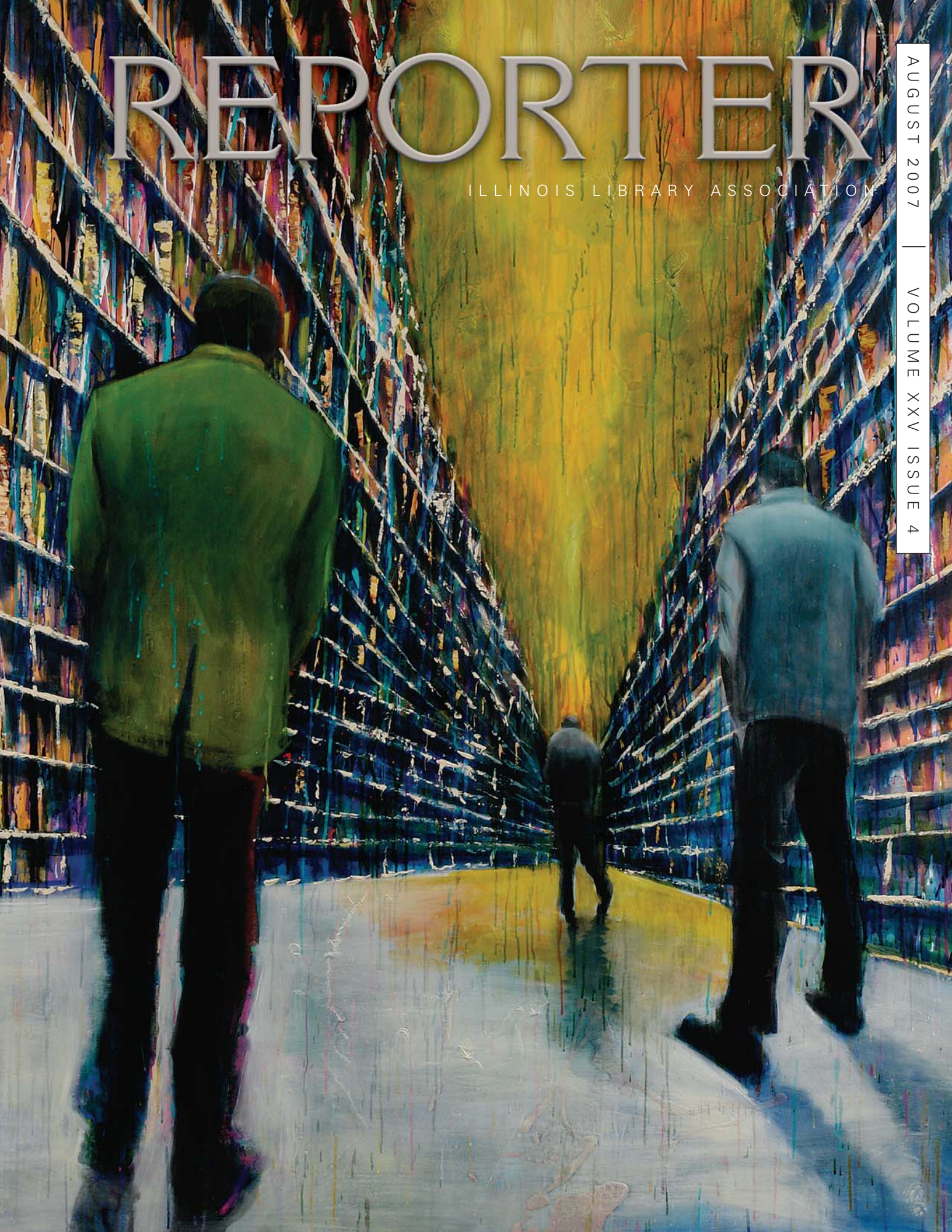


REPORTER

ILLINOIS LIBRARY ASSOCIATION

AUGUST 2007

VOLUME XXV ISSUE 4



The Illinois Library Association Reporter

is a forum for those who are improving and reinventing Illinois libraries with articles that seek to: explore new ideas and practices from all types of libraries and library systems; examine the challenges facing the profession; and inform the library community and its supporters with news and comment about important issues. The *ILA Reporter* is produced and circulated with the purpose of enhancing and supporting the value of libraries, which provide free and equal access to information. This access is essential for an open democratic society, an informed electorate, and the advancement of knowledge for all people.



ON THE COVER

MATRIX by David Gista. Gista, a painter who now lives and works in the Chicago area, studied art in his native France at the Ecole des Beaux Arts. He has been a guest speaker/lecturer at Northwestern University and his work has been exhibited at a variety of locations including the University of Illinois at Chicago, the Union League Club of Chicago, the University Club of Chicago, and the Thomas Masters Gallery. Gista combines his classical fine arts training with his conception of modernity and a running commentary on contemporary life. In 2001, he submitted a proposal to Accor, the parent company of the Hotel Sofitel, to create 274 large-sized digital paintings for their Chicago hotel. The concept was accepted and it took almost a year to complete the project where he combined his drawing, painting, and photographic abilities with the use of digital technology. For more on Gista's work and libraries, see article on pages 8–11.

The Illinois Library Association is the voice for Illinois libraries and the millions who depend on them. It provides leadership for the development, promotion, and improvement of library services in Illinois and for the library community in order to enhance learning and ensure access to information for all. It is the eighth oldest library association in the world and the third largest state association in the United States, with members in academic, public, school, government, and special libraries. Its 2,900 members are primarily librarians and library staff, but also trustees, publishers, and other supporters.

The Illinois Library Association has three full-time staff members. It is governed by a sixteen-member executive board, made up of elected officers. The association employs the services of Kolkmeier Consulting for legislative advocacy. ILA is a 501(c) (3) charitable and educational organization.

CONTENTS



FEATURES

- 4 **TODAY'S TRUSTEE: A CONVERSATION**
by Jane Chamberlain
- 8 **TURNING TABLES: PAINTING THE LIBRARY**
by Chris Watkins
- 12 **I HAVE A CRUSH ON THE LIBRARY LADY**
by Ron Shulkin
- 14 **AN INTERVIEW WITH iREAD 2008
ILLUSTRATOR TOM LICHTENHELD**
by Jill Donovan
- 20 **OLD SCHOOL MARKETING FOR THE
DIGITAL AGE**
by John Ericson and Amy Peterson

INSERT

**BOOKS CHALLENGED OR BANNED
IN 2006–2007**
by Robert P. Doyle

OPINION & COMMENTARY

- 35 **MY TURN**
by Anna Yackle

NEWS FRONT

- 24 **IN THE NEWS**
- 26 **ANNOUNCEMENTS**
- 27 **NEW MEMBERS**
- 28 **FORUM AND COMMITTEE NEWS**
- 31 **CALENDAR**



Illinois Library Association

33 W. Grand Ave., Ste. 301 | Chicago, IL 60610-4306
phone: (312) 644-1896 | fax: (312) 644-1899
e-mail: ila@ila.org | www.ila.org

2007/2008 EXECUTIVE BOARD

PRESIDENT

Bradley F. Baker, Northeastern Illinois University

VICE-PRESIDENT

Donna Dzedzic, Naperville Public Libraries

IMMEDIATE PAST PRESIDENT

Tamiye Meehan, Indian Trails Public Library District

TREASURER

Jamie Bukovac, Indian Prairie Public Library

DIRECTORS

Dean Bryan, Metropolitan Library System

Carole Dickerson, Freeport Public Library

Emily Guss, University of Illinois at Chicago

Nancy Huntley, Lincoln Library, Springfield

Julie M. Milavec, Plainfield Public Library District

Halle Mikyska, Kane County Law Library, St. Charles

Michelle Petersen, Glen Carbon Centennial Library

Theodore C. Schwitzner, Illinois State University

Christine Stupegia, Sparta Public Library

Jocelyn Tipton, Eastern Illinois University

H Dayle K. Zelenka, North Park University

ALA COUNCILOR

Tina Hubert, Lewis & Clark Library System

EX OFFICIO

Robert P. Doyle, Illinois Library Association

Anne B. Craig, Illinois State Library

EDITOR

Robert P. Doyle

MANAGING EDITOR

Kristy M. Mangel

Today's Trustee: A Conversation

A HEART FOR SERVICE

Whether appointed or elected, today's trustees have a heart for community service. "Being a trustee is absolutely about community service," says Sue Herring, president of the Fondulac District Library Board of Trustees. "Libraries serve communities, and trustees are a part of planning the direction of the library to, hopefully, become a better fit for the community."

Kate McDowell, a member of the Urbana Free Library Board of Trustees agrees. While trustees may only serve on one library board in their lifetime, they often are "highly invested in the community" and "see their work as integrated into other community agencies."

Those who seek to be a trustee tend to be "people who recognize that good schools and libraries make for a more viable community," according to Patricia [Pat] H. Fisher, consultant. Fisher and Ellen G. Miller are authors of the book, *Library Board Strategic Guide: Going to the Next Level*, published by Scarecrow Press this year.

Trustees work closely with the library director and must be open to new ideas; library boards work best when members ask the questions that need to be asked and, says McDowell, "asking the tough questions is the best kind of support."

"Each trustee should be a representative to some segment of the library's community; the board of trustees should mirror the community demographically."

Certainly management, accounting, and legal expertise are useful skills for trustees. But, as Miller shares, "while one might think that someone successful in business would find immediate success as a trustee, there may be some authority and control issues with which they are not familiar. This can, at first, be frustrating. It's difficult to be a 'whippy decision maker' and then find oneself moving slower on a board." Fisher asserts, "I'm used to seeing senior management, company CEOs, responding effectively in tough situations. Senior management is capable of fulfilling the trustee role: they ask questions, uncover facts, state opinions, and then participate in the vote as a board. No one board member acts alone; boards ultimately work as a whole."

Speaking on the characteristics necessary for board members, Herring says, "Trustees that are curious and willing to be educated to be a better spokesperson for the cause... people at the table committed to bringing about change." Fisher adds, "A commitment to community and a willingness to adapt [one's] style to how the board operates is helpful."

Miller states, "Yes, these skills are important. It's feasible to get the skills you need with support and initiative. Assuring, though, that the community is well represented in terms of age, gender, and cultural background is imperative." Each trustee should be a representative to some segment of the library's community; the board of trustees should mirror the community

demographically. A board may have three people from one church — these people may have a wide variety of skills — but this group lacks the ability to represent the diversity of the community in many ways. Fisher concurs, "If you can get the board to reflect the characteristics of the community, having [these trustees] will help you learn the community's interests."



LEARNING LIBRARY VALUES

Ideally, trustees, as representatives of the community, work with integrity toward each other and toward the library as an organization. And this integrity is based on shared, common values.

Carol Koos, former president of the Bloomington Public Library (BPL) Board of Trustees, states that trustees take to heart that “public library services are public services — serving the basic, fundamental needs of the community... we learn to read and continue to read throughout our lives, as reading is a primary need for humans.”

“Reading is beyond fundamental,” says Koos enthusiastically. “We read for ourselves — to solve problems and answer questions and for enjoyment.” The library’s niche is its love of the book and its support of reading. Sharing this value with new trustees is the first step in orientation.

McDowell agrees that “the public library’s goal is to provide the best resources for the most people.”

“It’s the library director’s job, initially, to educate board members on library values,” says Herring. “One on one is best, talking about the issues that the board is dealing with, and sharing ‘why we are where we are.’”

Fisher adds, “Set expectations early by having constructive conversations... ‘here’s what we would like to accomplish.’” She suggests that new trustees learn about the unique library

values from the library’s strategic plan. Many strategic plans have a section defining the library’s values. “If a plan isn’t available, take a look out at the library world and review ALA’s Library Bill of Rights and Code of Ethics.”

