

Welcome!

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Florida is the place to be

It's a brand new year! Is anyone else still having trouble writing 2009 instead of 2008?

While our friends up north have been experiencing two-hour snow delays and layers of ice on the roads, we've been enjoying one of the many benefits of living in Florida – the beautiful weather. Even during our coolest nights, it's a glorious time to be living in this climate.

Thank you to everyone who contributed to this issue of Wavelinks, including our members who continue to send me important and interesting information for our member news section.

Happy New Year to everyone!

Sincerely,
Karyn Bardes
Communications Coordinator



Featured Article

It's time to rethink resource sharing

The national/global library resource sharing environment has changed dramatically since the days of paper ALA interlibrary loan forms and fingers crossed hoping a requested item would arrive. **Users want it all and they want it now.** We all have increased expectations in the world of Google and Amazon where we can get it at the touch of a button. Why should library services be any different?

In 2005, a group of librarians, product vendors and library technology specialists formed the Rethinking Resource Sharing initiative as a group dedicated to advocating for libraries to encourage people to use library resource sharing services by making them easier to use. This group believed that it was time to advocate for libraries to review all of their interactions with the public and find and remove or relax any barriers that prevent users from accessing ALL of the resources available to them.

In 2006, the Rethinking Resource Sharing Manifesto was written. The Manifesto outlines the group's stand on resource sharing. It says:

"If libraries want to expand and promote information accessibility, and to continue to be valued resources, we believe that libraries must improve their information delivery system. Aligning resource sharing workflow, collection policies, and discovery-delivery systems by significantly reducing service barriers and cost, and offering user service options are critical pieces that promote information access. We believe that the user should be able to get what s/he wants on the terms that s/he chooses without undue hurdles from the library community."

So, what does all of this mean? How can an individual library apply these principles to its daily business?



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Rethink, re-imagine and remove any obstacles.

Question all of your library's services from the user's point of view. Here are some suggestions for areas to address, but don't stop here! Use these and think of more. Go ahead, rethink.

Are my library's **electronic resources** prominently located on my website? Can they be accessed easily from outside the library? Look at some good examples like the Hernando County Public Library, which features databases on its MAIN webpage. The Tampa-Hillsborough County Public Library System lets users enter their library barcode to use electronic resources from anywhere.

Can users get materials from other libraries? Are **interlibrary loan** services easy to find? Do our policies encourage people to use the service? The University of South Florida Tampa Campus Library now features its next generation library catalog on its website. This new catalog uses WorldCat local, which enables users to see the holdings of their home library (USF) along with the holdings of partner libraries located close to USF. A simple click of the request button lets the user request the item.

How do we **deliver** materials to the user? The Orange County Public Library relies on home delivery to deliver most requested items to its users. The Polk County Library Cooperative features the B-Mail service, where users can choose to have items delivered directly to their homes.

Is library assistance available online via **chat** or by email? Over 100 Florida libraries provide access to Ask a Librarian, the statewide online reference service where users can chat with a librarian or send an email for research and reference services. Other states like New Jersey, Maryland and Colorado also provide online reference.

People expect the best, and we know our libraries can offer that to them. By rethinking the way we handle resource sharing and making it easier and more efficient for our customers to get what they want, we will remain the valuable resource that we know we are.



Making Waves

Member news

Happenings at Dunedin Public Library



The Butterfly Garden at the Dunedin Public Library (left) was recognized as a "Certified Wildlife Habitat" by the National Wildlife Federation. It is a beautiful oasis for library visitors.

Jim Swain will present a program at the library on Feb. 11, followed by a book-signing.

National best-selling author Joan Medicott will present a program at the library at 1 p.m. on Feb. 14, followed by a book-signing and refreshments. Tickets are \$5. For more information, call (727) 298-3080 (ext. 224).

USF shares its news



USF blogs for students

The University of South Florida School of Library and Information Science activated a blog this year to deliver news about the school in a timely manner and to reduce the environmental impact of printing. Please visit the blog at usfslisnews.wordpress.com.

