

CONNECTICUT LIBRARIES

A Publication of
the Connecticut
Library
Association

Enfield, Simsbury and Woodbridge Honored for Excellent Service

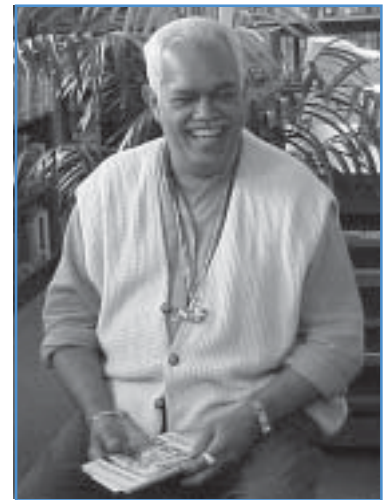
Three public libraries are the recipients of the 2003 Connecticut Excellence in Public Library Service Awards: Enfield, for its summer reading program; Simsbury, for service to the local business community; and Woodbridge, for overall service in a small library. The awards, sponsored jointly by CLA and the CSL, will be presented at a reception during CLA's Annual Conference. Meet the winners and learn how their ideas might be adapted to work in your library at a conference program on Tuesday, April 8, at 2:30. Here are their stories.

Enfield Public Library: "Summer Reading is Groovy"

The summer of 2002 was the grooviest summer in the history of the Enfield Public Library. Our summer reading program—*Summer Reading is Groovy*—focused on the current interest in all things retro. Students were immediately attracted to the program's strong pop culture appeal. The topic was perfect for kids to explore and for baby boomer parents to recall. Parents loved talking to their children about the meaning of a peace sign and how they used to wear bell-bottoms.

Our children's librarian collaborated with local schools, and as a result, the schools adopted *Summer Reading is Groovy* as their summer reading theme, too. This was the first time both programs were aligned in Enfield. The result was tremendous! Students and families viewed the various summer reading opportunities as a single program. The reading log distributed at the library could be handed in at any school in the fall. Families were grateful for the change.

During the month of June, the children's librarian traveled from classroom to classroom throughout the school system dressed as a disco diva, talking up the program to kids



Sponsored by REFORMA, Miguel Algarin, reads his poetry at the South Norwalk PL. Find out what REFORMA can do for you. See page 7.

<http://cla.uconn.edu>

INSIDE

| | |
|--|----|
| One Town, One Trilogy: | |
| Wallingford Reads Tolkien | 2 |
| Looking at Books: <i>Linked: The New Science of Networks</i> | 2 |
| From the President | 3 |
| Executive Board Highlights | 4 |
| CSL Budget Update | 4 |
| Spotlight: CLA Publicity Committee ... | 5 |
| CLSUs: Planning for Change | 6 |
| REFORMA: What Can It Do for You? .. | 7 |
| Technology: Extensible Machine Language (XML) | 8 |
| People | 12 |
| CLA Silent Auction | 12 |

and young adults, promoting events and prizes, and delivering program calendars. The greatest enthusiasm was aroused when she announced that for every five books read by an individual, he or she could cast one vote for the "groovy" color she would dye her hair at summer's end. Students were psyched to read once the school visits were completed. At the library, an enormous "Hair-O-Meter" tallied the voting throughout the summer.

As children registered to participate, each could select either a peace sign or a VW beetle shape as their entry. These shapes, suspended from the ceiling to represent all partici-

Continued on page 9

One Town, One Trilogy: Wallingford Reads Tolkien

by Sue Smayda



Darlene James, an employee of the Wallingford PL, created the image that helped publicize the One Town, One Trilogy campaign.

What do 90 teenagers, the mayor of Wallingford, a retired English teacher, and *Beowulf* have in common? Wallingford Public Library's yearlong One Town, One Trilogy program.

It all began in March 2002 when library co-directors Leslie Scherer and Karen Roesler met with mayor William Dickinson to discuss the library budget. Leslie and Karen mentioned that WPL was thinking of participating in a One Town, One Book program and the mayor suggested that Wallingford should read Tolkien's *Lord of the Rings*. He had been inspired to read *The Fellowship of the Ring* for the first time after seeing the movie and was enchanted by the complexity of Tolkien's characters and the various themes presented in the trilogy.

When Leslie and Karen brought the idea to me as community service librarian, I jumped at the chance to coordinate a yearlong series of Tolkien programs. (I am one of the many baby boomers who has read the entire trilogy over ten times and can wish you farewell in elvish.)

In June 2002, mayor Dickinson came to the library dressed in an elaborate Gandalf costume complete with long white beard to kick off the town-wide reading program. He spoke of the excitement of discovering new worlds through reading and how this journey of discovery could be shared with family, friends, and neighbors in a town-wide reading program.

In the fall, Tolkien scholar Gerry Gillespie (also a librarian at Stratford PL) led a series of discussions called *Dreaming of the Middle Ages: Sources of Tolkien's Ring*. The books studied in this series included *Beowulf*, Geoffrey of Monmouth's *History of the Kings of Britain*, and Tolkien's

Continued on page 3

BOOKS LOOKING AT

Linked: The New Science of Networks

by Albert-Laszlo Barabasi (Perseus Publishing, 2002)

The name of the town is Beatrice (Bee-AT-ris), Nebraska. Outside of that little heartland town, in the mid-1960s, existed a school named Pershing College. Its campus, comprised of four new buildings in the shape of flying saucers, sat among fields of corn and milo. I will not bore you with how I came to attend that college in its first year of operation. Most of the students were from "back east." A handful of us were from the New York City and Long Island area.

One night, a guy sought me out and announced that he and I were "sort of related by marriage." Maybe I should have been amazed, but I was not. This sort of thing had happened to me before, though never in the middle of nowhere! My parents' families were large and, when I was younger, I was often introduced to strangers who, I was told, were vaguely related to me. I had learned about networks early in life.

Author Barabasi, a Notre Dame physics professor, has studied networks as phenomena outside the field of physics as well as within it. His book attempts to explain networks, their laws of operation, and why they are a part of almost every field of study: computers and electronics, certainly, but also sociology, business, biology, etc.

Networks are always comprised of nodes and links. Nodes are units, points, or locations. Nodes are attached or related to each other through links. A single node may be linked to another node or to several, depending on the structure of the network. A third component of a network is a hub, a "super" node that is linked to many, many more nodes than a typical node. While not all networks have hubs, those that do are called scale-free networks, and such networks are remarkably common.

