



FRIDAY



MARCH 23, 2018

#PLA2018

PHILADELPHIA



Elizabeth Gilbert offers wisdom and insights about creativity during Thursday's Big Ideas session.

## It's All Going to be All Right

**R**enowned author Elizabeth Gilbert kicked off the Big Ideas Series Thursday morning, weaving together stories and advice for the early morning crowd. The author of the 2006 international best seller *Eat, Pray, Love*, said as a child, the library was her second home.

She described a difficult, exhausting, and frustrating time in her life, living in New York City as a young unpolished writer. It was here that she met a visual artist, selling her wares on the street, whom she tagged as her mentor. "Whenever I saw her I talked to her. She listened to me, day after day and then finally asked me, 'What are you willing to give up to have the life you

*pretend you want?'*"

This was the last thing Gilbert wanted to hear. "I worked three jobs. I didn't have any free time," Gilbert said. Her mentor proceeded to ask her, "What's your favorite TV show? Magazine? Do you have a favorite author? Restaurant?" After replying to each question, the mentor said, "It must be nice to have all that free time to enjoy those things ... I don't want to have another conversation where you tell me you have no time."

The moral here, Gilbert said, is that you will have to stop saying "yes" to things you want to do. "The question

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*Click here to view Thursday's video highlights.*

## Meet the 2018 PLA Presidential Candidates

**W**ith the ALA and PLA election season upon us, we wanted to share some information about the PLA presidential candidates, Nicolle Davies, Executive Director of the Charleston (SC) County Public Library and Ramiro Salazar, Director of the San Antonio (TX) Public Library. The winning



Nicolle Davies



Ramiro Salazar

candidate will serve as the 2018-2019 president-elect, 2019-2020 president, and 2020-2021 past-president.

In addition, there are also two ALA ballot measures, the first a proposed adjustment to ALA membership dues and the second related to the educational requirements for the next ALA executive director. On the latter ballot measure, the PLA Board of Directors—in alignment with ten of the eleven divisions, the ALA Board,

ALA Council, and the Search Committee—is encouraging its members to vote "no" on this measure.

To get more information about the ALA elections visit <http://www.ala.org/aboutala/governance/alaelection> or check out their tables in the exhibits hall.

Our presidential candidate Q&A follows. The two candidates were

*Continued on page 10*

## Getting From Awareness to Funding in 2018

**P**ublic libraries continue to serve important roles in their communities, and continue to be visited and utilized by overwhelming majorities of local populations, according to an updated comprehensive study by

PLA, ALA, and the ALA Office for Library Advocacy in partnership with OCLC.

Larra Clark, PLA; Sharon Streams, OCLC WebJunction; and

*Continued on page 11*



*Daniel H. Pink talked about time of day, how people respond to different parts of the day, and timing trends in human behavior during Thursday's Author Lunch. After the presentation, Pink signed his new book, When: The Scientific Secrets of Perfect Timing. The book provides suggestions on when to work, sleep and play, useful for freelancers and hourly-scheduled workers alike.*

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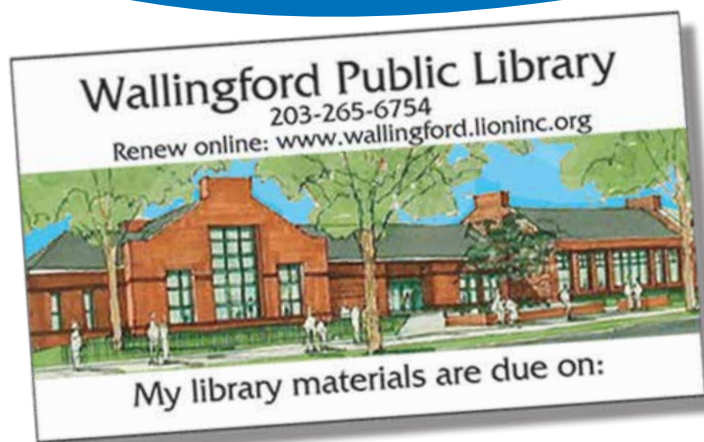
**NEW PRODUCTS**  
P. 9



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The #WeAreBuiltForThis display at the Playaway Pre-loaded Products, booth 1027, attracts a variety of comments and thoughts.

## Great Expectations – Customer Service and the Future of Libraries

By Alicia Snarr and Paula Wilson

In a world where books are delivered instantaneously to a device of their choice and Wi-Fi is just a coffee shop away, why would customers choose the library as the place to spend their time? The answer is simple: they love the library. We provide free resources, engaging programs, and positive memorable experiences.

So, how do we entice people to keep choosing libraries? A great place to start is with a customer service philosophy. Customer service is one of the most effective ways to differentiate ourselves from all of the other places people choose to go. For most of us, we find the behaviors second nature but without a customer service philosophy each employee is defining great customer service for themselves.

When you return to your library consider asking coworkers how they define customer service. You'll probably find their answers run the gamut from, "I give the customer what they want" to "I follow all of the policies we have in place." Exceptional customer service doesn't just happen; it comes from lots of little moments added up over time with intentional and consistent efforts. With a customer service philosophy in place everyone is working with the same play book.

Have you ever been thoroughly let down by your favorite Italian restaurant and had to send the food back to the kitchen? At the end of the meal you decide to let this one disappointment slide because of all the good years of eggplant parmesan you've had with them.

