

Book Marks

South Dakota Library Association

Serving South Dakota since 1904

VOLUME 56, ISSUE 5
SEPTEMBER/OCTOBER 2005

2005 SDLA Election Results

Congratulations to the winners of the 2005 SDLA election!

Vice-President/President Elect – Greta Chapman, Rapid City Public Library

Chair/ Secretary Academic/Health/Special Section – David Alexander & Vickie Mix from South Dakota State University

Chair/Secretary Public Library & Trustees Section – Cathy Enlow from Brookings Public Library & Jared Likness from Rapid

City Public Library

Chair/Vice-Chair School Library Section – Lee Cray from Bison School Library & Mavis Schipman from Douglas Schools

Chair/Vice-Chair Support Staff Section – Carol Hageman from the State Library & Peg Shields from Siouxland Libraries

SDACT – Dennis Nath from Mitchell School District

SDLA Conference 2005

South Dakotans for Open Government panel to present at Thursday luncheon

The South Dakota State Newspaper Association spearheaded the formation of South Dakotans for Open Government in 2003. Their purpose is to “promote access to government officials, records, meetings and actions...through education of the public and government officials of the need for citizens to know and understand their government’s operations.

This fall the executive board

of SDLA voted to become a member of SDOG.

The panel will include Chuck Baldwin (Editorial Page Editor, Argus Leader), Mark Millage (News Director, KELO-TV) and Cindy Eikamp (Executive Editor, Aberdeen American News).

SDOG Panel:
Thursday, 10/6,
Noon-1:30pm

First Lady Jean Rounds visits Eureka School Elementary Library

On August 17th, over thirty children and adults gathered in the Eureka School Elementary Library to hear First Lady Jean Rounds read. All listened intently as she read *Giraffe and A Half*, *Big Bugs*, *Five Little Monkeys Jumping on the Bed*, and *Night in the Country*.

Following the readings, each child received from the First Lady, a bookmark entitled, Reading Rocks, which lists South Dakota’s First Family and extended family’s favorite children’s books. Jean Rounds lists her favorite children’s book as *Where the Wild Things Are* by Maurice Sendak. Governor Rounds’



favorite is *Farmer Boy* by Laura Ingalls Wilder.

Present in the library with the First Lady were Julie Paluck, interpreter, signer for the hearing impaired; Deborah Bowman, Department of Social Services; Pat Monson, Department of Social Services, Child Care; Elisa Opp, wife of Eureka Mayor; Susan Fischer, City Librarian and Merrill Acker-

man, School Librarian.

Governor Rounds and First Lady Jean Rounds were accompanied by several State Government officials as part of the Governor’s Capital for a Day. Eureka is the sixth town to host the event.

The day concluded with an evening meal with the Governor who was introduced by Al Neuharth, native of Eureka and founder of *USA Today*. Governor Rounds spoke about the many things he observed in Eureka that were working and addressed some of the needs Eureka has. He ended his talk by asking for questions from the audience.

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The Newsletter of the South Dakota Library Association is published bi-monthly by the Association. Members receive it as part of their membership dues. Other subscriptions: \$15.00 per year.

This newsletter is printed on permanent, recycled paper. If you have questions, comments or suggestions concerning the editorial content of *Book Marks*, contact the editor.

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DEADLINES

January/February issue	Dec. 1
March/April issue	Feb. 1
May/June issue	April 1
July/August issue	June 1
September/October issue	August 1
November/December issue	October 1

ADVERTISING RATES

Full page	\$200.00
Half-page, 6 issues	\$80.00 each
Quarter-page, 6 issues	\$40.00 each
Half-page, 3 issues	\$90.00 each
Quarter-page, 3 issues	\$45.00 each
Half-page, single issue	\$100.00
Quarter-page, single issue	\$50.00
Column inch	\$9.50
Business card ad	\$25.00 each

From the President...

Deb Hagemeyer

Power—its mystique is the source of endless fascination to many people. I confess for me this may be the result of viewing countless hours of the Watergate hearings during that lazy summer more than three decades ago. That historic fall from power and grace made a deep impression even on a naïve adolescent in rural Iowa. This was particularly on my mind when I made my first ever trip to Washington, DC, to take part in ALA's National Library Legislative Day activities last May.

As I entered the halls of power, hoping to be heard, I marveled at how the special few are chosen. Obviously physical beauty and impressive intellect are key factors for social and political power, and money always helps (it helps everything). At this point in my life, however, I still have questions about power—who has it,

how did they get it, and why? More importantly, how do they use choose to use their power?

