
- **Maintain a professional blog or website** using free blogging software, such as Blogger or WordPress. The caveat here is that you need to keep it updated. If you started a blog in 2009 and the last entry was in 2010, don't put the Web address on your résumé or business cards.

Final thoughts

- **Be positive and passionate!** You are your own best advocate, and if you are enthusiastic, your target audience – whether it's one person or a group – will be, too.
- **Keep your skills fresh**, no matter what your age or stage of your career. If you can't afford to go back for more formal education, programs are often available online and through libraries and community and professional organizations.
- **Keep your eyes and ears open** for new opportunities to market your expertise and ideas. Collaborating and networking with colleagues can really expand your horizons.
- **Build a "resource bank" of books and online resources** you can refer to when putting together your résumé, presentations, and professional image. Get RSS feeds from sites you use frequently.

Most of all have fun! Seriously.

Alexandra Simons is the history/political science/government documents librarian at the M.D. Anderson Library at the University of Houston's central campus.

Notes

I Petrelli, 2012
II Elliott, 2011
III Toastmasters, 2012
IV Hilyer, 2007
V de Stricker & Hurst-Wall, 2011

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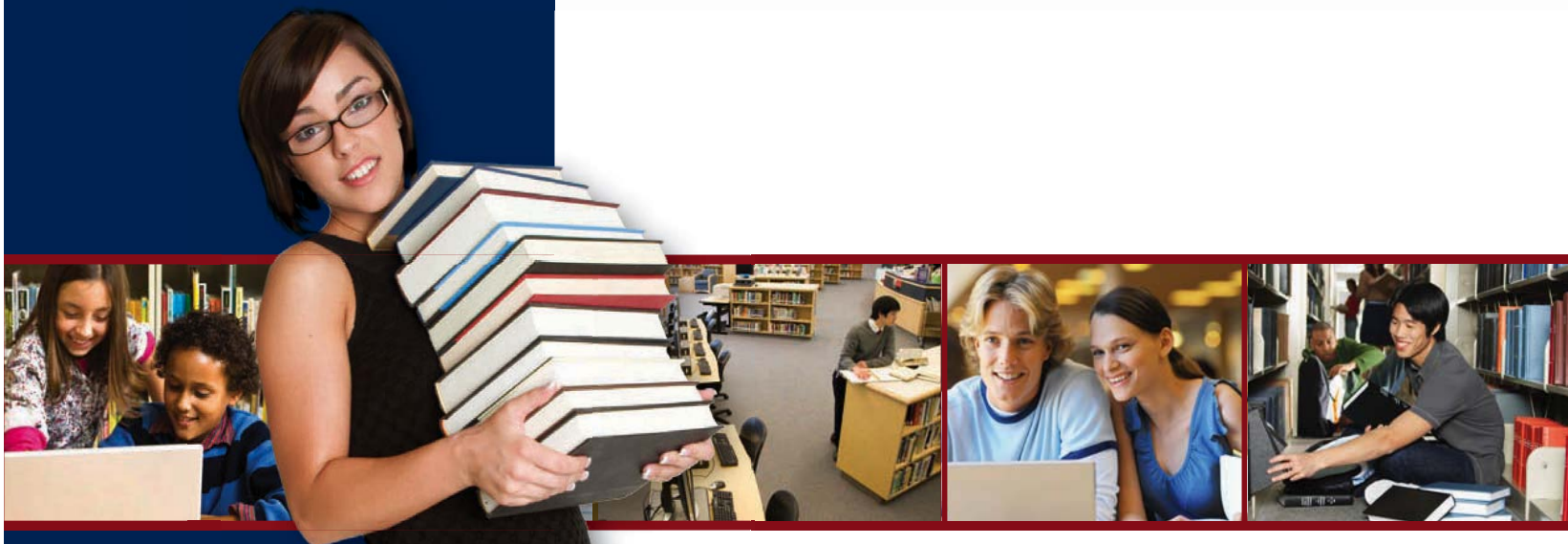

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BE YOUR OWN ARCHITECT:

MANAGE RENOVATION PROJECTS INTERNALLY – PART I

by Eric C. Shoaf

Editor's Note: *Part II of "Be Your Own Architect" will appear in the summer issue of TLJ. Part II will discuss laying out furniture, working with vendors and designers, and addressing infrastructure issues.*

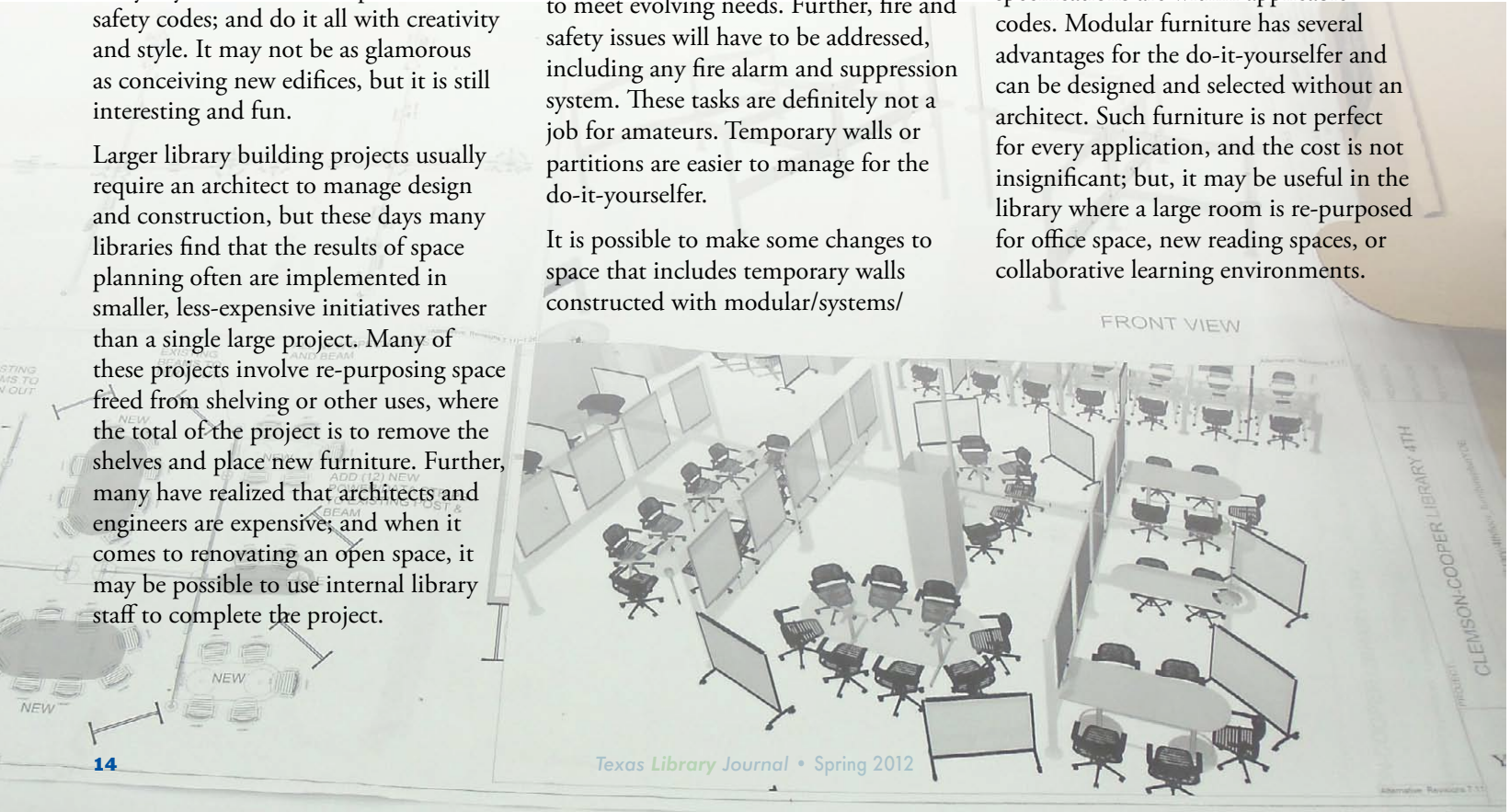
Architects on television always seem to be designing buildings – big buildings. Remember Mike Brady sketching buildings at his drafting table? The character Ted Mosby, an architect on *How I Met Your Mother*, designs new city buildings. Architects may appear to work only on designing new buildings, except that they do much more. They design and arrange interior spaces; oversee construction and building projects; specialize in concepts such as adjacencies, entryways, and exits; interpret fire and safety codes; and do it all with creativity and style. It may not be as glamorous as conceiving new edifices, but it is still interesting and fun.

Larger library building projects usually require an architect to manage design and construction, but these days many libraries find that the results of space planning often are implemented in smaller, less-expensive initiatives rather than a single large project. Many of these projects involve re-purposing space freed from shelving or other uses, where the total of the project is to remove the shelves and place new furniture. Further, many have realized that architects and engineers are expensive; and when it comes to renovating an open space, it may be possible to use internal library staff to complete the project.

NO WALLS

A project that can be managed internally generally involves minimal demolition and will not include the destruction or construction of walls. If walls are involved, it is a signal that the library should probably not try and manage the project on its own but rather call in the architects. Walls are sometimes structural carriers that bear loads. They provide a medium for electrical and data cabling, and they usually have doors for entry/egress. Also, if constructing new walls, there can be issues with heating, ventilation, and air-conditioning (HVAC) that complicate the project and require the use of specialty engineers in order to meet building codes. Floor to ceiling walls are semi-permanent structures that are not easily changeable to meet evolving needs. Further, fire and safety issues will have to be addressed, including any fire alarm and suppression system. These tasks are definitely not a job for amateurs. Temporary walls or partitions are easier to manage for the do-it-yourselfer.

It is possible to make some changes to space that includes temporary walls constructed with modular/systems/ landscape furniture, as it is variously called. This familiar type of flexible furniture is also sometimes derisively referred to as "cubes," but it has proven efficient for use in changing organizational environments, then later providing flexibility in changing the space again as needed. Not all modular furniture is necessarily cube-shaped or used only for creating office environments. Modular walls can frame areas or sub-divide rooms. The walls created by modular furniture typically do not extend to the ceiling and do not carry loads though they may have doors. Therefore they do not affect HVAC requirements and generally do not require a revision of any existing fire suppression equipment when specifications are within applicable codes. Modular furniture has several advantages for the do-it-yourselfer and can be designed and selected without an architect. Such furniture is not perfect for every application, and the cost is not insignificant; but, it may be useful in the library where a large room is re-purposed for office space, new reading spaces, or collaborative learning environments.



It is also possible to use modular partitions to create targeted small spaces within a larger room. For example, a bank of printer/copiers can be partitioned in order to minimize noise in a study room. Collaborative work tables may be partially surrounded by a half-wall of modular pieces and taller modular walls might have a marker board feature that would further improve utility of the space. In short, load-bearing walls are beyond the scope of being your own architect, but other lower modular walls and partitions are useful and cost-effective. Furthermore, they are reconfigurable for other future uses and are, therefore, ripe for consideration.

