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President's Message

"Puttin' on the Ritz"...with a "Motel 6" Budget

Ruby Cheesman ULA President

I know each and every library in Utah is feeling the pinch this year – and will continue through 2010. We have been required to tighten our proverbial library belts, cut collection budgets, forego a few nonessential services, and maybe even reduce hours. But we've survived. We're still here. And busier than ever!

So how can we give excellent customer service when our staff feel stretched to the limit? I've only stayed at a Ritz-Carlton once in my life, but it was very memorable. As I reflected on what made the stay so special, I realized that while the rooms were certainly luxurious, what I remembered most really cost nothing, or very little. With a little effort, we can incorporate these "Ritz" moments in our libraries and make our customers' encounters with us special and memorable.

#1: *Make them feel welcome:* Ritz-Carlton employees were always smiling....like they really meant it! And all the areas were spotless, from the entrance, to the lobby, and of course, the rooms. How can we apply these principles to our libraries?

- Smile – it doesn't cost anything to smile and be pleasant...and you'll feel better! It's even been proven to lower blood pressure.
- Check your main entrance, and even parking lots and sidewalks. Keep them clean and attractive. Take down outdated flyers and nonessential signage (you know

library customers really don't read all those signs anyway!)

- Straighten your shelves and displays. Keep them well stocked and attractive. Displays don't have to be expensive to be effective.
- Have staff pick up as they walk around – whether it's pieces of paper on the floor, or the stray book or DVD.

#2: *Make it personal:* After I registered at the Ritz, each and every employee remembered my name.

- Greet them by name. Many of you already do this, but make it a habit to call your customers by their names. As you place a hold or clear up a matter on their card, you probably have their account on your screen. So take the time to say, "I've put that book on hold for you, Mr. Johnson"; or "Thank you for taking care of that fine, Ms. Green." You'd be surprised at how welcoming that personal touch can be.
- Roving Reader's Advisory: Instead of always sitting behind the reference desk, schedule staff to "rove" throughout the library, asking customers if they need help, doing pickup, facing books on shelves and restocking displays.
- Personalized booklists: Salt Lake County began this program a few years ago and it has really been popular. Customers can email us with a request for some books that are similar to their favorite authors or tell us what types of books they like, and librarians are assigned to find 4-5 titles that meet their criteria.

President's Message

"Puttin' on the Ritz"...with a "Motel 6" Budget

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Ruby Cheesman,
ULA President

#3: *Added value:* This is the "mints on the pillow" part. You know how that extra touch at a hotel or restaurant makes you feel so special. Libraries, even with trimmed budgets, can still give our customers a little something extra.

- **Bookmarks:** Lots of catalogs offer these for just a few cents each. Colorful, with a library slogan, for summer reading...just some at your service desks. We like to put them in coffee mugs on our tables, with a sign that lets them know they can take one for free!
- **Coloring sheets:** Kids love these and they are so cheap and easy to make...many available free of charge to print out.
- **Chocolate for votes.** If you have a reading program, offer a sweet treat when they vote for a Beehive or Summer Reading book selection. Salt Lake County has a Reader's Choice program and our library gives chocolate for ballots turned in. Works like a charm!

#4: *Ask them:* When I completed my stay at the Ritz, I was asked to complete a telephone survey after I returned home. The questions were thoughtful and personalized to my stay.

- **Survey your customers.** Ask them about their library experience, either by a simple paper survey, online through your website, or pay for an independent company.
- **Analyze the answers.** Don't just put the survey results in a drawer; as painful as it may be, take a look at the results.
- **Make changes as suggested.** Your

customers know what they want; look for ways that you can make improvements, within your means.

- **Follow up:** Make sure things are working after changes have been made. If not, stop! Rethink and try something else.

#5: *Thank them....many, many times!*

The staff at the Ritz-Carlton thanked me as I checked out, and they seemed to really mean it. A few days later, I received a personal note from the manager thanking me for my visit with them and encouraging me to return.

- **Thank you notes to your staff.** Managers and directors don't forget to say "thanks" to your library employees. Even just a little card thanking them for going the extra mile in handling a difficult customer is really appreciated.
- **Personal notes to library board members, legislators, mayors, etc.** Let those with the purse strings know how vital they are.
- **Thank you notes to newspapers.** Be sure to thank those reporters who have written complimentary articles about your library. They will want to visit your library again!
- **And, of course, thank your customers.** Just saying "Thanks for coming, Mr. Brown, see you next week" will make your library customers feel special...and want to return again.

Even if your budget falls in the "Motel 6" category try a few of the above suggestions to make your library feel like the "Ritz"!

ULA 2010 Conference Update

Greg Hatch

The ULA 2010 Conference, "Come together... for Utah Libraries," is slated for May 12-14, 2010 at the Dixie Center in St. George, Utah. The conference hotel will be the Hilton Garden Inn St. George, which is connected to the Dixie Center for an easy commute! Pre-conferences will be offered on Wednesday, with two full days of programs on Thursday and Friday.

The Program Board is busy sifting through more than 80 proposals for pre-conferences, speakers, presentations, and poster sessions. Final selections will be announced after the ULA board meeting in December. As a preview, I can tell you that ALA president, Camila Alire, will be offering a pre-conference workshop on bilingual services as well as deliver the keynote address. We'll also

be screening the film "Hollywood Librarian" as a part of this year's Presidents' Reception. In addition to onsite events and presentations, the conference committee is exploring the possibility of streaming selected programs online. Keep an eye out for further announcements.

