

Welcome!

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Bringing marketing to our members

In December, the Tampa Bay Library Consortium invited members to a marketing and promotions discussion to determine our members' marketing needs. Based on that invaluable conversation, we've come up with a list of marketing deliverables that we are offering to you and your libraries.

The list on the following page is a jumping off point from which we expect numerous other great ideas to grow. We are developing each item and will keep you updated on our progress. In the meantime, please don't hesitate to contact me at (813) 622-8252 (ext. 235) or bardesk@tblc.org with any comments, questions or suggestions.

Sincerely,
Karyn Bardes
Communications Coordinator



Member marketing deliverables

Marketing plans

TBLC will help members develop and implement strategic marketing plans for their libraries.

Region-wide campaign

TBLC will develop marketing campaigns that include various collateral (posters, bookmarks, press releases, etc.) that individual libraries may personalize with a logo and/or URL. Each campaign will focus on a strong message, such as e-Government, reciprocal borrowing or the benefits of libraries in general.

READ posters

TBLC will create and print READ posters for members who supply digital photographs. (Members will be responsible for printing and shipping costs plus a small fee for design time.)

Assistance acquiring corporate sponsorship

A Tampa public relations agency has agreed to donate its time to match up TBLC member libraries in need of funds with the appropriate corporate sponsors.

Marketing blog

TBLC will host a blog to keep members informed about library marketing news, including interesting stories from the general marketing world.

Marketing resources

TBLC will maintain centralized lists or catalogs of marketing resources, such as updated media lists, links to available marketing material, and lists of valuable marketing websites.

Website assistance

TBLC will offer assistance with website design, ranging from design assessment and advice to complete professional redesign.

Training

TBLC will host Continuing Education workshops for marketing-related subjects, such as website design, Adobe Illustrator and general marketing and public relations topics.

General consulting and project assistance

Depending on members' needs, TBLC will offer various levels of assistance on marketing projects, including, but not limited to, research, assessment, public relations, editing, copywriting and design.

Create marketing community

Through all of the above deliverables, TBLC will support a community of members who are interested in marketing.



Featured Article

Digital books: The next chapter for the publishing industry

We've entered a digital age, and most of us enjoy the ease of today's technology. However, even the most technologically savvy enjoy a good book. There is something comforting about curling up on the couch and opening a best seller or an old favorite.

Why is that time so special? Is it just the story that keeps you coming back for more, or is it also the weight of the book in your hands, the feel of each page as you turn it or the satisfying sound it makes as you slam it closed when you've finally reached the last page?

Is that all about to change?

In late 2007, Amazon.com released the Kindle, an electronic book (eBook) reader that allows consumers to download and read books and periodicals without the need for a computer. About a month before Amazon introduced the Kindle, Sony launched an updated version of its Sony Reader.

Electronic readers have been around for almost a decade, but past attempts to market them have failed because, among other reasons, the technology just wasn't there yet, they were bulky and the screens were difficult to read.

The new readers are a significant improvement. They are much less bulky, with the Kindle weighing about 10 ounces. The Kindle allows users to connect wirelessly to the internet to download books and magazines, unlike the old readers, which had to be hooked up to a computer.

The screens are easier to read as well. They use a special technology called electronic ink, or E-Ink, and are not lit from within, so users' eyes react to the screens the same way they would a book, rather than a computer monitor. In fact, the text looks almost as sharp as it does on a printed page.

Some argue that now is the perfect time to market a device that could potentially make paper books obsolete – a time when digital gadgets are becoming the norm, and “living green” isn't just for tree-huggers anymore. The latest eBook readers could potentially save many trees and create less waste.



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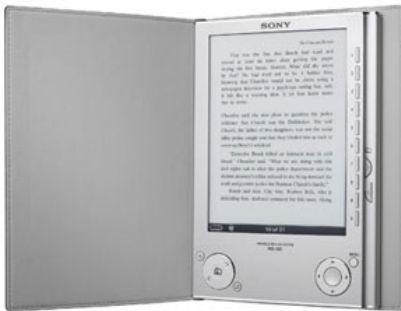
Convenience and portability

Jorge Perez, librarian at St. Petersburg College, has had his Amazon Kindle for about a month and appreciates its convenience.

"I can download a book anytime," Jorge said. "If I finish a book and can't get to the bookstore because I'm on vacation or because it's a Sunday night, I can download something new to read without having to wait. It's nice not to have to plan ahead."

EBook readers also can hold a small library of books, which saves travelers and commuters from having to carry a pile of heavy books while still giving them access to hundreds of options.

"Digital readers are not a replacement for a print book; they are a replacement for a stack of print books," said Ron Hawkins, vice president for portable reader systems at Sony, in a Sept. 2007 New York Times article.



So why don't we all own one?

Although readers have improved significantly over the years, they're still quite expensive, with Amazon and Sony selling theirs for \$399 and \$300, respectively, plus the cost of downloading things to read. Although finding and downloading books from Amazon.com is simple and convenient, the company charges \$10 per hardcover book. Potential users might find that a bit costly for something they cannot proudly display on their bookshelves.

While it's true that readers are efficient compared to a stack of books, they're still more cumbersome than other portable electronic devices, such as Apple's iPhone, which fits in the pocket and basically does the same thing as the larger reader.

