

ARKANSAS LIBRARIES

WINTER 2014

VOLUME 71, NUMBER 4



Arkansas Library Association

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A NEW APPROACH TO STAFF DEVELOPMENT

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GO ALL*IN!
•

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Arkansas Library Association, 2014



Officers

President

Devona Pendergrass
Mountain Home High School
dpendergrass@mtnhome.k12.ar.us

President-Elect

Dr. Jud Copeland
University of Central Arkansas
jcopeland@uca.edu

Secretary/Treasurer

Jamie Melson
Central Arkansas Library System
jamiem@cals.lib.ar.us

Past President

Patricia "Trish" Miller
Remington College
trish.miller@remingtoncollege.edu

ALA Councilor

Hadi Dudley
Bentonville Public Library
hdudley@bentonvillear.com

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Public Relations - Cassandra Barnett

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Website - Dan Fitzroy

Arkansas Library Association Office

Lynda Hampel, Executive Administrator

PO Box 958

Benton, AR 72018-0958

501-860-7585

501-778-4014 (FAX)

arlib2@sbcglobal.net

Managing Editor:

Britt Anne Murphy

Associate Editor:

Heather Hays

Copy Editor:

Brent Nelson

Column Editors:

Carolyn Ashcraft

Erin Baber

Judy Calhoun

Ashley Cooksey

Elizabeth DiPrince

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Arkansas Libraries is the official journal of the Arkansas Library Association. It contains articles of current interest, historical significance or literary value, concerning all aspects of librarianship, particularly items pertinent to Arkansas. It also includes official statements of and information provided by the Arkansas Library Association.

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This publication is mailed to members of the Association. Memberships may be obtained through the Arkansas Library Association: Executive Director, PO Box 958, Benton, AR 72018-0958. Telephone number: 501-860-7585.

Additional individual issues are available to members for \$5 per copy and non-members for \$15 per copy.

Arkansas Libraries is published four times each year: Spring, Summer, Fall and Winter. Deadline for the materials to be published is the fifteenth (15th) of January, April, July and October. Submit articles of news items to:

Britt Anne Murphy, Managing Editor, *Arkansas Libraries*, murphyb@hendrix.edu.

Arkansas Libraries

Published quarterly by the Arkansas Library Association

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Cover photo: Conway County Library in Morrilton. Photo provided by Library Director Jay Carter.

Journal design: Ethan C. Nobles, NoblesLawFirm.com

FROM THE ArLA PRESIDENT: I Can

by *Devona Pendergrass, NBCT*
ArLA President

I can't believe that it has been a year since I took the office of President. This has certainly been an exciting and very eventful year for ArLA.

As a member of the American Library Association as well as serving on the American Association of School Librarians Board of Directors, my goals as president were influenced by the AASL strategic plan. As I began to develop my presidential initiative, I realized that even though my goals as a school librarian were influenced by AASL those goals would work for all libraries and could also be guiding principles to govern a library association as well.

The goal areas are: professional development, advocacy, guidelines and standards, and fostering a sense of community. These are the same reasons that we joined ArLA to begin with and why we continue to be members of the organization. Increasing membership and modernizing our organization's policies and procedures were my presidential initiatives.

Of course, none of this would have been possible without the help of the ArLA membership. All of the chairs, divisions, executive board members, executive committee members and our association executive administrator spent hundreds of hours meeting and brainstorming revisions and ideas. We were able to use our ArLA list serve to communicate



Pendergrass



with the membership and use their input as well when discussing our initiatives. It was important to me that all stake holders were able to voice their concerns and opinions in a positive way. As president I felt it was my job to lead the association forward and work toward these important goals.

Having said all that, I would be remiss if I didn't report that ArLA surpassed my 2014 goals and then some. As president I could not be more proud of ArLA. Our membership goal was set at 500 and we ended the year with 567 members. Wow! What an accomplishment. Our membership also approved the changes, updates and modernization of our constitution, by-laws and policies and procedures. It is my hope that after my term ends ArLA will continue to grow and constantly strive to meet the needs of its members and Arkansas libraries of all types.

On a personal note, it has been my pleasure to serve as your 2014 President. I can tell you with 100% accuracy that I received far more than I gave back. I have made friends that I will cherish for a lifetime and have been so proud to represent this great association at local, state and national activities. Again, thanks to all of you for making my presidential year a successful one and I hope that I represented you well and with poise and dignity.

As Walter Cronkite once said, "Whatever the cost of our libraries, the price is cheap compared to that of an ignorant nation."

Devona



Devona Pendergrass, the President of the Arkansas Library Association, is Librarian for Mountain Home High School Career Academies.

FROM THE EDITOR: Innovation

by ***Britt Anne Murphy***

Library Director, Hendrix College

Librarians sometimes have difficulty taking a moment to stop and think about what we're all about. The day-to-day can become all-consuming for each and every library setting, and most of us are just trying to keep up with the demands of whatever and whoever is standing before us, whether that be a child, a college student, or an administrator.

In this issue of *Arkansas Libraries*, we do take a moment to recognize those who somehow got beyond the immediate demands of their jobs and brought forward an idea, or a person, or a space in ways that sparked conversation towards changing our communities in positive directions. Sometimes it takes a journal article to highlight innovations happening in the state, such as what Fayetteville Public is doing with marketing, or opportunities for development, such as the leadership initiatives coming out of the State Library.

As we close out 2014, we will introduce you



Murphy

to a new slate of ArLA officers who are already planning how to reach new library professionals and paraprofessionals while maintaining important connections with those who are already committed. In addition, you will get to meet our new Emerging Leader, who is selected and supported by a new ArLA Committee.

The Winter issue serves not only to introduce new leaders, but also to highlight past leaders. Part of the Arkansas Library Association's function is to recognize individuals for their remarkable service and hold them up to the rest of us as inspiration as to what we ourselves might do. When faced with adversity, which for some of us is a day-to-day scenario, we can refer to those connected with a library who were able to accomplish something remarkable, whether that was by writing an article, or by serving on a library board, or by a distinguished tenure of service in our profession. Take a moment now to read about the individuals who were recognized with awards at ArLA's Fall Conference... it might be that their stories will spark something in your professional life that we will publish in future issues.

Britt

*Britt Anne Murphy, the Managing Editor of
Arkansas Libraries, is the Director of the
Olin C. Bailey Library at Hendrix College.*



Scenes from the ArLA 2014 Conference which took place in Hot Springs in October. See the related articles on pgs. 19-20 and 24-25.

A Self-Directed Learning Approach to Staff Professional Development

by Sarah Sewell

Central Arkansas Library System

No matter the type or size of library in which one works, one challenge we probably all have in common is keeping up with our staff's professional development needs. Several factors contribute to this challenge, such as the increasingly technological nature of our work in general, limited budgets, hectic schedules, staff turnover, and increasing demand from our patrons for help sifting through information and with understanding technology.

One way we try to address staff professional development here at Central Arkansas Library System (CALS) is a self-directed learning approach. Based on the Self-Directed Achievement Program at Toole City Library (Utah), we learned about this method from the free WebJunction webinar *Self-Directed Achievement: If You Give Library Staff An Hour* (http://webjunction.org/events/webjunction/Self_Directed_Achievement.html).

CALS first began its staff self-directed learning program in January 2014, and aims for it to be a consistent, individualized approach to staff development. With this program, full-time staffers have one hour per week and part-time staffers one hour every other week to learn SOMETHING. Their hour is scheduled so interruptions are kept at a minimum. Staffers meet with their supervisors to discuss their learning goals; these short "touch base" meetings allow managers to ask whether staff met their last goal and what their upcoming learning goal is.

Staff's weekly and biweekly learning goals are entered into a log at each CALS location. Some locations opted for a paper log and others chose an online log, such as a shared document or spreadsheet. At the end of each month, highlights of staffers' learning goals are shared, including any links and book, article, or database titles.

We hope that these weekly and biweekly learning goals will help staff keep up with changes and new information and will help them fill in any learning gaps they may have. Learning topics can cover a broad range of categories, such as:

- **Technology:** Microsoft Office skills, library databases and digital services such as e-books
- **Soft Skills:** Dealing with difficult people, workplace communication skills, managerial and leadership skills

- **Readers' Advisory:** Learning more about a genre. Examples: urban lit, chick lit, paranormal romance, westerns, inspirational, cozy mysteries, etc.
- **Programming-based:** Learning skills to help plan and lead a public program; researching ideas for programs

Also, learning resources come from various places, including print books and periodicals, online tutorials and webinars, talking to another person, library databases and websites, and items in the CALS professional development collection.

Some sample learning goals from CALS staff have been:

- Practice using Microsoft Excel
- Practice making a program flyer using Microsoft Publisher
- Research seasonal crafts for upcoming public programs
- Review staff safety and security procedures
- Read Warren Graham's book *The Black Belt Librarian*
- Review and practice Arkansas Traveler databases
- Practice downloading e-books
- View tutorials on RDA (Resource Description & Access)
- Learn more about Urban Lit – popular authors, titles, etc.
- Learn about creating QR codes
- View Microsoft Word tutorials from GCF Learn Free (<http://www.gcflearnfree.org/>) and DigitalLearn.org (<http://digitallearn.org/>)
- View free webinars from InfoPeople (<https://infopeople.org/training/view/webinar>) and WebJunction (<http://webjunction.org/>)

Implementing CALS's self-directed learning program took planning. Beforehand, a staff training committee drafted guidelines and shared them at several staff meetings. Some questions to think about when planning a similar program at your library are:

- **Who** should participate?
- **How often** should they participate?
- How should staff **log** their learning goals?
- How often should managers / supervisors **meet** with staff to review learning goals?
- How closely should learning goals **relate** to specific job duties?

Another tip is to be flexible. Of course staff go on vacations, have family emergencies, get sick, etc. Staff are not expected to "double up" the following

week and make up their lost self-directed learning hour. CALS also took a self-directed learning hiatus during its summer reading club because all locations were swamped with a hectic summer programming schedule.