Consider computer networks. We recognize PC's, printers, and scanners as nodes on our LAN. We scatter those hubs about our architecture to link several nodes to each other and to the server. On the World Wide Web, home pages are our

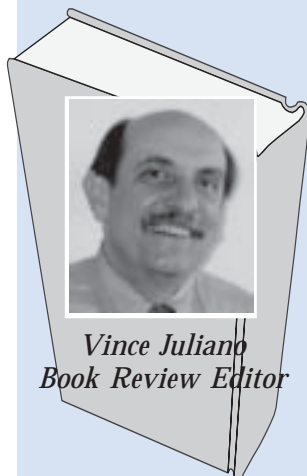
nodes. Some pages, however, are more equal than others! Google and Yahoo are linked to thousands upon thousands of pages, while your home page and mine may be linked to only a few other sites.

Networks are at work in social situations. Barabasi notes that close friends and relatives rarely refer job hunters to job leads. Rather, it is usually a friend of a friend or a distant relative who passes along the lead that materializes into a job. Barabasi explains that our closest friends and relatives know us and they know each other, so it is unlikely that they would know of a job opening that we too would not be aware of. The "hubs" among our friends and relatives hear about opportunities and pass them along.

When I was CLA's PEG chair, shortly after the program first started, I had to peddle buttons to raise funds at the annual conference. I was uncomfortable about approaching people who did not know me and did not know PEG. A colleague suggested that I ask a mutual acquaintance to help me out. She reasoned that that this gentleman had not only worked in Connecticut for decades, but had also taught at SCSU for many years. He knew dozens of librarians and, she was confident, he would enlist some of them to sell buttons. When the Conference was over, the coffers were full and people were buzzing about PEG, thanks to the network!

Scale-free networks exhibit "topological robustness" or tolerance against failures. Because a network structure provides multiple links among its nodes, a failure in one or even several links does not cause the network to malfunction. This is why the Internet stays "up" even when many servers, routers, and other pieces of hardware may be down. However, scale-free networks are vulnerable to attack. Vulnerability is related to dependence on hubs. Target a hub and you destroy large numbers of links, links that the network has grown to rely

Continued on page 4



Vince Juliano
Book Review Editor

ONE TOWN, ONE TRILOGY

Continued from page 2

translation of *Sir Orfeo*. Over 30 enthusiastic participants came to each of the discussions.

In December, WPL's young adult librarian, Bobbie Borne, and Wallingford middle school teacher Patty Pursell planned and ran a program just for teens. The program featured a discussion of *The Fellowship of the Ring*, a viewing of scenes from the extended DVD version of Peter Jackson's film, trivia games for kids, and a raffle of Tolkien treasures, including two tickets to the premier of *The Two Towers*. Over 50 very enthusiastic kids showed up.

Adult discussions of *The Fellowship* were held throughout the winter and included a fascinating discussion led by mayor Dickinson on The Role of Leadership in *The Fellowship of the Ring*, attended by over 30 people ranging in age from 12 to 78; a discussion held in Wallingford's Half Moon Café led by retired English teacher Mike Gannon, during which he asked how each of us could become a "ring bearer" in today's society; and Diversity in *The Fellowship of the Ring* led by Gerry Gillespie. Thirty to forty people attended each of these discussions.

Discussions of book two in the trilogy, *The Two Towers*, have just begun. On March 5, 90 teenagers (and a few baby boomers) participated in another program hosted by Patty Pursell. In the weeks to come more discussions on *The Two Towers* will be planned. In the fall, One Town, One Trilogy will conclude with discussions of *The Return of the King* and a gala costume event.

Wallingford Public Library's experience with One Town, One Trilogy has been overwhelmingly positive. Tolkien's trilogy was chosen with the hope that it would appeal to diverse age groups and indeed it has! Teens, baby boomers, and seniors have all come to programs and participated in discussions. The mayor has been featured at two wonderful programs; and several folks who have never come to library programs before have become regulars at these discussions. Frodo lives! ■

Connecticut Libraries solicits articles, news, opinions, and photographs about matters of interest to the state's library community. Send contributions to:

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Deadline: Second
Thursday of the month.



Karen McNulty

FROM THE PRESIDENT

Driving home after the annual conference, I always spend time

recounting the reasons I became involved in libraries. The stories that surround our personal histories often point to the inevitable outcomes—that whether we plan it or not, and in the face of many obstacles, we are born to serve. Because I've worked with children for 15 of my 25 years in the profession, and made a few comparisons, I have seen how a few experiences from my youth were markers for the present.

In the primary grades, I was the designated student helper every day after school in my hometown of Morris. You have to dig in tough when your grandfather is the custodian, because you bear the enormous guilt of the bedlam that goes on inside that building every day. Clapping erasers, emptying trash cans, and sweeping gets old fast when you're eight; however, so I'd go lurking in the school library, lurking because my aunt, who ran the cafeteria, was also in charge of the library, which was at one end of the cafeteria. She closed it at 2 pm sharp daily since she always had a thousand cheese cubes to spike up off the floor. I was lucky that she generally looked the other way until Gramps came around, frantic that I was lost in the boiler room.

Together, they helped me get the books back on the shelf before I was kicked out. Then, I would run up two flights of stairs to the public library—one large room directly above the school cafeteria. I would sit in a dark unswept corner of the library under the watchful drooping eyes of Amelia Humphrey, champion of our stereotype, where I would ingest one Nancy Drew and then take another home, one being the absolute limit I was allowed to borrow.

Ms. Humphrey reminded me every day that I was getting dirty on the floor. I reminded her that I regularly engaged in dirty child labor just moments before arriving. She would sigh and hum for my 45 minutes with her. No one else came in that time of day. In six years, I never saw her leave the desk. But I wanted her job because at age eight, I had ideas and ambitions about libraries.

I went to high school in a different town. It had a great library to hide in, although every hiding place was near a window that faced a house, so you couldn't flirt with your boyfriend. But of course I did anyway and got kicked out twice. Applying lipstick and mascara doesn't fall under research, and there was no C-Card program, so I only studied for tests. The key message I took away from that library was, "This is a rich town, for heaven's sake." What a prime challenge, since it invited one to be even more of a rebel. Still, I thought of ways I could have made it a place for teens. And I adored the cardigans the staff wore. They also used metal bun-shapers to create the perfect librarian hair. Diana Taurasi has brought this look back. It is terrific to see her reading to kids on TV.

As I was ready to leave for college, devastation befell Morris. The public library was moved to the Civil Defense room in the basement of the town firehouse. Wow! Residents now could check out emergency preparedness brochures from 1960 as well as 1940 novels that were shelved on the tops of trunks that held gas masks and oxygen tanks. My many letters to the selectmen went ignored and my name was thrown around town hall in the true spirit of mud-slinging, not a good thing when your cousins are the elected officials.