Users must learn to be patient when using a reader. "Turning" the page can take up to 1.5 seconds, depending on how much text is on the page, and the entire screen flashes black before the new page appears. This feature might prove to be quite annoying for people who read quickly.

But Jorge doesn't mind the flash or the delay.

"It actually takes about the same amount of time to physically turn the page yourself as it does to wait for the reader," he said. "So I don't see that as a bad thing."

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One complaint of digital readers is that they take away from the experience of reading a “real” book. However, according to Jorge, Amazon has done such a good job of designing the Kindle that he often forgets he isn’t reading a real book.

“They’ve done a nice job of making it seem like a real book. It’s designed very well, and it’s easy to use,” Jorge said. “I still get lost in the Kindle, just like I do when reading a print book. I forget I’m on a digital reader.”

What’s next?

Although digital readers are slowly gaining popularity, they still have a long way to go before they come close to taking over the book industry – and that may never happen.

Currently, Amazon.com only offers 88,000 titles for the Kindle, which means users cannot download every single book that’s ever been printed. But Amazon.com and other eBook retailers are gradually building up their collections.

Over time, just like any other gadget, digital readers will become more sophisticated and easier to use, while also coming down in price. Until that happens, their main audience will be die-hard technology and gadget enthusiasts.

“I compare the current Kindle to the original Nintendo Gameboy,” Jorge said. “It’s a ‘1.0’ version of the Kindle we’re going to see in a year or two. They’ll continue to improve it, adding video and color. I don’t see it ever completely taking the place of print books, but I believe it will make a big impact.”

Many believe there will always be people who will never give up the nostalgic feeling that goes along with smelling a leather-bound book or the comfort of curling up with their favorite paperback. And as long as those people exist, digital readers will never completely take over the publishing industry.



Making Waves

Member news

Difficult times followed by brighter moments at Palm Harbor

A friend who will be missed

Robin D. Dombrowsky, Head of Adult Services at the Palm Harbor Library, passed away after a brief illness on Sunday, December 2, 2007. A true professional with masterful reference librarian skills, Robin was an avid genealogist who developed a lasting rapport with local genealogists. She loved to teach others how to use the computer and had a keen interest in gardening. In her honor, the library will unveil its enlarged and enhanced "Robin Dombrowsky Genealogical Collection" at the grand reopening of the library (currently undergoing renovations) in 2009.



Prior to joining the Palm Harbor Library in May of 2006, Robin served as Assistant Director of the Temple Terrace Public Library from 2000 to 2006 and as a Reference and Adult Services Librarian at the Leesburg Public Library from 1991 to 2000. She received her Masters Degree in Library and Information Science from the University of South Florida and was working on a graduate degree in Public Administration. Robin is survived by her husband Greg Dominguez and her sister Anne.

New year...new library

The Palm Harbor Library will undergo a major interior renovation in 2008. The building was closed to the public from Dec. 26 to Jan. 6 so that staff could prepare for the first of four construction phases. With the help of a small moving company, 25 staff members relocated the entire Children's Room (books, shelves and all!), the Friends of the Library book donation area, the Technical Services Department, and the Administrative Offices. Thanks to strong backs, book carts on wheels, lots of reusable boxes, pizza lunches, ice cream snacks, and excellent teamwork, a monumental task was completed in seven days!

The library's 26,000-square-foot building will undergo significant improvements, with an expected grand reopening in January 2009. The \$1.1 million project is being funded through a \$500,000 State Library grant, a \$200,000 grant from the Pinellas Public Library Cooperative, \$100,000 from the Palm Harbor Library Endowment Foundation, \$200,000 in county reserve funds, and \$100,000 from the Friends of the Library. Improvements will include new carpeting, new lighting, self-checkout machines, upgraded public restrooms, a new family restroom in the Children's Department, enclosed study rooms, an enlarged teen area, improved literacy and tutoring facilities, interior and exterior painting and an expanded Friends' Book Store. The library will remain open during construction, with the work being conducted by Caladesi Construction of Largo, Fla. The library will be closed up to one week each time construction moves onto the next phase.

Hours of operation during 2008 will be:

Monday through Thursday	9 a.m. to 8 p.m.
Friday	Noon to 5 p.m.
Saturday	9 a.m. to 5 p.m.
Sunday	Closed

For further information, contact the library at (727) 784-3332 or visit www.palmharborlibrary.org.

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USF welcomes new librarian

Jared Hoppenfeld has recently been appointed to the USF Tampa Library faculty as the Research Librarian for the College of Business Administration. He holds an undergraduate degree in Business from the University of Miami, did his graduate studies at USF's School of Library and Information Science, and has a decade of pre-professional experience in academic libraries.

Winter Haven librarian earns master's degree

Congratulations to Winter Haven City Librarian Jennifer Beard on her recent graduation from University of South Florida with a master's degree in library science.

Fort Meade librarians doing well after surgery

June Gillis, assistant librarian at Fort Meade Public Library, had total double knee replacements, one in July and one in October. Head Librarian Kay Jackson had a knee replacement in November. Both are walking with a cane and are doing great. Kay will have her second replacement in about three months.

