When I think back on this year’s fantastic OLA Annual Conference, one program stands out as my favorite. Nancy Pearl, as you probably know, is a former Oklahoma librarian who became a Seattle celebrity and earned national recognition as the model for the “Librarian Action Figure.” Before meeting her at the conference, I felt that there could be no better role model for us as librarians than Nancy Pearl — and now I’m convinced of it. I attended her program on providing excellent reader’s advisory, and gained so much insight on the subject in such a short time!

First of all, Nancy (she seemed so down-to-earth that I feel like we’re on a first-name basis) talked about the four appeals of different books. She called them “doorways” though which we enter a book. Some readers, she said, prefer books with strong characters or a fast-moving story; others read a book for its setting (in time or place) or the beauty of its language. It’s our job, as librarians, to find out which doorway a reader prefers to enter a book, and suggest a book that’s strong on that kind of appeal. Often the title of a book can give you a clue as to its appeal. Books can have more than one kind of appeal. Nancy gave the example of the Harry Potter books as having all four doorways, which is why they are enjoyed by so many readers.

Nancy advised us to remember that reader’s advisory is a dialogue. When approached by someone asking for a book recommendation, Nancy suggests saying, “Tell me about a book you like.” When the patron describes it, they will tell you what appealed to them about the book, and you will know what kind of doorway that reader favors. Another thing to remember, Nancy tells us, is that readers can prefer different appeals at different times. Another good question to ask the patron seeking a book to read is “What are you in the mood for?”

Finally, Nancy gave us some tips on avoiding “desk paralysis” — that blank moment that occurs when someone asks for a book recommendation and you can’t remember the title of a single book. It’s helpful to remember that you are just “suggesting” books, not “recommending” them, she said. Another trick she taught us is that before going on the desk, walk around the library and write down the titles of four different books, one for each different appeal, then put the piece of paper in your pocket. That way you will have a starting point for suggesting books.

The goal of reader’s advisory is not to increase circulation, Nancy said. It is important so that patrons will know the library is a place to come and talk about books.
Lynn’s Spin

Over 600 of you joined us on the OLA/NCED cruise ship for a fantastic 98th Annual Conference. We truly did “Spin” to “New Destinations” and forge “New Connections,” as we enjoyed informative programs, terrific speakers and timely exhibits. We had fun and fellowship at a new conference venue, the National Center for Employee Development in Norman. I greatly appreciate the fact that many of you have taken time to express your enthusiasm and appreciation for a great conference. As I have shared with you, the thanks goes to the fantastic OLA team of leaders that put the conference together. I want to thank the outstanding group of OLA Officers, the Program Committee, Division and Roundtable Chairs (DRoCs) who planned excellent workshops and a remarkable conference program. They made a huge commitment to the planning, coordinating and implementing quality programs! I particularly want to thank Susan Dulaney Wright (Conference Program Chair), Basha Hartley and Sally Bratton Rice (Local Arrangements Co-Chairs) for their roles in planning a successful, dynamic conference in a new and unique location. Charles Brooks, our talented webmaster, deserves enormous applause for his tireless work keeping us online and up-to-date, as well as his non-stop efforts to take photographs of all programs and activities. None of us can thank our Executive Director, Kay Boies, enough. Her long hours of hard work, patience, enthusiasm, and expertise go a long way in shaping a successful conference.

I also want to thank Brandi Broadus and Darren Ransley along with their team of employees at the NCED Conference Center. They could not have been more accommodating. They bent over backwards and worked long hours to make sure that everything ran smoothly and we had everything that we needed for all functions!

Another first at the conference was the first meeting of the OLA Endowment Board, with Honorary Chair First Lady Kim Henry attending.

In short, OLA’s 98th Annual Conference was “Serendipitous.” (The only “complaint” that was mentioned to me was that there was too much good food!)

Listed below are the members of our OLA “team” the Program Committee and the Local Arrangements Committee. Please join me in thanking them for their dedication and hard work.

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<th>Kay Boies</th>
<th>Basha Hartley</th>
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<td>Charles Brooks</td>
<td>Wayne Hanway</td>
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<td>Margo Canaday</td>
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Legislative Day at the Capitol on April 13 was another OLA success! Over 150 Trustees, Friends, library personnel and city and county officials spent time visiting with Oklahoma legislators and reminding them how vital Oklahoma Libraries are to all of our citizens. Participants reported that they seemed to have more one-on-one time with their legislators than in past years. Once again, we served pie to the legislators and their assistants. This is becoming a welcome tradition! Thanks to Cokie Anderson, June Lester (Co-Chairs) and the Legislative Committee for planning and coordinating a great Legislative Day 2005!

