Board of Directors Elections

Ballots will be emailed in July and voting closes on August 10

Meet the Candidates for First Vice-President/President-Elect

**Tom Reinsfelder**

Tom Reinsfelder has worked for the Penn State University Libraries since 2002 and is currently Head Librarian at Penn State Mont Alto. Previously he served as Reference and Instruction Librarian at Penn State Mont Alto, and Library Assistant at Penn State Abington. He also spent some time as a Weekend Reference Librarian at Immaculata University.

His primary professional interests include following new developments and trends related to open educational resources (OER), scholarly publishing, and open access. Reinsfelder also has a strong interest in online reference services and has served as coordinator of Penn State’s “Ask A Librarian” chat and email service since 2013.

Reinsfelder earned his Ph.D in Administration & Leadership Studies from Indiana University of Pennsylvania, M.S.L.S. from Clarion University, and B.S. from Shippensburg University.

His Pennsylvania Library Association (PaLA) activities include:
- **Pennsylvania Libraries: Research & Practice, Co-Founder & Co-Editor** (2012–present)
- **Director at Large, Executive Board** (2016–2018)
- **Member at Large, College & Research Division** (2012–2015)
- **PaLA Certificate of Merit Recipient** (2014)

**Jackie Dillon-Fast**

Jackie Dillon-Fast is the Global News Collections and Services Coordinator for the Pennsylvania University Libraries on the University Park Campus. During her varied career, Jackie has been a community college reference librarian, rural hospital librarian, transportation librarian, research center information specialist, and program coordinator for Cochise County Cooperative Extension Service in Arizona. There was also a brief but wonderful stint in a medium-sized public library. Jackie earned her Master of Library Science from the University of Arizona, Tucson, and holds a Bachelor of Arts in Russian Area Studies from Knox College in Galesburg, Illinois.

Jackie is a proud early graduate of the Pennsylvania Academy of Leadership Studies (PALS) and a founding team member of the academic/public libraries collaboration known as The Digital Navigator Project, winner of a 2013 Best Practices Award.

Additional PaLA activities include:
- **Chair, Juniata-Conemaugh Chapter** (2011–2012)
- **Secretary / treasurer, Juniata-Conemaugh Chapter** (2016–present)
- **Member, Intellectual Freedom Committee, Juniata-Conemaugh Chapter** (2012)
- **Presenter, Poster Session, Digital Navigator Project, PaLA Annual Conference** (2012)

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Editor
Stephanie Campbell
stephanie.campbell@brodart.com

Contributing Editor
Christi Buker
christi@palibraries.org

Editorial Coordinator
Vacant
admin@palibraries.org

Design/Layout
Graphtech
info@thinkgraphtech.com

President
Denise Sticha
Centre County Library & Historical Museum
Bellefonte, PA

1st Vice President
Michele Legate
NE Library District/Albright Memorial Library
Scranton, PA

2nd Vice President – 2019 Conference
Paula Collins

2nd Vice President – 2020 Conference
Sylvia Orner
Scranton Public Library
Scranton, PA

3rd Vice President
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University of Scranton
Scranton, PA

Past President
Tina Hertel
Muhlenberg College
Allentown, PA

Treasurer
Leslie Christianson
Marywood University
Scranton, PA

ALA Councilor
Rob Lesher

Executive Director
Christi Buker
christi@palibraries.org

Meetings & Finance Manager
Kim Snyder Wise
kim@palibraries.org

PA Forward Project Manager
Brandi Hunter-Davenport
brandi@alibraries.org
I don’t know about you, but this time of year is just too crazy busy! With the lengthening hours and warmer temperatures, everything seems to be gearing up. Because of the variances of winter weather, a lot of programming, meetings, and trainings are deferred until this time of year. In the public library world, annual reports are wrapping up, grants are being prepared, and youth services staff are deep into summer learning program planning and development. Among my school and academic colleagues, the countdown to the end of year is looming and so much has to be crammed in. At PaLA headquarters, the Conference Committee is moving full steam ahead to make sure our Erie conference is the best ever. Local chapters are planning spring workshops and other committees are making serious inroads to accomplish their goals and objectives.