A self-directed learning program can be customized for library staff of various sizes and for different types of libraries. It's just a matter of drafting clear guidelines, communicating those with managers and their staff, and following up regularly to share learning resources that may benefit others. If you have

any questions or would like more information on this and other staff development programs at CALS, don't hesitate to contact me. We're all stronger if we share ideas with one another!

Sarah Sewell is Staff Development Coordinator at Central Arkansas Library System. Contact her at ssewell@cals.org or (501)918-3026.

Library Profiles: Riley-Hickingbotham Library

*by David Sesser, Henderson State University
and Lacy Wolfe, Ouachita Baptist University*

Located on the campus of Ouachita Baptist University (OBU) in Arkadelphia, Riley-Hickingbotham Library supports students and faculty as they learn and teach with holdings of over 150,000 volumes and a wide range of federal and state publications.

Riley-Hickingbotham has served the OBU campus for years, first opening as Riley Library in 1949, in honor of Emma C. Riley. Due to an increase in enrollment, additions were made in 1959 and 1967. Finally, in 1987 the library was renovated to its current state and renamed the Riley-Hickingbotham Library to honor Frank D. Hickingbotham.

The staff works hard to offer resources and services that students want and need, including a Technology Enhanced Collaborative space which allows groups of students to work and study together on presentations. Additional group study rooms and individual study carrels offer students a chance to focus on their work without distractions. The university's Instructional Media Service is also located in the library and assists with campus digital signage and classroom technology needs.

Library instruction is a major service offered by Riley-Hickingbotham with both classes and individual students taking advantage of these classes in order to more effectively utilize the library. Recently, the library added LibGuides to allow students to more easily find materials held by the library by subject. A new institutional repository, Scholarly Commons @ Ouachita, was also recently opened by the library to showcase the research, creative work, and archives of the faculty, staff, and students of OBU. Included in the repository are faculty articles, honor's students' theses, finding aids, press releases, and theatre production posters. The repository currently hosts 254 papers with 723 full-text downloads to date. (See scholarlycommons.obu.edu for more information.)

Riley-Hickingbotham Library has a unique relationship with Huie Library located on the campus

of Henderson State University. With only a ravine separating the two universities, the administration of both institutions realized that through collaboration more academic resources could be offered to every collegiate student in Arkadelphia. In the early 1970s, the Joint Educational Consortium (JEC) was created to guide these collaborative efforts. While some parts of the JEC have fallen by the wayside over the years, the longest-lasting collaboration is the integrated library system shared by both libraries. Students at each campus can find and borrow materials from either institution, greatly expanding the range of materials offered by just a single university.

A major department in the library is Archives and Special Collections. Led by Dr. Wendy Richter, former state historian, the department holds multiple collections of political papers. Some of the collections include the papers of Senator John McClellan, Representative Mike Ross, and Governor Mike Huckabee. Special Collections include those of the Arkansas Baptist State Convention, Clark County Historical Association, University Archives, and Rare Books.

One of the things that make Riley-Hickingbotham Library special is the people that work to serve the students. Six professional librarians, including Library Director Ray Granade, work with the support of five staff members and 31 student workers. While not housed in the same building as the main library, a music library led by a professional music librarian, Cindy Phillips, and supported by student workers is also on campus.

Celebrating its 65 years of support of OBU's academic mission, Riley-Hickingbotham will continue to do so for many years to come.

David Sesser is a Technical Services Librarian at Huie Library, Henderson State University. **Lacy Wolfe** is the Circulation/Reference Librarian, Riley-Hickingbotham Library, Ouachita Baptist University.

Be a Leader: Go ALL*In!

by *Judi King, Interlibrary Loan*
and *Jessica McRath, Outreach*
Arkansas State Library

You have your mind made up; you have decided that a career in the world of Arkansas libraries is the path you want to take in life. But you want to make it purposeful, to help make a difference. How then to go about making your journey a rich, rewarding career – one of helping libraries meet patrons' needs as well as involvement in your local community?

Why not go **ALL*In**? The **Arkansas State Library** is inviting library staff from all library types to apply for the 2015 **Arkansas Library Leadership Institute**, a 3-day event that will be held at **DeGray Lake Resort State Park, November 4-6, 2015**.

This event, with subsequent institutes occurring every three years, will be a meaningful, relevant workshop designed to support you in your role as a leader in the library world. The goal of ALL*In is to develop emerging leaders, degreed and non-degreed alike, within the library field, in the local community, and in life.

For this inaugural workshop, **ALA Past President Maureen Sullivan** will lead participants through varying topics such as: fostering

collaboration and leading group work, community engagement, leading from any position, power and influence, innovation and risk-taking, coaching and developing others, and developing your leadership plan.

The ALL*In selection committee is seeking a diverse set of applicants based on type of library, organizational responsibility, and geography. Whether you are a cataloger in a small branch library, or a paraprofessional overseeing several positions in a university library, you are encouraged to apply for this ground-breaking event!

Selected applicants will be responsible for a portion of the cost which will cover meals, lodging, and materials for the entire 3-day workshop. Membership in the Arkansas Library Association (ArLA) is not required to participate, but it is the goal of ALL*In to support ArLA and encourage participation.

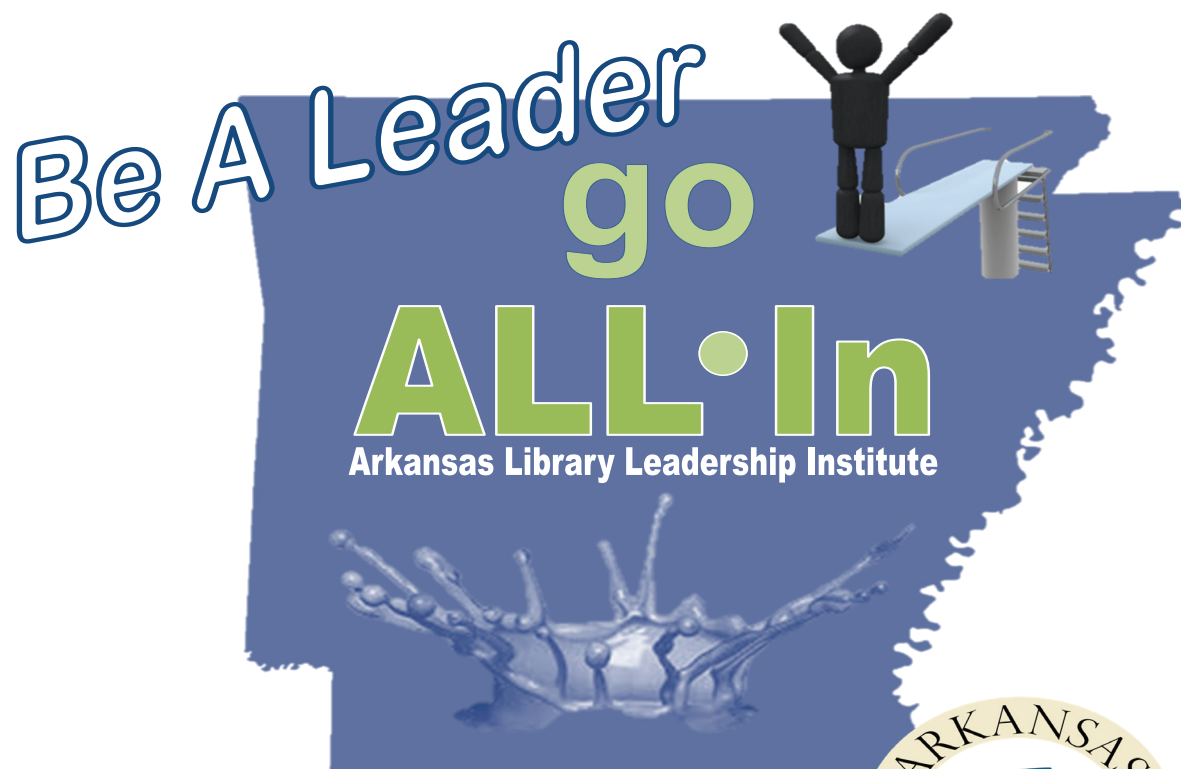
Interested? Applications will be available soon via www.library.arkansas.gov.

For questions or more information, please contact Debbie Hall at the Arkansas State Library either by phone (501.682-2836) or email debbie@library.arkansas.gov.

Be a LEADER: in your community, in your profession, and in your life! **Go ALL*In!**



University of Central Arkansas' Torreyson Library in Conway in the 1940s. Photo provided by Jud Copeland.



2015

Leadership Institute



led by ALA Past President

Maureen Sullivan

NOVEMBER 4-6

DeGray Lake Resort State Park

"This project is made possible in part by the Institute of Museum and Library Services and in collaboration with the Arkansas Library Association."

Two Directors in ‘The Natural State’ Stay Connected with ‘Good Ole Rocky Top’

by **Hadi Dudley**, *Library Director*
Bentonville Public Library

Two Directors of Arkansas Libraries, David Johnson (Fayetteville Public Library) and Hadi Dudley (Bentonville Public Library), visited the University of Tennessee at the Knoxville, Tennessee (UTK) campus this fall. The duo attended an Advisory Board meeting for the School of Information Sciences (SIS) on September 12th. During the daylong working meeting, the SIS Advisory Board learned about the state of the School, advised on strategic initiatives, and met with students and faculty.

According to Dr. Ed Cortez, Director of SIS, “the School continues to make significant strides toward maintaining our Top 25 status because of the guidance and leadership offered by Johnson and Dudley. Their advice and counsel to the Board and the School are extremely valuable.” Johnson and Dudley agree that participating is a worthwhile commitment to the library and information sciences profession.

Johnson states, “In order to be relevant, today’s graduate programs must provide quality educational experiences and varied professional pathways for students. I am impressed with board members’ and SIS alumni’s achievements, which reflect the high caliber and diverse degree offered at the University of Tennessee.” Johnson provides a unique perspective to the Advisory Board with his corporate

training, proactive leadership, and public library experience.

According to Dudley, “I appreciate the feeling of connectedness through my involvement with the UTK SIS Advisory Board. Although I participated online as a distance education student, I like visiting campus as an alumnus. I enjoy meeting with students, faculty, and graduates of the program to discuss key issues that pertain to the IS profession.” Dudley also offers a public librarianship perspective to the group, as well as experience with state and national library associations.