“A fair amount of what is valued by the library is implicit in the board’s agenda,” states McDowell.

Fisher advocates for the *Trustee Facts File*, Illinois’s library trustee manual: “Orient the new member to the community’s laws and to the library’s bylaws” as well as “the unwritten norms of how we do business.” McDowell continues, “Do we work best in committees? Do we work best as a whole?” Herring adds, “How are meetings run? Are there limits to how long one person can speak? Is anyone, including members of the staff and public, allowed to speak?” Orientation should include introductions to staff and tours of facilities.

“It’s most important to learn the library law to assure that the work of the board is conducted legally,” advises Koos. “The library board is the group that performs this oversight duty for the organization, and it’s important to encourage attention to these topics.”

Lastly, Koos advocates, “get to the library and see what it’s actually like — hang out — get to know the people — both the customers and the staff.”

[continued on page 6]

THE COMMUNITY CONVERSATION

How do trustees bring the word “library” into the community conversation successfully, educating the community about what the library has to offer? How does the board demonstrate to the community that the library is responsive and responsible, assuring the library’s needs will be met?

McDowell laughs, “It helps to know everything!” She continues, “Trustees are always making the library’s case — always ready to explain why this is important. Be practiced and frame the conversation within the community’s wants and needs.”

“Be prepared for the challenge because if things are working right, you will be challenged — it’s a vital part of the process,” says Koos. “Doing your homework is extremely important; look into the background of the idea or project and approach it with as much knowledge as possible.”

In serving as a community representative, Miller believes it’s important to say, “Listen, we’ve all got to do a whole lot more.” It’s not appropriate to ask that money be shifted from one community project to your own. View the community as a whole. Bring the issues to the table for the benefit of all.

Trustees participate in and initiate conversations about the library — “over the backyard fence, at every cocktail party, sitting in the doctor’s office,” according to Fisher. “They say, ‘did you know that your library...?’ They bring the library into conversations at other club and organizational meetings.” Fisher speaks so often about the library that when someone asks her about what’s going on, Fisher’s husband jokes, “Oh, don’t get her started!”

Emphasize the role of trustees in collaboration with staff: the staff and board work as a team. Fisher shares, “Trustees are your best advocates; they can be your mouthpiece, just give them the words!” One example that she has found useful is a pocket card,

prepared by staff, to carry at workshops and conferences with information such as circulation statistics, volume count, FTE, programs, etc.

A regular feature of each board meeting could be to feature staff presenting on current programs and projects. Miller says, “Bring in the Teen Poetry Board,” to impress upon the board the work of the library in the community. “These presentations by staff are memorable. A trustee will have a sparkle in her eye when telling the library story because she is genuinely excited about what is going on.”

Herring advises, “Bring the city into the library — regularly invite them.” Provide tours of the library, with the library director, for candidates of local elections. “One of our local candidates said that he was not for the new library until we did that tour.”

Fisher tells a similar story. She attended a campaign meeting for a candidate. The candidate’s platform was for a “Renaissance” of older neighborhoods using various county agencies to accomplish this goal. Fisher asked, “How would you use the library?” The candidate answered relatively well. Fisher attended a second meeting and asked the same question: “How would you use the library?” By the third meeting, the candidate had “interwoven libraries into his speech!” And now the official equates libraries with her face: “Each time he sees me, he takes time to talk with me about what’s going on in our libraries.”

“And invite the bigger people,” says Herring. “We invited Illinois Secretary of State and State Librarian Jesse White. When he visited, every other politician came along, too... make the visit tied around what’s good for them — make sure that there is plenty of good PR for everyone.”

Be proactive with community conversations outside of the library, too: use trustees as members of the library’s speakers bureau. If there are concerns on the trustee’s part that she

HAVING A FINE TIME IN GALENA...

A VINTAGE PICTURE POSTCARD COLLECTION

Special Library Price \$23⁰⁰
(through July 30)
Available early September



Enjoy a journey back in time as you tour picturesque Galena through vintage postcards dating from Victorian times to the Roaring Twenties and through the 1950s.

Galena is a city with a rich heritage. And it's illustrated beautifully in this engaging book of antique postcards. See how the town has changed. And share the experiences of long-ago travelers, as you read what they wrote on the back.

Enjoy dozens of delightful Galena greetings in this full-color, hard-cover, beautifully designed book.

Call 563-588-3820 or 800-553-4801 for information & to order.

wouldn't be able to answer all questions, Miller suggests, "Pair the trustee with a staff member."

"Everyone talks about 'advocacy, advocacy, advocacy,'" states Pat, "but we need to get to the next level and be a player. Value, champion, and, ultimately, fund your cause. Be able to say that the library is at the table in community decision making. Show them how valuable libraries can be in accomplishing community goals."

THE POWER OF PARTNERSHIPS

"It's a big job to make the community, including the political community, realize that prospective residents look at school and libraries — they go hand in hand — to see if the community is one that they want to belong to," says Herring.

McDowell adds, "We need to be talking in a way that invites [partnerships.] Rather than starting with 'we have a need,' start with 'what's out there right now? What's going on around us?' Slow down the sense of emergency and study the people and organizations that might want to be involved." McDowell continues, "The concept of 'library' can explode outward. Libraries are now a part of a broad, powerful network of social, community, and arts groups."

"The best partnerships benefit both parties' goals and endure over time," explains Miller. Sometimes partners work together to "get to the decision makers on the other side of the table." Partnerships tap into a whole new audience, "leveraging power and influence by asking each other to join into larger groups."

LEADERSHIP AND TEAM BUILDING

"Leadership and team building are primary issues in success," says Koos. When Koos joined the BPL board, she said that, "People didn't talk enough. As president, I am very proud of getting the board talking; it's vital to working as a team." Everyone understands it is a community responsibility to talk, and no one feels intimidated. Koos adds, "People say what they think and they interact more effectively."


"When asking, 'why?'" adds McDowell, "approach [the question] with a spirit of curiosity, rather than judgment. This leads everyone down the road to understanding."

McDowell also suggests seeking out team building strategies when needed: "if the group isn't working, maybe they have lost track of their role and the library's goals; take a step back and revisit." Koos agrees. "Leadership is about bringing everyone onto the same page with the same goals and the same vision for what the library can bring to the community."

A FEW FINAL THOUGHTS

"I love libraries," declares Herring. "I've dedicated my life to libraries. My mother and I would go to the library twice a week. She instilled my love of libraries. I know what part the library plays in making my community a better place to live. I urge people to become a library trustee. It's a wonderful thing to do."

"Libraries are so important as books are not always available for a variety of reasons," shares Koos. Koos's mother's cultural heritage did not support a girl to read. "So I had to leave the house to read — I lived a few blocks away [from the local downtown library], and if I had not been walking there to read on my own, I would not have been able to achieve."

McDowell agrees. Library trusteeship is "not just about today, it's about tomorrow." 

Top Ten for Trustees

- 10** Represent your particular segment of the community.
- 9** Learn *Robert's Rules of Order*, Illinois library law, and your library's policies and practices.
- 8** Listen for library and community needs.
- 7** Ask the hard questions.
- 6** Speak your mind.
- 5** Vote your conscience.
- 4** Go forward as a unified team.
- 3** Share the library's story wherever you go.
- 2** Lead the library into the future.
- 1** Champion quality-of-life for your community.



Turning Tables: Painting the Library

Libraries serve as informal art galleries in many communities, sometimes hosting juried art shows and often acquiring works for a permanent collection that is displayed or rotated. A recent exhibit at the Thomas Masters Gallery in Chicago turned the tables, as the paintings of David Gista feature looming shelves of books along with haunting figures.

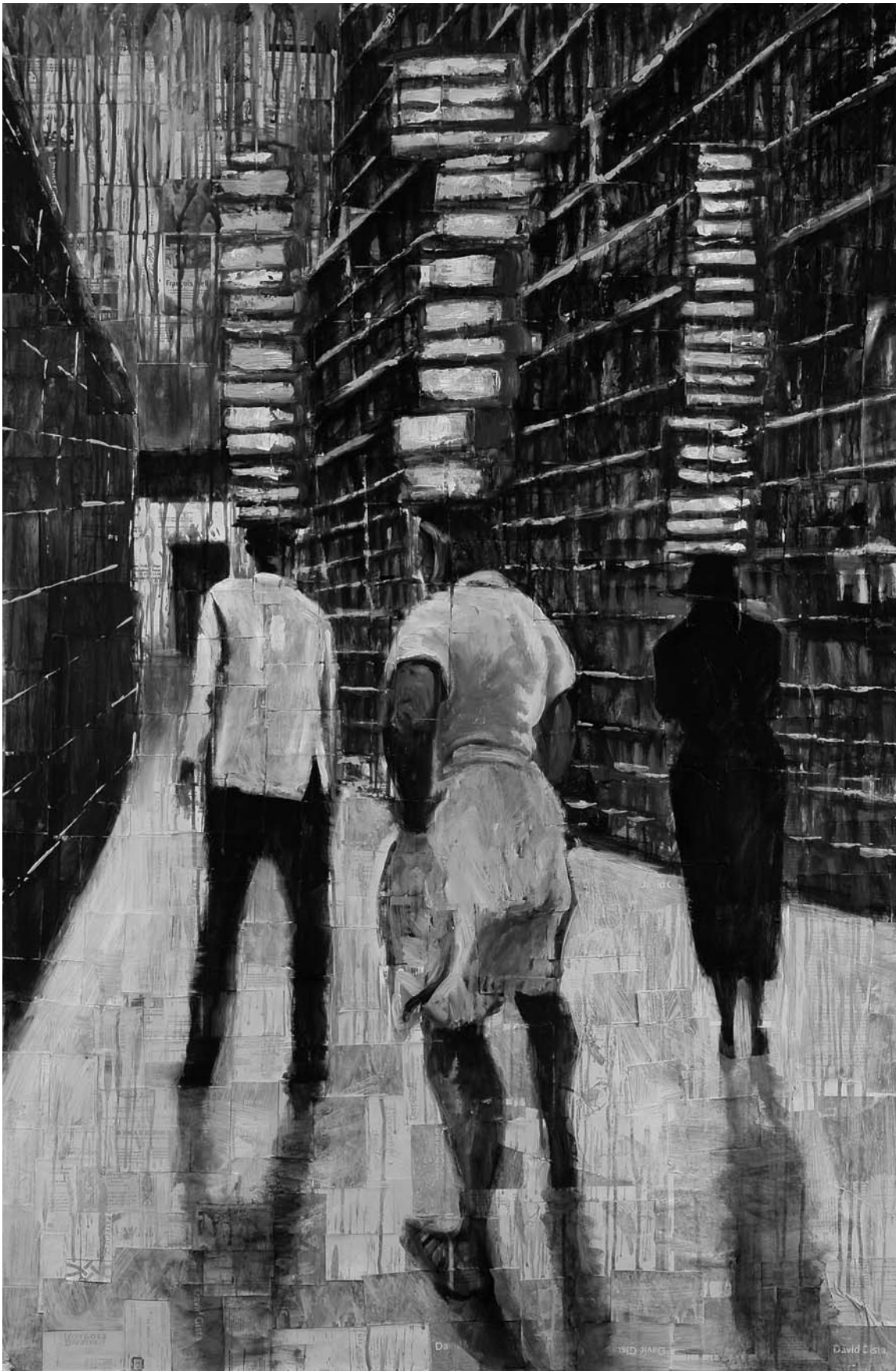
As with all forms of artistic expression, these paintings are subject to interpretation. Do they literally represent libraries, or a more abstract notion of information, or are they metaphors for something else? When confronted with several of these massive canvases at once — they typically measure several feet in each direction — it's hard not to feel as though you're in the stacks of a mythical library.

