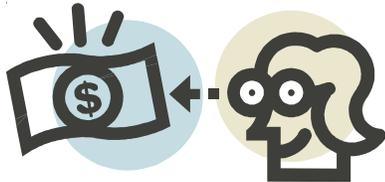




Straighttalk

News For And About The Libraries Of Northeast Nebraska

AUGUST, 2005 - Published by the Northeast Library System
Kathy Ellerton - System Administrator/Editor



Scholarships, Scholarships, Scholarships!!!

Northeast Library System is again offering scholarships to attend the Nebraska Library Association/ Nebraska Educational Media Association Annual Conference held in Lincoln on September 28-30. Scholarships are for \$250 to cover registration, motel, meals, and travel costs. Applicants must be a current member of NLA/NEMA and not attended a conference for five years. See page 11 for an application.

If you are not interested in that scholarship, perhaps you wish to apply for one to attend the upcoming PLA conference. Recently the Nebraska Library Commission announced \$1,000 scholarships for librarians to attend the Public Library Association Conference March

21-25, 2006 in Boston, Mass. There will be one scholarship awarded per system. The scholarship will cover airfare, meals, motel and registration costs.

In addition to PLA, there is a bus trip to provide free transportation to the MPLA (Mountain Plains Library Association) Annual conference in Jackson Hole, WY October 12-15, 2005. One of last year's participants had this to say about the conference, "Because of our similarities of land, population (or lack thereof), funding and distances many of our issues are the same. There is a certain camaraderie among the librarians in the MPLA region - they are always willing to share, commiserate or add to a fantastic idea that is just simmering."

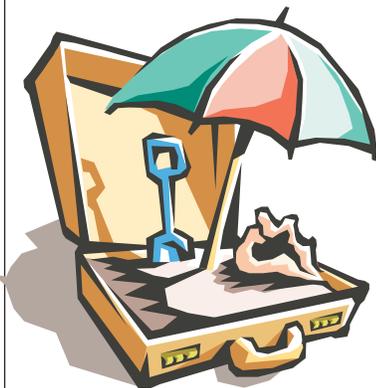
Too often people do not bother taking advantage of these learning opportunities because they feel the large conferences are only for folks with masters degrees or from large libraries. Nothing could be farther from the truth. Francine Fialkoff wrote in the February 1, 2005

issue of Library Journal, "They serve anywhere from 800 to 25,000 users, with most in rural communities of several thousand. Their per capita support is all over the map, from barely 20 bucks up to more than \$100. Whatever their size or their budgets, they provide some of the best library service in the country."

She goes on to say, "Some of the 143 libraries nominated for the Best Small Library in America are the great have-nots of the library world, strapped by small budgets and few employees, isolated by fragile technology and vast distances but vigorously supported by, and supportive of, their residents. Those who work in them are often isolated, too, from the larger professional community because of limited travel and education budgets. They are a study in dedication. To hear our judges tell it, some of the most innovative work in the field, worthy of being emulated by the largest systems, is emerging from these smaller institutions."

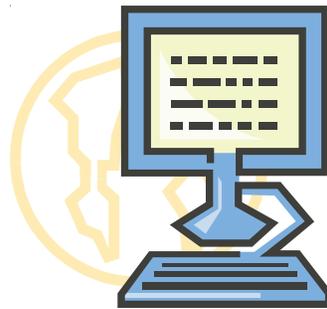
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Regional and national conferences are for libraries of every different shape and size. There are so many different topics, it is difficult to choose what to attend. Diversity, buildings, marketing, policies, seniors, technology, youth services, you name it! There is a session discussing your interests.

Take advantage of one, two or all of these wonderful continuing education opportunities.



Upcoming Online LEAD Classes

University of North Texas has announced their fall classes for LEAD (Library Education at Desktop). They will be: Using Databases, Harnessing the Internet, Improving Co-Worker Relationships, Info-Age Etiquette, Grant Writing Basics, Nutrition Information for Librarians: Saturate Your Knowledge Not Your Fat Intake, and Evaluating Your Collection are all planned for before winter. Future announcements will give more sign-up details.

