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OLA's "Creating New Connections" draws nationally known speakers

by Maureen Sloan,
Local Arrangements Coordinator

Two nationally known names in the library world and the editor-in-chief of *The Oregonian* have agreed to speak at "Creating New Connections," OLA's 1995 conference scheduled for April 26-29 in Portland.

Eleanor Jo "Joey" Rodger, currently president of the Urban Libraries Council and formerly executive director of the Public Library Association, will deliver the keynote address on Thursday afternoon (April 27). Those who have heard Rodger before describe her as an "excellent and inspiring" speaker who knows libraries and who challenges her audiences to think now about the libraries of the future.

Rodger's articles on public library users and uses include "Public Opinion About the Roles of the Public Library in the Community: The Results of a Recent Gallup Poll" (*Public Libraries*, June-July, 1994 with George D'Elia). She holds a B.S. from the University of Michigan and an M.L.S. from the University of Maryland. She has also done graduate work in education and in theology.

Regina Menudri, retired director of the Berkeley Public Library and past president of the American Library Association will urge her listeners to "Smile When You Call it Berkeley" when she speaks at the Friday (April 28) luncheon. Minudri, who will also present a conference workshop, will describe the three successful Berkeley tax elections, various levels of community work, and her

philosophy of public service. Minudri was director of Berkeley Public Library from 1977-1994 and president of the American Library Association in 1986-87.

Sandra Mims Rowe, editor of Oregon's largest newspaper, *The Oregonian*, will speak at the Exhibitor's Lunch on Thursday (April 27). Since coming to the *The Oregonian* two years ago, Rowe has instituted major changes at *The Oregonian*, including the reorganization of reporters into issues-oriented work teams instead of using the traditional beat system.

Evening of dinner and theater planned for OLA/Portland

The magic and monsters of Shakespeare's "Tempest" will delight OLA conferees in a memorable evening (Friday, April 28) that will combine a buffet supper at the Hilton with a performance of "The Tempest" at Portland's Performing Arts Center. Speakers from the Tygres Heart Shakespeare Company will also attend the dinner and talk about their company and their current production of "The Tempest."

Cost is \$42 for dinner, speakers and the play. Cost for the theater performance only is \$18. Signup is on the conference registration.

Bookstore afternoon at OLA

Coming to a pre-conference? Why not arrive early and visit some of the special bookstores Portland has to offer.

There are many bookstores in the metropolitan area, including stores that specialize in mysteries, science fiction, children's books, travel and cooking. Be sure to call for information about opening a library account to take advantage of the special discounts to libraries.

She strides into a room, elegant, confident, with a smile. You can believe that this woman was a former fashion model. But, a librarian? A child from economically depressed West Virginia?

Learn how to break the "Marian the librarian" mold from Kaycee Hale, Executive Director of the Resource and Research Centers of the Fashion Institute of Design, former fashion model, past president of the Southern California Chapter of Special Libraries Association, chair of the SLA Task Force on the Enhancement of Image of the Librarian/Information Professional, noted speaker and library leader. Kaycee is a positive, proactive, enthusiastic supporter of the library profession. One of the major assets of a library is its staff and Kaycee believes that librarians need to break the mold, use their keys to unlock information, listen, learn, and lead.

Breaking the Mold

We spend time on the day-to-day tasks: collection building, circulation, telephone reference, shelving, giving directions, performing computer searches. Break the mold by developing critical job skills like creative thinking, interpersonal skills, speaking, goal setting, motivation, teamwork, problem solving, and building connections.

It is important to manage the library's physical collection. You must also manage your personal and professional connections. Self-esteem, knowing how to listen, organizational effectiveness. If you can't do it all on your own, who do you call for help? Build your connections like you build your collections. Break the mold. Dare to connect.

Giving GOOD Service When Good Service Is Not Enough

"I'm not in sales, I'm a librarian." "Don't look at me, I'm just the check-out clerk." "I can't help you. I just shelf books." Here on earth, everybody sells. Skills. Talents. Know-how. Time. Think about it... Remember when you decided not to go back to a company because the clerk sent you the wrong item, the receptionist was rude and surly, the manager didn't have time to talk to a mere customer, the doctor had you wait two hours?

That's selling. Negative selling.

You want a grant. You've got to sell your idea and your skills to the granting foundation. Do you want a raise? You've got to sell your supervisor on your skills and value. Selling is communicating in a way that gets you what you need. It's learning to be comfortable in your job. Any job. From library director to library volunteer.

Join Oregon SLA and OLA LSSRT and Alan J. Zell, 28-year veteran of the retail industry and recognized marketing expert, to hone your service skills. Learn how selling and service work hand-in-hand in the high quality, GOOD service, library and information centers of today.

Breaking the Mold *and* Giving GOOD Service When Good Service Is Not Enough are sponsored by the OLA Library Support Services Roundtable and Oregon Special Libraries Association. Both are part of the OLA Pre-Conference Program on April 25.

All work and
no play...would
make us all very
dull people indeed!

To counteract this tendency the conference committee have prepared for you enticing treats such as microbrewery tours, city walks, a special library tour and a theater evening. We don't want you to miss the excellent workshops and sessions that will (as always) be part of this year's conference, so we have scheduled the fun at times where it will not interfere with the conference program.

On Tuesday afternoon the Oregon Chapter of SLA have organized a walking tour of downtown Portland libraries: the U.S. Court of Appeals, PGE, the Northwest Regional Education Laboratory, and the Oregonian libraries will be featured.