*Continued on page 11*

## Understanding Power, Identity and Oppression: A Justice and Equity Workshop

By Katie Dover-Taylor and Amita Lonial

How can public libraries actively combat oppression in our communities, institutions, and ourselves? Mia Henry, executive director of the Arcus Center for Social Justice Leadership in Kalamazoo, Michigan, facilitated a day-long preconference in partnership with the PLA EDI Task Force to explore this question.

The day started with the basic assumption that oppression exists. Henry led participants through a series of conversations, exercises, and reflection activities to deepen their understanding of how oppression operates personally, interpersonally, culturally, and institutionally. Through an exercise called the "Power Flower," attendees named aspects of their identity and discussed the parts of themselves they think about the most, the least, and the areas in which they have choice or power. Participants recognized that the aspects of identity thought about the most, tend to be tied to one's sense of human value. As librarians strive to create more inclusive libraries, participants encouraged moving away from the discussion of privilege – which often seems to derail discussions about equity – to a focus on the idea of solidarity across human differences. For more information

about the Power Flower exercise or an introduction to these concepts, check out PLA's free archived webinar, "Understanding Power, Identity, and Oppression."

After examining how oppression and cultural dominance inform library core services – including policies, collections, programs and staffing models – participants dived into U.S. history and learned about the strategies and tactics social movements have used to advance justice and liberation. The day concluded by reflecting on how libraries can apply these same tactics to its institutions and practices.

It is clear public libraries across the country are feeling a deep sense of urgency to address issues of equity, diversity, inclusion, and social justice. PLA launched the EDI Task Force in June 2017 to support members in deepening their knowledge and understanding of these issues and support libraries to take action. The Task Force hopes to continue to provide education and training opportunities on this topic. Most importantly, the Task Force would like to hear from members as to what tools or resources would be most relevant to you and your library. Contact PLA to share your ideas or sign up for the topic's listserv.

For more information, visit [www.pla.org](http://www.pla.org).



# Thank You

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# Today's Schedule – Don't Miss These Exciting Events

**7:30 a.m. – 4:00 p.m.**  
**Registration**

**8:15 – 9:15 a.m.**  
**Big Ideas with Steve Pemberton**

*Pennsylvania Convention Center, Exhibit Hall C*

Steve Pemberton's story is about defying seemingly unsurmountable odds—overcoming abuse and neglect as an orphan in foster care to become a trail-blazing corporate executive, enlightened diversity leader, visionary youth advocate, and acclaimed speaker. His best-selling memoir, *A Chance in the World*, recounts his triumphant life journey and drive to become a man of resilience, determination, and vision. Now an upcoming major motion picture, *A Chance in the World* further amplifies Pemberton's highly motivational messages: Believe in your dreams, rise above obstacles, create opportunities for others, and most of all, persevere.

**9:30 a.m. – 2:00 p.m.**  
**Exhibits**

## PLA Pavilion

Be sure to check out the PLA Pavilion, located in the Exhibits Hall. The PLA Pavilion—which includes the PLA Stage and the PLA Booth—will also feature a lounge area where attendees can relax and charge their devices, interact with one another in an informal setting, and chat with PLA Staff.

In addition to the PLA Stage programs (How-To and ECRR), the PLA Pavilion will also feature short presentations on PLA initiatives and other library-world topics.

## PLA Presentations (presented in the PLA Booth area)

Today's scheduled presentations include:

- 10:30 – 10:50 a.m.** — Using DigitalLearn in Your Library  
Increase digital literacy in your community with DigitalLearn
- 11:30 – 11:50 a.m.** — Teaching Computers? We Have Help!  
Extensive suite of computer and technology training resources available!
- 12:30 – 12:50 p.m.** — U.S. Census Public libraries and the 2020 census

## How-To Festival

The How-To Festival will take place at the PLA Stage. Join us for an incredible line-up of 20-minute hands-on sessions provided by and for conference attendees! A How-To Festival is a cooperative learning experience, teaching practical, hands-on skills that can be learned in short sessions. It's a fun way for attendees to learn something new and to experience a taste of the wildly successful How-to Festival that attracts 4,000 individuals to the Louisville (KY) Free Public Library every May. Check out today's "How-To" schedule below:

- **9:30 – 9:50 a.m.** — How to Enroll in Public Service Loan Forgiveness
- **10:30 – 10:50 a.m.** — How to Host a Teen LBGTQ Club
- **11:30 – 11:50 a.m.** — How to Hoop Dance
- **12:30 – 12:50 p.m.** — How to Tie a Tie
- **1:30 – 1:50 p.m.** — How to Supercharge your Staff Training in Four Easy Steps

## Every Child Ready to Read Mini-Sessions

Join us at the PLA stage for these 20-minute programs that will offer a short and informative overview of topics related to early literacy and the PLA/ALSC Every Child Ready to Read program.

**10:00 – 10:20 a.m.** — ECRR Storytime Challenge: Encouraging Adult Engagement

**11:00 – 11:20 a.m.** — ECRR New Books Recommended for ECRR's Five Practices

**12:00 p.m. – 12:20 p.m.** — ECRR Every Librarian Ready to Mentor – ECRR in a Media Heavy World

**1:00-1:20 p.m.** — ECRR Using Nursery Rhyme Activities to Encourage Talking, Singing, Reading, and Playing in Storytimes

**9:30 – 10:45 a.m.**  
**Exhibits Coffee Break**

**10:00 – 11:30 a.m.**  
**AAP Children's Publishers Book Buzz**

*Pennsylvania Convention Center, Exhibit Hall AB, Book Buzz Stage*

This morning's second installment of children's publisher title previews will feature Chronicle Books, Wednesday Books & Flatiron Books YA, Soho, Macmillan Children's Publishing, Harlequin, Penguin Young Readers, New York Review Books, Albert Whitman & Co., Scholastic, and Holiday House.