During the Advisory Board meeting, Johnson was elected to serve as the Vice-President. He enters his second year of service and will lead the group during his final year (2015-2016). Dudley concluded her three-year term at the 2014 meeting, having served as Secretary for the Board during the last two years.

UTK SIS is an ALA-accredited library program that participates in the Academic Common Market offering Arkansas students in-state tuition rates. Distance education students participate online in synchronous sessions. For more information, visit www.sis.utk.edu.

Hadi Dudley, Library Director at Bentonville Public Library, is the Arkansas ALA Councilor.



David Johnson and Hadi Dudley show their school spirit by volunteering on the Advisory Board at the University of Tennessee’s School of Information Sciences. *Photograph by Donna Silvey, Communication Specialist, UTK SIS.*

Emerging Leader for 2015

by Ashley Graves

Library Director

Mid-Arkansas Regional Library/Malvern Hot-Spring County Library

The Arkansas Library Association proudly announces Rebecka Embry, Library Director for the University of Arkansas Community College at Morrilton (UACCM), as its 2015 Emerging Leaders sponsorship recipient.

The American Library Association's Emerging Leaders leadership



Embry

development program is highly competitive, with 50 participants nationwide selected for its 2015 class. The Arkansas Library Association sponsorship will help offset the cost of attending the Emerging Leaders program, which will be held in conjunction with the American Library Association's 2015 Mid-Winter Meeting and Annual Conference. During her year as an Emerging Leader, Ms. Embry will participate in leadership workshops, work collaboratively with other participants from all over the country, learn about the inner workings of the American Library Association, and co-present a poster session at the Annual Conference.

For more information please contact Ashley Graves, Chair of the Emerging Leader Committee of the Arkansas Library Association or visit our website at http://arlib.org/organization/emerging_leader.php.

Regional Library Directors Gather in Buffalo River Country

by Hadi Dudley, Library Director

Bentonville Public Library

Twelve directors from the Library Development District I (LDDI) group met in December at Newton County Library in Jasper, Arkansas. Those in attendance enjoyed a delicious lunch while

discussing consortium purchases and library news. During the meeting, officers for 2015 were selected: Co-Chairs David Johnson and Hadi Dudley will be serving with Johnice Dominick as Secretary. The LDD1 group meets regularly, scheduling meetings at member library sites every quarter.



Front (L-R): Marcia Ransom (Springdale Public Library); Judy Casey (Rogers Public Library); Diane Holwick (Fort Smith Public Library); Teresa Hayes (Newton County Library) Back (L-R): David Johnson (Fayetteville Public Library); Eva White (Crawford County Library); Shawn Pierce (Pope County Library); Johnice Dominick (Carroll and Madison County Library System); Donna McDonald (Arkansas River Valley Regional Library System); Hadi Dudley (Bentonville Public Library); Ginger Schoenenberger (Boone County Library); Gwen Khayat, (Baxter County Library). *Photo by Crystal Magie, Adult Program Coordinator, Newton County Library.*

ALA COUNCILOR'S REPORT

ALA Offers Virtual Resources for Members

by Hadi Dudley, Bentonville Public Library

The American Library Association (ALA) offers free and affordable opportunities to virtually participate with the association, learn about important topics, attend professional development training and engage with colleagues. Recently, I attended three online sessions hosted by ALA to gather feedback regarding the future of the organization. Links to archived recordings and other highlights are included here that may be of interest to Arkansas Library Association (ArLA) members.



Dudley

Virtual Town Hall Meetings

The ALA town hall meetings provided open forum opportunities for members to discuss the Association's strategic priorities in three key areas: Advocacy, Information Policy, and Professional and Leadership Development. ALA President Courtney Young and Executive Director Keith Michael Fiels co-moderated the sessions.

Each town hall meeting began with a definition of the topic to provide a framework for group discussion. Then, three visioning questions were allotted ten minutes each, guiding the text chat conversations of participating members.

1. What would success look like?
2. How do you think we might get there?
3. How might you help us get there?

Advocacy

The first ALA virtual town hall forum covered Advocacy. It was held on November 19th and attended by 49 people. To introduce the Advocacy town hall meeting, Fiels noted that several ALA offices, divisions, and committees work together for advocacy, and he outlined four distinct activity areas: 1. Laying the groundwork to create a proactive vision of libraries 2. Turning support into action through training, resources, and peer-to-peer support 3. Identifying and working toward specific goals such as legislation and funding support 4. Responding to opportunities and threats through action networks and rallying in times of crisis, such as library closures, budget cuts, censorship issues,



and other challenges in our profession.

Advocacy themes that emerged from participating members' text chat conversations revolved around communicating the impact of libraries through inspiring stories, developing relationships and partnerships with other national associations, the need for library patrons and other stakeholders to understand issues and speak up, information sharing techniques, training and support tools for all library types, and the need for formal education in library and information science programs to teach advocacy.

A nice summary of the Advocacy session was offered by our very own 2014-2015 ArLA President Jud Copeland who stated, "We have a lot in common and a lot at stake. We need to push the envelope in a distinct and challenging direction."

The archived recording for the ALA Virtual Town Hall session on Advocacy is available at <http://ala.adobeconnect.com/p3cxbr0jmbb/>.

Information Policy

The second ALA virtual town hall forum covered Information Policy. It was held on November 20th and attended by 37 people. To launch the Information Policy town hall meeting, Fiels discussed various issues defining information policy by providing several examples familiar in libraries: increasing or protecting funding for libraries, improving the terms of library access to ebooks and other digital content, protecting intellectual freedom rights, representing libraries in discussions regarding changes in copyright and telecommunications regulations, strong support for user privacy against surveillance, and maximizing access to open government information. Information policy is comprised of laws, regulations, and doctrines surrounding creation, storage, equitable access, communication, accessibility, dissemination, use, and preservation of information.

Information policy themes that emerged from participating members' text chat conversations revolved around affordability, privacy, connectivity, and net neutrality; increasing public awareness; keeping librarians and our stakeholders informed; and educating ourselves so that we can personally advocate on local, federal, and international stages. We need to be proactive in our efforts, not just reactive. Ideas generated via chat discussions

included rebranding information policy so that it is not intimidating, as well as developing key talking points for librarians and citizens, such as “ten things you should know about information policy.”

Handling information policy issues in a cohesive and focused manner promotes a powerful association. When ALA takes a formal stand on policies, the “how and why” must be related to mission and core values. Members must identify and work on important issues to stand together. If members are too diverse in their messages, our organization will fail to be perceived as unified, and it may lessen our strength. One vision of success on information policy was offered by 2013-2014 ALA President Barbara Stripling, who stated that “ALA is automatically contacted when decision makers are confronting any issue of information policy. ALA becomes a go-to source for both sides of the aisle.”

The archived recording for the ALA Virtual Town Hall session on Information Policy is available at <http://ala.adobeconnect.com/p5jm96ot46v/>.

Professional and Leadership Development

The third ALA virtual town hall forum covered Professional and Leadership Development. It was held on December 11th and attended by 41 people. To begin the session, Fiels recognized that professional and leadership development is “essential” to “our collective future as librarians and library workers.” ALA seeks to provide a roadmap with a lifetime learning approach for members. Seven points of an educational continuum demonstrate the role in which the national association can provide a vibrant learning environment by offering delivery formats, self-assessment, accreditation, career pathways, content

areas, recognition, and tracking learning.

Participants in the town hall session used text chat to discuss the visioning questions posed about professional and leadership development. The following themes emerged from those conversations: training in areas such as budgeting, human resource management, negotiation skills, communication

skills, marketing and advocacy, organizational dynamics and political savvy; strong accreditation standards for LIS programs; expansion of certification programs; and, supporting leadership at all levels. Methods to promote learning in our profession must include strengthening our partnerships and providing more programs in various formats on diverse topics of interest to members.

Courtney Young, the President of the American Library Association, highlighted the value of utilizing stakeholders, such as chapters and affiliate groups, to support professional and leadership development. Three key ideas emerged as vitally important: communication, mentorship, and ownership. Good communication and proactive mentorship are provide rich opportunities to develop current and future leaders.

Jud Copeland, our incoming President of the Arkansas Library

Association, was an active participant in each ALA virtual town hall meeting. His remarks on leadership during the third session speak to our shared responsibility in all three areas of advocacy, information policy, and professional / leadership development: “We must communicate, collaborate, and cooperate. Ownership leads to empowerment and us being stakeholders in our future.”

The archived recording for the ALA Virtual Town Hall Forum on Professional and Leadership

ALA Tools and Advocacy Links

Check out these ALA digital resources that support all libraries by promoting professional development, highlighting successful advocacy campaigns and communicating legislative efforts.

- Advocacy University: <http://www.ala.org/advocacy/advocacy-university>
- American Libraries Live: <http://americanlibrarieslive.org/>
- District Dispatch – The Official ALA Washington Office Blog: <http://www.districtdispatch.org/>
- I Love Libraries: <http://www.ilovelibraries.org/>
- Transforming Libraries: <http://www.ala.org/transforminglibraries/>
- United for Libraries Citizens-Save-Libraries Power Guide: <http://www.ala.org/united/powerguide>



Development is available at <http://ala.adobeconnect.com/p2fyl0tvxjl/>.

Conclusion

The conversations that began during these ALA Virtual Town Hall meetings will continue asynchronously on the Connect thread at <http://connect.ala.org/strategicplanning> and via Twitter at #TeamALA. The forum topics and visioning questions will be expanded to in-person meetings scheduled for 2015 Midwinter Meeting with groups such as ALA Council, Planning and Budget Assembly, plus Divisions, Roundtables, and Committees. An archive and summary of digital content and in-person meetings will capture common themes allowing ALA to revitalize its vision in the strategic areas of Advocacy, Information Policy, and Professional & Leadership Development. All of the information gathered will guide a new strategic plan

slated for presentation at ALA's Annual Conference during the summer of 2015.