USF presents "Lost Voices of Darfur" exhibit of refugee children's drawings

The University of South Florida Libraries Holocaust & Genocide Studies Center 2009 Lecture Series began with journalist and human rights advocate Rebecca Tinsley, director of Waging Peace. She spoke Jan. 28 on the topic "Genocide in Darfur: Lessons from Rwanda and Uganda."

Tinsley's visit took place during the USF Tampa Library's 'Lost Voices of Darfur' exhibition of drawings by Darfuri refugee children in the camps of eastern Chad. Enlarged reproductions of the drawings are on display in the first floor lobby along with maps of the affected region. The 500 original drawings comprise a collection to be donated by Waging Peace to the USF Libraries Holocaust & Genocide Studies Center after they go on tour in the UK, US, Canada, Italy, Czech Republic and worldwide as part of an awareness-raising campaign. There will be two more lectures in this series.

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Polk Community College librarians participate in Leadership Institute

Linda Young, reference and instructional librarian at Polk Community College, is participating in the Sunshine State Library Leadership Institute. The primary goal of the Institute is to assist in preparing library leaders to provide the highest quality library services to the citizens of Florida in the most effective and innovative manner that will meet today's needs and tomorrow's challenges. Chris Fullerton, reference and instructional librarian, completed the Institute last July.

Pasco County happenings

Director wins national award

Pasco County Libraries Director Linda Allen of Hudson, Fla., was named one of 10 librarians recognized for service to their communities as winners of the Carnegie Corporation of New York/New York Times I Love My Librarian Award. Ms. Allen was chosen from among 3,200 nominees nationwide. Each of the 10 award winners was honored at a ceremony and reception in New York at TheTimesCenter on Dec. 9, hosted by *The New York Times*. Congratulations, Linda!

(Read more in this issue's [Conversation With...](#) article with Linda Allen.)

Pasco promotes two

Congratulations to Paul Stonebridge on his promotion to Librarian II/Youth Coordinator and Terri Romberger on her promotion to Assistant Technology Manager.

E-Government available @ your branch of the Pasco County Library System

The Pasco County Library System is the only library in the State of Florida to win an E-Government grant, enabling us to better serve our customers during these difficult economic times. The government is uploading more forms every day onto its websites for easier and more widespread access. Filling out and submitting forms online has become commonplace, including income tax returns and unemployment compensation claims.

As part of the grant, laptop computers have been purchased for each branch of the Pasco County Library System. Nancy Fredericks, e-Government manager, will be visiting locations around the county to talk about E-Government services. In addition, computer classes featuring E-Government services will be offered, teaching patrons how to access government services online including Food Stamps, Medicaid, IRS forms and more.

The E-Government classes and the Pasco County E-Government Initiative have been funded in part under the provisions of the Library Services and Technology Act, from the Institute of Museum and Library Services, administered by the Florida Department of State, Division of Library and Information Services.

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Palm Harbor Library holds grand reopening ceremony

When Palm Harbor Library opened its doors in 1978 on the first floor of a small house with a donated collection of 500 books, hardly anyone then would have envisioned the library's role in the community 30 years later. The library settled into its present-day 26,000 sq. ft. facility in 1988. It now boasts a collection of over 100,000 items and visits by nearly 25,000 library members each month.

In 2008, through a matching \$500,000 State Library construction grant, a \$247,000 HUD grant, \$500,000 in local matching funds, and \$100,000 from the Friends of the Library, the library was able to completely renovate all areas of the building and its immediate surrounding areas. Improvements include new drive-up book drops, conference room and study rooms, Friends of the Library book store, lighting, carpeting, interior and exterior painting, and an upgraded children's room, teen room, parking lot, and so much more.

A Grand Reopening Ceremony was held on Jan. 10, and hundreds of people attended. At that time a new public art piece commissioned for the library was unveiled. Titled "Beyond the Blue," the artwork, created by Michael Cain from New Orleans, depicts the artist's vision of the library as a place of knowledge and community story telling. The main elements of the installation include four totem-pole-like structures, each conveying its own meaning. The artwork can be enjoyed both day and night, as it is illuminated by colorful strips of energy-saving LED lights.