The Conference Committee is still looking for a few people to fill key roles. If you are interested in participating as the chair for Exhibits Incentives, the Author Signing and Book Sales, or the "Green Conference" committee, please contact Greg Hatch at greg.hatch@utah.edu or 801-585-5599 for more information.

For hotel rates and amenities, as well as a conference registration fee schedule, please visit the ULA website at www.ula.org. Conference registration is expected to open by early January 2010.

ULA Sponsors another Successful Fall Workshop

Karen Griggs and Connie Lamb Co-chairs, ULA Continuing Education Committee

The 2009 ULA Fall Workshop, entitled "Build on Your Professional Training," was held on a beautiful fall day, September 25, in Fillmore, Utah sponsored by the ULA Continuing Education Committee. The workshop began with a group activity held in the meeting room of the Utah Territorial Statehouse. As librarians arrived, they were assigned a table by color which provided an opportunity to meet new people and to visit. A quiz about local history and Utah library history provided a fun start to the day followed by table discussions on "budgeting in a tight economy", "local resource sharing", and "dealing with difficult patrons".

The weather was splendid which allowed the group to eat lunch in the park pavilion. A local chef, Dusty Mundy, provided a delicious barbeque lunch and Carl Camp, curator of the Territorial

Statehouse Museum, spoke about the history of the Fillmore area, especially as the capital of the Utah Territory for about eight years because of its central location in the territory.

Breakout sessions were held in the Fillmore Public Library and City Hall Council Chamber. The two concurrent morning sessions were about family history research and books for teens and children. During the family history class, Anne Wuehler and Marci Despain from the LDS Family History Library discussed several popular websites used by genealogists and ways to use search engines to locate material that can be used to help patrons. Laura Berube and Stephanie Bertin from the Salt Lake County Library System discussed some of the latest and greatest titles for youth. They talked about a wide range of age-appropriate books including many of the new 2010 Utah Beehive award nominees. They also highlighted a few websites and blogs that provide recent

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Opening Session at the Utah Territorial Statehouse

ULA Sponsors another Successful Fall Workshop

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book reviews and related news for children/YA material.

In the afternoon, four breakout sessions were held. A job searching session was presented by Gwen Page from Salt Lake City Public Library. She covered a variety of employment resources available on the web to help people find work and that librarians can use to present job search classes at individual libraries. Bridget Funk, director of the Manti Public Library gave a session on information access for older adults and baby boomers. She explored aging issues, information access for this age group, using older adults as intergenerational resources, and providing for the environmental needs of older adults in libraries. The handouts from both of these sessions were very informative.

Colleen Eggett, training coordinator for the Utah State Library, provided a great session on staff training. She discussed how to set a goal for staff development, then how to develop a plan that will keep peoples' skills sharpened. She also covered information on new hire orientation, job specific training for new hires, and ongoing training for all staff -- what works and how to go about it. The fourth afternoon session was about bilingual emergent literacy. EL is what children learn about reading and writing before they actually learn to read and write. All parents of small children benefit from understanding basic emergent literacy principles, but bilingual or non-native English speaking parents have special concerns and questions about how to raise children in a bilingual environment. This session was presented by Yvonne Keetch of the Provo Public Library. Those who were able to stay later either toured the Territorial Statehouse or went on a walking tour led by local historian Sherry Shepard to learn about a selection of the pioneer homes in Fillmore and some of the early settlers.

About 45 people attended the workshop and the ULA Continuing Education

Committee thanks all those who participated. Special thanks goes to Stephanie Aleman, Director of the Fillmore City Library, and her staff for their hospitality and help. We also thank all those who presented or assisted with the workshop. Organizers consider the day a great success and we hope ULA members will look forward to attending next year's fall workshop.

Table talk summaries from the opening session of the ULA FALL WORKSHOP

Dealing with difficult patrons

Biggest challenges:

- Teens and children accessing inappropriate websites
- Vandalism
- Belligerent patrons
- Patron complaints
- Needy patrons
- Patrons using facilities in inappropriate manner (for washing cloths, showers, etc.)
- Cell phones

Solutions:

- Internet – must have parents with them
- Vandals – restricted from library for a certain period, enforced by staff and security
- Belligerent patrons – Have a security code to call for assistance, let other workers know that there is a problem.
- Needy patrons – help, give information, but they may not understand. Sometimes contact higher authority if problems/needs arise.
- Inappropriate use – refer patrons needing specific facilities to appropriate locations.

Other suggestions:

- Keep a sense of humor
- Admit if a mistake is made
- Have an established policy – know boundaries
- Point out the obvious (R rated videos, etc.)