I encourage readers of *Arkansas Libraries* to log on and review these resources, especially if you have feedback to share with ALA. Also, seek ways to participate with your colleagues and stay abreast of library issues through webinars, blogs, toolkits, and virtual training sessions provided by ALA divisions, roundtables and committees. Be proactive in learning about these resources and make time to be informed – engagement makes our profession stronger. As always, feel free to contact me with your questions, comments and other feedback about ArLA and ALA initiatives at hudley@bentonvillear.com.

Hadi Dudley, Library Director at Bentonville Public Library, is the Arkansas ALA Councilor.



Fourteen Arkansans were in Tacoma with State Librarian Carolyn Ashcraft for the Association of Rural and Small Libraries Conference. Joining Carolyn are: Amber Gregory, Jessica McGrath, Angie Meachum, Claire Miller, Anna Bates, Lauren Drittler, Judy Calhoun, Zoe Butler, John Paul Myrick and Dana Gann. (Not pictured are Margaret Harrelson, Donovan Mays, and Cathy Howser.) The 2015 conference will be in Little Rock!

Scholarship Winners Announced at ArLA Conference

by **Diane Hughes and Barbie James**

Scholarship Committee Co-Chairs

This year's recipient of the Arkansas Library Association's Annual Scholarship is **Stephanie Freedle**. Stephanie is pursuing her MLS degree at the University of North Texas. She has many years of experience working in libraries from the Fayetteville Public Library to the UALR Ottenheimer Library. Her current position is Physics Library Supervisor of the University of Arkansas Libraries in Fayetteville. Stephanie is a member of the American Library Association, the Association of College and Research Libraries Division, the Arkansas Library Association, and the Texas Library Association. Stephanie has been a co-presenter at the previous two ArLA Conferences.

Stephanie's current employer, Kathleen Lehman, commented, "The atmosphere Stephanie helps to create with her approachability, easy communication and excellent customer service is the reason that the Physics Library was awarded the 2013 Departmental Destination Award, which was given 'for creating an inviting and pleasing space that welcomes visitors.' Stephanie is able to recognize what services and policies need to be changed to more effectively meet the needs of our patrons."

The recipient of the 2014 School Library Media Specialist Scholarship is Sherry Loyd. Sherry is currently attending Southern Arkansas University where she is pursuing her library science degree. She is employed with the Vilonia School District and works as a teacher/librarian in the Junior High. She is also a school bus driver, driving a regular route each day

and transporting student athletes and cheerleaders to various sporting and school events. Sherry is a member of the Arkansas Library Association and the Arkansas Association of Instructional Media.

Sherry has many years of teaching experience, from teaching first graders to teaching sixth grade mathematics to teaching eighth grade English/language arts. She also coached seventh grade girls' basketball and cheerleading for nine years. Sherry was awarded the "Soaring with Excellence" Outstanding Teacher Award for her efforts and dedication during her first year as a teacher/librarian.

Vilonia's Assistant Superintendent, Cathy Riggins, says, "Sherry has taken on the role as a leader among her staff and within our school district. I asked her to organize the media specialists within our district and to facilitate monthly meetings. She jumped at the opportunity and her leadership skills motivated others as well."

One of Sherry's colleagues, Kindall Denmon, wrote, "Mrs. Loyd is always looking for new things to strengthen her skills, but even more importantly, she's always looking for new ways to reach kids. As she has transitioned into the position of media specialist and immersed herself in the master's program, her colleagues and I have seen a rejuvenation of her spirit and excitement for helping student to find true literacy."

Diane Hughes works at the Arkansas Career Training Institute in Hot Springs. Barbie James is Library Media Specialist at the Forrest City High School Library.



Stephanie Freedle (left) is awarded the Arkansas Library Association's Annual Scholarship by Barbie James.



Sherry Loyd (left) receives the 2014 School Library Media Scholarship from Barbie James.

Reference & Instruction Services Division Sports New Logo

by Pamela Meredith

Director of Library Services

Williams Baptist College

The winning design of the Reference and Instruction Services logo contest was unveiled at the December 12 board meeting of the Arkansas Library Association. The artist who produced the design might be a familiar name – Kathleen Altazan, Scheduling Coordinator and Graphic Designer from the Baxter County Library, who also won the design contest for the ArLA license plates several years ago.



Altazan

Altazan was schooled in business and fine arts, including classes at the Art Institute of Chicago, and received an Associate of Arts degree. Before joining the staff of the Baxter County Library, she worked in marketing and as a graphic artist for nearly 30 years at advertising agencies in Arkansas and the Chicago area. Her talents are many; she currently serves as the Library's Meeting Rooms Scheduling Coordinator and works on graphic design projects for the Library as well as the Friends of the Library and Library Foundation. She produces the Library's program guide on a trimester schedule and attractive, print and web-based collateral that support Library programming. She sits on the Library's program planning committee, coordinating all promotional material and signage.

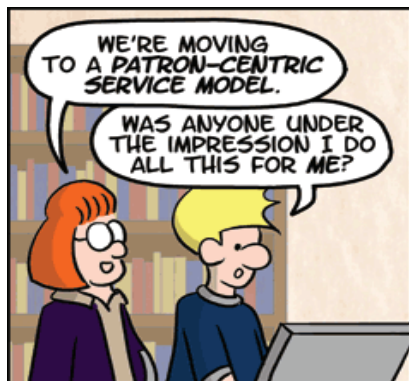
Kathleen has been a member of the Arkansas Library Para-Professional Association. In 2009, her "READ Arkansas" specialty auto tag (license plate)

design was chosen as a fundraising tool for the ArLA's scholarship program.

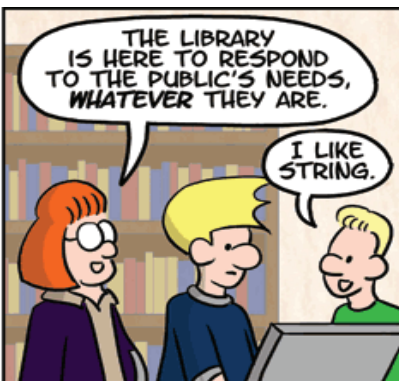
Previously Kathleen served as the Library's Volunteer Coordinator and as Program Coordinator. In that capacity, she contracted for Arkansas Arts Center and Arkansas Humanities Council programs providing the Library with traveling exhibits, children's theater, and Arts on Tour performances and workshops. She secured fee support for these programs from Arkansas Arts Council, Wal-Mart, and Friends of the Baxter County Library. Kathleen collaborated with the Arkansas State Library to host "If All Arkansas Read the Same Book" events in 2006 and 2007 and the American Library Association sponsored "The Big Read" event in 2006. She initiated a number of new programs at the Library including an adult summer reading program and a current events book discussion group. She also coordinated four educational day trips for the Friends of the Library group which involved ticket sales, meals, and travel to historical museums and cultural exhibits in Arkansas and Missouri.

Kathleen's design theme for the logo is a compass. "The compass style logo depicts a bold directional indicator for a Division committed to offering instruction to information seekers." The inspiration for the compass logo design is derived from the Arkansas State Library's Reference and Instruction Services Division's mission statement: *To provide a forum for issues related to reference and instruction across various types of libraries in Arkansas.* Kathleen comments, "While not strictly instructional in its services as one would typically think of a teacher student relationship, reference librarians are often mentors and navigating guides through the sea of information available to us all in this information age. Hence the compass – a tool used to keep one 'true' (north) on any quest."

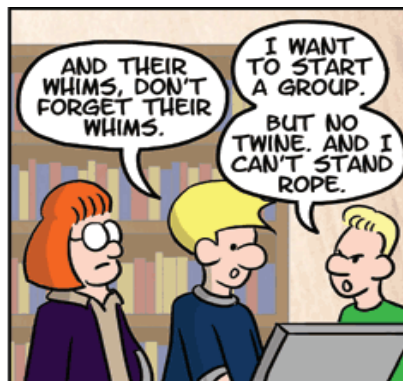
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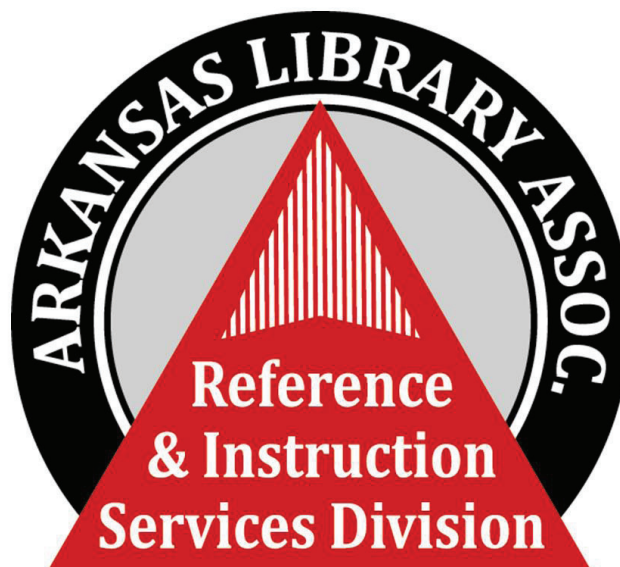
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Logo Contest Winner

Original Design
Appreciation Award



Kathleen Atalzan

December 2014



http://arlib.org/organization/reference_instruction_division.php

**Marshall's Cowboy Music For Kids – Heroes And Friends
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Get it Covered: Library Marketing with Local Media

by **Brandi Holt**

Marketing and Communication Manager

Fayetteville Public Library

While we are living in a world of social media domination when it comes to library marketing, sometimes we overlook ways to create free advertising with traditional media marketing strategies. No matter the size of your library or media market, there are simple ways to keep your library in the media spotlight without buying ads. These tips will help make it easier for your local newspaper, television, or radio station to help promote your library events and services.



Holt

Attention-Getting Press Release Tips

Like librarians, journalists are busy, so keep it simple, with details front and center, because they



The above photo and below cutline are an example of a working media relationship. We notified Andy Shupe about our summer reading program, and he was able to capture this front page photo. Cut line from the Northwest Arkansas Times front page June 8, 2014:

NWA Media/ANDY SHUPE - Justin Lewis, 2, sticks his tongue out as he and his sister, Clarissa Lewis, 4, both of Fayetteville, watch a goat during the annual Barnyard Buddies Petting Zoo at the Fayetteville Public Library. The event allowed visitors to pet and feed a miniature pony, a water buffalo, a white mule, goats, sheep and see ducks and chickens.

will likely only read the first paragraph initially.