DO IT YOURSELF

Reworking a reading room, a large study area, or stacks space is something that can be undertaken by library staff with some planning and prudent use of vendor expertise. Library staffers wanting to do such work need to be able to conduct research, engage specialists when necessary, and know their limitations. The first step in planning this sort of project is the programming stage where the specific uses of the re-purposed space are articulated and understood. This documentation of intended use is very important as it will affect how the space is created and ultimately functions. Every type of use for the space to be re-purposed should be defined. In addition, planners should carefully describe the users expected in the space and any services (e.g., equipment or furniture) required. Any and all uses and users of the space should be included in the analysis. As a result of this "space programming," a meaningful specification of desired spaces and use is developed to guide the planning process. For example, assume that book shelving stacks are being removed from a 30' X 30' area in an academic library. The space will be re-purposed for study. In the programming stage, a series of queries are made with a range of possible answers. Some examples in this specific case are:

What kind of study space? – quiet study, lounge study, collaborative study, learning commons

Who will use the study space? – students, faculty, community users, others

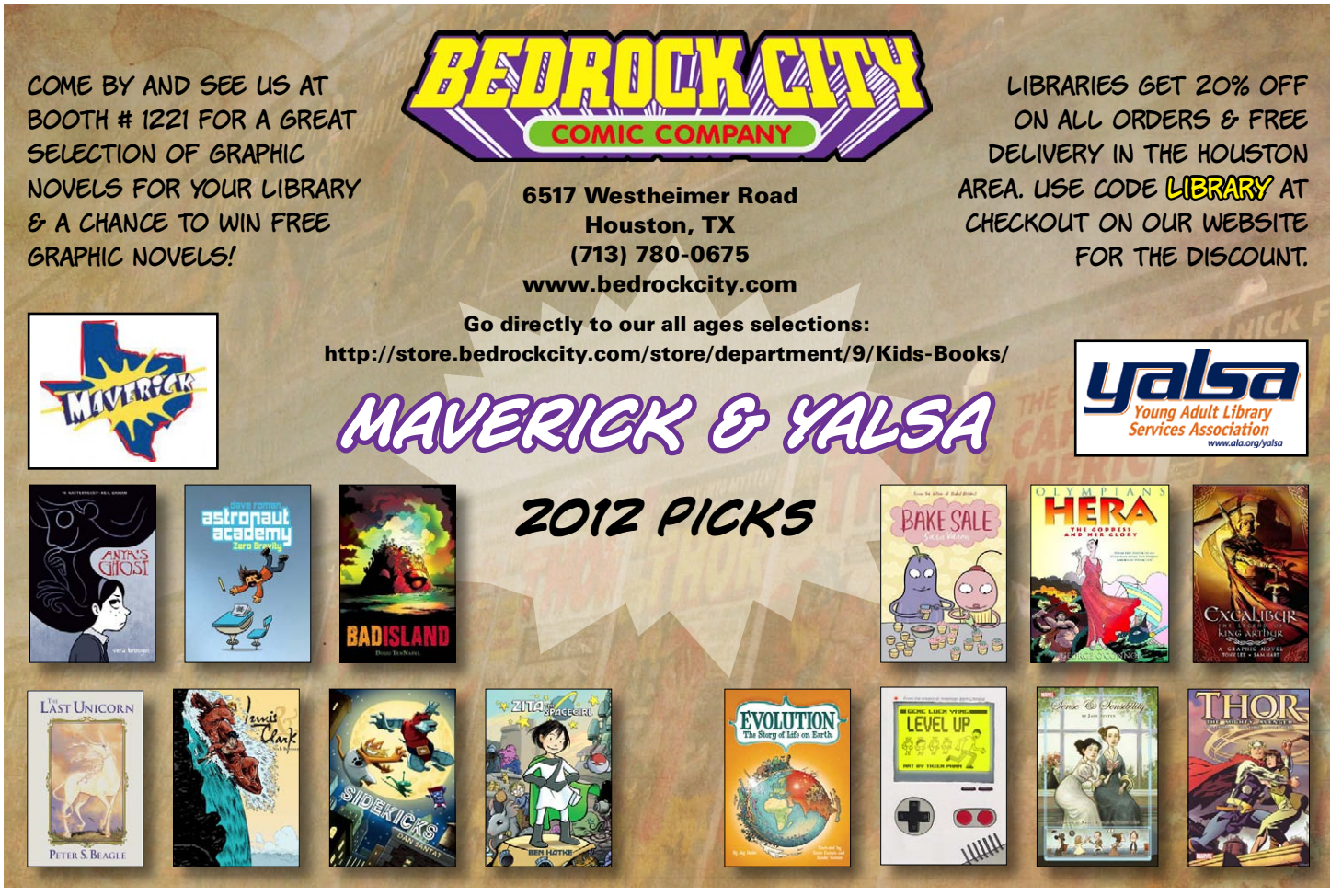
Is special lighting required? – natural light, existing lighting, new fixtures

How is the room to be accessed? – adjacent open space, doors, separate room

What are competing goals for the space? – lowest cost, highest number of seats, comfort, usability

Are there other potential uses of the space? – staff meetings, events, collaboration

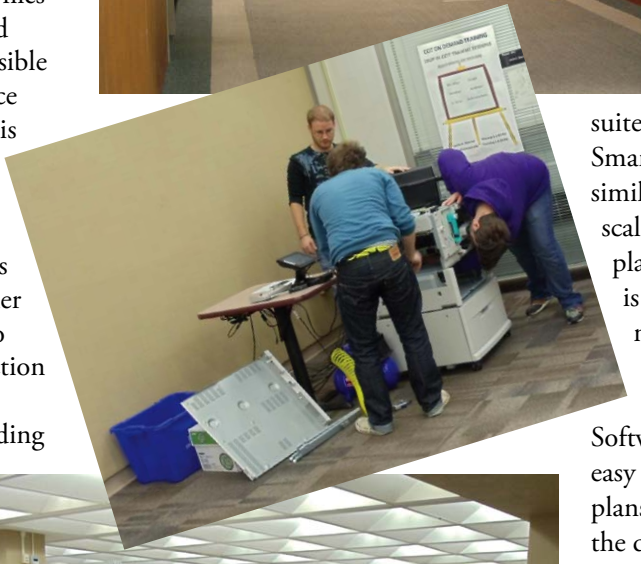
Upon completion, information gathered in the programming phase is used to develop criteria for use of the space. Architects often refer to this documentation as the design brief for the project. The purpose of this activity is to ensure that the specific use of the space drives the design of the finished project. In the example above, the programming phase leads to a brief describing a quiet study space of 30' x 30' for use primarily by students. This space is to retain existing lighting



in the room with a door as entrance/exit point, provide the highest number of seats available for the space, and contain furniture that would be reconfigurable on occasion for library events.

Photos courtesy of Eric C. Shoaf

In developing the criteria for use and integrating it with the design, it is helpful to acquire or produce an accurate architectural plan or floor map of the space. The best choice is to obtain copies of the original architectural drawings that were used to construct the facility. These can often be acquired from the facilities and planning unit at an academic library or the city planning office if at a public library. In some cases, specialized software is necessary to view the CAD (computer assisted design) drawings, but these can be converted to PDF files for the purposes of printing out and making analog copies. It is also possible to use a tape measure to self-produce floor plans. If making your own, it is important that all the drawings be made to a specific scale and that accurate measurements are taken and noted for all the spaces. If plans include installation of shelving rather than removal, it will be necessary to have copies of the original construction documents in order for a structural engineer to determine the floor loading capability of the space.



With a floor plan in hand, the layout of the space can proceed. Architects use the concept of adjacency to inform their space planning, and it is a useful way of thinking about how best to plan space in a functional way. Certain functional areas or types of furniture make sense when adjacent to one another. Group study tables in the middle of the room, computers lined up next to a wall, comfortable chairs near the entrance door, and quiet spaces in a nook are examples of adjacency that accomplishes the brief of the sample project. A vending machine by the quiet study space, stacks blocking windows, or group study furniture haphazardly placed are examples of what not to do. In developing the proposed new floor plan, use input of stakeholders from the library who have expertise in the area being designed: reference librarians, circulation staff, facilities personnel, and others. Also, if the institution will be purchasing new furniture for the space, take advantage of the resources offered by library furniture vendors. They employ designers with experience in space use, adjacency planning, and can recommend types of furniture that will provide efficient use and meet the needs of the design brief.

Working with a floor plan can be somewhat difficult without a drafting table, and CAD software is expensive plus requires a fair amount of knowledge to use. Alternatives do exist for an affordable software that is relatively easy to use, although it will require some practice. One is called Visio, part of the Microsoft suite of office products, and there is also SmartDraw or EZblueprint. These are similar as they allow novices to make scale-able drawings, place furniture, and plan for egress pathways. Technology is now so inexpensive that it is not necessary to enlarge the floor plan on a photocopier and use scissors to cut and place the sample furniture. Software to design floor plans is fairly easy to learn and can provide accurate plans that can easily be changed during the design phase.

Using the example noted previously (30' X 30' study area), a sample room design might show seating for 30 students at tables of two different sizes with comfortable furniture. The precise selection of furnishings is up to the library and may be dictated by design elements in the library, available funding, or a combination of both. While librarians may not feel comfortable making selections of fabric type, colors, material, or style of table and chair, assistance can be close by in the form of the local furniture vendor.

Part II of "Be Your Own Architect" will appear in the summer issue of TLJ. Part II will discuss laying out furniture, working with vendors and designers, and addressing infrastructure issues.

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School Librarian Advance CE Initiative

TASL and TLA have partnered to develop an intensive and high quality continuing educational experience for school librarians. The goals of this program are to:

1. Increase the ability of school librarians to develop highly collaborative instructional programs that are TEKS related and improve collaboration between school librarians and teachers.
2. Promote school librarians and their role as education specialists using the skills and products (i.e., examples of collaborative lessons) developed/enhanced through this special CE experience to school leaders (principals, administrators, and superintendents).

Dr. Mary Long is serving as the project coordinator and is working in concert with TASL and project task force chairs Marty Rossi and Mary Woodard. Long is completing development of this interactive educational curriculum for school librarians that will be available as online learning modules.

Preliminary List and Description of Modules

i-DO-make-a-difference: Take charge of your professional future. Using an interactive online learning environment, enhance your skills and find out how to convert your expertise in delivering concrete curriculum-related services to marketable outcomes that will help demonstrate your influence in the educational process.

- i-DO-lead: Find the leader in YOU. Learn how to prepare to take your seat at the instructional and leadership table.
- i-DO-collaborate: Connect standards to curriculum implementation and learn to design curriculum you can use.
- i-DO-manage: Establish and meet the "big picture" of administering a strong school library program.
- i-DO-teach: Unpack the standards and identify the fit for school libraries in the classroom. Learn how to develop and promote your role as an instructional expert.
- i-DO-tech: Find out how to become tech savvy, convert that skills into quality instructional tools and infrastructure, and learn to become recognized for you technical leadership.

This series of advanced training for school librarians will be available starting this summer, via TLA's online CE program.

CONTINUING corner EDUCATION

TLA is planning several webinars over the coming months. Visit www.txla.org/CE for details and registration information. CPE credit will be available for these webinars. Presenters and topics include:

- **John Huber** – *Lean Library Management*
- **Ron Pollock** – *Finding a Job, Keeping a Job*
- **John Sandstrom** – *Diversity in Collection Development*
- **Julie Todaro** – *Grantwriting*

Amarillo PL's Families of the Year

Every year, the Amarillo Public Library honors families that use library services. The Families of the Year program is a long-standing tradition that recognizes the important role libraries can play in family life. Each of APL's five libraries nominates one family that makes use of the library as a family, visiting the library together, and using a wide variety of library materials and services.