Writing Grants for Youth Videoconference

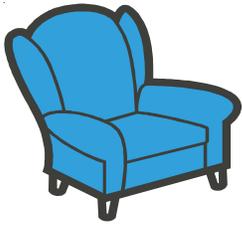
On September 9 the Library Commission will provide a videoconference entitled, **Writing Grants for Youth**, for children and young adult librarians. Hear about the areas of focus for the Youth Grants for Excellence. Sally Snyder, Coordinator of Children and Young Adult Library Service, and Pam Scott, Continuing Education Coordinator, will share:

- information to help you improve your grant application
- ideas related to the areas of focus
- what makes a successful grant application

Beth Trupp, Gering Public Library, and Kay Appleby, Tekamah Public Library, will share information about their libraries' successful 2004 grant applications and their projects for a Teen Space in the library, one of the areas of focus. Judy Hagan, Director, Atkinson Public Library, will also present information about writing a successful grant application. The second area of focus this year is on projects that contribute to "Every Child Ready to Read @ your library™" developed by the Public Library Association and the Association for Library Services to Children.

Registration deadline is September 5, 2005.

The workshop will be held via the statewide video-conference system from **2-4 P.M. CDT**. Sites are: Ainsworth, Columbus, Hastings, Kearney, Lincoln, Norfolk, North Platte, Omaha, and Scottsbluff.



The Reviewer's Chair

Katie's Sunday Afternoon

By James Mayhew

This is such a clever book! Children are introduced to Pointillist paintings (which are explained in the back of the book) and the author manages to make a trip to an art gallery a high adventure! Did you ever go swimming in a painting? Katie did. One adventure led to another until Katie had to find a magician in a picture that would change everything back to normal. All it took was "Alla-kazoom! Clear up this room!" Try that with your messy room- it might work! This book is recommended for ages 4-8 in both school and public libraries.

~~Joan Chilvers, Pierce, NE

The Game of Silence

By Louise Erdrich

The year is 1850, Omakayas and her family have returned to their summer home. Their routine is interrupted when white settlers move on the Ojibwe tribe's island home in Lake Superior. The settlers want the tribe to move further west and leave the island to them.

Among the settlers are a Catholic priest and a friendly teacher who teach the children to read and write so they can better deal with the white

agents who are cheating them. The concept of the story, learning the history of the Ojibwe tribe of Lake Superior is a great idea. The problem is that the reader is confused almost from the beginning. It is imperative to read the *The Birchbark House*, the first book in the series in order to enjoy this book. This book is recommended at a reading level of 4th through 7th grade.

~~Diane Limoges, Crofton, NE

Boy 2 Girl

By Terence Blacker

When Matthew's mom went to the States for his Aunt Galaxy's funeral, he didn't expect that she would return with his surly cousin, Sam. Because of his mom's insistence, Matthew introduces Sam to his friends with less than wonderful results. In order to prove himself to Matthew and his friends, Sam must start off the first week at his new school posing as a girl. In an unexpected turn of events, Sam makes a terrific girl, and the charade goes further than anyone imagined. The design of the narration makes the plot of this book difficult to follow. Additionally, the conclusion seems sudden, contrived, and a bit anti-climatic, as it the author had run out of ideas. While it is an amusing tale, this is not a book worth a small libraries limited budget. This book is recommended for ages 10-15.

~Amanda Limoges, Crofton, NE

ttyl

By Lauren Myracle

This book discusses the relationship of 3 girlfriends and their trek through high school, boys, weird teachers and homework. There are some tensions among the girls' different personalities, but their friendship endures.

~~K. P., Columbus, NE

High as a Hawk: A Brave Girl's Historic Climb

By T.A. Barron

This book is based on the actual climb of Longs Peak in Colorado by eight-year-old Harriet Peters from Little Rock, Arkansas in 1905. Harriet was guided by Eons Mills a famed mountain guide who was trying to get the government to set aside the area for a park. This area later became known as Rocky Mountain National Park. Harriet desired to make the climb because of her dying mother's wish.

Harriet is the youngest person ever to reach the 14,255-foot summit of Longs Peak. A great story for 2nd through 6th grade at public or school libraries.

~~Pat Thompson, WSC

Pulling Princes

By Tyne O'Connell

Calypso is an American teenager attending boarding school in England where she has always been an outsider. Things change when she is assigned a roommate from the "in" crowd. Calypso is a fencing ace and begins to gain attention



when she beats the crown prince of England at sabers. Add to this a jealous classmate and the scene is set for mayhem and also the growth of a young girl. This book is not recommended for school or public libraries because it condones smoking and drinking by teenagers. The language is also hard to understand.