So when the emails come out from the Association and Legislative Committee about now being the time to reach out to our elected officials, time to schedule legislative visits, time to ramp up our efforts to secure more funding, I can almost hear the collective sigh and see the eye rolls. When am I going have time to do this? True confessions — most years, this is me! On one level, I absolutely get it. This is important work. We know we have to connect with our representatives. Our Association provides talking points, facts, and templates, [and] the American Library Association has a wealth of resources on its website for crafting a customized advocacy plan.

The work out over the course of a year, the push to the state budget finish line is already built into the schedule. Do you have a strategy for communicating information among your stakeholders? Our Association makes some of this easier, by providing talking points, facts, and templates. The American Library Association has a wealth of resources on its website for crafting a customized advocacy plan. Involve the staff, energize the board, and engage the community. It truly takes a village.

Although the time for making New Year’s resolutions is well past and as the days grow longer and we are springing into summer, it’s not too late to start working on an advocacy plan. For this year, for next year, for the future. It’s crazy not to!

Denise Sticha

Denise is currently too busy to read very much, but has several books on the night stand waiting, including Vulture by Katie Fallon, our Centre County Reads 2019 selection and a wonderful memoir by Susan Branch, “Martha’s Vineyard, Isle of Dreams.”
It is no surprise that various organizations, businesses, individuals, and even government agencies come to libraries and want to “partner” with them. Libraries offer an impressive array of resources, staff, unique facilities, and community connections. The majority of the library’s assets are provided free of charge, or for nominal fees well below market value. This makes the library a highly attractive partner!

While libraries are regularly approached to offer programs or distribute materials on behalf of, or in conjunction with others, are these truly partnerships? If there is no benefit or return for the library, it is simply the library providing community services, not a partnership. Libraries should engage with other entities and collaborate in providing services and support to the community. But wouldn’t it be great if libraries could create or expand real partnerships?

Maybe you’ve never considered the dollar value of what libraries are offering and where to negotiate or improve the agreement for the benefit of the library. Let’s consider an example.

A local financial planner wants to offer a program in your library and would like to post brochures and flyers in advance to promote it. The library might ask that the planner include the library logo and web address on any flyers as co-branded advertising (plus the PA Forward™ literacy logo!). Ask if the planner is running any advertisements in the local newspapers. Would they be willing to pay for an additional ad to advertise library hours and its website since the planner may have a discounted or bulk rate with the newspaper? Or, at least add a line in the advertisement to thank the library as a valued partner.

You could also ask the financial planner to do a short session at an upcoming staff meeting. This could be to train the staff on topics that may affect them personally, or to determine what library resources might enhance the presentation. For example, if they are talking about how to prepare for future college expenses, maybe the library staff can mention the databases available to search for scholarships. Would the financial planner be willing to provide a one-hour complimentary session for a staff person as a raffle drawing at the staff meeting?

Additional ways to have a mutually-beneficial partnership involve engaging the organization through reciprocal or in-kind services, even if it is for library needs not directly related to the immediate program. Organizations might be able to provide printing services on behalf of the library, graphic design for library flyers, donations of services or items for a library silent auction, staff incentives and discounts, or public recognition of the library outside its building including thank-you signs or awards.

Staffing and overhead costs should be considerations when developing partnerships. If the proposed program is going to involve direct staff time, be sure you know what that is worth. Time might be needed to review the proposal, coordinate arrangements, set up the room, respond to patron questions, organize an RSVP list, write a blurb for the library newsletter, or respond to media inquiries on the topic. If it is a one-hour program, I’d expect at least three hours of staff time connected to it. The dollar value is the rate you pay an employee, plus the additional 17% employer share of payroll taxes and benefits, and also operating costs such as utilities, mortgage, maintenance, and technology.

It can be very rewarding to develop real partnerships that advance our communities through literacy, leisure, and learning at the library. In order to do that, libraries need to do a solid job of communicating the value of the library and ask for reciprocity that benefits the library. Even if you can’t negotiate for contributions toward operating funds or reciprocal services, by communicating the value of what you bring to the negotiation table, you will at least create improved awareness and greater respect from other entities. Of course, you’ll never know what kind of real partnership you can create until you ask!

Christi Buker is the executive director of the Pennsylvania Library Association. You can reach her at christi@palibraries.org. She plans to start reading No One is Coming to Save Us by Stephanie Powell Watts.
The Pennsylvania Library Association has announced that, beginning January 2020, once libraries achieve the Gold level of the PA Forward Star Library program, they will be able to take steps to maintain their PA Forward Gold Star status annually.