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Summary of the Table Talk Discussion



Breakout Sessions Were Held in the Fillmore Library and City Hall

ULA Sponsors another Successful Fall Workshop

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- Don't get in their face
- Don't roll your eyes at them!
- Have them tell you something they do like about the library
- Listen to good suggestions
- Listen and adjust your own attitude.
- Don't make it personal
- Validate their frustration and concerns
- Document an incident so all the staff are aware of what is going on. Follow through with the appropriate person.
- Try to see through the emotion to get to the message
- Stay calm. Let them vent.
- Have a clear policy.
- Don't try to control their every move
- Know community resources
- Help special needs patrons

Shrinking budget

Attitudes

- Do not be passive
- Positive attitude
- Prioritize projects

Resource saving

- Trim a little here and there instead of layoffs
- Use volunteers
- Cut back on luxury
- Cut back on use of supplies
- Minimize copying, save paper
- Set up Wifi vs. buying or adding new computers
- Use coupons
- Look at budget to see what you can reduce (power, heating)
- Reduce services/ staff/ hours temporarily (e.g. 9-6 instead of 9-9; M –
- Sat instead of M – Sun)
- Attend online trainings vs. traveling to training
- Self check-out
- Book repairs – stay updated on techniques for book repairs

Print versus electronic

- Interlibrary loan instead of purchasing new items on request.
- Explore e-resources vs. hard copy resources (e.g. reduce duplication of resources, cancel subscriptions or

print resources if online access exists)

- Encourage internet use/ availability rather than purchase.

Resource sharing – see Local Resource Sharing below

Find additional funds

- Fundraising
- Grants
- Friends of the Library
- Watch and apply for book grants and electronic grants

Cancellations

- Cut programs if you have to run on less, then patrons can call the mayor
- Cancel expensive reciprocal agreements (borrowing)
- Cancel movie licenses. No Friday night activities. Not as many programs

Local Resource Sharing

- Formal or informal interlibrary loan
- Share bookmobile services with surrounding counties
- Calendar city, public library, academic library and school library events together
- Reciprocal loan agreements between nearby libraries
- Let non-profit groups use library rooms free
- Library share playaways with middle and high schools
- House Project Read programs in the library
- Be creative on special programs
- Share Workshop/Lecture opportunities
- Find those who will present lectures and conference sessions free of charge
- Use CAT express and Z MARC records from the State Library
- PIONEER
- Use digital collections
- Share with local school libraries
- Net library
- Uplift training
- UALC cooperative checkout at academic institutions
- Partner with businesses



Older Adult Services Session by Bridget Funk



Carl Camp, Curator of the Territorial Statehouse Museum, Was the Speaker at Lunch

MPLA Accepting Nominations for 2010 Awards

Do you know someone in the library world who goes above and beyond to provide service well above the level of their job description, someone who has innovative ideas, new approaches to old problems, a level of enthusiasm and positive thinking that affects both librarians and patrons? Is there a special project in your community that libraries and librarians have been a part of, perhaps one that has not been recognized in other ways? Or perhaps you know someone who has given years of service to school or public libraries, or who has made a significant contribution to the profession over a period of years. Please consider nominating such a person, organization, or company for an MPLA award.

Awards will be presented at the 2010 MPLA Joint Conference with the Oklahoma Library Association in Oklahoma City, Oklahoma, in April 2010. Academic, public, and school librarians are eligible; groups, organizations or companies will also be considered for appropriate awards. Nominees for some of the awards must be MPLA members. The MPLA Literary Contribution Award will be given to an author whose work has furthered an understanding and appreciation of the twelve-state Mountain Plains region.

Nominations must be made by a current member of MPLA. To nominate a person or group for any of the five awards, please use the nomination form that is available on the website at: <http://www.mpla.us/committees/awards/index.html>.

Nominations must be postmarked by the deadline, January 15th, 2010 and may be sent by mail or by email.

The MPLA Awards Committee is seeking nominees for the following five awards:

MPLA Beginning Professional Award:

To recognize an MPLA member who, within the first five years after receiving a library/media masters degree, has made

a positive impact as a library media specialist on the quality of library service in his/her library or community. Innovative programming and planning, use of resources, and the implementation of special projects will be considered.

MPLA Distinguished Service Award:

To be given to an MPLA member who has made notable contributions to the library profession or has furthered significant development of state, academic, public, or school libraries in the Mountain Plains region, or who has performed exemplary service for an extended period of time. If a retired individual is nominated, the nominee may be a past member of MPLA.

MPLA Unsung Hero Award: To be given to any library individual(s) or group(s) in the MPLA region who have worked on a special project that has significance to a community but which has not been eligible for a library award, or which, for other reasons specified by the nominator, has not been recognized by any library organization to the degree that it merits.

Carl Gaumer Library Champion

Award: To be given to the individual, organization, or company whose positive support of the Mountain Plains Library Association is demonstrated through repeated conscientious endeavors in support of libraries, library staff, and trustees, or through professional activities.

MPLA Literary Contribution Award:

To be given to an author whose published writings have successfully furthered an understanding and appreciation of the Mountain Plains region. The author need not reside in the region, and the nomination may be based on either a single work or a body of works. Published works will be evaluated on the basis of literary worth, readability, and evidence of responsible research.

Utah Library Association Research Committee

Call for Submissions

The Utah Library Association Research Committee is accepting submissions of research meeting the criteria and according to the rules listed below. All papers must be received by Steve Decker, Research Committee Chair, at dsteve@cedarcity.org by February 1, 2010.

Criteria:

- Papers may be on any topic (history, academic research, student generated, etc.) but must contribute to the body of knowledge about the function, purpose, impacts of or on libraries, or any other research topic.
- Papers should not exceed 5,000 words.
- Papers should not have been published or submitted for publication but may be submitted after the February 1, 2010 submission deadline.
- Authors of winning or runner-up submissions must be available to attend the 2010 Utah Library Association Conference in St. George, to present a synopsis of their work during an assigned ULA Conference session (all winners and runners-up will present in the same session).