Janet Davis, Atkinson

Noah's Ark
by Lucy Cousins

This is a very short version of the Bible story. It is recommended for kids ages 1 to preschool. It would be appropriate for personal collections or public libraries. The illustrations are simple but give plenty of opportunity to discuss different kinds of animals. The text is very large and easy to follow. Even though it is very simple, it is a good retelling and kids will catch on quickly.

~~Heather Reid, parent,
Omaha, Nebraska

Whose Nose and Toes?
By John Butler

This cute book would be for preschool children. By using pictures of animals, children guess whose nose and toes belong to which animal. Great illustrations help make this book a favorite. This will be a book the little ones will sit by themselves and look at time and time again. I would recommend this book for any library that needs a good book for preschool children. My three-year-old granddaughter

really liked this book.
~~Marilyn Liedorff, WSC

Jess and the Stinky Cowboys

By Janice Lee Smith

Jess the canine sheriff of Snake Gulch has her hands full convincing some stinky cowboys to bathe. This is a friendly little western tale of a good sheriff vs. some ornery cowboys who stink and refuse to take a bath. This is a fun chapter book with a lot of exciting action. This book is recommended for 3rd and 4th grade in both school and public libraries. Intermediate readers will love this humorous story with colorful illustrations. It's a fun read that kids won't be able to put down.

~~Linda Hughes, West Point,
NE



Web Sites to Check Out!!

Habla espanol?: Serving Diverse Populations: Public Libraries and the Spanish Speaking Population.

http://www.lis.uiuc.edu/clips/2005_03.html

This site discusses collection development issues, accessibility, the rural library and serving a diverse population and web resources for librarians.

NE211: Nebraska Human Services Information

<http://www.ne211.org>

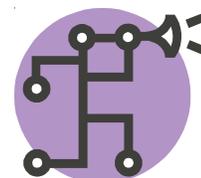
A new on-line resource lets Nebraskans search for local human services information, 24 hours a day, 7 days a week. Four databases contributed data to the database: Lincoln-Lancaster County Health Dept., Nebraska Respite Network, Panhandle Partnership of Health & Human Services and the United Way of the Midlands. The web site allows a statewide search.

Color in Colorado

<http://www.colorincolorado.org>

A project of Reading Rockets, Every page in the Parents' Section is available in both English and Spanish. This means you can browse through the site in English and then print out any page in Spanish to give to parents. The Parents' Section includes:

- What you can do at home
- Helping your child succeed at school
- Fun reading tips and activities
- Books, stories, and more





Straight-Talk is published ten times per year by the Northeast Library System. Contact Kathy Ellerton or Shelia Cermak at the Northeast Library System Office from 8:00 a.m. to 5:00 p.m. C.S.T. at 1-800-578-1014 (402)- 564-1586 (Voice) (402)-276-0583 (Cell) (402)-564-7977 (FAX).

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Intellectual Freedom-What Does It Have To Do With Me and My Library?

"Intellectual Freedom is the right of every individual to both seek and receive information from all points of view without restriction." (ALA Intellectual Freedom Office.) Doesn't that sound central to every library and every librarian?

Are you ready for requests to withdraw material from your collection, or requests for information about what your users have read?

NLA's Intellectual Freedom Committee is working to make more people aware of the issues, and to help them be prepared if and when questions arise. Two ways we are doing this are a newly revised Intellectual Freedom Manual and a panel discussion on intellectual freedom at the NLA Conference this fall.

A public librarian, a school librarian, and an academic librarian will talk about being prepared on intellectual freedom issues when NLA meets in Lincoln in September, and we hope you'll find it of value.

The new edition of the Intellectual Freedom Manual was revised by NLA's Intellectual Freedom Committee last year and is available online at www.nlc.state.ne.us/freedom/intellectfree.html.

Before the concerned citizens appear at your door, telling you they want you to withdraw something from your collection, or the FBI asks for your check-out records, you should read this Manual and follow its suggestions. It includes the following sections: a checklist of questions on how prepared you are to handle censorship issues; a list of records which may be withheld from the public (but may be subpoenaed by the authorities); creating a mission statement and a materials selection policy; how to handle reconsideration requests (with a sample form from ALA and a procedure to follow); links to various statements (The Library Bill of Rights, ALA's Freedom to Read, View, and Access Electronic Information statements, and a Guide to the USA PATRIOT Act); and finally a list of contacts-addresses and phone numbers of the regional library systems, the Nebraska Library Commission, and NLA-which may be able to offer advice or help.

I hope we'll see you at the panel discussion in September!

