

Book Marks

South Dakota Library Association

Serving South Dakota since 1904

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NOVEMBER/DECEMBER 2005

SDLA Conference 2005

South Dakota Libraries: A Story Worth Telling

Around 200 library staff, trustees, and librarians gathered in Pierre for SDLA's annual conference. The program featured energetic and inspiring presentations from Ann Seidl, writer/director of *The Hollywood Librarian*, and Jean Patrick, South Dakota author.



Local Arrangements Committee – LaVera Rose, Colleen Kirby, Jasmine Rousey, Quynn Verhelst, Carol Hageman, Annie Brunskill, & Ann Eichinger. Not pictured Dan Boyd, Jean Peterson, Pat Weeldryer, Dorothy Liegl, & Beverly Lewis.

Thursday night the Association honored those who have made a difference in South Dakota libraries (see pages 4 & 5).

A special thanks to the Local Arrangements committee and President Deb Hagemeyer for their hard work and dedication to the success of this conference.

Plans are already underway for next year's conference in Rapid City, September 20-22. Conference program suggestion forms are available from the SDLA web site (www.sdlibraryassociation.org).

2006 Legislative Agenda

The SDLA Executive Board has approved two items for legislative action in 2006.

The first is to support the addition of 2 FTE for the South Dakota Library Network to provide support services for member libraries. These positions have no financial impact for the state as they are funded by the members of the network.

The second item is a funding request for the State Library to purchase digital state wide access to current daily newspapers of Sioux Falls,

Rapid City, and Aberdeen as well as 18 major regional newspapers including the Minneapolis Star Tribune and Denver Post. Timely and efficient access to news articles from the region contributes to business decisions and economic plans of individuals and communities state wide.

If you have questions or are interested in working on these legislative items, contact Library Issues chair, Deb Hagemeyer (deb.hagemeyer@augie.edu).

Members reflect on conference

Carol Hageman, State Library

Being a part of the Support Staff Section has brought a different perspective to my view of the library world. I have had the opportunity to see both librarians and support staff having a common goal. We all strive to serve our patrons with respect, with confidence, and with "fast answers"!

Have you ever felt the energy exuded at the Conferences?! It is amazing! I have sat back and listened to the crowd becoming louder and louder. Ideas, questions, concerns, problem solving, all being discussed in the few days we have together as members of SDLA.

As Chair of the Support Staff Section, I hope that we can all work together to meet our patrons' demands and to

"support" our association in the exciting and changing library world. I am speaking on behalf of the Support Staff Section, we participate in the changes, challenges and improvements in support of our Association and the libraries across our state.

Vickie Mix, SDSU

The conference provided a wonderful opportunity to network with colleagues from across the state and participate in discussions relevant to our profession. The conference theme "South Dakota: A Story Worth Telling" was particularly appropriate for the keynote speech delivered by Ann Seidl on the "Hollywood Librarian-A Documentary Film in Progress." I had the opportunity to briefly visit with Ann after the address and was inspired by her dedication to

telling our story.

Two of the sessions I attended addressed advocacy, marketing and public relations issues. These sessions were very relevant to the image and budget challenges libraries face in our state and throughout the country. For academic libraries, it is ever more important for us to remind our academic communities of the value research libraries offer to institutions of higher learning. It's time academic librarians share our story with our faculty, students, staff, and community.

Lee Crary, Bison School Library & Mavis Schipman, Douglas Middle School

Every year it has been beneficial for school librarians to attend the SDLA Conference, and this year was no *continued on pg. 7*

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Book Marks

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DEADLINES

January/February issue	Dec. 15
March/April issue	Feb. 15
May/June issue	April 15
July/August issue	June 15
September/October issue	August 15
November/December issue	Oct. 15

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From the President...

Kevin Kenkel

By now we are all settled back into our work places after having the chance to renew professional and personal relationships in Pierre. We should all tip our hats to everyone who played a role in planning and running this year's conference. The variety of sessions provided many opportunities for professional development. We certainly rediscovered that South Dakota libraries are a story worth telling.

As I reflect on this past year as Vice President and the 2005 annual conference I realize that SDLA is quite an active organization. I want to thank Deb Hagemeyer one more time for the leadership and direction that she provided as President. Deb began a number of multi-year

initiatives that we will continue pursuing.