In college, I was a library page who took every opportunity to pretend to be a reference librarian, until they finally made me a research assistant. That paid 50 cents more per hour and allowed me into the lives of pre-med seniors and psych majors, who requested some highly unusual but entertaining materials. By this point, my fate was sealed. I was fairly certain where my English major would end up; my personal history was calling me. I would work in libraries.

Our messages to young people and our interactions with them are critical to the way they will perceive libraries. We have an obligation to involve children of all ages to participate in our library lives. Leaders beget leaders. Beyond that, we have many opportunities with adults, too, to affect their paths while traveling our own, and to influence outcomes that last a lifetime. We have great responsibilities. Hold your histories close and heed the hallmarks left upon you.

Contact me at kmcnulty@avon.lib.ct.us.

HIGHLIGHTS

President Karen McNulty presented gifts from the board to retiring Procedures Committee chair, Vince Juliano. Vince has served on the CLA board for many years since his presidency in 1982. During the past month, Karen has attended meetings of the Legislative and Mentoring Committees and an ECL Legislative breakfast. Forty-three letters were mailed to celebrities, authors, and athletes inviting them to the April 2 Rally for CT Libraries. Karen was interviewed regarding the USA Patriot Act by a cable TV station.

Lake Compounce CLA was again asked to partner with Lake Compounce in their Reading and Recreation Summer Youth Program. Participants receive a bookmark with a Lake Compounce coupon attached. There is no cost to CLA. Pat Holloway moved that the CLA participate by lending our name to the program. Motion adopted unanimously.

Treasurer Investment account balance was \$87,381 as of February 28.

Region 1 Mary Lou Wrigley presented an update on Region 1 activities, focusing on the 31 public libraries among the approximately 200 libraries in the region. Highlighted were construction and expansion projects in Cornwall, at the Beardsley and Memorial Library in Winsted, and at the Southbury Public Library.

State Library Mary Engels presented the state librarian's report, most of which dealt with the budget situation. (See elsewhere on this page.)

ALA Michael Golrick reported that the Supreme Court heard arguments on CIPA on March 5. A decision is expected in July. At least one ALA presidential candidate, Herm Totten, will attend the CLA Annual Conference.

Awards Melanie Lauer noted that the Awards Committee would be meeting after the board meeting to make their decisions. Winners of the Excellence in Public Library Service Awards are the Woodbridge Town Library, Simsbury PL, and the Enfield PL.

Architecture Awards will be presented to Westport and Mansfield PLs, and honorable mention awards will go to the Mark Twain and Chaplain libraries.

CLASS Pam Perll announced that 500 salary surveys have been returned and will be sorted and entered into a database.

Mentoring The committee will meet on April 15 to match mentors and protégés.

Conference Mary Ann Rupert, Gail Hurley and Bridget Quinn-Carey reported: Approximately 385 persons are registered so far, the silent auction is getting many donations and should raise lots of money for CLA, 112 of 123 available exhibit slots have been sold. Mary Ann made a deal with a company to provide all AV/computer requirements in return for a free exhibit table.

Legislative The committee has finalized the legislative bookmark, and has been monitoring the state budget process, issuing legislative alerts as needed. Karen McNulty announced that she would be reading a statement later that day at the legislative hearings. More attendees are expected at the potluck supper due to the rally; food, volunteers, and donations are needed.

Membership Membership stands at 1016.

Publicity The library photo exhibit will be mounted in the LOB on April 1. The committee is working on a PSA using photos from the exhibit. Judging for the PR Awards will take place next week.

SCSU MLS Tuition Nancy Disbrow reported a large tuition increase for the MLS program at Southern, along with increases in the MA and EDD programs. Her department is asking for a rescission or reduction in the increase, or to put the increase toward scholarships. Michael Golrick moved that the CLA president write a strongly worded letter to the CSU chancellor objecting to the size of the tuition increase. Motion adopted unanimously.

Other The first E-Branch at Bridgeport PL has been installed at the Trumbull Mall.

CSL Budget Update

Governor Rowland released his proposed FY03/05 biennial budget on March 4. These are the highlights of that document in regard to the State Library.

- Recommended funding for iCONN is \$1,897,200 in FY04 and \$1,894,322 in FY05. The amounts are close to what had been requested and should be enough to keep the current database offerings. There is only \$500,000 for iCONN in the FY03 budget, so this represents a major increase.
- The governor proposes creation of a new Commission on Arts, Culture and Tourism. This transfer of staff and program dollars from CSL, if enacted, represents much of the reduction seen in the CSL budget.
- Connecticut, reQuest, Grants to Public Libraries, and Connecticutcard are all level funded. Considering the budget situation, this is positive news.
- CSL's proposed book budget is \$500,000; of that, \$250,000 is from bonding. In FY03, we have \$500,000 in general funds and \$250,000 in bonding. This would reduce us by \$250,000.
- Funding for CLSUs is just \$150,000. CSL is working with the CLSU directors to determine the effect this major reduction would have on CLSU reorganization plans.
- No bond funds are recommended for public library construction. CSL is aware of 35 communities that are prospective grant applicants. It is likely that many of these projects will not move forward.
- Fourteen CSL positions eliminated in December are not restored in the governor's budget. In addition, a number of staff are expected to take advantage of an early retirement incentive program included in HB 6495, the bill that modified the existing budget.

This budget update was released from the Office of the State Librarian on March 7. ■

LOOKING AT BOOKS

Continued from page 2

upon to carry out its functions. Networks with no hubs are less vulnerable to attack, but far less efficient under normal conditions.

Scale-free networks appear in nature and in man-made networks. They are usually the result of continuing growth and "preferential attachment." This latter term describes the development of hubs. It refers to a tendency of nodes with the most links to acquire even more links at a faster rate than other, more typical nodes. Generally, older nodes have more links than newer nodes.

Barabasi sees networks everywhere. He convinces us that understanding networks is vital to understanding our world. If you do not believe him, ask anyone from a large family.

Read more reviews by Vince Juliano at <http://cla.uconn.edu>.

When ALA announced its “@your library” Campaign for America’s Libraries in 2001, then CLA president Mary Engels knew that the CLA Publicity Committee had to get on board right away. She asked Chris Bradley, Sue Muro, and Karen McNulty to attend an ALA-sponsored workshop about the initiative. Having learned first-hand about the national campaign to promote the value of libraries and librarians in the 21st century, they brought the message they received in Washington, DC back to libraries in Connecticut. ALA’s effort to remind people of the vital role that libraries play in American life inspired the theme of the 2002 CLA annual conference, which launched the state’s version of the national effort as “Get CONNECTed @ your library.”

