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Spring 2009

vol. 15:2 contents



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Access is the official magazine of the Ontario Library Association, published quarterly for members as a continuing education service to keep them informed of its activities and of events, trends, and issues affecting the association as well as libraries all across Ontario and beyond. The magazine is a forum for discussion, a place for news, and a source of ideas for the development and improvement of librarianship in the province.

from the editor

By **Wayne Jones**

Welcome to the spring issue of *Access*, where we feature our usual pieces from columnists, but also make room to celebrate OLA's award winners. Those of you who attended Super Conference have seen some of these folks receive their awards formally there, but now is also a good time to bring the whole group of them together, and to give them a chance to say a little more in their own words, and perhaps a bit more expansively. What were the pivotal moments in their careers? What are their general philosophies? What have been their most enjoyable work experiences, and what have been the most challenging? (Not that they're mutually exclusive.) Most of these award winners are active – *very* active – OLA members, but some are even from outside the library and information profession, but are being recognized for work they've done which benefits us all. Librarians, archivists, publishers, writers, academics, and others: read their stories starting on page 12.

In this issue we're also celebrating a continuation and a new beginning. The World Outside column has new co-editors: Laura Banfield, Education Liaison Librarian in the Health Sciences Library at McMaster University, and Ariel Lebowitz, Foreign and International Collections Librarian at the Library of Parliament. Under the former editorship of Vicki Whitmell, The World Outside has been the main place where *Access* – OLA's members' magazine and so mostly focusing on Ontario – steps out a little and looks at events and programs that are going on nationally and internationally involving libraries. Take a look at Laura's and Ariel's introductory column on page 10 and get involved in their plans.

For the past few issues we've been featuring pictures of Ontario libraries on our covers. It's part of the graphic redesign on the magazine and informal reaction has been very positive. We'd like to give *Access* readers the opportunity to suggest your own covers. Do you have pictures of your own library, the one you work in or the one you visit? Interior, exterior, or anything in between – as long as it's interesting, even dramatic, we'd love to see it. The best way to let us know about it is to post it on Flickr (flickr.com, for the record) and then send us an email telling us exactly where it is. And a note about picture

Do you have pictures of your own library, the one you work in or the one you visit? Interior, exterior, or anything in between – as long as it's interesting, even dramatic, we'd love to see it.

quality: the size should be 9" x 9" and a minimum of 300 DPI (dots per inch), and it should be saved as a TIFF, JPG, or EPS.

We have to make a correction to one of the stories that was published in the last issue of the magazine. In "The One Big Library Unconference," we got a couple of details wrong about the educational institution of some attendees who were mentioned in the article. Marian Davies is a current graduate student at the University of Toronto's Faculty of Information, and Aliko Tryphonopolous is a recent graduate from the same place. Our apologies to Marian and Aliko for the mixup.

One final thing ... Making connections with others, and getting things done that way, are important not only to the award winners whom you'll see profiled in this issue, but also to all of us who work on *Access*. We're hoping to increase those connections between the magazine and you out there, the readers, the members of OLA. One of our basic plans is to introduce readers' forums where you can have your own say, give us your thoughts on how the magazine is working, what it does well, what we could be doing better. Part of that connection will be not only this printed product you're reading now, but also taking advantage of the unique electronic possibilities as well. Many of our columnists and other contributors remind us in every issue how the web can help in communicating and connecting, and the plan is to listen to what they're saying – and what you're saying too. Stay tuned.

Happy spring and happy reading

.....
Wayne Jones is Head of Central Technical Services at Queen's University and Editor-in-Chief of Access (wjones@accessola.com).



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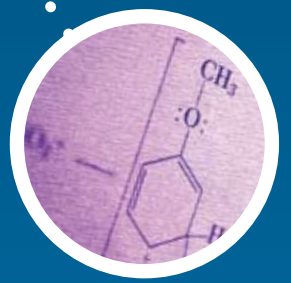
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ontario snapshot

LIBRARY NEWS, PROGRAMS,
AND RECOGNITION



Read Your Way to the Rink

It was a cold but perfect winter day for Port Hope Public Library's annual Road Hockey with the Predators. The event is part of the library's Read Your Way to the Rink winter reading program. Members of the Port Hope Predators Junior A hockey team joined the kids for road hockey games in the library's parking lot, followed by hot chocolate and reading activities in the library. Seventy-two children joined the winter reading club and read their way to prizes including books, t-shirts, passes to the sports complex, and season's tickets to next year's Predator games.



STARSTRUCK AT WOODCREST

Actress turned author Meg Tilly visited Woodcrest Public School Library as part of Canadian Children's Book Week celebrations. Meg made two heart-warming presentations about her life experiences and novels. Meg's novel, *Porcupine*, has become a favourite amongst Woodcrest's junior and intermediate students.

New Script Collection at Caledon Public Library

The Caledon Public Library has added theatre scripts to its collection through a generous donation from a local theatre company. The Caledon Townhall Players, an amateur community theatre group, donated a collection of close to 100 scripts. "We are excited about this new collection that will appeal to members of local community theatres in the area, as well as drama students in arts-based school programs," said Bill Manson, CEO of Caledon Public Library. "Many of the plays are by Canadian playwrights and our hope is that other theatre groups in Caledon will consider donating their script collections to expand the collection."



FROM LEFT ANDREW WELCH, ARTISTIC DIRECTOR OF THE CALEDON TOWNHALL PLAYERS AND BILL MANSON, CEO OF CALEDON PUBLIC LIBRARY

Brock University's New Matheson Learning Commons

Students at Brock University have a dynamic new space to call their own. The Matheson Learning Commons is designed to foster collaborative learning, featuring advanced technology in a vibrant layout. The space has been immensely popular with students, who have been taking advantage of the variety of study spaces and the integrated services provided by the library and its campus partners that are available. The library has used the Learning Commons to connect with students in a fresh environment, from offering research workshops in the new classroom space to promoting a new popular reading collection. The opening of the Learning Commons has also provided an opportunity to engage Brock's faculty members with the library, through display space for faculty research and the launch of a faculty lecture series. For a virtual tour, visit learningcommons.brocku.ca



Welcome to Canada from OPL!

Oakville Public Library (OPL) recently launched its Welcome to Canada Centres in all branches. Funded by the Community Foundation of Oakville, United Way of Oakville, and R.E.A.C.H. Legacy Fund, these centres provide newcomers with vital information and resources to connect with their library system and community.

To launch its Welcome to Canada Centres, OPL hosted its first Canadian Citizenship Ceremony to swear in 40 adults and children as Canadian citizens. Key community representatives attended, including Mayor Rob Burton and Lori Sims, CEO, OPL. The event proved to be a wonderful way to demonstrate the huge benefits that our library system can bring to newcomers and their families.

One Book One Brampton

Brampton Library's Family Day launch of its new city-wide shared book-reading literacy initiative, One Book One Brampton, was attended by Brampton dignitaries, government officials, educators, business leaders, and representatives of various community interest groups. The launch announced the campaign theme "Journeys" and the new website (onebookonebrampton.ca), and invited guests to map where their own journeys began, both on a display map and online on the library's Google Journeys map.



BRAMPTON MAYOR SUSAN FENNELL AND STORYTIME ATTENDEE ELLIE STITTLE.

THE BOOK MOBILE TRAVELS TO TANGSE

Dawna Rowson and Katherine Palmer recently completed an 18-month development project in a small community outside of Banda Aceh, Indonesia. Dawna and Katherine joined the project as volunteer experts supported by the Toronto Public Library Board and the City of Toronto. This was a project of the Federation of Canadian Municipalities (FCM) which partnered with local municipal governments in Indonesia to assist in rebuilding communities after the devastation from the tsunami of December 2004.

This capacity-building project included upgrades to the facilities and extensive work with the staff. Training covered everything from scheduling to public library roles, collections management, and writing a business case to get a new bookmobile (which they got!). The library achieved astronomical performance increases. Before the project started there were roughly 200 visitors annually, today more than 200 visitors come every day!

After almost 20 years of civil unrest in Aceh province, the bookmobile is now visiting villages that couldn't previously be reached due to the violence.

For more details: libraryindonesia.blogspot.com.



THE FIRST VISIT BY A BOOKMOBILE IN SIX YEARS TO TANGSE, INDONESIA.

Famous Headlines Black History Month Conference

Youth Services Specialist Elsa Ngan welcomed more than 170 participants to the Black History Month Conference at North York Central Library, in partnership with Youth Assisting Youth. Ten youth from the nearby Eva's Satellite youth shelter participated and were totally engaged. One youth reported being awestruck by Dwayne Morgan's performance; others were glad to have an opportunity to participate in the Q&A session with rapper and Juno nominee Famous.

Before the project started there were roughly 200 visitors annually, today more than 200 visitors come every day!

TALES from the FRONT LINES All True!



All true, submitted by YOU. Illustrated by Eva McDonald.

Got tales? Send them to spaterson@accessola.com!

What Do I Read Next?

Consider the next slate of compelling reads selected by OLA's Evergreen Selection Committee. The Evergreen Award Program is geared towards adults and is a program that can easily be adopted by a library system for its patrons. The full list of 2009 nominees is on OLA's website – here is a taste: *The Killing Circle* by Andrew Pyper, *The Outlander* by Gil Adamson, *Apples to Oysters: A Food Lover's Tour of Canadian Farms* by Margaret Webb.

Factors for Success

Exemplary School Libraries in Ontario was recently released at OLA's Super Conference. This research study commissioned by OLA, and conducted by People for Education with researchers Don Klinger and Elizabeth Lee, Queen's University, identifies the characteristics of an exemplary school library. Key factors that contribute to the program success are: the exemplary teaching skills of the teacher-librarian, the library's positioning as the learning hub of the school, and the principal and system support at the board and ministry level. The report is available on OLA's website, and a print version is available for purchase from the OLAstore. OSLA members will receive a complimentary copy in the next *Teaching Librarian*.

Stay tuned to the website for an update on another OLA initiative: *Together for Learning: Transforming School Libraries in Ontario*.

Planning for Our Future: Third Generation Public Libraries

The Ontario Ministry of Culture commissioned this report to assist with updating its policy framework for supporting public libraries. The report examines how visionary thinking and services could apply to Ontario's public libraries by 2020. A must-read, the report identifies leading examples internationally of innovative practices and services in public libraries.

Ontario is in a leading position in several strategic areas relevant to this view of the future of public libraries:

- Knowledge Ontario, which built on the experience of consortia in Canada and elsewhere
- A strategic plan for service to Aboriginal people on reserves
- Growing capacity in library boards and staff

The report is available for download at the ministry website at culture.gov.on.ca/english/library/newman_study.htm.

Libraries 2020

What will our services look like 11 years from now? What will our patrons and customers seek from a library service? How will technologies continue to provide solutions and opportunities we cannot even fathom right now? OLA is part of a committee led by the Southern and Northern Ontario Library Services agencies tasked with creating a September symposium that will help us all plan for the future. Details to be posted on the website.