One such initiative is a marketing project with the Rapid City firm Hot Pink Ink. After conducting research with focus groups Hot Pink Ink submitted a report of their findings and proposed a number of projects to promote South Dakota libraries. At our next meeting the executive board will discuss these proposals. We cannot afford a big, splashy marketing campaign, but I am confident that we can work with Hot Pink Ink on developing a professional project that is within our means.

As I stated earlier, SDLA is an active organization. We are all actively working to

provide the best possible services and resources to our patrons. In recognition of this pursuit of excellence the theme that I have chosen for next year's conference is "Librarians in Action." I want to highlight the numerous ways that librarians in our state pursue excellence. If you have a program suggestion that relates to this theme I encourage you to complete and submit the "SDLA Program Suggestion Form." This form is available at SDLA's web site (<http://www.sdlibraryassociation.org>). Completed forms may be submitted to section chairs or myself directly. I look forward to a busy, but fulfilling year.

New SDLA Members

Alan Aldrich	USD, Vermillion
Vicki Anderson	Northwest Regional Library
Patricia Ball	Piedmont Community Library
Pamela Sue Bull	Britton Public Library
Marge Gross	Yankton Community Library Trustee
Christine Jefferson	Philadelphia, PA
Tara Kadlecek	Wolf Creek School
Shirley Kangas	Haakon Community Library, Philip
Alison Kattelmann	Haakon Community Library, Philip
Debra Legros	Little Wound School
Little Wound School	Kyle, SD
Cathy McNeary	Aberdeen Roncalli Jr/Sr High
Pamella Price	Britton Public Library

SDLN Connection...

Steve Marquardt

SDLN Advisory Council Chair

Politics looms before us SDLN members, as we look forward to the upcoming legislative session. Politics also is on the table in our internal discussions.

Politics internal concerns governance issues currently under review by the Executive Committee. Comment from the SDLN membership was invited by Executive Committee Chair and State Librarian Dorothy Liegl, at the SDLA conference and by e-mail on October 8. Comments were reviewed at the November 1 meeting of the Executive Committee. Advisory Council members (member library directors plus user group chairs) should check SDLN-Advise and SDLN-Associate e-mails for further information, proposals, and invitations to comment on governance issues.

Governance of SDLN is defined in legal documents and member contracts. Any changes must be reflected in an amended "Memoranda of Understanding among the South Dakota Board of Re-

gents, the South Dakota Department of Education and Cultural Affairs, and the South Dakota State Library Board," and the "Memorandum of Agreement" with each individual member library.

The partnership of libraries large and small within SDLN has been characterized over the years by a good balance of "equity and the greater good," in the words of Ronelle Thompson. How to manage this and pay for it remain as difficult issues today as we look forward to increasing access to information for our students, citizens, faculty and researchers.

Politics external is a critical consideration in the months ahead. SDLA lobbyist Dennis Duncan emphasized at his conference session earlier this month that now is the time to begin contacting your legislators about the number one priority on the SDLA legislative program - the approval of two additional FTE for SDLN Operations. SDLA members will be hearing soon about this

lobbying effort from the Library Issues Committee.

These positions are critical to all of us within SDLN, and they are still not enough to move forward as we wish. Failure to obtain the 2.0 FTE would force the consideration of more radical ideas. Persons thinking outside the box have suggested a cross-border merger of ODIN and SDLN operations, in hopes of deploying the resources necessary to make the full Ex Libris system succeed. Another idea is to have MINITEX run it, as they already broker our OCLC services, manage interlibrary loan courier and borrowing services, and are now running MnLINK. If we are to avoid the need to seriously consider such massive changes, our lobbying effort must succeed in the upcoming legislative session, as well as the session to follow one year later. More financial resources (dues) will be needed for that second round of added personnel. It's time to get active and plan ahead.