Rules:

- The "winning" position may not be shared.
- No more than two runners-up may be selected.
- In the event that only one work is submitted OR that all submissions are from a single submitter, the judging panel will determine whether that work adequately significant, under the judging criteria (below), to merit award. Nothing herein shall require an award to be bestowed.

- Winners and runners-up will be notified by February 15, 2010 so that hotel and travel arrangements for the conference may be made.
- Submitters may not serve on the judging panel.
- The decision of the judging panel is final.
- Submitters may submit multiple times.

Judging Rubric (100 points possible):

- Positive and original contribution to the overall body of knowledge of library science: 50 points.
- Application of knowledge/work to Utah libraries: 20 points.
- Application of knowledge/work to libraries regionally or nationally: 20 points.
- Style, appearance, readability of work: 10 points.

Awards:

Award(s) will be distributed as follows:

	Research Winner	Runner(s) Up
Cash Award	X	
Gift Certificate		X
Free ULA Membership (Coming Year)	X	X
Invitation to Present (2010 Conference)	X	X
Letter to Supervisor	X	X
News Release to Local Papers	X	X

Joint ULA-USL Regional Trustee Conferences



Trustee Conference Attendees

Utah State Library and Utah Library Association sponsored their first joint regional Trustee conference at Logan Public Library on November 5th. Virtually all in attendance considered it an overwhelming success with nearly 90% requesting another conference in the coming year. Their other comments included: "great resources," "got us thinking," entertaining, fast paced, good handouts, "very informative for a new trustee like me," and "thanks for exposing me to technology innovations I did not know existed." There were 25 trustees and nine directors and staff who attended to learn about 21st Century Skills, new technology and their Utah Library Association. The North Central conference will be held November 18th at the State Library.

State Librarian Donna Jones Morris stated, "The Utah State Library appreciates co-sponsoring the Regional Trustee meetings with the Utah Library Association. This has been an excellent opportunity to bring public library trustees and library directors together to talk about the role of Library Trustees and to discuss 21st Century Skills."

The Regional Trustee Conference Program scheduled four regional sessions for library trustees within North,

North Central, South Central and South regions of the State in order to:

- Present information on 21st Century Skills topics relevant to trustees and directors concerning the future of Utah's library community,
- Develop a Utah library community legislative action network to assist ULA to organize its response to local, State and national legislation affecting libraries, especially appropriations,
- Collect feedback from library trustees regarding relevant issues affecting local libraries,
- Develop stronger professional relationships among library boards and trustees regionally as valuable resources for sharing experiences and resources.

Regional meetings scheduled in the South and South Central regions were postponed to allow for better attendance after the beginning of 2010. Look for announcements soon. For more information regarding future conferences, please contact Dr. Steve Matthews, USL Consultant, at 801-715-6722, or smatthews@utah.gov, or Jennifer Edwards, ULA Trustee Roundtable Chair, at 801-789-2674, or kaldayonems@yahoo.com.

ULA Accepting Award Nominations

Michael Whitchurch

Please nominate your fellow library workers for one of the following ULA Awards. Information on the nomination procedure will be available soon on the ULA Website (<http://www.ula.org>). An e-mail will be sent out to the ULA members when the nomination form is available.

- ULA Distinguished Service Award
- Librarian of the Year Award
- Special Service to Libraries Award

- ULA Special Recognition Award
- Legislative Award for Excellence in Political Affairs and Library Advocacy

Also, if you are willing to serve on the Awards Committee, please contact Michael Whitchurch (michael_whitchurch@byu.edu). Time commitment is low and requires only one two-hour meeting.

Utah Department of Community and Culture Capital Facilities Grants

The Utah State Library Board met on October 14 to fulfill its obligations under the new law enacted by House Bill 236 that modified provisions of Title 9, Community and Culture Development, regarding grant programs administered by Arts and Museums, State Library, and State History divisions. USLB accepted applications from eight public libraries and, using their established review procedure, prioritized the applications and prepared a list to provide to the Governor and the Legislature. Prioritization criteria include the goals of the application, the public benefit of the project, and the strategic value of partnerships of the project.

The applications established a significant requirement for capital project funding exceeding \$30M just from those few libraries. The revised Statute establishes June 1st each year as the deadline for accepting grant applications, so begin working now on your application for next year. Visit the Utah State Library website for application details of the Admin Rule, and the Application Form: <http://library.utah.gov/grants/capfacilities/index.html>. For more information contact Dr. Steve Matthews, USL Consultant, at 801-715-6722, or smatthews@utah.gov.

Quinney Law Library Leads Global Effort in Dissemination of Iraqi Law

Valeri Craigle

The S.J. Quinney Law Library, in conjunction with an international team of experts at the University of Utah College of Law, has created a website dedicated to the dissemination of information and research materials on Iraqi law and legislation. The Global Justice Project-Iraq (GJPI) website (www.gjpi.org) has become a clearinghouse for primary and secondary materials, and includes an impressive collection of legal analyses, plans, reports, training materials, and the latest news coming out of Iraq.