Bob Boyce, Lincoln City Libraries, for the NLA Intellectual Freedom Committee.





How to Promote Your Adult Fiction Collection with \$100 or Less

by

**Kathy Jacobs, Director
South Sioux City Public Library**

According to the American Marketing Association (1989), the definition of marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. "In other words, find out what people want and give them more of it!" Darlene Weingand explains marketing as a process whereby one must focus on the client, assessing who both present and potential clients are. The next step is to focus on the needs of the client, designing products that meet those needs. Marketing is all about client relationships. It is "making your services so attractive to potential users that they will want to come to the library the next time they have a need," (We're Not, 2003).

Deciding who the present and potential clients are requires market analysis. For public libraries, this is commonly called a community analysis. During this process, a community's demographics are objectively studied so that the groups that comprise the community are identified along with the population percentages in each group. A list of community organizations and activities tells what is taking place in the community and what the community's resources are. It is a picture of where people can seek help and what is offered to them. It shows the strengths and weaknesses of the community. In other words, it is the first step in assessing who clients are and what they need (ALA, 1989). Johnson (2004) speaks of primary and secondary data that is gathered during a community analysis. Primary data comes through tools such as observation, interviews, focus groups, surveys and experimental research. Secondary data is the existing data or the demographics and community picture gathered through research.

What does any of this have to do with a library? Everything! The four elements of marketing are product, price, place and promotion. For a library, the products we offer are our materials, services, and programs. All of these are enveloped into our policies which guide us as we select materials for our patrons, decide which services we will provide both within the confines of the library's walls and those that reach out into the community, and the programs we support either on our own or through collaboration with other community organizations. Price is the cost of our products. Place is where the customer, our patrons, gains access to the library's products. It is where we make that connection to our patrons. Promotion is the library's communication with our patrons, informing them about our product, price and place (ALA, 1989).

A library should plan a marketing strategy. To do this, it must use the community analysis to select a target audience. With the audience in mind, look at what both the library and the community has offered thus far for that group, what resources the community has for them and who or what the library's competition will be when vying for that group's attention. The library must then find the right mix of the four Ps to decide what product to offer, in what place, and how to promote the product in an inexpensive yet far-reaching campaign. In other words, the library must ask the question what is the one best message for the target audience and what are the most cost efficient ways to get the message out to them in places where they will actually get the message (ALA, 1989).

Johnson (2004) adds a fifth P to marketing, performance measurement. This requires a library to monitor and analyze their promotion ideas against the desired effect it hopes to have. If the promotion is working, continue and expand it. If it is not, modify it or discontinue it altogether. In other words, take the necessary corrective measures to get results.



Successful marketing is a continuous cycle and libraries must be diligent in their efforts. Even successful promotions can be improved. Being creative and innovative takes both time and energy, but circulation statistics prove over and over that a good marketing plan “sells” a library’s collection.

Promotion Ideas

Effective promotion of your library’s adult fiction collection can cost your library a very minimal amount of money. No library has unlimited funds to spend on marketing. Knowing that fact and knowing that if we don’t market our products, we will not be successful in “selling” our products to as many clients as possible, we face the dilemma of how to spend our money. The following ideas are inexpensive ways to market an adult collection. In most cases, a library will not be able to implement all of the ways and the same patrons will not be receptive to all promotion ideas. However, most libraries should find one or two ideas on this list that will be conducive to its space, staff, patrons, and funding.

Set up displays either in one central area or throughout the adult section. The end of a book shelf often times makes an excellent place to display books you have grouped because of author, topic or genre. For instance, books by James Patterson in the Alex Cross and Women’s Murder Club series, books by John Sanford in the *Prey* series, nonfiction books on true crimes or serial killers would all fit together as a display of thriller books. You can also set up a display on specific genres such as mystery romance or science fiction. New book displays are always appropriate. Many patrons go only to those shelves to find new reading materials. Put these in a high traffic area close to the door so that patrons dropping by on lunch break or on their way home from work can quickly find materials and be on their way (Nottingham, 2002).

Produce your own bookmarks by genres, authors, award winners, topics, or almost any other category you think will be useful to your patrons. If You Liked This Book, You May Also Like...bookmarks are very popular with many readers. Once you have a file of these, it is easy to add new titles to the lists.