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SDLA Treasurer's Report as of October 29, 2005

Checking

Wells Fargo \$ 2,830.68
PO Trust \$ 321.32
US Bank (conference account) \$30,443.09
\$33,595.09

Investment

American Express \$ 99,827.15
Security Bank \$ 12,440.18
\$112,267.33

Total Assets \$145,862.42

2005 SDLA Award Winners



★ Distinguished Service – Joe Edelen

★ Joe Edelen has worked in libraries in South Dakota for nearly forty years and yet, his enthusiasm for and love of libraries is as fresh as though he had just discovered them for the first time. He has been an untiring advocate for ensuring that South Dakotans receive the best library services possible, working within his own library, his public library, and the state library. Participating within the professional library community is a way of life for him. Joe understands the importance of sharing ideas, solving problems, and making friends within our profession as an important component for providing our patrons with excellent library service. He is honored for his work among us and for his advocacy for all South Dakota libraries.



★ New Librarian of the Year – Dustin Larmore

★ Dustin Larmore is a detail person who is described as fearless in the face of such lofty and hefty tomes as Library of Congress Classification schedules and the Anglo American Cataloging Rules. He has cheerfully assumed the position as project coordinator for the South Dakota funnel of the Name Authority Cooperative Program. The recent migration from PALS to ALEPH was Dustin's priority for his own library, but he quickly realized that the public and school libraries in his community would need help sorting out their local issues and especially setting up the infamous ALEPH tables.



★ Librarian of the Year – Jackie Hanson

★ For more than thirteen years, Jackie Hanson has worked to strengthen libraries in South Dakota. She is known for her willingness to work collaboratively and to share her knowledge and resources generously. She is tenacious when faced with the impenetrable or illogical and is applauded for her ability to articulate questions and suggest solutions. For more than thirteen years, Jackie has worked to strengthen libraries in South Dakota. For many years Jackie has participated quietly and consistently on South Dakota Library Association committees and in the South Dakota Library Network's user groups. And then we faced migration and a leader was born. SDLA honors Jackie for all that she has done and will continue to do on behalf of South Dakota libraries and those who use them.



Call for Proposals

The Thirty-eighth Annual

Dakota Conference

on Northern Plains History, Literature, Art, and Archaeology

“The Urban Plains”

The Dakota Conference seeks papers on Urban History and Life. A special emphasis of the 2006 conference will be the observance of the Sioux Falls Sesquicentennial, 1856-2006, but papers on all Northern Plains cities are welcome, as well as other topics of regional interest.

The conference, sponsored by the Center for Western Studies, is scheduled for April 21-22, 2006 at Augustana College. Under a grant from the South Dakota Humanities Council, an affiliate of the National Endowment for the Humanities, two humanities scholars will headline the conference. Award-winning journalist Tim Giago, a syndicated columnist with Knight Ridder/Tribune News Service, and Augustana professor emeritus of history Dr. Gary Olson will speak about Rapid City and Sioux Falls, respectively.

Proposals for papers, panels, and sessions should be sent to Dakota Conference Director Dr. Harry F. Thompson, Center for Western Studies, Box 727, Augustana College, Sioux Falls, SD 57197. A one-page submission with title, summary, biographical sketch, along with name, address, and e-mail address, is required. Submissions may also be sent to harry.thompson@augie.edu.

Authors of new books about the region are also invited to contact Dr. Arthur R. Huseboe, CWS executive director, regarding the Northern Plains Autograph Party, held in conjunction with the Dakota Conference.

MPLA Conference Highlights & News

MPLA/WLA 2005 Conference was held Oct. 12 - 15 in Jackson, Wyoming. "Beyond Borders - imagination, innovation, inspiration" was the theme for the Conference which was attended by over 400 people.

Highlights of the Conference included speaker Roy Tennant, User Services Architect for the California Digital Library. His keynote address looked at the strengths and weaknesses of Google Scholar. Tennant stressed library websites MUST be developed for the USER, not the librarian. Also, catalog entries should contain information similar to Amazon - pictures, publisher info about the mate-

rial, etc. Library patrons should be able to expect that choices are ranked by relevance.