With the initial Star Library program, the PA Forward Gold Star was valid for three years. Since the program launched statewide in January 2017, the first round of Gold Stars expires in January 2020. To determine next steps, a group of up-and-coming library leaders developed a plan to help libraries maintain their PA Forward Gold Stars. Special thanks to Maggie Albro, Sarah Fetzer, Jacqueline Laick, DeAnne O’Brien, and Alice Pakhtigian. Their time and effort mean a great deal as the Association continues to grow the PA Forward Star Library Program.

Additional levels are not being added to the original program. Libraries will still work through the Bronze, Silver, and Gold star categories. However, once a library reaches the Gold Star level, the library can maintain this on an annual basis.

To maintain the Gold Star, libraries will complete four core actions, three literacy actions per literacy, and two bonus actions. Just as with the current program, materials will be uploaded to a shared drive folder and libraries will then submit for the renewal star via the Star Library website.

“Libraries are now in a routine of applying the PA Forward framework to their programs and supporting materials, so there isn’t any additional work involved,” said Paula Gilbert, Chair of the PA Forward Steering Committee. “All the libraries are doing now is continuing that work and keeping their Gold Star polished.”

What does this addition mean for the initial Star Library Program? As previously mentioned, the first round of PA Forward Gold Stars expires January 2020. This what also means is that as of 2020, ALL stars will expire one year from when they were awarded. The Bronze Star award was only ever valid for one year so there is no change. The one-year rationale is now being applied to all star levels as of January 2020.

However, any library that achieves the Gold Star by December 31, 2019 will be grandfathered into the original parameters, meaning their Gold Star is valid for three years. Any Gold Stars achieved after that date will automatically be on the yearly cycle for renewal.

The Gold Star designation and any subsequent renewals will remain contingent upon the library having institutional membership or a staff person with personal membership in the Pennsylvania Library Association. Membership must be current during the time the library submits for the star. Current trustee membership can be considered as well.

“This program has grown more than anyone could have imagined,” added Christi Buker, Pennsylvania Library Association Executive Director. “And that is a wonderful thing. We’re seeing how libraries are connecting with their communities and how those communities are connecting with the library and their PA Forward stars. It’s a win-win and we are taking the necessary steps to ensure we can continue to make this a meaningful experience with our participating libraries.

“This is truly a team effort and could not be completed without strong volunteer engagement. We are amazed at what has been achieved, how it has helped libraries and their communities. Congratulations and thank you to all! Let’s keep those library stars shining brightly!”

For a list of the types of actions for the Gold Star renewal, visit www.paforwardstarlibraries.org. Questions can be directed to paforward@palibraries.org or 717-766-7663.

Brandi is the PA Forward Project Manager. She (along with her daughter) is currently listening to Alice’s Adventures in Wonderland by Lewis Carroll.
It is uncommon in our increasingly electronic society to discover information without using some type of technology. Therefore, in addition to information literacy, our patrons must apply digital literacy, “the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills,” according to the American Library Association’s Office for Information Technology Policy Advisory. Teaching digital literacy may be complicated in a traditional classroom setting, but it is even more challenging when teaching students from a distance.

The College and Research Division (CRD) will explore the many facets of digital literacy during this year’s spring workshop, “The Digital in Digital Literacy: What Are We Doing and Where Are We Going?,” planned for May 23 at King’s College in Wilkes-Barre. The workshop is organized by CRD chair-elect Betsey Reichart, librarian and information literacy instructor at Penn Foster, Scranton. Digital literacy is important to Reichart, who serves an exclusively online student population at her institution. She is not alone in providing library services to online-only learners. The National Center for Education Statistics, part of the U.S. Department of Education, reports that 14.4% of post-secondary degree seekers take courses completely online. Of these, 12.3% are baccalaureate students and 26.1% are graduate students.
“As both basic and complex everyday tasks move online, digital literacy affects all people and all kinds of libraries, from those using public library computers to complete a job application to researchers at universities using supercomputers to analyze immense quantities of data. Digital literacy also applies to all age levels, from young children first engaging with an iPad to adult learners in online courses and beyond. Even as the digital world becomes more pervasive, access to technology is not free. Therefore, libraries can serve as a common ground for digital literacy, where patrons can learn about new technologies and apply digital literacy skills.”  

