

HRLC Highlights

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From the Executive Director

By Joanne Roukens



"HRLC: Building Community with Training, Tools, and Leadership." That was the theme for this year's Annual Membership Meeting at the Frelinghuysen Arboretum on May 26, 2005. It was the first anniversary of our Strategic Plan and there was much to celebrate. From technology to marketing, from public and school library cooperation to resource development, the HRLC community has been energetically working together to accomplish the goals we identified last year. State Librarian, Norma Blake, who gave an update on statewide programs, joined us for the celebration.

The HRLC Committees and Taskforces gave presentations on the work each has done on our seven strategic initiatives:

- Emerging technology
- Information literacy
- Customer service
- Funding and resource development
- Marketing
- Member relations and cooperation
- Cultural diversity

This year, because building community is at the heart of what HRLC does, the Executive Board decided to recognize the many outstanding contributions made by our members by bestowing "Building Community Awards." Please join me in congratulating our award winners and applauding their hard work on behalf of all of us. Our winners were:

- **HRLC Leadership Award – Michelle Kowalsky**, School Media Specialist, Whippany Park High School. "In recognition of an individual who has built community by demonstrating outstanding leadership in accomplishing HRLC strategic goals in 2004 - 2005."
- **HRLC Library Champion – Brian J. Doherty**, Principal, Newton High School. "In recognition of outstanding contributions made to an HRLC library or to the HRLC library community in 2004 - 2005."
- **HRLC Trustee Award – Daniel Harmatz**, President, New Milford Board of Trustees. "In recognition of an individual library board trustee who has built community through outstanding achievement in the areas of library advocacy, creating visibility for the library, or by fostering community support of their library in 2004-2005."

Voting representatives approved the annual budget and service program.

If you missed the food, conversation, connection, and fun at this year's event or you just want to relive the experience, go to

http://www.hrlc.org/annual_meeting.htm. There you will find the presentations and the pictures. It was a very good year!

Continuing Education Highlights

By Heather Craven, Program Coordinator

Register for classes in your pajamas! – Now you can use our online registration feature to sign up for HRLC classes from anywhere, at any time! Look for the online registration link from our web page, or go directly to: <http://www.peopleware.net/2909> for a list of available classes. You will be able to select classes, submit your registration request, and choose a username and password to make future registrations quick and easy. You will receive e-mail confirmation to let you know when you have been added to the class list. This feature is brand new, and our goal is to keep it as simple to use as possible. If you have questions, comments, or suggestions about signing up for classes online, please contact Heather Craven at 1-800-638-4752. Of course, if you prefer to call us, we will still take registrations by telephone as well.

Technical Training will return in the fall. – Due to low registrations and a high cancellation rate during previous summers, we are not scheduling technical training classes for July or August. Watch for the return of classes on applications, networks, computer security, new formats, and more in September.

Marketing Inspiration in a Packet! – This winter, HRLC libraries submitted their most innovative marketing efforts to the HRLC Continuing Education Committee's "Prize-Winning P.R./Marketing" contest. The winners were celebrated at the "Winning Ideas" program in March. If you missed the program, or want a closer look at the marketing and P.R. items that were submitted, you may borrow one or more circulating packets of contest entries from HRLC by calling 1-800-638-4752. The packet(s) will be sent to you, and may be borrowed for up to two weeks. For more information, see our website at: <http://www.hrlc.org/marketing/mrktgfront.htm>.

School media specialists –

- Remember to subscribe to the HRLC listserv from your home e-mail address to receive messages at home over the summer. Go to <http://www.hrlc.org/maillinglist.htm> to subscribe.
- **Put the Web to Work for You** on July 8th at the Sussex ETTC with two hands-on classes! Start the school year with a new or updated website. Learn how to create a web-based activity such as a hotlist, treasure hunt or webquest using the online tool, Filamentality. For details, see: http://www.hrlc.org/ce/school_librarians0705.pdf.