**Homosassa Library
 Grand Opening**

The Homosassa Public Library celebrated its grand opening with a ribbon-cutting ceremony on Dec. 7, 2007, at which Florida Secretary of State Kurt S. Browning spoke to the more than 350 attendees. The Citrus County Board of County Commissioners presented the building to the citizens of Citrus County during the ribbon cutting ceremony.



Citrus County Library System Director Flossie Benton Rogers said that the new facility will truly be a community hub.

A Reading Garden is incorporated into the new library's landscaping design where engraved brick pavers have been placed in the architecturally-designed walkway. In addition to the Reading Garden, other notable features are a computer learning center, an expanded youth area, an expanded collection of large print publications, a community room, a refreshment area, public access wireless Internet services and stone columns through the center of the library to enhance the design.

The new library address is 4100 S. Grandmarch Ave., Homosassa, FL 34446. For more information, visit www.citruslibraries.org.

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Jeff Corwin to visit Clearwater Main Library



Conservationist and TV host Jeff Corwin will present "Tales from the Field" at 1 p.m., Saturday, February 2 at the Clearwater Main Library, 100 N. Osceola Ave. It will be his only Florida appearance as he promotes his message on conservation and global warming. Book sales and signing for his book *Living on the Edge: Amazing Relationships in the Natural World* will follow the program. The free event is sponsored by the Clearwater Library Foundation and the Friends of the Clearwater Library, and no reservations are required.

Corwin has been working for the conservation of endangered species and ecosystems around the world since he was a teenager. Animal Planet audiences best know Corwin as host of *The Jeff Corwin Experience*, one of the most popular shows on cable television. The series is seen weekly in the United States, and is viewed in more than 70 countries worldwide.

An expert in rainforest animals, Corwin was first introduced to this unique ecosystem while on an expedition to Belize. In 1993, Corwin addressed the General Assembly of the United Nations regarding the need to conserve neotropical rain forests. By 1994, he had served as expedition naturalist for *The Jason Project*, the acclaimed documentary series produced by National Geographic and EDS under the direction of Robert Ballard.

Corwin has bachelor of science degrees in biology and anthropology from Bridgewater State College, and a master of science degree in wildlife and fisheries conservation from the University of Massachusetts at Amherst. In 1999, Bridgewater State College honored Corwin with a doctorate in public education for his work in communicating about the need for a sustainable approach to using natural resources and the importance of conserving endangered species. Corwin firmly believes that through education and awareness, the natural resources, wildlife, and ecosystems that make up our planet will be conserved for future generations.

Corwin has made guest appearances as himself on the popular television series *CSI: Miami*, the *Today* show, *Good Morning America*, *CBS This Morning*, *The Tonight Show* with Jay Leno, and *Oprah*. In 2004, Corwin won an Emmy for best performer in a children's series. Recently, Corwin hosted a series of CNN specials with Anderson Cooper, *Planet in Peril*, and continues to make appearances on CNN to discuss the problems facing our environment today.

The Friends of the Clearwater Library and the Clearwater Public Library System are pleased to bring this noted author to the community. In conjunction with his appearance, please visit the Clearwater Main Library's Youth Services Department and view the exhibit "Global Warming." For more information, please call (727) 562-4970 (ext. 5284).

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Pasco County rocks!



Get Ready for Battle of the Bands XI: Rockus

Maximus – Pasco’s ORIGINAL Battle of the Bands

Pasco County Library System is gearing up for this year’s Original Battle of the Bands XI: Rockus Maximus. The event is scheduled for Friday, March 28, 2008, at Crews Lake Park in Shady Hills. Beginning at 6 p.m., the eight qualifying bands will have 25 minutes to perform, which will include at least two original songs in the set. The bands must have a minimum of three people, reside mostly in Pasco County, and the majority of the members must be under 20 years of age. Any style of music is eligible. The bands will be judged on stage presence, vocals, songwriting, and general musicianship. Go to the teen page on our website, www.pascolibraries.org; the teen blog; or www.MySpace.com/pascolibraries to learn all the details of the event. Attendance is free with a current library card. If teens don’t have a card, they’ll be able to sign up for one at the show.

In addition, we’re adding something new this year -- a video/online documentary that will allow bands to compete for the honor of having the best online presence. We’ll post eight weekly episodes on our MySpace page so that teens can join us to watch the bands and vote for their favorite each week! We’ll have a new winner each week and a champion at the end.

It’s A Mystery @ Your Library

This winter, the Pasco County Library System sponsored its first Adult Reading Program, It’s a Mystery @ Your Library. People were invited to read books, earn a chance to win great prizes, and attend interesting programs exploring the mystery genre.

The series kick-off featured Author Cal Branche who presented a program on Florida Mystery Writers and illustrator Edward Gazst who talked about Journey into Illustrating and Adventures in Getting Published. In addition, there was a well-attended Local Authors’ Fair featuring several area authors including Tampa Tribune columnist Megan Hussey.



Several other planned programs included a Mystery Films Series and Special Agent, Bill Estevez, who discussed the FBI’s fugitive profiling methods. Mystery sleuths will enjoy trying to solve the mystery: WhoDunnit? The Disappearance of Angela Day. Programs run throughout February 2008. “Sherlock Sandy,” the three-legged dog, helped promote the series on posters, the winter calendar of events and other materials.