— Emily Mross

or in an online environment provided by a library. Academic libraries provide a wide array of digital technologies and information repositories to their students and faculty each day. They also work within the curriculum to provide instruction on the proper use of these tools and give guidance on the best ways to analyze the information their users find.

**Keynote Speakers and Breakout Sessions**

The workshop will feature two keynote speeches from librarians who provide instruction to online students and help them develop information and digital literacies. Kathy Watts, Access Services Librarian at Whitworth University in Spokane, WA, will present “Tools and Principles for Effective Online Library Instruction: Andragogy and Undergraduates.” Her talk examines adult distance learners and the most effective methods of delivering online library instruction in light of individual learning styles and information needs. Lori Lysiak, Reference and Instruction Librarian at Penn State, Altoona, Emily Mross, Business Librarian at Penn State Harrisburg, and Victoria Raish, Online Learning Librarian at Penn State, University Park, will present “Across the Campuses and Around the Globe: Reaching Online Learners Through High-level Embedded Librarianship.” This program explores how librarians can provide personalized library instruction and support that replicates the resources students would receive on a physical campus with liaison librarians.


**Registration**

Registration is open until May 15; costs are $45 for PaLA members and $65 for nonmembers. The registration includes all sessions and meals during the workshop. For more information about the workshop or to register, please visit crdpala.org or palibraries.org.

Emily Mross is the Business Librarian and Library Outreach Coordinator at Penn State Harrisburg Library. She is currently reading The Lilac Girls by Martha Hall Kelly.
Introducing Your Candidates for Second Vice-President

Kate Geiger

Kate Geiger has been Director at the Indiana Free Library since 2005, offering steady and visionary leadership to bring the library to a better footing for the future. This is her first position in public libraries and she is passionate about growing her community through a vibrant and active library. She began her career working in courthouse and law firm libraries. She also worked as a consultant and was sole proprietor of a business offering research service to legal libraries.

She completed her Bachelor of Arts at Indiana University of Pennsylvania in English, with an education minor, and attained School Library Certification at Slippery Rock University. After an internship in a law library, she enjoyed 25 years of research service in both Pennsylvania and Florida legal libraries. In Florida she added a Legal Assistant degree. Kate returned to Indiana, PA just before 2000, and attained a Master of Library and Information Science at the University of Pittsburgh, graduating magna cum laude.

Kate is now Director of the Indiana Free Library, an independent non-profit local library at the county seat of rural Indiana County, where nearly 60% of the population is served by state-aided local libraries. Since 2010 she has been tirelessly working to keep library services intact and vibrant and looks forward to the opening of a newly remodeled library in May.

She has been involved in PaLA since 2005, attending conferences and workshops, supporting the District Library with ideas and activities, has participated in PA Forward, PA One Book, PALS Director’s Conference, plus multi-district workshops and trainings. With the end of construction in sight, she is ready to offer stronger leadership to further the work of the Pennsylvania Library Association.

Kate was awarded a Community Vision Award in 2009 for her community involvement. She is president of a local Toastmaster’s chapter, a member of Indiana County Society of Human Resource Management, Treasurer for Philanthropic Education Association (P.E.O) Chapter C, and a member of the Indiana Reading Council, Indiana County Sustainable Task Force, and Indiana County Workforce Development Task Force. She partners with the YMCA and Chamber of Commerce and is continually working to align the needs of her community with the goals of library service.

Nicole Henline

Nicole Henline is the director of the Monroeville Public Library in the eastern suburbs of Pittsburgh. Previously, she was the director of the Community Library of the Shenango Valley in Sharon, PA, and a reference associate at Point Park University Library. She began her career in libraries during her senior year of high school, working as a computer instructor at the Penn Hills Library. She worked there for eleven years during school, grad school, and her teaching career. While at the Penn Hills Library, she wore many hats and learned a great deal about customer service and the importance of libraries in our communities.

Henline earned her Master of Library and Information Science from the University of Pittsburgh, a Master of Education from Duquesne University, and a Bachelor of Arts in English and Bachelor of Science in Business Administration, also from Duquesne University. Before becoming a library director, she taught seventh grade English for several years, and she still holds instructional certificates in secondary English education, social studies education and library science.