School Libraries Boost

In January, the Ontario Ministry of Education officially announced a \$15 million investment in school libraries. The arrangement involves approved booksellers and distributors who will extend discounts to schools. Schools now have on average a minimum of \$1,500 in much-needed additional funds to continue to build a properly resourced school library collection. The Ontario School Library Association met regularly with the Ministry of Education over the past year to ensure the interests of school libraries were represented for this grant.

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OUR NEW VOICE AND YOURS

on National and International Library Events and Programs

By [Laura Banfield](#) and [Ariel Lebowitz](#)

The World Outside has been revamped ... welcome! We, Laura Banfield and Ariel Lebowitz, are the new editors, but we would like to begin by thanking Vicki Whitmell for all the work she put into this column over the years. When we took on the editing responsibility, we began to think about how to live up to the high standard Vicki had set, how to make this fun and informative for all of you, and how to edit something we ourselves also wanted to read!

So, what is The World Outside? It is a column devoted to libraries outside Ontario and to people – people who are interested in international librarianship, people who are interested in libraries outside their local communities, people who are curious ... people like you.

To us, The World Outside is the library beyond Ontario. What is happening in other provinces? Other countries? But, it could also be how libraries in Ontario are involved in projects and partnerships beyond our geographic borders. In each issue we will try to highlight programs that are innovative and far-reaching, or profile people who have travelled beyond the Ontario borders and found new library experiences.

Who are we? Our interest in international librarianship has led us both to serve as officers of Librarians Without Borders and to currently co-chair the World Libraries Interest Group for the Canadian Library Association. We have both been involved with developing libraries in other countries from India to Trinidad and Tobago to Holland. And we both love to talk to other people

about how they do things in their libraries: what is similar, what is different, and how we can learn from each other.

One of the ways we can learn from and help each other is through the sharing of resources and experiences. We would like to use this column as a forum to facilitate such exchanges. For example, as we were writing this article, we received an email from a librarian in the United States looking to assist her daughter, who is working as a Peace Corps Volunteer in Guinea. Here is an excerpt from her message:

“My daughter is currently serving with her husband in the Peace Corps in Guinea, West Africa. She just completed her training and is starting her two-year service. During her training, she stayed with a family with six children in Forecariah, Guinea. What she has discovered is that the children are very excited about learning but they have no books. She said they have tablets and they write down what the teacher puts on the board. She and her husband were able to purchase a couple of old textbooks with lots of pictures at the

IN EACH ISSUE WE WILL TRY TO HIGHLIGHT PROGRAMS THAT ARE INNOVATIVE AND FAR-REACHING, OR PROFILE PEOPLE WHO HAVE TRAVELLED BEYOND THE ONTARIO BORDERS AND FOUND NEW LIBRARY EXPERIENCES.

market for the children before they left ... the children were so excited! She would love to work with an organization that could send books in French to Guinea for the children who so eagerly want to learn and read. She would also like to start a small library in the village where they will be.”

So we would like to throw this out to our readers. Do you have suggestions of organizations or resources we could forward to her? One of our goals for this column is to make it interactive; if you have a comment on something you read or have suggestions, please let us know. We are working towards creating an electronic forum to further discuss the topics and issues covered in this column.

Who are you? We would like to hear from you. Do you have ideas you would like to share? Is there a program or initiative you are working on that reaches outside Ontario? Have you read a book that you would like to review? Or, after you have been inspired by someone else's project, like after reading *Three Cups of Tea*, what do you do to reach out? How do you get involved? Do you work outside Ontario and want to share your experiences? Do you know how libraries work in other countries? Do you know about resources for people who want to work in other countries?

We'd like to hear your voice.

.....
Ariel Lebowitz is the International Affairs and Defence Librarian at the Library of Parliament in Ottawa. Laura Banfield is the Nursing & Education Liaison Librarian with the Health Sciences Library at McMaster University. You can reach both at: worldoutside.ola@gmail.com.

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The Association AWARD WINNERS 2009

OLA'S Annual Tribute to the Winners of
Ontario's Library World

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LARRY MOORE
DISTINGUISHED SERVICE AWARD

Anita Brooks Kirkland
Library Consultant
Waterloo Region District School Board



Q: Tell us about a pivotal moment in your career that was inspirational for you in the work you've done and for which you are being recognized by your peers with this award. It's hard to pinpoint a specific moment. It's been more about momentum. The Ontario Library Association has a culture of learning, a culture of empowerment, and a culture that is all about daring to dream. The people who gravitate to the huge range of projects, committees, and councils at OLA are people who thrive in this culture. It's invigorating. Who would have dreamed a few years ago of the progress we've made on school library issues, or the creation of Knowledge Ontario? It was the Ontario Library Association that dared to dream about what could be accomplished, and then went about making it happen. How could one not thrive on this momentum?

Perhaps the thing that I'm being recognized for the most is my contribution to professional learning in the association and in the broader world of K-12 education. I have to give a lot of credit to people in OLA like Larry Moore, Esther Rosenfeld, Liz Kerr, and Peggy Thomas, who have encouraged me to pursue opportunities in this area, seeing something in me that I didn't necessarily recognize in myself. And now I can't seem to stop!

Q: What has been your general philosophy or approach to your work so far in your career? When people ask me what I do, I usually respond that a good part of my job is being a professional learner. I am fascinated by new ideas and approaches, and seem to have a knack for translating ideas into practical language and strategies for people. There are many challenges in the school library world, and it's easy for people to become discouraged. I think you have to make a decision: you can either spend your life complaining about what could have been, or you can roll up your sleeves, step up to the table, and get things done. This is an attitude that pervades the Ontario Library Association, which is why I feel so at home in this organization.

Q: Tell us about one of your most enjoyable work experiences. It sounds corny, but one of my most memorable moments was when, as a teacher-librarian, I saw a Grade 8 boy who was a struggling reader connect with a Red Maple book. It was Gayle Friesen's *Men of Stone*, about a boy trying to deal with his own emotional turmoil and external obstacles around pursuing his dream of being a

dancer. The story closely mirrored this boy's own struggles, and even though reading it was a huge challenge for him, he persisted. I think that experience made a difference in his life, which I found tremendously inspiring. To be able to help him make that connection was extraordinarily gratifying.

My most enjoyable experiences in my current position are when I'm presenting workshops. Something seems to happen when I'm "on." There are times when the presentation becomes more than the sum of its parts, and real learning takes place. And I'm the one who learns the most, which is what is so gratifying.

Q: And your most challenging? I suppose it's dealing with the realities of the status of school libraries. We've made huge progress, but there is so much work still to be done. I do believe that it is mostly up to us who work in school libraries to get past the past, and go about demonstrating our worth within the broader context of education. We get a lot farther by demonstrating in very practical ways how we move learning forward. It's hard work, it's hard to remain positive in the face of some very serious challenges, but it's what we have to do.

"THE ONTARIO LIBRARY ASSOCIATION HAS A CULTURE OF LEARNING, A CULTURE OF EMPOWERMENT, AND A CULTURE THAT IS ALL ABOUT DARING TO DREAM."

OCULA AWARD

Lorna E. Rourke

Library Director, St. Jerome's University



with faculty, and teaching and learning from a great group of undergraduate students.

Q: What has been your general philosophy or approach to your work so far in your career? It's always been, and continues to be, about people – helping people learn, learning from people, working with people. I love being part of, and contributing to, a community.

I think my interest in people has led to some of the highlights of my career – teaching at the University of Western Ontario's Faculty of Information & Media Studies (FIMS), my work on the OCULA council, the reference and information literacy work I've been involved in, and my collaboration with librarians, faculty, and students.

Q: Tell us about one of your most enjoyable work experiences. I feel very privileged to have worked at two fantastic and completely different university libraries. At both the University of Guelph and St. Jerome's University, I have had the opportunity to participate in meaningful work with wonderful colleagues. I can honestly say that in nearly 25 years of working in academic libraries I have not had a single boring day – I feel very lucky to be able to say that!

Q: And your most challenging? One of my greatest challenges was teaching the Academic Libraries course at FIMS. It was a fresh challenge, and I was worried before the course started and terrified just before every class. However, it turned out to be one of the best things I've ever done – I loved the students and we had an amazing time together. I learned a lot from our librarians of the future, and they appreciated hearing the truth about academic libraries from a real live academic librarian!

OSLA TEACHER-LIBRARIAN OF THE YEAR

Michael Rosettis

Head of Library, St. Augustine Catholic High School



Q: Tell us about a pivotal moment in your career that was inspirational for you in the work you've done and for which you are being recognized by your peers with this award. A pivotal moment in my career occurred in my role as OSLA President at the People for Education press conference for the unveiling of the research study on *School Libraries and Student Achievement in Ontario*. Dr. David Booth, Dr. Don Klinger from Queen's University, and a great number of news media were present. What really resonated with me was the importance of basing advocacy on data, and the need to continue building Canadian research on the impact of school libraries. I also could not help but reflect on the important role of evidence-based practice in my daily interactions at my school and at the board level. I was really pleased to be interviewed by a number of newspaper reporters following the official press conference, and ended up being quoted in several articles, including a large piece in the *Toronto Star*. The intrinsic reward in all of this was the increased attention gained for the role that school libraries play in supporting literacy and student success.

“WHY DO SOMETHING TODAY THAT COULD BE DONE TOMORROW?” HONESTLY, I’M PROBABLY THE WORST PROCRASTINATOR IN THE PROVINCE.

Q: What has been your general philosophy or approach to your work so far in your career? It's been based on the principles of supporting student success and nurturing collaborative learning opportunities. These two foundational values have led to many wonderful experiences, including collaboration with a multitude of teachers on a wide variety of initiatives. One of the most recent school-based projects that I have been involved with is a ministry-funded Boys' Literacy Teacher Inquiry project that has spanned the past three years. From our school's initial grant proposal on using non-fiction text to support boys' reading and writing skills development, to the implementation and reporting of our progress, to the new skills development that grew from this project, the collaborative nature of this initiative provided great motivation and professional development for the 10 teachers who worked on it.

Q: Tell us about one of your most enjoyable work experiences. One of my most enjoyable work experiences was with a grant-related project that involved collaboration with the Math and Science departments at our high school, and which spanned a two-year period. This GrassRoots website development project was sponsored by Industry Canada. Our school was one of the first schools in North America to develop web-based material at the secondary level to support learning in math and science. During the first year, students

and teachers worked in collaboration with library staff to develop 17 websites related to the Grade 9 through 12 math courses. In our second year, we followed up with the development of 10 more websites related to supporting the secondary science curriculum. Our work involved a high degree of collaboration and innovation with many teams of students and teachers. The school library helped pull this dynamic project together, collaborating with a wide variety of course-based teams, and resulting in the creation of 27 student-generated websites.