- Email Subject Line - Include the event name, date, and time.
- Include a Headline - Be creative with your title in the press release. Think of it as an attention-getting headline that is clear enough to identify the event as yours. One simple way is to include your library name in the headline, e.g. "FPL to Offer Kids' Robotics Workshop".
- First paragraph - Include all the vital information, the event name, date and time, location, and why it is happening in one simple sentence.
- Second paragraph - Include a quote from library staff about why the library decided to offer this event, the impact the event will have in your community, or the library's role in the event.
- Attach Photos - Include press photos of your presenters, but also include brief description of the activities that will take place that would make engaging photos or highlight video.
- Resend - Don't worry about being a pest. Inboxes fill quickly, and out of sight can be out of mind. Based on your market's publishing schedules, you may send your press release a month before your event, two weeks before, and then the week of the event.

Avoid Friday Night Football

Breaking news, high school or college football, and municipal meetings can often win out over library coverage, but don't worry. There are still many days of the year when the media is hungry for story ideas.

- Timing - Consider asking for coverage of event set-up, especially if you are creating a special setting, decorating, or including community partners in the set-up. This type of coverage can occur days before and help serve as an advertisement for the event.
- Try Sundays, Mondays, and Holiday weekends - Typically, these are slower news days and terrific times to fill pages and airtime with community happenings.
- Don't be shy - Talk with media editors, photographers, and reporters in your area about what kinds of stories they would be interested in covering, best days for coverage, and best ways to contact them with story ideas.

Become the Journalist

Share your talents and time to get your library's message heard.

- Starring You - Volunteer to create a reoccurring column in your local

newspaper, participate on a community radio show, or appear in a television segment.

- Reporting 101 – At your event, take your own pictures, trying not to use a cell phone. Send a photo 8MG or larger with a short write-up. Provide names, titles, ages, etc. of anyone in the photo, describe what they are participating in and why, where and when it was taken, and your name and contact information. Remember, if you did not take the photo, be sure to include the photographer's name.
- Pitch Your Story – Every library has a great story to tell, from history to planning for the future to how services are impacting or fulfilling community needs. Share those with media.

While nothing is for free, developing a working relationship with your local media can increase your library's chance to obtain free coverage of your accomplishments and successes. Your need for coverage and their need for stories can create a win-win situation for everyone.

Brandi Holt, Ed.D, former photojournalist with the New York Times Broadcasting Company, is the Marketing and Communication Manager at Fayetteville Public Library.

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www.siloomsprings.com

Bentonville Public Library
479-271-3192
www.bentonvillelibrary.org

Rogers Public Library
479-621-1132
www.rogerspubliclibrary.org

Springdale Public Library
479-750-8180
www.springdalelibrary.org

This ad for libraries in northwest Arkansas was created by Brandi Holt and demonstrates a simple, clear, and clever message for patrons.

Don't Be Surprised:

Things to Think About When Implementing a New Digital Content Platform

by Carol Coffey

*Head of Library Resources and Digital Services
Central Arkansas Library System*

In just a few short years, the expectation that a library will provide digital content of some kind has become nearly universal. Whether e-books, downloadable audiobooks, magazines, music, or video, many patrons want to access these materials and they want the library to provide them. It can be tempting to jump into the digital content pool without making sure that you know how to swim. There will always be a surprise or two during the planning and implementation process, but here are some things to think about before signing that contract and committing to a new service.

What is the pricing/lending model?

Although most major publishers, including those known as the "Big 5", are now allowing licensing of their e-books by libraries, every publisher seems to have a different pricing model. Some require e-book licenses to expire after a certain amount of time or after a certain number of checkouts, while others offer titles that never expire but come with a huge markup over the price that an average consumer would pay for the same title. Libraries must consider

not only the cost over time of licensing titles, but also the staff time involved in managing titles acquired under so many different models.

Some pricing models (especially for music and video services) are based on a cost per download/checkout. While this means that the library pays only for what is used, it can also make budgeting difficult since you don't know how much the service will actually be used. The library may need to set limits on how many items a patron can download on a weekly or monthly basis.

Regardless of the pricing model, one thing is almost certain—you are not purchasing content, you are licensing it. Many e-book vendors, especially, prefer to use the terms "buy" and "purchase," but if you stop paying the platform fee or subscription, you will most likely lose access to the content for which you have paid. Be sure that you are comfortable with that concept, and that you can explain and justify your decision to spend part of the library budget on such content.

How will you fit the new service into your existing budget?

Since budgets are a finite resource, spending on other materials often must either be reduced or cut altogether when a new service is added. It is a

difficult decision to make, even if you are sure the old service or collection is rarely, if ever, used. Do you have the appropriate statistics to determine which service or collection must be sacrificed to make room for the new one? No matter what your decision, someone will be unhappy about it.

In some cases you may need to decide if you will allow patrons to recommend titles for purchase. This is an option for libraries with OverDrive sites, and it can hit your budget hard if you are not prepared for it. You may need to limit the number of recommendations that one patron can make in a certain period of time to ensure that your budget is not spent too quickly.

What do your patrons want?

New technologies and new digital content can be exciting, but if your patrons don't use the new service, you're wasting money that might be better spent on other things. Before adding anything, it's a good idea to gauge interest. You can do so by keeping a count of requests you receive from your patrons, or you may wish to take a survey of your patrons either on your website or by asking patrons in the library to fill out a survey form.

What can your patrons do?

No matter how easy a vendor tells you their product is to use, there will be a steep learning curve for some of your patrons. If the majority of your patrons are not very technologically savvy, you may need to rethink the addition of new digital content services. At the very least, you will want to be prepared to offer hands-on assistance and learning opportunities for your patrons who want to learn how to access the new service. At my library, we have actually delayed opening up a new digital service to our patrons because the app for mobile devices was so difficult to use. The app has been greatly improved, so we are now preparing to go live with the service for our patrons.

How is internet connectivity in your area?

In Akamai's 2014 State of the Internet Report (akamai.com/stateoftheinternet/), average internet speed in Arkansas ranks above only that of Alaska, coming in at 7.3 Mbps. See broadviewnet.com/blog/2014/08/internet-speeds-by-state-map for a handy visual representation of the speed comparisons.

While the more urban areas of our state will have higher average speeds, there will still be many people even in those areas who do not have access to high-speed internet. If the majority of your patrons do not have the bandwidth to stream videos or music, those services may not be good fits for your library.

How will you prepare your staff to support the new service?

Your staff WILL be helping your patrons learn to use the new service, and they will most likely be helping some patrons learn how to use their new mobile devices. It is unlikely that your staff members will be familiar with how each type of device works, so find ways to help them learn. If you can, purchase a variety of devices for your staff to play with. Let them check out the devices and take them home for a few days.

Many vendors offer staff training webinars, which can be very useful. Give your staff time to watch the webinars and to play. If the vendor offers help links and access to a knowledge base, be sure that your staff knows how to get to those sites.

While some vendors do offer direct patron support for troubleshooting, others do not. Some vendors will claim that their service is so easy to use that troubleshooting assistance is not needed. You will want to find out how to get help from them anyway, because there will always be some patrons who simply cannot make the service work on their devices. If you plan to authenticate your patrons via your ILS, be prepared to answer many patron account questions, especially if you block usage based on fines owed, expired cards, or other problems.

How will you evaluate usage of the new service?

It's easy to equate a download of an e-book with a checkout of a print book, but what about a song download? Should that download have equal weight with a book circulation in your annual statistical report? Do you want to keep up with how many of your patrons are actually using the service, and if so, is that number even available? These and other numbers can help you decide later if the service is worth keeping.

You will have other questions to answer once you sign up for any new digital content platform. If you've already thought about the questions I've listed above, you will be freer to deal with the unexpected issues that always seem to pop up during the first few months of any new service. Good luck with your implementation!

Carol Coffey is the Head of Library Resources and Digital Services for Central Arkansas Library System. Send her an email to ccoffey@cal.org.

The Arkansas Library Association 2014 Award Winners

by Cathy Toney

Awards Chair

The Arkansas Library Association is honored to present awards to outstanding people in the library field. This year was no exception! ArLA presented these awards at a luncheon on October 6, 2014 at the Hot Springs Convention Center during the annual conference. The award winners and a description of the awards follow.

The **LaNell Compton Award** is given every other year to the author of the best contribution to library literature published in *Arkansas Libraries*. This year the award was presented to Hadi Dudley for her article on *Declaration for the Right to Libraries*. Hadi was one of the most influential partners in bringing the Declaration to Arkansas. She promoted the need for all libraries to have a voice and to make sure everyone knows why they should "Love Their Library." Hadi is the Library Director of the Bentonville Public Library.



The **Ann Lightsey Children's Librarian Award** is presented every year to a children's librarian who has conducted programs directly with children in their place of work and have contributed to raising the level of children's programming on the state level by conducting peer training and regional conferences. This year the Ann Lightsey Children's Librarian award was presented to Deborah Edmonds, Children's Librarian at



Donald W. Reynolds Library in Mountain Home. Deborah's passion is for children from birth to age twelve. She started the "1,000 Books before Kindergarten" program which encourages parents to read 1,000 books to their children before they enter Kindergarten. This is the first year for the program, and 200 parents are participating. Since 2002 (when Deborah joined the Baxter County Library) the children's program participation has increased 92%!

The **Bessie B. Moore Trustee Award** is presented every year to an individual trustee or board of trustees who/which has made a significant contribution to the development of a library at the

local, regional, or state level. This year the Bessie B. Moore Trustee Award was presented



to the Van Buren County Library Board of Trustees. They have worked very hard to raise enough money to build a new library for Van Buren County. It has been an ongoing process for the last 13 years. They believe that their dream will become a reality within one to two years.