To quote one with rising political power, Barack Obama said in his recent speech at ALA, "...libraries remind us that truth isn't about who yells the loudest, but who has the right information." This was certainly true in the case of Woodward and Bernstein, but I am not so sure in all circumstances. Currently, I observe Jon Stewart, Condi Rice, Jesse Jackson, Chris Matthews, John McCain, Joe Biden, and their peers competing to be heard. Raising their voices appears to increase their spheres of influence and power. Truth is not always self-evident.

As Senator Obama points out, fortunately for our society, libraries exist as one of the checks to the balance of

power by providing access to information for all to see. Because of this central mission, SDLA will continue its participation in open government initiatives. We will work to give libraries a voice through our legislative efforts and our marketing initiatives. We are learning to be effective and we are honing our message with the help of our lobbyist and public relations firm. However, we will only succeed if we can build our chorus of voices, our network of advocates, in order to be heard on both the state and federal level. Please add your voice so that we can all be heard.

As I wind down my term as President, I am grateful for the many personal experiences and insights I have had, and I hope that I have made a difference in some small way. Thank you for the opportunity.

Planning for future online certification program

Discussion is taking place with USD to develop an online graduate program for school librarians seeking certification or continuing education credit. In July, Ann Smith, Dorothy Liegl, Deb Hagemeyer, and Dave Hulkonen met with Linda Reetz, Acting Chair of the USD Education Department and Laurie Becvar, USD Director of Continuing Education to determine what steps are required to create the program.

First, the need for a program must be demonstrated by responses to the Board of Regents statewide survey which is currently underway. If you or someone you know is interested in library certification or continuing education credit, it is important to participate in this online survey at <http://www.usd.edu/ce>. Click on "Help Us Better Serve You By Completing The Fall 2005 EUC Online Survey" in the lower center column.

Please use the Other category on the last page of the survey to indicate your interest in library science.

If the Regents' survey results indicate adequate interest, a task force will be appointed to begin work on the program. Members will first create a curriculum map, then individuals will develop the online courses and instructors will be identified. Finally, this plan will be presented for approval by the Board of Regents.

2005 Featured Conference Programs

Becky Pasco to present
 “Information Literacy: Skills for Life”

Remember to thank our break sponsors!

If we want to ensure that 8 year olds, 18 year olds, and 80 year olds in South Dakota have the skills necessary to attain personal, professional and academic success in the 21st century, librarians need to be proactive in raising awareness about the need for citizens to be information literate.



tion, and how to use information in such a way that others can learn from them" (American Library Association, 1989). Participants will leave with a packet of copyright free materials to use in their libraries and information centers.

Becky Pasco received her MLS and PhD in Library and Information Management from Emporia State University. She is currently an Associate Professor at the University of Nebraska—Omaha.

This session will discuss strategies for school, public and academic librarians to use so their patrons "know how to learn because they know how knowledge is organized, how to find informa-



“Dinner with Colleagues” on Wednesday evening

Join members of the Local Arrangements Committee for dinner at various Pierre eateries. Menus will be posted on the conference website (www.sodaklive.com/sdla2005) and at the conference lobby so you may decide where you would like to dine. Get together with old friends or make some new friends on Wednesday evening from 5:00pm—7:00pm.

Cattlemen's Club

Location: Nearby - 10 mi. north of town
 Great steaks, sawdust covered floors, and rinks.

Chateau Lounge

Location: 110 N Deadwood Street, Fort Pierre, SD
 Homemade onion rings, steaks, and drinks in a casual bar atmosphere.

Guadalajara Mexican Restaurant

Location: 314 W Sioux Avenue
 Great Mexican food, casual atmosphere.

La Minestra

Location: 106 E Dakota Avenue
 Great Italian food, casual atmosphere.

Longbranch Steakhouse & Saloon

Location: Nearby - Pierre, SD
 Has the saloon atmosphere with great food served in the dining area.

Mad Mary's Steakhouse

Location: Pierre, SD
 Great food, including steaks and chicken.

Pizza Ranch

Location: 321 E Hustan Avenue, Ft. Pierre
 Good pizza, chicken, bread. You've got to try the cheese bread!

St. Charles Restaurant & Caucus Lounge

Location: 207 E Capitol Avenue
 Steaks, chicken, Mexican fare, and drinks. Try the Capital Club croissant sandwich!

Wonderful Panda

Location: 317 S Pierre Street
 Great Chinese food, casual atmosphere



2005 Featured Conference Programs

Silent Auction

This is just a reminder that your assistance is needed for the Silent Auction. The money raised from this auction is used to help librarians from small libraries attend the annual SDLA conference.



to the Silent Auction please contact:

Colleen Kirby
at
1-800-423-6665

or email her
colleen.kirby@state.sd.us

Your help is greatly appreciated.