Masters believes the library has become the signature environment for Gista's paintings. Its role in contemporary society is explored in two series of paintings completed over the past few years: *Stranger in a Strange Land* and the more recent exhibition, *Chance Meeting*. In the earlier exhibition, the sense of alienation of the humans and the books is described as being central. In the more recent series, at least as viewed by Masters, there's a greater sense of the library as a sacred, though perhaps disappearing, place.

Gista, a masterly painter from France, has lived and worked in the Chicago area for the past several years. His work has taken up themes of immigration, memory, alienation, and often includes solitary figures, typically with their backs turned to the viewer. Even when multiple figures are present, they almost never face each other. **ILA**



THE GREAT SLEEP



SALTIBANQUES



WAITING FOR G



COLLECTORS

I Have a Crush on the Library Lady

I know I should more respectfully refer to her as “the librarian,” but when my mother started dropping me off at Chicago Public Library’s Northtown Library on California she entrusted me to the care of the women she called, the “library ladies.” I worked my way through the limited number of books at that branch with their help, guidance, and affection. It was quiet, peaceful, and my reading was only interrupted by an occasional “Are you okay? Do you need help with anything?” It started there.

This love affair with the library, and those ladies who staff them, began after I had read all the books from the basement of my family’s Rogers Park two-flat. There, thumb-worn fiction kept company with college textbooks. It was my brother’s medical schoolbooks that provided my informal sex education. Thank God for Henry Gray’s *Anatomy of the Human Body!*



“My affection, admiration, and respect for the library ladies have been reinforced every year.”

Then, my mother introduced me to the library. The library ladies could not help but to get to know me: I was there for hours every single day. They taught me how to use the Dewey Decimal System and how the giant library dictionary could help me properly pronounce the words I read. Before that lesson, Opaque was Op-a-cue. Segue was Segg-ewe. And in my head, Persephone was pronounced Purse-eh-phone. But thanks to the library ladies, I was able to avoid making those mistakes in public.


Since I'd already worked my way through the children's section, the library ladies quickly learned I needed to be where the adult books were kept. I wandered the stacks. I absorbed each subject one by one. In one case, “Books For Adults Only” beckoned from behind glass doors. When they realized I was quickly running out of reading material, the library ladies requested permission from my mother and started carefully sharing those books with me as well.

My affection, admiration, and respect for the library ladies have been reinforced every year. When the librarians of the United States recently stood up to Homeland Security, and refused to release patron records or Internet activity, I wanted to immediately drive over to the closest library and hug a couple of them.

And while I've always thought of the Internet as a research resource, I've also known since starting to use it in the '80s that not all knowledge on any given topic could be found there. There are books in the library on virtually every single topic (including the Internet!) and the library ladies are always happy to help me find them. They beam as they see me stumble toward the checkout with a stack rising from my extended arms up to my chin. These ladies are unselfish and live only to see you get the book you need.

And they know me. If the lady at the reserve desk is helping another patron, and sees me in line she'll grab my reserved copies of new bestsellers from a shelf, and hand them over without skipping a beat. Oh, I do get a knowing look from her, though. We share a special bond.

I guess you can make the case that I'd love anyone who fed my addictions; that maybe this is a very primal thing. But I don't feel that way about the girls who work at Starbucks, nor the guys who sell me cigarettes. My love is reserved for those library ladies. They are beautiful.

Ron Shulkin is married to Peggy Coleman (a talented pre-school Montessori teacher) and lives in Mundelein, Illinois with their five children (four in college currently). Shulkin was raised on Chicago's Northside, graduating from Mather High School and attending both Loyola University on Chicago's lakeshore, as well as the University of Illinois in Urbana-Champaign. While growing up, Shulkin worked selling hot dogs at Cubs games, selling hot chocolate at Bears games, selling men's clothing at Rodman's on Devon and as both delivery boy and technician at his father's dental laboratory. Shulkin has sold technology for over twenty years and currently is the Vice President of Sales at Interactive Video Technologies, selling online streaming video software to large corporations. Shulkin has relied on the library for every research project he has tackled including his own genealogy, career pursuits, and anything else that raises a question. His essay was aired on WBEZ on Tuesday, July 3. 

An Interview with iRead 2008 Illustrator Tom Lichtenheld

Tom Lichtenheld is creative director for a Chicago advertising agency who has had a second career of making things up in such books as *Everything I Know about Pirates*, *What Are You So Grumpy About?* and *What's with This Room?* Tom grew up in Rockford, Illinois and currently lives in Geneva.

When you were ten, what was your favorite book?

Oh gosh, when I was ten... I think it was a book my mom read to me called *Pagoo*. *Pagoo* is a story about a hermit crab. It was just enchanting and magical to me. I can still remember the illustrations. Someone recently sent me an original edition of the book, so it was really fun to see those pictures again. Of course, I loved Dr. Seuss, still do.

By the time I was ten, I was probably reading *Mad Magazine*. It's one of my great influences. My dad used to take us to the drugstore and buy us a *Mad*, supposedly for us kids but we couldn't read it until he was done with it.

When you were that age what did you want to be when you grew up?

I knew pretty early that I wanted to be an artist, though I had no idea how to go about being an artist. My mom tells me that when I was a very small child I would sit in the kitchen and draw on the chalkboard all day. I liked to draw ships.

Where did you go to college?

I went to school at the University of Wisconsin at Madison. I bounced around some before that, but that's where I graduated. I started out at the Rock Valley Junior College for two years and then ran out of money. I walked into their public relations department and looked at the brochures that the college had produced and I told them, "You know, I bet I can design these brochures better than you can." There was one person in the PR department and she was doing them. She said, "Okay, we'll form a position and give you a job." I didn't know what I was doing but I just thought I could do it. I worked for the college for two years, designing their brochures. Then I would take them up to their little print shop and work with the printer, printing and collating them. It was one of those situations where you learn a lot because you have to do everything. It was a lot of fun. After that, I went back to school in Madison and got my degree in Fine Arts. My undergraduate work was in printmaking, book design, letterpress printing; I found that to be a lot of fun. Meanwhile, I was working part time in an advertising agency doing layouts. They needed an art director one day, snared me and told me I was going to be an art director. I've stayed in advertising from that time on. I moved from Madison to Minneapolis, and got a really good job there, and stayed in that company for about seventeen years.

Then I got my first book [*Everything I Know about Pirates*] published and the book thing took off from there. I took two years off from work and moved here. After two years, I went back to work at an agency, and took time off to create books.

[continued on page 16]



The *Pirate* book was completely an accident. My nephew wrote me a letter. He loved pirates and he asked me to draw him a picture of a pirate, so I sat down one day, drew a pirate, wrote some nonsense about pirates, and then I drew more pirates — pretty soon I had twenty pages of nonsense and pictures about pirates. I colored it, bound it, burned the edges to make it look like a real pirate book, and sent it off to him. A lot of people told me I should try to get it published, so I made some copies of it and I sent it to a lot of publishers on my own. I got a lot of nice rejection letters. Most publishers told me it was too sophisticated for kids — there's a lot of gags in there that teenagers would get. Eventually it got published, and it's selling very well.



So are you a pirate?

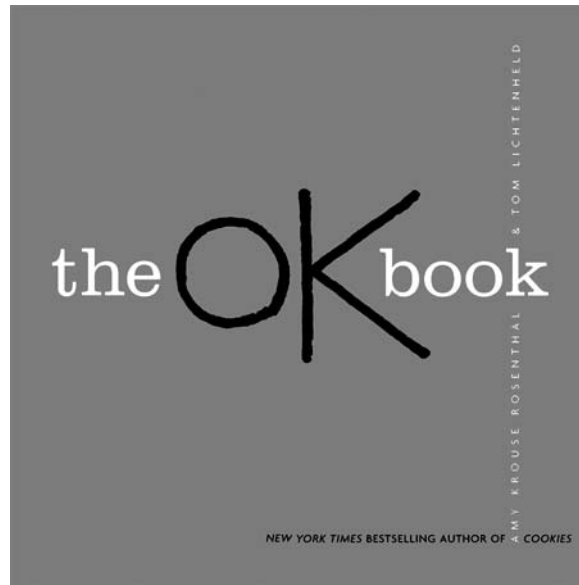
I am not a pirate, I know nothing about pirates: it's all made up nonsense. But people keep giving me pirate stuff. I have a vast collection of pirate paraphernalia, which is fun, but... [Tom laughs and shrugs].

I do get a lot of requests regarding International Talk Like A Pirate Day, and my book is actually sold on the International Talk Like A Pirate Web site [www.talklikeapirate.com]. It's fascinating what interest pirates hold for kids. It's a perennial favorite. Especially for boys. I think it is permission to misbehave.

Naperville • Peoria • Chicago • Dallas • Fairfax • Boston • Tulsa

PSA Dewberry
 www.psadewberry.com
 email: rgibson@dewberry.com
 630.548.7000

Architecture • Planning • Interior Design • Thematic Interiors



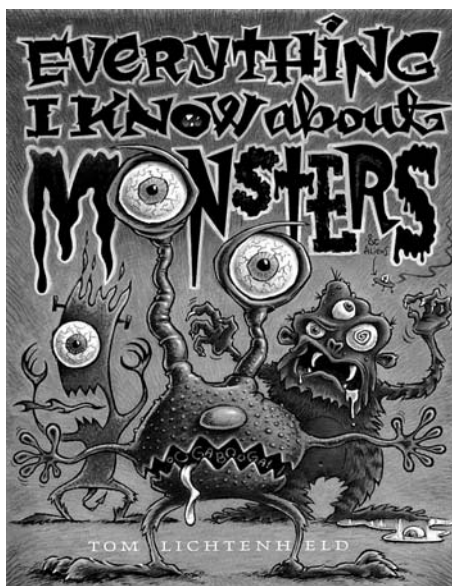
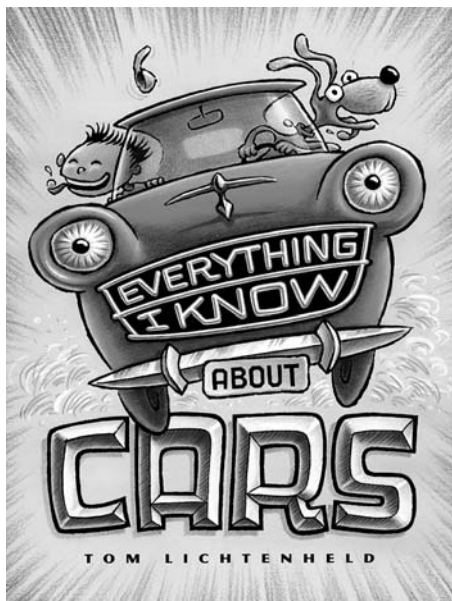
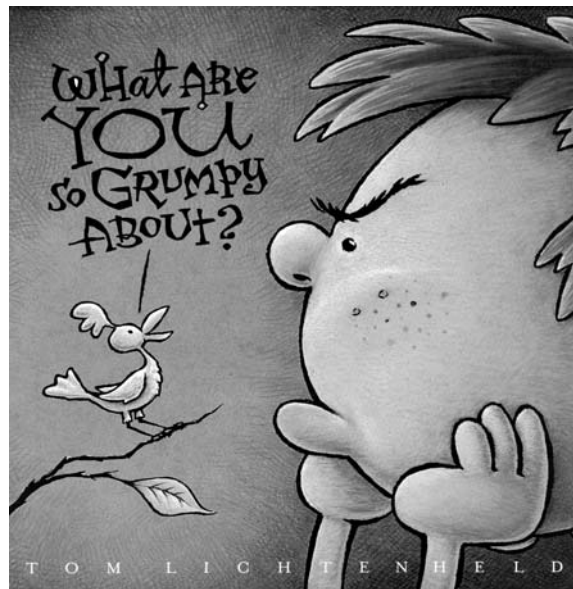
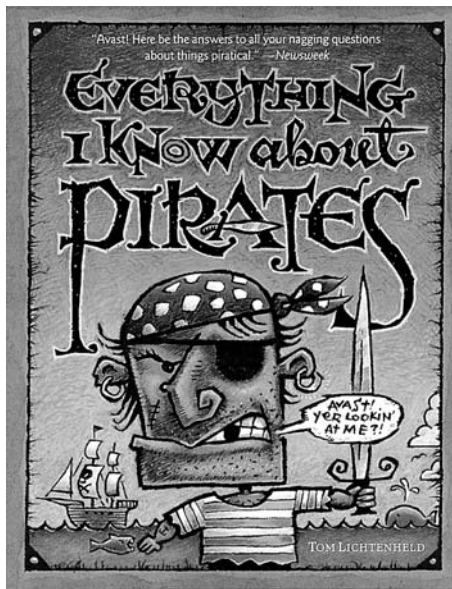
For children and adults