Pasco County Library System Chosen to Receive Wiis

We have Wiis! GolinHarris, the Public Relations group of Nintendo of America, chose the Pasco County Library System as one of only ten libraries in the United States to receive three Nintendo Wiis. They also included controllers, brochures and Mario Galaxy games. Each branch of the Pasco County Library System now has a Wii. In anticipation of their popularity, the library is planning many programs including educational gaming nights for teens and children, adult game tournaments, online competitions between libraries and counties, and nursing home outreach.

New Oldsmar Library opens its doors



The new Oldsmar Library opened its doors to the public on January 2, 2008. We had quite a crowd visiting to get the first look at our beautiful new building. This new library is three times the size of the old library with triple the number of public computers. We have a large community meeting room that seats 100 people, and a soon-to-open cafe for patrons to enjoy. The library was designed to reflect the 1920s architecture at the time of the founding

of Oldsmar by R.E. Olds the Oldsmobile automobile maker. In fact the library is based on the hotel planned but never built by R.E. Olds.

Inside the library, the decor harkens back to an older Florida with lots of windows, high ceilings, cool green colors, and dark wood. The Children's and Teen areas use a car theme centered around a "Road To Reading" carpet. There is a screened Garden Room for reading amongst tropical plants, wrought-iron tables, and the famous "Oldsmar Chairs." And, of course, there is finally plenty of staff work areas.



Sixth Annual "Lemon Bay Fest: Englewood History with Zest!"



A group enjoys the food and festivities of last year's Lemon Bay Fest

The sixth annual "Lemon Bay Fest: Englewood History with Zest!" will be celebrated Feb. 2-9. The Lemon Bay Fest is a community event which involves Englewood-area libraries (Elsie Quirk Public Library and Englewood-Charlotte Public Library), Dearborn Street merchants and various organizations in the area.

This event is a weeklong celebration of Englewood's past, featuring tours, a series of informative Englewood history programs, and a day-long "Cracker Fair." The "Cracker Fair," a celebration of old Florida history, will be held Saturday, Feb. 9 from 11 a.m. to 5 p.m. on

Dearborn Street. After the "Cracker Fair," continue the festivities by joining Dearborn Street merchants as they celebrate "Saturday Nite Live" from 6 to 9 p.m. Merchants stay open for your shopping and dining pleasure while live entertainment provides a festive atmosphere. For a full list of events, contact the Englewood-Cape Haze Area Chamber of Commerce at (941) 474-5511 or (800) 603-7198 or email info@englewoodchamber.com.

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Sunshine State Library Leadership Institute graduates third class

Congratulations to the Sunshine State Library Leadership Institute participants, who graduated on August 3, 2007. The Institute is one of several strategies developed to cultivate and enhance the leadership skills of Florida's library staff.

Congratulations to the following TBLC members who graduated from the Institute:

Paul Alford, Citrus County
Ellen Cannon, TBLC
Diane Cary, Citrus County
Kevin Griffith, Pasco County
Kresta Harris, Okeechobee County
Judy Mullen, Manatee County
Euem Osmera, Largo
Patricia Pettijohn, USF St. Petersburg
Melissa Shimkus, Tampa-Hillsborough

Thank you to the following TBLC members who participated as mentors:

Carol Ann Borchert, USF Tampa
Ava Ehde, Manatee County
Susan Oliver, Tampa-Hillsborough
Charlie Parker, TBLC
Derrie Perez, USF Tampa

Do you have news to share about your library? Please send submissions and color digital photographs (at least 150 dpi) for Wavelinks Making Waves to Karyn Bardes at bardesk@tbtc.org.





Featured Continuing Education Classes

Library Fundraising: Creating New Streams of Revenue for Your Library Feb. 14, 2008 (9 a.m. to 4 p.m.) Instructor: Andrew Sanderbeck

The uncertain economic times of today and tomorrow are bringing cuts in funding for libraries while library usage numbers continue to grow.

If you had a road map with specific driving instructions to new passive and active revenues for your library, would you use it? The Library Fundraising: Creating New Streams of Revenue for Your Library workshop teaches library management and administration the how-tos of creating revenue streams that other non-profit businesses have been using for years!



Participants will learn how to:

- Involve their Friends Group, Foundations and other library supporting groups in their fundraising efforts
- Choose the program(s) that is best for their particular library
- Get the staff involved in the fundraising effort Partner your library with a business through the internet using your website.
- Use the most overlooked revenue resource available to any business, your patrons, to generate consistent streams of revenue.
- Join and create Community Partnerships – Just one of these programs generated thousands of dollars in revenue for a non-profit in 2005
- Incorporate Charitable Giving Programs into your library's fundraising plan as a way for others to give to your library

Visit www.tbtc.org/training to register for this event.

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Grants for Libraries
Apr. 16, 2008 (9 a.m. to 3:30 p.m.)
Instructor: Stephanie Gerding

Discover the confidence and knowledge you need to have success with library grants. Learn who gives funding for libraries, the easiest method for writing grant proposals, and real-life library-grant success stories.

Stephanie Gerding co-wrote the notable Grants for Libraries: A How-To-Do-It Manual & CD-ROM (Neal-Schuman, 2006), and publishes the only free resource for all library grant opportunities, Library Grants Blog. She was also the “Bringing in the Money” columnist for public libraries for two years.