Q: And your most challenging? One of the most challenging work experiences that I have faced relates to preparing professional development for my colleagues. Whether planning and hosting a professional activity day session for my school or board colleagues, providing online content as an Additional Qualification course instructor, or delivering a session for the OLA Super Conference, I find that I am always driven to provide interesting and innovative material. The challenge here is to facilitate professional development for one's peers, as I have found that adults can be quite demanding as learners! When planning and delivering adult learning opportunities, I find that I prefer to collaborate with colleagues. Such collaboration can be a time-consuming endeavour, but it's always worth it, as cumulative knowledge and experiences enrich the learning experience for all involved.

PRIX MICHELINE PERSAUD DE LABO-FRANCO

Monique Brûlé

Chef, Services communautaires et aux bibliothèques, Conseil des écoles catholiques de langue française du Centre-est



Q: Tell us about a pivotal moment in your career that was inspirational for you in the work you've done and for which you are being recognized by your peers with this award. There is not one moment: it is more of a gradual “prise de conscience” towards the importance for schools to offer young readers a wide choice of reading material, and to utilize reading in the character-building of students. Being able to offer a wide array of French material becomes even more crucial to francophone students who are constantly surrounded by the English language in various forms, written or spoken.

Q: What has been your general philosophy or approach to your work so far in your career? I try to set myself realistic targets and I abide by the philosophy “why do something today that could be done tomorrow?” Honestly, I'm probably the worst procrastinator in the province.

Q: Tell us about one of your most enjoyable work experiences. Every so often as Head Librarian, I receive boxes of recently released children books that I get to read and evaluate. It's Christmas all over!

OSLA AWARD FOR SPECIAL ACHIEVEMENT

Jefferson Gilbert

Former Deputy Executive Director, Ontario Library Association
 Founder, Gap. Point. Reach. Inc.



started to feel like work I knew it was time to look at changing things.

Q: What have been some of your most enjoyable work experiences? I could likely fill the entire magazine with great work experiences and tales, but here are a few:

Festival of Reading – Even after five years of working with Meredith Tutching, who is my sister, I had really not worked *with* her. The partnership with Harbourfront allowed Meredith and me to work directly together to create something quite large and important. That was a big deal to me.

Watching Larry change a room of non-believers – If you have ever experienced a 180-degree change in direction as Larry sees something that nobody else does, you will understand what I mean. To watch Larry synthesize disparate visions into manageable alternative solutions is awing on one hand and inspiring on another. I got to see it first-hand over and over.

Saturday lunch at Super Conference – Every year for as long as I can remember when the final event or lunch takes place, the OLA staff and often the conference

co-ordinator gather around the table in the on-site office and eat fries and burgers from the street vendor. Guaranteed heartburn, but worth it. One of the greatest feelings is knowing that the conference went well and the members got good value for their investment.

The Deal – At the end of the day, had I not dedicated my career to OLA, I am sure I would have thrived on being an investment banker or mergers lawyer. I love the hunt, the chase, and the sealing of the deal. We did a lot of deals over the years at OLA.

The Forest® – The quarter of a million kids is cool; the industry being appreciative is important. But I tell you, my own son saying he is “going to read all the books this year” makes it seem like it was never any work at all.

Q: And your most challenging? Writing the email I did on October 16 telling the OLA Family about my decision to change directions and move on. Understanding that many of the reasons were tied to wanting to spend more time with my boys, Jasper and Wyatt, which is selfish of me. The guilt has been extraordinary. It is subsiding.

“EVERY YEAR FOR AS LONG AS I CAN REMEMBER WHEN THE FINAL EVENT OR LUNCH TAKES PLACE, THE OLA STAFF AND OFTEN THE CONFERENCE CO-ORDINATOR GATHER AROUND THE TABLE IN THE ON-SITE OFFICE AND EAT FRIES AND BURGERS FROM THE STREET VENDOR. GUARANTEED HEARTBURN, BUT WORTH IT.”

OLITA AWARD FOR TECHNICAL INNOVATION

Niagara Falls Public Library

Online Payment for Library Borrowers
 (Submitted by: Christopher Dunn, Network Coordinator)

Q: What was the inspiration or reason for initiating this project? Niagara Falls Public Library needed to receive payments from many sources, including fines, lost books, room rentals, online sales, and image reproductions from the extensive online Local History database. There was a need for an integrated payment option which could cover all possibilities and be cost effective.

Q: Describe the solution and how you implemented it. Our integrated library system (ILS) vendor offered a solution that addressed payments generated within the ILS, but would not easily be adaptable to address the other payment sources, such as rentals, research, and reproductions. Because of the cost for only a partial solution, staff decided to explore alternatives. In order to avoid the expensive monthly costs associated with traditional online merchant services, staff proposed using the library’s current PayPal account to receive payments by credit card or bank account. PayPal charges only a fee per transaction. This meant that there would be no risk that the library would be committed to monthly bank/merchant account fees for a service which could potentially not be utilized enough to recover monthly fees. Implementation required designing a method of referring users to PayPal online, receiving secure messages from PayPal about payments received, and sending the payment messages along to the ILS via SIP.

Q: What was the most challenging aspect of the project and how did you overcome it? PayPal is designed with a traditional merchant/customer relationship in mind, and is intended to be fully self-service. Adapting the tools and processes to fit the unique situation of a library, including receiving payments for service fees, receiving donations, and fundraising sales, required working with PayPal Customer Service, which was a challenge. However, working through various levels of customer service, we were able to contact a PayPal employee who could understand the purpose and requirements of our project and provide assistance to get the initiative up and running.

Q: Describe the impact of the project on library staff, library customers, and the library in general. By using PayPal, library staff never handle personal credit cards and the library does not store sensitive personal financial data. All payment processing and exchange of credit card information happens on the PayPal site.

The project launched on July 16, 2008, and use is growing. The Local History Department receives requests for image reproductions from all over the world. Previously we had to wait for payment to arrive before we would release the requested items. PayPal invoicing allows payment to be received almost instantaneously. Library users appreciate the anonymity of the service versus face-to-face when dealing with large or long-overdue accounts. In fact, amongst the first few payments were lost books from over five years ago totaling almost \$300. PayPal also gave us the ability to add a “shopping cart” to our website for fundraising book sales. However, the biggest benefit to the library was obviously financial, due to no increase in monthly recurring costs.

OLBA W. J. ROBERTSON MEDALLION (PUBLIC LIBRARIAN OF THE YEAR)

Wilhelm Eisenbichler

Former Director of Public Libraries, Sault Ste. Marie



Q: What has been your general philosophy or approach to your work so far in your career? I believe that the library must be highly regarded in the community and well connected to the community’s agenda. To achieve this, I strove to create a culture of innovation, one in which the library is constantly changing, adapting, and looking for new opportunities. At the same time, I ensured that the library was well governed, with sound business practices and strong fiscal management. The vision was the library as the community’s “living room” – a place where everyone in the community can feel welcome.

Q: Tell us about one of your most enjoyable work experiences. There are many things I enjoyed over the years, such as the renovation of the Main Library, the library automation project, and building the Community Archive Program. More recently, working to improve accessibility has been very enjoyable and rewarding.



OPLA LIFETIME ACHIEVEMENT AWARD

Wendy Newman

Senior Fellow, Faculty of Information Studies,
University of Toronto
Past President, CLA



Q: Tell us about a pivotal moment in your career that was inspirational for you in the work you've done and for which you are being recognized by your peers with this award. The advocacy about Bill 109 in Ontario was a pivotal moment for me. Including the "Who Does What" run-up to the bill itself, it involved close to two years of numbing advocacy on the part of the public library community. During most of that time, we had no indication that our submissions were having an impact, or even that they were being heard. Yes, the cumulative impact was that Bill 109 remains the only bill ever withdrawn by the government of the time. Not modified, but withdrawn altogether. I was chair of Administrators of Medium Public Libraries of Ontario at the time. Along with OLA, we put everything we had into it. That issue stiffened my spine on the importance of free public library service. It renewed my conviction that the darkest hour of a battle is no time to be giving up.

Q: What has been your general philosophy or approach to your work so far in your career? In my bones, I believe in universal access to the universe of ideas – a phrase from a wonderful group of new librarians at the Northern Exposure to Leadership Institute. I am immensely proud to be a librarian. Of course, I want libraries to be more nimble, more strategic, more evidence-based, more fearless, more unabashedly passionate. But when I look at all other public institutions – universities, hospitals, schools – we're way out in front in innovation. We are gaining new members and increasing public esteem despite the dreary pronouncements of people who don't know much about it. And we use fabulous new tools in the service of longstanding values.

Q: Tell us about one of your most enjoyable work experiences. When I was at the Brantford Public Library, we worked with the new campus of Wilfrid Laurier University to develop a new kind of library service – a virtual university library. It was an exciting and energizing partnership. That campus continues to be a pillar of Brantford's development and renewal.

Q: And your most challenging? Protecting the viability of the joint ALA/CLA conference in the face of the SARS outbreak in Toronto. Every major conference cancelled, but librarians combined their rationalism and their values in making that decision, and they called it right. It was a great conference.

OLA MEDIA AND COMMUNICATION AWARD

Ann Seidl

Research Librarian; Writer/Director,
The Hollywood Librarian: A Look at Librarians through Film



Q: Tell us about a pivotal moment in your career that was inspirational for you in the work you've done and for which you are being recognized by your peers with this award. In deciding to make this film, I accepted the rather daunting task of writing, directing, and producing a feature-length documentary. But I believe that librarians can do anything they set their minds to.

Q: What has been your general philosophy or approach to your work so far in your career? My perspective is that libraries are the cornerstones of civilization itself.

Q: Tell us about one of your most enjoyable work experiences. When the *Edmonton Journal* said in a review of the film, "Entertaining, uplifting and educational, it's everything a good documentary should be."

Q: And your most challenging? With the film I like to say I was pregnant for six years and in the delivery room for two!

OLA PRESIDENT'S AWARD FOR EXCEPTIONAL ACHIEVEMENT

Working Together Project

Sandra Singh, Brian Campbell (retired director), Annette DeFaveri, Diana Guinn, Randy Gatley, Andre Gagnon, Mary Saso, Heather Davis, Sonia Pacheco, Tracey Jones, Ken Williment and Jill Atkey (SPARC BC)



The Working Together Project was a four-year, HRSDC-funded demonstration project that included the Vancouver, Regina, Toronto and Halifax public libraries. The project strove to understand and address the barriers that keep many socially excluded people from accessing library resources. The project also experimented with ways to make library services inclusive, relevant, and accessible to all community members.

The Working Together Project adapted and evolved community development approaches into the library context and then articulated the Community-Led Service Model for applying community development techniques and thinking throughout a library system. Project members discussed and challenged existing library culture and often anguished over the difficult task of asking librarians to look for ways to change themselves rather than for ways to change community members.