The **Distinguished Service Award** is presented every year to recognize distinguished service or achievement in librarianship to a librarian currently employed in a library. This year the Distinguished Service Award was presented to Carolyn Ashcraft. Carolyn has had many years of professional leadership, long-standing support, and active advocacy for libraries and library employees across Arkansas. After Carolyn reinstituted the State Library's scholarship program, over \$403,000 has been awarded in financial assistance for Arkansas public library employees earning a graduate degree in Information Science. Carolyn is the State Librarian at the Arkansas State Library in Little Rock.



The **Lorrie Shuff Paraprofessional Award**

is presented every year to recognize distinguished paraprofessional library service in Arkansas libraries. This year the Lorrie Shuff award was presented to Wade Brightwell from the Craighead County Jonesboro Public Library. Wade was instrumental in teaching great customer



service to all of the employees through creative and engaging monthly information sessions. He presented a customer service class about Honey Boo Boo to instruct on the best ways to deal with challenging child customers and their parents.

The **Retta Patrick Award** is given each year to recognize an individual member who has made an outstanding state or national contribution to school librarianship and school library development. The winner this year for the Retta Patrick Award was Ashley Cooksey from the West Magnet Visual & Performing Arts Elementary in Batesville. Her principal wrote, "Ashley brings books alive for our students, and her students engage in friendly classroom competitions with the winners receiving used race car trophies."



The **Suzanne Spurrier Academic Librarian Award** is presented each year to a currently employed academic librarian who exemplifies a spirit of outstanding service and dedicated professionalism to all library patrons, attitude of devotion to the library profession and fellow colleagues, and consistent activity in state, regional, and national

associations. The winner this year was Bill Parton from the Ross Pendergraft Library & Technology Center at Arkansas Tech University. Bill has been at Arkansas Tech University Library as the director for 24 years. He works closely with faculty and administration to help spread awareness of the library's importance for the campus. He implemented a monthly "Unforum" meeting for librarians. This helped with communication, allowed the librarians to "dream big" and created an environment where change is not feared but actively pursued. Bill will be retiring at the end of 2014.



Cathy Toney is the Media Specialist for Carolyn Lewis Elementary School in the Conway School District.

Into the Future With 2015 ArLA President Jud Copeland

Dear ArLA Members:

I look forward to being president of ArLA in the coming year. In preparing for this important position as vice-president, I have endeavored to meet and support various activities throughout our Association. My experiences with ArLA, ArASL and ALPS have focused on presentations on Copyright Issues, Research Methods and the new Resource and Description (RDA) Cataloging Code and how they impact us. As ArLA President in 2015, I am now able to engage in the exciting challenges of working with YOU to move our Association into the future.



Copeland

This move was clearly evident during the Arkansas Library Association 2014 Board Retreat in February. The Retreat focused on two specific goals that would be beneficial to the Association as a whole, namely, to closely review/revise the Association Constitution, Bylaws and Manual and to increase our chapter membership. Under the leadership of Devona Pendergrass, the Executive Committee worked diligently to accomplish these goals as the year progressed. The updated and revised Constitution, Bylaws, Manual were accepted

by our members during the ArLA Conference in October. The Membership Committee under Trish Miller worked steadily to increase our membership. The initial goal of reaching 500 members was surpassed with an increase to **557** members! The accomplishment of these goals clearly indicates a step forward for all of us...toward that future.

The 2014 Arkansas Library Association Pre-Conference ALL*In Event on October 4 with George Needham at the Garland County Library included informative sessions on "Tips for new leaders," "Common pitfalls for new leaders," and "The courageous follower." The Association's Annual Conference on October 5-7 was a very exciting and informative experience. Kay Bland and Nicole Stroud and their committee did a fine job promoting the "*Libraries Tweet All About It*" theme. Members had the opportunity to participate in great sessions, interact with unique key note speakers and, simply, enjoy a good time networking, *tweeting* and having some great food.

The Arkansas Library Paraprofessionals (ALPS) Spring Conference on May 12-14 provided a real opportunity to network with members within our Association. This was followed by the ALPS InfoBits in November in which speakers presented sessions on job related stresses and how to cope with them.

The Arkansas Association of School Librarians



(ArASL) scheduled their annual conference in Little Rock on July 28-29 with the theme of “Camp Out at ArASL.” Indeed, we did *camp out* and had a very interesting and fun experience. During the ArASL dinner at the Governor’s Mansion, Devona, Michael Dowling (ALA Chapter relations Director) and I were able to briefly connect with Governor Mike Beebe and to thank him for his support of our Association.

The 2014 Arkansas Collaboration UnConference on August 1 presented “Lightning Talks” focusing on topics such as Faculty and Information Literacy, Dropping the Needle: Deciding to Digitize Your Vinyl Collection, Institutional Repositories, and Staff Development. The *lightning talks* kept the UnConference moving at a fast and challenge pace.

In my position as ArLA Vice-President in 2014 and to prepare for 2015, I engaged in several exciting and informative events. By virtue of my position, I was Chair of the Nominating Committee. I had a dedicated Committee with the goal of actively seeking nominees for the 2015 ArLA Officers Election. We had a representative slate of nominees for the election and this proved exciting during the elections at ArLA Conference. It is noteworthy that in 2015 the Officer Elections will be Online. This will facilitate the voting process and make it more accessible for ArLA members throughout the state.

During the ALA Annual Conference in Las Vegas June 26-July 1, several interesting activities kept me very busy and excited! I actively participated in the Chapter Leaders Forum and connected with leaders from other state chapters. I developed an e-mail directory of the Forum participants and I posted discussions related to challenges that we all face in the future. I continue to receive postings from chapter leaders in Hawaii, California, New York, Florida and other states. I continue to collaborate with Michael Dowling (ALA Chapter Relations Director) and Don Wood (Chapter Relations Program Officer). I look forward to sharing those discussions with you in the coming year. I also had an opportunity to meet Barbara Stripling, ALA President, during the Conference. She was very excited about attending our ArLA Conference this year. I then met with Karen O’Brien, Director of the Office for ALA Program Accreditation, to discuss the steps involved

in developing an ALA Accredited MLS Degree Program (with initial concentration on Children and Young Adult Services) at the University of Central Arkansas.

I participated in the Reference and Information Services Division Mid-Year Meeting at Williams Baptist College in Walnut Ridge on May 21. Thanks to directions from Pamela Meredith (after being lost for a few miles on the way there), I was able to attend the meeting on time. The RSID Division was planning some interesting initiatives for 2015.

At this time, the Board is complete, including Chairs of the Divisions, Roundtables and Standing Committees. We will continue to update and define the roles of each committee, division and roundtable in our Association. The revised policies and procedures from 2014 reflect the changing role of today’s libraries. I want to thank all who agreed to serve in these positions. If you are interested in serving on a committee, please contact the committee chair and let them know you would be willing to serve. As a new year begins, I also want to thank YOU, our members, for your support and willingness to help make the Arkansas Library Association a vital tool to all librarians across the state.

I encourage you to renew your membership and to invite your professional colleagues to do the same. There are as many reasons to join ArLA as there are members. One of the most important reasons for joining is the opportunity to contribute to our Association’s efforts to advocate for libraries and library professionals. Let’s work as a team to make the Arkansas Library Association a stronger, more visible ally for librarianship all across the state.

It is a privilege and an honor to serve as your president and to have the opportunity to work with such a great organization. ArLA is over 100 years young and still a strong and dynamic Association. It is my goal as your 2015 president to fully support the continual growth in ArLA membership, to support the ALA Emerging Leadership initiative and to increase our financial base. In addition, this will be an exciting time to *market* and *brand* the ArLA signature on a state, regional and national basis. Thank you for allowing me to be a part of this next chapter in ArLA’s history.

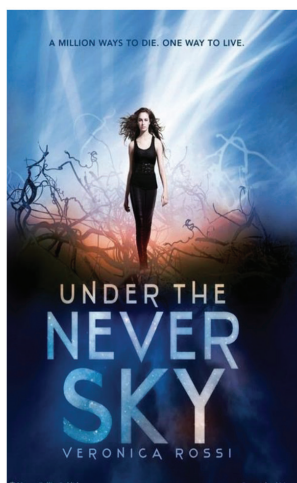
Jud Copeland,
ArLA 2015 President

Dr. Jud Copeland is an Associate Professor in the Leadership Studies Department at the University of Central Arkansas in Conway.



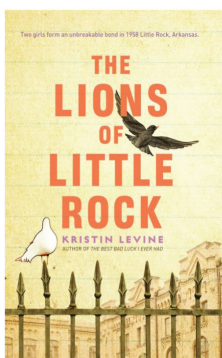
2014 Winners

Level 1: grades 7-9

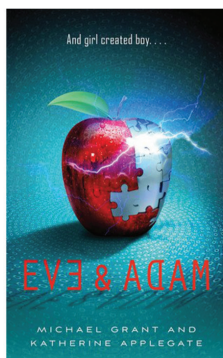


Under the Never Sky
Veronica Rossi

Honorable Mention

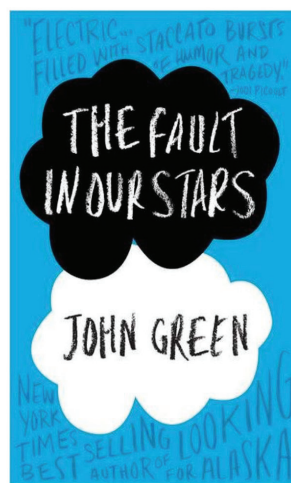


The Lions of Little Rock
Kristin Levine



Eve & Adam
Michael Grant
& Katherine Applegate

Level 2: grades 10-12

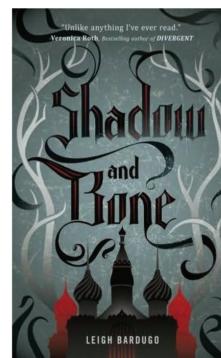


The Fault in Our Stars
John Green

Honorable Mention



Monument 14
Emmy Laybourne



Shadow and Bone
Leigh Bardugo



The 2014 Winners and Honorable Mentions were selected from the reading lists below.