Gerding will share an easy-to-follow grant process cycle, including planning for success; discovering and designing projects; researching and selecting the right funder; creating and submitting the proposal; and evaluating and continuing the process. Tip sheets, valuable worksheets and resource lists will be provided to make grant work easier for you. Novice and experienced librarians, students, administrators and anyone who seeks or uses grant funding will find invaluable and practical guidance.

Target Audience: All library staff or volunteers interested in applying for grants

Visit www.tblc.org/training to register for this event.

Meetings — Proven Methods for Producing Results
Apr. 29, 2008 (1 to 4 p.m.)
Instructor: Lorna Kibbey

Join us for this three-hour seminar designed to help those who facilitate meetings and run meetings that produce positive results.

Practical information will be shared that will help you bring out the best from each individual at your meeting — and deal with those who provide challenges. You will learn how to control the pace of the meeting, get the input you need and make group decisions.

Topics covered:

- Examine ways to enhance meeting productivity
- Learn how to use your agenda to keep your meeting focused
- Discover secrets to keeping everyone on task
- Explore methods for making group decisions
- Analyze ideas for getting the best from every individual

Visit www.tblc.org/training to register for this event.



Conversation With... Gladys Roberts

The coordinator of the Polk County Library Cooperative spent her childhood hiking through national parks, being homeschooled by her mother and listening to the symphony every winter.

As a child, Gladys spent her winters – also known as “concert season” – in Shreveport, La., where her father played the violin in the Shreveport Symphony Orchestra. The family spent the warmer months first in northern California, where her father was a forest ranger on a lookout tower in Tahoe National Forest, and later in Utah after her father became a park ranger for Canyonlands National Park. Gladys and her family moved to Florida when she was 10 to be closer to her grandparents.



*Gladys Roberts
Coordinator of the Polk County Library Cooperative
Bartow, Fla.*

Her family's early lifestyle inspired Gladys to become a park ranger just like her father. But a love of reading and a joy that came from being inside of a library was something she couldn't deny, and eventually, it led her to her first library job.

Now married for 24 years to her high school sweetheart, Gladys still appreciates the time she spent in the parks, and she and her husband have been back to the Canyonlands several times to hike.

Gladys and I chatted about her first library job, the inception of the Polk County Library Cooperative, why she named her cat Moses, and how she found out the hard way that reference interviews are so important.

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What inspired you to become a librarian?

Two things inspired me. When we lived on the national park, we were 55 miles from the closest town, which was Monticello. We didn't know we were doing this at the time, but mom was homeschooling us. We would go to the public library in Monticello. Mom had made friends with the librarian, and we would check out 35-40 books at a time for a month.

"I loved being in the library so much that I couldn't believe they would pay me to work there!"

When I was 15 and living in Florida, someone from my church told me about a new government program that gave teenagers training to provide cities with additional employees that they didn't have to pay for. The hope was that when the cities were looking for regular employees, they would hire these teenagers who had taken part in the program.

Through this program, I started working as a part-time summer employee at the local library, Latt Maxcy Memorial Library. I loved being in the library so much that I couldn't believe they would pay me to work there!

I started working there every summer. The city eventually created a new part-time position during the school year and full-time in summer, and they hired me for the job. I was so fortunate that the library directors took me under their wing. The second director, Celeste Brown, suggested I get a degree in library science. She really encouraged me, and that's when I first realized I could make a career out of something I love.

What are you most proud of in your career?

"The cooperative is a 'we,' not an 'I,' and I'm so proud to be a part of it."

I'm proud of being able to facilitate countywide library services in Polk County and help people achieve dreams they couldn't do without the structure of the cooperative. I certainly haven't done it on my own, though. I work with directors and libraries that were already successfully in place before the cooperative existed. The cooperative is a "we," not an "I," and I'm so proud to be a part of it.

Most memorable moment with a patron?

There have been so many over the years. It's been so much fun.

One that comes to mind is the moment where I learned the importance of a reference interview. I had a patron who wanted information on cobras. I headed over to the 500s and we began to pull books on reptiles. He had a really puzzled look on his face, and I could tell nothing I was doing was helping him. I kept asking him all sorts of questions to try to figure out why the stuff I was showing him wasn't helping. "Is it for a paper? Are you just interested in cobras?" Finally, he said, "No, Cobras, as in the helicopter."

That was before I understood the importance of a reference interview. I'm surprised he didn't say anything earlier!

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Tell us more about the formation of the Polk County Library Cooperative and the challenges and accomplishments that went along with that.

A cooperative is something that the librarians in Polk County had been working on for 30-some years. They all knew there was a need to have countywide services. They all felt the frustration of having to charge for out-of-city memberships, for example. Then, in 1996, the law changed, and it was now possible to give state aid to a cooperative.

But the city was very proud of its libraries. Each building had its own story, its own history. They felt like they had built up this successful program, and they didn't want to take all of that history and hard work and just give it to the county. And the county didn't want it – they didn't have a public library system or a public library person on staff. That was one of the big challenges. Even as we were founding the cooperative, there wasn't a lot of trust between the city and the county.