**10:45 – 11:45 a.m.**  
**Programs**

**12:00 – 1:30 p.m.**  
**Author Lunch With Jacqueline Woodson**

*Philadelphia Marriott Downtown, Grand Ballroom*

*Required Preregistration*

**12:30 – 2:00 p.m.**  
**AAP Adult Publishers Book Buzz**

*Pennsylvania Convention Center, Exhibit Hall AB, Book Buzz Stage*

This afternoon of publisher title previews will feature New York Review Books, Other Press, Bloomsbury, Macmillan, Soho, Harlequin, Hachette, and Image Comics.

**1:30 – 2:00 p.m.**  
**Exhibits Closing Reception**

**2:00 – 3:00 p.m.**  
**Programs**

**3:00 – 4:00 p.m.**  
**Exhibits Coffee Break**

**4:00 – 5:00 p.m.**  
**Programs**

**5:15 – 6:15 p.m.**  
**Spark Talks**

*Pennsylvania Convention Center, 201 ABC*

Ready, Set, Go! Our presenters have only five minutes each to ignite some new ideas. Using a combination of innovative slides and lightning-fast talk, they'll share a personal passion inspired by their work to inspire you and your public library colleagues. If they go over five minutes, we're using the big hook. The clock starts... NOW! Programs include:

- Rebecca Czarnecki, Denver (CO) Public Library  
**Breaking Binary**
- Karen Keys, Brooklyn (NY) Public Library  
**Later Literacy**
- Daniel Verbit, Philadelphia University  
**Medical Websites That Don't Make Your Patrons Hypochondriacs**
- Amanda Feist, Saint Paul (MN) Public Library  
**Serving Patrons Experiencing Homelessness in Your MakerSpace**
- Patrick Hoecherl, Salt Lake City (UT) Public Library  
**Staff Database Training in 5 Minutes or Less**
- Julie Jurgens, Arlington Heights (IL) Memorial Library  
**Youth Services: The Cockroach Department of the Library World**
- John Pappas, Cheltenham Township (PA) Library System  
**Keeping Board Games and Board Game Events Inclusive**

**5:30 – 7:00 p.m.**  
**All Conference Reception**

*Marriott Grand Ballroom*

Last Day to Visit the Exhibits!

Exhibiting As .....	Booth Number
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Exhibits Hours

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9:30 – 10:45 a.m. Coffee Break  
1:30 – 2:00 p.m. Closing Reception

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FAMILY ENGAGEMENT

HELPING CHILDREN AND FAMILIES SUCCEED IN SCHOOL AND LIFE

In March 2017, PLA and the Global Family Research Project released their collaborative publication, *Ideabook: Libraries for Families*. Building on the Call to Action document, the Ideabook highlights case studies from more than 50 libraries that are incorporating the five "Rs" of engagement—reach out, raise up, reinforce, relate, and reimagine—to develop meaningful, lasting relationships with families in their communities.

Download for free:  
[www.ala.org/pla/initiatives/familyengagement](http://www.ala.org/pla/initiatives/familyengagement)



PLA INITIATIVES

Tim Wu Concludes Big Ideas on Saturday Morning

Saturday, March 24, 8:15 – 9:15 a.m.  
Tim Wu is an author, policy advocate, and professor at Columbia Law School, and director of the Poliak Center for the study of First Amendment Issues at Columbia Journalism School. Wu's best-known work is the development of Net Neutrality theory, but he also writes about private power, free speech, copyright, and antitrust. In 2014, he ran as the progressive Democrat candidate for lieutenant governor of New York. His book *The Master Switch* (2010) has won wide recognition and various awards.  
Wu worked at the Federal Trade Commission during the first term of the Obama administration, and has also worked as Chair of Media reform group Free Press, as a fellow at Google, and worked for Riverstone Networks in the telecommunications industry. He was a law clerk for Judge Richard Posner and Justice Stephen Breyer. He graduated from McGill University and Harvard Law School.  
Wu is a contributing writer at NewYorker.com and a former contributing editor at *The New Republic*. In 2006, Scientific American named him one of 50 leaders in science and technology; in 2007, *01238 Magazine* listed him as one of Harvard's 100 most influential graduates; in 2013, *National Law Journal* included him in "America's 100 Most Influential Lawyers;" and in 2014 and 2015, he was named to the "*Politico* 50." He formerly wrote for *Slate*, where he won the Lowell Thomas Gold medal for Travel Journalism. In 2015, he was appointed to the executive staff of the office of New York State Attorney General Eric Schneiderman as a senior enforcement counsel and special advisor.