Level 1

Annie Sullivan and the Trials of Helen Keller
by Joseph Lambert

Beyond Courage: The Untold Story of Jewish Resistance During the Holocaust by Doreen Rappaport

Bomb: The Race to Build and Steal the World's Most Dangerous Weapon by Steve Sheinkin

Cinder by Marissa Meyer

Curveball: The Year I Lost My Grip by Jordan Sonnenblick

Drama by Raina Telgemeier

***Eve and Adam* by Michael Grant and Katherine Applegate**

Long Lankin by Lindsey Barraclough

Madeleine L'Engle's A Wrinkle In Time
Adapted & Illustrated by Hope Larson

My Name is Parvana by Deborah Ellis

Origin by Jessica Khoury

Promise the Night by Michaela MacColl

Revived by Cat Patrick

The False Prince by Jennifer A. Nielsen

The Girl With Borrowed Wings by Rinsai Rossetti

The Island of Thieves by Josh Lacey

***The Lions of Little Rock*
by Kristin Levine**

The Raft by S.A. Bodeen

The Silence of Our Friends by Mark Long

***Under the Never Sky* by Veronica Rossi**

Level 2

Aristotle and Dante Discover the Secrets of the Universe
by Benjamin Sáenz

Boy 21 by Matthew Quick

Code Name Verity by Elizabeth Wein

Croak by Gina Damico

Don't Turn Around by Michelle Gagnon

Endangered by Eliot Schrefer

Grave Mercy by Robin LaFevers

Guilty by Norah McClintock

I Hunt Killers by Barry Lyga

***Monument 14* by Emmy Laybourne**

Pandemonium by Chris Wooding

***Shadow and Bone* by Leigh Bardugo**

Speechless by Hannah Harrington

Survive by Alex Morel

***The Fault in Our Stars* by John Green**

The Immortal Rules by Julie Kagawa

The Pregnancy Project: A Memoir by Gaby Rodriguez

The Raven Boys by Maggie Stiefvater

Throne of Glass by Sarah J. Mass

Tina's Mouth: An Existential Comic Diary
by Keshni Kashyap



ArLA 2014: Libraries Tweeting All About It!

by Kay Bland

Conference Co-Chair

ArLA president, Devona Pendergrass, welcomed two hundred and fifty library professionals from Arkansas and surrounding states who travelled to Hot Springs this past October for the annual ArLA conference. Librarians found plenty to tweet about, no matter what their interests. The president's theme was translated into a concurrent session model (45 break-out sessions) where multi-type library presenters provided professional development to multi-type library attendees.

Pre-conference activities began with a Saturday session at the Garland County Library with George Needham, OCLC, who led the planning session for ALL IN: Arkansas Library Leadership Training Institute. School librarians attended a pre-conference with Cassandra Barnett, Arkansas Department of Education Curriculum Supervisor for School Libraries who helped workshop attendees "unpack the new school library media frameworks".

Association members were able to "tweet" about professional development in three general sessions. Garry Golden, a futurist, provided examples of life-long learning situations in libraries. He challenged the ArLA first general session attendees to develop ways to embrace the future in their local communities and develop the place-based learning

spaces at the library. Arkansas's own Barbara Stripling, immediate past president of American Library Association, was the guest speaker for the Monday Awards Luncheon. She challenged the attendees to look for opportunities to share their success stories. The third general session featured Josh Hanagarne, a librarian who lifts weights to overcome his symptoms associated with Tourette Syndrome. He inspired attendees with his admiration for the acceptance he found in the public library.

The awards luncheon highlighted some of our most distinguished librarians, authors, paraprofessionals, and library boards (read about them in this issue of *Arkansas Libraries*). Also part of the luncheon activities were the singing librarians. *The Booktations*, who shared the version of *Rockin' Robin*. Vendor bingo as well as an assortment of beautifully filled baskets drew library professionals to the exhibit hall. The Association's business was taken care of for another year, through the elections (see the results in the Nominations Committee report that follows) and the general membership meeting.

Bob Razer, who organizes the basket auction each year, reported a successful basket auction with proceeds designated to support the LEAF (Library Education and Aid Fund) account. Funds from the account are used to support libraries which need funds quickly for projects, including libraries that have been through any kind of disaster. See the official "Basket Report" on the next page in this issue of *Arkansas Libraries* for more details.

From authors such as Daniel Black, Janis Kearney, Darcy Pattison, Carla McClafferty, Fred Eason, Mark Christ, and Dr. Nancy Hendricks, to the first time attendees/new members reception, to the session with the editor's dog, Duke, who is trained to provide canine support in an academic setting, the 2014 ArLA Conference tried to provide something for everyone.

After four days, fifty plus programs, and countless steps between the Embassy Suites and the Convention Center, the 2014 conference came to a close. ArLA Conference will return to Little Rock on October 4-6, 2015 under the leadership of ArLA President Jud Copeland and conference co-chairs Devona Pendergrass and Lori Bush. Help shape the 2015 event with the theme, "Brand It, Rope It, Own It" by offering feedback about 2014, by suggesting presenters and activities, or by volunteering for the conference committee. Contact Devona Pendergrass at dpendergrass@mtnhome.k12.ar.us.



Dinner at the ArLA conference.

ArLA Nominating Committee Report

by Jud Copeland

Nominating Committee Chair

The ArLA Nominating Committee had a very successful year. Committee members included Ronald S. Russ, Carol Hanan, and April Griffith.

We had four candidates nominated for Vice-President/President Elect and three candidates for Secretary/Treasurer.

The officers elected for the 2015 year are:

- Judy Calhoun - Vice-President/President Elect
- Jessica McGrath – Secretary/Treasurer

ArLA 2014 Conference: Basket Report

by Bob Razer

Butler Center for Arkansas Studies

The basket auction at conference once again proved popular – and profitable. Sales and donations totaled \$1,825 which was a few hundred dollars less than last year but still a good showing. A total of 64 baskets were displayed (a few more than last year), a total that was a bit of a surprise since at the eleventh hour it looked as if we would have far fewer baskets than usual.

Thanks are due to all those who brought baskets but especially to those who responded to the eleventh hour appeal to let me know you would bring a basket when you had not intended to bring one this year and to those of you who let me know you would bring an additional basket or two since basket donations looked to be down this year. The 64 baskets were one of the largest totals we have ever had. The success of the auction is always directly related to the level of participation and that has never been demonstrated more so than this year.

Once again, UALR's Karen Russ was the basket auction's godmother by providing seven baskets (matching last year's total, I think) ranging in themes from cupcakes to post-it notes to penguins. Karen is a master at thinking of creative small baskets that prove popular with bidders. And who wouldn't like a large penguin full of Christmas wrapping paper and other Christmas related items? Mr. Penguin (or was it a Ms.?) was the "container" of the year this time around.

The big ticket item this year was the basket provided by the State Library's Dwain Gordon. "A Cold Arkansas Night or Pigs in a Blanket" used a portable cooler on wheels as a container and included a Razorback lap throw, snacks, and some alcoholic "warmers" for your sipping pleasure. The alcohol had nothing to do with the winning bid, I'm sure.

We had four vendors who contributed baskets this year. AMIGOS has done so for a few years and this year they were joined by The Library Corpora-

tion, SEPCO Books, and the new publisher of Arkansas material, Plum Street Publishing.

Many librarians and libraries have contributed a basket (or several) for years but I want to especially mention two libraries that can be counted on to participate. Both have been beneficiaries of financial assistance from LEAF (the basket auction's bank account), and they have repaid that help every year since by bringing multiple baskets to conference.

The Stuttgart Public Library was heavily damaged by a tornado and used LEAF's \$2,000 for among other uses to buy lunch and water for workers helping salvage what could be saved in the days following the disaster and for gas money to transport a bookmobile to Stuttgart that was being loaned from Virginia.

The Crawford County Library faced a different sort of disaster: an attempt several years ago to repeal the county's public library millage. A \$1,000 donation to the organization working to save the millage was crucial in the early days of the campaign that proved to be successful in saving the millage for public library service in Crawford County.

I often say the next library needing help might be yours, so start planning now for "Basketpalooza 2015." It will be in Little Rock at next year's annual conference.



Duke, who is trained to provide canine support in an academic setting, made the rounds at the 2014 ArLA Conference.

Arkansas Books & Authors

Compiled by Bob Razer

Butler Center for Arkansas Studies

***Racial Cleansing in Arkansas, 1883-1924: Politics, Land, Labor, and Criminality.* Guy Lancaster.**

On very rare occasions a book appears that is about a subject that is new territory not only to the book world but to the historical record for the most part. Such is the case for Guy Lancaster's *Racial Cleansing in Arkansas, 1883-1924*, easily one of the most important Arkansas history books to appear in quite a few years. It breaks new ground much like Grif Stockley's *Blood in Their Eyes: The Elaine Race Massacres of 1919* did in reporting events in Arkansas history related to the state's African American population that had failed to make the historical record as written by white people.

Lancaster, editor of the immensely important *Encyclopedia of Arkansas History & Culture*, takes as his topic the removal of the black population from various Arkansas towns during the period 1883-1924, the heyday of Jim Crow power over black Arkansans.

The political reasons related to efforts to regain political power following Reconstruction which had brought political participation to the newly freed enslaved population. Land grabs by whites of black-owned acreage were the root cause in some instances. Labor disputes, equally a part of the state's neglected labor history, played a part in some removals. A belief, more accurately called an excuse for removal, that a criminal act by a black person demanded removal of all black people from a town was the reasoning in some instances.

I consider myself more knowledgeable about Arkansas history than most but these episodes, and in many cases even the towns where they occurred, were unknown to me. They differed from the "sundown" towns in Arkansas where black people were strongly encouraged not to let the sun set with them in town. The research required to unearth these stories of racial cleansing in the state had to be immense. A few episodes related in the book have been published the last year or so in the *Arkansas Historical Quarterly* or in a county historical journal but the book gathers it all together in one book.

My one quibble is the book's price, \$80, an amount likely to dissuade not only individuals but some libraries from buying this book. Such is the pricing approach of specialized academic publishers. Libraries, however, must avoid sticker shock and

purchase Lancaster's book. Not only is it a critical addition to your Arkansas history collection but individual readers may well look to their library to provide them access to this important story from Arkansas's past.