We have arranged with Ecotours of Portland to provide a variety of other tours; they specialize in small custom designed tours using mini-buses, and so will take a group as small as three or four people. This is a new departure for OLA conference planning, so we are anxious to see if you like it. Tours will be on Wednesday evening and Saturday morning. We realize that the Public Library Division dinner is also on Wednesday evening, and we don't expect, or intend, to lure any public librarians away from this; but what about the academic folk or maybe the special librarians? Would you like to try a microbrewery tour or a walking tour of the downtown area after your preconference? We guarantee you'll see Portland in ways you've never seen it before. Our Saturday tours feature two half-day bus tours of the city and an afternoon tour to the Columbia Gorge or an all day tour to the northern Oregon coast - a great way to wind down after the rigors of the conference. Even if you live in Portland you may enjoy seeing some places

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Come to a conference in PORTLAND

*and soak up some culture.
There's something here
for everyone.*

- The Phillips Screw was invented here and patented in 1938.
- A fellow named Joseph A. Puppo invented the hostess snowball right here in river city.
- Enjoy the architecture. The oldest building is the Pioneer Court House at SW 5th and Morrison. It was built between 1869 and 1875.
- See our sculpture. Portlandia, the largest pound-
ed copper sculpture since the Statue of Liberty, weighs 6.5 tons and she just hangs there on the front of Michael Grave's Portland Building.
- If you like Parks visit the Rose Test Gardens, Hoyt Arboretum, the Japanese gardens or the Shakespeare Garden. For a superlative experience, visit Forest Park's 4,800 acres. The Guinness Book of World Records calls Mill Ends Park at SW Front near Taylor as the smallest dedicated city park (452.4 square inches).
- Eat out. Visit Portland's oldest restaurant, Hubers (1879) or its smallest — Briggs and Crampton seats 2 people.
- If big ships interest you, take a trip to "new dry dock number 4", the largest floating dry dock on the U.S.'s West coast and the third largest in the world.
- Get out of town. Take a trip on the Columbia River Highway built by the City of Portland. Stop at Thor's Crown (Crown point) which was donated to the city in 1914.
- Visit the highest point in Portland, Council Crest (1073 feet) and take in the view.

Have fun!

A break-out session followed this discussion in which small groups were asked to come up with actions librarians could take to help keep the profession involved in the development and use of the Internet. Suggestion included:

- Develop a concept of ourselves as information consultants and facilitators.
- Market the kinds of Internet support services we can provide to the campus community.
- Encourage library schools to teach the concepts of our roles as consultants, facilitators, and marketers.
- Train students how to evaluate the information they find on the Internet.
- Educate the faculty as to the difference between their information needs and a student's needs.

Written by Charles (Oregon Coast Community College) with help from Loretta Rielly (Oregon State University) and Carolyn Gaskell (Walla Walla College).

Dull People

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you've never taken the time to visit.

"Knowing I loved my books, he furnish'd me, from my own library, with volumes that I prize above my dukedom" *Tempest*, Act I, Scene 2.

In these words Prospero, explaining to his daughter, Miranda, the circumstances under which they came to the deserted island on which they live, shows how a friend made his life there more bearable. These books enabled him to educate his daughter and to weave the magic spells and potions that causes the tale of *The Tempest* to unfold. We have booked a bloc of tickets for Friday night in the Winningstad Theater in Portland's Performing Arts Center - literally only a block away from the Hilton. The Tygres Heart company which is putting on this production have made their name performing Shakespeare in this very intimate theater - only 300 seats; so the experience will be very different from Ashland. The evening starts with a buffet supper at the Hilton at which two speakers from the Tygres Heart company will give you an insight into the company, the play, and their production. This should be a very exciting evening, so take the opportunity of being in Oregon's big city and have a night on the town!

After you've read of all these exciting offerings, and been tempted, go back to your conference packet and look for the flyers which give you full details of how to register for the tours and get to the play.

Academic Database

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their intention to join the union catalog project as soon as possible.

What is the relationship between Orbis and local library systems and how does Orbis work?

Orbis does not replace the local systems at participating libraries nor is it an unconnected catalog. Links are established between the local catalog and the union catalog which allow real-time updating of information and transactions. The interactive nature of Orbis means that when an item is cataloged and the bibliographic record posted to the local system of a participating library, the cataloging data is also automatically posted to the union catalog within seconds. It also means that when an item is checked out at a participating library, the information about the loan of the item (or its return) is automatically posted within seconds to the union catalog. Order records and holdings information for periodicals are also posted to Orbis shortly after being keyed into the local system.

Patrons can choose to search for materials in the local catalog first. If too few or no matches are found or the needed items are checked out, they can pass through the local catalog to search the union catalog by entering one keystroke. The search is repeated in Orbis without the need for re-keying the data. Patrons can also choose to go directly to Orbis and search for materials in the combined database.

Although the circulation module is not yet available in Orbis, the status of all items held by member libraries is displayed in conjunction with the bibliographic record. Patrons can use existing interlibrary loan services to retrieve the items displayed.

How is Orbis governed?

Orbis is governed by the Orbis Council which consists of the library directors of the participating institutions. Each has signed a "memorandum of understanding" contract which outlines the shared governance structure of the project and details the rights, obligations, and responsibilities of the member libraries and the University of Oregon Library (the host site).

What are the benefits of Orbis for Oregon?

The goals of the Orbis project are to support instruction and research by making it easier to search library holdings at member libraries and, importantly, to support resource sharing. As Orbis grows, it will become Oregon's equivalent of a virtual research library, easily accessible, comprehensive, and tied to a responsive document delivery program. It will also promote cooperative col-