Stephen Abram, Vice President of Innovation, SirsiDynix Corp, presented 2 sessions at the MPLA Conference. Abram presented his top 10 strategies for libraries to remain relevant in a Google age. He offered strategies for all types of libraries to compete with the Google juggernaut. Abram also presented "Millennial Users: Different? You Bet!" Abram is the co-author of the 2004 Library Journal cover story, "Born with a Chip" that describes the nine key generation mutations that affect libraries in successfully

delivering services to the Millennial (born 1994-2000) generation. He has followed the research conducted about this generation and their unique behaviors and information seeking skills for years.

Robert Russell, Electronic Resources Coordinator at Northern State University in Aberdeen SD, received first place in the MPLA Academic Section's Professional Forum for his paper "Reference E-books: Do They Fit in the Small University Library?"

Free MPLA membership drawing was held at the

2005 SDLA Convention. The winners include: Jackie Hess, Mitchell Public Library; Elvita Landau, Brookings Public Library; Dennis Nath, Mitchell School District; Pat Geditz, SD School for the Blind and Visually Impaired; Jean Peterson, SD State Library; Jeanette Lundquist, Deadwood Public Library; Carol Hageman, SD State Library, Alison Kattelman, Haakon County Public Library; Cathy Enlow, Brookings Public Library; and Lisa Brunick, Mikkelsen Library at Augustana.

Submitted by
Colleen Smith,
MPLA Representative

MPLA Awards honors I.D. Weeks Library & Dr. Joseph M. Marshall III

The **MPLA Carl Gaumer Library Championship Award** was presented to the I.D. Weeks Library, University of South Dakota, Vermillion, South Dakota, in recognition of long years of support of the Mountain Plains Library Association. The active involvement of a librarian in a professional organization requires substantial support and commitment from the librarian's employer.

The I.D. Weeks Library has provided just that support to MPLA's long-time Executive Secretary, Joe Edelen. In addition, the Library has provided a permanent address for MPLA and the University has hosted the MPLA website since its crea-

tion. This positive support has been vital in the ongoing functioning of MPLA.

The **MPLA Literary Contribution Award** was presented to Joseph M. Marshall III in recognition of his exceptional writings that further an understanding and appreciation of the Mountain Plains Region. Dr. Marshall has been a high school and college teacher and has worked as an administrator of educational and health programs for the Rosebud Sioux Tribe. He has served as a technical consultant and played on-screen roles in several television mini-series. He is an historian and a writer. In his most recent book, *The Journey of Crazy Horse*, Dr.

Marshall relied almost exclusively on oral history to write a from-the-native-viewpoint account of the legendary Lakota leader. He has written two children's books and released mixed media publications.

Dr. Marshall's books are not only well-written, they improve our understanding of the indigenous people of the Region. Dr. Marshall believes that we can reach a more realistic awareness of each other through honest storytelling. His literary work exemplifies this belief.

Submitted by
JaNae Kinikin

Save the Date!



SDLA
Legislative
Reception

Wednesday
January 18, 2006
5:30pm-7:30pm

South Dakota
State Library

Book Review

Thompson, Harry (General Editor). *A New South Dakota History.* Sioux Falls, SD: Center for Western Studies, 2005.

As librarians we are always excited to participate in the birth of a book whether by helping with research, providing scholars with a quiet place to write, or hosting events that feature authors and their books. So it was a highlight of my summer when I was invited to read *A New History of South Dakota* in a publisher's proof edition. Since the early reading put me a step ahead of my colleagues, I volunteered to share my reactions.

Let me start with a confession. I would not normally pick up a book of this size (600+ pages)

and subject matter to read. The reference librarian in me would see it as a wonderful resource, for its names, dates, and facts, and indeed it will be just that. The reader in me would be intimidated by the time commitment.

The reality is that this book is simply amazing. With sixteen authors, from across the state and beyond, the amount and quality of information is indeed impressive. What struck me most, however, is the readability of the volume. The book tells the story of South Dakota from a variety of perspectives in a manner that is at once both engaging and compelling. Whether because each author is concentrating on a

specific subject or simply their personal enthusiasm for the topic at hand, the chapters stand alone for reading purposes, while joining together to create, in the words of general editor Dr. Harry Thompson, "a collaborative interpretation of the state's past."

Dr. Herbert Hoover's introduction outlining the background of "histories" in South Dakota and providing the context for this *New History* is excellent. It is indeed obvious that our state was overdue for a work of this magnitude.