This year's honorees include:

- Garland/Petty Family (Downtown Library),
- Faye Schmidt & Amanda Lewis (East Branch),
- Villarreal Family (North Branch),
- Kreusel Family (Northwest Branch), and
- Beck Family (Southwest Branch).

Library Director Donna Littlejohn says the program recognizes all kinds of families who place a high priority on education and family time. "The Amarillo Public Library offers so many services that improve and enhance the quality of life for those citizens who take advantage of them," says Littlejohn.

Families of the year is sponsored by Friends of the Amarillo Public Library, Amarillo Globe News, Barnes & Noble Booksellers, and by the Amarillo chapter of American Association of University Women, a national organization dedicated to advancing equity for women and girls through advocacy, education, and research.

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Photo courtesy Perri Ann Huntley

La Joya ISD Jumpstarts Literacy Campaign

La Joya ISD is committed to ensuring every child in the district reads. On Saturday, January 28, 60 students, along with school board members and staff members, climbed atop a 35-foot parade float to jumpstart the district's "La Joya ISD loves to Read" campaign at the 75th Annual Texas Citrus Fiesta Parade in Mission.

The district's cabinetmakers constructed five foot wooden books that were then covered with vinyl replicating eight popular children's books, including *Harry Potter, Diary of a Wimpy Kid,* and *Curious George*. The float was dressed in full Mardi Gras colors, which was the overall theme of the parade. The float was created and decorated by a committee of staff members who worked tirelessly to make sure that the district's vision was showcased.

One student from each campus was chosen as a top reader and invited to participate in the parade. Each student was given a book and a shirt that included the "La Joya ISD loves to Read" logo. Students also donned Mardi Gras masks and beads as they waved at the onlookers throughout the three-mile parade. Dancers from La Joya High School accompanied the float down the path and danced to Cajun music as the attendees looked on and joined in on the excitement.

La Joya ISD was awarded a 3rd place ribbon in the general theme category and was hailed as one of the best in the entire parade that included over 150 floats.

Texas Library Conference Literacy Award 2012

Better World Books collects and sells books online and helps fund literacy initiatives worldwide through its discards and donations program. A percentage of every sale from a library's surplus stock goes back to that library. To date, Better World Books has raised over $11 million for literacy and education, donated more than 6 million books, supplied over $200,000 in grants, and reused or recycled over 70 million books.

Better World Books will be awarding a $1,000 literacy award to a Texas literacy program at the Texas Library Association Conference in April and is currently accepting applications from Texas literacy programs. TLA attendees will help determine the recipient of the award by stopping at booth # 1906 to read about the top four programs in the running for the literacy award. Attendee votes will determine which library receives the $1,000 grant.

To learn more about grant opportunities, go to http://www.betterworldbooks.com/librarygrants. Applications are now being accepted for the 2012 LEAP Program, and the deadline is April 9.

Federal Benefits to Go Electronic

The U.S. Department of the Treasury recently announced that all federal benefits will be paid electronically. Anyone applying for federal benefits will need to choose an electronic payment method at the time they apply for their benefit, while anyone currently receiving paper checks must switch by March 1, 2013. People already receiving benefit payments electronically do not need to take further action. They will continue to receive their payment as usual on their payment date.

This change makes it more important than ever organizations to encourage people to sign up for electronic payments now.

Bank or credit union account option: Americans can sign up for direct deposit of their benefit payments directly into their checking or savings account by going to www.GoDirect.org, calling (800) 333-1795, or visiting their local bank or credit union.

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People who do not choose an electronic payment option by March 1, 2013, or at the time they apply for federal benefits, will receive their payments via the Direct Express® card so they will not experience any interruption in payment.

The Treasury Department's Go Direct® campaign provides free materials to help information professionals share this important information. For more details or to order free materials, visit www.GoDirect.org.

SPOTLIGHT ON A PARTNER IN LITERACY

Bound To Stay Bound Books, Inc.

FOR OVER A CENTURY, Bound To Stay Bound Books, Inc. has served the library community in partnership to promote reading, libraries, and literacy. Part of the company's mission statement reads:

> *To provide through constant improvement, the best juvenile books, media products and related services to the libraries of North American, as closely matched to their needs as possible and as economically as possible.*

Bound To Stay Bound's history is one of innovation and broad participation in the industry. The company early on moved from the traditional binding-on-order method to purchasing large numbers of titles directly from publishers so as to bind many copies at once and increase efficiency.

The company's founders were involved with the American Library Association and binding industry representatives to develop early standards for library binding. This collaborative approach has remained a driving philosophy for the company.

Bound To Stay Bound has supported Texas libraries for over 20 years by sponsoring TLA events and door prizes at TLA meal functions. BTSB Division Sales Manager Milton Van Dusen, Sr. began a wonderful tradition of supplying homemade baskets for the Texas Bluebonnet Award (TBA) luncheon. The family enterprise of Van Dusen Baskets hand-crafted thousands of baskets for the event which were eagerly anticipated gifts by children's librarians. Van Dusen is also one of three named contributors to a TLA scholarship given once every two years.

In 2006 BTSB signed on as the official and exclusive sponsor of the TBA luncheon. Through this sponsorship, BTSB has helped TLA offer a truly exceptional celebration of literacy and reading to our TBA luncheon attendees. Continuing its role as official sponsor of the TBA luncheon, BTSB is now the longest running sponsor of this conference event.

On the national scene, BTSB offers many conference travel stipends to the American Library Association, multiple scholarships for students working toward an MLIS focusing on children's librarianship, and the Robert F. Sibert Award. This recognition is offered to an author for a distinguished information book that presents, organizes, and interprets verifiable factual material for children. Robert Sibert was one of the founders of BTSB (known then as New Methods Book Bindery) in 1920 and a major supporter of cultural institutions in Illinois.

The BTSB Foundation also supports programming and the production of literature aimed at promoting school libraries and librarians.

BTSB
www.btsb.com

BTSB is the longest tenured exhibitor at the TLA conference. This year will mark the company's 64th anniversary with TLA. ✪

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Texas Commission on the Arts

TLA BOOTH #2441

TLA 2012
the 99th Conference of the Texas Library Association

APRIL 17-20 • HOUSTON

This year's annual conference offers over 300 sessions, events, programs, and training opportunities covering all areas of interest to library staff and lay supporters. The topics selected for TLA 2012 reflect the library community's interest in

- learning the latest technology trends;
- finding out the most current research in delivering quality instruction and information services;
- exploring best practices in management, leadership, and career development;
- discovering what's working today to promote the value of library services and increase budgets;
- getting hands-on training in library-related technology and applications; and
- participating in the profession-wide discourse on the hot trends and topics (such as e-publishing, copyright and privacy, and social media) shaping our practice.

As a reminder, the full conference program schedule was published in the winter issue of *TLJ* and is available online. Be sure to take your winter and spring issues with you to conference.

In addition to the wonderful slate of featured speakers, authors, and presenters, here are some suggestions for sessions.

EDITOR'S PICKS:
Some Program Highlights

GENERAL SESSION I: Brad Meltzer

BRAD MELTZER

New York Times bestselling author **Brad Meltzer** is serving as this year's Honorary Chair and spokesperson for National Library Week 2012. A true advocate for libraries, Meltzer had recorded PSAs for library funding and promoted the role of libraries in education and assistance in job seeking activities.

He is the author of *The Inner Circle, The Tenth Justice, Dead Even, The First Counsel, The Millionaires, The Zero Game, The Book of Fate,* and *The Book of Lies*. His first non-fiction book, *Heroes For My Son*, is a collection about inspiring people ranging from Jim Henson to Rosa Parks. He is also the host of Brad Meltzer's *Decoded* on the History Channel. His works are a combination murder and historical mysteries. His research has been facilitated by former Presidents Clinton and H.W. Bush.

His plots have included finding the murder weapon that Cain used to kill Abel and uncovering the still-existent spy ring created by George Washington. Not surprisingly, this fertile mind was recruited by the Department of Homeland Security to brainstorm different ways terrorists might attack the U.S. In addition to his literary work, Meltzer also manages a charitable website www.ordinarypeoplechangetheworld.com.

GENERAL SESSION II: EBooks/ ERevolution

On February 10, 2012, Penguin Group USA informed stakeholders that it was restricting library access to eBooks.

Few topics are of greater concern today than the impact of the eRevolution on libraries. The demand for eContent is greater than ever before, but libraries face some tough delivery challenges: the refusal of several large publishers to offer library-friendly eBook access models, the perennial difficulty of meeting the needs of both the tech haves and have-nots, and reconciling the profession's capacity with public expectations.

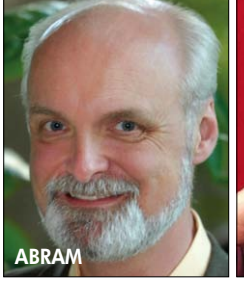
Quite simply, every librarian and library advocate must be aware of the challenges we face as we are all being called up for action. And more often than not, we are increasingly finding ourselves questioned about the future of our collections, services, and institutions.

Librarians and library supporters are invited to attend a provocative and timely conference-wide event. General Session II (Thursday, April 19, at 4 pm) will feature ALA President **Molly Raphael** and *Library Journal* Movers and Shakers **Eli Neiberger** and **Richard (Ric) Hasenyager**.

RAPHAEL

NEIBERGER

International library expert **Stephen Abram** will moderate the event. *Library Journal* has named Abram one of the


ABRAM

HASENYAGER

top 50 people to influence the future of libraries. Known as much for his humor as his provocative insight, Abram never fails to energize and elevate his audience with bold and innovative thinking.

EDITOR'S PROGRAM HIGHLIGHTS

New York Times bestselling author **Judy Blume** discusses the 40th anniversary of the Fudge books. Note change in program time: Wednesday, April 18, 2-3:50 pm (was previously scheduled on Thursday at 8 am)

Robie Harris addresses the need for honesty in books, particularly in those works for young children. Note change in program time: Wednesday, April 18, 10:15-11:50 am (was previously scheduled on Wednesday at 2 pm).

AASL President-Elect **Susan Ballard** describes how persistence of vision can empower learners and how librarians can use the AASL initiative Learning4Life. Tuesday, April 17, 4 pm.

Janice Welburn discusses academic library leadership in a climate of social change. Wednesday, April 18, 10:15 am.

Knowledge Management is **Toby Brown**'s area of expertise. Join him as he shares how to apply KM theories and strategies to achieve results in your library. Wednesday, April 18, 1 pm.

Syracuse's **Bruce Kingma** addresses the hard facts of measuring Return On Investment (ROI) in libraries. Wednesday, April 18, 4 pm.

David Shumaker offers insights on how digital content is freeing librarians for new roles. Wednesday, April 18, 4 pm.

Susan Benton of the Urban Libraries Council, **Ron Carlee** of the International City/County Management Association, ALA's **Mary Hirsh**, Texas State Librarian **Peggy Rudd**, and Texas librarians discuss the Public Access Technology Benchmarks Initiative, an effort to create national guidelines to help libraries assess and improve the quality of public access technology. Thursday, April 19, 2 pm.

Wikileaks and the Age of Transparency promises a provocative session examining the role of active interest groups and their use of social media and the Internet to report on political and financial institutions. Thursday, April 19, 10 am.

TLA's Lariat List of adult fiction is a huge success. Join authors ReShonda Tate Billingsley, Tom Franklin, and Gwendolyn Zepeda as they announce the new 2012 list. Thursday, April 19, noon (ticketed event).