Accurate history is not just the story of pleasant events. It is the historian's responsibility to report the good, the bad, and the ugly episodes in order to tell the entire story. It is incumbent on libraries to provide access to that full history for their students and readers.

***The Edible South: The Power of Food and the Making of an American Region.* Marcie Cohen Ferris.**

Very little is as "southern" to me as the role food plays in our lives, particularly at special occasions which can range from holidays to funerals. All the food does not all have to be fried, though the chicken is likely to be. Calorie counting may require a calculator. There is a good reason why obesity is at home south of the Mason-Dixon line.

Marcie Cohen Ferris's new book *The Edible South: The Power of Food and the Making of an American Region* is another food book as was her earlier *Matzoh Ball Gumbo: Culinary Tales of the Jewish South*. The role of food is once again at center stage but this time for the people of a region rather than the people of a religion. As in her earlier book, she tells a good story in this one and draws readers into her work. Ferris, a Blytheville native and now a professor at the University of North Carolina, was destined to be a "foodie."

"When I was a child, my parents . . . asked the familiar questions – how was school? the field trip? summer camp? I reported back with detailed descriptions of my friends' distinctively southern bag lunches . . . the fancy cookies purchased at Goldsmith's downtown department store in Memphis, reports of taboo road food, and platters of fried chicken at Camp Wah-Kon-Dah in Rocky Mount, Missouri. My mother sighed, 'What happened *besides* the food?!' We began to see a pattern. For me, food *was* what happened."

Ferris's readers reap the bounty provided by that interest in food as we move toward gluttony in page turning while devouring her text in this tasty study of social and cultural history as seen through food. *The Edible South* attempts to show not only the role of food in Southern history but history's influence on food through analysis of diaries, letters, books, even advertising.

The time period divisions Ferris chooses for her book arrangement are unusual ones. The “Early South – Plantation South” covers the eighteenth and nineteenth centuries; “New South” looks at the twentieth century up to the lunch counter sit-ins of the 1950s; and “Modern South” picks up at the lunch counter sit-ins and moves through the Civil Rights legislation of the 1960s. Throughout, we look at the black-white dichotomy of the Southern people and their foods as well as revisit familiar Southern historical events such as slavery and its impact on both black and white, the Civil War, sharecropping, tenant farming and food’s role in each of those topics.

The advertising discussion was most interesting. Check your kitchen cabinets. Mine shows that Aunt Jemima, Uncle Ben, Brer Rabbit, and the black fellow on Cream of Wheat boxes are there. Somehow William Penn captured oats and grits for the Quakers though. Your flour may well be Tennessee’s Martha White or White Lily.

Something can be so common that you fail to recognize its significance and influence. Food’s importance in the history of the South and in the lives of the people living there is a good example of that. *The Edible South* remedies that oversight and deliciously so.

***Old Man River: The Mississippi River in North American History.* Paul Schneider**

The Mississippi River has influenced Arkansas history forever. And by forever, I mean from the Ice Age to today. Most books dealing with the river concentrate on the golden era of the steamboat in the nineteenth century and then move to the floods of the twentieth century and conclude with dams and modern shipping and commerce. In *Old Man River* steamboats do not appear until page 245 of this 400 page book and those earlier pages are what really set this book apart from other books that deal with the story of the Mississippi River.

The Ice Age really is covered in this book as are the early mound people of the upper Mississippi, though Arkansans are more familiar with the mound builders in our state. Much attention is given to the give and take among the Spanish, French, and English as they explored the new lands along the river and claimed them for their nations. The dealings with the Native Americans by those nationalities are blended into the narrative well and even readers unfamiliar with these early periods of American history will be able to follow events easily.

The steamboat era and its forerunner of river transportation, the keelboat and flatboat, are not slighted by Schneider who makes clear what a

revolution came about when river travel emerged. A later transportation revolution – the railroad – would eventually surpass river travel in both passenger service and commerce as railroads greatly shortened travel time. Another eighteenth-century event covered is how important control of the Mississippi River was in the Civil War and its outcome.

Like most histories of the river, this book concludes with the floods and dams, but in *Old Man River* that concluding section represents only thirty pages or so. The bibliography provided is nearly that long and is an added strength of the book. Since Schneider’s work covers so many topics usually ignored in books about the river, a bibliography touching on those topics adds value. So while this is a regional book like *The Edible South* is, *Old Man River* is sure to interest many Arkansas readers.

***The Modern Woman’s Guide to an Old Fashioned Christmas: How to Make It Stress-Free.* Betsy Watson.**

You may well wonder if I have lost my mind since this title’s subject is far different from the usual Arkansas author books I review. But the author of this book intrigued me. Ms. Watson is identified on the back of her book as a housewife and mom who lives in Newport and who has been creating Christmas celebrations for over forty years.

Those of us in the know are aware that “Betsy Watson” is the married name of Elizabeth Jacoway, Ph.D. historian, adjunct college history professor, and the author of the award-winning book *Turn Away Thy Son* as well as other history monographs and articles. Dr. Jacoway no doubt thought a Christmas planning book did not exactly fit her professorial publications list but she was clever enough to write and publish it anyway.

This little “how to” book is as charming and unpretentious as its author and “charming” is not usually a good thing with me when books are the topic. The book is full of practical ideas, advice, and warnings of what to avoid. The author’s wit is on frequent display. For instance: “Christmas is a lot of work, and *you* are the one who is going to have to do it. It is a fantasy to think that your husband-children-friends are going to help you. They won’t, so just get over it.”

It tires me to think anyone could be as organized as Watson’s Christmas campaign is as shown by her beginning point – acquire a red (naturally) binder with dividers where you will add during the year ideas, reminders, lists, addresses, etc.. That binder will include in future years the additions, notes, etc. that report past successes, the “not so successes,”

and the information needed to keep track of past gifts given (and to whom) and received (and from whom).

Book chapters address planning, decorating, gifts and cards, cooking, entertaining, taming stress, and the “after Christmas” duties. Each chapter begins with a line from a Christmas carol to reflect the chapter’s content. Like a good historian, the author concludes with a nice bibliography of helpful books and her own favorite Christmas reads.

Readers are not likely to argue with Watson’s early confession to being “a Christmas nut” but this easily used book just might be the solution for people of any age (or sex) who feel overwhelmed by the prospect of Christmas and all it entails. She describes the book as “part cookbook, part weekly planner,

part advice column, [and] a collection of ‘notes to self.’” My only concern is that few people with a full-time outside the home job could manage all this, but Watson also cautions to start small and add in succeeding years to the Christmas activities at your home as time (and energy) allow.

While it is too late for this book to be useful to you (or your library patrons) for Christmas 2014, Watson outlines how you should start planning for Christmas months before December. So get yourself a copy of this battle plan, get that red binder with dividers, and the next time you think a Ph.D. historian is just some stuffy curmudgeon, remember “Betsy Watson” and think again.

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*Arkansas author

Inclusion does not indicate recommendation.

AROUND ARKANSAS

by Heather Hays, Associate Editor

Michelle Sawicki, a recent MLIS graduate from Wayne State University in Detroit became Access Services Librarian at Boreham Library—UAFS on November 3rd, replacing Elizabeth Burden who took a position at Southern Methodist University in Dallas.

Dr. Janine Parry of Fayetteville, a professor of political science at the University of Arkansas and director of the Arkansas Poll since its inception in 1999, has been named as a Trustee of the Fayetteville Public Library. She replaces Dr. Charles Adams, former Fayetteville resident, Professor of English and Associate Dean in the Fulbright College of Arts and Sciences, who has moved. Adams was appointed the Dean of the Honors College at the University of South Florida in Tampa earlier this year. Adams was named to the Fayetteville Library Board in 2013.

Maylon T. Rice of Fayetteville, a board member and treasurer of the Fayetteville Public Library, has been named to a three year term as a board member of the Arkansas Historical Association. Rice has been a member of the Arkansas Library Association since joining the Fayetteville Public Library Board in 2010. He has served as Treasurer since 2012.

The Fayetteville Public Library will celebrate 10 years in its most recent building in October. An Oct. 22 recognition of this public event was held with a discussion or reading of books by LaVar Burton, an American actor, presenter, director, producer, and author.

Please keep Johnny Shepherd and his family of Sheridan, AR in your thoughts and prayers. For years he was the World Book salesman and for the past couple of years has represented Davidson Titles, Inc. Johnny has been a fixture at the ArLA conference as an exhibitor and sponsor. Shortly after the ArLA conference, Johnny was diagnosed with cancer (stage

4); the doctors say they cannot cure him, but are trying means to slow down the progression.

The Prairie County Library Millage Initiative did not pass. The unofficial vote was 1,417 against and 1,208 for. They were trying to increase the library millage from 1.0-mill to 2.0 mills.

The Sherwood library millage passed. It was 5,794 for and 5,096 against. Voters approved a temporary 1.3-mill property tax. Funds will be used to buy land, construct and equip a new library. The Sherwood Library is in the Central Arkansas Library System.

On Friday, October 3rd, the Malvern-Hot Spring County Library was dedicated to former Librarian, Mrs. Mary Cheatham. Mrs. Cheatham served as librarian from 1979-2000. To honor her years of service the library was renamed the Mary Cheatham Malvern-Hot Spring County Library.

Nancy Arn from Barton Public Library is retiring after forty years of exceptional service. The Board of Trustees held a reception in her honor on Thursday, December 4th, at the library.

Shirley Fetherolf of Conway passed away on December 5th, after a courageous battle against cancer. Shirley was an educator and media specialist, having retired in 2013 from the Arkansas Department of Education.

A reminder to Arkansas librarians: please submit news items to me for the next *Arkansas Libraries* issue! Births, deaths, new hires, retirements, funding, new buildings, and news that affects Arkansas libraries would be perfect fits for this column. Just jot me an email at hhays@bentonvillear.com, and you'll most likely see it published in our journal.

Heather Hays is the Senior Librarian at Bentonville Public Library.

**Arkansas Library Association
P.O. Box 958
Benton, AR 72018-0958**

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