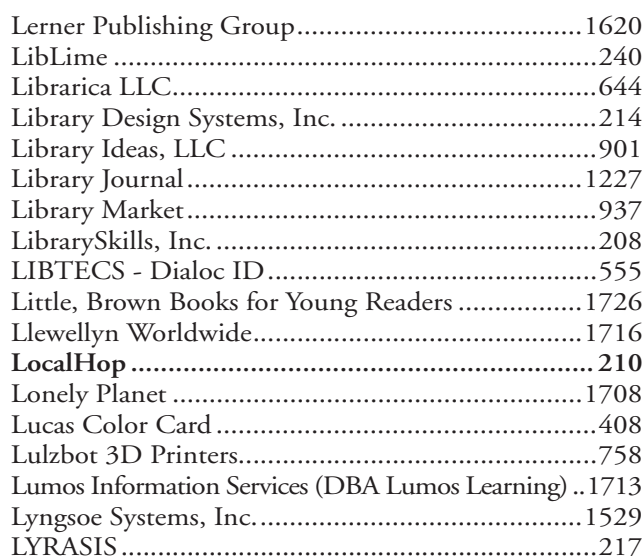
New! Directors Discussion Group

Room: PCC 103C - 12:30-1:30 p.m., Friday  
This is a forum for library leaders to share their experiences, offer advice, and learn from each other, all while building a support network of peers to whom they can turn for help and advice in the future. Attendees are encouraged to continue the conversation after the conference by signing up for the Library Directors Group ([librarydirectors.org](http://librarydirectors.org)) email listserv, which is currently used by 500 library directors across the United States.

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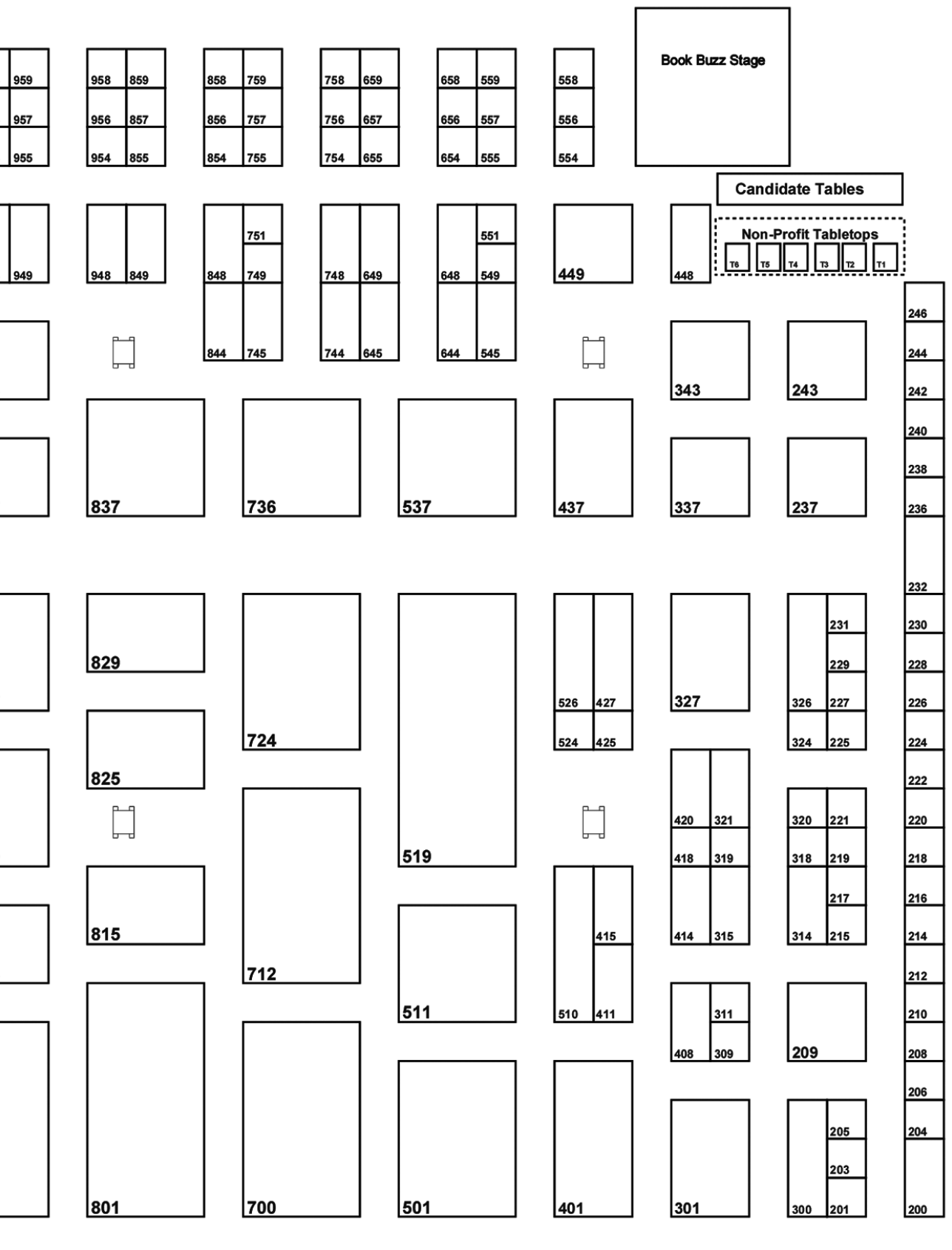
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Gale, A Cengage Company .....	501
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**9:30 – 10:45 a.m. Coffee Break**  
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– As of March 19, 2018