The learnings of the project are captured, in part, in the Community-Led Libraries Toolkit found at librariesincommunities.ca. It is important to understand that the work of the project is not meant to be the substitution of a new set of rules for an old set of rules. Instead the overarching philosophy of the project focuses on working collaboratively with community members to meet community needs. This requires librarians to possess a high tolerance for ambiguity, exceptional listening skills, empathy, and the ability to put aside their traditional role as "experts" when the community needs to be heard, rather than talked to.

Most challenging for the project then, as now, is the discussion with librarians about the differences between traditional outreach work and community development work. So often excellent outreach work was described to project members as community development work. A community development approach to library programs, services and policies means that the idea or suggestion originates in the community, is discussed and developed in collaboration with community members, and is brought to fruition by both librarians and community members working equally and equitably together.

Having the opportunity to work with community members and to learn with them how best to evolve library services and programs was an exceptional opportunity that changed all of us who were fortunate enough to work on this project.

— Annette DeFaveri, National Coordinator, Working Together Project

THE OVERARCHING PHILOSOPHY OF THE PROJECT FOCUSES ON WORKING COLLABORATIVELY WITH COMMUNITY MEMBERS TO MEET COMMUNITY NEEDS

OPLA CHILDREN'S LIBRARIAN OF THE YEAR AWARD

Linda Ludke

Selection Librarian for Children & Youth Materials, London Public Library



Q: Tell us about a pivotal moment in your career that was inspirational for you in the work you've done and for which you are being recognized by your peers with this award. In partnership with Thames Valley Children's Centre, I developed a series of adaptive storytimes designed to provide opportunities for nonverbal children to actively participate in the telling of stories. By using picture symbols, interactive storytelling, and choice-making strategies, children with disabilities are included in the rich storytime experience. Through these outreach programs, I learned more about the needs of nonverbal patrons and the barriers they face in accessing library services. The Libraries for All project strives to remove some of these obstacles through the use of communication boards. The boards contain picture symbols, letters to spell a request, and phrases related to a library visit, such as "Can you take my library card out of my bag?" and "I'd like to renew this." All staff were provided training on methods of alternative communication; the program launched in 2005. Since then, Libraries for All has become a part of the services at all LPL locations.



Q: What has been your general philosophy or approach to your work so far in your career? Creating an inclusive, welcoming atmosphere is at the top of my must-do list. We need to expand the circle and reach out to non-users in non-traditional ways.

Q: Tell us about one of your most enjoyable work experiences. Children's librarians are afforded a bird's-eye view of so many exciting stages in a child's life, from an infant taking its first steps during a Books for Babies session, to grade-schoolers cutting their reading teeth on chapter books. One recent experience stands out for me. After asking reluctant readers to "Vote for a New Manga Series," I received a comment card from a nine-year-old boy. He wrote "I love the idea. I read Manga for one hour today." Even more impressive, staff tell me he has developed a sense of pride and ownership in his local library. On one evening, he stopped a peer from being bullied and cleaned up some trash left behind. He said: "This is our home. We're here all the time."

Q: And your most challenging? Developing inclusive collections, programs, and services is not enough if families aren't aware they exist. After offering adaptive storytimes to the community, I often heard comments such as "I didn't know the library had adaptive technology," or "I wasn't sure if resources and programs would be accessible to my child." To help increase the comfort level of using the library, we invited a peer mentor (an older child who uses augmentative or alternative communication methods) to join the sessions. The mentor shared personal experiences and acted as a role model for the children as they practiced new communication skills. The mentor also supported parents in promoting their children's independence. I also provided every participant with a personalized book list based on their interests to encourage

them to return to the library to borrow materials and explore the resources. When striving to create a community hub, working in partnership pays many dividends.

OPLA AWARD FOR LEADERSHIP IN ADULT READERS' ADVISORY

The Dewey Divas and Dudes



The Dewey Divas and Dudes are a group of nine publishers' reps who regularly give targeted book talks to staff at Canada's public and school libraries. The current members are Saffron Beckwith (Kate Walker & Company), Eleanor Denny (Simon & Schuster Canada), Ann Ledden (McArthur and Company), David Macmillan (HarperCollins Canada), Janet Murie (Scholastic Canada), Maylin Scott (Random House of Canada), Rosalyn Steele (H. B. Fenn & Company), Lahring Tribe (Random House of Canada), and Susan Wallace (Oxford University Press Canada).

Q: Tell us about a pivotal moment in your career that was inspirational for you in the work you've done and for which you are being recognized by your peers with this award. We get inspired every time a librarian comes up to us to share a special experience they've had with a reader because of a book we've

recommended. Over the years, we've also been inspired by how supportive this industry is – we all work for competing publishers and yet there is such teamwork and mutual respect among the reps. The most pivotal moment in the group's career was definitely getting our first OLA Super Conference presentation slot. It was early in the morning and we had no idea how many would show up. When the room kept filling and filling, we were pleasantly shocked and it really gave us a lot of confidence. It also enabled us to introduce the group to many smaller library systems and subsequently helped spread the word about what we do.

Q: What has been your general philosophy or approach to your work so far in your career? The most important philosophy to our book talks is to maintain honesty, sincerity, and passion. You can't flog a dog of a book, but at the same time, we believe that reading is a very democratic activity and we can't be judgmental when people read books we'd never dream of opening. There is a book for everyone to love and no shortage of great ones to recommend. We also try to focus on those books that often get lost amid the publicity of bestsellers, and we make a point of introducing librarians to new writers – particularly Canadians.

Q: Tell us about one of your most enjoyable work experiences. There are many. We enjoy travelling and having adventures on the road, and especially meeting new book people who are generally so smart, eccentric, and interesting. But the best experiences are always when we really connect with the audience. You can see the librarians' heads nodding in agreement! Some days – maybe it's the venue or something in the coffee – but there's such an exciting energy in the room. We love to feed off that.

Q: And your most challenging? All of us were initially terrified of the public

speaking involved, and it's always a bit awkward the first time you talk about a new batch of books because you haven't yet worked out the timing or hit that comfortable zone where you know what works and what falls flat. Since we don't talk about books that we haven't personally read, finding the time to fit in all the reading – which is done outside office hours – can also prove quite challenging. It's also difficult narrowing down a shortlist from all the riches on offer.

OPLA LEADERSHIP IN YOUTH SERVICES AWARD

Dinah Gough

Manager of Children's and Youth Services, Oshawa Public Libraries



Q: Tell us about a pivotal moment in your career that was inspirational for you in the work you've done and for which you are being recognized by your peers with this award. It would have to be the day in October 2004 when our CEO told me that I had been given responsibility for teen services at OPL. I had so many ideas and here was my chance to make them a reality. Four years later I look back and marvel at how far

we have come, thanks to tremendous support from our board and CEO Ian Heckford, and the marvelous efforts of the Teen Services team.

Q: What has been your general philosophy or approach to your work so far in your career? Passion for my profession. I believe public libraries are the true guarantors of democracy, and that we can change lives and help people become fully realized human beings. We can be so useful! But to do that we need to get out there every day and prove it, in every practical and every creative way we can think of.

Q: Tell us about one of your most enjoyable work experiences. In 2008 I chaired a project called A Is for Author. It took a year to plan and culminated in November when 17 popular Canadian authors of books for children and teens each spent a day at OPL. We had funding from our wonderful Friends of the Library. We got to meet some of our very favourite authors, every audience had a great time, and we had no disasters. It was a dream project!

Q: And your most challenging? I think it may be just ahead. We have worked hard in the good times to build excellence in our staff, collections, programmes, and services for teens and for all our customers. We are better prepared to deal with hard times now than ever before. But the economic recession that looms threatens to have an especially devastating effect in Oshawa, where thousands of jobs hang on the fortunes of one industry. My challenge will be to find ways to help OPL become an even greater asset to our community when they need us most.



"I HAD SO MANY IDEAS AND HERE WAS MY CHANCE TO MAKE THEM A REALITY. FOUR YEARS LATER I LOOK BACK AND MARVEL AT HOW FAR WE HAVE COME."

EVERGREEN AWARD

Lawrence Hill

for *The Book of Negroes*



Q: Tell us about a pivotal moment in your career that was inspirational for you in the work you've done and for which you are being recognized by your peers with this award. The most pivotal moment was finishing *The Book of Negroes*, a long hard labour of love that stretched over five years of solitude, during which time I imagined, researched, wrote, and revised the story of an 18th-century African woman who travels around the world, first as a child slave and late in life as an old, free woman trying to find her way home.

Q: What has been your general philosophy or approach to your work so far in your career? To steal as much time as possible to write, and to write with passion, honesty, and purpose.

Q: Tell us about one of your most enjoyable work experiences. One of the most enjoyable was travelling to South Africa in May 2008 to give literary readings in various parts of the country and eventually to win the Commonwealth Writers' Prize. It was also fascinating to travel later that year to meet the Queen in Buckingham Palace.

Q: And your most challenging? The most challenging part of being a writer is staying on track, and putting time and passion into writing even when the days are chaotic and demanding.

OLA ARCHIVAL AND PRESERVATION ACHIEVEMENT AWARD

Linda Burtch

Archives, Sault Ste. Marie Public Library



Linda Burtch excelled in all the areas of archival work honoured by the OLA Award for Archival and Preservation Achievement. From 1994 until her death last April, Linda Burtch was the driving force behind the establishment and development of the Community Archive Program at the Sault Ste. Marie Public Library.

She served on the Archive Association of Ontario Board, the Local Architectural Conservation Advisory Committee, and the Heritage Foundation; chaired the Doors Open project highlighting the library's heritage buildings; created the Local History and Archive portions of the library's website; and wrote many booklets on archival use and on history. The library will soon launch her searchable database, making thousands of historical photographs accessible on its website.

Linda initiated sessions on preserving and restoring personal papers and photographs, which are recurring and popular programs at the library.

Donations arranged by Linda, including the Algoma Steel Papers and those from Algoma Ore, Abitibi/St. Marys Paper, Algoma Central Railway, and Great Lakes Power, document the Clergue industrial empire and history of Northern Ontario. These collections have been designated Canadian Cultural Property by the National Archival Appraisal Board.

Additionally, historic records of various organizations share space with the documents and materials that continue to flow into the archive from Dr. Roberta Bondar.

A database of historical forestry records produced in partnership with Great Lakes Forestry Research Centre, St. Marys Paper, and Sault College received an award from the Archives Association of Ontario for innovative use of technology in archival work (forestry.ssmpl.ca).

Linda's legacy is large! Her gifts will continue to give to us and to future generations through an archival program based on professional principles and attention to detail, and providing a solid foundation on which to build.

LES FOWLIE INTELLECTUAL FREEDOM AWARD

Michael Geist

Canada Research Chair of Internet and E-commerce Law, University of Ottawa



Q: Tell us about a pivotal moment in your career that was inspirational for you in the work you've done and for which you are being recognized by your peers with this award. My work on copyright advocacy is being recognized with this award. It's been the result of many Canadians – particularly from the library community – recognizing the importance of the issue and contributing to the cause by raising awareness and forcing our elected officials to consider the user perspective.