Vendor Discounts

The 2005-06 online database discount offers, sponsored by the four New Jersey Regional Library Cooperatives, are now available at <http://www.hrlc.org/vendors/vendors.htm> for your review and action. Participating vendors include:

- ABC-Clio
- AccuNet/AP Photo Archive
- Children's Literature Comprehensive Database
- COIN
- CQ Press
- Encyclopaedia Britannica
- H. W. Wilson
- McGraw Hill's AccessScience
- Noodletools (new)
- Plunkett Research, Ltd (new)
- Thomson Gale Group
- World Book
- Accessible Archives
- Bowker
- Columbia University Press
- CountryWatch
- EBSCO
- Facts on File News Services
- Learning Express
- Newsbank
- Oxford University Press
- ProQuest SIRS
- Valueline

CD&L Delivery



Attention school librarians: the last day for CD&L delivery before the summer break is Thursday, June 16th. Delivery will resume on Tuesday, September 13th.

Second quarter CD&L statistics (Apr/May/Jun) are due at the end of June. Schools should get them to the Regional Office BEFORE leaving for the summer. Also, please be sure that forms faxed to the Regional Office are sent to 973-664-1780 and NOT the old number in Chester. Some libraries have old forms with the Chester number listed at the bottom. This could explain why we don't receive your forms, even though you have sent them.

Updated delivery lists and forms are available on our website at www.hrlc.org/delivery/deliveryinfo.htm.

RefUSA Launched on JerseyClicks!

The New Jersey State Library proudly announces the addition of ReferenceUSA on JerseyClicks, at www.jerseyclicks.org.

To access ReferenceUSA, select Custom Search (remote users then login using library card barcode), scroll down to the Business databases, and click on the Internet link (globe) icon next to ReferenceUSA. No need to clear the default database selections—no other databases will be accessed when ReferenceUSA is selected.

Due to the unique nature of this product, JerseyClicks provides user authentication only, not federated searching. You may search any of these ReferenceUSA databases: US Business, US Residential, Health Care, Canadian Business, and Canadian Residential. Information materials will be sent to all public libraries in a few weeks, and opportunities for you to attend product demonstrations and training will be announced soon. You are strongly encouraged to collect user feedback/stories from your customers to demonstrate its value to our legislators and other key officials.

Statewide access to ReferenceUSA is made possible by the New Jersey Knowledge Initiative.

Microfiche Duplication at Phillipsburg Free Public Library

The Phillipsburg Public Library is pleased to announce that they have resumed microfiche duplication services of the ERIC collection. Send requests via OCLC, JerseyCat, or fax. If you have any questions about the service, call Ann De Renzis at 1-800-452-9182 or 908-454-3712.

Executive Board Election Winners

Terms: July 2005 - June 2006

Institutional/At-Large Representative

Robert White - Executive Director, Bergen County Cooperative Library System



Morris County At-Large Representative

Frank Kaiser - Director, Lincoln Park Public Library

Warren County At-Large Representative

Nancy Madacsy - Director, Taylor Memorial Library, Centenary College

Public Library Representative

Michele Reutty - Director, Free Public Library of Hasbrouck Heights

Lay Representative

Robert Alan Harris - Assistant Director, Academic Technology, William Paterson University

Special thanks to all who ran in the election!

Announcing "Leading Through Reading" 2005 Selection!

The NJLA Professional Development Committee is pleased to announce *Selling the Invisible: A Field Guide to Modern Marketing* by Harry Beckwith as the 2005 "Leading Through Reading" book selection. It is a treasury of hundreds of quick, practical, and easy-to-read marketing strategies. The book discusses how to develop and grow our most important products – services.

Now in its second year, "*Leading Through Reading: What if all New Jersey library staff read the same book?*" is a continuing education program that encourages all library staff in the state to revitalize their skills and energies by developing their work expertise through reading. The Professional Development Committee is working on presenting a workshop to further facilitate the message of the book.

This is a great, low cost, *travel-free* way to address the learning needs of your organization. All anyone needs to do to participate is locate a copy of the book and begin reading. This program is a portable, shareable continuing education opportunity that is available to all staff in every library, and it can be started right away. If finding a theme or workshop subject for your annual library Staff Development program is sometimes a struggle, here is one ready to go. It also offers public, academic, school, and special library staff common ground for collaborating with each other.