"Beyond the Blue" during the day (left) and at night (right)

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Ringling's News

Artis Wick (left), assistant librarian at the John and Mable Ringling Museum of Art, is the new president of the Art Libraries of North America/Southeast Chapter.

Liz Gray is a new museum library specialist at the Ringling Museum Library. She is working on the TBLC Legacy digitization project.

Sarah Jünke, graduate library school student at USF, is the spring semester Intern at the Ringling Museum Library.

Venice celebrates Walter Farley

Join the Venice Public Library staff and the Walter Farley family in a 20th anniversary celebration of the creation of the Walter Farley Literary Landmark on Jan. 31 at 300 S. Nokomis Ave., Venice, Fla. At 1:30 p.m., special remarks will be made by the Farley family, Friends of the Library, and former and current library staff. At 2:15 p.m., movie expert, Jim Orville, will introduce the 30th anniversary version of *The Black Stallion* film.

St. Pete Beach celebrates book club anniversary

On Sunday, Feb. 22 at 2 p.m., the St. Pete Beach Library will celebrate the 10th anniversary of the DearReader.com book club with a big party honoring founder Suzanne Beecher and her locally-based staff.

Suzanne Beecher loves reading, and wants others to love it, too. So a little over 10 years ago, when her employees told her they were too busy to pick up a book, she typed up a few pages' worth of an interesting volume she had at hand and emailed it to them. After five days of the snippets, her employees were hooked—and couldn't wait to go back online for more. It wasn't long before Suzanne founded the Chapter-a-Day Book Club to help libraries promote their collections.

These days, it is known as DearReader.com and offers subscribers a choice of genres such as fiction, nonfiction, science fiction, romance, mystery and business. About 3,500 libraries, including many TBLC members, currently advertise it on their websites.

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CCLS conducts Literacy Tutor workshop

The Citrus County Library System (CCLS) conducted its first Literacy Tutor workshop recently at the new Homosassa Public Library. Proliteracy Certified Trainer Roberta Reiss trained 27 volunteer tutors using the Litstart format. Litstart is a program that is easily customizable for setting goals for 1-on-1 adult learner training. The next step in the CCLS Adult Literacy program will be to match trained tutors with adult learners and expand the list of locations to hold these 1-on-1 tutoring sessions.



*Seated from left to right: Hanh Vu, Lyn Wolf, Nancy Cardinell, Proliteracy Certified Trainer, Roberta Reiss, Barbara Gardner, Terri Friedman, Joyce Floyd
Standing from left to right: Patricia Simon, Kathleen Burrows, Peg Gotz, Elaine Ranous, Mina Davis, Nikki Canary, Victoria Gehen, Matt Madigan, Library Director, Flossie Benton Rogers, Tom Mueller, Deb Oakes, Linda Cooper, Pat Mathew, Cheryl Thomas, Kay Ringley, Susan Mutschler, Lloyd Ringley, Charlyn Hill, Jean Adamo, Gloria Cathels, Helen Turull*

Fort Meade director preps for surgery

Kay Jackson, director of Fort Meade Public Library, will have her second knee replacement Feb. 3, 2009. She will be out until March 23, 2009.

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@tblic.org.





Featured Continuing Education Classes

Time to Sign with Babies
Feb. 11, 2009 (9:30 a.m. to 3:30 p.m.)
Instructor: Rosa Rodriguez

Participants will learn to teach sign language to preverbal babies in a fun and educational way through the use of songs, games, stories and more. Our program is designed for instruction of all children: hearing, hard of hearing, deaf and children with disabilities.

Incorporating sign language into your regular children's library programs

Participants will learn to incorporate basic sign language stories, songs and games into regular children's library programs and story times. Introducing sign language to children will raise communication awareness and abilities, will enable them to faster learning and better word retention and will build confidence. Remember that children enjoy communicating in a physical way. It's fun!