Reader recommendations, whether they be from the staff or patrons, are always popular. You can create a shelf that is labeled “Staff Recommendations” by having staff write a short, catchy phrase to describe the book on a quarter of a sheet of paper. Tape the paper on the back cover of the book or place it inside the book with the top of the paper sticking out so it can be easily seen. These descriptions are not formal, but should be short, simple and creative and signed by the staff, allowing the patron to question the staff member if needed. The same can be done with patron recommendations. In this case, patrons may not want to sign their names or they may want to relay their thoughts to a staff person who writes up the quick review. Again, these are not formal (Nottingham, 2002). Some libraries have used a notebook for this purpose and alphabetized the books according to the author’s last name. The notebook sits near the circulation desk, the online catalog, or the fiction collection for easy patron access.

Written reviews of books are always popular. If you have a column in the local newspaper, include a few book reviews in each column. If you write a newsletter or maintain a web site, reserve a section or page for reviews. While these reviews are written by staff in most cases, some patrons will enjoy this challenge. Invite patrons to submit reviews but draw up guidelines prior to doing this so it is clear what is and is not acceptable.

Not only can you put reviews on a website, you can also link to sites that give reviews and much more information. Consider such sites as Amazon.com (URL: <http://www.Amazon.com> [accessed April 16, 2005]), Bookbrowser.com (URL: <http://www.barnesandnoble.com/bookbrowser/Welcome.asp> [ac-

cessed April 16, 2005]), and Webrary (URL: <http://www.webrary.org/rs/rslinks.html> [accessed April 16, 2005]). These sites can be accessed by patrons and used by staff to answer readers' advisory questions (Shearer & Burgin, eds., 2001). They contain a wealth of information on new and old books and lead patrons to like books and authors, more books in a series or other series and provide answers to other readers' advisory questions.

Consider what programs your patrons might like. Hold informal book talks on a regular basis at varied times. Again, there may be patrons who are interested in participating. Draw up guidelines before you begin and welcome patron participation. Form book clubs, either generic or by genre. Offer book clubs at different times on different days to get as much participation as possible. Host Read a Good Movie Lately? nights. Obtain several copies of the same book and make them available for two to three months. Then, show the movie and invite discussion about the similarities and differences between the book and the movie. You might even get merchants to donate sodas and popcorn or you can purchase snacks yourself and ask those who eat to make a donation to pay for the snacks. It will be a relaxing way to get together and discuss literature.

Conclusion

Effective promotion of your library's adult fiction collection can cost a very minimal amount of money. In many instances, patrons are happy to become involved in the process. Use the talents of your staff and patrons to promote your collection. As a librarian, you must make use of all the tools at hand.

Above all, don't limit your promotions to the library so that only those who enter your doors see your promotions. Leave the building and present to interested groups in the community. Organizations are always looking for new program ideas. Volunteer to be a guest speaker and present book talks. During your presentation, ask the audience how the library can be of service to them. Then listen carefully, go back to the library and begin making plans to meet their needs. Promote the library throughout the community so that all people feel you are reaching out to them and you have something of value for them.

Evaluate your promotion ideas on a regular basis. Don't be afraid to discontinue what doesn't work and try new ideas. Take some risks and have fun! Be creative and enjoy the process. Collection promotion can be inexpensive while both the library and its patrons reap great rewards.

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Check Your Calendar

August 10 - **Really Good Library Group** at Hartington Public Library at 10am.

August 18 - **Sailing Into The Future: Library Planning for Results** workshop at Lifelong Learning Center, NECC, Norfolk, from 9:30-3:30pm.

September 1 - "**Exploring the Blackboard Jungle**" a school media specialist workshop at ESU#7 in Columbus. For more information, see page 11.

September 9 - **Nebraska Library Commission Meeting** at Nebraska Library Commission, Lincoln.

September 21 - **Northeast Library System Board Meeting** at Raymond Whitwer Tilden Public Library at 10 am.

September 23-24 - **10th Annual Plum Creek Literacy Festival** at Concordia University, Seward. For additional information email: PlumCreek@cune.edu.

September 28 - "**Bridges Out of Poverty**", NLA Pre-conference, Cornhusker Hotel, Lincoln.

September 28 - "**Caring For the Mind**", NLA Pre-conference, September 28, Corn-

husker Hotel, Lincoln.

September 29-30 - **NLA/NEMA Annual Conference**, Cornhusker Hotel, Lincoln.



NEW @ NLS

Libraries Create Success!, video, 11 min., 2005.

This program highlights the important economic and social role libraries play in their communities. Politicians and library officials from Chicago, Baltimore County, and St. Mary's County, Maryland describe why they supported construction of new libraries, even in difficult times.