Yeah, exactly. There are all these people who have these pirate clubs and events, like the Gasparilla Pirate Fest in Florida. These are otherwise normal adults who get dressed up like pirates for a weekend, just as an excuse to drink, or talk dirty.

Right now I have six books out. There's a new one that just came out called *The OK Book*. That one I did with another writer — a woman I met here in Chicago named Amy Krouse Rosenthal. She had this great idea for a book; we did it together and we've got a contract for two more.

It's a really simple idea if I can draw it out for you. Here's the whole idea: if you take the word OK and turn it over on its side — then it's a person.

You can't not say "OK" when you see that person. It's this little kid, and he's not very good at everything he tries. He's just marginally competent. But, he keeps trying things, and this person knows that if he keeps trying things then he'll eventually find out what he's really good at. The idea behind the book is that it's more important to try things so you'll discover what you're good at than to excel in everything you do, because no one is going to excel in everything they do. It's a nice message because I look around and see kids being pushed to be the best in everything: having to get the best grades, your soccer team has to win every game. It is unrealistic. The book is about the need for experimentation, to find what you're good at. It's also a very simple book, the illustrations are just simple little doodles. Most of my books are really elaborate, so when this came along it was a great opportunity to do a book that's simple.



How do you come up with ideas, like your book *Everything I Know about Cars*?

I actually came up with that at a book signing. There was this little boy with a wad of paper, he was pushing it around and making car noises. And I knew I had to do a book about cars because kids love cars. I used to do advertising for cars so I knew a lot about them. There's nothing factual in the book: it's complete nonsense. But it was a nice release, a lot of fun.

What about *Everything I Know about Monsters*?

Monsters is completely made up. I mean the theme is that there's no such thing as monsters, so because they don't exist they can be whatever you want them to be. I went to great lengths to talk about how they're made-up monsters and you can make up anything. It reinforces the idea that they're not real, and they're just from our imagination.

My book *What Are You So Grumpy About?* was inspired by a guy sitting next to me on a plane and he was grumpy. He looked fine: he looked well fed, he knew where he was going to sleep that night. I thought to myself "what are you so grumpy about?" I wrote most of that book on the plane. It really tapped into something. A lot of people say: I'm getting this book for my Dad, or my grandma, or my uncle... a lot for dads. I guess dads are grumpy.

[continued on page 18]

“I think it’s really important for kids to know that their imagination has real value. It’s not just a novelty.”

What Are You So Grumpy About? has done really well. It wasn’t intended as this, but it’s turned out to be almost a therapy book. It’s about a wide range of what makes kids grumpy: food getting mixed up on your plate, going to a boring museum, wearing clothes that look funny. And what I’m hearing back from people is that it’s a great help in letting kids identify their feelings. I’m getting e-mails from mental health professionals who work with troubled kids. They say they use this book to help kids talk about how they feel.

It really strikes a chord with kids. Kids don’t have a lot of control, so if they have to wear a t-shirt they don’t like it’s the end of the world. Identifying that feeling, and making a big stink about it in the book gives kids something they can relate to. Parents don’t always have a lot of time to acknowledge those feelings. This book validates them. I think kids really enjoy that.

You mentioned designing a Web site for your wife. What kind of site is it?

Her name is Jan Miller and she works for Habitat for Humanity as procurement director for their store, called “ReStore.” It’s a building materials reuse center that benefits Habitat for Humanity of Northern Fox Valley. They accept donated new and gently used goods from retailers, manufacturers, distributors, contractors, and homeowners. Those materials are sold, at greatly reduced prices, to the general public. The funds go to build new houses for people who need them. You can see the Web site at <http://www.restoreelgin.org/>.

Jan helps me with my books, helping to write the endings. She also helps with marketing, editing, and she often gives me ideas. It’s good to have someone around who can remind me of the right thing to do. For instance in the *Cars* book I was doing an illustration with some dogs in it. I tried making the dog brown; that didn’t look good. I tried making it black and spotted; that didn’t look good. I tried making it a rusty color; that didn’t look good. I called Jan and said, “What am I going to do with this dog, it’s not the right color!” And she said, “Tom, it’s a children’s book, you can make it blue if you want to!” I made it blue, and it looks great. It’s wonderful having someone around to remind me that I can do whatever I want. Sometimes I get really literal.

Your books are so imaginative; your work in advertising as a creative director is very imaginative as well. Are these different sorts of imagination?

In the advertising world there’s a certain amount of discipline, because you have to know about the product that you’re advertising and you have to know what you want it to represent to the consumer. I decide that I want this water to represent snow-capped mountains, so let’s do ads

with snow-capped mountains. Right there you’ve given yourself constraints, which I think is great for creative people. I think it’s a myth that creative people need to be able to do whatever they want. Creative people don’t know what to do; that’s why artists historically have needed themes. Religion was the big theme for a while, that gave them a box to work within. I worked on a project recently for my job, I didn’t have anywhere to go so I said I was going to do this product as seven deadly sins. No reason, it just gave me a world to live in. I did this product as the seven deadly sins. It was a great exercise in discipline. I say, here’s the box — it’s only this big around but it’s as deep as you want it to go. If you’re doing ads about snow-capped mountains, you can express that in a million different ways, but you can’t do anything with metals or flowers. I like to think of the advertising world in terms of how deep you can go in these small areas. I actually think that creative people thrive in that environment. Like children, we need discipline.

How does creativity within an ad agency environment differ from creativity in the children’s book world?

Well, it’s different in that with my books I can start anywhere I want. I can do a book about a messy room but I have to stay in that messy room. It’s quite different but it’s still using the imagination to engage people’s interest and their own imagination. And like advertising, it’s talking to people at a third grade level [laughs]. The other big difference is I am my own boss with my books. I succeed and fail by my own decisions. I’m pretty unprotected. I mean, I have editors and agents, and they say, “well, if you want to make the dog blue it’s up to you, I think it should be green but it’s up to you.”

I have a talk I do on “How to Make a Living by Making Stuff Up.” I love going to schools; I’ve got a few different talks that I do. I really like to talk to junior high and middle school kids. This particular talk is about creativity and how you can actually make a living with your imagination. When I was a kid I had this talent and nobody knew what to do with it. They tried to turn me into a science major. Which was fine, I was a science major for a summer or two. But I think it’s really important for kids to know that their imagination has real value. It’s not just a novelty. People still treat it as a novelty, but it’s not. There are many ways that you can make a job, make a living with your creativity. ■

Get in the game, **READ!**



Tom Lichtenheld for iREAD

iREAD 2008

iREAD 2008 artwork by Tom Lichtenheld, author of *What Are YOU So Grumpy About?*, *Everything I Know About Pirates* and *Everything I Know About Monsters: A Collection of Made-up Facts, Educated Guesses, and Silly Pictures about Creatures of Creepiness*.



Old School Marketing for the Digital Age



It's 5:45 A.M. at the Schaumburg train station, and the commuters are restless. Not just restless, but suspicious, maybe even slightly hostile. They eye us warily as we set up our card table, complete with a display board, which asks "Do you download?" and a laptop on which we demonstrate MyMediaMall, the library's downloadable audiobook/ ebook service. Many people are clearly thinking, "What are they selling? Can I avoid talking to them?" Actually, we are here selling the local public library. Finally, we get a small crowd and explain that the library offers many great digital resources, everything from downloadable audiobooks to investment tools, that they can access anytime, anywhere.

Why are we here on this early morning touting the library's virtues? Because that's where our potential users are, and many of them never make the trip to the library. We are employing an old-fashioned idea for a digital age: sell the library one patron at a time. Was it worth the effort? In a word, yes. Sure, we got our share of caffeine-deprived people looking askance at us, but we also spoke to many individuals who might never have realized that the library offers more than just books and DVDs.

This demonstration marked the start of an ongoing effort over the past year to raise people's awareness of digital resources, a part of the library's collection that remains largely invisible. We realized that all the bookmarks, glossy brochures, and eye-catching icons on the library's home page were not enough to convince people to use these resources. What we needed was a way to show people the great stuff we had to offer. Hence, our road show was born.

First, we identified our target groups and selected locations where they would likely be found. We picked the train station because we knew commuters were some of the most dedicated audiobook users, and we figured they would be interested in learning they could download an audiobook to their MP3 players from the comfort of their own homes or offices. Our next stops were closer to home: the lobbies of our three library buildings. These demonstrations gave us the opportunity to educate both patrons and staff about our digital collection. We were amazed that both groups either did not know the library had so many online resources or who only used the Web site for one purpose (usually to renew a book or check the catalog). We also visited our local community recreation center on two occasions. Treadmill users, we reasoned, would be a perfect audience for audio books. In this case, we found that the best location was the lobby entrance near the registration desk. The facility staff was a great asset; they directed users to our display table and encouraged exercisers to stop and talk with us. Once again, people were amazed at the range of material that the library provides for the community. They knew we existed, but had little grasp of the library's resources.

[continued on page 22]

“We are employing
an old-fashioned
idea for a digital age:
sell the library one
patron at a time”





[continued from page 20]

Next, we created a hook. We stocked up on small prizes and made scratch-and-win tickets using inexpensive materials we purchased online. The tickets proved a great lure, and allowed us to talk up our various products while kids, college students, and businesspeople scratched their tickets to find out if they won a library pencil, earbuds, or the chance to win an MP3 player. Giveaways weren't a necessity, but they did prove helpful in bringing people to our table to talk to us, advertising the library (the library's name and Web address were on all the prizes) and as a way to count the number of interactions we had.

Finally, we tailored our pitch to the individual. We highlighted Tumblebooks to parents of young children, downloadable video for yoga enthusiasts at the recreation center, or ReferenceUSA to small business owners. The most important thing was to show and not just tell people about the library's resources. We were able to do this by using a laptop with a mobile broadband Internet connection. This connection enabled us to connect to the Internet even when the places we visited didn't have wireless networks. We would often have one of the downloadable videos or audiobooks playing to attract people's attention. We also found out the advantage of having two people working the table; one person could draw in the interested party while the other focused on demonstrating the various products. We tried to keep our pitch informal, stress that we were from the library, and that the resources we were demonstrating were free to our patrons. When we were at off-site locations, we also emphasized that these were resources people could use from home, and did not require that they come to the library itself.