The project is funded by two grants from the U.S. State Department. Central activities are focused on efforts in the evolving areas of Judicial Independence, Constitutional Review, Anti-Corruption, Elections, and Legislative Process System development. The website is a

repository for materials related to research in these areas, but also serves as a publishing platform for the groundbreaking work being done by GJPI legal analysts and advisors currently working with the Government of Iraq.

We encourage anyone with an interest in the development of democracy and the rule of law in Iraq to visit the site and subscribe to the blog, which is updated frequently with fascinating accounts of the experiences of the team residing in the International Zone. Questions about the project can be directed to Valeri Craigle, Access technologies Librarian and principal librarian on the project at Valeri.Craigle@law.utah.edu

What's New in MedlinePlus?

MedlinePlus (www.medlineplus.gov), the authoritative online consumer health resource from the National Library of Medicine, has many great new features to help you locate appropriate materials that meet the unique needs of your community. The site, which debuted in 1998 with 22 health topics, now boasts over 800 topics and many new enhancements:

Enhanced Searching

MedlinePlus has new search capabilities to improve your searches. Results now have relevancy rankings and are sorted into two subsets: collections and clusters. "Collections" help you narrow your search by displaying results in 7 content areas. "Clusters" organize your search results into groups based on the most frequent words in the top 200 results. The "remix" button displays the next cluster. You can target your search with phrase searching and Boolean logic. "AND" is the default operator, for everything else use OR, NOT, -, +, and the wildcard *. MedlinePlus was designed to be user friendly, providing a variety of search mechanisms to meet different search styles. Many elements are repeated throughout the site helping users learn to search quickly.

SEARCH TIP: Do you want to know what the hot topics are in MedlinePlus? Just click on the Search Cloud link on the lower right sidebar from the homepage—this displays the top 100 search terms entered into the MedlinePlus search box. The cloud is updated every weekday, with results appearing in alphabetical order and the larger the text size, the more often the term has been searched. Place your cursor over the search term to find out the exact ranking.

Multiple Language Resources

It's easy to find Spanish language materials with the convenient español toggle tab. This tab is located on the upper right side of every page. MedlinePlus is a robust site in English and Spanish, but did you know it also

has consumer health information in 47 other languages? Just click on the lower left sidebar from the MedlinePlus homepage and explore. You can search by health topic, or by a specific language.

SEARCH TIP: Not finding the Spanish language information you need? Start your search in English and click on the first result, which should be the health topic. Toggle to the español site and view the Spanish term for your English-generated search. For example, searching "heart attack" in the Spanish site will yield non-relevant results. By starting the search in English and toggling to Spanish, you will learn the term in Spanish is "ataque al corazón." Performing the search with these terms in the español site will yield numerous relevant results.

Health Literacy Materials

Literacy is the ability to read and write. Health literacy is the ability to obtain, understand and act on verbal or written health information. Low literacy and low health literacy often go hand in hand, but don't be fooled by someone's outward appearance or perceived educational level. It is still possible to be highly educated and have low health literacy. MedlinePlus has useful materials for users who need easier reading level materials—these are marked with an Easy to Read notation. The interactive tutorials are designed for all consumers regardless of their education level, ability, or familiarity with computers. Physicians, nurses and healthcare providers practicing in the United States write the content. The modules do not have advertising, nor do they contain information that might bias the patient's decision-making process. It is designed for 6th grade readability and can be located from the upper right sidebar from the MedlinePlus homepage. Search the medical encyclopedia and toggle to the español site for images with Spanish

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What's New in MedlinePlus?

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content. There are even a few surgery videos available in Spanish.

SEARCH TIP: A quick way to find all the health literacy materials is from the main health topics page. Click on Health Topics, and then look for the colored bard in the lower right corner of the page.

For more information contact:

John Bramble
Network Membership Utah Outreach
Liaison

National Network of Libraries of Medicine
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UALC's Mountain West Digital Library Introduced to Utah Educators, Redesigned

The Mountain West Digital Library (MWDL) was introduced to Utah teachers at the Utah Education Association (UEA) conference in Sandy, Utah on October 1-2, 2009. Members of the Utah Academic Library Consortium's (UALC) Digitization Committee exhibited the compilations of digital collections from universities, colleges, public libraries, museums, and historical societies in Utah, Nevada, and Idaho to hundreds of interested educators. This was MWDL's first appearance at UEA.

"The response was amazing," said Kim Rollins, UALC Public Affairs Coordinator. "Most of the people we talked to couldn't believe such a valuable resource was free to their students and to the public."

The re-designed website of the Mountain West Digital Library has been released at <http://mwdl.org>.

Another exciting project that has gone hand in hand with the MWDL re-design has been the creation of the new Digital Collections Portal for the Utah Department of Community and Culture, and this is now released as well at <http://mwdl.org/dcc/>. The DCC Portal is a new section on the MWDL site, co-branded with both MWDL and DCC logos, devoted to searches and browses of the digital collections that belong to the state agency divisions of DCC, including State History and the State Library.

More information on the Mountain West Digital Library can be found at <http://mwdl.org>.



MWDL Booth at UEA Conference

UELMA Annual Conference Announced

UELMA is looking forward to its annual conference on Friday, March 5, 2010. It will be held at Mountain View High School, 665 West Center Street, Orem, Utah.

The theme for the conference is Library Leadership: Piecing It All Together. Author Debra Kay Logan will be the

Keynote Speaker, with authors Mike Ramsdell and LaRene Ellis as invited speakers.