As Chris Bradley, Director of Eastern CT Libraries, notes, “There is no public relations office at the State Library, and very few libraries have full-time community relations staff. Only a state-wide group like the CLA Publicity Committee can effectively promote an idea on the scale of ALA’s @ your library campaign.”

Chris and Kat Lyons, CT Center for the Book, Hartford PL, co-chair the Publicity Committee. The committee’s *modus operandi* is to make each committee member responsible for one specific project. But even though members don’t usually work as a team, their projects overlap in ways that integrate much of the committee’s overall effort. A good example of this is the third annual library photo display at the Legislative Office Building in April. This event is related to not one, but two other committee projects: a calendar that will feature the most popular photos and a set of public service TV spots that will use some of the photos to promote the theme “Libraries are for Everyone.”

Mary Engels began the annual photo display of Connecticut libraries at the LOB in 2001. Public libraries were invited to participate and about half of them did so, each one submitting an interior and an exterior shot of its library building. Mary and Pat LaTerza, then Publicity Committee co-chairs, personally dry mounted many of the over one hundred photographs, leading to the stipulation that all submissions come dry mounted for the 2002 event. The second annual library photo display was expanded to include images from both public and academic libraries.

This year’s display, running from April 2 to April 14, includes school libraries in addition to public and academic libraries. Publicity committee members reviewed the images in March and organized those chosen for hanging in the LOB. Libraries that submitted photographs were asked to give the image rights to CSL so that the photos could be used again. This has made it possible to mount the 2003 photos on the CLA website, where people can vote for their favorites. The winners will be published in the first CLA Calendar of Connecticut Libraries, available for 2004.

Graphic artist Kathy Charbonneau of Woodbridge Town Library is coordinating the calendar project for the committee. The committee intends to produce the 2004 calendar in full color and will display a mock-up (without specific photos) at the CLA conference. Pre-publication price at the conference is

\$10. Regular pricing will be \$12 each, \$11 each for orders of 10-19 calendars, and \$10 each for orders of 20 or more. The calendar will also feature dates of library-related events and library factoids from all over the state. CEMA has already agreed to sell the calendar at its November conference, and other state library organizations have expressed interest as well.

Photos from this year’s LOB display will also be used to create a public service announcement on the theme “Libraries are for Everyone.” Betty Anne Reiter, Adult Services Supervisor, Groton PL, is coordinating this project. Groton PL has its own TV studio, used to produce its @ your library cable TV program. Director Alan Benkert has offered the services of his TV staff to produce three versions (15-second, 30-second, and 60-second) of a PSA based on the @ your library promotional video from ALA. Although still in the planning stage, the PSA in its various versions should be available for distribution by September.

Another committee activity is the presentation of a program at the annual conference. Last year’s program, “@ your library Practitioners Panel,” brought together four librarians to discuss how each had incorporated the @ your library brand into their libraries’ public relations programs. Planning for this year’s conference offering, “The Long & Short of Promoting Programs,” has been the work of co-chair Kat Lyons. This program, scheduled for Wednesday, April 9, features Katherine Kane, Harriet Beecher Stowe Center, and graphic artist Kathy Brophy, retired Coordinator of Adult Programming at Hartford PL, in a discussion of how they created their award-winning thematic promotional materials. Those attending the program will also be able to question winners of the various Publicity Awards, whose work will be on display, along with that of the two presenters.

Most readers are familiar with the committee’s bestowal of the annual Publicity Awards. Committee member Sue Muro is coordinating the 2003 Publicity Awards, winners of which will be announced at the annual conference. Sue and two members of the library and graphic arts communities, will select winners in the following categories: Annual Report, Bibliography, Bookmark, Brochure, Calendar, Newsletter, Poster, Program Flyer, Promotional Item, Thematic Project, and Website. This year, more than 20 libraries submitted materials for consideration. By displaying this year’s winning materials at its conference program, the committee hopes to encourage even more submissions in future years.

If you would like to get involved in the work of the CLA Publicity Committee, don’t wait until you have a project idea to join. Co-chair Chris Bradley recently lamented that the committee already has more ideas for projects than it has members. Anyone with an interest in promoting Connecticut’s libraries is invited to contact her at cbradley@ecl.org or 860-465-5001, or co-chair Kat Lyons at klyons@hartfordpl.lib.ct.us or 860-695-6320.

Carol Abatelli is head of public services, Smith Library, ECSU. She is a member of the Editorial Committee and a regular contributor to CL.

CLA Publicity Committee



by Carol Abatelli

Whoops!
In the February 2003 “SPOTLIGHT” feature, on the Young Adult Section, we neglected to mention that SCLC’s Public Programming Service was instrumental in organizing the YA programming showcase held last November. You can sample some of their programs during the annual conference, when they present a Multicultural Arts Performance Showcase, Wednesday, April 9, at 2 PM.

Planning for Change: The CT Library Consortium

by Pat Holloway and Diane Baden

Planning for change can be exhausting. Just ask the people serving on the Connecticut Library Consortium (CLC) Planning Committee. Made up of five members from each of the Cooperating Library Service Units (CLSU), the committee has been meeting since December to design the next iteration of the CLSUs.

The CLSU directors and their boards worked with CSL staff on this process over the past two years. Both groups felt that they needed to turn over the final design to a group with fewer vested interests in the outcome. They needed CLSU and CSL “consumers” to propose a method for a transition to a more streamlined, cost-effective service delivery mechanism that would maintain the strengths of the cooperatives.

An “environmental scan,” looking at the history and present state of the CLSUs, along with the changes and challenges for libraries in Connecticut today, helped to set the context in which the CLC will operate in the state. During the first session, participants asked themselves what other agencies/organizations are providing services to libraries, where are there overlaps, and where are there gaps?

A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for the CLSUs began the second session. Then the group drafted a

mission and vision statement, plus a definition of the core values of the CLSUs. This strategic thinking helped identify the foundation for a new organization and potential future directions.

In March, the committee began the difficult task of determining the core programs and services of the CLC. Undertaken in the context of recent budget cuts and the knowledge that the CLC will need to make a strong case for state support, tough decisions had to be made. Participants also recognized the need for building a sustainable funding mechanism through dues and fees. Using the work already done, plus documentation supplied by the CLSUs and CSL, the committee evaluated each proposed service on the basis of need (use by number and type of library), cost, availability, and value statewide. Knowing that balancing the needs of the multitype membership will be important in attracting and retain members, both present and potential services were debated.