The *New History* belongs in all South Dakota libraries. But more than that, I would challenge you to dip into it as readers and to encourage your library's patrons to do the

same. From the early encounters of settlers with the Native peoples to the coming of the railroads to the discovery of gold to the building of roads and establishment of towns, this volume is packed with South Dakota details that stir the imagination. An understanding of and appreciation for our state's past is critical to ensuring a future that is at once progressive and hopeful.

Ronelle Thompson,
Augustana College

Editor's note:
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www.sdlibraryassociation.org



Conference reflections. . .

continued from pg. 1
exception. The conference in Pierre offered opportunities to laugh and be entertained as we watched ourselves portrayed in the movies with Ann Seidl, the Hollywood Librarian. Of course, we have all fulfilled our vow to watch the movie *Party Girl* and are looking forward to Ann's completing her documentary film. Our need for fun and entertainment was further satisfied during the author luncheon with Jean Patrick. Her words and visuals gave a behind-the-scenes look at her development as a writer, survival as a mother, and much contemplated decision to take the risk toward being a published author.

As all good conferences do, this one provided many

opportunities for professional development. The Prairie Pasque/Prairie Buds and the YARP booktalks showed many ideas for good reads and motivated librarians to speak to students about well-loved books. An added pleasure this year was witnessing Kerri Smith's enthusiasm toward graphic novels in libraries to increase circulation and capture those reluctant readers.

Dr. R.J. (Becky) Pasco emphasized that information literacy is about providing all people with the skills they need to access, evaluate, and use information in many formats.

For those people wondering about the terms weblog and blogging, words we're hearing much about this past year, Aaron Schmidt's session provided a good introduction to

reading and creating weblogs.

Some of the best learning experiences occurred when librarians gathered around tables to dine and converse with colleagues.

David Alexander, SDSU

The sessions I attended were primarily related to technology in libraries. The first, of clear usefulness, was Steve Johnson's demonstration of the filter he developed for using the EndNote bibliographic software together with the new Aleph catalog. Through Steve's filter, which will hopefully be made available via the SDLA website, it is possible to export files from Aleph and import them into Endnote. This is particularly nice in that it would allow you to export the list of books added to basket together with

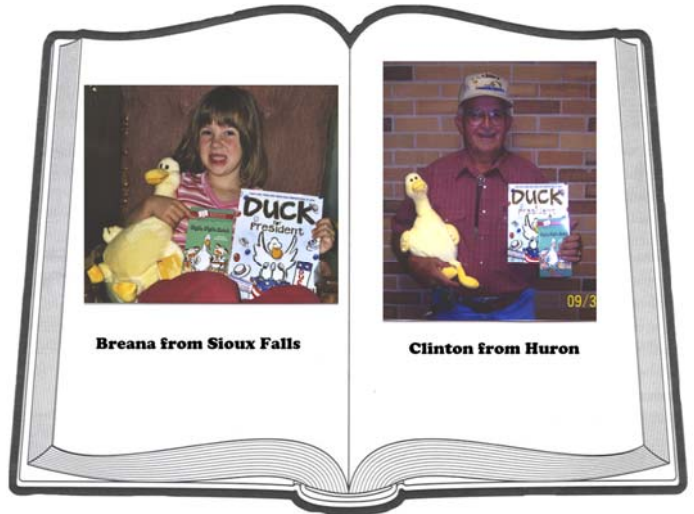
the call number. Since the basket list does not display call numbers in Aleph, printing the list via EndNote may be a service we will want to provide for researchers.

The second session of interest was the Blogging 101 session. In this case, I felt there was tremendous potential for building collaborative web projects. I will probably look into starting a blog on South Dakota history at some point, with the intention being that anyone would be able to add their perspective to the telling of South Dakota history through the blog. Blogs have a potential dark side as well. I think we need to be careful not to become addicted to reading and writing blogs less others decide we have too much free time on our hands.



JoAnn from Ramona

Heidi from Lake Norden



Breana from Sioux Falls

Clinton from Huron

Every year at the State Fair,
 the State Library sponsors a daily prize drawing
 and SDLA contributes the prizes.
 Pictured are four of the ten 2005 winners.

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