In total, we spoke to more than 350 people. Did every one of them rush home and download an audiobook or read an

electronic newspaper? No, but usage of downloadable media services rose after our demonstrations. In fact, in time people who had seen our earlier demonstrations came to tell us they were now avid users of the digital products.

We felt positive enough about our experience with the on-the-road demonstrations that we have planned to continue them in the future. We are scheduled to bring our display to a farmer's market held outside the library's building, and hope to work out arrangements with the local senior center, the township offices, and other community recreation centers. In addition, we will continue to set up our demonstrations at all of the library's facilities.

Is taking the show on the road worthwhile for every library? Absolutely. If you want your patrons to use your electronic resources they need to be aware that they even exist. The importance of one-on-one interactions cannot be overstated. A personal touch is still one of the best ways to sell your resources. Get out there or at the very least reach out to patrons in the library itself:

1. Select the resources you want to highlight.
2. Identify your potential user groups.
3. Choose locations where your potential users are likely to be.
4. Utilize promotional materials, such as giveaways.
5. Tailor your presentation to the audience.

As clichéd as it sounds, have fun with the demonstrations! Your enthusiasm for the resources is the most effective means to convince others to give them a try. **ILA**



LIKE FINDING MONEY.



ONLY BETTER.

Public libraries are eligible for new, donated software distributed by TechSoup Stock. There's no registration fee and you can receive donated software for small administrative fees—you'll typically save 80-96% of the retail cost! And your patrons will enjoy using the latest software such as Microsoft Office and Encarta. We're a nonprofit organization that has helped over 1,000 public libraries like yours reduce their software expenses and improve their public access computers.

VISIT: www.techsoup.org/go/libil

or contact customer service:
(800) 659-3579 ext. 700
customerservice@techsoup.org

Donated products include:

- Microsoft Office 2003 or 2007 (\$20)
- Microsoft Encarta Premium 2007 (\$3)
- Microsoft Windows XP upgrade (\$8)
- Quicken Premier 2006 (\$20)

Note: Microsoft donated products are for use only on public access computers



Library-related stories appearing in local Illinois news media are reflected in this section of the *ILA Reporter*. The intent is to alert and inform other libraries about issues and events that are considered significant by the general media. The draft *ILA Reporter* text is sent to the library in question for accuracy before being published here.

Biggest Threat to Kids Online?: It's Not What You May Think

Between pornography and child predators, it's no secret that the Internet can be a dangerous place for kids. But ask a group of child experts to name the single biggest online hazard facing America's children today, and the answer has nothing to do with creepy people or sleazy content.

It's advertising, says a recent survey of 100 school principals and administrators, reported USA Week.com on May 20. Three out of four (76 percent) say commercial Web sites pose a threat to students, 61 percent cite pornography, and 58 percent note that adult predators are a concern, according to the October 2006 poll commissioned by Thinkronize, which makes Internet filter software.

"The Web is a wonderful place," says Thinkronize CEO Randy Wilhelm. "But kids more and more are finding themselves distracted by commercial sites that may be inappropriate and certainly aren't on task with what they're trying to find."

The bombardment has turned the Web from a helpful resource to a jungle of sites, at best, and a dangerous space for kids to roam, at worst.

Only 2 percent of children's Web sites are commercial-free, says Harvard psychologist Susan Linn, co-founder of the Campaign for a Commercial-Free Childhood. "Marketers on the Internet have practically unfettered access to children," she says. Sites that parents may think are commercial-free usually aren't. Nearly every Web site is funded by advertising, whether through banner and pop-up ads, sponsored links, or

information hidden within the site.

"Screen media is incredibly seductive," Linn says. "Even adults know it's easy to spend hours on the Internet without realizing that time is passing." Take, for example, gaming sites. Many have advertising placed directly in the game. Even Yahoo Kids, promoted as child-safe, prominently features ads ranging from airline sales to a contest asking for kids to enter personal information to win.

"Kids need to learn that all sites are not equal," Linn says. "The Internet is an extraordinary tool, but it requires mature judgment to use it."

What You Can Do

Unlike with TV, you can't hit the mute button to tune out all the ads on your computer screen. Here's what parents can do instead to keep marketers at bay:

- Set very strict limits on when your child is to be doing homework and when he can surf for fun.
- Talk to your child about advertising so she is aware of just what she's looking at and what she should avoid.
- Tell him that no matter what, he's not allowed to buy anything, so looking at ads or shopping is a waste of time.
- Warn her that even if she accidentally clicks on ads that contain spyware, she'll have to help pay for the computer cleanup.
- Use one of the many programs designed to block commercial advertising on the Internet, for example, AdMuncher (<http://www.admuncher.com/>).

Online Abuse: One in Three Teens Has Faced Threats, Name-calling, and Rumors

It's a lot easier than tripping someone in the school hallway or shoving them on the playground. Nowadays, all it takes to be a bully is a keyboard, computer, and Internet hookup, according to a new report released by the Pew Internet & American Life Project. The front page of the June 28 *Chicago Sun-Times* reported one in three teenagers who use the Internet say they have been harassed online.

The harassment ranged from e-mailed threats of violence and mere name-calling to the spreading of nasty rumors and posting of embarrassing pictures. "In some cases what we heard was that adolescent cruelty had simply moved from the school yard, the locker room, the bathroom wall, and the phone onto the Internet," study author Amanda Lenhart wrote.

It's happened to Joe Carlos, 19, of Chicago. "I was talking to a friend [online, on MySpace] and her boyfriend had her password to her MySpace account" and eavesdropped on the exchange, Carlos said. So the boyfriend e-mailed him a message from the girl's account, stating: "Stop talking to my girlfriend or I'll kick your ass," Carlos said.

Online bullying is even more attractive to bullies because they can do it secretly. "It's easier to have muscles online," said Carlos, a Northern Illinois University student.

And bullying on the Net can cause even more damage than old-style bullying. "I think there's a greater potential for

emotional harm from cyberbullying because it occurs 24-7 and the audience is much wider,” said Nancy Willard, executive director of the Oregon-based Center for Safe and Responsible Internet Use. “Online communications tend to be even more vicious and uncontrolled, and it’s all occurring outside the view of adults,” said Willard, author of the book *Cyberbullying and Cyberthreats*.

Willard has heard reports of students so traumatized by what has been posted about them online that “they are unwilling or unable to go to school.” It can get worse. Willard knows of two suicides in her area, and news reports tell of a 15-year-old Florida boy who committed suicide in 2005 after a cyberbully spread rumors he was gay.

According to the study, a telephone poll of more than 900 kids ages 12 through 17, girls are more likely to be cyberbullying targets than boys, by 38 percent to 26 percent. Bullies also zero in on teens with their own Web sites or who are active on social networking sites such as MySpace and Facebook.

Man Guilty in Child-Porn Case Used Library Computers

A Hoffman Estates man who prosecutors said used computers at Schaumburg Township District Library to download information from pornographic Web sites pleaded guilty to child pornography charges reported the July 3 *Chicago Tribune*.

Prosecutors said Keith Libonati had an album in his home of computer-generated images of young children engaged in sex acts. He used computers at the library to find Web sites and download information, then printed the images using his home computer, prosecutors said.

Libonati was sentenced to thirty months of probation by Judge John Scotillo in the Rolling Meadows branch of Cook County Circuit Court and was ordered to register as a sex offender. Libonati was arrested in April after a lengthy investigation by U.S. postal inspectors and Hoffman Estates police.

Postal inspectors became involved after Libonati had materials mailed to his house, authorities said.

The allegations surprised Michael Madden, library director, who said Schaumburg has been using filters on its computers since 1996. “It’s a mystery to us. We are the strictest library on filters around,” Madden said. “They filter out all nudity and sex acts.” Madden said he had not been contacted by police or prosecutors.

The conviction comes at a time when Illinois lawmakers have been considering a measure that would require all libraries to install filters on computers. ILA Executive Director Robert P. Doyle said computer filters often lead to a false sense of security, because there are ways of circumventing filters. “Study after study has demonstrated that filters consistently block important information on science, health, political, and social issues and regularly allow objectionable material to get through,” Doyle said.

Library Jobline of Illinois

<http://www.ila.org/jobline>



Positions for Librarians and Support Staff

All employer job openings are listed on the ILA Web site (www.ila.org/jobline) for 30 days and the cost is \$100.



At the Friday, June 8, 2007, ILA Executive Board meeting at the Urbana Free Library, the following retired from the board: (l to r) Charm Ruhnke, Margaret Ming Heraty, Laura L. Barnes, and Richard C. McCarthy.

Land of Lincoln Statewide Read

Patterned after the “city wide read” programs that have been successfully conducted in various cities across the nation, this program will encourage all local residents to read the same Lincoln book: *Lincoln: A Life of Purpose and Power*, by British author Richard Carwardine. Funded by the (Illinois) Lincoln Bicentennial Commission, the project is being developed and coordinated by Kay Shelton at Northern Illinois University and Kathryn Harris at the Abraham Lincoln Presidential Library; the Illinois Library Systems Directors Organization (ILSDO) is serving as the fiscal agent for this project. In addition to the development of a study guide, the project will also include book discussions and lectures by the author in selected Illinois cities. The program will begin in September 2008 and will continue into the Bicentennial year, 2009.

If you are interested in participating, please send an e-mail to: lincoln2009@gmail.com and ask to be added to the listserv.

Reaching Forward South Conference for Library Support Staff

The annual conference will be held on Thursday, September 20 and Friday, September 21, 2007, at the Northfield Inn in Springfield, Illinois. This year our theme will be “Outside the Box!”

On Thursday from 2:00 to 4:00 P.M. you can choose either a session on storytelling or on new trends in the library world. From 7:00 to 9:00 P.M., you are invited to a reception with Dan Keding, storyteller, author, and musician, as he tells stories that reflect the power of storytelling to create community. You will also have an opportunity to network and socialize with your peers.

On Friday Gail Johnson, owner of Face to Face Communications and Training, will deliver our keynote address on “Dysfunction Junction,” a hilarious comparison of life in the ‘60s versus today.

Program topics for Friday will be: Pancakes, Crocodiles, Bubble Gum, and More (afterschool events); Under Investigation: Ancestry Detective Strategies; Barcoder Certification; Manage Your Stuff & Conquer Clutter; Plinkit: An Interactive Web Site for Every Library; Not Your Mother’s Romance (with bestselling author Jade Lee); Got Stress? On-the-Spot Relief...Right Here, Right Now; Greening Your Library; Educational Opportunities for Library Workers; Oh, I Wish I’d Said... (what to say and do when dealing with difficult people); Localism in Television...And Television as a Learning Medium; and Elder Abuse.

The registration fees are: Thursday afternoon: \$40, Friday: \$60, both days: \$85. The fees include all sessions, the reception on Thursday evening, continental breakfast, and buffet lunch on Friday. School librarians will receive CPDU credit.

Complete registration information is available at www.reachingforwardssouth.org. For additional information, contact Kim Drake at (217) 223-1309 x201 or send her an e-mail at kdrake@quincylibrary.org.

What’s Your ROI?

Return on Our Involvement:

- Owner-Centered Objectivity
- Capital Project Professionals
- Over Sixty Library Cost Assignments
- Over Thirty Library Management Successes
- Benefits from Ideation to Opening

Let’s Get Started. . .



OWNER SERVICES GROUP, INC.