Future meetings will concentrate on implementation issues: a governing structure, membership, staffing and funding. The committee will define the composition and selection method for the board of directors, draft by-laws, determine management and program staffing needs, build a budget that reflects reduced state funding, and identify ways to promote membership and participation in this new statewide consortium. It’s a tall order, but one the group has committed to pursuing. ■

CT Library Consortium Planning Committee

Capitol Region Library Council

Gail Buchholz, LIMRA
Nancy Wood, Richmond Library, Marlborough
Ralph Arcari, Stowe Library, UConn Health Center
Pat Holloway, New Britain PL
Elaine DeVoss, Brush Library, Loomis Chaffee School

Eastern CT Libraries

Francine Aloisa, Somers PL
Susan Burke, Griswold HS
Peter Ciparelli, New London PL
Barbara Butler, Smith Library, ECSU
Nancy Young, Stonington PL

Southern CT Library Council

Marcia Sokolnicki, Scranton Library, Madison
Louise Brundage, Hamden Library
Jan Vaill Day, Woodbridge Town Library
Susan Donovan, Wallace Library, Branford
Patricia Johnson, Wallingford PL

Western CT Library Council

Kevin McCarthy, Perrot Library, Old Greenwich
Jane Gallagher, Middlebury PL
Pat Euston, Woodbury PL
Carol Weinschel, Keller MS, Easton
Nancy Johmann, Stratford Library Association

Draft

Mission & Vision Statement Connecticut Library Consortium

Draft

Mission

The Connecticut Library Consortium is a statewide, membership collaborative serving all types of Connecticut libraries by initiating and facilitating cost-effective services to strengthen their ability to serve their users.

Vision

The Connecticut Library Consortium will:

- Provide a forum for the sharing of information, ideas, and expertise
- Facilitate and create partnerships among different types of libraries
- Identify trends and promote the effective use of technology in libraries
- Support the continuing education of library staff through programming and training opportunities
- Leverage the buying power of its members to provide materials and services to libraries of all sizes in all regions of the state

Values

The Connecticut Library Consortium values include:

- Respect for the local library
- Responsiveness to member needs
- Equity of service across types and sizes of libraries
- Equal access to information for Connecticut citizens
- Commitment to the education of Connecticut’s citizens through libraries

Poet Miguel Algarin (see page 1), of the Nuyorican Poet's Cafe in NYC, read his poems to children and their parents as part of a Día de los Niños/Día de los Libros community program at the South Norwalk PL in May 2000. REFORMA cosponsored the program. If your library serves Latino and other Spanish-speaking patrons, you need to know about REFORMA and what it can do to assist you in better serving this growing community.

Established in 1971, REFORMA is committed to the improvement of library and information services for the approximately 35.3 million Latinos living in the United States. Any librarian, library, private corporation employee, or other institution that shares our goals is encouraged to join.

Census figures indicate that Connecticut's Latino population has grown from 213,323 in 1990 to 320,323 in 2000, an approximate increase of 30% in just ten years. Latinos now comprise 9.4% of the state's population and, according to the Census Bureau, are now the largest minority in the country. (See the *New York Times* article in the National Section for January 22, 2003.) Take a look at these remarkable Latino population increases for a few Connecticut cities:

| City | 1990 | 2000 |
|------------|--------|--------|
| Bridgeport | 37,547 | 47,474 |
| Danbury | 5,045 | 11,791 |
| Hartford | 44,137 | 49,260 |
| Meriden | 8,144 | 12,296 |
| New Haven | 17,243 | 26,443 |
| Norwalk | 7,339 | 12,966 |
| Stamford | 10,562 | 19,635 |
| Waterbury | 14,578 | 23,354 |

Sources: 2000 Census CT Town Populations and CT Town Profiles 1996-1997

There are thirty chapters of REFORMA in the United States and Puerto Rico. Connecticut is represented in the Northeast Chapter, which also serves Massachusetts, New Jersey, New York, Pennsylvania, and Rhode Island.

REFORMA:

- Seeks to promote the development of library collections that include Spanish language and Hispanic-oriented materials
- Tries to recruit more bilingual/bicultural library staff
- Tries to develop library services and programs that meet the needs of the Hispanic community
- Organizes library staff programs and workshops that focus on serving the Hispanic community

- Establishes a national network among individuals who share our goals
- Seeks to educate Latino populations in regard to the types of library services
- Promotes lobbying efforts to preserve existing library resource centers serving the interest of Latinos
- Distributes a quarterly newsletter that includes book and video reviews, holds six meetings annually, and maintains a listserv for communication via e-mail

Here's what a few of our members say about their REFORMA membership:

"Since I joined REFORMA four years ago, I have been enjoying a wonderful network of support and inspiration for my work as a librarian working with the Hispanic community of Connecticut. REFORMA's focus is, and has always been, to try to find better ways to address the growing informational, intellectual, and cultural needs of this historically under-served population through library services. Being a member of this dynamic organization is very important for all library staff who work with Spanish-speaking patrons." *José Ruiz-Alvarez, world languages librarian, Ferguson Library, Stamford*

"I've been a member of REFORMA for two years now and it has given me the opportunity to meet colleagues working with Spanish-speakers all over the US. This network allows me to know about new ideas, services, and programs available. Also, it allows me to participate in programs, letting other librarians know why they need to meet the needs of their Spanish-speaking customers and how they can do so." *Loida García-Febo, Spanish collections/cultural arts manager, Queens Borough PL*

"Being a member of Reforma has allowed me the opportunity to learn about the important work librarians do and the efforts being made as an organization to reach and better serve the Hispanic community." *Carmen Rivera, sales manager, Lectorum Publications, Inc.*

Please visit our information table at the CLA Annual Conference and be sure to attend our program, "Website Development in Spanish—Getting Started" on Tuesday, April 8 at 1 PM. If you have questions about the work of REFORMA, please contact José Ruiz-Alvarez at 203-964-1000 x228, or visit our chapter's website at <http://www.reforma-northeast.org>. ■

Monica Caruso is a literacy librarian at the New Haven Free Public Library.

REFORMA What Is It? What Can It Do For You?

by Monica Caruso

Established in 1971, REFORMA is committed to the improvement of library and information services for the approximately 35.3 million Latinos living in the United States.



TECHNOLOGY

Extensible Machine Language (XML) *What Can It Do For Libraries?*



*Isabel Danforth
Technology Columnist*

I participated in a workshop at ALA Midwinter entitled "XML & Libraries." We systematically went through the basics needed to work with XML (Extensible Machine Language) and, more importantly, were given demonstrations on how libraries could use it.