SLA President **Cindy Romaine** details how you can *Make Your Library FutureReady*. Thursday, April 19, 1 pm.

Author **Andrea White** and Texas YA librarians introduce the new Spirit of Texas Reading Programs, which help librarians have better contacts with Texas authors and provide grab-and-go programming. Friday, April 20, 8 am.

Embedded Academic Librarianship moves librarians onto the frontline of education. This timely session examines how to implement such program and engage faculty and students. Friday, April 20, 10 am.

EVENTS

HANDS ON LABS take place in HPL's Mobile Discovery Labs at Discovery Green, right in front of the convention center. Thanks to HPL's generosity in

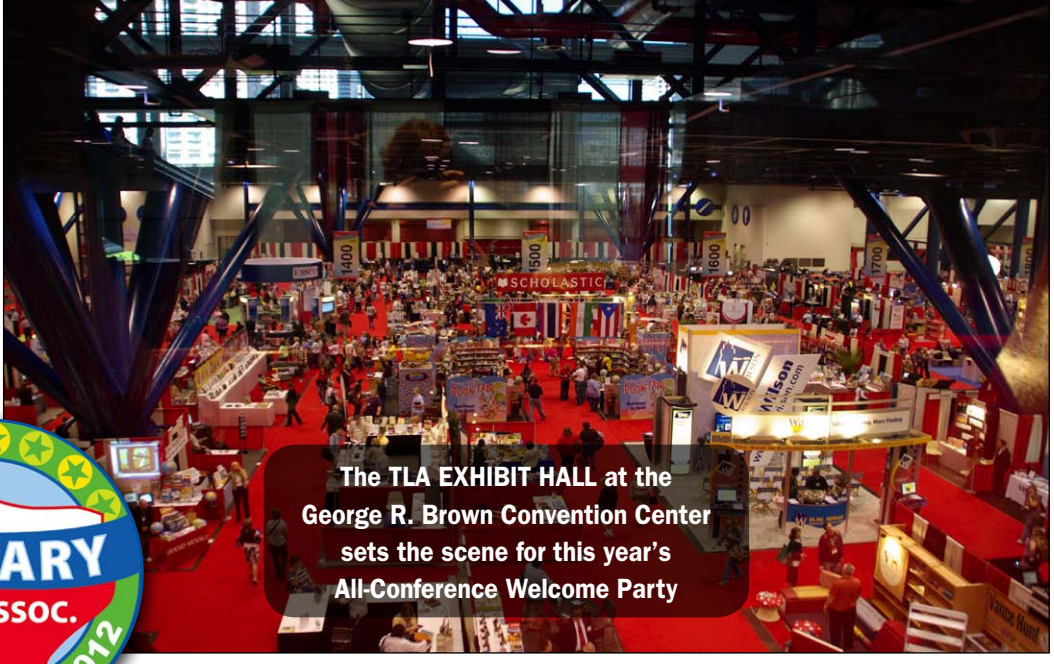
allowing TLA to use its lab, Hands On training is available this year at no cost to participants but requires online preregistration.

BATTLEDECKS is a popular competition in which speakers give five-minute presentations on humorous slides they've never seen before – an absolute fun and instructive way of honing your presentation skills either as a participant or audience member! Wednesday, April 18, 2 pm.

GEOCACHING: For the first time, TLA will host a conference-long Geocache Challenge. Find hidden treasures as you learn about the craze that libraries and other organizations are using to attract and teach people of all ages! The Geocache Challenge Table – in the Exhibit Hall foyer near Hall C entrance – has the rules and instructions (bring your own GPS units or apps).

The first 250 players to find all ten caches hidden in and around the convention center will receive commemorative pathtags. All players who find at least seven of the ten will be entered into a prize drawing.

Geocaching is a high-tech treasure hunting game played throughout the world. The basic idea is to find hidden containers, called geocaches, and then share your experiences online. Anyone with a GPS can play. There are 1,612,911 active geocaches and over 5 million geocachers worldwide. The prize drawing will be held Friday morning at 10 am at the Geocache Challenge Table.



The TLA EXHIBIT HALL at the George R. Brown Convention Center sets the scene for this year's All-Conference Welcome Party

PARTIES

The **Welcome Party and Exhibits Grand Opening** will kick off conference with a fun and productive start. Enjoy time to network with colleagues, have uncontested time in the Exhibit Hall, and start on your geocaching challenge! Light refreshments will be provided. Tuesday, April 17, 6:30 pm.

President's Party: Hang out at "Jeri's Speakeasy" and relive the heady days of flappers and Prohibition. Bring your "glad rags" – zoot suits, fedoras, flapper dresses, long pearls, and feather boas (some items can be purchased at the TLA Store) – to contribute to the 1920's speakeasy theme. We'll indulge in signature *mocktails*, learn a classic Roaring 20's dance, and gamble at casino tables for chances to win prizes at the end of the night! Wednesday, April 18, 8 pm.

Evening with the Authors serves up a delectable mix of literature at the beautiful and newly remodeled Julia Ideson Building. Authors include Deborah Crombie, Chitra Divakaruni, Steven Fenberg, Cathy Maxwell, and Lynda Rutledge. Thursday, April 19, 6:30 pm *(ticketed event)*

FEATURES

Conference Mobile App: Build your personal schedule, keep up with conference news, shop the exhibits now, and link up with friends - you can do all of this after downloading the TLA 2012 Conference mobile app. Point your mobile web browser to http:// m.core-apps.com/tla2012, search for "TLA 2012" in your device's app store, or scan the QR code. There are native app versions for iOS (iPhone, iPod, or

Take a Chance on Art!

The annual art raffle, held during Thursday's General Session II, benefits the Texas Library Disaster Relief Fund and features a whimsical masterpiece donated by author/illustrator **Julian Hector**. Raised outside of Austin by two biologists, Hector studied illustration at Parsons The New School for Design in New York. His work has often been praised for its quiet humor. Tickets may be purchased onsite at the Disaster Relief Table on level 3 outside of the ballroom prefunction area, from roving volunteers, or online. Visit the Itsy Bitsy Gallery (www.txla.org/gallery) for details.

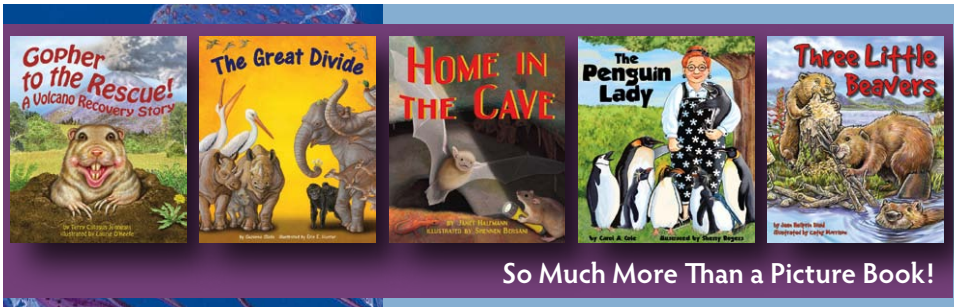
iPad) and Android (phone and tablet), plus mobile web versions for all other web-enabled devices. Receive real-time updates to sessions and author events. It will also offer Twitter and photo stream for conference-related events, exhibitor information, and show documents.

Placement Center (https://secure.txla.org/secure/jobs/jobplacement.asp) Located in Exhibit Hall D. All registered conferees may use the Placement Center as either prospective employers or job seekers. The Placement Center hours are: Tuesday, April 17: 11 am – 5 pm; Wednesday, April 18: 10 am – 5 pm; Thursday, April 19: 8 am – 5 pm; and Friday, April 20: 8 am – noon. Work with a pro to get your résumé critiqued or for interviewing techniques at the Placement Center.

Blood Drive: In TLA's campaign to give back to our communities, we will be hosting a blood drive at conference. The Gulf Coast Regional Blood Center will set up a special area on the third level of the convention center on Wednesday, April 18, from 12:30 – 5:00 pm and Thursday, April 19, from 9:00 am – 1:30 pm for donors who want to offer hope and a chance for life to those in need. Additional information, including a sign-up sheet, will be posted on the TLA conference website by March 15.

Conference Previews!

Wondering whether to attend a particular program at the 2012 Conference? Check out teaser trailers of assorted speakers, authors, and contests: **www.txla.org/conference-previews.** ✪



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No TLA conference would be complete without extended visits to the TLA Exhibit Hall, the nation's largest state library tradeshow. Hundreds of companies showcase all the latest technologies, tools, and materials needed to run Texas libraries.

The business of libraries occurs on many levels, and the industry component of library work is integral in a successful operation. The exhibit hall at annual conference is a key venue for many of the decisions on how that money is spent.

TLA partners very closely with our vendor community to deliver a tradeshow that is first rate. We make a commitment to our vendors to provide strong programming so that attendees will take the time to come; and vendors play a vital role in helping support the activities and costs that make conference happen.

From small things to big, the TLA tradeshow offers the chance to get great savings and to take care of library business while attending conference. TLA thanks our library vendors for their support of TLA and the library community.

Corporate Sponsors for 2012 are listed on page 4.

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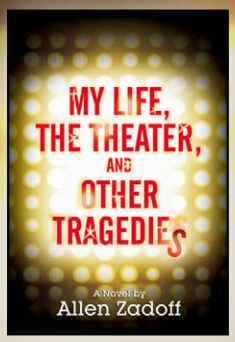
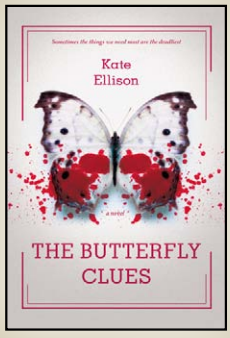
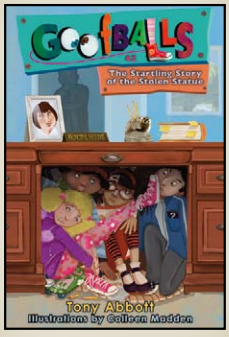


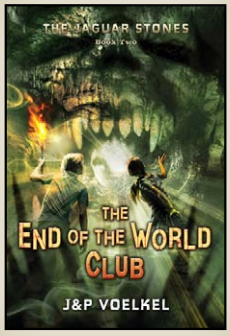
Allen Zadoff
My Life, the Theatre and Other Tragedies
Program: Guys Read
Thursday, April 19th, 9:00am-9:50am
Signing: Thursday, April 19th,
10:00am-11:00am



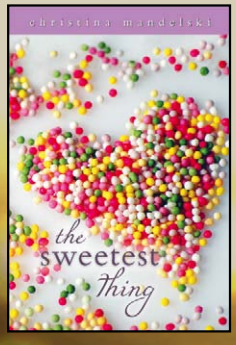
Kate Ellison
The Butterfly Clues
Program: New YA Authors
Thursday, April 19th, 1:00pm-1:50pm
Signing: Thursday, April 19th,
2:00pm-3:00pm



Tony Abbott
The Goofballs Series
Program: Calling All Guys
Friday, April 20th, 10:00am-11:50am
Signing: Thursday, April 19th,
11:00am-12:00noon



J&P Voelkel
The Jaguar Stones Series
Program: Thrill Masters
Wednesday, April 18, 10:15am-11:50am
Signing: Wednesday, April 18th,
12:30-1:30pm



Christina Mandelski
The Sweetest Thing
Signing: Wednesday, April 18th,
2:00pm-3:00pm in our booth

All signings will take place in author autographing area unless otherwise noted. See program for details.