The conference will focus on advocacy for libraries. If you have an idea for a session or presentation, you will find the Call for Proposals at www.uelma.org.

Improve Your Medication Safety with New Tools from the National Library of Medicine

The National Library of Medicine (NLM) is developing two free online tools to assist in identifying and tracking prescriptions and over-the-counter medications.

Did you know that adults in the U.S. average 11.5 prescriptions per year, and persons over 60 average 15.6? Pillbox^{beta}, provides an easy way to visually identify an unknown tablet or capsule medication based on imprint, shape or color. The site, currently under development, is designed for consumers, emergency physicians, first responders and Poison Control Centers. Pillbox^{beta} contains 5,693 records – 779 have images. In addition to pill images, the site provides links to medication content and labeling as found in the medication package inserts; MedlinePlus for easy to read summaries; PubMed for medical literature describing research; clinical trials; and, literature on substances that might pose possible health effects to nursing infants. The NLM is working with the Food and Drug Administration and drug manufacturers on a large-scale photography project, so look for more images to be available in the near future. This site, as with all other NLM databases, does not accept advertising. <http://pillbox.nlm.nih.gov>

Personal medication records can help to educate and empower consumers and improve patient safety and health quality. MyMedicationList is a prototype Web application being developed by the NLM that helps users manage and track their

prescription and over-the-counter medication lists. The program has two options for display: text and pictogram. The pictograph view is a great feature for those with low literacy – medications can be associated with images and instructions for use. The list can be printed, emailed or brought to medical appointments. This web tool is not connected to a health institute or organization, is advertisement-free, and is stored locally on the user end. Multiple lists can be created, allowing all family and household members can keep track of their individual medications. <http://mml.nlm.nih.gov>

When disposing of unused, unneeded, or expired medications:

- Remove from original containers
- Mix prescription drugs with an undesirable substance, such as used coffee grounds or kitty litter, and put them in impermeable, non-descript containers, such as empty cans or sealable bags
- Do *not* flush prescription drugs down the toilet *unless* the label or accompanying patient information specifically instructs doing so
- Look for community pharmaceutical take-back programs that allow the public to bring unused drugs to a central location for proper disposal

For more information on prescription, over-the-counter medications and supplements, visit MedlinePlus at www.medlineplus.gov.

Brandon Mull Visits Provo City Library

To celebrate this year's Teen Read Week, the Provo City Library invited author Brandon Mull to speak to a large audience of his readers. The event was held in the Academy Ballroom which was filled with over 300 teens, tweens, parents, and adult readers of Brandon's popular *Fablehaven* series.

Mull gave a fantastic interactive presentation on reading genres and their appeals and the writing process. The audience was excited to see the new cover art for the final *Fablehaven* installment. Following his comments, he held a short question and answer portion. Finally, Brandon stuck around for two hours signing books and talking to his readers.



Brandon Mull speaking at Provo City Library

Scary Stories in the Attic at Provo City Library

The Provo City Library held a storytelling event, "Scary Stories in the Attic" on October 30, 2009. Local storyteller, Ginger Parkinson, told spine-tingling tales for an hour in the Provo City Library's attic. The library uses the attic for storage for most of the year, but for Halloween they open it up to the public.

Librarian, Kelly Kloser did a fantastic job decorating the attic in order to provide a spooky atmosphere. The library had 169 patrons attend this event and many

commented on how much they enjoyed not only the program, but the ambiance the attic provided.

Ginger has been a storyteller for 6 years. She is the resident storyteller at Freedom Academy and often tells at the Springville Library. This event was for patrons ages 10 and up and attracted many BYU students. The Provo City Library looks forward to next year's Halloween program!

Park City Places in Display Contest

Jasmina Jusic

Adult Services Librarian, Park City

Park City Library was second runner up in the Frommer's Library Display Contest. They will receive 50 free Frommer's travel books. You can view Park City Library's entry at the following website:

<http://www.wiley.com/WileyCDA/Section/id-301897.html>.

Life in the Law 2 for Utah Libraries

Galen L. Fletcher
BYU Hunter Law Library

I love libraries. I love books. There is something wonderful about a book. You can pick it up. You can heft it. You can read it. You can set it down. You can think of what you have read. It does something for you. You can share great minds and great actions and great undertakings in the pages of a book.

Gordon B. Hinckley¹

The above quote is published in the brand-new BYU law school book, *Life in the Law: Service & Integrity* (2009). It was said at the dedication of the Howard W. Hunter Law Library remodel twelve years ago. President Hinckley's entire dedicatory remarks and prayer are printed for the first time here. More information about the book is online at: <http://www.law2.byu.edu/lifeinthelaw/>

This book is a second volume in a series encouraging attorneys to be moral and ethical professionals. The first volume, *Life in the Law: Answering God's Interrogatories* (2002) is on the shelves of 20 Utah libraries.² This second volume, *Life in the Law: Service & Integrity* (2009) contains 30 talks by judges,³ university presidents,⁴ LDS Church leaders,⁵ and law school deans and professors.⁶ The book includes stories, observations and recommendations on balancing one's work and family demands, serving clients honestly, advocating for positive change in society, and seeking to follow good examples. There's a chapter on Atticus Finch from *To Kill a Mockingbird*, retelling the story of a courageous small-town lawyer making a difference. The new *Utah Standards on Professionalism and Civility* are commented on. Chieko Okazaki encourages lawyers to be peacemakers. Sandra Day O'Connor shares many examples of doing more than the minimum to be ethical lawyers.