–Companies in bold are PLA Daily News advertisers

# Friday’s Author Signings

Company	Booth Number	Author/Book	Time
Baker Publishing	#1215	Samuel Parker/ <i>Coldwater</i>	10:45 a.m.
Baker Publishing	#1215	Shawn Smucker/ <i>The Edge of Over There</i>	12:45-1:30 p.m.
Brodart	#700	Bryan Reardon/ <i>The Real Michael Swann</i>	9:30 a.m.
Candlewick Press	#1740	Kate DiCamillo/ <i>La La La</i>	10 a.m.
Cardinal Publishers Group	#1706	Anthony Fredericks/ <i>Ace Your First Year Teaching</i>	2 p.m.
Fox Chapel Publishing	#1705	D.L. Miller/ <i>Big Foot Visits the Big Cities</i>	During exhibit hours
HarperCollins	#1206	Sean Parnell/ <i>Man of War</i>	9:30-10:30 a.m.
Llewellyn Worldwide	#1716	Lissa Marie Redmond/ <i>A Cold Day in Hell</i>	10 a.m.
Paper Cutz	#1714	Jessica Abel/ <i>Trish Trash</i>	9:30-11:00 a.m.
Peachtree Publishers	#1700	Susan Stockdale/ <i>Fantastic Flowers</i>	10:30-11:30 a.m.
Penguin Random House	#1406	Riley Sager/ <i>The Last Time I Lied</i>	11:30 a.m. - Noon
Penguin Random House	#1406	Flynn Berry/ <i>Double Life</i>	11:30 a.m. - Noon
Penguin Random House	#1406	Megan McLean Weir/ <i>The Book of Essie</i>	11:30 a.m.-Noon
Publisher Spotlight	#1722	Amy Chu/ <i>Spotlight #1</i>	9:30 a.m.
Publisher Spotlight	#1722	Kevin McCloskey/ <i>Snails Are Just My Speed!</i>	10:30 a.m.
Random House Children’s Books	#1406	Russell Ginns/ <i>Samantha Spinner and the Super-Secret Plans</i>	9-9:45 a.m.
Readers to Eaters	#1317B	June Lo Lee/ <i>Chef Roy Choi and the Street Food Remix</i>	10 a.m.
Romance Writers of America	#1319	Dani Pettrey	9:30 a.m.
Romance Writers of America	#1319	Alice Wootson	10 a.m.
Romance Writers of America	#1319	Tracy Lyons	10:30 a.m.

# How to Get Your Staff on the Same Page

Helping your support staff understand the unique role that public libraries play in their communities can require a concerted effort. Melinda MacCall, Meghan O’Connor, and Kim Zablud, from the District of Columbia Public Library (DCPL), came together to share one way they are doing it: the DCPL’s program, “Public Libraries 101: Fundamentals for Support Staff.”

“Our objective,” said Zablud, “was to ensure that staff understand the shared principles of public librarianship. This was mandatory training for all non-MLS frontline staff.”

DCPL developed a two-hour interactive workshop. “We wanted to stay away from job skills training,” Zablud said. Many of the library’s frontline staff had worked in the library for many years and the trainers had to be careful not to make them feel unappreciated. “We included their expertise and that wealth of experience made them knowledgeable participants. We brought all required staff through the course in one performance year. And now, new staff must go through the course as part of their training.”

The course started with a survey of 20 questions based on ALA Core Values. Staff were also required to read two articles, “Public Service as a Library Program” and “How Public Libraries Set Me Free.” MacCall said participant feedback was overwhelmingly positive. “There was something

for everyone in the program and it was well-received.” Staff was also required to share a [positive] story about how their work has impacted them, or a customer.

Other things covered in the workshop included: The history of public libraries; case studies; nuts and bolts of collections and services; and Washington, D.C. and DCPL in context. “These topics were very conversational. People relax when we told them we aren’t going to tell them how to do their job,” said MacCall.

O’Connor said that three case studies were discussed. “These provided a way to look at abstract concepts with concrete situations.” Practical aspects of service were also talked about, such as how materials get into the branch and the demographic impact on services and collections. “Reflection questions and discussion with the manager were required to get the staff member’s performance review completed.”

Zablud briefly described the New York Public Library’s similar training, in which they asked the question of their staff, “If you were going to nominate someone to go to Mars to start an urban library system, who would you nominate?” As a result, 40 named staff members became the group to brainstorm what they wanted in the culture of their frontline staff. “Three words describe what New York Public wants in their staff: helpful, resourceful, and curious.”

“We didn’t want to forget about our business operations colleagues [non-frontline staff],” said O’Connor. “We did a pilot this year for non-public

service staff to inspire organizational culture across the agency and help make clear connections between the work they do and service provided.”



A Lovey Town participant shares her balloon creation, just one of the many things you can do in Lovey Town. The Madison (WI) Public Library’s The Bubbler and Anythink Libraries (CO) have joined forces to bring attendees this interactive experience featuring artist Michael Velliquette. Guests create miniature artworks and paper dolls to place in the Lovey Town gallery while learning ways to engage local artists for meaningful, production-based programming in their own communities. Library staff can meet, exchange ideas, and work through challenges together in a creative and inspiring setting.

## NEW PRODUCT SHOWCASE

PAID LISTINGS



### 3branch Booth #327

3branch's new discovery mini™ is a complete, self-contained activity center for libraries, schools, early learning and day-care facilities. With a compact 7 sq/ft footprint, clever storage, and versatile play surfaces, discovery mini™ makes play possible just about anywhere.

While small is size, [discovery mini™](#) is big on function and versatility. It includes:

- Two (2) reversible tops providing four different play surfaces.
- An integrated storage shelf holds the additional play surface top in the table when not in use.
- A spacious open storage shelf to keep toys and programing assets organized and close at hand.
- Locking casters.