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Black Caucus Round Table 1340

www.txla.org/groups/bcrt

Promotes library services to African-Americans and promotes the participation of African-American librarians at all levels of the profession and the Association. The booth will focus on African-Americans in Congress.

Barbara Knotts

New Members Round Table 1342

www.txla.org/groups/nmrt

The New Members Round Table is the unit within the Texas Library Association specifically for those new to the library profession or those who have been members of the Texas Library Association for five years or less.

Kelly Brouillard

Reference Round Table 1330

www.txla.org/groups/rrt

Reference Round Table encourages the advancement of information, bibliographic, and research services in all types of libraries.

John C. Hepner

Small Community Libraries Round Table..... 1230

www.txla.org/groups/sclrt

Small Community Libraries Round Table addresses the needs of directors, staff, and trustees of libraries serving communities with a population of less than 10,000 persons.

Sue Dear, Joyce Trent

Texas Professional Association for Library Sales RT (TPALS) 2511

www.txla.org/groups/tpals

To better support TLA in bringing Texas library vendors and their representatives together with all librarians in the interest of fostering a better understanding of their mutual needs.

Tim Wright

Young Adult Round Table 1231

www.txla.org/groups/yart

The TLA Young Adult Round Table brings together members who are concerned with the reading habits of teenagers and young adults and promotes improved library service to these individuals. Texas Lone Star Reading List and TAYSHAS Reading List books will be on display. All TLSRL and TAYSHAS products are sold at the TLA store.

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SEE AD ON PAGE 7.

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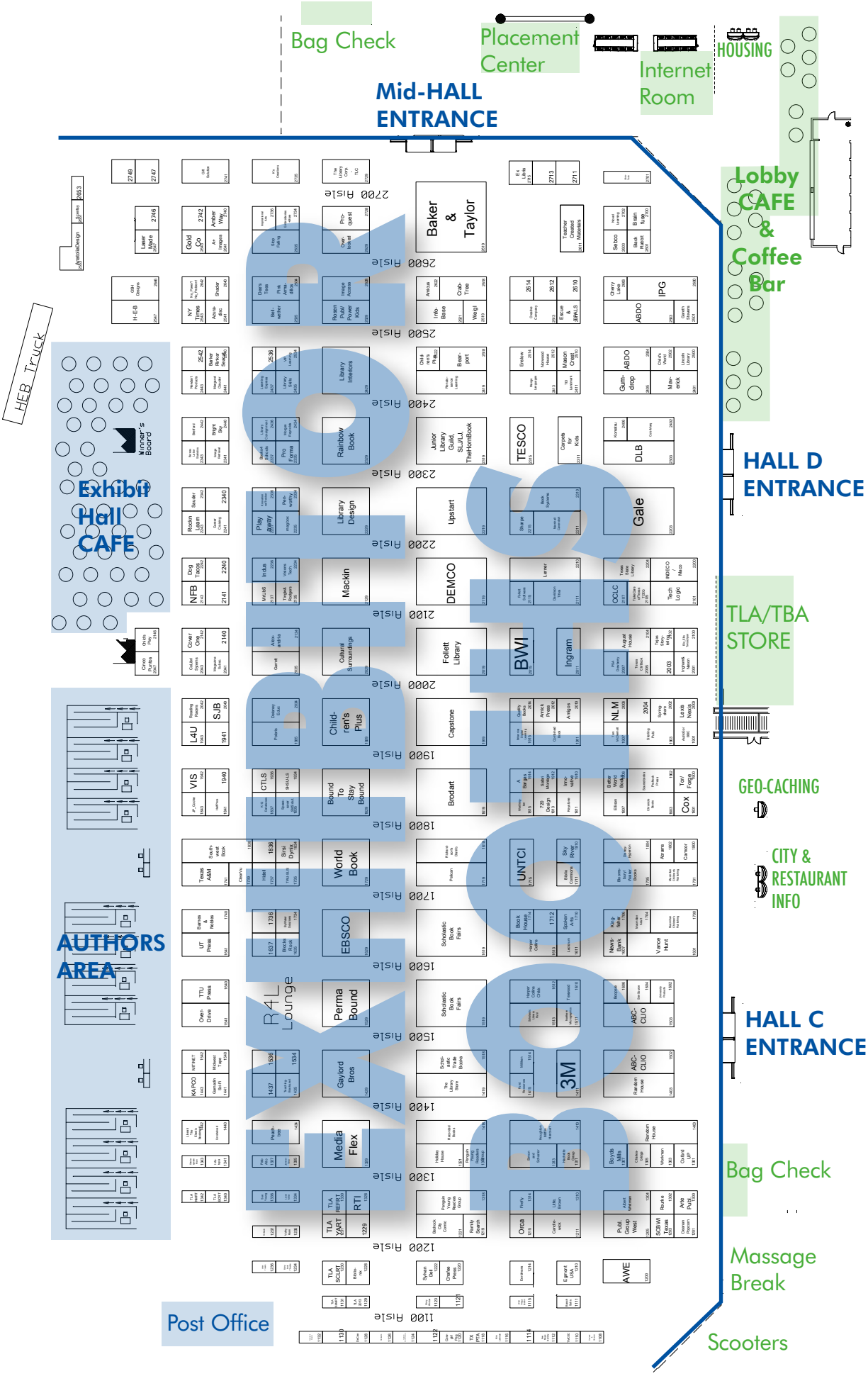

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TUE, April 17
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Welcome Party!

WED, April 18
10:15 AM - 5 PM

THU, April 19
9 AM - 4 PM

FRI, April 20
9 AM - 12 NOON

VIRTUAL MAP

On the TLA Exhibits website (see info on next page) is a virtual map of the 2012 Exhibit Hall.

Locate vendors by name, by products and services, and by hall location.

2012 BUYERS GUIDE

The companies represented in the TLA Exhibit Hall at annual conference are accessible to you all year 24/7 on the TLA website.

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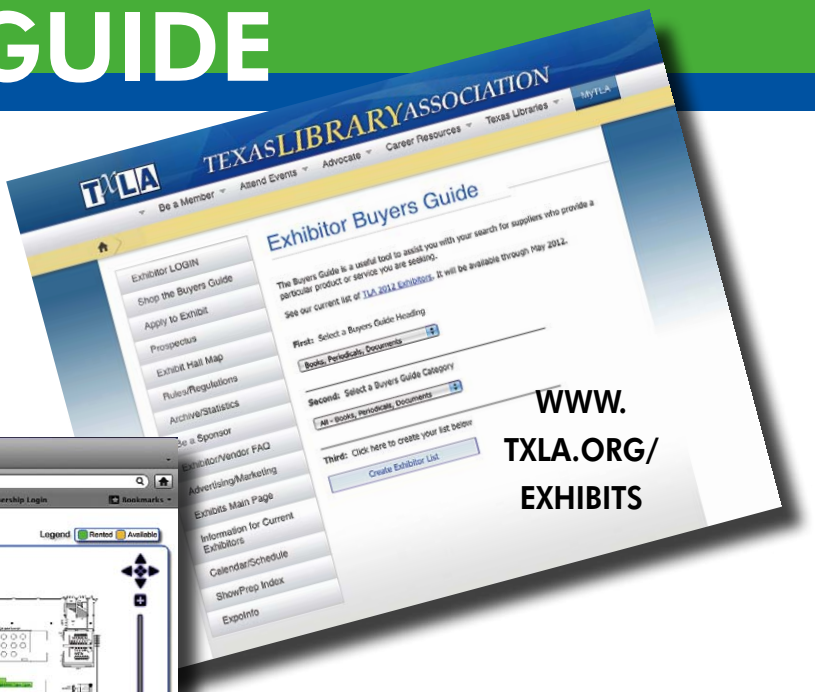

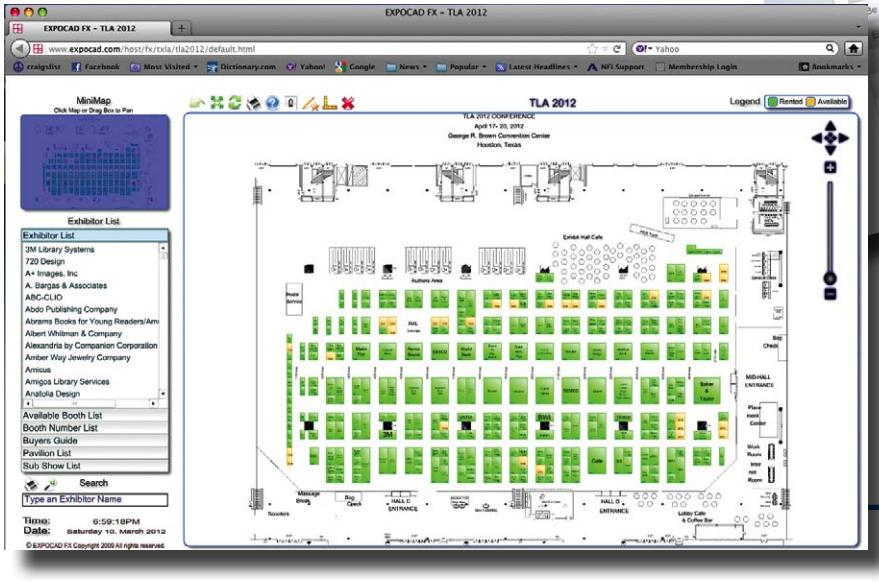

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Literati 'The Elastic Bookmark'.....1442

Audio Books

AudioGO.....1901
Bayou Publishing.....2536
Crabtree Publishing Company.....2618
DLSG at Image Access.....2628
Ingram Content Group.....2011
Maverick Books, Inc......2401
OverDrive Inc......1541
Playaway.....2237
RTI - Disc Repair.....1328
Scholastic Library Publishing.....1513
Sebco Books.....2603
Spoken Arts.....1710
Storyteller, Author, Singer Tom McDermott....1907
Workman Publishing Company.....1303

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University Products Inc......1602

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Spoken Arts.....1710

CD, DVD & Videotape Repair Equipment

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Camcor, Inc......1800

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AudioGO.....1901
Baker & Taylor/ YBP Library Services.....2619
Ingram Content Group.....2011
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RTI - Disc Repair.....1328
SJB Productions.....2040
VIP Learning.....2534

DVD, Film, & Video – Children's

Lucas Miller, Singing Zoologist.....1334
Scholastic Library Publishing.....1513
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Spoken Arts.....1710

DVD, Film, & Video – Instructional and Educational

Infobase Learning.....2521
Texserve (DCS).....1712
VIP Learning.....2534

Laser Discs

RTI - Disc Repair.....1328

Musical Recordings

Kim Lehman - Bee Educator/Storyteller.....1116
Lucas Miller, Singing Zoologist.....1334

Stereo Equipment

Camcor, Inc......1800

Automation

Barcodes

ColorMarq Shelf Management ID Systems.....2402
The Library Store, Inc.....1419

Cataloging

Amigos Library Services.....2010
Baker & Taylor/ YBP Library Services.....2619
Biblionix.....1228
Book Systems, Inc......2310
BWI.....2015
Follett Library Resources.....2019
L4U Library Software.....1943
Media Flex - OPALS - CERF.....1329
OCLC.....2107
Polaris Library Systems.....1935

SkyRiver Technology Solutions 1810
TLC - The Library Corporation.....2729

CD-ROM

Azuradisc Inc. 2541
NewsBank, Inc. 1607
ProQuest.....2728

Circulation Systems & Procedures

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ColorMarq Shelf Management ID Systems 2402
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Computer Hardware