Q: What has been your general philosophy or approach to your work so far in your career? My approach is characterized by openness, the use of technology for digital advocacy, and the use of as many media as possible to reach a wide audience.

Q: Tell us about one of your most enjoyable work experiences. The recent success in the copyright fight – where thousands of Canadians have become engaged in politics and policy for the first time – must rank at the top of the list.

Q: And your most challenging? The copyright fight is also the most challeng-

ing, since we are confronting deep-pocketed lobby groups and US pressure on the other side.

OHLA OUTSTANDING ACHIEVEMENT AWARD

Sophie M. Regalado

Librarian and Coordinator, Library Services, St. Joseph's Care Group (SJCG); OHLA Webmaster; Assistant Editor, Canadian Health Libraries Association



Q: Tell us about a pivotal moment in your career that was inspirational for you in the work you've done and for which you are being recognized by your peers with this award. As the OHLA webmaster, one of the most satisfying moments I've experienced was the sense of accomplishment I felt after the redesign of OHLA's website. Once the site was redesigned and had gone live, it was really encouraging to receive such positive and supportive feedback from the membership and the executive.

Q: Tell us about one of your most enjoyable work experiences. The redesign of the website has been one of my most enjoyable experiences. Each step in the process, from surveying our membership and finding out what they would like to see in a new site, to coming up with the conceptual design, and then launching the site, was a new and exciting learning experience. As SJCG's librarian, providing education to our staff on our electronic resources (for example, EB-

SCO databases) is one of the most rewarding aspects of my work. Seeing staff leave education sessions excited about searching and using our resources is very satisfying.

Q: And your most challenging? Setting up the OHLA Archives area of the website. I had to teach myself different HTML coding techniques that were at times tricky. In my work experience as a librarian I've had some fantastic opportunities working for SJCG, including my work and involvement in the planning of our new library, and more recently in the development of a corporate-wide copyright policy. While both experiences have been challenging, they have also been excellent learning opportunities. I am very proud to serve as SJCG's librarian.



TOP TECH TRENDS 2029

By Michael Ridley

Each year at Super Conference, one of the most popular sessions is the Top Tech Trends. Luminaries from the world of libraries talk about the coming year and give their prognostications of what tools, services, and cool things will be most important or prominent in the year to come.

So, I can't help but wade in myself. Here are Top Tech Trends for 2029.

Why 2029? First, it's 20 years from now, which is a reasonable distance into the future – not too near, not too far. It also will mark 50 years for me as a librarian, which seems like a good milestone. And lastly, in 2029 I'll be 75 years old and perhaps too senile to worry about how wrong my ideas were. As the great American Zen master (and sometime baseball player) Yogi Berra once said, "It's tough to make predictions, especially about the future." Here's the countdown.

TOP TREND #6

All Neurology, All the Time. While mind control will certainly be possible, in 2029 it will still be crude. However, neural prosthetics and cosmetic neurology will be mainstream. Technological extensions will be directly connected to our neurological systems enhancing processing power and storage (memory) capacity, and even adding wireless functionality. Other enhancements will be accomplished through intelligent pharmacology that targets specific capabilities (e.g., concentration, perception, retention, associative memory).

TOP TREND #5:

End of Computers and the End of Software. Computers have been getting smaller all the time: by 2029 they will disappear. Organic computers will be less devices and more capacities that are embedded in other objects (including our bodies). In the same way, software will be less a commodity and more a set of services that are simply accessed at point of need. The word "software" will have fallen out of use. And as our Zen master said, it will be "déjà vu all over again" as the most important input and output device will be paper – e-paper through e-ink innovations. The computer is now a piece of paper that can be folded up and put in your pocket.

TOP TREND #4:

Enriched Experience. Forget multimedia, think multi sense. Digital environments and experiences will include smell, taste, and touch. Simulated 3D may be cool today but the real advance in 20 years will be full holographic displays like the holodeck. Second Life will be mediated not through a screen but experienced like

a tableau playing out in your living room, office, and likely other places as part of a fully immersive experience.

TOP TREND #3:

Mediated Reality. Why accept the world as it is when you can have the world as you want it? Contact lenses will act as computer screens. A heads-up display in the lens will be connected to always-on video feeds and linked wirelessly to the network and to the various neural prosthetics that we have (see above). What you see will be what you choose to see. Advertising could be replaced (in your field of vision) with art, and the building on the street you see will have information overlays explaining their history, purpose, and the services they offer. This mix of deeply embedded wireless communication and information exchange will create a kind of digital telepathy (Kevin Warrick of the University of Reading calls this "techlepathy") and it will make MSN look like something from the Stone Age.

TOP TREND #2:

Lifeblogging. Virtually everything you say, write, create, do, and even think will be digitally captured or represented. There will be a full digital archive of you. So rich is this record with so much information about you (images, attitudes, opinions, ideas, proclivities) that an avatar will continue being you in virtual worlds after your physical death. Of course, all this promises endless fun and debate regarding privacy, legal precedents, and intellectual property.

TOP TREND #1:

Libraries Matter. In 2029, technology will still be in service to humans. (The supremacy of the machine in the post-human world is still a bit further away; it is, however, on its way. Sorry.) The key Top Tech Trend is that libraries will still be the agency that mediates between the

power of technology and the aspirations of people. Within this new and strange technologically driven world, libraries will help to make this experience meaningful, transformative, and heartfelt. Whatever the trends and whatever the technology, libraries will continue to nurture individuals and build communities.

What a relief – 2029 sounds OK after all.

.....
Michael Ridley is the Chief Information Officer (CIO) and Chief Librarian at the University of Guelph.

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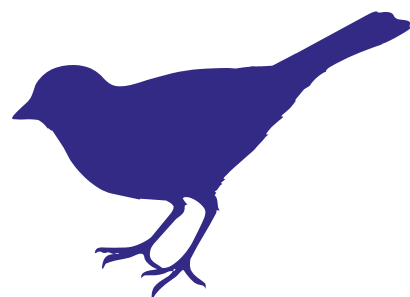
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LINES OF WEB 2.0

A Little Birdie Told Me

TAKING OUR
CONVERSATIONS
ONLINE



By Amanda Etches-Johnson

This image is a screenshot of an update I posted to Twitter a couple of months ago. Yes, I am a tea drinker, and yes, having a thermos full of my favourite tea is tweet-worthy. But that's not what this article is about. This article is about what happened after I posted that update on Twitter.



CONVERSATION HAPPENS
Soon after I published that tweet, one of my followers inquired about my favourite tea, to which I responded with as many details as I could in 140 characters. Not 10 minutes after the exchange, I received an email message letting me

know that someone called "bigelowtea" was now following me on Twitter ("following" is the equivalent to "friending" or subscribing to someone's updates on Twitter). A quick review of bigelowtea's profile revealed that it was, indeed, the official Twitter profile for a specialty tea company that any tea drinker would instantly recognize: Bigelow Tea. My reaction? These Bigelow people are *smart!*

Bigelow Tea is not the only company trawling social media sites to see what their customers are saying about them specifically or about their product more generally. Andrea Wright, a colleague in the US, told me a similar story about complaining about her faulty Comcast connection on Twitter. Twitter user "comcast-

cares" contacted her immediately to ask if he could help. The user account "comcastcares" belongs to Comcast's Director of Digital Care; a quick look at his profile on Twitter displays an endless stream of interactions with other Twitter users, most of whom are taking their complaints about their cable service to Twitter. Andrea admitted to me that her back-and-forth exchange with comcastcares did not actually solve her cable problem, but it did make her feel better about the customer service she was getting from the company.

Another Twitter friend reported that Twitter user "zappos" began following her after she posted about the online shoe store, Zappos.com, just once. Yet another mentioned that his cell phone provider contacted him when he mentioned them by name in a Twitter update. I recently noticed that Jet Blue airways ("JetBlue" on Twitter) responded to a distressed tweet from a frequent flier who left his iPod on a Jet Blue plane. And H&R Block ("HR-Block" on Twitter) uses its Twitter presence to jump in and respond to tax questions, queries, and tales of tax time woe from Twitter users.

GETTING IN ON THE CONVERSATION

While I have no particular loyalty to any of these companies (nor do I own their stock), I will admit that their social media outreach strategies are admirable. If you spend some time clicking around Twitter, you will see that corporate Twitter accounts are now common (GM, Honda, Kodak, and Southwest Airlines are just a few recognizable names), and most of those accounts have *real people* behind them. For example, Southwest's Twitter

bio notes, "Airplanes can't type so Christi is responding/chatting with you!" (twitter.com/SouthWestAir) and Starbucks's profile is described as "Freshly brewed tweets from Brad at Starbucks in Seattle, WA" (twitter.com/starbucks).

What these companies have realized is that Twitter is just another online channel to communicate with their customers. A few short years ago, we saw a proliferation of articles in the media discussing a new online format called blogs, and that forward-thinking companies were tapping into the potential to engage in conversations with their customers via blogs. The same is now true for Twitter.

DON'T LET THE CONVERSATION HAPPEN WITHOUT YOU

In my last column I mentioned a few libraries that are starting to experiment with Twitter. Since then, many more libraries have taken to the service and I've been heartened as I've watched those libraries use the tool to not only talk, but to *listen*. The reply function in twitter (appending "@" before someone's username lets them know that you are replying to their previous post) facilitates conversation quite effectively, so



once your users start following you, make sure you follow them too and don't be shy about engaging them in conversation.

Additionally, you can make use of Twitter's search feature (search.twitter.com) to find out what the Twitterverse is saying about your library/community (thank you, Bigelow Tea, for the lesson) and jump in where appropriate. If there's a lesson to be learned from the corporate move to Twitter, it's that there is no guarantee that you'll like everything you hear people saying about you, but you're better off being in on that conversation than ignoring it.



Amanda Etches-Johnson is the User Experience Librarian at McMaster University. She is also an adjunct faculty member at the Faculty of Information and Media Studies, University of Western Ontario. Both of her jobs are pretty 2.0 focused, and that makes her happy. You can find her online at blogwithoutalibrary.net.



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MAKING THE MOST OF YOUR INTERACTIVE PROMOTIONS

By Nancy Collins

The next time you and your colleagues are brainstorming promotional ideas for your library's latest campaign, upcoming event, or newest service, take stock of how interactive your ideas are. Do the strategies your group develops for reaching your users situate them as passive recipients of your promotional messages? Or do they consider them as co-creators actively involved in the operation and success of these activities?

Chances are your library is already making use of interactive promotions to a certain extent. Your mind is probably shifting now to the usual standbys for engaging users – including contests, special events, and surveys – and, yes, these things all count.

But, there's a hitch. As you may have already discovered, you can spend a lot of time planning and running these activities one month, only to have these same promotions over, done, and forgotten about the next. Sound familiar?