Programs will include:

Sign language information, alphabet, animals, colors, numbers, manners, emotions, feelings, fruits and vegetables and daily functional signs (needs, wants, etc.). Participants will receive sign language handouts that will include benefits of signing, research studies, useful websites and teaching resources.

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



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Records Management Update
February 25, 2009 (9 a.m. to noon)
Instructor: Tim Few

This class will provide an overview of laws and regulations regarding the identification, maintenance, access, retention and disposition of public records. The following topics will be covered:

Public Records Law and Libraries' Legal Responsibilities

- *Overview of Florida's Public Records Law
- *Issues related to access and maintenance of public records
- *Tools to develop a public records policy
- *Compliance with public records laws and regulations



The Life Cycle of Records

- *Basics of Records Management
- *Records inventory methods
- *Identifying relevant general schedules and records series
- *Determining retention and disposition requirements
- *Changes in records retention requirements related to new GS1-SL General Records Schedule for State and Local Government Agencies

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

Marketing: The Missing Manual
March 4, 2009 (9 a.m. to noon)
Instructor: Christie Koontz

Marketing is a process you do over and over again—a tried and true systematic approach for matching services and products (offers) to a customer's wants, needs, and desires. Customer satisfaction is the goal, and increasing the acquisition of goods or services is typically the objective. Marketing is one of the primary forces of any successful business. And it is the key ingredient in the success of any library or information agency—physical or virtual. Successful marketing is the systematic process of identifying a customer group(s) and what they want, efficiently delivering that offer, effectively communicating the offer, and evaluating success, based upon measurable objectives.

Goals and Objectives

This class is designed to introduce participants to marketing practices and principles, and a new decision making tool, the Internet accessible Public Library Geographic Database.

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



Conversation With... Linda Allen

The library world should be thankful that teaching just wasn't in the cards for Linda Allen. The director of the Pasco County Library System and recent winner of the I Love My Librarian Award graduated from George Peabody College for Teachers, but realized it wasn't the right career path for her after teaching home economics for six months.



*Linda Allen, Director
Pasco County Library System*

However, while pursuing her teaching degree, Linda needed a summer job. There happened to be an opening at the college library, so she took the job and continued working there until she graduated. According to Linda, it was fate stepping in. She had never thought about becoming a librarian before then, and she believes she never would have if she hadn't taken that summer job – and she would have missed out on a career that she believes she was destined to pursue.

Linda was born and raised in Nashville, Tenn., and moved to Fort Walton, Fla., to become a cataloger at Okaloosa Junior College after earning her master's degree from the Peabody School of Library Science. A few more moves brought her to the West Palm Beach Library, where she worked for three years before she was recruited to start a new library system in Pasco County, where she now serves as library director.

Linda and I chatted about her experience starting a brand new library system, winning the I Love My Librarian Award, and goals for the Pasco County Library System.

As a child, what did you want to be when you grew up?

I always thought I'd be a teacher. I think teaching is a phenomenal career, but also terrifically difficult. I don't envy teachers; they have a really hard job. I discovered that it just wasn't the thing for me. I'm thrilled that I found my true calling as a librarian.

How did the opportunity for starting the Pasco County Library System come about?

After working as the head of cataloging at Peabody, I moved to Fort Walton for a cataloging position at the Okaloosa Junior College. After that, I moved to Louisville, Ky., and took a job as the head of technical services at the Louisville Free Public Library. I was there for 10 years, and then we had three major ice storms. After chipping my car out through three inches of ice for the third time, I decided to move back to Florida! I moved to West Palm Beach and worked at the West Palm Beach Public Library for three years.

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I knew a man named Gerald McKenna, who at the time was the director of a new library system in Pasco County. One day he contacted me to recruit me as assistant director in charge of support services for the new library. I took the job because how many times in your career do you get to *start* a library? I thought, "This will look terrific on my resume." Of course, you have to leave your job to make a resume necessary!

You recently were one of just 10 librarians to win the Carnegie Corporation of New York/New York Times I Love My Librarian Award, a prestigious award that recognizes librarians who have made a difference in their library and community. How did that come about?