1815 South Meyers Road Suite 200
Oakbrook Terrace IL 60181-5261

630.678.0808 • 630.678.0858 fax

www.ccsos.com

Cost-Oriented Project Management

ILA Welcomes New Members

We would love to welcome your friends and colleagues, too. By sponsoring a new member, you share the benefits of membership with others... and help create a stronger and more effective voice to promote the highest quality library services for all people in Illinois.

ASSOCIATE MEMBERS

Energy Systems Group, Itasca
K. R. Montgomery & Associates, Anderson, Ind.

INSTITUTIONAL MEMBERS

Summit Public Library District

PERSONAL MEMBERS

Stephanie Charlefour, Lake Villa District Library
Cathy Cheesbrough-Gola, Lake Villa District Library
Kathy Christenson, Nippersink Public Library District,
Richmond
Audrey Davidson, Ames, Iowa
Jean DeSanto, Campbell Bloomingdale Public Library
Hadiya Drew, Summit Public Library District
Mary Ellen Farrell, CARLI, Champaign
Rita Feltes, Yorkville Public Library
Deborah A. Lullo, Des Plaines Valley Public Library
District, Lockport
Amy Maroso, CARLI, Champaign
Michael Martin, Wilbur Wright College, Chicago
Vickie McFarland, St. Charles Public Library District
Laura McNinch, Chicago
MaryBeth McWilliams, MacArthur Middle School Library
Media Center, Prospect Heights
Cynthia Marie Olive, Niles Public Library District
Bobbi M. Perryman, Vespasian Warner Public Library
District, Clinton
Mae Richardson, Nippersink Public Library District, Richmond
Patrick A. Rossi, Sr., St. Charles Public Library District
Anne Slaughter, Franklin Park Public Library District
Catherine A. Thompson, Lake Bluff Public Library
E. Paige Weston, CARLI, Champaign
Sam Wood, University of Illinois at Springfield

STUDENT MEMBERS

Amy Byrne, Roscoe
Christy B. Coulter, Taylor Ridge
Haley Downs Samuelson, Cook Memorial Public Library
District, Libertyville

TRUSTEE MEMBERS

Carl Alaimo, Melrose Park Public Library
Toni T. Ashmore, Matteson Public Library
George Banas, Lisle Library District
Joan Cinnamon, Limestone Township Library, Kankakee
Barbara J. Durocher, Warrenville Public Library District
Elizabeth Guillette, Oak Park Public Library
Lane S. Hart, Oak Park Public Library
Thomas Hough, Lisle Library District
Jill K. Jensen, Palatine Public Library
Patricia A. Johnson, Alpha Park Public Library District,
Bartonville
Colette Loecke, New Lenox Public Library District
Lenore M. McDonald, Dundee Township Public
Library District
Adam Sesso, Schaumburg Township District Library
Dwayne Shipp, Matteson Public Library
Marge Skold, Dundee Township Public Library District
Kathryn J. Spindel, Fountaindale Public Library District,
Bolingbrook
Laurie Styracula, Warren-Newport Public Library District,
Gurnee
Victoria Suriano, Indian Prairie Public Library, Darien

Cultural and Racial Diversity Committee

Kay Shelton, Northern Illinois University

The committee cordially invites you to stimulate your senses and your mind at the annual DiversiTEA, October 10 at the 2007 ILA Annual Conference. Indulge your passion for chocolate as the delectable, dark goodness flows freely from a fountain. Or, delve into a platter of luscious, nourishing fruit, accompanying your soothing tea or steamy coffee. Then, unbridle your mind as you explore the realm of Islam and how your library can provide excellent services in a friendly environment. Welcome our guests Asra Yousufuddin, from the Itasca Community Public Library, and Ali Khan, from the American Muslim Council, as they provide a framework for understanding and take your questions. As an option, wear an outfit or accessories representing diversity or dress up for an afternoon tea party—hats are encouraged!

It is not too late for you to participate! Find the Diversity in Libraries Tea in your ILA Annual Conference materials and register by September 10 for \$20 or register on-site for \$25. Additionally, committee members generously donated over a dozen teapots for a raffle. Raffle tickets will be at the registration table or at the Tea, \$1 each or six tickets for \$5. Proceeds will help benefit worthy library science students through the Sylvia Murphy Williams Fund. Contributions to the Fund are always welcome. Please see: <http://www.ila.org/about/contributions.htm> for more information.

Illinois Reading Enrichment and Development (iREAD) Committee

Jane Kauzlaric, Joliet Public Library

As summer draws to a close, iREAD is already preparing for the 2008 Summer Reading Program. The Get in the Game—READ! Showcase will be

held 11:30 A.M. – 12:30 P.M. on Thursday, October 11 at the 2007 ILA Annual Conference in Springfield. The 2008 Guide and select 2008 merchandise will be available for purchase at the showcase and at the iREAD booth in the exhibit hall during the conference. Kudos to Jeni Venker Weidenbenner and the entire Resource Guide Task Force for making this possible.

Your help is needed in order for the 2010 Resource Guide to be available at the 2009 Conference. Please participate in the online brainstorming that is taking place now through October 5, 2007 and then join 2010 Chair Jason Stuhlmann at a live brainstorming session during the showcase on October 11, 2007. Suggest ideas that will appeal to Illinois youth in grades K-8. Please do not submit themes that have been used recently: nature/camping/Lewis and Clark; superheroes; nautical/island; outer space; sports/games; or wild animals.

Reaching Forward Forum for Library Support Staff

Sally Schuster, Addison Public Library

For those of you who missed this year's Reaching Forward Conference for Library Assistants, I urge you to put next year's event — Friday, May 9, 2008 — on your calendar now! Those of us on the planning committee and most of those who attend believe that this is one very special conference. Although the day is geared to library support staff, those with professional library degrees find we have much to offer everyone.

On Friday, May 18, more than 1,000 library staff members gathered at the Donald E. Stephens Convention Center to hear a variety of speakers, to meet and share information with attendees from other libraries, to talk with the many exhibitors from library fields, and, of course, to shop.

This year's keynote speaker was Stephen Abrams, Vice President of Innovation at SirsiDynix. His title not only reflects what he does but it tells much about the energetic presentation he gave. His ideas about the future of libraries came

faster than many of us could listen to and comprehend. But, rest assured, the library of the future will be a dynamic place full of insight and innovation. The role of the Internet will continue to grow, making our Web sites more important than ever. I hope we are all ready for a fast and, perhaps, bumpy ride! If you missed Stephen's keynote address or would like to review his ideas, his PowerPoint presentation is on the ILA Web site (<http://www.ila.org/events/index.htm>).

Each year several members of the library support staff community are nominated for and receive awards, which are sponsored by the Reaching Forward Conference for Library Assistants. These awards are presented at the conference.

The Robert P. Doyle Award was established in 1999 in honor of ILA Executive Director Robert P. Doyle, who is a strong advocate for library assistants. He also provides essential support for Reaching Forward. This year's winner — Laura Wapole, Gail Borden Public Library District, Elgin — receives full registration and expenses, up to \$800, to attend the ILA Annual Conference.

The Oberman/Rich Award was established in 1995 in honor of Tobi Oberman and Tom Rich, who were instrumental in developing Reaching Forward. This year's winners — Fay Hutchings, DuPage Library System, Geneva, and Danny Van Dusen, Skokie Public Library — received free registration to Reaching Forward, \$50 for expenses, and a framed certificate.

The committee hopes to streamline the application process for next year's awards. Watch our Web site (www.reachingforward.org) for the new application forms. They should be available this fall. You can print a form to submit or complete an online form. I'm certain you all know at least one colleague who is a deserving recipient.

Would you like to help plan the next Reaching Forward Conference? Join the committee! The next planning session is Friday, August 24, 10 A.M., at the Skokie Public Library, 5215 Oakton Street, Skokie, Illinois 60077. Contact Tobi Oberman (847-673-7774) and let her know you are interested. This is one

committee where everyone works to make Reaching Forward happen and happen well.

Don't forget next year's Reaching Forward Conference for Library Assistants is Friday, May 9, 2008, at the Donald E. Stephens Convention Center, 5555 North River Road, Rosemont, Illinois 60018. It's never too early to get important dates on your calendar.

Resources and Technical Services Forum

Dean E. Cody, Southern Illinois University, Edwardsville

Last May, I attended the 2007 Medical Library Association (MLA) Annual Meeting and Exhibition held in Philadelphia. Three sessions seem either directly or indirectly relevant to RTSE. Bioethicist Arthur Caplan gave the keynote presentation on the topic of peer review. The Collection Development Section sponsored a session titled "Evaluative Measures for Resource Quality: Beyond the Impact Factor." The Technical Services Section sponsored a session titled "Revolution or Brotherly Love: OCLC, National Library of Medicine, and the Library of Congress."

The title of Arthur Caplan's presentation was Conflict of Interest and Peer

Review. Caplan noted that studies of the effectiveness of drugs or medical procedures as sponsored by for-profit companies and published in peer-reviewed journals tend to be more positive than studies sponsored by non-profit organizations. The question arises whether peer review should attempt to detect author bias and then publish all possible facts about authors? In addition, peer review even misses fraud and deception. For example, how did the Korean cloning scandal get published in *Science* magazine? He mentioned several ways to improve peer review. First, peer reviewers should be paid. Many times peer reviewers are young faculty looking to develop their resume. One audience member mentioned that as a peer reviewer she had no training or mentoring. Second, there should be disclosure of editors' and reviewers' interests. Third, peer reviewers should be kept anonymous for only a limited time. In conclusion, he mentioned there is no breakthrough paper. Scientific truth comes through verification and attempts at falsification.

The Collection Development Section sponsored a session titled "Evaluative Measures for Resource Quality: Beyond the Impact Factor." Eugene Garfield, who founded his company (ISI) on a \$500 loan, spoke on impact

factors and citation analysis. I learned of several supporting Web sites, viz. www.journalprices.com (currently in development), www.eigenfactor.org, and www.EugeneGarfield.org. Bob Schufrieder, who works for MPS Technologies, spoke on the issue of what to do with usage statistics. This data is used to measure value of money spent, to make informed purchasing decisions, and to justify budgets. We can compare usage statistics with a journal's impact factor. Two Web sites mentioned are www.niso.org/committees/SUSHI (SUSHI is an acronym for Standardized Usage Statistics Harvesting Initiative), and www.projectcounter.org (counter is an acronym for Counting Online Usage of Networked Electronic Resources). The last speaker was Julie Kochi from the University of California San Francisco. Her university system, along with the California Digital Library, has developed a value-based system to measure a journal's worth to the library. For instance, they compare a for-profit journal against a non-profit journal in the same discipline. Also, they assume a seller's perspective studying the Producer Price Index, then look at journal cost increases. See their Web site <http://libraries.universityofcalifornia.edu/cdc/valuebasedprices.pdf>.

Speakers during the Technical Services



SPEER FINANCIAL, INC.

INDEPENDENT PUBLIC FINANCE CONSULTANTS SERVING LIBRARIES SINCE 1954

WWW.SPEERFINANCIAL.COM

One North LaSalle Street Suite 4100 Chicago, Illinois 60602
Phone (312) 346-3700 Fax (312) 346-8833

Speer Financial, Inc.

- Independent financial advisor – serving only the issuer
- Illinois' most active financial advisor with 53% of Tax Exempt Long Term issues in 2006
- Open auction competitive sales on the internet (www.speerauction.com)
- Referendum expertise

Kevin W. McCanna, CIPFA; CFA
President
kmccanna@speerfinancial.com

David F. Phillips, CIPFA
Senior Vice President/
Director of Marketing
dphillips@speerfinancial.com

—sponsored session were Diane Boehr, head of cataloging, National Library of Medicine (NLM), Judy Mansfield, from the Library of Congress, and Eric Zino, from OCLC's affiliate PALINET.