To make the most of your outreach efforts, you need to think beyond the life of isolated, one-off events and activities. Instead, plan promotions where your users' involvement and contributions can be re-purposed in the future as a means of engaging library users on a more ongoing basis.

Let's take contests for example. Regardless of the topic, contests tend to generate a significant amount of user-generated content. Generally speaking, they are a positive and fun way to

engage audiences, yet their capacity for generating this user-created content can be best utilized when purposefully tied to your library and the resources, services, and focuses you'd like to highlight.

To illustrate, last year the University of Waterloo ran a video contest asking students to create a short video describing why they love the library (lib.uwaterloo.ca/contests/lovelibrary). The library received 18 video entries from students that were later displayed on the library's website with the announcement of the contest winners. The potential for using these videos did not stop at the closing of the contest. They have since been screened at a donor event, incorporated into online promotions directed at new students, and selectively used by liaison librarians during in-class instruction, with future uses still in the works.

So, when planning promotions – whether they be online polls for your website, activities to celebrate Library Month, or the design of your latest bookmark – try to think not only of ways to involve your current users, but of how their involvement can be used and celebrated within the context of your library's regular presence and spectrum of services.

Before embarking on a new promotion, you may want to ask yourself some of these questions:

Is this promotion interactive? If not, is there a way to make it interactive? Sometimes even promotions that are typically created for consumption purposes only, like displays, can be altered to include opportunities for garnering feedback and productive reflection.

Does the purpose of this promotion connect meaningfully into the library and provide opportunities to repurpose user-generated content? If not, why are you doing it? Can the promotion be altered to allow for this?

What types of user-generated content will this promotion likely yield? User contributions can range from a click on an online poll (statistics) to written commentary to creative works (such as photographs or the creation of videos).

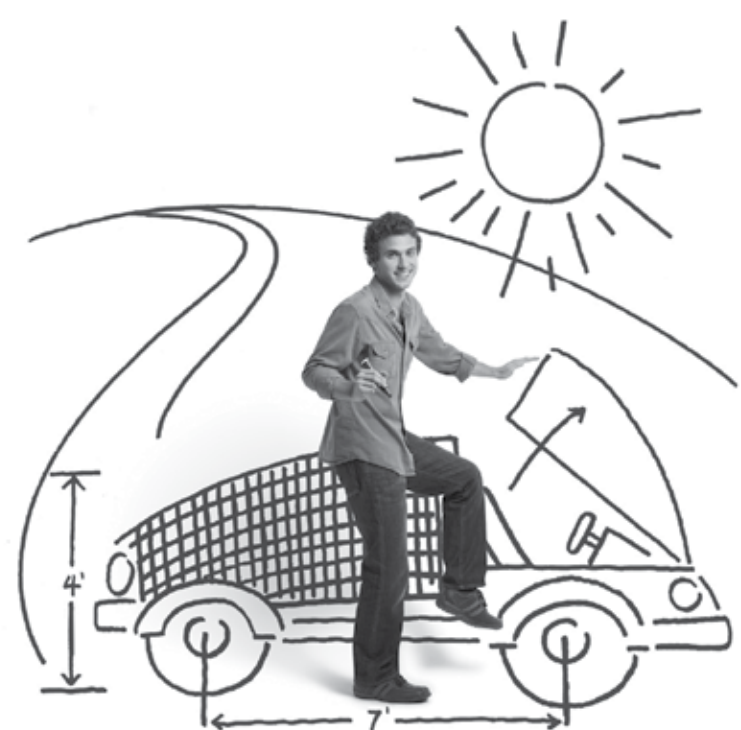
What are the potential uses for this content? Think about the different venues, both in your physical and in your virtual spaces, where you might be able to make use of user-generated content. If your promotion is primarily online, can user contributions be incorporated thoughtfully into your website alongside your formal presence? Alternatively, are there opportunities to make

use of online social networking tools to maximize exposure to this content? Depending on your promotion, you may also be able to repurpose user contributions for inclusion in instructional materials or to support your library's development initiatives.

Are you having fun? Interactive promotions are all about celebrating your audiences, your library, and the connection between the two ... so have fun with them! Promotions do not need to cost a lot of money. They primarily require a willingness and commitment to engage your audiences by highlighting the points of connection between you.

Remember that interactive promotions are driven by inclusion, engagement, and relationship building. By incorporating such promotions in your library, you both acknowledge and celebrate the central role that your library plays as both a crossroads and mainstay within your community.

.....
Nancy Collins is the Communications and Liaison Librarian at the University of Waterloo in Waterloo, Ontario.



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RA IN A DAY 2008

On October 24, 2008, the OLA held its third annual RA in a Day symposium at the Ontario Bar Association in downtown Toronto. Developed by OPLA's Readers' Advisory and Child & Youth Services committees, this event was well attended by library staff and students from across the province who came to listen to a variety of speakers.

By *Angela Bowen*

The morning began with a panel presentation on the topic of RA 2.0, led jointly by Laura Calderone, managing editor of Electronic Products at Libraries Unlimited, and Diana Tixier Herald, a former library director and popular materials librarian. They started by outlining how "traditional" RA services and tools – such as in-person interviews and printed bookmarks – have been supplemented in recent years with newer 1.0 formats, including email interviews and hyper-linked reading lists.

With RA 2.0, however, libraries have gone one step further by using digital tools not only to provide reading suggestions to patrons, but also to allow patrons to publish and share their own suggestions with other readers. Diana Tixier Herald went on to describe a few of the more popular social networking sites, including LibraryThing, and ways in which library staff have harnessed these to their advantage to reach out to patrons and to each other.

In the second half of the morning, Laura Calderone gave a demonstration

of Reader's Advisor Online, a database developed by Libraries Unlimited, and then led an activity in which participants had to analyze how the appeal factor of "pacing" can be described when applied to various "thriller" subgenres.

A new feature to the day this year was the addition of poster sessions. During the breaks, participants had an opportunity to check out various RA-focused posters, including displays of Markham Public Library's online-form-based service (city.markham.on.ca/mpl/readersresource/suggestion.htm), Toronto Public Library's online book club (bookbuzz.torontopubliclibrary.ca/), other book-based programming, and Oshawa Public Libraries' genre talks. Libraries interested in participating in these reader-based peer exchanges are encouraged to submit poster session ideas for the 2009 symposium to OLA's Education Director Liz Kerr (lkerr@accessola.com).

After lunch, Canadian award-winning author Helen Humphreys entertained the crowd by reading from *Coventry*, her latest work. In this national bestseller,

she explores the impact of the horrors of the bombings on this British city during World War II, and the tragedy and loss felt by its residents. She then went on to share with the group some of the difficulties that she had encountered while trying to write this novel.

The remainder of the afternoon consisted of a session entitled Book Buzz: RA for YAs, during which Diana Tixier Herald booktalked a variety of novels, with particular focus on "cross-over" titles which might appeal to both teen and adult readers. Her extensive bibliography also included lists of various awards and social networking sites of interest to such readers.

RA in a Day will return in the fall of 2009, so be sure to keep an eye out for the publicity this spring!

.....
Angela Bowen is a librarian at the Ottawa Public Library.

THE LIBRARY & TIM HORTONS

The Importance of Proximity

By *Elyse Pike*

When I do orientation for new staff at my hospital, I point out that the library is close to the hospital's Tim Hortons. They immediately know where I can be found. The library occupies prime real estate between the elevators and the coffee shop. Most staff and visitors pass by my door two or three times a day!

Coffee is probably the most frequently consumed beverage worldwide. The first Parisian café to serve coffee opened in 1689. And we have been in love ever since. In 1732, Bach even wrote the Coffee Cantata in praise of the stuff. Since 1689, our addiction has grown. Caf, half-caf, decaf, black or double double, espresso, mocha, latte, cappuccino, fair trade, organic, shade grown. Any way you like it. Coffee represents 75% of all the caffeine consumed in the United States and Canada.

Whether or not coffee is actually good for us remains much in debate. Studies show it may prevent Parkinson's disease, liver disease, and type 2 diabetes. One recent study, titled *Midlife Coffee and Tea Drinking and the Risk of Late-Life Dementia: A Population-Based CAIDE Study*, indicates it also lowers the risk of developing Alzheimer's by 60 to 65 per cent. Other studies seem to indicate it's not so good for pregnant women and should be avoided by those with high blood pressure or other cardiovascular problems. Go to PubMed and type in "coffee adverse effects" to scare yourself silly. Search PubMed for "caffeine adverse effects" and scare yourself even sillier.

Librarians, along with night-shift cabbies and police officers, seem to be big coffee consumers. So much so that Intelligentsia Coffee company in Chicago even markets a Librarians' Blend. They describe it this way: "This blend is representative of the soul of a librarian: steady, reassuring and always there with that slight edge of eccentricity. It has a bold base with a bit of sparkle." At \$14 per pound, too bad it's decaf!

People seek out good coffee shops with the dedication of big

game hunters looking for trophy horns. Once that coffee place is located, patrons remain fiercely loyal. The recent closing of more than six hundred Starbucks outlets in the US caused a public uproar. Never mind the idea that the money spent daily on high-priced coffee concoctions with multi-syllabic titles may have been one of the causes of the current credit crunch! Where will Rachel and Phoebe go now? Good coffee shops don't just provide a hot dark-brown beverage, but also social space and interaction as well. "Time for a coffee?" really means, "Friend, can you spare me some time for a visit and a chat?"

Perhaps a good coffee shop and the good coffee they serve can be viewed as a good metaphor for a library. A good coffee shop, like a good library, provides a reliable product day after day. Both provide a comfortable social atmosphere. They provide an escape – just for a little while – from the outside world. Good coffee raises your spirits and doesn't bankrupt your resources. Libraries are free. Great coffee shop staff, like great librarians, look after you. They know what you want or if they don't, they will ask. They go the extra mile, be it for a little more foam or an extra few minutes to help you locate your favourite book.

Starbucks's operating manual, *The Green Apron Book*, encourages its staff to "provide an uplifting experience that enriches people's daily lives." That's a pretty lofty goal for a cup of coffee, but perhaps not a bad goal for librarians to claim as their own.

.....
Elyse Pike is the Health Sciences Librarian, Grey Bruce Health Services, Owen Sound (library@gbhs.on.ca).