Although the book is directed at future (and former) law students and lawyers,

as one of the co-editors of the book, I would encourage Utah librarians to be familiar with the volume. The chapters on Abraham Lincoln, the founding of America, being a professional, and avoiding assumptions all have broader application and appeal than just members of the bar. Librarians and lawyers share the common traits of responsibly working with 1) people and 2) information. Helping others resolve conflicts is also shared by professionals in both fields. As one of the co-editors, I would be interested in your feedback on this compilation.

¹ "Dedicatory Remarks and Prayer of the Howard W. Hunter Law Library (March 21, 1997)," in Scott W. Cameron, Galen L. Fletcher, and Jane H. Wise, editors, *Life in the Law: Service & Integrity* (2009), page 257. Gordon B. Hinckley (1910-2008) was president of The Church of Jesus Christ of Latter-day Saints when these remarks were given.

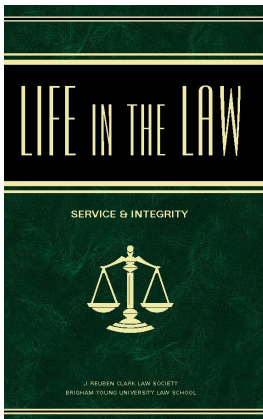
² Brigham Young University Hunter Law, Brigham Young University Lee, College of Eastern Utah, Dixie State College, Orem Public, Provo City, Salt Lake County (Bingham Creek, Sandy & Whitmore branches), Salt Lake Community College, Snow College, Southern Utah University, Uintah County, University of Utah Marriott, University of Utah Quinney Law, Utah State, Utah State University, Utah Valley University, Weber State University, and Westminster College.

³ Dee V. Benson, Thomas B. Griffith, Sheila McCleve, Sandra Day O'Connor, and Deanell Reece Tacha.

⁴ Matthew S. Holland (UVU), Cecil O. Samuelson (BYU), and Michael K. Young (Utah).

⁵ James E. Faust, Bruce C. Hafen, Gordon B. Hinckley, Cree-L Kofford, Neal A. Maxwell, Dallin H. Oaks, Chieko N. Okazaki, Boyd K. Packer, Marion G. Romney, and Lance B. Wickman.

⁶ W. Cole Durham Jr., Larry EchoHawk, James D. Gordon III, Constance K. Lundberg, Brett G. Scharffs, Kenneth W. Starr, John W. Welch, Dale A. Whitman, Gerald R. Williams, Jane H. Wise, and Kevin J. Worthen.



UALC Selects Ex Libris Primo for Discovery Platform for Mountain West Digital Library

Ex Libris® Group is pleased to announce that the Utah Academic Library Consortium has chosen the Ex Libris Primo® discovery and delivery platform for the Mountain West Digital Library. The Mountain West Digital Library (MWDL) is an aggregation of digital collections about the Mountain West region of the United States and provides free access to more than 270,000 resources in 314 collections from universities, colleges, public libraries, museums, archives, and historical societies in Utah, Nevada, Idaho, and Hawaii. Today, 11 regional hubs host the digital collections of 43 collections partners. Eight of the hosting hubs also serve as full-service digitization centers, providing scanning and metadata services.

"Primo will streamline MWDL's harvesting operations into a nightly update of information from all the participating institutions and allow us to provide much more sophisticated searching for our users," explained Sandra McIntyre, program director of the Mountain West Digital Library. "This data will be harvested from a variety of digital asset management systems, including an ArchivalWare(TM) system at the Utah State Library; the Digital Commons

system at Utah State University; the Health Education Assets Library (HEAL) at the University of Utah Health Sciences Library; and CONTENTdm® systems at the University of Utah and at various colleges and universities in Utah and Nevada. With Primo, MWDL users will enjoy next-generation discovery capabilities across the full spectrum of resources, including faceted browsing, search-term suggestions, relevance and popularity-based ranking, and much more."

Carl Grant, president of Ex Libris North America, commented: "We are delighted to welcome the Utah Academic Library Consortium to the North American Primo community. The intuitive search interface of Primo will enable the Mountain West Digital Library to make its extensive collections easily available to the public. We look forward to working in close collaboration with the consortium in the coming months and years."

The new system will be hosted by the University of Utah.

Randy Olsen Named Director of Libraries for LDS Church

Randy J. Olsen, University Librarian at Brigham Young University's Harold B. Lee Library, has accepted the position of Director of Libraries in the Church History Department of The Church of Jesus Christ of Latter-day Saints in Salt Lake City beginning Jan. 4, 2010. Julene Butler, Associate University Librarian, has accepted the assignment to serve as Interim University Librarian until a new University Librarian is identified and begins service. Olsen joined the Lee Library as a

German cataloguer in 1972 and has spent his entire career at BYU. He was appointed University Librarian in 2002. "The university has benefitted tremendously from Randy's energetic advocacy and leadership of a first-rate academic library," said Academic Vice President John S. Tanner, who noted that a search will be launched as soon as possible for Olsen's replacement.