If you have items that you would like to donate



Swap Shop & PR Opportunity

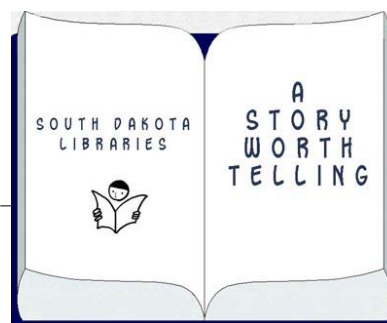
If you don't need it or if you just want to share, bring your items to the **Swap Shop Table** at SDLA!

Bring those extra books, CDs, videos, posters, etc. that you do not need and share them with your colleagues at the swap shop table.

Promote your attendance at conference!

Have your photo taken with SDLA conference signage and pick up a canned press release to take home with you for the local newspaper.

Look for information at the registration desk!



Conference Schedule Changes as of September 1

Thursday, October 6

Cancelled: Market Library Services to Your Customers' Delight,
Joan Conger, 1:30-3:00pm

Add: Marketing Strategies for Libraries, Hot Pink Ink, 1:30-3:00pm
Bring in-house materials and get tips from the pros on how to improve them

Friday, October 7

Cancelled: E-Librarians: Taming Electronic Resources,
Joan Conger, 8:30am-10:00am

Move: Authority Control: What It Is, What It Does, and Why Your Library Needs It, Dustin Larmore,
Now scheduled at 8:30-10:00am

The Steering Committee for the Newspaper Digitization Project has continued to make progress in the planning process.

A SD Newspaper Digitization Project website, www.sdstatelibrary.com/sdnewspaperdigitization, is being developed. The website will be introduced at the 2005 SDLA Convention Thursday, Oct. 6 at the State of the State Breakfast. Visit this website often as new items are being added to the website as they become available. Soon, the Digitized SD Newspaper Sample Product, processed by OCLC, will be available on the website for a short test period.

A promotional video, bro-

SOUTH DAKOTA NEWSPAPER DIGITIZATION PROJECT



chure, and poster display has also been developed and will be available at the SDLA Convention. Please visit this display and become more familiar with the newspaper digitization project. Express your wishes to volunteer or participate in the project.

A Request for Information (RFI) has been compiled and sent to prospective vendors.

RFI responses will be compared at the next Steering Committee meeting November 1, 2005 in Pierre.

Carol Goodfellow, Brookings High School Librarian, has joined the Steering Committee. Future plans include preparing a specific segment with "Teacher Aids for incorporating South Dakota newspapers

research into classroom experiences.

Other Steering Committee members include Chelle Somsen and Marvene Riis - State Archives, Beverly Lewis - Pierre Public Library, Renee Ponzio and Greta Chapman - Rapid City Public Library, Robert Russell - Northern State University, Gayla Koerting - University of SD, Dorothy Liegl, LaVera Rose, and Miguel Penaranda - SD State Library, Jane Larson - Vermillion Public Library, Lola Harens - Yankton Public Library, and Colleen Smith - Huron Public Library.

Rapid City Public Library receives Innovator Award

Tutor.com is pleased to present the Live Homework Help Innovator Award to Rapid City Public Library in South Dakota.

The Rapid City Public Library didn't slow down their Live Homework Help promotion efforts during the summer months. With the help of their Outreach and Volunteer Coordinator, Rapid City Public Library brought every High School summer school student to the library for a tour and demonstration of their homework help resources.

During the week of June 13th, Rapid City Public Library gave library tours and presentations to approxi-

mately 150 students. They also succeeded in getting the word out to students by including print material in the High School orientation packets that are going out to every incoming Freshman student in the district.

"We are also looking forward to a number of upcoming partnership opportunities with the school district this fall. We are fortunate to be able to work with a very cooperative and enthusiastic school administration ~ of course it helps to be promoting a great service like Live Homework Help!" says Jared Likness, Youth Services Librarian.

MPLA News

Colleen Smith, South Dakota State Representative is pleased to announce Ethelle Bean as her recipient for the MPLA Board Choice Award.

Dorothy Liegl is happy to announce the Board Choice Award from the State Agency, Cooperatives, and Systems Section ~ Jasmine Rousey, Children's and Youth Services Coordinator, South Dakota State Library, Pierre, SD

You still have time to register for the MPLA Conference, October 12-15, 2005 in Jackson Hole, Wyoming.