No assembly required.



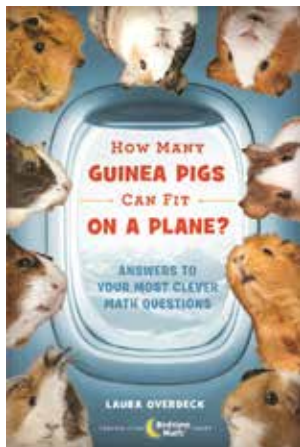
### LocalHop Booth # 210

[LocalHop Room Reservation](#) launches summer 2018! Let patrons book spaces, reserve equipment, and pay for available rooms. Manage rooms internally from your LocalHop dashboard to save time and keep your team organized!

Designed for and with the help of local libraries, our room reservation tool accommodates all of your library's needs, including:

- Set-up & break-down times
- External room reservation
- Internal room management
- Payment processing
- Room descriptions
- Room configuration
- Reserve equipment
- Availability validations
- Manage multiple locations

LocalHop is a provider of library event management software and offers web calendars, community calendars, registration, and event promotion to libraries of all sizes.



### Bedtime Math Foundation Booth #203

How many bees does it take to make one jar of honey? How much gum could stick me to the wall? The answers can be found in [How Many Guinea Pigs Can Fit on a Plane?](#), written by Laura Overdeck, founder of the nonprofit Bedtime Math and author of the best-selling *Bedtime Math* children's book series.

Not only does the book include answers to wacky questions that were submitted by some of Bedtime Math's tens of thousands of followers of its popular daily math problems, but young readers will learn how to solve them while discovering cool math facts along the way.



### Palmieri Furniture Booth #1037

Create hands-on learning environments with Lavoro! Encourage curiosity, teamwork and make imaginations come to life!

Designed to adapt to today's increase in technology, equipment and devices. Available with a variety of durable table top options, storage capabilities and in children's, sitting, standing or adjustable heights.

This table adapts to any maker-space and supports a variety of work and activity: electronics, robotics, 3D printing, parts assembly, engineering, laboratory research, tests, arts & craft, etc. Acquire the skills needed for the 21st century and beyond; plan, invent, build and experiment with Lavoro maker tables!

Redesign or add [Lavoro](#) to your space today!



### Edelweiss by Above the Treeline Booth #229

[Edelweiss+](#) gives over 100,000 book professionals a platform to discover, read, review, and order new titles. With all major publisher catalogs and thousands of review copies, you'll never miss out on a new title. And it's free!

We are excited to introduce Alpine for librarians. This account upgrade incorporates national sales and circulation data, allowing you to create custom lists that drive informed collection development. By adding Alpine to our Edelweiss+Analytics suite, libraries of all sizes can choose the tool that's right for them based on their needs and budget. Our mission is to help you "work better, read more."



### READsquared Booth #231

Reading Programs - Readers Advisory Homework Helper - Reading Buddies

Join [READsquared](#) and engage your community like never before with targeted patron experience and content. Inspire participation with curated book recommendations, fun activities, literacy games, random drawings, raffles, social interactions and more!

Promote your library's brand with the many pre-packaged programs using popular themes and easily updated to reach your unique community!

READsquared Connecting your Library and Community!

See what READsquared can do for you and request a demo today! [RequestDemo@READsquared.com](mailto:RequestDemo@READsquared.com).



### Gale, A Cengage Company Booth #501

Gale Small Business Builder is a step-by-step online planning tool to help aspiring entrepreneurs and experienced small-business owners plan, launch, manage and grow their small businesses. Nonprofits will find tools and templates tuned to the specific needs of founders serving their communities.

The intuitive program provides self-guided business planning and guides users through five areas of exploration:

- Entrepreneur Profile
- Business Ideation
- Break-Even Analysis
- Business Plans
- Financial Projections

Start-ups and nonprofits can use this service to explore and learn about options, evaluate readiness, and build a plan focused on success. Learn more at [gale.com/gsbb](http://gale.com/gsbb).



### Unique Management Services Booth #212

Unique Management Services, the worldwide leader in material recovery for libraries, now also provides inbound phone and live chat coverage for public libraries.

Are you looking for solutions to:

- Hectic service desks?
- Distracted staff?
- Rushed interactions?
- Missed patron activity?
- Lengthy e-Media calls?
- Limited/no online support?
- Serve all generations?

Unique solves these problems with phone and chat coverage to keep patrons engaged and active and give library staff more time for in-house patrons and key job tasks.

Visit booth 212 or [librarycalls.com](http://librarycalls.com) for more information.

## Gilbert

*Continued from Page 1*

is one of priorities. You need to know what you don't care about ... to figure out what you do care about." She added that you may lose people, but the people you keep will become your tribe.

"The word that I have trouble finding anywhere is relaxed," she added. "Are you at ease in this moment in history? Women worry about everything. You think it's not responsible if you don't worry." She explained that the origin of the word is *wyrgan*, which means "strangle."

"Worry is a rope you tie around your neck and it suffocates you. Concern, on the other hand, means to sort. We can have concern without worry."

Gilbert said it is also important to have boundaries. When going through

her first divorce, her ex-husband made a point to let her know that she was a terrible person. "The nicer I was, the angrier he became. There was a sense of peace that I hadn't had in two years when I decided 'no more.' When a woman stands on her integrity there is no choice but to meet her there."