There was also a great fear regarding how equity was going to work. Some libraries in the county were really well established, well funded and very modern, and then other libraries were volunteer libraries with no budget and very limited hours. There was a concern that sharing services through a cooperative wouldn't be fair for the libraries. Large libraries were concerned that everything would fly off the shelves and go to another location.

However, the county commissioners hired a consultant to study the potential to form a cooperative, and on Oct. 1, 1997, we became the very last county in the state to figure out how to do countywide services.

The librarians themselves had formed the Polk County Library Association prior to the cooperative's existence. They already worked together, met together, socialized and exchanged ideas. They even began reciprocal borrowing at a local level. They were already doing it, but it was much less official than a cooperative and very informal. But they laid that groundwork for trust that made it much easier to work together under the cooperative. That level of trust and friendship really helped the cooperative succeed.

What does your position as the coordinator of the Polk County Library Cooperative entail?

My job is about facilitating and disseminating information to our members and making sure everyone gets the opportunity to participate equally.

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How has your job evolved since you began working with the cooperative?

When it formed in 1997, one of the requirements was that we have a coordinator. The cooperative was a three-year “deal,” and we didn’t know at the time if it would last beyond three years. It didn’t seem right to hire someone new – or bring someone into the area – that may only be around for three years.

There was also concern that someone who didn’t know us at all would come in and tell us how things needed to be done. So we decided to hire someone from within, and that it would be a part-time job.

I was the assistant director at Bartow Public Library at the time. I had just finished my master’s degree, so I had extra time on my hands, and I thought it would be fun to take on a part-time job. The coordinator job didn’t look overly demanding.

They selected me for the first coordinator position, and I worked both jobs – full-time assistant director at Bartow and part-time coordinator at the cooperative – for nine years.

Then, when we were doing the budget for 2006-07, it became obvious that we needed a full-time coordinator position. The cooperative was nearly 10 years old, and we had evolved and grown so much.

I had to make a big decision, because suddenly I had two full-time job opportunities. It was such a difficult choice because I loved both jobs. I prayed about it, and I got my answer, and I accepted the full-time coordinator position with the cooperative.

What are the pluses and minuses of working as coordinator of the cooperative, as opposed to being director of a library?

The greatest strength is also the greatest weakness. By being a cooperative, we get the benefit of everyone’s expertise and knowledge. We can use individual strengths to help us succeed or excel. The challenge is that it can be difficult to implement countywide policies such as due dates or overdue fees because at each library, the city commission has to approve any changes.

As the director of a library, you have the ability to create a policy and immediately implement it without having to get buy-in from 15 different entities.

What has been your biggest inspiration, professionally?

The effect we can have on children and their imaginations. I worked many years as a children’s librarian at Latt Maxcy Memorial Library. To see the expression on the children’s faces when you’re telling them a story or sharing something with them they’ve never heard before is such an inspiration.

The immediate gratification is getting hugs or notes from the kids. But years later, they come up to you in the store, or many, many years later (when you start feeling old!), as adults, they come up to you and thank you, or say they bring their children to the library now.

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What do you see as the biggest issue facing libraries today?

In Florida, the biggest issue is the budget. But overall, the biggest issue is staying relevant. We *are* relevant, but we need to tell the public that we're relevant. A lot of people – especially if they haven't used a library in a while – have a misconception that the internet has replaced the public library. They think, "Since I can buy my books at Barnes & Noble, and I can look at the internet for information, why do I need the library?"

"A lot of people – especially if they haven't used a library in a while – have a misconception that the internet has replaced the public library."

What they don't realize is all the intangibles that a public library brings to the table, and the expertise that we bring, like literacy programs or helping them wade through the internet.

It's a challenge to find positive ways of making sure that message gets out. If they don't realize the importance of libraries, they may not be upset if or when it gets cut because of budget.

What do you envision the library of the future to look like?

I still see it having books. I know a lot of people think one day we'll be paperless, but I think there's a level of comfort that comes with a real book. There's just something about the experience of turning pages.

There's still going to be a connection with early learning and life-long learning. The technology end of things will evolve in ways we can't even fathom at the moment.

Libraries will still be buildings with collections in them. I think there will be a mixture of technology and our old collections. Librarians will always be important. We play a role that currently doesn't have anyone else to fill it.

(continued)

What three skills, abilities, values or areas of knowledge have you found most necessary in being a strong leader?

Patience. You need to think before you speak and listen more than you talk.

Respect. You need to respect other people's ideas and values and try to see where they are coming from.

Sense of humor. I try to find something humorous in every situation, no matter how bad. It's not always easy to do that, but if I can, it helps me get through it.

How would your staff describe you?

I hope they say I'm positive and supportive.

What is your favorite book and why?

Usually the one I'm reading at the time. I love all the books! Very seldom do I pick one up that I won't finish. The one I read the most often is the Bible, and I get the most out of it.

Any hobbies or interesting tidbits to share?

I love to read more than anything. I enjoy hiking; I still have that love of growing up in the park. I also like crocheting and cooking. I don't usually have time to cook from scratch, so when I do, I really enjoy it.

One of my favorite things to do is to have my cat in my lap. His name is Moses. We found him as a wet, angry, hungry little 3-week-old kitten out by the air conditioning unit underneath the bedroom window. There was no reason for him to be there, and we believe the only way he could have been placed there is by divine intervention, so we named him Moses. He made a pledge to himself that night that he would never be hungry again. So now he's 20 pounds and on a diet.