Her PaLA activities include:
- Member, Northwest chapter (2011–2015)
- Member, Southwest chapter (2015–present)
- Presenter, PaLA Annual conference (2016, 2018)
- PaLA Conference Committee (2019)
- PaLA Attendee (2011–Present)

In addition to her PaLA activities, she has attended the Public Library Association annual conference since 2012, and is very involved in the county library system. She is currently serving on the executive committee of the Librarians Advisory Council in Allegheny County and has served on a variety of committees and workgroups to help institute new and innovative ideas into library services.
Introducing Your Candidates for Treasurer

Kate Cummings

Kate Cummings is the Electronic Resources Librarian for Luzerne County Community College (LCCC) in Nanticoke. She primarily serves as the e-resources, catalog/website, and ILS administrator, but also provides reference and instruction. Working in libraries since 2004, she held positions at Eastern Maine Community College, the University of Maine, and Wilkes University before joining the faculty at LCCC in 2015.

Kate holds a Master of Library and Information Science from the University of South Carolina and a Master of Business Administration from Wilkes University. Prior to her graduate education, she earned a Bachelor of Science in Business Administration — Accounting from the University of Maine, plus an Associate of Applied Science in Computer Aided Drafting and Design and an Associate of Arts in Liberal Studies from Eastern Maine Community College.

Her PaLA activities include:
- Director-at-Large (2018–present)
- Membership Committee (2017–present)
- Mentorship Subcommittee (2018–present)
- Presenter — 2017 Annual Conference
- Graduate — PaLA Academy of Leadership Studies (PALS) (2016)

In addition to PALS, Kate participated in the 2017 ALA Leadership Institute, and the 2018 LCCC Leadership Class, a leadership development program within LCCC. She has presented at regional and national conferences about information literacy outcomes and assessment.

Kate Boyle

Kate Boyle is the director of reference and technology for Tredyffrin Township Libraries, a position she has held for the last seven years. It is her intention to hold the position for approximately another 30 years. Her first library job, as a reference assistant, was at Tredyffrin Public Library.

Boyle earned her Master of Library and Information Science from Clarion University of Pennsylvania in 2010 and a Bachelor of Arts from West Chester University of Pennsylvania.

Her PaLA activities include:
- Graduate, PALS Leadership Academy (2013)
- Member-at-large, South East Chapter of Pennsylvania Library Association (2012–2019)
- Treasurer, South East Chapter of Pennsylvania Library Association Leadership Team (2017–2019)
- Activities and Ice-Breakers Chair, PALS Planning Committee (2016 & 2017)
- Vice Chair, Leadership Academy, PALS Planning Committee (2018)
- Chair, Leadership Academy, PALS Planning Committee (2019)
- Member, Carolyn W. Field Award Committee (2019)
- Member, Website Committee (2018 & 2019)

In addition to her volunteer work with PaLA, Kate serves on a play reading committee for a community theatre, shared library expertise during a People’s Light & Theatre Community Matters event (2017), and has been an active participant in the American Cancer Society’s Relay for Life.
Introducing Your Candidates for ALA Councilor

Sukrit Goswami

Sukrit Goswami has served as the director of the Haverford Township Free Library since June 2018. He previously worked as the executive director of Montgomery County Library & Information Network Consortium (MCLINC) from 2013–2018. Prior to that, Sukrit was a library director, director of teen programing, volunteer coordinator, reference librarian and a library assistant in upstate New York. His library career began as a library assistant (page) at his university’s library when he was pursuing his undergraduate degree.

Sukrit received his Master of Science Information Systems (MLS) in 2003, and Master of Business Administration in 2007 from the State University of New York at Albany.

Sukrit is currently on the leadership team for the South East Pennsylvania Library Association (SEPLA) Chapter and is the Chair of the PA Library Association’s (PaLA) Intellectual Freedom Committee.

Sukrit is also very active in the American Library Association (ALA). His ALA activities include:

- Chair, ALA Office of Information Technology Policy Advisory Committee (OITP)
- Secretary, Gay Lesbian Bisexual Transgender Round Table (GLBTRT) executive board
- Member, ALA Committee on Diversity (COD)
- Member, Intellectual Freedom Round Table (IFRT) Membership Promotion Committee
- Member, Diversity Research Grant Advisory Committee
- Mentored, Library Leadership and Management Association (LLAMA)

Barbara McGary

Barbara McGary has served as the Executive Director for the James V. Brown Library in Williamsport since 2011. She has been a professional librarian since 2003. She previously served as the director of the Selinsgrove Library in Snyder County and as the District Consultant for the North Central Library District at James V. Brown.