3M Library Systems 1411
AWE.....1200
SenSource Inc 1604

Computer Software

3M Library Systems 1411
Alexandria by Companion Corporation.....2134
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BiblioCommons, Inc. 1711
Boopsie, Inc 1606
Britannica Digital Learning.....1915
ByWater Solutions.....1734
Career Cruising.....2241
Gumdrop Books.....2405
Knovation/netTrekker.....1807
L4U Library Software.....1943
Newbart Products.....2443
Polaris Library Systems.....1935
Renaissance Learning.....2419
SAFARI Montage 1912
SenSource Inc 1604
Springshare.....2002
Visions Technology in Education 2234
WT.Cox Subscriptions, Inc. 1801

Databases – Bibliographic

Baker & Taylor/ YBP Library Services.....2619
EBSCO.....1629
K-12 Databases Program / Digital Knowledge Central.....1837
LexisNexis.....2000
National Library of Medicine.....2006
SkyRiver Technology Solutions 1810

Databases -- Electronic

ABC-CLIO..... 1502 & 1503
Biblionix.....1228
Britannica Digital Learning.....1915
Career Cruising.....2241
EBSCO.....1629
Gale Cengage Learning.....2203
Infobase Learning.....2521
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Sharpe Reference.....2215
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EBSCO.....1629
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National Library of Medicine.....2006
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Ex Libris Group, Ltd....2715
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SirsiDynix....1834
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TLC - The Library Corporation....2729

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Visions Technology in Education....2234

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OCLC....2107
OverDrive Inc....1541
Renaissance Learning....2419
SirsiDynix....1834
Springshare....2002
TLC - The Library Corporation....2729

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ADA
National Federation of the Blind of Texas, Newsline....2143

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Abrams Books for Young Readers/Amulet Books/Abrams Appleseed....1802
Chronicle Books....1803
Sterling Publishing....1903

Antiquarian
Better World Books....1906

Book Jobbers
Bound To Stay Bound Books....1829
Children's Plus, Inc....1929, 2522
Davidson Titles, Inc....2111
Garrett Book Company....2035
Gumdrop Books....2405
Keystone Books & Media....1811
Mackin Educational Resources....2129
Perma-Bound Books....1529
Rainbow Book Company....2329
Richardson's Distribution & Books Inc....1818
Scholastic Book Fairs, Inc....1519 & 1619
Sebco Books....2603

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Visions Technology in Education....2234

CD-ROM
ABDO Publishing Group....2503, 2504
the Book House, Inc....1714
Combined Book Exhibit....1911
LibrarySkills, Inc....2435
World Book, Inc....1729

Children's Books
ABDO Publishing Group....2503, 2504
Abrams Books for Young Readers/ Amulet Books/Abrams Appleseed....1802
Albert Whitman & Company....1304
Amicus....2622
Annick Press....2012
Arte Público Press....1300
August House Publishers, Inc....2104
Authors Sherry Garland and Melanie Chrismer....1108
Authors Tim Tingle and Greg Rodgers....2135
Barnes & Noble Booksellers....1740
Bearport Publishing....2518
Bellwether Learning....2535
Bellwether Media....2535
Better World Books....1906
Black Rabbit Books....2601
Bloomsbury/Walker Books for Young Readers....1705
Books4Schools.com....2337
Bound To Stay Bound Books....1829
Boyds Mills Press....1307
Bright Sky Press....2440
Candlewick Press....1211
Capstone....1919
Charlesbridge....1305
Cherry Lake Publishing....2606
Children's Plus, Inc....1929, 2522
Child's Play....2146
The Child's World Books....2502
Chronicle Books....1803

Cinco Puntos Press 2047
Combined Book Exhibit 1911
Cowgirl Peg Books 1120
Crabtree Publishing Company 2618
The Creative Company 2513
Davidson Titles, Inc. 2111
Delaney Educational Enterprises, Inc. 2034
Disney-Hyperion 1804
DLB Educational Corporation 2303
Dog Tacos/Powerslide Publishing LLC 2242
Eerdmans Books for Young Readers 1214
Egmont USA 1210
Enslow Publishers, Inc. 2514
Escue & Associates 2511
Firefly Books, Ltd. 1314
Gareth Stevens Publishing, Inc. 2501
Garrett Book Company 2035
Groundwood Books 1205
Gumdrop Books 2405
Half Price Books 1841
HarperCollins Children's Books 1612
Hillary Goes to The White House 1122
Holiday House 1321
The Horn Book, Inc. 2319
Houghton Mifflin Harcourt 1410
Independent Publishers Group 2600
Ivey and the Airship 1122
unior Library Guild 2319
Keystone Books & Media 1811
Kingfisher 1706
Lectorum Publications, Inc. 1611
Lerner Publishing Group 2210
Lincoln Library Press, Inc. 2500
Little, Brown Books for Young Readers 1310
Lucas Miller, Singing Zoologist 1334
Mackin Educational Resources 2129
Macmillan Children's Publishing Group ..... 1700 & 1701
Marshall Cavendish Corporation 2211
Maverick Books, Inc. 2401
Morgan Reynolds Publishing 2434
Norwood House Press 2512
Orca Book Publishers 1215
Peachtree Publishers, Ltd. 1434
Pelican Publishing Company 1719
Penguin Young Readers Group 1318, 1319
The Penworthy Company 2334
Perma-Bound Books 1529
Publishers Group West 1205
Quality Books, Inc. 2014
Rainbow Book Company 2329
Random House, Inc. ..... 1400 & 1403
Richardson's Distribution & Books Inc. 1818
Rosen Publishing/Power Kids 2529
Rourke Publishing Group 1302
Scholastic Book Fairs, Inc. ..... 1519 & 1619
Scholastic Library Publishing 1513
Scholastic Trade Books 1518
School Library Journal/Library Journal 2319
Sebco Books 2603
Simon & Schuster Children's Publishing 1313
Sourcebooks, Inc. 1902
Southwest Book Company 1838
Spoken Arts 1710
Sterling Publishing 1903
Storyteller, Author, Singer Tom McDermott 1907
Storytellers, Donna Ingham and Bernadette Nason 2001
Sylvan Dell Publishing 1222
Teacher Created Materials Library 2611
Texas Municipal Courts Education Center 1110
Tor/Forge Books 1900
Townsend Press 1124
Upstart 2219
Vuthy Kuon, Author Visits 1235
Weigl Publishers Inc. 2519
Workman Publishing Company 1303
World Book, Inc. 1729

Children's Books – Asian, Indian

Authors Sherry Garland and Melanie Chrismer 1108

Comic Books

Bedrock City Comic Co. 1221

Cookbooks

Books4Schools.com 2337
Chronicle Books 1803
HarperCollins Publishers 1613
Pelican Publishing Company 1719
Sterling Publishing 1903
Workman Publishing Company 1303

Foreign Language Books - Spanish

Arte Público Press 1300
Child's Play 2146
Cinco Puntos Press 2047
DLB Educational Corporation 2303
Escue & Associates 2511
Groundwood Books 1205
Independent Publishers Group 2600
Keystone Books & Media 1811
Lectorum Publications, Inc. 1611
Lerner Publishing Group 2210
Marshall Cavendish Corporation 2211
Overlooked Books 2629
Peachtree Publishers, Ltd. 1434
Perma-Bound Books 1529
Publishers Group West 1205
Rainbow Book Company 2329
Richardson's Distribution & Books Inc. 1818
Rosen Publishing/Power Kids 2529
Sylvan Dell Publishing 1222
VIP Learning 2534

Foreign Language Books, Other

Child's Play 2146
Mackin Educational Resources 2129
Overlooked Books 2629

General Books

Barnes & Noble Booksellers 1740
Bayou Publishing 2536
Better World Books 1906
Bright Sky Press 2440
Brodart Company 1819
Cherry Lake Publishing 2606
Chronicle Books 1803
Combined Book Exhibit 1911
Firefly Books, Ltd. 1314
Hachette Book Group 1311
Half Price Books 1841
HarperCollins Publishers 1613
Independent Publishers Group 2600
Ingram Content Group 2011
Keystone Books & Media 1811
Macmillan - Adult 1704
Mason Crest Publishers 2510
Morgan Reynolds Publishing 2434
Penguin Young Readers Group 1318, 1319
The Penworthy Company 2334
Publishers Group West 1205
Quality Books, Inc. 2014
Random House, Inc. ..... 1400 & 1403
The Road Runner Press 1114
Simon & Schuster Children's Publishing 1313
Sourcebooks, Inc. 1902
Texas Tech University Press 1640
Tor/Forge Books 1900
University of Texas Press 1641
Workman Publishing Company 1303
World Book, Inc. 1729

General Magazines

Boyds Mills Press 1307
Combined Book Exhibit 1911
Ingram Content Group 2011
WT.Cox Subscriptions, Inc. 1801

Government Documents

Bureau of Labor Statistics 2343
NewsBank, Inc. 1607
Texas State Library and Archives Commission 2204

Graphic Novels

ABDO Publishing Group 2503, 2504

Abrams Books for Young Readers/ Amulet Books/Abrams Appleseed 1802
Bedrock City Comic Co. 1221
Bloomsbury/Walker Books for Young Readers 1705
Capstone 1919
Crabtree Publishing Company 2618
Disney-Hyperion 1804
Houghton Mifflin Harcourt 1410
Lerner Publishing Group 2210
Macmillan Children's Publishing Group ..... 1700 & 1701
Orca Book Publishers 1215
Publishers Group West 1205
Rourke Publishing Group 1302
Simon & Schuster Children's Publishing 1313
Unshelved 1440

Instructional Books

Crabtree Publishing Company 2618
Escue & Associates 2511
Novel Learning Series 2706
Upstart 2219
VIP Learning 2534
VIS Enterprises 1942
Visions Technology in Education 2234

Journals

Cover One 2142
EBSCO 1629
The Horn Book, Inc. 2319
The New York Times 2543
Oxford University Press 1301
School Library Journal/Library Journal 2319
University of Texas Press 1641

Large Print Books

Gale Cengage Learning 2203
Gareth Stevens Publishing, Inc. 2501
Random House, Inc. ..... 1400 & 1403

Library Science Texts

ABC-CLIO ..... 1502 & 1503
Enslow Publishers, Inc. 2514
OCLC 2107
Unshelved 1440

Literature & Criticism

Arte Público Press 1300
Cinco Puntos Press 2047
Enslow Publishers, Inc. 2514
Gale Cengage Learning 2203
The Horn Book, Inc. 2319
School Library Journal/Library Journal 2319
Workman Publishing Company 1303

Literacy Kits

World Book, Inc. 1729

Manga

Bedrock City Comic Co. 1221
Little, Brown Books for Young Readers 1310

Microfilm/fiche

Indus International, Inc. 2236

Music, Music Reference

Texas A&M University Press 1741

Mystery Books

Albert Whitman & Company 1304
Orca Book Publishers 1215
The Road Runner Press 1114
Tor/Forge Books 1900