The Whole School Library Handbook by Blanche Woolls and David V. Loertscher, ALA, 2005.

Inside this handy reference, readers will find articles and checklists on funding, promo-

tion, evaluation, technology, collection development and much more.

"All Those Teens Are Coming Into My Library, Now What Do I Do?"

This video covers the May 25, 2005 videoconference. Presenters discussed what they had learned at the ALSAC Institute and the Mem Fox presentation. Resources can be found on the web page: <http://www.nlc.state.ne.us/libdev/librarians.html#VC>.

Capital Campaigns From the Ground Up: How Nonprofits Can Have the Buildings of Their Dreams by Stanley Weinstein, John Wiley & Sons, 2004.

This book covers every aspect of the campaign process, from the project's inception to its delivery. The book begins by outlining prerequisites for attaining capital goals. Later chapters provide a detailed breakdown of the fundraising campaign, from crafting the case for support to build a volunteer team to nurturing relationships with potential donors.



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Dorothy Rieke, Nebraska Humanities Council speaker will present two programs at the Lied Auditorium of the **Raymond A Whitwer Tilden Public Library** on Wednesday, July 20. At 3:00 pm she will speak about Ghosts, Goblins and Ghouls! for the Summer Reading Program finale. At 8:00 pm, she will present Nebraska Farm Families During the Depression.

Hearty congratulations to **Randolph Public Library** for receiving a \$250,000 CDBG grant for their new building. The new library will more than double the size of the current Carnegie Library built in 1918.

The Wall of Remembrance - Our Fallen Soldiers can be viewed at the **Hruska Memorial Public Library** in David City. Created by the Central Nebraska Peace Workers, the Wall of Remembrance is a memorial tribute to the men and women who have lost their lives in Iraq. The display will be in David City from August 15 through August 31.

On July 16, author Dawn Dyson will be at the **Neligh Public Library** signing her book, *Mercy Sky*. This romantic historical novel is based on one of America's best kept secrets, the Reverse Underground Railroad.

The **Battle Creek Library** Foundation is offering a shiny new Yamaha Bruin ATV for \$25 per ticket. Proceeds will go to the Library Building Fund.

The Amazing Arthur performed

at the **Norfolk Public Library** on July 13. A skilled practitioner of the dexterous arts, The Amazing Arthur entertained a crowd with his juggler-magician-yo-yo-balloon-twisting humor. Arthur's appearance was one of the events for the summer reading program.

The **Shelby Public Library** hired the architectural firm of James L. Cannon & Associates from Grand Island to draw up plans for their new library.

Free pizza can be found at the **Orchard Public Library** on August 5th followed by free swimming as the final events of their summer reading program. Plus, roughly 75% of the library's collection has been inputted into the library's new automation system.

On August 15th **Wayne Public Library** and **South Sioux**

City Public Library will officially join the ONE Library Consortium. The consortia currently consists of Norfolk Public Library, Northeast Community College, Columbus Public Library, and Central Community College (Grand Island, Columbus and Hastings Campuses). Both the Nebraska Library Commission and the Peter Kiewit Foundation awarded grants to offset the automation costs.



RGLG - Really Good Library Group meets August

10 at **Hartington Public Library**. On the agenda: 2005 Library Trustee Survey by Lynn Bradman. Many trustees responded; discover what they think matters and how to have your board make a difference! Other items are planning, NLA Scholarships and what's happening in your library.

CAPSTONE HEINEMANN LIBRARY COMPASS POINT	ROURKE PUBLISHING CO. LERNER PUBLISHING CO. FACTS ON FILE
COMPLETE LINE OF LIBRARY BOOKS L.B.S.S.	
Duane Munson	
2315 29TH STREET, BOX 624, COLUMBUS, NE 68601 TELEPHONE 402-564-3073 FAX 402-564-9730 CELL PHONE 402-910-0772	
ECONO-CLAD CHILD'S WORLD REFERENCE BOOKS	MARSHALL/CAVENDISH SALEM PRESS COMPTON'S ENCYCLOPEDIA



Scholarship Application

The NORTHEAST LIBRARY SYSTEM will make available **SIX scholarships** in the amount of **\$250 each** to help defray costs for **librarians, trustees & school library media specialists** wishing to attend the joint Nebraska Library Association / Nebraska Educational Media Association conference to be held at the Cornhusker Hotel in Lincoln on September 28-30.