Who would you like to see featured in our next "Conversation With..." article? Submit your ideas to Karyn Bardes at bardesk@tblc.org.



Tech Informer

DreamWeaver can be a dream to use

by Michelle Oleson
Member Services Assistant

With all the tools and options that are available, web design can be an overwhelming project. Programs such as DreamWeaver can provide a friendly environment for designing and updating web pages. A powerful program like DreamWeaver can also seem staggering with all of its functions and foreign tools. This article will break down for you some of the best things about using DreamWeaver to edit your website.

What can DreamWeaver do for you?

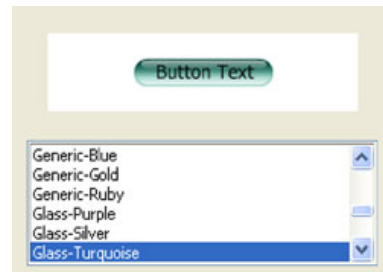
Are you looking to redesign your website? DreamWeaver offers ready-built templates. Under "Create from Sample," choose "Starter Page (Theme)" or "Starter Page (Basic)" to see snapshots of all the templates available to you. Once you've selected a new page design, save it with a custom name like MyLibraryTemplate.html. Reuse this template for every page of your website.

These templates are built using Cascading Style Sheets (CSS). CSS controls which fonts, colors and other design issues are used consistently throughout your webpage. DreamWeaver automatically builds a CSS page separately from your main HTML page. The CSS page is linked to your template HTML page.

If you're a more savvy web builder, DreamWeaver offers ready-built CSS style sheets you can choose and link to your completed HTML page, which would assign the fonts, colors, etc., from that CSS page to your HTML page. You'll need to have some knowledge of HTML coding to link the pages, or use DreamWeaver's CSS Styles Panel on the right-hand side of the screen to link to your style sheet.

Quick Tips for Everyone!

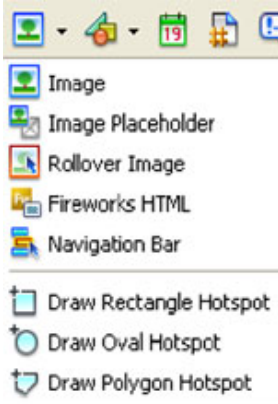
Your webpage is great, but it needs some tweaking. DreamWeaver can help! If you're tired of plain gray buttons, you can use DreamWeaver's prebuilt flash buttons. Click on "Insert," then "Media," then "Flash Button," and you can select from dozens of options. You can even input whatever you'd like the button to display. Depending on what your button is supposed to do when clicked, you may need to check that it still functions correctly with the new format before going "live."



DreamWeaver also makes rollover images and creating hotspots easy. Simply click "Insert," then "Image," then "Rollover Image." The program will now walk you through finding the original image, and then how you want the image to change once a patron hovers over that image.

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January 2008



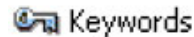
A hotspot is a defined area within an image that you choose for a hyperlink. From the "Image" dropdown menu, select what kind of hotspot you want to draw: rectangular, circular, or polygonal. Click on an image in your HTML document to begin drawing your hotspot. In the "Properties" menu at the bottom of the screen, input the URL to which you would like your users to be taken when they click on that part of the image.

You can also easily insert Meta tags, keywords and descriptions into the "Header" section of your website using DreamWeaver.

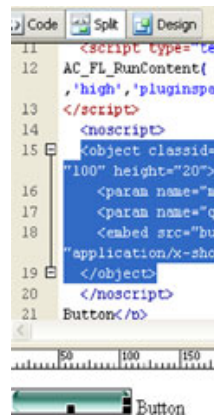
From the "Head" dropdown menu, select which of the tags, keywords, or description for your website you'd like to define. You may already have these elements on your website, but have been unaware of them.



Meta tags and keywords help search engines find your page easier. Descriptions help users with disabilities process your page through their computers.



Another fancy tool DreamWeaver gives you is the ability to swap easily back and forth between the code side and the display side of your webpage while you're designing. You can also view both at once.



Clicking an object in your display view will highlight the code that applies to that object in the code view. This is particularly useful if you just needed to paste the code for a link or image onto your blog or other externally hosted webpage.

For example, you could design a table of images in DreamWeaver, and then paste the code into other online applications that accept HTML coding.

You now know enough to be dangerous, so have fun! Be sure to test your pages first before copying over your existing webpage. For more information on the web about web design, contact Michelle Oleson at olesonm@tbtc.org or check out the following links.

Advanced Web Design: A Primer (www.sitepoint.com/article/advanced-web-design-primer)

Jimworld (www.freesitetemplates.com)

Spider Wizard (www.spiderwebmastertools.com)

Spider Pro 100 Dos and Don'ts (www.spiderpro.com/pr/prstgm001.html)

Open Source Web Design (www.oswd.org)

Free Layouts (www.freelayouts.com)

MeeboMe (www.meebome.com)

Slideshare (www.slideshare.net)



TBLC News

The Director's Chair video contest is in its final stages, and the finalists need YOUR vote



We received many creative videos for Ask a Librarian's video contest, The Director's Chair, and our judges narrowed the entries down to five finalists. Now it's up to you to help choose the winner by voting for your favorite video. Visit The Director's Chair website at www.askalibrarian.org/thedirectorschair and click on "vote" to see the top five videos and to vote for the one you think deserves to win.