Our Friends of the Library group secretly nominated me, and my staff was in on it. They all worked to put together my nomination without my knowledge. So when I was contacted and told that I won, I was speechless and dumbfounded!

I was at TBLC for a marketing class, and Stephen Kershner [assistant libraries director for public services at Pasco County Library System] said we had to return someone's phone call. I thought we were calling a patron who had called to complain. Stephen dialed the phone and handed it to me. My staff members who were with me at TBLC were following me, because they all knew what was going on. I tried to walk away from them so I could have some privacy, and I heard the woman on the other end of the phone say, "I'm proud to tell you that you've won..."

I just couldn't grasp what was happening, and my staff was laughing at me. Even at the end of the conversation, they asked "What was that?" and I said, "I don't even know!" It hadn't sunk in yet!

Tell us a little bit about your experience in New York when you accepted the award.

That trip was the first time I'd ever been to New York City. I'd heard that New Yorkers can be rude, but everyone was as nice as can be. We went to Radio City Music Hall to see the Christmas show. We ended up getting there an hour early, and the usher let us in to keep warm. I think it was my southern accent that persuaded him.

We saw the Empire State Building, went to Macy's, stopped people on the street and asked them where things were. By the end of the day, we were exhausted. New York is for young people!

The award ceremony was at TheTimesCenter. Janet Robinson, the CEO of *The New York Times*, spoke at the ceremony. She is extremely tuned in to the library world. Her speech was right on in so many ways. I was impressed with how much she knows about what's going on in libraries today. Each of the award recipients was called up on stage, and we each spoke for about a minute. I talked about what a great honor it was, that my Friends and staff kept it from me, and that it makes me wonder what else they're doing behind my back!

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All the other librarians were just lovely people. It was such an honor to be in the presence of people who are so eloquent and so dedicated to what they're doing. I was humbled by the whole experience. At the reception afterwards, everyone was talking to us about our awards and congratulating us. I met so many great people.

Your library won "Library of the Year" from FLA earlier this year. How did that come about?

Our Friends of the Library group nominated us for that as well. We received that award based on our creative programming – like Rockus Maximus (our battle of the bands competition) and our e-Government programming – and sharing programming ideas with other libraries. My staff is so creative, and I'm flabbergasted every time they come up with a new, exciting idea.

Why do you think your library is receiving so much recognition?

It's because of my staff. I have an extraordinary, dedicated, innovative, excited, creative staff. They enjoy trying things and doing something different all the time. That's the atmosphere that I want there to be – an atmosphere where people find their love or their passion, and then try things out and see what happens. And if it doesn't work out, no harm, no foul. We learn from our mistakes.

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

Lack of money, and the fact that libraries don't get the respect they deserve from the people who control the money. We're not seen as essential to the community, but we are! Studies done everywhere show that people want libraries in their communities. They want us to exist. But the people who control the funds are not hearing it, and I don't know what more we can do to make them hear it.

It's a really mixed-up time now, and things that matter the most, like libraries and other public services, are not being given the support they need. There are too many special projects that serve a specific group, and it's important to look at what serves the greatest amount of people.

What are your future goals for the Pasco County Library?

Our biggest goal right now is to continue to exist. We have to put most of our concentration into how we're going to maintain our viability during this difficult time. But this will pass, and we'll be in a different place afterwards and will be able to think about expansion and new, exciting, creative things. I'm looking forward to getting out of this difficult time and into a period of growth, and tapping into the folks who are just graduating from library school who have a certain freshness and creativity that we haven't seen yet.

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One project I'm looking forward to is working with Michelle Baker, chief assistant county administrator, to gather information from Pasco County residents through community focus groups regarding what they want Pasco County to become.

Information gathering is a library thing, so we know we can help there, but we can also bring to the table an audience that nobody else can reach – our teens. This county is their future. We also bring to the table great customer buy-in because this library is respected by the community.