WEBSITES TO CHECK FOR MORE COFFEE TRIVIA AND FACTS

Librarians' Internet index - coffee resources
lii.org/pub/subtopic/1068

PubMed
ncbi.nlm.nih.gov/sites/entrez

Intelligentsia Coffee & Tea, Inc.
intelligentsiacoffee.com/store/coffee/decaf/dlibrarian

And for a great blog on the Starbucks library connection, go to **Starry Dynamo Librarians**
dynamolibrarians.wordpress.com/2008/11/17/wake-up-and-smell-the-coffee

SCIENCE & MEDICINE'S NOBEL PRIZE WINNERS

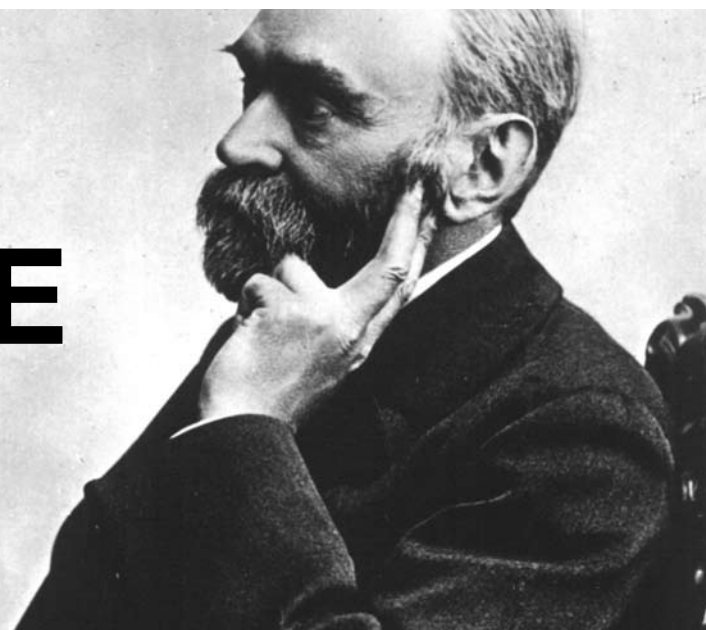


PHOTO: FLICKR.COM/SMITHSONIAN INSTITUTION

By Edith Arbach

Every year on December 10, Nobel Prizes are awarded to recognize achievements in physics, chemistry, medicine, literature, and for work in peace. The awards originated with a wealthy Swedish chemist, Alfred Nobel, who is credited with the invention of dynamite. He left a legacy of more than \$9 million to fund the Nobel prize. Nobel 2008 laureates received their prizes from the King of Sweden, Charles XVI Gustave, and this column briefly outlines the prizes awarded in *science and medicine*. Links to internet resources also follow.

CHEMISTRY

The 2008 Nobel Prize in chemistry was awarded to three scientists nicknamed “the three musketeers” for the discovery and development of Green Fluorescent Protein (GFP), which has revolutionized the life sciences. This green glowing protein is now used as a tool for labelling proteins in cells and watching hundreds of processes in the human body, including the spread of cancer cells, the process of nerve cell damage in Alzheimer’s disease, insulin-producing beta cells deterioration in the pancreas, and many other conditions. The three musketeers are:

Osamu Shimomura was born in 1928 in Kyoto, Japan. Shimomura holds a Ph.D. in Organic Chemistry from Nagoya University (1960). He is Professor Emeritus at Marine Biological Laboratory, Woods Hole, MA, and Boston University Medical School, MA. Osamu Shimomura was the first to isolate GFP from the crystal jellyfish, *Aequorea Victoria*, in 1961, after travelling to Princeton, NJ, from Japan. He was also the first to discover the protein responsible for fluorescence.

Martin Chalfie was born in Chicago in 1947. Chalfie holds a Ph.D. in Physiology from Harvard University (1977). He is Professor of biological sciences at Columbia University, NY, where he has worked since 1982. Martin Chalfie has demonstrated

how GFP can be used to tag proteins in cells, allowing scientists and physicians to study the development of disease and illness.

Roger Y. Tsien was born in New York, NY, in 1952. Tsien holds a Ph.D. in Physiology from Cambridge University, UK (1977). He has been a Professor at the University of California (Howard Hughes Medical Institute), San Diego, CA, since 1989. Roger Y. Tsien has extended green fluorescence to other colours, allowing researchers to monitor different biological processes at the same time.

PHYSICS

The 2008 Nobel Prize in physics was awarded to three scientists who explained why mass exists and why there is no antimatter. Physicists in the past believed that each particle had an antiparticle with the same amount of energy. But if symmetry was perfect, matter and antimatter would have suppressed each other and there wouldn’t have been any matter in the universe! These laureates discovered that there is no perfect symmetry in nature.

Half of the Nobel Prize was awarded to **Yoichiro Nambu**, who is a US citizen born in Tokyo, Japan, in 1921. Nambu obtained a D.Sc. (1952) from the University of Tokyo. He is Professor Emeritus at Enrico Fermi Institute, University of Chicago, IL. Since 1960, Nambu has been working on mathematical tools to describe spontaneous symmetry violation in particle physics. His work provided a standard model in particle physics.

The other half of the Nobel Prize was awarded jointly to Makoto Kobayashi and Toshihide Maskawa, who, in 1972, explained the origin of broken symmetry, and predicted the existence of at least three families of elementary particles, providing one of the fundamental building blocks of nature.

Makoto Kobayashi is a Japanese citizen born in Nagoya in 1944. He received his Ph.D. in 1972 from Nagoya University. He is Professor Emeritus at High Energy Accelerator Research Organization, Tsukuba, Japan. **Toshihide Maskawa**, also a Japanese citizen, was born in 1940 and received his Ph.D. in 1967 from Nagoya University. Maskawa is Professor Emeritus at Yukawa Institute for Theoretical Physics, Kyoto University.

PHYSIOLOGY OR MEDICINE

The 2008 Nobel Prize in Physiology or Medicine was awarded to three medical doctors whose discoveries were major breakthroughs in the field of virology.

Half of the prize was awarded to **Harald Zur Hausen**, Professor Emeritus at the German Cancer Research Centre in Heidelberg, Germany. Dr. Zur Hausen was the first to prove that some 15 of the Human Papilloma Viruses (HPV) cause cervical cancer. His research led to a better understanding of cervical cancer and contributed to the development of more than twenty drugs, screening tests, and vaccines that have saved lives. Cervical cancer is the second leading cause of cancer in women worldwide.

Dr. Zur Hausen received his MD from the University of

Dusseldorf, Germany, in 1960. He held several research and teaching positions in Germany before working at the German Cancer Research Centre in Heidelberg, where he has been Professor Emeritus since 2003.

The second half of the prize was awarded jointly to **Françoise Barre-Sinoussi** of the Institut Pasteur in Paris, France, and **Luc Montagnier** of the World Foundation of AIDS Research and Prevention. Dr. Barre-Sinoussi and Dr. Montagnier identified the Human Immunodeficiency Virus (HIV) in 1983. Their discovery allowed other researchers to confirm HIV as the cause of Acquired Immunodeficiency Syndrome (AIDS) and led to procedures for screening and diagnosis to prevent the spread of the disease. AIDS has killed over 25 million people since 1981; today more than 33 million people suffer from AIDS.

Dr. Barre-Sinoussi received her Ph.D. in Virology from the Institut Pasteur and University of Sciences in Paris in 1975. She now works with her own research group at the Institut Pasteur. Dr. Montagnier received his MD from the Sorbonne in 1960. He worked for several years in the United Kingdom before returning to France.

.....
Edith Arbach is the Science & Engineering Librarian at the University of Ottawa (earbach@uottawa.ca).

RELATED WEBSITES

Nobel Prize
nobelprize.org

Green Fluorescent Protein
conncoll.edu/ccacad/zimmer/GFP-ww/GFP-1.htm

Nature has compiled a bibliography of classic articles relating to fluorescent proteins
nature.com/nmeth/focus/fluorescence/classics/proteins.html

Physics: Broken Symmetry
physicscentral.org/nobel.cfm

National Cancer Institute: Human Papillomaviruses and Cancer
cancer.gov/cancertopics/factsheet/risk/HPV

Human Immunodeficiency Virus
medicinenet.com/human_immunodeficiency_virus_hiv_aids/article.htm

HIV/AIDS Information
sis.nlm.nih.gov/hiv.html

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CONNECTING COLLECTIONS
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Electronic Content

Benefits and Challenges

By **Marcia** Salmon

Recently, libraries have been increasing their acquisition of electronic resources, such as electronic books, electronic audio collections, and electronic videos. Consortia have provided libraries the opportunity to create agreements with vendors for the purchase of large collections of electronic resources. The volume and diversity of electronic content create both challenges and benefits for the technical services departments in libraries in providing access through the catalogue.

VENDOR-SUPPLIED CATALOGUE RECORDS

One of the methods libraries have employed to deal with providing access to electronic resources is by purchasing catalogue records in MARC format for the electronic collections from the vendor. These catalogue records can be loaded into the library's individual catalogues. Some vendors offer their catalogue records for free. It allows shrinking technical services departments in libraries to deal with the volume and diversity of resources being acquired by releasing cataloguing staff time, and allowing staff to participate in providing access to specialized collections.

CHALLENGES

Vendor-created catalogue records are created for a general audience, and so libraries need to customize them for their local systems, policies, and procedures. Some of the factors that library technical services departments need to take into consideration before loading the vendor-supplied catalogue records are: single- or

multiple-record approach, quality of record, and subject headings.

The single-record approach means that information about the electronic version is added to the catalogue record of the print, or in the case of audio recordings and videos the information about the electronic version is added to the record for the CD and DVD respectively. In the multiple-record approach, separate records are created for the electronic content and for the physical manifestation of the item.

The quality of the catalogue record is another matter that needs to be considered when dealing with vendor-supplied records, relating to such matters as the MARC coding of the catalogue record, using internationally recognized cataloguing standards, the encoding level of the record, and library integrated system requirements. Vendor-supplied catalogue records need to have structurally correct MARC coding or they cannot be read by the system. The international cataloguing community has created a set of standards for describing resources. Records that do not adhere to these standards may be challenging because they cannot be shared with other libraries and they may present information in a format that is different from what library users are accustomed to seeing in the catalogue.

The catalogue record can have various encoding levels or levels of completeness. Full records are complete and have both required and enhanced information. Brief records are minimal in content and completeness, and usually just contain the basic required information.

MODIFYING VENDOR-SUPPLIED MARC RECORDS FOR ELECTRONIC RESOURCES

Some modifications to the vendor-supplied MARC records may be required before they can be loaded into the integrated library system. These modifications may include repairing corrupt records, and adding subject headings and local notes. (For useful tools for manipulating vendor-supplied MARC records, see sidebar.)

HOW VENDORS CAN WORK WITH LIBRARIES

Vendors can work with technical services departments to improve access to electronic resources by creating advisory groups and implementing automatic notification. Some vendors have created advisory groups, made up of technical services librarians, which are used to provide recommendations for the creation of catalogue records. Advisory groups can be successful if the vendors implement the suggestions of the group, and thus avoid some of the challenges of working with vendor-supplied catalogue record.

It is important that vendors provide a mechanism for notification of new electronic content that has been added to or removed from their collections. This allows libraries to provide

timely access to electronic resources to their clients. Automatic notification via electronic mail appears to be the preferred method. These are just some of the ways that vendors and libraries can work together to connect electronic collections with readers.

.....
Marcia Salmon is a Cataloguing Librarian (serials and electronic resources), Bibliographic Services, in Scott Library, York University (msalmon@yorku.ca).