Nonfiction

ABC-CLIO ..... 1502 & 1503
ABDO Publishing Group 2503, 2504
Amicus 2622
Annick Press 2012
Arte Público Press 1300
Bayou Publishing 2536
Bearport Publishing 2518
Bellwether Learning 2535
Bellwether Media 2535
Better World Books 1906
Boyds Mills Press 1307
Bright Sky Press 2440
Capstone 1919
Charlesbridge 1305
Cherry Lake Publishing 2606
The Creative Company 2513
Enslow Publishers, Inc. 2514
Escue & Associates 2511
Gareth Stevens Publishing, Inc. 2501
Garrett Book Company 2035
HarperCollins Children's Books 1612
Houghton Mifflin Harcourt 1410
Infobase Learning 2521
Kingfisher 1706
Lerner Publishing Group 2210
Macmillan Children's Publishing Group ..... 1700 & 1701
Marshall Cavendish Corporation 2211
Mason Crest Publishers 2510
Morgan Reynolds Publishing 2434
Pelican Publishing Company 1719
Richardson's Distribution & Books Inc. 1818
Rosen Publishing/Power Kids 2529
Rourke Publishing Group 1302
Sebco Books 2603
Sharpe Reference 2215
Sterling Publishing 1903
Teacher Created Materials Library 2611
Weigl Publishers Inc. 2519

Out-of-Print Books

Half Price Books 1841
Northern Micrographics 1511

Paperbacks

Albert Whitman & Company 1304
Bellwether Learning 2535
Better World Books 1906
Bloomsbury/Walker Books for Young Readers 1705
Boyds Mills Press 1307
The Creative Company 2513
Disney-Hyperion 1804
Dog Tacos/Powerslide Publishing LLC 2242
Firefly Books, Ltd. 1314
HarperCollins Children's Books 1612
Holiday House 1321
Houghton Mifflin Harcourt 1410
Kingfisher 1706
Lectorum Publications, Inc. 1611
Little, Brown Books for Young Readers 1310
Mackin Educational Resources 2129
Macmillan Children's Publishing Group ..... 1700 & 1701
Orca Book Publishers 1215
Peachtree Publishers, Ltd. 1434
Penguin Young Readers Group 1318, 1319
Sylvan Dell Publishing 1222
Teacher Created Materials Library 2611
Tor/Forge Books 1900
Weigl Publishers Inc. 2519

Poetry Books

Boyds Mills Press 1307
HarperCollins Children's Books 1612
Simon & Schuster Children's Publishing 1313
Sourcebooks, Inc. 1902

Political Science Books

Texas A&M University Press 1741

Reference

ABC-CLIO ..... 1502 & 1503
Bayou Publishing 2536
Britannica Digital Learning 1915
Career Cruising 2241
The Child's World Books 2502
Delaney Educational Enterprises, Inc. 2034
DLB Educational Corporation 2303
Firefly Books, Ltd. 1314
Gale Cengage Learning 2203
Gareth Stevens Publishing, Inc. 2501
Gumdrop Books 2405
HarperCollins Publishers 1613
Infobase Learning 2521
Infotopia.info 1341
Junior Library Guild 2319
Kingfisher 1706
Lincoln Library Press, Inc. 2500
Marshall Cavendish Corporation 2211
Mason Crest Publishers 2510

National Federation of the Blind of Texas, Newsline....2143
NewsBank, Inc. 1607
OCLC 2107
Oxford University Press....1301
Rainbow Book Company....2329
Scholastic Library Publishing....1513
Sharpe Reference....2215
Sourcebooks, Inc. 1902
Take Care of Texas....2105
World Book, Inc....1729

Religion

Eerdmans Books for Young Readers....1214
GSH Designs....2646
Independent Publishers Group....2600

Scholarly Books

ABC-CLIO.... 1502 & 1503
Independent Publishers Group....2600
Texas Tech University Press....1640
University of Texas Press....1641

Scientific and Technical Books

the Book House, Inc. 1714
Cherry Lake Publishing....2606

Self Help Books

August House Publishers, Inc. 2104
Lectorum Publications, Inc.....1611
Peachtree Publishers, Ltd.....1434
Quality Books, Inc. 2014
The Road Runner Press....1114

Small Press

Albert Whitman & Company....1304
Bayou Publishing....2536
the Book House, Inc. 1714
Bright Sky Press 2440
Children's Plus, Inc. 1929, 2522
Combined Book Exhibit....1911
Dog Tacos/Powerslide Publishing LLC....2242
Gamadin Sci-Fi Adventure Book Series....1441
Lincoln Library Press, Inc.....2500
Overlooked Books....2629
The Penworthy Company 2334
Quality Books, Inc. 2014
Vuthy Kuon, Author Visits....1235

Sports and Fitness Books

Bellwether Media....2535
Dog Tacos/Powerslide Publishing LLC....2242
Norwood House Press....2512
The Road Runner Press....1114
Rourke Publishing Group....1302

Subscription Agencies

Basch Subscriptions, Inc., A Prenax Company/The Reference Shelf....1111
Career Cruising....2241
EBSCO....1629
Magazine Subscription Service Agency 2041
WT.Cox Subscriptions, Inc. 1801

Texana

August House Publishers, Inc. 2104
Authors Sherry Garland and Melanie Chrismer....1108
Authors Tim Tingle and Greg Rodgers....2135
Overlooked Books....2629
Pelican Publishing Company....1719
Recorded Books, LLC 1418
Rosen Publishing/Power Kids....2529
Texas A&M University Press....1741
Texas Tech University Press 1640
University of Texas Press 1641
VIS Enterprises....1942

Travel Books

HarperCollins Publishers....1613

University Presses

the Book House, Inc. 1714
Oxford University Press....1301
Texas A&M University Press....1741
Texas Tech University Press 1640
University of Texas Press 1641

Young Adult Books

Abrams Books for Young Readers/ Amulet Books/Abrams Appleseed 1802
Albert Whitman & Company....1304
Amicus....2622
Annick Press....2012
Arte Público Press 1300
Authors Sherry Garland and Melanie Chrismer....1108
Authors Tim Tingle and Greg Rodgers....2135
Bloomsbury/Walker Books for Young Readers ..1705
Bound To Stay Bound Books....1829
Candlewick Press 1211
Capstone 1919
Chafie Press, LLC 1220
Cherry Lake Publishing....2606
Children's Plus, Inc. 1929, 2522
The Child's World Books....2502
Chronicle Books....1803
Cinco Puntos Press 2047
The Creative Company....2513
Davidson Titles, Inc. 2111
Delaney Educational Enterprises, Inc. 2034
Disney-Hyperion....1804
DLB Educational Corporation 2303
Dog Tacos/Powerslide Publishing LLC....2242
Eerdmans Books for Young Readers....1214
Egmont USA....1210
Enslow Publishers, Inc.....2514
Escue & Associates....2511
Firefly Books, Ltd.....1314
Gale Cengage Learning....2203
Gamadin Sci-Fi Adventure Book Series....1441
Gareth Stevens Publishing, Inc.....2501
Garrett Book Company....2035
Groundwood Books....1205
Gumdrop Books....2405
Half Price Books....1841
HarperCollins Children's Books....1612
Holiday House....1321
The Horn Book, Inc. 2319
Houghton Mifflin Harcourt....1410
Infobase Learning....2521
Junior Library Guild 2319
Keystone Books & Media....1811
Kingfisher....1706
Lectorum Publications, Inc.....1611
Lincoln Library Press, Inc.....2500
Little, Brown Books for Young Readers 1310
Macmillan Children's Publishing Group.... 1700 & 1701
Mason Crest Publishers 2510
Morgan Reynolds Publishing....2434
Orca Book Publishers....1215
Peachtree Publishers, Ltd.....1434
Pelican Publishing Company....1719
Penguin Young Readers Group....1318, 1319
Perma-Bound Books....1529
Publishers Group West....1205
Rainbow Book Company....2329
Random House, Inc. .... 1400 & 1403
Richardson's Distribution & Books Inc. 1818
The Road Runner Press....1114
Rosen Publishing/Power Kids....2529
Rourke Publishing Group....1302
Scholastic Book Fairs, Inc. .... 1519 & 1619
Scholastic Trade Books....1518
Sebco Books....2603
Simon & Schuster Children's Publishing....1313
Sourcebooks, Inc. 1902
Southwest Book Company 1838
Sterling Publishing....1903
Texas A&M University Press....1741
Texas Tech University Press 1640
Tor/Forge Books....1900
Townsend Press....1124

Equipment, Furniture, and Supplies

ADA Equipment

Cultural Surroundings 2029
INDECO Sales / Maco Manufacturing....2200
Spacesaver/Southwest Solutions Group....1835
Vance Hunt Libraries....1601

Archival Products
CoLibri System North America Inc. 2043
Gaylord Bros., Inc. 1429
IImage Retrieval, Inc. 2341
KAPCO Book Protection 1443
University Products Inc. 1602

Bookmarks & Reading Promotional Gifts
Ellison 1807
GSH Designs 2646
Laser Made Frames 2647
LibrarySkills, Inc. 2435
ReadingRacers.com 2042
SJB Productions 2040
Upstart 2219

Bookmobiles
INDECO Sales / Maco Manufacturing 2200
Texwood 1610
Worthington Contract Furniture 1815

Book Repair
CoLibri System North America Inc. 2043
Cover One 2142
DEMCO, Inc. 2119
Gaylord Bros., Inc. 1429
KAPCO Book Protection 1443
University Products Inc. 1602

Carpet & Floor Coverings
Carpets for Kids 2311
DEMCO Interiors 2119
Milliken 1514

Clothing
A+ Images, Inc 2641
Dee's Tees & Pink Armadillos 2634
Embroideries + More 2734
The Gift Solution 2741
Maverick Books, Inc. 2401
Shader Productions 2640
Silpada Designs Jewelry 2653
Stop Falling Productions 2635

Decorative Items (Artwork, Posters, Misc.)
JP Cooke Company 1843
GSH Designs 2646
Inspirational Arts 2736
Laser Made Frames 2647
LibrarySkills, Inc. 2435
Silpada Designs Jewelry 2653

Furniture
720 Design 1813
A. Bargas & Associates, LLC 1914
Bretford Manufacturing 2442
Brodart Company 1819
Camcor, Inc. 1800
Cultural Surroundings 2029
DEMCO, Inc. 2119
DEMCO Interiors 2119
Gaylord Bros., Inc. 1429
Hidell Associates Architects 1737
INDECO Sales / Maco Manufacturing 2200
Library Design Systems 2229
Library Interiors Of Texas 2429
The Library Store, Inc 1419
Libra-Tech Corporation 1701
mag|box 3Branch Products, Inc. 2235
Sauder 2342
Spacesaver/Southwest Solutions Group 1835
TESCO Industries, Inc. 2315
Texwood 1610
University Products Inc. 1602
Vance Hunt Libraries 1601
Worthington Contract Furniture 1815

Library Promotional Products
JP Cooke Company 1843
DEMCO, Inc. 2119
Ellison 1807
Lerner Publishing Group 2210
LibrarySkills, Inc. 2435
ReadingRacers.com 2042
Upstart 2219

Microfilm Equipment
Indus International, Inc. 2236

Micrographic Equipment
Indus International, Inc. 2236

Mobile Storage
A. Bargas & Associates, LLC 1914
DEMCO Interiors 2119
INDECO Sales / Maco Manufacturing 2200
Library Design Systems 2229
Library Interiors Of Texas 2429
Libra-Tech Corporation 1701
Spacesaver/Southwest Solutions Group 1835
Texwood 1610
Worthington Contract Furniture 1815

Office Equipment (Copiers, Telephones, Fax)
No Power? No Problem! 2642

Photo ID Systems
Newbart Products 2443

Puppets
Ellison 1807
Maverick Books, Inc. 2401
Overlooked Books 2629
The Penworthy Company 2334
Stop Falling Productions 2635