A listserv that provides a forum for discussing the selected books and for sharing best practices is available at <http://www>.

njla.org/members/listserv/leadtoread.html. Also, a book discussion guide is created each year. The guide created for last year's book, *Lessons from the Nordstrom Way*, is still available and can be downloaded at http://www.njla.org/committees/professional_dev/links.html. Stay tuned to the NJLA listserv for further announcements. If you have any questions, please call Joanne Roukens, Highlands Regional Library Cooperative, at 973-664-1776.

And the Super Librarian Backstory Contest Winner is...

The INFOLINK Regional Library Cooperative and the New Jersey State Library proudly announce the winners and runners up of the Super Librarian Backstory Contest held during Teen Read Week, October 2004. The Grand Prize winner is 15-year-old Sharon Scaife from Cinnaminson. Scaife entered the contest at her local library, the Burlington County Library System. On April 10th at the Cinnaminson Library, Scaife was presented with a brand new mini-IPOD from Best Buy (East Brunswick) and a backpack of prizes from Ecko Unltd. Scaife's entry will be published in the upcoming Super Librarian comic book.



Two runners up, 16-year-old Kristen Swanson from Bridgeton, who entered the contest at the Bridgeton Public Library, and 12-year-old Katy Sue Wheeler from Denville who entered the contest at the Denville Free Public Library, also received prizes in local ceremonies at their libraries -- a \$50 gift certificate from Best Buy (East Brunswick) and a prize from Ecko Unltd.

All three were invited to a luncheon on April 23rd to celebrate their accomplishments.

The Super Librarian Backstory Contest asked teens from all over New Jersey to create a back story for New Jersey's own Super Librarian comic book heroine. A panel of Youth Services librarians, in conjunction with the Super Librarian Steering Committee, read the many fantastic entries submitted by New Jersey's teens and nominated the winners in a blind roundtable discussion.

INFOLINK and the NJ State Library express their sincere thanks to the teens that contributed their time, talents and efforts to providing the Super Librarian with a unique, dramatic and mysterious past. New Jersey's teens proved what we've known all along -- there are no limits and no boundaries to their imagination.

To find out more about the Super Librarian, or to access your local library's website, please visit <http://www.njlibraries.org/>.



2005 NJLA Awards

President's Award:

- Patricia Vasilik, Clifton Public Library
- Amy Job, William Paterson University

Librarian of the Year:

- Kathy Schalk-Greene, Mount Laurel Public Library

LIBRARY SERVICE AWARDS

- Trustee Recognition Award: Eleanor Owens, Piscataway Public Library
- Library Service Award to a Library Group: Mfusion Musical Group, South Brunswick Public Library
- Library Service Award to an Individual: Ceil Leedom, South Brunswick Public Library
- NJLA/EMAnj Partnership Award: Patricia Vasilik, Clifton Public Library

LIBRARY CHAMPION AWARDS

- Dorothy Scott Jones and Aline Moss for their work on the NJLA Scholarship Committee
- Stephen Wiley, Morristown and Morris Township Public Library
- The Karma Foundation, represented by Sharon Karmazin
- Michael J. Scheiring, Vice-President, Thomas Edison State College
- The Honorable Wayne Bryant and the Honorable Louis Greenwald

PUBLIC RELATIONS AWARDS

Operating Budget of \$500,000 to \$1,000,000

- Fundraising Literature: Boonton Homes Public Library
- Service Brochure: Paterson Public Library

Operating Budget \$1,000,000 and Over

- Newsletter: Princeton Public Library
- Program: Weiner Library, Fairleigh Dickinson University
- Service Brochure: Princeton Public Library
- Website: Plainfield Public Library
- Fundraising Literature: Middletown Township Public Library

JOURNALISM AWARDS

- *The New York Times* in recognition of the *Librarian of the Year* program
- *The Star Ledger* in recognition of the *In the Libraries* section

HISTORY & PRESERVATION SECTION AWARD

- Susan G. Swartzbury Preservation Award: Elizabeth Steckman

Congratulations to all the winners!

Around the Region, Around the State...