Among the topics that Diane reported on are the following: NLM needs to change its cataloging practices as a result of change in the amount and type of material needing control; CONSER cataloging guidelines will change to take less time to create records, maintain records and train new catalogers; while NLM supports the underlying goals of RDA, there is concern that the changes proposed are not significant enough to warrant the cost in retraining, there is too much word-for-word carryover from AACR2, and the writing style is dense and difficult to follow. She also mentioned that NLM has recognized

the need for a digital repository and will soon begin testing several products. Judy Mansfield from the Library of Congress reported increased availability of metadata, of digital content, and of an increased number of resources to which users must direct queries to satisfy their information needs. As a result of these changing environmental factors, LC is changing its technical services workflow and organization by rewriting position descriptions for technicians and professionals. Eric Zino of PALINET, OCLC's affiliate, reported on advances in WorldCat, e.g., WorldCat records are FRBR-ized, include a feature indicating how to cite an item in five citation styles, and enable users to review a work.

Members of MLA's Technical Services Section are already making plans for next year's meeting in Chicago.

Ancel Glink

DIAMOND BUSH
DI CIANNI
& KRAFTHEFER

ANSWERING YOUR CALL FOR LIBRARY LAW

As library attorneys and special counsel, Ancel Glink assists clients in complex and mixed questions of law, economics, finance and engineering.

Ancel Glink offers Illinois libraries effective and comprehensive representation at a reasonable cost, matching legal services and strategies with local needs and resources.

Although a substantial portion of its practice is in the Chicago Metropolitan Area—Cook, and Lake, McHenry, Kane and DuPage Counties—Ancel Glink provides services statewide, serving as special counsel and assisting local attorneys with complex matters.

EXCELLENCE & INNOVATION IN ILLINOIS LOCAL GOVERNMENT LAW



Please contact attorneys Keri-Lyn Krafthefer, Paul Keller or Britt Isaly at 312-782-7606 to find out how Ancel Glink may be of service to you.

CHICAGO OFFICE: 140 S. DEARBORN ST. CHICAGO, ILL. 60603 312-782-7606

ONLINE AT ANCELGLINK.COM SEE OUR ONLINE Q AND A FEATURE

AUGUST 2007

- 20** Deadline for October issue of the *ILA Reporter*.
- 20–26** World Library and Information Congress: 73rd International Federation of Library Associations and Institutions (IFLA) Council and General Conference, Durban, South Africa. For further information, see IFLA Web site: <http://www.ifla.org/>.

SEPTEMBER 2007

- 7** iREAD meeting, 11:00 A.M., Reddick Library, 1010 Canal St., Ottawa, IL 61350; phone: (815) 434-0509.
- 20–21** Reaching Forward South 11th Annual Conference for Library Assistants, Northfield Inn Suites & Conference Center, 3280 Northfield Drive, Springfield, IL 62702; phone: (217) 523-7900.
- 21** ILA Executive Board meeting, 10:00 A.M., Ramada Limited, 3281 Northfield Dr., Springfield, IL 62702; phone: 217-523-4000; fax: 217-523-4080.
- 29–Oct. 6** Banned Books Week—Celebrating the Freedom to Read. For further information, contact American Library Association, Office for Intellectual Freedom, 50 E. Huron, Chicago, IL 60611; phone: 800-545-2433 x4220; fax: (312) 280-4227; e-mail: oif@ala.org. Or visit the Web site at <http://www.ala.org/bbooks/>.

OCTOBER 2007

- 4–7** Library and Information Technology Association, National Forum, Denver, Colo. For further information, see <http://www.ala.org/lita/>.
- 9–12** ILA Annual Conference, Springfield, Ill., at the Prairie Capital Convention Center. Conference Hotels: Abraham Lincoln Hotel and Conference Center, 701 East Adams St., Springfield, IL 62701; phone: (217) 544-8800; fax: (217) 544-8079; single/double: \$97, plus tax. Hilton Springfield, 700 East Adams St., Springfield, IL 62701; phone: (217) 789-1530 or 800-445-8667; fax: (217) 522-5346; single: \$105/double: \$120, plus tax.
- 14–20** Teen Read Week. For further information, see <http://www.ala.org/yalsa/>.
- 19** 17th Annual Mortenson Distinguished Lecture, University of Illinois Urbana-Champaign, Graduate School of Library and Information Science, Room 126, featuring Clara Budnik, Fundación Democracia y Desarrollo, Chile, “The Enchanted Libraries of Chile: A Story of Transformation.” A reception will follow.
- 20** Deadline for December issue of the *ILA Reporter*.

- 25–26** Health Science Librarians of Illinois Annual Conference, Urbana, Ill. For further information, see <http://hsl.org/Conference/>.

- 25–28** American Association of School Librarians National Conference, Reno, Nev. For further information, see <http://www.ala.org/aasl/>.

NOVEMBER 2007

- 1–3** Illinois School Library Media Association Annual Conference, Crowne Plaza, Springfield, Ill. For further information, see <http://www.islma.org/>.
- 2** iREAD meeting, 11:00 A.M., Reddick Library, 1010 Canal St., Ottawa, IL 61350; phone: (815) 434-0509.
- 16** ILA Executive Board meeting, 10:00 A.M., Rolling Prairie Library System, 345 W. Eldorado St., Decatur, IL 62522-2114; phone: (217) 429-2586; fax: (217) 428-1852.

DECEMBER 2007

- 20** Deadline for February issue of the *ILA Reporter*.

JANUARY 2008

- 11–16** ALA Midwinter Meeting, Philadelphia, Pa.; phone: (312) 280-3225; <http://www.ala.org/>.

FEBRUARY 2008

- 15** iREAD meeting, 11:00 A.M., Reddick Library, 1010 Canal St., Ottawa, IL 61350; phone: (815) 434-0509.
- 20** Deadline for April issue of the *ILA Reporter*.
- 22** ILA Executive Board meeting, 10:00 A.M., Prairie Area Library System, 405 Earl Rd., Shorewood, IL 60431-9445; phone: (815) 229-2710; fax: (815) 725-0930.
- 23** Trustee Forum Workshop, Hickory Ridge Marriott Conference Hotel, 1195 Summerhill Dr., Lisle, IL 60532. Individual attendees will make reservations for the event directly with Marriott Reservations at 800-334-0344. If the individual attendee does not check in, there will be a charge of one night's room rate. Registration form will be in the December 2007 issue of the *ILA Reporter*.

MARCH 2008

- 25-29** Public Library Association's Thirteenth National Conference, Minneapolis, Minn.; phone: 800-545-2433, ext. 5PLA; e-mail: pla@ala.org/.

APRIL 2008

- 13-19** National Library Week. Contact ALA Public Information Office, phone: 800-545-2433, ext. 5044/5041; fax: (312) 944-8520; e-mail: pio@ala.org; <http://www.ala.org/>.
- 14-20** Young People's Poetry Week, sponsored by the Children's Book Council, highlights poetry for children and young adults and encourages everyone to celebrate poetry. For more information, contact the Children's Book Council, 12 W. 37th St., 2nd Fl., New York, NY 10018; phone: (212) 966-1990; <http://www.cbcbooks.org/>.

- 20** Deadline for June issue of the *ILA Reporter*.

MAY 2008

- 9** Reaching Forward Conference for Library Assistants, Donald E. Stephens Convention Center, 5555 N. River Rd., Rosemont, IL 60018; <http://www.reachingforward.org/>. Registration form will be in the February 2008 *ILA Reporter*.

- 13-14** National Library Legislative Day. The registration form will appear in the February 2008 *ILA Reporter*. The ALA briefing day will be held at the Holiday Inn on the Hill, 415 New Jersey Ave., N.W., Washington, DC 20001. ILA has reserved a block of rooms at the Capitol Hill Suites, 200 C

St., S.E., Washington, D.C. 20003; phone: (202) 543-6000; fax: (202) 547-0883; \$239 single and \$259 double rate for a junior suite and \$279 single and \$299 for a one bedroom deluxe, 14.5% sales taxes are not included. When making reservations, please mention the Illinois Library Association. The American College of Physicians (ACP) will be meeting at the same time. ACP has reserved a very large block of sleeping rooms citywide for its meeting. In addition, Police Week will begin on Wednesday, May 14. These events create a lot of pressure in the city, drive the room and catering rates higher than usual, and necessitate early reservations.

JUNE 2008

- 8** ILA Executive Board Meeting, 10:00 A.M., Metropolitan Library System, 224 S. Michigan Ave., Ste. 400, Chicago, IL 60604-2501; phone: (630) 734-5000 or 866-734-2004; fax: (630) 734-5050.

- 20** Deadline for August issue of the *ILA Reporter*.

- 26-2 July** ALA Annual Conference, Anaheim, Calif.; phone: (312) 280-3225; <http://www.ala.org/>.

JULY 2008

- 18** iREAD meeting, 11:00 A.M., Reddick Library, 1010 Canal St., Ottawa, IL 61350; phone: (815) 434-0509.

AUGUST 2008

- 10–15** World Library and Information Congress: 74th International Federation of Library Associations and Institutions (IFLA) General Conference and Council, Quebec, Canada. For further information, see IFLA Web site: <http://www.ifla.org/>.
- 20** Deadline for October issue of the *ILA Reporter*.

SEPTEMBER 2008

- 23–26** ILA Annual Conference at Navy Pier, Chicago, Ill.

OCTOBER 2008

- 20** Deadline for December issue of the *ILA Reporter*.

NOVEMBER 2008

- 6–8** Illinois School Library Media Association Annual Conference, Chicago Sheraton Northwest, Arlington Heights, Ill. For further information, see <http://www.islma.org/>.

DECEMBER 2008

- 20** Deadline for February issue of the *ILA Reporter*.

JANUARY 2009

- 23–28** ALA Midwinter Meeting, Denver, Colo.; phone: (312) 280-3225; <http://www.ala.org/>.

FEBRUARY 2009

- 20** Deadline for April issue of the *ILA Reporter*.

APRIL 2009

- 13–19** National Library Week. Contact ALA Public Information Office, phone: 800-545-2433, ext. 5044/5041; fax: (312) 944-8520; e-mail: pio@ala.org; <http://www.ala.org/>.

- 13–19** Young People's Poetry Week, sponsored by the Children's Book Council, highlights poetry for children and young adults and encourages everyone to celebrate poetry. For more information, contact the Children's Book Council, 12 W. 37th St., 2nd Fl., New York, NY 10018; phone: (212) 966-1990; <http://www.cbcbooks.org/>.

- 20** Deadline for June issue of the *ILA Reporter*.

JUNE 2009

- 20** Deadline for August issue of the *ILA Reporter*.

JULY 2009

- 9–15** ALA Annual Conference, Chicago; phone: (312) 280-3225; <http://www.ala.org/>.

AUGUST 2009

- 20** Deadline for October issue of the *ILA Reporter*.

World Library and Information Congress: 75th International Federation of Library Associations and Institutions (IFLA) General Conference and Council, Milan, Italy. For further information, see IFLA Web site: <http://www.ifla.org/>.

OCTOBER 2009

- 6–9** ILA Annual Conference at the Peoria Civic Center. Conference Hotels: Hotel Pere Marquette, 501 Main St., Peoria, IL 61602; phone: (309) 637-6500 or 800-774-7118; fax: (309) 671-9445; single/double: \$109, plus tax. Price includes complimentary breakfast buffet. Holiday Inn City Centre, 500 Hamilton Blvd., Peoria, IL 61602; phone: (309) 674-2500; fax: (309) 674-8705; single/double: \$103, plus tax.