Please take time throughout the year to remind your legislators that “Oklahoma Libraries Need Their Piece of the State Pie!” When you do so, please talk to them about our 2005 Legislative Goals which are:

- Help public libraries meet recognized needs for new and improved services through increased state aid.
- Support the Oklahoma Department of Libraries’ budget priorities and vital services.
- Fund at least two percent of the $50 million plus in library construction needs statewide.
- Ensure quality school library programs staffed by certified Master’s-level library educators.
- Urge construction of a long overdue expansion of the state archives facilities.

On April 7, 2005 Cokie Anderson and I had the privilege of presenting Oklahoma’s First Lady Kim Henry with the 2004 (and first) Bill Lowry Library Champion Award. The presentation of this award had been delayed for a year because of Governor and Mrs. Henry’s busy schedules. A special press conference, coordinated by the Legislative Committee and the Metropolitan Library System, was held at the Ronald J. Norick Library to recognize Governor and Mrs. Henry for their support of Oklahoma libraries and the ALA “Read Y’All” Literacy Campaign.

A few reminders:

- The OLA Centennial Committee needs your help in selecting the “best resources about Oklahoma.” The list and ballot can be accessed from the OLA website.
- The OLA Endowment Committee needs your donation or pledge to the Centennial Endowment if you have not already made yours. No donation is too large...or too small! Refer to the OLA website or contact Pat Weaver-Meyers for more information.
- The Legislative committee reminds you to complete the “Legislative Network Registry.” If you do not have a hard copy, go to the OLA website.

Congratulations to the OLA Membership Committee! Our memberships, both personal and institutional have increased this year. I will have more details for you later.

Lynn McIntosh
President
Tim Tingle is a Choctaw storyteller and author of *Walking the Choctaw Road*, which was selected as the Oklahoma Reads Oklahoma book for 2005. At the One Book, One Conference program I attended, Tim first talked about the man who was his inspiration for collecting the Choctaw stories that eventually made it into his book. He was another Choctaw storyteller and tribal historian named Charlie Jones. During a re-enactment of the Trail of Tears in 1992, Charlie told Tim many stories as they walked together.

Next Tim took us back to the backwoods of Mississippi with a telling of “Crossing Bok Chitto,” the first story from his book. Even as I sat, entranced by the sound of his voice, I noticed that some details were different from the story I remembered reading in the book. After finishing the story, Tim talked about how a story evolves with re-telling, and that he never tells a story the same way twice. The stories in his book are really meant to be read aloud, not silently, he said.

Tim Tingle will be making appearances all over Oklahoma over the next few months. If you missed his program at the annual conference, I encourage you to go listen to him when he comes to a town near you. You won’t be disappointed!

*Christine Dettlaff*

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**OU SLIS Alumni Association Award of Merit**

Oliver Delaney, legislative liaison for the Oklahoma Library Association, was selected for the University of Oklahoma School of Library and Information Studies (OU SLIS) Alumni Association 2005 Award of Merit. The Award of Merit is given to a graduate of OU SLIS who has made an effective and innovative contribution to the library profession, and/or contributed to the professional literature, and/or generated an active interest in the OU SLIS.

Delaney’s award was given during the OU SLIS Alumni Reception at the OLA 98th Annual Conference in Norman. This year’s reception was a mini-celebration recognizing the 75th anniversary of the OU School of Library and Information Studies.
This year’s SRRT Ruth Brown Award went to the **Mabel C. Fry Library** for their program Books Behind Bars. The program provides books and reading material for adolescents who are currently in detention or correctional systems in the Yukon area. Although there were many other fine and deserving applications, this program was voted to receive the award by the Ruth Brown Committee of the Social Responsibilities Roundtable. At the Opening General Assembly Thursday morning Sara Schieman accepted the $500 award on behalf of the library.

Scholarship Award Winners

In the picture at right are two of this year’s scholarship winners, Kim Smith and Christine Bassett, with Scholarship Committee co-chairs, Karen Neurohr and Jenny Stenis. Two other winners not shown are Scott Murray and Jennifer Colclazier.