"The last thing you need is mysticism," explained Gilbert. "This is a very particular way of being and operating in the field of consciousness. The empirical is not the only thing happening here. There is an intelligent force in the universe." She said that people who are mystics spend their life in a communication interacting with mystery and looking for a connection. So, Gilbert says, "you can relax; you are not running this thing. There are forces happening in nature that are way bigger than you."

"Right now there is nothing for you



*Kristie Revicki, Nanuet (NY) Public Library, poses a question to Elizabeth Gilbert during Thursday's Big Ideas session.*

to do," she said. "When there is something for you to do, then you will be told. It is not our place to know the next thing that is going to happen, and that's okay." She added that the definition of

mastery for her is the one who is the most relaxed. "The most at ease and the most relaxed is the most effective."

"It's all going to be all right," concluded Gilbert.

## Candidates

*Continued from Page 1*

emailed the same four questions and their responses are shown below.

### Nicolle Davies

*What are the most important issues facing public libraries?*

We continue our work on changing perceptions about 21st century libraries and what is really taking place inside and outside the walls of our facilities.

We are working to track outcomes where possible, not just outputs.

We are establishing our identity as the go to place for technology literacy

We are addressing safety concerns and physical threats in our public branches and addressing the opioid crisis.

*If elected, how do you plan to address the issues you have mentioned?*

I would work with PLA staff and leadership to ensure that we are providing educational opportunities and training around the issues identified above.

I would also ensure that we are sharing best practices from the field on how we are addressing our local challenges.

*What would your focus be if elected PLA President?*

I will focus on ramping up our advocacy work in this time of political and financial uncertainty. I also think we need to continue telling our story in a thoughtful and impactful way, that not only changes perceptions, but also moves us from being "nice to have," to an essential service in all communities.

*How can PLA best support the work of public librarians?*

- Practical resources
- Dynamic training
- On-point messaging

### Ramiro Salazar

*What are the most important issues facing public libraries?*

There are three key issues facing public libraries in the current environment:

1. Unintended Barriers to Access: As we assess our service efforts from an equity lens, it is apparent that library fees and fines are a detriment to those members of the community who need access to library resources and services the most. Specifically, I'm referring to those individuals who may have limited income to enable them to pay off fees and/or fines. Digital literacy is another important area. Public libraries have a key role in bridging the digital divide through programs and services that support digital inclusion. Transportation is another existing barrier to analyze and address. Libraries must seek integrated solutions appropriate to their communities, whether that is a closer bus stop, access to convenient parking, or improved sidewalks. These are complex dilemmas that require bringing multiple stakeholders together to find solutions, and it is essential that libraries explore and address them within our own organizations and with the necessary partners within our communities.

2. Competencies and Skill Sets Needed for a 21st Century Environment: The skill sets and competencies needed today to support the operations of a public library are vastly different than they were 20 years ago. Library personnel have evolved from specialists to generalists. This shift is dictated by the ever-changing environments of our public libraries as they are affected by technology, generational expectations and other factors. This evolution has presented us with just cause for revisiting skill sets and competencies required of library professionals that will have significant impact on staff recruitment efforts for public libraries.

3. Relevance as a Public Service Institution: Public libraries should continue to look for opportunities to be

relevant in an ever-changing environment. Knowing and understanding the people we serve and anticipating the future needs of our communities are top priorities to our relevancy. We must embrace change and be willing to transform and adapt to the expectations of the communities we serve.

*If elected, how do you plan to address the issues you have mentioned?*

I plan to take a leadership role by providing platforms within the organization to bring these issues to the forefront of the PLA community. My expectation is that these platforms will cultivate important dialogues where best practices and innovative thinking can be shared within the profession. One of the greatest strengths of the library profession is our culture of sharing and learning from each other which supports us all in inspiring new ideas, accessing new perspectives and ultimately, discovering a path forward that makes libraries even stronger.

*What would your focus be if elected PLA President?*

Addressing and alleviating barriers to access. I'm very passionate about helping public libraries explore and implement ways to mitigate and/or eliminate obstacles to accessing the services and opportunities libraries provide.

*How can PLA best support the work of public librarians?*

It is important that PLA continue to inspire new thinking and dialogue within our profession and to continually support and encourage growth. PLA serves as a leader and a strong voice to encourage transformation of our public libraries.



*Attendees listen to presentations at the AAP Children's Publishers Book Buzz program.*



*Erica Marks (left) and Annisha Jeffries, Cleveland Public Library, peruse children's books in the Exhibits Thursday morning.*

## Customer Service

*Continued from Page 3*

Having a reputation for good customer service is important because we know it can cushion us from a service failure. It's like having money in the bank – every moment of good customer service is deposited into a checking account. The more in the account, the less impact a negative moment has.

Great customer service philosophies are flexible, grounded in common sense and acknowledge the occasional need for service recovery. When we apply these basic elements of exceptional customer service in our libraries the results can be magical. Learn more about applying, improving, or developing a customer service philosophy by attending Great Expectations: Customer Service and the Future of Libraries by the authors on Friday, March 23, at 4 p.m.

## Need a Charge?

Take advantage of PLA's Charging Lounge right next to the Internet Station, as well as a charging station in the PLA Pavilion, located in the 1500 aisle of the Exhibits Hall. PLA has also set up power strips for attendees to charge their devices in each of the program hallways and also in front of Ballroom A and B.