- 20** Deadline for December issue of the *ILA Reporter*.

- 29–31** Illinois School Library Media Association Annual Conference, Crowne Plaza, Springfield, Ill. For further information, see <http://www.islma.org/>.

PROFILES OF

Illinois

Their Towns, Counties and Cities

FIRST EDITION



PROFILES OF Illinois

History, Statistics, Demographics
for all 1,313 populated places in Illinois

A UNIVERSAL REFERENCE BOOK
GREY HOUSE PUBLISHING

Profiles of Illinois goes beyond Census statistics, beyond metro area coverage, beyond the 100 best places to live. Drawn from official census information, other government statistics and original research, you will have at your fingertips data that's available nowhere else in one single source. A remarkable compilation that offers overviews and insights into each corner of the state.

Place Your Order Today!
(800) 562-2139
www.greyhouse.com

**Grey House
Publishing**

Fax: (518) 789-8700
books@greyhouse.com

This 600+ page volume provides detailed demographic and statistical data on the 102 Counties and 1,427 Places in the state of Illinois including:

- Demographics on each County & Individual City or Town
- Detailed Data on School Districts
- Hispanic & Asian Population Statistics
- Informative Statistics & Rankings on Ancestry Groups
- Weather Statistics
- Comparative Ranking Charts

Demographic Profiles

The careful layout gives the user an easy-to-read snapshot of every single place and county in the state of Illinois, from the biggest metropolis to the smallest unincorporated hamlet. Here is a look at just a few of the data sets you'll find in each profile: History, Geography, Climate, Population, Vital Statistics, Economy, Income, Taxes, Education, Housing, Health & Environment, Public Safety and more. The richness of each profile is astounding in its depth, from history to weather, all packed in an easy-to-navigate, compact format.

School District Data

You'll have immediate access to a snapshot profile of each district serving 1,500 or more students. Each district profile includes contact information along with grades served, the numbers of students, teachers and schools, student/teacher ratios, drop out rates, ethnicity, gender and diploma recipients by race and district expenditures per student.

Hispanic, Asian & Ancestry Group Statistics

Here you'll find need-to-know data on the Hispanic and Asian population of the state along with data on all ancestry groups reported in the state. Details include population concentrations, income, educational attainment and much more.

Detailed Weather Data

Provides extensive climatological data on all of Illinois' weather stations, including statistics on maximum and minimum temperatures, precipitation, extreme temperatures, humidity and more.

Comparative Ranking Charts

put cities side-by-side for easy comparisons & rankings

Selected statistics are pulled for 100 of Illinois' largest towns and cities. Each of 22 different data points has its own two-page spread with the cities listed in alpha order so researchers can easily compare and rank cities. Among the statistics selected for this section are Employment, Income, Unemployment Rate, Population Characteristics, Taxes, Cost of Living, Education, Health Care, Public Safety, Air Quality and more

Profiles of Illinois • ISBN 978-1-59237-148-8 \$149.00.



Trustees Need to Be in the Picture

“Your library is your portrait,” asserts British journalist Holbrook Jackson. These words are especially true for public library trustees. The very title of the position, public library “trustee,” indicates that an individual agrees to keep faith with their community by performing the duties and responsibilities of the office to the best of their abilities. These basic duties are to oversee the library’s budget, to hire, support, and evaluate a qualified director, and to approve policies. In addition to these duties, trustees are legally responsible for assuring that the general operation of the library as well as all board meetings are conducted in accordance with Illinois law.

The role of trustee may seem rather clear-cut and easy to understand but upon assuming their office most people realize they don’t really know what the job requires. These individuals want to be the best trustees they can be and see their effort and commitment reflected in their library. Public library directors provide orientation and training to their boards but trustees often feel they need more information and instruction. Working with North Suburban Library System (NSLS) member library directors and trustees, Sarah Long, Executive Director of NSLS, and I committed to help both the newly appointed and the “seasoned” trustee to understand the key elements of their important position.

Our first step was to ask member public library directors what they felt were the core competencies for trustees to master. This provided a good start but trustee input was required. A trustee training task force consisting of three directors — Lynn Stainbrook, Arlington Heights Memorial Library, Carole Medal, Gail Borden Public Library District; and Dan Armstrong, Cook Memorial Public Library District; and three trustees — Kathryn Caudill, Ela Area Public Library District, Kim Isaacson, Fox Lake Public Library District, and Estelle Cooperman, Morton Grove Public Library, was formed. We worked together to create a comprehensive vision of what tools and training trustees need to effectively perform their obligations.

Two products were immediately produced. A brochure describing the duties and role of the trustee was created, posted on our Web site, and distributed to NSLS public libraries. The second tool produced was a comprehensive Web site (<http://www.nsls.info/trustees>) that provides easy access to useful links to resources that provide essential information on library law and standards, budget issues, filing deadlines, and much more.

Building on the success of these efforts, the task force developed the NSLS Trustee Certification Program. The backbone of this program is a nine-course core curriculum. The programs were developed to expand the knowledge base and skill set of trustees. Topics covered include conducting effective meetings, complying with library law, and deciphering budgets, tax caps, and taxes.

The task force developed the certification program as a way to acknowledge and reward the efforts of trustees taking these classes and participating in a variety of activities. The activities include completing two LibraryU classes,

attending another library’s board meeting, participating in a library conference or advocacy event, and writing an article or giving a presentation about their library. The courses and activities are designed to broaden the trustee’s knowledge and challenge them to find out more about libraries.

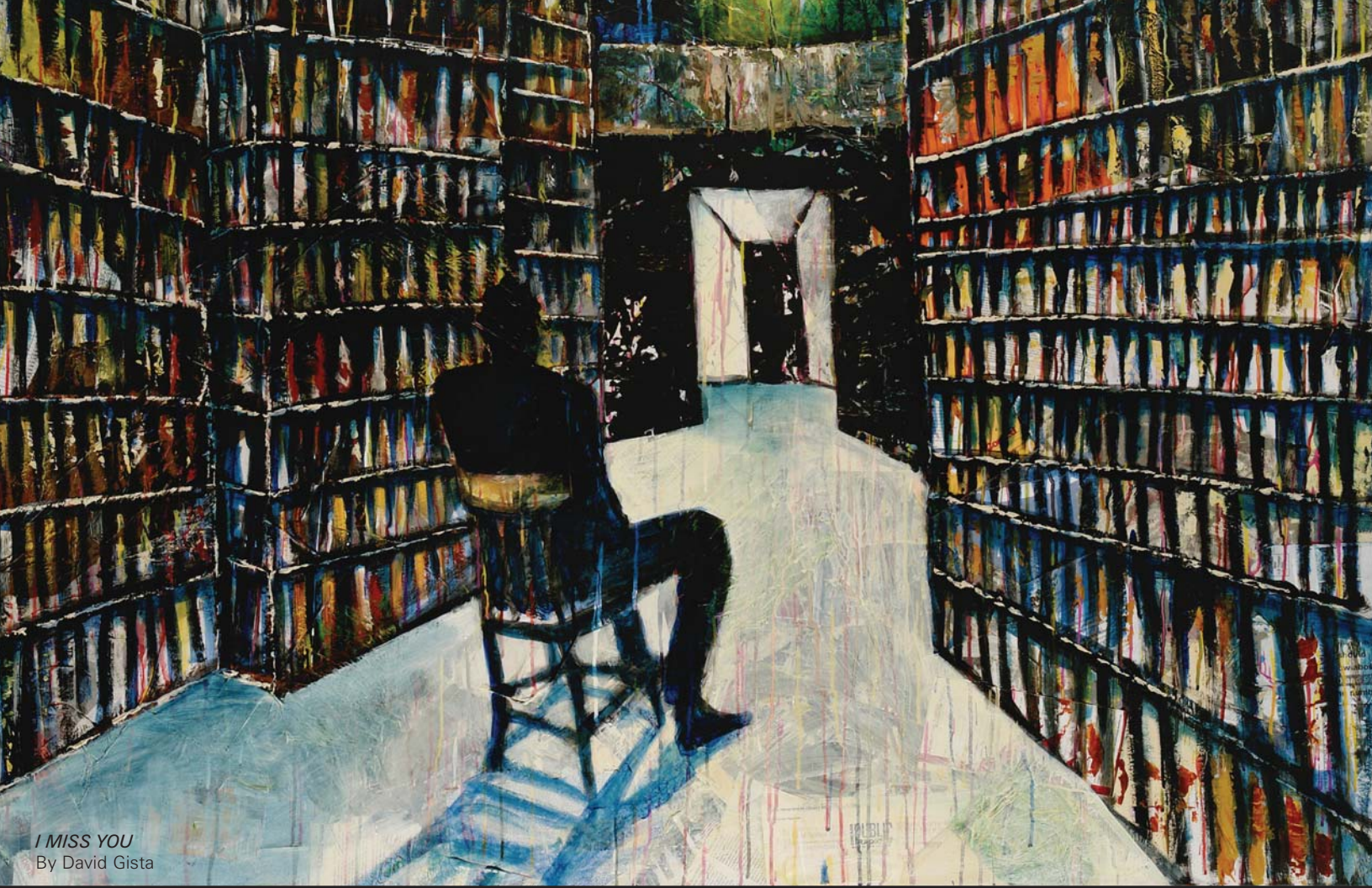
I deeply respect the work of trustees and appreciate all the time and energy they donate to their institution. Realizing that the program we designed requires an even larger time commitment from trustees, I decided to experiment with producing a DVD that could be viewed at board meetings. The Illinois State Library awarded NSLS an LSTA grant to produce two fifteen-minute training sessions. One segment is on the Open Meetings Act and the other is on the Model Ethics Ordinance. A copy of this DVD will be distributed to each public library in NSLS and to each regional library system headquarters.

While wanting to make training easy and accessible to everyone, we decided to focus our energies on the motivated individuals wishing to commit to further development and training. These trustees or their entire boards can select and achieve one of three levels of certification.

Trustees or entire boards can achieve either a bronze, silver, or gold level of accreditation. The bronze level requires the individual to attend a minimum of five core training classes and six core activities and for the board to have at least fifty percent of its members attain this level. Attending all nine core classes and a minimum of six core activities is required for individuals to achieve the silver level. Boards attain this level when all of their members have achieved silver certification. For the go-getter, the gold level requires an individual or all board members to attend all of the core curriculum classes and to achieve all twelve core activities.

Each level requires vision and dedication on the part of the participant. Some trustees have questioned the value and purpose of the core courses and the certification program. My response is that being a trustee is a serious responsibility with legal liability and one’s actions can impact the entire community. It is worth the extra effort. Illinois libraries are some of the best in the world but trustees willing to better their abilities will help lead even the best library to a higher level of excellence. Engaged, knowledgeable trustees providing leadership and guidance to help their libraries attain greatness are an attractive picture that would look good anywhere in the state.

Public libraries are part of an important social contract in which the American people are engaged. As Andrew Carnegie states, “There is not such a cradle of democracy upon the earth as the Free Public Library, this republic of letters, where neither rank, office, nor wealth receives the slightest consideration.” Trustees, be the best you can be to help your library be the best it can be. ■



I MISS YOU
By David Gista



Illinois Library Association

33 West Grand Avenue, Suite 301
Chicago, Illinois 60610-4306

RETURN SERVICE REQUESTED

Non-Profit Org.
U.S. Postage
PAID
Permit #126
Elgin, IL