Program and registration information can be found at www.usd.edu/mpla The theme for the 2005 meeting will be "Beyond Borders ~ imagination, innovation, inspiration.

New faculty at I.D. Weeks Library

The I.D. Weeks Library, The University of South Dakota, has appointed Alan Aldrich to its instructional services faculty. Alan has a master's degree in Communication from the University of Arizona and a master's degree in library and information science from the University of Iowa.

He is currently developing a digital library for the International Society for the Study of Argumentation at the University of Amsterdam, the Netherlands and plans to apply communication based research within a university library setting. Alan will serve as liaison to USD's Speech Communications Department.

Siouxland Libraries opens new branch

Siouxland Libraries opened its newest branch library on Thursday, May 19th. The Oak View Branch is named for the native Burr Oak trees in the ravine on



the north edge of the property. Its name was suggested by the Doug and Michelle Anderson family, who live nearby. Located at 3700 E. 3rd Street, the branch serves a growing population on the northeast side of Sioux Falls. "Planned for more than ten years," says Library Director Sally Felix, "the residents in this area truly appreciate the need for a library at

this location." Oak View is located across the street from Anne Sullivan Elementary School and Kenny Anderson Community Center and down the block from Washington High School.

Oak View is slightly larger than the Caille and Ronning Branch libraries at 14,900 square feet and a capacity of

40,000 items. A full service branch, Oak View features popular and timely materials in a variety of formats, Internet access, children's programs as well as study, quiet and community meeting rooms. It is open 63 hours per week during the school year and 59 hours during the summer. The branch is staffed by six full-time and several part-time employees.

The architects were FEH Associates from Des Moines, Iowa, and Van De Walle and Associates in Sioux Falls. Swift Con-

tractors in Sioux Falls was the construction contractor. The design concept for Oak View was done in summer of 2003 using the "charrette" process which involved input from members of the community, City officials, Library Board, staff and architects. Construction began in April 2004 and was completed in March 2005.

For more information about the Oak View Branch Library or to see more photos, visit www.siouxlandlib.org.

Vermillion Public celebrates summer activities

Vermillion Public Library had a delightful and very busy summer this year with our "Dragons, Dreams and Daring Deeds" program! Some of the highlights included a visit from Arthur the Aardvark and Buddy from South Dakota Public Broadcasting (SDPB). Over 150 children and parents lounged in the library backyard for stories, then met Arthur and Buddy, and received Arthur books and goody bags courtesy of SDPB.

We had a blast decorating the library with a storybook castle and a huge dragon painting in the Children's Department. Our program also consisted of weekly activities including story times, special performers like the Zoo Man and Markie Scholz's *Dragons are too Seldom*, theme-related craft projects and movies. Children also had the opportunity to earn prizes for sharing with the librarian what they were reading each week.

Finally, we had a very successful "Joust Read!" program for young adult readers in Vermillion. Teens worked together to achieve a goal of 70,000 pages combined (they reached 70,013), and were rewarded with a trip to the movies. We have been working very hard this year to incorporate young adult activities and encourage teens to be a part of their library. One part of this effort included forming a teen advisory group in February called the CCSB (Cupboard Crew Strikes Back). The kids chose their moniker to honor Harry Potter and highlight this forgotten or sometimes neglected segment of libraries. Members of the CCSB volunteered all summer for children's programs, created fabulous shields to display in the library, and designed and painted a wonderful mural in the Young Adult department—their own cupboard under the stairs!



Freeman begins fundraising for new library

Freeman Public Library is fundraising for a new library on Main Street. The new building will offer 5,000 sq. ft. as opposed to the 800 sq. ft. in which the library currently operates. Total estimated cost is \$755,000. The current campaign has raised almost \$250,000 of the \$280,000 goal set by the City Council with a deadline of Sept. 30, 2005. \$475,000 funds are in place through grants, library reserves, and city funds. Committee members and staff are diligently working to meet the deadline.

Monique Schmidt, local author who spent time with the

Peace Corps, signed books and read from her book, *Last Moon Dancing: A Memoir of Love and Real Life in Africa*. She spent some time in her hometown in August and had an interview on SD Public Broadcasting. Good luck to Monique.

Rev. Ivan Friesen read from John Hersey's *Hiroshima* on August 6 - 9 to acknowledge the destruction and aftermath of the bombings that ended World War II. The library provides a forum for these activities. In the near future there will be more space for such endeavors.

Promoting School Libraries



SDLA sponsored a booth at the annual meeting of
School Administrators of South Dakota.
Thank you to the volunteers who staffed the booth!

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