Rubber Stamps
JP Cooke Company 1843

Security Systems
3M Library Systems 1411
Clear-Vu 1739
DEMCO, Inc. 2119
DEMCO Interiors 2119
Library Interiors Of Texas 2429

Shelving
A. Bargas & Associates, LLC 1914
Bretford Manufacturing 2442
ColorMarq Shelf Management ID Systems 2402
Cultural Surroundings 2029
DEMCO Interiors 2119
Gaylord Bros., Inc. 1429
INDECO Sales / Maco Manufacturing 2200
Library Design Systems 2229
Library Interiors Of Texas 2429
The Library Store, Inc 1419
Libra-Tech Corporation 1701
mag|box 3Branch Products, Inc. 2235
Spacesaver/Southwest Solutions Group 1835
TESCO Industries, Inc. 2315
Texwood 1610
Vance Hunt Libraries 1601
Worthington Contract Furniture 1815

Signs
Cultural Surroundings 2029
LibrarySkills, Inc. 2435
Libra-Tech Corporation 1701
Vance Hunt Libraries 1601

Specialty & Personal Items (Jewelry, Accessories, Misc.)
A+ Images, Inc 2641
Amber Way Jewelry Company 2740
Anatolia Designs 2553
Chapter Bookmarkers 1131
Embroideries + More 2734
Gold Co. 2643
GSH Designs 2646
Inspirational Arts 2736
K's Creations 2735
No Power? No Problem! 2642
Scentsy 2651
Silpada Designs Jewelry 2653
Stop Falling Productions 2635
Tomorrow's Dreams 1132

Storage Systems
A. Bargas & Associates, LLC 1914
Library Design Systems 2229
mag|box 3Branch Products, Inc. 2235
Spacesaver/Southwest Solutions Group 1835
Texwood 1610
Worthington Contract Furniture 1815

Supplies
Brodart Company....1819
ColorMarq Shelf Management ID Systems....2402
JP Cooke Company....1843
DEMCO, Inc....2119
Ellison....1807
Gaylord Bros., Inc....1429
KAPCO Book Protection....1443
The Library Store, Inc....1419
University Products Inc....1602

Toys, Games, and Puzzles
Barnes & Noble Booksellers....1740
Blocks Rock!....1635
Ellison....1807
Maverick Books, Inc....2401
ReadingRacers.com....2042
Upstart....2219

Services

Architects
720 Design....1813
Barker Rinker Seacat Architecture....2540
Dewberry Architects Inc. (formerly PSA-Dewberry)....2007
Hidell Associates Architects....1737
Komatsu Architecture....2406
Pro Forma Architecture, Inc....2335

Associations
Music Library Association - Texas Chapter....1121
Texas PTA....1118

Author Visits
Authors Sherry Garland and Melanie Chrismer....1108
Authors Tim Tingle and Greg Rodgers....2135
Bright Sky Press....2440
Cowgirl Peg Books....1120
Gamadin Sci-Fi Adventure Book Series....1441
Julian Franklin-Library Rat....1236
Lucas Miller, Singing Zoologist....1334
SJB Productions....2040
Society of Children's Book Writers and Illustrators - Texas Chapters....1203
The Story Window....1123
Storyteller, Author, Singer Tom McDermott....1907
Storyteller, Decee Cornish, Urban Griot....1128
Sue Young, Bilingual Storyteller....1336
TeachingBooks.net....1435

Book Binderies
Cover One....2142
Northern Micrographics....1511

Book Wholesalers
Baker & Taylor/ YBP Library Services....2619
the Book House, Inc....1714
Brodart Company....1819
BWI....2015
Children's Plus, Inc....1929, 2522
Davidson Titles, Inc....2111
Follett Library Resources....2019
Garrett Book Company....2035
Ingram Content Group....2011
Junior Library Guild....2319
OverDrive Inc....1541
The Penworthy Company....2334
Townsend Press....1124

Bookfair Services
Barnes & Noble Booksellers....1740
Books4Schools.com....2337
Fund Resources, Inc....1415
Scholastic Book Fairs, Inc.... 1519 & 1619
Southwest Book Company....1838

Collection Development
Baker & Taylor/ YBP Library Services....2619
Brodart Company....1819
BWI....2015
CTLS, Inc....1936
Davidson Titles, Inc....2111
Follett Library Resources....2019
The Horn Book, Inc....2319
Junior Library Guild....2319
Midwest Tape....1540
Northern Micrographics....1511
OverDrive Inc....1541
School Library Journal/Library Journal....2319

Consultants
720 Design....1813
AWE....1200
Barker Rinker Seacat Architecture....2540
CTLS, Inc....1936
Dewberry Architects Inc. (formerly PSA-Dewberry)....2007
Elizabeth Ellis, Storyteller....2100
Hidell Associates Architects....1737
Library Interiors Of Texas....2429
Libra-Tech Corporation....1701
Pro Forma Architecture, Inc....2335
Scentsy....2651
Shakespeare Man....1343
Storyteller, Dan Gibson....1237
Texas State Library and Archives Commission....2204
Vance Hunt Libraries....1601

Database Conversion
L4U Library Software....1943
Mitinet Library Services....1542

Database Preparation
Mitinet Library Services....1542

Disaster Recovery
Texserve (DCS)....1712

Facilities Management
720 Design....1813
Pro Forma Architecture, Inc....2335
SenSource Inc....1604

Foreign Language Programming
Mango Languages....2413
Sue Young, Bilingual Storyteller....1336

Fundraising
Anatolia Designs....2553
Barnes & Noble Booksellers....1740
Deanan Gourmet Popcorn....1201
Dee's Tees & Pink Armadillos....2634
Fund Resources, Inc....1415
Gamadin Sci-Fi Adventure Book Series....1441
GSH Designs....2646
Laser Made Frames....2647
LibraryConsignment.com....2436
ReadingRacers.com....2042
Rock 'N Learn....2243
Shader Productions....2640
Southwest Book Company....1838
Tomorrow's Dreams....1132

Libraries and Library Organizations
EasyBib.com....1736
Learning Express LLC....2437
Music Library Association - Texas Chapter....1121
Storybook Theatre....1234
Texas Center for the Book at the Dallas Public Library....2005

Library Schools
Palo Alto College....1337
Sam Houston State University - Department of Library Science....1934
Texas Woman's University - School of Library and Information Studies....1735
University of North Texas College of Information....1715

Library Promotion
EasyBib.com....1736
JP Cooke Company....1843
Half Price Books....1841
H-E-B Read 3: Grow Young Minds, Read 3 Times a Week....2547
JammerTime Express....1335
Learning Express LLC....2437
ReadingRacers.com....2042
School Library Journal/Library Journal....2319
Society of Children's Book Writers and Illustrators - Texas Chapters....1203

Literacy and Teaching Aids
ABDO Publishing Group....2503, 2504
AWE....1200

Billingual Storyteller, Consuelo Samarripa 1126
EasyBib.com 1736
H-E-B Read 3: Grow Young Minds, Read 3 Times a Week 2547
Infotopia.info 1341
JammerTime Express 1335
Knovation/netTrekker 1807
Learning Express LLC 2437
Mango Languages 2413
National Federation of the Blind of Texas, Newsline 2143
Recorded Books, LLC 1418
Renaissance Learning 2419
Rock 'N Learn 2243
Storyteller, Author, Singer Tom McDermott 1907
TeachingBooks.net 1435

Moving Companies

Library Design Systems 2229
Vance Hunt Libraries 1601

Nonprofit Organization

FamilySearch 1219
National Federation of the Blind of Texas, Newsline 2143
National Library of Medicine 2006
Tejas Storytelling Association 2102
Texas Municipal Courts Education Center 1110

Seminars, Conferences and Speakers

Amigos Library Services 2010
U.S. Bureau of Labor Statistics 2343
Cowgirl Peg Books 1120
Elizabeth Ellis, Storyteller 2100
JammerTime Express 1335
Kim Lehman - Bee Educator/Storyteller 1116
National Library of Medicine 2006
Renaissance Learning 2419
Shakespeare Man 1343
SJB Productions 2040
Society of Children's Book Writers and Illustrators - Texas Chapters 1203
The Story Window 1123
Storyteller, Decee Cornish, Urban Griot 1128
Storytellers, Donna Ingham and Bernadette Nason 2001
Sue Young, Bilingual Storyteller 1336
Tejas Storytelling Association 2102
Texas Municipal Courts Education Center 1110
Texas PTA 1118
Unshelved 1440

Special Collections

The Creative Company 2513
FamilySearch 1219
Mango Languages 2413
Northern Micrographics 1511
Texas State Library and Archives Commission 2204

State/Government Agencies

U.S. Bureau of Labor Statistics 2343
Texas State Library & Archives Commission 2204
TLA 2013 Fort Worth 1129

Storytelling and Entertainment

August House Publishers, Inc. 2104
Authors Tim Tingle and Greg Rodgers 2135
Billingual Storyteller, Consuelo Samarripa 1126
Cowgirl Peg Books 1120
Elizabeth Ellis, Storyteller 2100
Gamadin Sci-Fi Adventure Book Series 1441
JammerTime Express 1335
Julian Franklin-Library Rat 1236
Kim Lehman - Bee Educator/Storyteller 1116
Lucas Miller, Singing Zoologist 1334
Margaret Clauder Presents Mother Goose and THE Bookworm 2441
Shakespeare Man 1343
Society of Children's Book Writers and Illustrators - Texas Chapters 1203
The Story Window 1123
Storybook Theatre 1234
Storyteller, Author, Singer Tom McDermott 1907
Storyteller, Dan Gibson 1237
Storyteller, Decee Cornish, Urban Griot 1128
Storytellers, Donna Ingham and Bernadette Nason 2001
Sue Young, Bilingual Storyteller 1336
Tejas Storytelling Association 2102
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LIBRARY whisperer™

Dear Colleagues:

Reflecting over more than three decades of library service, I realize that some in our profession have fallen victim to library mentality. Have you?

As a public entity, it is too easy to become complacent, to assume that we will always be funded, that any budget cuts will not really significantly impact our library, and that regulators will always keep our doors open.

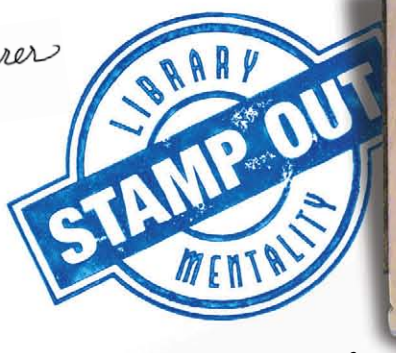
Library mentality threatens our future. What is it? It's thinking that selling the value of a library is done only once a year during budget negotiations rather than on a daily basis. It's reading about a library closure and believing that it could not happen here. It's bragging about hiring marketing, outreach and customer service consultants; yet, implementing few, if any, of their recommendations. It's surveying customers and allowing the data to collect dust. It's thinking that a public library, funded by tax payers' dollars, should not be adhering to business return on investment principles.

The public library is no longer "the" only source of knowledge and information available to our customers. Competition today and in the future is too intense to let library mentality handicap our profession. Public libraries are always only a one vote majority away from closing their doors.

We must continually remind and demonstrate to others that our core mission remains of value to society. I encourage each of you to take the lead within your library to stamp out library mentality.

Sincerely,

Library Whisperer



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