We've applied for the ICMA Public Library Innovation Grant to help us with this project, but we're moving forward with it even if we don't receive the grant. We're committed to changing the face of Pasco. Libraries will be there come hell or high water, so this opportunity to work with Michelle and be intimately involved in this project is so important to show our government what libraries can do. We can show them what we're like in action, what librarianship is all about. We want to be known as an active part of government.

What three skills, abilities or values have you found important in being a strong leader?

1. Compassion, not only for staff, but also for the people that we're serving.
2. Wanting to make the world better for people by making a contribution to their lives.
3. Being very flexible and allowing there to be different kinds of things. Everything doesn't have to be my way.

What is your favorite book and why?

"Beach Music" by Pat Conroy. Pat's writing is absolutely lyrical. He has a way with words, and I just get overwhelmed by the beauty of the language, like he's right there telling me the story. He's my favorite author. He doesn't write often, but he writes deep.

Any interesting tidbits you'd like to share about yourself?

I have two rescue dogs – a hyper Shih Tzu named Tucker and a miniature long-haired dachshund named Dixie. I just did a photo shoot for a READ poster with them. I don't know how it's going to turn out because Tucker has ADD and he gets too excited in new surroundings. He's so quick that I don't even know if we got him in any of the photos. If we did, he's probably just a big blur.

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

Top sites for 2009

By Diana Sachs-Silveira, Virtual Reference Manager



For many, a new year means it's time to start fresh. For me, a new year means it's time to clean out my bookmarked websites as I strive to figure out what sites will keep me plugged into upcoming trends without bombarding me with too much information.

After cleaning out my closets, I cleaned out my [Bloglines](#) (a blog aggregator) and dropped the clutter. I managed to weed away the blogs and websites that I rarely read and narrow my list down to the top 10

sites that I think will be the most useful to me throughout 2009. I hope you find them useful as well.

Top blogs for technology and libraries

librarybytes.com

Helene Blowers is a library trend-watcher and a great read.

stephenslighthouse.sirsidynix.com

Stephen Abram's blog pulls a lot of information together in an easily readable format.

tametheweb.com

Michael Stephens' blog blends personal tech and library tech.

usatoday.com/tech

Stay on top of the hot topics your customers will be talking about!

slideshare.net

This site makes it easy to share presentations with your audience and to view presentations on any topic. Subscribe to an RSS feed on topics of interest, browse or download presentations on topics of interest, and create a network with others creating presentations on the same topics.

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Personal learning/enrichment web sites

wordsmith.org

Subscribe to this site by RSS or email to learn a word a day. That seems doable!

popgadget.net

This site combines women's magazines with technology magazines, embracing technology as a regular and important part of women's lives.

facebook.com

Through social sites like Facebook, I'm able to network with librarians all over the country as well as 'send a high five' to my friends. Along with Facebook, every librarian should have a profile on linkedin.com to connect on a strictly business level with others in the profession. In LinkedIn, I recommend joining groups like ALA to connect with colleagues and adding applications like Slideshare to display your presentations.

mentalfloss.com

"Knowledge junkies" should visit this site to learn something new every day on a myriad of subjects, take quizzes about cancelled TV shows or the top dog names of 2008, or peruse the "Amazing Fact Generator." Did you know that a group of jellyfish is called a smack?

delicious.com

Delicious makes social bookmarking – whether institutional, personal or for a presentation – easy to access. Having your bookmarks saved on a website rather than on your computer makes accessing those sites a lot more flexible. Create a shared bookmark system for everyone in your library to access.



TBLC News

The Director's Chair video contest WE NEED YOUR VOTE!



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

We received many creative videos, 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 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 until Feb. 7 (11:59 p.m. EST).****

T-shirts for sale

We are selling our Annual Meeting t-shirts for \$10 each.

The shirts are 100% organic cotton in light blue. The image is approximately 10" wide by 6" tall and appears only on the front of the shirt. We have sizes M-2X, but we have limited quantities of each size, so grab your size before they're gone!

Visit our website or contact Vickie Frost at (813) 622-8252 (ext. 224) for more information or to order a shirt.