1. Applicants must not have attended a state-wide N.L.A./N.E.M.A. Conference in the last five years.
2. Applicants must be current members of either N.L.A. or N.E.M.A. (There is still time to become a member; call Kathy or Shelia at the System office to obtain a membership form for either organization.)
3. Scholarships will be awarded to no more than one person from each library or school district.
4. Applicants must attend at least one day of the Conference or Pre-Conference.
5. After the Conference, those awarded scholarships must submit a written summary (one page minimum) of Conference programs attended, prior to the next scheduled System Board meeting, November 19, 2005. Summaries will be shared with System Board members.

If you qualify, don't hesitate to take advantage of this opportunity! Complete this form & mail it to the Northeast Library System office, 3038 33rd Street, Columbus, NE 68601 by September 1. Scholarship recipients will be notified prior to the pre-registration deadline. Call Kathy at the System office to obtain a packet detailing Pre-Conference & Conference presentations, dates, times, locations, & registration forms.

NAME _____

LIBRARIAN _____ SCHOOL MEDIA SPECIALIST _____ TRUSTEE: _____

LIBRARY OR SCHOOL YOU REPRESENT _____

ADDRESS & PHONE: _____ E-MAIL _____

How long have you been employed in a library or a school library media center?

Trustees: How long have you served on a library board? _____

When did you last attend a state-wide N.L.A./N.E.M.A. Conference? _____

What System sponsored Workshops have you attended in the last two years?

Why do you want to attend this Conference?

(Make a copy of this form for your records.)

ROAD TRIP 20



Okay, this time you *will* have to sing "We'll be coming around the mountain!"

Join your colleagues for the second annual bus trip to Mountain Plains Library Association's 2005 Conference in Jackson Hole, Wyoming. The Conference is October 12-15, the bus would leave on October 10th and arrive back on the 16th. Like last year, the bus will start in Omaha and travel along I-80 picking up riders. We had 16 riders last time. Use the bus trip to network with your peers, catch up on your

sleep, finish that book, or watch a movie. But most of all, use the bus to get to one of the favorite regional conferences for

FREE! That's right, thanks to a grant from the Nebraska Library Commission there will be no cost for the bus ride. There will be an overnight stay in Cheyenne (Jackson Hole is a ways away), which cost the rider is responsible for along with the conference lodging and registration expenses.

Positive comments about the 2004 bus trip:

"It gives you such an opportunity to process information from the conference on the way home. I would love to do another trip like this."

"I arrived at the conference rested and refreshed, instead of tired of traveling. It was great. I highly recommend it to all my colleagues."

"The bus trip was a valuable part of the conference experience. Networking with peers is always valuable, and there were people on the bus that I wouldn't normally run into otherwise."

And comments about the MPLA Conference:

"Because of similarities of land, population (or lack thereof), funding and distances many of our issues are the same. There is a certain camaraderie among the librarians in the MPLA region - they are always willing to share, commiserate or add to a fantastic idea that is just simmering."

"It always is beneficial knowing we are not an island, and connecting with resources in other states so that we don't have to start from scratch on common issues of concern."



So sign up today to join Road Trip 2005!

Contact Jenni Puchalla, Southeast Library System, 5730 R Street, Suite C-1, Lincoln, NE 68505
jennip@alltel.net or 800-288-6063/467-6188 or contact Kathy Ellerton at 1-800-578-1014.



Northeast Library System Annual Meeting Minutes – June 2, 2005

The Northeast Library System Annual Meeting was held during the Annual Institute on Wayne State campus on Thursday, June 2, 2005. President Marilyn Liedorff called the meeting following the noon banquet. Board members present were: Ann Bachman, Carol Becker, Lucy Cooper, Dee Johnson, Jolene Klein, Marilyn Liedorff, Luran Lofgren, Laurie Rehnstrom, and Linda Risinger.

After a welcome from Stan Gardner, WSC Conn Library Director, System Administrator Kathy Ellerton gave her annual report. She also reminded system members of upcoming workshops and the fall conference; requested recommendations for the use of the monies the system holds in various CDs; announced the resumption of the Winter Workshop.

Current board members were asked to stand for recognition.

Linda Risinger gave the Nominating Committee Report. Election of board officers was then held. On the ballot were: President - Marilyn Liedorff; Vice President - Gretchen Healy, Luran Lofgren; Secretary - Dee Johnson, Linda Risinger. Officers elected for the 2005-2006 term are Marilyn Liedorff-President; Luran Lofgren-Vice President; and Dee Johnson-Secretary.