Polls will be open Jan. 27 through Feb. 9 (11:59 p.m. EST).

We will announce the winner on Feb. 12.

If you have any questions, please contact Diana Sachs-Silveira at sachsd@tbtc.org or (813) 622-8252 (ext. 234).

Ask a Librarian Mobile

We proudly introduce Ask a Librarian Mobile, which allows our users to access Ask a Librarian from their cell phones, PDAs or any other handheld device. We've been working hard to take our service to the next level, and we're excited to offer just one more way for our users to take advantage of our valuable service right when they need us.



Currently, only our email service is available through AAL Mobile. Our next step is to implement the live chat service.

If you have any questions, please contact Diana Sachs-Silveira at sachsd@tbtc.org or (813) 622-8252 (ext. 234).

(continued)

Delivery introduces new barcode tracking system

Earlier this month, we began implementing a new barcode label system for Florida's Statewide Delivery System. This enhancement to Delivery is essential for better tracking, more accurate statistics and vendor accountability for lost or late items.

As of Jan. 28, 2007, we need all Delivery libraries to begin using the new barcode labels. At this time, the vendor will only be scanning at libraries in the Fort Myers area, but needs all bags to have barcodes in order to work out all the kinks before implementing scanning statewide. This testing stage is a crucial next step in fully implementing our new system at all Delivery locations, and we appreciate your participation.

Please be aware of these very important items:

1. Starting Jan. 28, you must replace all of your current labels with the new barcode labels, which you can print from here. As of Jan. 28, our drivers will not pick up any bags from your library that do not have the new barcode label.
2. The new barcode labels cannot be photocopied. Feel free to print as many in advance as you would like, but never photocopy them. Duplicating a barcode will throw off our tracking system.
3. Print out an electronic signature barcode (found here) and place it with or attach it to your statistical forms. When scanning begins in your region, the driver will scan the electronic signature each time he visits your library.
4. Do not include "courteous return labels" with your items. Barcode labels must be printed by the originating library.

For additional information, please visit our Frequently Asked Questions page found here: www.tbtc.org/delivery/faqs.

If our beta testing stage is successful, we will start scanning the barcodes at all of our other Delivery locations as soon as possible. Feel free to email deliver@tbtc.org or call (800) 622-8252 with any questions or comments.

(continued)

Approval process for TBLC workshop registration

TBLC has added a new *optional* feature to our workshop registration process.

In some libraries, supervisors or training coordinators may need to approve staff attendance at workshops. To do so, they may register the staff themselves, or the staff member might have to wait for approval before signing up.

Now, through our new *optional* registration approval process, staff can sign up for a class and secure a spot, and then his/her supervisor will be notified and can approve or decline the registration.

It works like this:

- Library staff member John Smith completes the online registration form
- If there are available spots at the time he registers, he secures a slot in the class
- If there are no available spots, he gets his place in line on the Wait List
- As soon as he completes registration, an email is sent to the supervisor or person designated to approve
- The email notifies the approver that John Smith has registered for X class, and provides a link to the description of the class
- It asks if the approver would like to approve or decline the registration and provides a link to click on for each process
- If the approver approves the registration, everything will stay the same – John still has his slot in the class or on the Wait List
- If the approver declines the registration, John will be removed from the class and will receive an email informing him that the approver has declined his registration and he has been removed from the class.
- If the approver takes no action in response to the email, John retains his place in the class or on the Wait List

Sending registrations through the approval process is entirely up to you. This is institution-wide, so if you choose to do this it will apply to all staff members from your institution who register for workshops. The registration process will be exactly the same for staff members; they will not need to learn a new system or sign up for workshops differently than they do now.

If you would like to have your registrations go through approval, email cannone@tblc.org and indicate that you want to use the approval process, and include the email address and contact info of the person who will be approving the registrations.

If at any time you decide you do not want to “approve” anymore, just let us know and we will change it to direct registration again for you.

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"Libraries. Changing the World." T-shirts for sale

T-shirts are still available for \$10 each at www.tbtc.org/librariestshirt. We have a limited quantity, so the shirts will be sold on a first come, first served basis.

The shirts are Jerzees heavy weight 100% cotton in sandstone. The "world" image is approximately 9" wide by 7" tall and appears only on the front of the shirt.

Continuing Education introduces CE2U

During this time of budget cuts, we realize it may be difficult for you to come to TBLC for workshops and seminars. Therefore, we are bringing Continuing Education to You!

Through CE2U, we can now offer our members FREE online Palinet workshops, for which you would otherwise pay \$60 to \$220 per class. To ensure your free registration, simply choose "Tampa Bay Library Consortium Member \$0.00" from the dropdown menu on the Palinet registration page.

We also serve as your "one stop shop" for other various free online opportunities, such as NEFLIN teleconferences and SirsiDynix Institute webinars.

Visit www.tbtc.org/training/ce2u to visit our new CE2U page and find out the convenient and affordable CE opportunities that await you!