XML allows the *data or content* of whatever you wish to display to be handled separately from defining *how* it will be displayed. Ron Gilmour walked us through the process of creating XML files and their associated DTD (Document Type Definition) and XSL (Extensible Style Sheet Language) files. But what impressed me was what you can do with XML. On Ron's website (see below) you can see how an XML file of a list of new chemistry books can be displayed, first as an html page and then as a pdf file. The example below is the XML record layout for one of the books:

```
<meta>
<Title>Chemistry: A Brief Guide to Reference Resources</
Title>
<Date>2000-11-08</Date>
<Language>en</Language>
<Subject>chemistry</Subject>
<Relation>http://www.albany.edu/library/virtual/subject/
chem.htm</Relation>
<Creator email="gilmr@albany.edu">Ron Gilmour</
Creator>
</meta>
```

The tags used for this XML file look like normal html tags but are defined in a DTD file that identifies what kind of data is in each tag. Using two different XSL files and the one XML file, Ron created first an html document (see <http://web.utk.edu/~rgilmou1/xml4lita/apache/chemguide.html>) and then a pdf document (see <http://web.utk.edu/~rgilmou1/xml4lita/apache/chemguide.pdf>). XML allows the publisher to produce the same information in two different formats. This is one of the most persuasive reasons for librarians to use XML. Too often, one area of the library will produce a printed item, such as a bookmark, using one kind of software, and then another area has to completely reformat that information to display it on the web page.

The technical information to create the XML, DTD, and XSL files can be found at Ron Gilmour's web site <http://web.utk.edu/~rgilmou1/xml4lita/>. Viewing that page is best done using Internet Explorer 6. Netscape does not work on the XML files and other information that he presents there. If you do create an XML file and apply XSL style sheets to that file, you can then view the output using Internet Explorer 6. Once it is displayed, select the View Source option and copy all of the code that you see into a new file and save as .html. That saved file is pure html and can be viewed by any browser.

Ron also has a copy of his PowerPoint presentation on his page; you might want to download it and take a look. There are a number of books written about XML. His top two choices are *The XML Bible, 2nd edition* and *XML Elements of Style*. I purchased a copy of *XML for Dummies*, which has a nice section on current uses of XML.

Although Netscape doesn't support the XML files that Ron used, there is XUL (XML User-Interface Language) that works with Netscape 7.x and Mozilla browsers. (Doesn't this browser war stuff all look familiar?) A combination of XUL and Amazon's searching software can be viewed using a Netscape7.x or Mozilla browser at http://www.cfmentor.com/~faser/xulex/amazon_browser/index.html. Click the launch or open window button and search for an item. Can you imagine this as the front end of your catalog?

Andrew Mutch, who documented how to make Netscape 4.* more secure, is now playing with similar functions in Netscape 7. His most recent paper is "Removing the Preferences Option from the Edit Menu." This can be seen at <http://tn.lib.mi.us/~amutch/pro/netscape/>. He explains that "The menus in Netscape 7 are created using XUL. To remove menu items from Netscape 7, you need to edit the XUL files that generate the menus." Being a nice fellow, he supplies the reader with the necessary file and tells you how to install it.

If you would like to create a kiosk with the Phoenix browser, which is based on the Mozilla engine that Netscape uses, go to <http://tn.lib.mi.us/~amutch/pro/phoenix/kiosk.htm>. This paper tells you how to unpack the files and edit the XUL files.

Because XML allows you to define your data, there are various "flavors" designed to support different applications.

- The Library of Congress is working on MARCXML. You can see that product at <http://www.loc.gov/standards/marcxml/>.
- GEDCOM is a format used to describe genealogical data. GedML is XML that can be used for that purpose. You can see a direct comparison of a record in GEDCOM and the same record in GedML at <http://users.iclway.co.uk/mhkay/gedml/example.html>.
- Likewise, OFX is the form for financial data. Both Microsoft's Money and Intuit's Quicken software make use of that XML format. See <http://www.ofx.net> for more information.

There are a number of other XML formats in use today. As more and more applications make use of this technology, it is worthwhile to become familiar with how publications are created using XML and what it can do for libraries.

Isabel Danforth is head of technology services, Russell Library, Middletown; and chair of the CLA Information Technology Roundtable.

ENFIELD, SIMSBURY AND WOODBRIDGE HONORED FOR EXCELLENT SERVICE

Continued from page 1

pants in the program, brought a festive flair to the children's room.

The theme easily lent itself to finding, booking, and creating groovy activities. Some of the highlights of the summer calendar included disco dancing instruction and a performance by the library's synchronized disco book cart drill team in the 4th of July parade. We enjoyed a series of six retro crafts, a performance by a folk singer as a way to recreate Woodstock, a read to your dog day and dog parade, several groovy science events—Egyptology, animals, and an electric (not kool-aid acid) pickle by the Science Genie. The highlight of the summer was a grand attempt to break the Guinness record for the largest game of leapfrog. Library users enjoyed visiting the library all summer to see what kind of retro event they might encounter next.

The young adult and adult reading programs also adopted the groovy theme. Young adults were asked to write a book review for each book they read. Each time they submitted a book review they earned a chance to win a weekly groovy raffle prize—a tie-dyed t-shirt and mood ring, a beaded door curtain, an AM/FM stereo cassette player, a movie poster, and the grand prize—a lava lamp! Young adults were busy reading and writing all summer long.

Likewise, adults did not miss out on the fun. Their Groovy Reading Chart required them to perform reading activities as directed by the squares on the chart. Each completed task earned points for prizes. Once they had earned 75 points, patrons reported progress and received a free paperback and a chance to grab a prize from our Groovy Prize Barrel. Folks found themselves performing all sorts of fun reading activities. Choices included things like: read a newspaper, read to a child, or read a book outside under a tree. Adults earned groovy rewards like lava lamps, smiley faces, key chains, tie-dyed t-shirts, and mood rings—all a throwback to the decades of grooviness. The Grand Prize drawing took place at our Groovy Ice Cream Social. Adult events included groovy movies each week, a folk music sing-a-long, Laugh-In @ your library™, a meet the author series, and participation in the One Book for Greater Hartford program.

Enfield residents were amazed at the amount of creativity and fun they found at their library. A total of 624 children registered to participate in the reading program, the highest participation rate in the library's history, representing a 50% increase over the previous summer and a 100%

increase over the summer before that. Children and their families attended events at record-breaking levels. The culmination of the program came on leapfrog day, when 250 leapers joined in a spirited attempt at breaking a Guinness World Record.

A total of 1312 votes were cast to decide which groovy color the children's librarian should dye her hair, which translated in to some 6500 books read by the participants. The winning color, by the way, was Electric Blue, which she wore in her hair until it grew out three months later!

Young adults participated with enthusiasm as well. They wrote a total of 111 book reviews, and a different teen won each weekly raffle prize. Lots of teens were attending book discussions and writing reviews all summer during this first-ever young adult summer reading program.