Serving on the Nominating Committee for 2005-2006 will be Carol Becker, Vicki Marks, and Julie Osnes.

Carol Speicher gave a brief presentation on the LTA associate degree, discussing the scholarships available and the classes offered through Nebraska community colleges.

Marilyn Liedorff gave a synopsis of changes the Wayne State College CARDS program is considering, including setting up an advisory team and creating a new fee structure. All interested are invited to a brief meeting in Gardner Hall following the afternoon workshops.

Marilyn Liedorff and Pat Thompson then recognized the many area librarians involved in the Book Reviewers' program for Conn Library. Each reviewer was given an assortment of books for their individual library.

Kathy Jacobs was acknowledged for her service to the board. Her position on the board will be filled by Sally Stahlecker.

Kathy Ellerton and Marilyn Liedorff drew for the door prizes and centerpiece giveaways.

Marilyn Liedorff passed the gavel to the new president, Marilyn Liedorff, and then adjourned the meeting.

Respectfully submitted,

Luran Lofgren
Secretary pro tem





NLA/NEMA 2
Septem
Cornhusk

*Here are two Sess
won't want to*

Sponsored by the College and University Section and

Friday morning sessions (8-8:50 am and 9:10-
Steinkuehler, a popular presenter and writer
session will deal generally about this phenome
deal with the subject from the point of view
is a researcher at the University of Wisconsin
201 and *Terra Nova*. The April 15, 2005, issu
article "Meet the Gamers," that she co-autho
presented at an OCLC Symposium at ALA Mid

Excerpts from the article "Meet the Gamers"

NLA/NEMA Award Banquet & Post-Banquet Dance

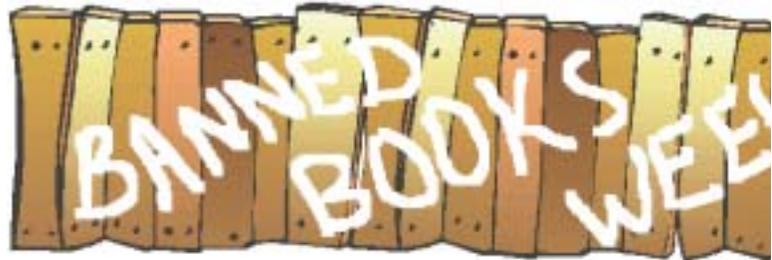
Thursday September 29th, 2005
6:30 p.m.—Until you can't dance anymore

"I cannot call to mind a single instance where I have ever been irreverent, except toward the things which were sacred to other people." — Mark Twain

With two books on ALA's list of Most Frequently Challenged Books, Mark Twain seems an obvious choice to speak at a library banquet during Banned Books Week. The great American Humorist mostly enjoyed the publicity that banning one of his books provided him, saying that more novels would be sold as people "read it, out of curiosity, instead of merely intending to do so."

He turned to lecturing as a method of making money and in 1867 the New York Times reported that "Mr. Twain's style is a quaint one, both in manner and method, and throughout his discourse he managed to keep on the right side of his audience and frequently convulsed it with hearty laughter."

Listen to **Wally Seiler**, as Twain, present some of Twain's best-loved writings as they might have been heard on the lecture circuit. The presentation is funded by a Nebraska Humanities Council Speakers Bureau grant, and is open to the public.



Immediately following the banquet . . .

**Break out your Nehru jackets
and go-go boots!**

**And prepare yourselves to dance the
night away to the boss sounds of the
sixties!**

Whether you have a duck tail, a flat top or long hair you'll be jazzed to hear Jimi, Aretha, Peter, Paul, and Mary, the Beach Boys, the Beatles, and the Grateful Dead.

The library band, the BookEnds, not yet a banned band, will be making an appearance as well.

It'll be outta sight! You dig?

Sponsored by
Davidson Titles, Inc.
Gerald Donlan

**LOVE
TO
DANCE**



These boots were made for dancing!

**The Northeast Library System serves the following counties:
Antelope, Boone, Boyd, Butler, Cedar, Colfax, Dakota,
Dixon, Holt, Knox, Madison, Merrick, Nance, Pierce, Platte, Polk,
Stanton, Thurston, Wayne and Wheeler.**

A leader is a dealer in hope.

~ Napoleon Bonaparte

Check out our web site at: <http://www.nlc.state.ne.us/system/northeast/nesys.html>



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