BYU Library Celebrates with a Victory Lap



New freshmen visiting the university for the first time have to take in a lot of information. The Harold B. Lee Library at BYU wanted something that would make the library the highlight of the campus tour. They assigned Mike Hill and Chris Garcia to lead a group of students through the production of promotional videos for the library. Mike and Chris' team delivered not just one but an entire series of videos that caught the attention of students.

Starting with a character named "Scholar Lee," a play on the library's new search tool "Scholarsearch," the students made videos that highlight the resources in the library, the building, and the people who are ready to help students with their research. The bowtie wearing Scholar Lee walks and talks his way through the library in 3 different videos. The students also created a video illustrating the many ways that patrons can ask for help from the library in a video titled "Can You Help Me Now" showing the reference desk, e-

mail, phone support and text reference. But they saved their best work for last with a video celebration of library research titled "Victory Lap." Victory Lap has become the crowd favorite as it follows a student through his research using library materials and the celebration at the completion of a great paper.

The videos have been used at the welcome meeting for parents of new students and at meetings for visiting librarians. But most importantly members of the university faculty have taken an interest in the videos as a tool to help teach students about the significance of the library in finding scholarly sources for their research.

The videos have been posted on the Harold B Lee Library page on Facebook where the public can view them and they are available on BYU campus through Byugle, the library's video streaming service.



Family Reconstitution Publishes 19 Databases

Roger Magneson

On 21 Oct 2009, Family Reconstitution of the Family History Department published 19 databases of 400,000 families.

Family Reconstitution, a new unit of Family History, is creating the families by merging individual records. This was what was hoped for when computers were introduced to family history back in the 80's.

I have the honor and privilege of being the project manager for the Norway

Project, and yes, we are putting together all the families of Norway. I graduated with Emporia Utah Cohort III, and use my library skills nearly every day on the project.

We published our first Norwegian clerical district, but it used an older tool and merge, and we will replace it soon with a far better one. We use what we call a "bookshelf approach" to put up the databases and to replace them.

Applications Being Accepted for MPLA 2010 Leadership Institute

The 7th MPLA Leadership Institute will again be facilitated by nationally known organizational development consultant Maureen Sullivan. Ms. Sullivan has over 25 years experience in leadership development. She helped establish the ACRL/Harvard Leadership Institute and is a faculty member for its annual program.

The Institute will be held April 25-30, 2010. Applications will be accepted until Tuesday, December 1.

Criteria for applicants:

- Employed in a library organization in MPLA's 12-state region
- Current member of one of MPLA's 12 affiliated state library associations
- Minimum of 5 years in a library-related job with progressive experience
- Record of experience that demonstrates leadership potential
- Expected continued contribution to the profession
- A thoughtfully completed application
- Two letters of recommendation
- (Note: Education requirements of previous institutes have been removed.)

Registration cost for MPLA members is \$450; non-MPLA members \$550. This includes room and all meals. Attendees pay for their own transportation costs. Individual libraries, state libraries, and state associations have assisted attendees with registration and/or transportation costs in the past. It is up to the individual attendees to pursue these or other sources of financial assistance.

30 participants will be selected through a process involving states and the MPLA Leadership Institute Committee. Notifications will be sent February 1, 2010.

Link to application form:
<http://www.mpla.us/leadership/index.html>

The Institute will be held at the YMCA of the Rockies in Estes Park, Colorado. Located in the heart of the Colorado Rockies, the 860-acre facility is 65 miles northwest of Denver and is surrounded on three sides by the magnificent Rocky Mountain National Park. See <http://www.ymcarockies.org/home/our-locations/EPC>.

For more information contact Judy Zelenski,
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Highland City Library Celebrates First Anniversary

Kent Slade

One of Utah's newest libraries, the Highland City Library, recently celebrated their first birthday. Opened October 25, 2008 with only 5000 volumes, the library has had over 120,000 circulations, has registered 4800 patrons and now has 23,000 volumes available for the 15,000 residents. Located at the east end of the new Highland City Hall, the library has become a welcome resource for residents.

"Not only are we very busy checking out library materials, but we have a

successful story time, had a great summer reading program participation, and have been working with the Utah Humanities Council to offer our Young Adult Committee (YAC) monthly book club opportunities. 'There's a body in the book drop' murder mystery is an example of the great programming our staff offer to the teens of the community," said Kent Slade, Library Director.

The library is working towards state certification and becoming part of the Northern Utah County Library Cooperative.

Kanab City Library Hosts Holiday Events

Looking forward to the holidays, Kanab City Library is hosting several events.

Friends of the Library will hold their annual Christmas Book Sale starting the Monday following Thanksgiving. The Library Board will hold their silent auction during the book sale. They are raising funding for the summer story time events.

The traditional 12 Days of Christmas book drawing for the younger set will begin 12 days before Christmas. We will be hosting Brian Trout and his Polar Express trains this year on December 11, 2009 with a special guest appearance (you know, that jolly little man in the red suit) with goodies for the kids and their families.

About Utah Library Association...

The mission of the Utah Library Association is to serve the professional development and educational needs of its members and to provide leadership and direction in developing and improving library and information services in the state. In order to accomplish these goals, ULA supports and provides continuing education programs for Utah librarians and library employees, especially at its annual spring conference. ULA also offers

members a number of opportunities for library leadership, professional growth, networking, and community service. We hope you find the Utah Library Association to be an organization that makes a difference for you, for Utah librarians, for Utah Libraries, and for the citizens of Utah.