Many people visited the library for the first time, or for the first time in a very long time, after hearing from their kids about the groovy happenings. Residents never knew that their library could have so much to offer; they discovered the excellent educational, cultural, and recreational center that is their library. Response to our summer reading program led us to conclude that people wanted and needed a summer full of groovy events.

Mary Palomba, Assistant Director, and Kristen Frost, Head of Children's & Teen's Services



Enfield Library Director Henry Dutcher and the library's book cart drill team get ready to perform in Enfield's Independence Day parade.

Simsbury Public Library: Business Resource Center

The Problem: How can a public library increase business awareness and utilization of library facilities? **Our Solution:** Create a Business Resource Center, with a business outreach librarian, to promote the library's resources, work with business organizations, develop business programs, and provide individual assistance to business patrons.

Why It Began Simsbury is a suburban community of 23,000 in the Farmington Valley. Because of high land values and distance from major highways, Simsbury has problems attracting and retaining an industrial and business tax base that would relieve the 85% tax burden of its homeowners. So the library, knowing that Simsbury already had hundreds of small and home businesses, focused on business information as a service objective, and created the Business Resource Center (BRC) in 1999. It has become one of the most useful tools, and certainly the most visible, in the town's economic development tool-kit. The BRC's effectiveness is due to a simple three part strategy: build and staff a resource center that is widely accessible, get the word out, and work with others to enhance and complement our efforts.

Creating the BRC We envisioned our BRC as a 24/7, one-stop center for business information. To achieve this, we put a "face" on our business services, created a physical presence supplemented by web-based resources, and provided ongoing, current information about business topics.

The first step was to hire a business outreach librarian. The position, at first only part-time, was funded for full-time in July 2000, reflecting initial successes and community support.

Continued on page 10

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ENFIELD, SIMSBURY AND WOODBRIDGE HONORED FOR EXCELLENT SERVICE

Continued from page 9

The second step was to create physical space. We wanted it in the Reference Department and somehow found 250 square feet of obsolescent material and equipment to remove. Our BRC, proudly proclaimed with a big sign, now fills this space with business related business reference books, magazines, and newspapers; a small conference area; six Internet stations loaded with business databases and web links; and a wall for posters, flyers and brochures.

Next, we created the online BRC on the library's web site. Detailed information about the BRC and its services include: a calendar of upcoming business programs, remotely accessible licensed business data bases, an annotated collection of business related web sites, and direct e-mail access to the business outreach librarian. (www.simsbury.lib.ct.us/busi.htm)

If You Build It, They Will Come Our final step was to establish a regular "Wednesday Night is Business Night" series of programs, such as "Nuts and Bolts of PR" and "Tax Workshop for Small Business." Speakers volunteer their services to reach their own community, and the business outreach librarian facilitates discussion, asks for written "Program Evaluation" feedback, and promotes upcoming programs. Twelve programs in the first year have become twenty-five this year, and average attendance has grown from 10 to 28, with 1500 attendees in all. This has proved to be one of the most effective ways to reach patrons and promote the BRC.

Marketing the BRC's Programs and Services We developed a simple marketing strategy: use the business programs as a hook to pull new patrons in, make the BRC visible to the media, and send the business outreach librarian into the community to talk about the BRC and other library services.

Business programs are publicized through local media, the Chamber of Commerce newsletter, and by email to former attendees. Successes are publicized as well, such as a published article about the BRC, and services such as a book-tape series, "Fast Food for Thought."

In the first year, thirty-five people received email from the business outreach librarian. Now more than three hundred are on the "Business Newsflash Mailing List." This allows the business outreach librarian to keep in touch with patrons regularly, including key business people, and allows patrons to register for programs (about 75% now do), to ask for assistance in other matters, and to suggest future programs.

The third leg of the marketing strategy is to have the business outreach librarian serve as a visible advertisement for the BRC by speaking to local organizations like the Rotary Club and investment clubs about how the BRC might help. Multimedia presentations give a "virtual tour" of the BRC and demonstrate its resources.

Partner with Others to Maximize Resources We partner with local groups to help us create business resources, promote the BRC, and obtain support for programs and funding. Repetitive requests for information about the process of starting a business in town led to a collaboration with the Chamber of Commerce and the town to create a "Doing Business in Simsbury" brochure, which helps new businesses understand the town's registration, tax, and zoning regulations. The business outreach librarian is a member of the Simsbury Chamber of Commerce and of its Education and Membership Committees. Through her involvement with these committees, she has made contact with teachers at the high school and local businesses. She has found speakers, promoted the BRC to existing businesses, and spoken to high school classes about job and career resources available at the library. In addition, businesses that have benefited from the BRC have been willing to promote and support other library programs like Teen Read Week.

Looking to the Future We look forward to enlarging the size of the BRC during the upcoming library expansion, adding a 20-computer training center, conference rooms, quiet study areas, and an expanded meeting room. We will continue to invest in the digital BRC and provide remote access to our licensed business databases. Electronic communications will grow. We are planning to run listservs centered around various affinity groups, such as investors and inventors.

The BRC, led by its librarian, will continue to implement the library's long-range plans for business information. Our goal is to put business services on the same level as children's services—totally indispensable! For additional information or questions regarding this program, please contact Jennifer Keohane, Business Outreach Librarian, at 860.658.7663 x 107 or jkeohane@simsbury.lib.ct.us.

Woodbridge Town Library: Reaching Out to Enrich the Community

At a time when libraries must fight for every dollar and look for new ways to validate their importance, the staff at one Connecticut library

Continued on page 11

ENFIELD, SIMSBURY AND WOODBRIDGE HONORED FOR EXCELLENT SERVICE

Continued from page 10

pulled together to change the way they do business. "We have to be better at what we do and try things that we've never done before," was the call to action library director Jan Day gave her staff. And one caveat...don't spend a lot of money!

Where is this library? It's in Woodbridge, a small town with a population of approximately 9000 on the outskirts of New Haven. In addition to residents, many people from neighboring communities use the library because they thrive on its special services and programs.