Paid portable mobile battery rental stations can be found around the Convention Center.

## Voting

*Continued from Page 1*

Vailey Oehlke, Multnomah County (OR) Public Library, offered their insights to data collected from a survey panel of 2,000 voters ages 18 to 69, living in areas with populations of less than 300,000, conducted between September 29 and October 4, 2017. The panel compared these results with the 2008 OCLC report From Awareness to Funding: A Study of Library Support in America.

Streams discussed the key findings in the 2018 results:

- 55 percent view the public library as an essential local institution
- 53 percent feel libraries remain relevant in the internet age
- Only 19 percent find book retailers easier to navigate.
- 70 percent of voters have visited a public library in the last year with an average of 8.6 visits per year

"A majority of voters say they would vote in favor of local library funding, 27 percent definitely would vote in favor and 31 percent would probably vote in favor of funding," said Streams. She added however, that many voters are confused about the primary source of library funding.

"This gets really interesting when we compare the data to a decade ago," continued Streams. "More voters now believe the library offers activities and entertainment you can't find anywhere else and this is an important role for the library. More voters today see their library as a community hub. But, average visits per year to the library 10 years ago were 13.2 with average visits now at 8.6 per year."

But fewer voters today are likely to

see the library as a resource for children. In 2008, 71 percent saw the library as a place for homework help, compared to 51 percent in 2017. In 2008, 79 percent saw the library as a place to access computers and the internet. That number is 62 percent today.

"Voters today do not feel staff is as friendly and approachable as they were," expressed Streams. "Fifty-three percent now see the library as a source of pride in their community, compared with 73 percent in 2008. Forty-six percent feel the library stimulates growth and development in the community, compared with 63 percent feeling that way in 2008."

Clark said that the group of "super supporters" shows no significant change from the two studies. There is a big difference, however in the group of probable supporters. "Super supporters believe the library is a better source than the internet. They have a deep emotional connection to the library. They have grown in their convictions over the last 10 years."

"Probable supporters are still likely to support the library, but are less committed than they were," Clark said. "The still have a deep connection to our values and mission."

The whole world has changed in the past 10 years, said Clark. "It is natural that we would also see a decline in support."

Oelke pointed out that this report is a great opportunity to find some urgency. "Perception determines our value in our community. So, whether true or not, perception is reality."

For more information, go to [oc.lc/awareness2018](http://oc.lc/awareness2018) to download the summary report, data sets, banner tables, and supplemental analyses.

## Product News —

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## Increase Your Multilingual Content with Ingram Library Services and ODILO

Ingram Library Services, a leading provider of comprehensive services to public libraries, including access to 16.5M+ titles, and ODILO, an interna-

tionally recognized leader and provider of technology and digital content for US libraries and schools, have expanded the collections of multilingual eBooks and

audiobooks for libraries.

This offering provides access to 1.4M+ multilingual eBooks and audiobooks along with 93 magazines and 36 Spanish newspapers. Titles in 240 languages including Spanish, Arabic, Chinese and more are available to patrons.

ODILO's audio and ebook content is accessible through ipage®, Ingram's complete search, select, order and account management tool. Libraries also have access to ODILO's software to upload local content (music, videos, etc.), manage lending rules and host digital book clubs.

"Libraries around the world have shown a strong interest in building more direct relationships with their patrons. ODILO is dedicated to closing this gap by turning over control of the user experience to libraries who know their patrons best," said ODILO CEO and Founder Rodrigo Rodriguez. "We are putting powerful multimedia tools into the hands of librar-

ies to transform the reading experience as a whole. We want libraries to save money through our flexible purchasing models so they can reallocate their funding to building diverse and robust collections in ways that best meet the needs of their communities."

ODILO's marketplace features digital lending with bring-your-own-content hosting capabilities, an integrated catalog capable of sourcing content from different providers, social reading functionalities, and more.

"Libraries consistently say they need to provide materials in more formats and languages. By including ODILO in ipage, librarians can more easily serve the evolving needs of their communities by offering content in the languages they read and ordering it on the platform they trust," said Dan Sheehan, VP and General Manager of Ingram Library Services.

## Full Color Library Hour Magnets from JanWay as Low as \$.08 Each!

JanWay Company, the largest supplier of custom printed fundraising and promotional items to public libraries in the United States, is offering full-color library hour magnets for as low as \$.08 each! From now until May 31st receive 20% off from JanWay's already low prices.

Magnets are a simple yet effective promotion for libraries. According to a Purdue University study, the average person opens the refrigerator 20 times per day. That's 20 chances a day that a person will interact with your library's promotional magnet. Magnets can promote new services, important phone numbers, story times, bookmobile schedules, online services and, of course, advertise your library hours. Stop by the JanWay booth (#526) for more information. You may also visit [www.JanWay.com](http://www.JanWay.com) or call 1-800-877-5242 for more details.

# Make More Confident Library Moves

Everything is bigger in Texas. Take a gander at how the Seguin Library outside of San Antonio knocked out a colossal opening day.

## Going Big for Your Community

- ✓ Move to a new facility
- ✓ Fill an extra 28K square feet shelf space
- ✓ Catalog and process 15,000 new titles
- ✓ Experience zero opening day stress

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— Jacki Gross, Library Director

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Visit **Booth 301** to chat about your goals for **#TheLibraryLife**.

[ingramcontent.com/pla](https://ingramcontent.com/pla)

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