Congratulations to New Jersey's own **Leslie Burger**, Director of Princeton Public Library, who has been elected

President of the American Library Association (ALA) for the 2006-2007 term. A press release with more details, including the results of the Council elections, is posted on the ALA web site (<http://www.ala.org/ala/ourassociation/governance/electioninfo/alaelectioninfo.htm>).

A fond farewell to **Knute Seebohm**, who has retired as Director of the Morris County Library. Congratulations to **Joanne Kares**, who has been named the new Director.

Congratulations to **Roz Pelcyger**, new Director, and to **Mary Martin**, new Assistant Director, of the Glen Rock Public Library.

Best wishes to **Barbara Owens**, new Director, of the Kinnelon Public Library.

Statewide Reference Center Survey - Congratulations to the two winners of the Apple iPods from over 200 entries -- **Nancy Forester** from Cumberland County Library and our own **Pat Lawson** from Phillipsburg Free Public Library! They received over 100 positive feedbacks and thank all the participants for their enthusiastic participation. The Reference Center welcomes your feedback, online at <http://njref.camden.lib.nj.us/feedback.htm>.

Pat Vasilik, in addition to her NJLA President's award, also won the NJLA/EMAnj Partnership Award. Pat's accomplishments include chairing the One Book New Jersey Committee. Pat was nominated for the Partnership Award by Michelle Kowalsky and the HRLC Youth Services Committee in recognition of her outstanding efforts in school-public library outreach and collaboration.

Farewell to **Lynea Anderman**, Director of Library Services at Warren County Community College. After 18-1/2 years in New Jersey, she is embarking on a new opportunity in Pennsylvania. She thanks everyone for all the great memories. Good luck, Lynea!

We also say a fond but sad good-bye to **Steve Garwood**, Program & Services Coordinator at INFOLINK. Steve has accepted a wonderful position as full-time instructor at Rutgers SCILS effective July 1st where he will teach in both the graduate and undergraduate programs. This is an amazing opportunity for Steve to fulfill his first love—teaching—full time. We congratulate him on this achievement. It's been an honor and pleasure to work with him and he will be greatly missed!

Summer Hours

 The HRLC Office will be on summer hours, closing at 1:30 p.m. on Fridays from July 1st through September 2nd. The HRLC Staff wishes all of our members a happy and safe summer.

HRLC Treasurer's Report	
Balances as of April 30, 2005	
Morgan Stanley Checking Account	\$ 166,574.52
NJ Cash Management Fund	<u>226,945.19</u>
TOTAL OF ACCOUNTS	\$ 393,519.71
FY05 Funds Due - 5/06/05	<u>97,941.00</u>
TOTAL	\$ 491,460.71



Spotlight on YOU!

Featuring Mary K. Joyce

Mary K. Joyce, library manager at Morristown Memorial Hospital, has been with the hospital for over 10 years. She serves on the Information Services Committee for the Highlands Regional

Library Cooperative, is an active member of the Health Sciences Library Association of NJ (HSLANJ), and the New Jersey Chapter of the Special Libraries Association, where she is currently Administrative Director. She has presented poster sessions at two national meetings of the Medical Library Association (MLA) and in 2002 published an article in the Journal of the MLA.

The library at Morristown Memorial Hospital has been welcoming the public since the early 1970's. In the mid 1990's, the library had a contract with the Highlands Regional Library Cooperative to provide Consumer Health Information to other libraries in the region. The library has a collection of approximately 2,500 consumer health books that may be borrowed by other libraries through JerseyCat. The library also provides photocopies of materials from the library's collections, both clinical and consumer-oriented materials.

The Morristown Memorial Hospital is part of the Atlantic Health System (AHS). The AHS libraries have been awarded a subcontract from the National Library of Medicine for a Consumer Library Information Prescription Service (CLIP) that provides up-to-date, authoritative health materials directly to the patron. CLIP has many access points, visiting the library in person, by email, phone, fax, or the "Ask the Librarian" button on the AHS Libraries webpage, <http://library.ahsys.org>. Please call the Morristown Memorial Hospital Library for brochures for your customers or more information (973) 971-5780.

In her spare time, Mary K. takes a busman's holiday and has been spearheading the retrospective conversion project for the catalog of the Loyola Retreat House in Morristown.



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