OASLMS School Library Technology Award

This year’s OASLMS School Library Technology Award winner was **Jo Ann Kopp** (center) from Putnam City North High School. She is receiving the award from OLA President Lynn McIntosh. Susan Loop (left), from Scholastic Library Publishing, presented Jo Ann with a check for $250.
Thursday evening’s All-Conference Event provided us with more fun than would ever have been thought possible for a room full of librarians. There were brass rubbings and fortune telling, Maypole dancing, bellydancing, jugglers, Medieval music, and knightings by our own “Queen Lynn” into the “Order of the Pinwheel.” And then of course there was the feasting!
The Oklahoma Library Association (OLA) recognized individuals for excellence in their profession and contributions to Oklahoma’s libraries on April 1, 2005 at the 98th Annual Conference.

Senator Johnnie Crutchfield was recognized by the Oklahoma Library Association (OLA) with the Bill Lowry Library Champion Award. Senator Crutchfield was honored for his long time support of libraries and education. “Through positive leadership and action on legislation, Senator Crutchfield has clearly demonstrated his dedication to promoting and improving library services for the citizens of Oklahoma,” said Lynn McIntosh, OLA President. “He has won the respect of many for his commitment to the defense of freedom of access to information for all Oklahomans,” continued McIntosh. Senator Crutchfield is only the second state leader to be honored with the Library Champion Award from the Association.

Patrick Brennen accepted the OLA Distinguished Service Award for his leadership and work with OLA. The Distinguished Service Award is granted to a professional librarian and OLA member in recognition of inspired leadership, devoted service, and unusual contributions to Oklahoma libraries and the library profession. Brennen is the Director of the Library at the Samuel Roberts Noble Foundation and is credited with the creation of an archives department for the Foundation. Since 1998 Brennen has continued to be one of OLA’s “behind the scenes” leaders. He is co-chair of the committee for the OLA Endowment Campaign and has been instrumental in raising over $60,000 towards the campaign goal. Patrick has worked tenaciously to improve opportunities for professional development and leadership training for Oklahoma librarians and support staff.

President Michael A. Cawley of the Noble Foundation says, “Patrick Brennen has been vitally important to the growth of the Noble Foundation in recent years. His ‘customer service’ approach to library operations has had a very positive impact on our organization. But I think the most important legacy that Patrick Brennen will leave at the Noble Foundation is the creation of a superb archives department. As a result of Patrick’s work, we are now able to easily access the rich history and heritage of the Foundation. The archives have become one of the most valuable resource tools we have in our library.”

Lou C. Kerr, Oklahoma City, was awarded the Citizen’s Recognition Award for her special interest in libraries and library services on a statewide level. Kerr is President of the Kerr
Foundation. She has worked to support libraries since 1981 when she was founding member of the Bizzell Library Society at the University of Oklahoma.

SONIC, America’s Drive-In was presented with a Special Project Award for having shown outstanding contributions to a noteworthy project which has played a key role in their community. SONIC, America’s Drive-In has provided continuing support for the Oklahoma Department of Library’s statewide, Summer Reading Program since 1998. LeeAnn Bratten accepted the award for the corporation.

Phil Moss of Norman was granted the Special Meritorious Service Award for his leadership and service to Oklahoma libraries. He is champion of improving access to information for all Oklahomans. Phil is Associate Vice Chancellor for Academic Affairs with the State Regents of Higher Education and has been a catalyst in securing statewide databases.

Also awarded a Special Project Award was Choctaw County Library, Inc. for its determination and success in acquiring a new library building for Hugo. Marilyn Custer, President of Choctaw County Library and Brent Shain, member of the library board, were recognized for their efforts specifically.

The “Support Staff Person of the Year” Award was presented to Diana McMahan, Branch/Outreach Coordinator for the Chickasaw Regional (Public) Library System (CRLS). Diana received this honor for her dedication to improving library services for CLRS customers and for outstanding contributions to the Oklahoma Library Association. According to McIntosh, “Diana is a dedicated, loyal CRLS employee, who always focuses on the best interests of library customers, coworkers and the library system itself. She is creative, astute and a consummate problem solver, which has made her an integral part of the management team.” Diana began her career with CRLS over 20 years ago as the Branch Manager of the Wilson Public Library. Today she supervises more than ten people and has major responsibilities in collection development and acquisitions.
Librarians Dig Deep!