Personalized Customer Service The entire Woodbridge Library staff is on board with a customer service policy that makes patrons smile! We've identified new ways to break old rules and say *yes* to (almost) anything. This approach makes using the library more enjoyable for customers. It also makes life easier for the circulation staff. Some of our cutting edge customer service initiatives include:

- Giving every staff member authority to waive circulation policies and procedures at any time
- Enabling patrons to request on-shelf items from their home or office computer
- Processing new books, CD's, DVD's, videos and other materials on demand
- Providing a wireless network for patrons with laptop computers
- Posting school summer reading lists on the library website and updating the community organizations section of the Woodbridge Town website

Creative and Innovative Programs An essential component of the library's programming success is its collaboration with schools, organizations, town departments, and local businesses to build a sense of community. This philosophy led to a 600% increase in attendance at our adult and family programs in 2001-2002 over the previous year, *without an increase in the budget.*

Family Fun Day is a prime example of a program that brought the community together. The library worked with the high school, Woodbridge Rotary, local media, District Animal Control Shelter, and other town departments to plan and run the activities. Local businesses and organizations donated over \$2200 to make the event possible.

Over 400 people of every age joined together for fun, music and festivities that had something for everyone. The event also marked the kick-

off for the Children's Summer Reading Program. The first selectman praised Family Fun Day, saying she hoped it would become an annual event. Albert Langou echoed the sentiments of many residents when he told a staff member, "I grew up in Woodbridge and I don't ever remember an event for the entire family that brought community members together like Family Fun Day."

Pets on Parade for Dogs was an event that cost the library nothing but staff time, yet attracted over 100 community members and their dogs to celebrate Connecticut Family Day and



Woodbridge Town Library patrons celebrate Family Fun Day

National Dog Month. The first selectman, along with a local veterinarian and the District Animal Control officer, served as judges for fun contests like "Furriest," "Looks Most Like Owner" and "Best Trick." Woodbridge Youth Services got involved by sponsoring a free ice cream sundae bar, and local pet stores donated prizes and displayed promotional posters.

As part of its outreach efforts, the library sponsored a program at the high school for over 300 senior class members. It featured Ron Shaw, President and CEO of Pilot Pen, who offered students advice on how to plot their career paths. Mr. Shaw inspired the enthusiastic audience of young people and graciously donated his time and autographed copies of his book, "Pilot Your Life."

The Children's Department works together to create programs unique to Woodbridge. A monthly book group for first and second graders began in September 2002. The Fleet Cheers For Reading program (endorsed by CLA) helped us to acquire free copies of the books. Family Story Night is another monthly program featuring stories, folktales, and songs with take-home crafts and refreshments. The library presents a Super Bowl Sunday Program, and a special Women's History Celebration based on the American Girls books featuring historical crafts and hands-on demonstrations.

Outreach and Cooperative Programming Library staff members have developed relationships with town officials, community groups, organizations, businesses and the press to ensure that residents take full advantage of everything the library has to offer. Some examples include:

- Residents are invited to the library to speak with the first selectman one-on-one at monthly chats.
- The library receives free newspaper advertising to promote its programs twice per year in full and half-page advertisements valued at \$2300, made possible through the support of local businesses.
- The interests and requests of community members are reflected in the development of unique collections, including Russian language, and antiques and collectibles.
- The daycare center, nursery, and elementary schools visit the library for story time programs.
- Woodbridge Recreation Summer Camp Story Time programs serve more than 350 kids.
- Assignment Alert! A link on the library's website allows teachers to communicate upcoming assignments electronically to the children's

Continued on page 12



PEOPLE

Michael Golrick, Bridgeport PL Librarian, was elected to the Executive Board of the ALA Council during the ALA Midwinter Meeting in January. His three-year term begins in June. An ALA member since 1976, Michael has served on numerous ALA committees and task forces and was chair of both the ALA Membership Committee and the Special Presidential Task Force on Membership Meetings. He has served as CLA's representative to the ALA Council since 1996 and is a past president of both CLA and SCLC. The Executive Board administers the affairs of the ALA, delegating management of day-to-day operation to the executive director. It is composed of a president, president-elect, past president, treasurer,

executive director, and eight members elected by Council from among their number.

Melissa Bates is the new head of children's services at Durham PL.

Judy Lhamon has joined the Hamden Library System as associate director.

Karen Lesiak is the new library director at the Archbishop O'Brien Library at St. Thomas Seminary in Bloomfield.

Cathy Williams is acting director of the Derby PL.

CEMA's 2002 awards honored the following for excellence in school library media programs: **Vivian Williams**, Hill Central Elementary (New Haven); **Ann Mueller**, Moran Middle (Wallingford); **Marietta Meyer**, West Shore Middle (Milford).

CLA Silent Auction!

Luxury Vacations, Valuable Services, Great Gifts, Dining Experiences

Don't miss this exciting opportunity to win some wonderful prizes at CLA's Silent Auction during the Annual Conference. Place your bids at the Silent Auction Table on Tuesday and Wednesday between 10 am and 3 pm.

Most items will be closed out at the end of each day. Major items will be auctioned over two days, and winners will be notified after the conference. **Cash or check only, no credit cards.**

Here are just a few of the things you might win.

- **Canyon Ranch Spa** Two certificates for a full day of services including lunch and a body massage. Canyon Ranch, in the Berkshires, is among the top ten spas in the US, Value \$310 each
- **Silvermine Tavern, Norwalk** Brunch for four. Value \$84
- **New York Hilton** Weekend escape package, Value \$300
- **Cavey's Italian Restaurant, Manchester** Dinner for two, Value \$90
- **Narragansett, RI** Weekend stay (off-season) at a waterside home. Sleeps five guests, Value \$600
- **Metro Bis, Simsbury** Dinner for four, plus a copy of *The Chef's Wife*, a book written by (who else?), the chef's wife. Value \$225
- **Martha's Vineyard** Three-night, four-day stay at a new, farm-style home that sleeps eight, nestled on three private acres. Automobile ferry ticket included, Value \$1000
- **Information Today Conference** NYC, May 6-8, three-day registration for one person, Value \$500-600
- **Mystic Marriott** Two-night stay for a couple, Value \$380
- **CT Data Service** One-year subscription to this statistical database by CT Conference of Municipalities, Value \$500
- **Harvey & Lewis Opticians** Two \$100 certificates for use at any of their locations.
- **Simon Pierce Crystal Vase**, Value \$64

PLUS! Many more gift certificates for restaurants and retail stores; workshop registrations; and an array of books, CDs, and online subscriptions from library vendors.

ENFIELD, SIMSBURY AND WOODBRIDGE HONORED FOR EXCELLENT SERVICE

Continued from page 11

librarian. The children's staff sets aside related books and requests additional materials from other libraries to meet customer needs.

The Woodbridge Library strives to enrich community life by reaching out to people of all ages, from all backgrounds, and providing them with first-rate resources for information, education, culture, and enjoyment. The library's focus on

customer service, innovative programs and community outreach has been instrumental in its success and can be replicated by any library with a little ingenuity, regardless of its size or budget. ■

Kathy Charbonneau, Community Services Director, and Judy Rabin, Head of Children's Services

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