USEFUL TOOLS FOR CATALOGUING VENDOR-SUPPLIED MARC RECORDS FOR ELECTRONIC RESOURCES

MARC Report
marcofquality.com

MARC Edit
oregonstate.edu/~reaset/marcedit/html/index.php

MARC Global
marcofquality.com/soft/mgpricing.html

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IN A MILLION OTHER TRADES

By Michael Zeoli and Heather Berringer

Although the trade of bookseller appears the easiest that one can find, to do it well requires much more than hanging a pretty sign above one's door ... One must be skilled in a million other trades, and be able to use them all at the proper time, in order to earn a good living.

— Nicolò Franco, "Dialogo del venditore di libri," in *Dialogi piacevoli*, 1539

We cite the above passage as a point of departure to reflect briefly on the role of academic booksellers today. Emerging electronic technology has, to use Franco's words, created "a million other trades." It often seems like we're running behind and will never fully grasp all the implications and proper implementation of new technologies, but we should take heart remembering that during the Renaissance it took at least a generation or two for the then "new technology" to mature. What are the "million other trades" that the traditional print bookseller has to master?

In a recent presentation to a Canadian library school class, we were asked if Amazon is a competitor. A good question. For the moment, they are not – probably owing to the "million other trades" the traditional academic print vendor must indeed

practice in order to bring value to academic libraries. In fact, it can be argued that providing the physical (or "e") book has become the least of the values the academic aggregators bring to the library.

Organizations like Amazon have no interest in absorbing the costs of developing and maintaining workflow support technologies for a half-dozen constantly changing library systems, often with unique implementations at thousands of libraries around the world. They are unlikely to maintain a cataloguing service that supports the myriad requirements of academic libraries from acquisition place-holding records through invoicing records, all customized to a particular library's needs and practices. And then there is the physical processing, shipping, and record-keeping. The complexity of these services requires a large, highly skilled internal staff, as well as dedicated field and customer service representation. As currently conceived, we do not see Amazons rising to meet the rapidly increasing needs of academic libraries.

In order to meet growing library demand for services, the internal organism of the vendor has become extraordinarily complex and expensive to maintain and develop. Vendors are forever walking a tightrope between the opposing interests of our "MBAs" and our "PhDs" (speaking figuratively, of course). The MBA's responsibility is to achieve maximum value for the dollar from a business perspective. The entrepreneurial responsibility of our PhDs embraces the need to invest in relationships with libraries to meet current and future needs with innovation, the by-product of which is competitive advantage and a foothold in succeeding into the next generation. The administrators are

IN ORDER TO MEET GROWING LIBRARY DEMAND FOR SERVICES, THE INTERNAL ORGANISM OF THE VENDOR HAS BECOME EXTRAORDINARILY COMPLEX AND EXPENSIVE TO MAINTAIN AND DEVELOP.

suspicious of each *investment*, which they regard as an *expense* that must be justified with some degree of certainty of returns.

Just as leadership drives change and direction within libraries, so too does the balance of leadership within the vendor engender the ability to develop and maintain services for its customers. What is unique to this marketplace is the essential relationship between a not-for-profit enterprise and the vendors, who *must* eke out a profit to support myriad electronic development and maintenance costs. Vendors provide a valuable service only when they are listening and responsive to their libraries, as well as watching trends. Libraries are most successful when communicating well with their vendors. In a frequently cited article, Tony Horava from the University of Ottawa writes: "Most of all, we were able to see first hand how critical is the human element in determining the degree of success in the library-vendor relationship" ("A Concurrent Pilot Project Approach to Approval Plans," *Library Collections, Acquisitions, & Technical Services* 30 (2006), 75).

Much is at stake in library-vendor relationships. The best libraries guide their vendors in developing those services which can no longer be performed in the library. It is vendors' *raison d'être* to provide those services required by the library – which can be understood and implemented only by *partnering* with the library community. There is wide space for miscommunication in balancing organizational interests with marketplace requirements. Ultimately, the invention of moveable type was bad business for Franco: his wit brought him into conflict with the Inquisition which hanged him on March 11, 1570, for making sport of Pope Paul IV. We beg more gentle treatment of the book vendor for our miscommunication, if this be one!

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STUDENTS LOOK AT THE LIBRARY AND INFORMATION COMMUNITY WITH FRESH EYES

THE SPATIAL INFORMATION PROFESSIONAL

Mapping, Geography, and Libraries

By Jesslyn Stoncius

Maps are increasingly appearing in innovative forms through the proliferation of digital technologies and the internet. Tools for representing spatial information are an essential component of library science. Applications such as Google Earth, Google Maps, and the associated mashups have created a new popularity and standard for representing information. Library users with no training or background in geography can use these tools to customize their own representations of the world. Digital media allow for the static and sequential nature of a paper map or atlas to be transcended. These kinds of changes require a spatial information professional, which could be different from a traditional map librarian.

Many individuals are familiar with the use of Geographic Information Systems (GIS) and how it can affect our everyday world. A few examples of use include: dispatchers of emergency vehicles planning routes electronically with geographic positioning systems; determining the location of a new hospital; and targeting an advertising campaign. Issues such as these are highly relevant to Ontarians because the application requires spatial data, combined with a vast array of other kinds of information. Unique expertise is necessary to use spatial information because the data correspond to points on the surface of the earth. These points are geographic coordinates such as latitude/longitude, postal codes, or addresses. Resource management, climate change, epidemiology, and community organizations rely on spatial information, thus making this skill set of interest to Ontario's library and information users. When familiar with these kinds of information, librarians can take the lead in enabling geographic learning and discovery.

Across Canada, there are examples of these kinds of technologies being embraced. The province of British Columbia recently linked its provincial data with Google Maps (Andrews,

2008). A project that I am working on in Quebec archives Cree oral history through its associated location, while the community and province work to develop a culturally protected area. First Nations have used GIS to demonstrate their relationship to a territory in legal contexts. Museums are including interactive maps in their exhibits to communicate historical information about a place in a meaningful manner. Location is an important facet to consider in any type of research, because everything happens somewhere.

A formative experience for a spatial information professional can be attending the conference of the Association of Canadian Map Librarians and Archivists. The association is made up of university map librarians, and private sector and government workers. The 2008 conference was held in partnership with the Canadian Cartography Association. Presentations included themes of access and care for cartographic materials and spatial data. Taking part in this conference in the future will extend an individual's knowledge of maps and GIS.

The University of Toronto's Faculty of Information offers one course in Geographic Information Science through a partnership with the Department of Geography. When I took this course, I was introduced to an article by Jaime Martindale about academic GIS librarianship. The author comments that most library schools do not have faculty members who research GIS librarianship, or courses which focus on the issues of the field. Some of these unique issues include the development of geospatial data collections, dissemination of licensed data, and specialized geographic reference service. GIS is popular in a university research environment outside of the department of geography, where GIS librarians can often provide instruction about the software. A familiarity with the technology may be obtained through an undergraduate degree or certificate training from GIS software manufacturers.

Geographic information science can be seen as the junction of two fields that are persevering in and adapting to the digital age: cartography and library science. Both of these have a rich heritage in representing information. It is the integration of the inherent visual representation of cartography and the principles of classification and cataloguing and other metadata contributed by library science. A spatial context enhances the traditional knowledge sets of libraries. When embracing this edge of digital geography intersecting library and information science, our ways of modeling and understanding the world are infinite.

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Jesslyn Stoncius is in her second year of a Masters in Information from the Faculty of Information at University of Toronto. She completed an undergraduate degree in Geography from McGill University.

RESOURCE MANAGEMENT, CLIMATE CHANGE, EPIDEMIOLOGY, AND COMMUNITY ORGANIZATIONS RELY ON SPATIAL INFORMATION, THUS MAKING THIS SKILL SET OF INTEREST TO ONTARIO'S LIBRARY AND INFORMATION USERS.



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the last word

SUPER CONFERENCE 2009 Favourite Memories ...

Another great library conference in Ontario! Hearing Justin Trudeau speak, I felt as though change was possible. As Richard Florida said, bringing all stakeholders together to plan an inclusive and engaging service for all community members is possible, if we can only get rid of the squelchers. Will Richardson empowered us by demo-ing many new online collaborative resources. Working together does not have to mean teleconferencing or meeting in person; it just needs to include keeping an open mind and having internet access!

— Lisa Radha Weaver, Unit-Coordinator, Technical Services, Toronto District School Board

In the opening plenary session on Wednesday evening, Cynthia Nikitin quoted William H. Whyte: "What attracts people most, it would appear, is other people." This idea hit home, as I had just travelled around Toronto, viewing renovated branch libraries of the TPL system. Large windows and easy-to-find doors invited us to come inside. Interesting displays were highly visible, and we could see people reading and working in warm and attractive settings. It made us want to go inside and enjoy the same experience. This positive personal experience is part of making a library an attraction, a destination, and basically, where people want to be.

— Lesa Balch, Senior Manager, Kitchener Public Library, and OLITA Divisional Editor



The OLA Super Conference is always an important occasion for Knowledge Ontario. We launch services, strengthen connections, celebrate milestones – and this year was no exception. With a lot on the go, we welcomed the buzz around our six sessions and the exhibit booth. A highlight was the announcement of the new Resource Ontario online databases for 2009–2010 by Minister of Culture Aileen Carroll. Our Ontario released version 2.2 of its discovery portal and talked digitization to all comers. As well, an Our Ontario–led digitization project was announced by SOLS and OLSN as part of their \$15 million allocations; LearnON's Atomic Learning pilot got off the ground at a pre-conference session and has been inundated with interest in participating when a broader pilot gets underway in September; and askON outlined plans to extend services to northern and rural libraries. We led sessions, shared ideas with lots of people, and celebrated with cupcakes and ginger ale. It was a great few days.

— Louise Slobodian, Communications and Marketing, Knowledge Ontario

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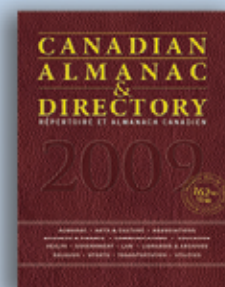
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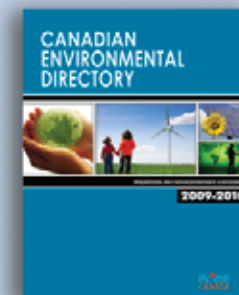
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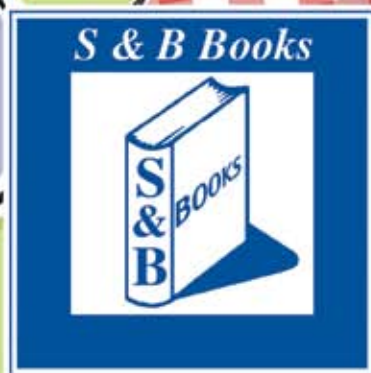


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