You did it! You came through for the next generation of information professionals in Oklahoma! At the conference this year, the Centennial Endowment Committee asked the Association’s membership to again look toward the future and contribute to the OLA Headquarters goal and the Endowment. The membership responded resoundingly!

Pledges and contributions for the conference totaled $11,985. Donations made specifically for the headquarters building down payment totaled $10,410 and donations to the endowment fund totaled $1,575.

Organizers for the Donna Norvell memorial put together a wonderful basket of children’s books to be given to the highest donor in memory of Donna Norvell. The winner was Basha Hartley.

The drawing for fundraising gifts was tons of fun and winners included:

- Tracy Bynum – IPOD shuffle
- Ellen Duecker – Mini IPOD
- Jeanie Johnson – DVD player
- Karen Lehr – Hotel and registration for 2006 conference

It was also announced at conference that Kim Henry has volunteered the mansion grounds for an OLA fundraiser that is tentatively scheduled for June 2006. The First Lady also designated The Association as the recipient of the Borders Bookstore fundraiser on literacy, April 22-23. This fundraiser is in addition to the book fair at Barnes and Noble which took place during National Library Week, and the book fair for independent book stores planned this coming October.

The committee is continuing to look for suitable office properties in Oklahoma City. If anyone knows of an office location for sale, please let us know. We are hoping to find a property and re-submit our grant to Noble Foundation for consideration this summer.

If you missed the endowment booth while at conference, please consider going to the OLA website and looking at the Centennial Endowment pages to find out how to send in a donation anytime! Remember, our goal is $1 million.

And to all of you who have given and continue to give throughout the campaign, THANK YOU.

Pat Weaver-Meyers
OU Libraries

The presenters of “Justice League v. Super-Censor” (from left) Dr. Connie Van Fleet, Rosemary Moran, Laurie Sundborg, Rob Vollmar of Atomik Pop in Norman, and Sara Schieman.

Wensheng Wang, Head of Access Services and Muhammad Afzal, head of Collection Services, Cameron University Library, present a poster session on RFID.
Old Friends and New, Conference Is All About You!

David Corbly and Anne Masters

Donna Skvarla and Bill Lowry

Above: OLA President Lynn McIntosh and Vance Hunt
Below: Lynn McIntosh with Children’s Sequoyah Book Award winner Peg Kehret.

Beth Avery and Marla Roberson
2005 OLA Opening General Session

Norman’s mayor opened the session with the joke. “What do you get when you cross a librarian with a lawyer? All the information you want, but you can’t understand any of it.” He informed us that Norman has a new library in the works. He believes that the combination of the Internet and libraries and librarians are in an exciting time now, and in the future. He then talked about attractions in town such as art galleries, theaters, and museums.

Susan McVey came up and read the Governor’s proclamation declaring March 31st as Donna Norvell Day. There will also be a Donna Norvell Book Award.

Then the business meeting started with the approval of the minutes from the 2004 Conference, and approval of rule changes. Committee reports followed. Pat Weaver-Meyers reported that the Centennial Endowment Campaign has raised $57,000 so far. Jo Ann Kopp, librarian at Putnam City North High School, received the OASLMS Library Technology Award. Mabel C. Fry Library received the Ruth Brown Memorial Award for their “Books Behind Bars program.”

The president-elect of the Canadian Library Association, Barbara Clubb, next spoke about Ottawa and Canada’s statistics. She talked about what has been happening/accomplished, such as a reciprocal borrowing agreement with academic libraries. She said astronaut Steve McClain wants to renew his library book from space on the next shuttle flight; new branch is being built; wellness programs; creation of Federation of Ontario Libraries digital library; consortiums; looking at copyright reform; depository services; U.S. impact on Canadian libraries; archives; impact NAFTA will have; improving Aboriginal services; developing stronger school libraries -- many of the same things on which ALA is working.

Rilla Askew was the keynote speaker. “What if you didn’t have libraries?” She is deeply grateful for libraries as that is where she does her research. She emphasized it is vital for Oklahomans to tell their own story rather than outsiders such as John Steinbeck. Without libraries, she said she would not have learned about the Tulsa race riot. So much can be learned about Oklahoma happenings/history by reading books in libraries.

The new OLA logo was presented in a video created by Buffy Edwards and Gary Kramer of the OLA Marketing Committee. The new slogan is “Just so you know,” and the new face on the Read Y’all poster is singer Kristen Chenoweth.

This was one of the most entertaining Opening Sessions I have attended.

BJ Vinson