McGary received her Bachelor of Arts in Philosophy from Lock Haven University, and her Master of Science in Library Science from Clarion University. She has served in various leadership roles in the Pennsylvania Library Association since 2003, and has been a member of the American Library Association for the last 11 years.

Her PaLA activities include:

- Secretary/Treasurer, Vice-Chair, and Chair of the West Branch Chapter
- Nominating Committee representing West Branch Chapter
- Legislative Committee member (2016–present)
- Membership Committee at-large member (2018–present)
- Organization & Bylaws Committee, chair (2017–present)

Electronic ballots will be sent to members in July. The deadline for voting in the PaLA Elections is August 10, 2019.
Did You Know?

As a benefit of your membership with the Pennsylvania Library Association, you are eligible for scholarships and grants!

Three Pennsylvania Library Association Scholarships are available to PaLA individual members who are seeking a Master’s degree in the Library Science field that will earn them professional status. These $1,500 awards require at least three credits to be completed toward the degree during the scholarship year.

Verification of enrollment in an ALA-accredited graduate program and three references are required. The online application (https://www.palibraries.org/page/Aid) is now available to Association individual members who are Pennsylvania residents. The deadline for applications is May 15.

For more information and additional opportunities, please visit our website at www.palibraries.org. You are welcome to share this message with others and encourage them to take advantage of this and other member benefits!

Meet the candidates for First Vice-President/President-Elect

Tom Reinsfelder continued from page 1

Reinsfelder has presented at PaLA conferences and regional workshops, and has written for the PaLA Bulletin. In addition to his PaLA activities, he is a member of the American Library Association (ALA) and the Association of College & Research Libraries (ACRL). He was an ALA Emerging Leader in 2011 and has presented at several regional and national conferences. He has also written for professional publications including American Libraries, College & Research Libraries, Journal of Academic Librarianship, and The Reference Librarian.

Jackie Dillon-Fast continued from page 1

In 2017, Jackie received the Juniata-Conemaugh Chapter’s Exceptional Service Award in recognition of valuable contributions by developing library services, advancing the Chapter mission, and demonstrating leadership.

In addition to her service in the Pennsylvania Library Association, Jackie has served as Penn State University Women’s Club Interest Groups Director and Recording Secretary; Centre County Genealogical Society Recording Secretary and Archivist; Chair of the Friends of Centre Learning Community Charter School; President of the Centre Learning Community Charter School Executive Board; President of the University of Arizona Library Student Association; and as a Girl Scouts of the U.S.A. Juniors troop leader.
Introducing your Candidates for Director-at-Large

Marcia Wilking

Marcia Wilking is currently the District Consultant for the Erie/Crawford District. She received her Master of Library Science from Clarion University in 2009 and continued to work in corporate middle management for the next few years. In 2011, she became Director of the Corry Public Library. There, she wore multiple hats inside and outside the library, as many rural directors do, before taking on the rewarding challenge of District Consultant early in 2017. In Spring of 2018, she began her post-graduate studies with a class taught by Patrick Sweeny of EveryLibrary. Her PaLA activities include:

• Conference Planning Committee (2018–2019)
• PR and Marketing Committee (2018)
• Past Chair/Nominations Committee, Northwest Chapter (2016)
• Chair, Northwest Chapter (2015)
• Vice-Chair Elect/Membership Chair, Northwest Chapter (2014)
• Member, Northwest Chapter (2011–present)

Wilking has presented at PaLA conferences and regional workshops throughout her career. She also worked with many non-profit organizations including Zonta International, where she was Vice President and President of the local chapter. Wilking is very involved with local community development organizations; currently, she is helping her community’s neighborhood association organize a neighborhood clean-up day, expand a tool lending library, and improve their local park.

Karl Rebon

For six years, Karl Rebon has been the director of the Reynoldsville Public Library, in Jefferson County within the Oil Creek District. He has been at his library for a total of 17 years, working as an assistant prior to becoming director. He also has worked at the Brookville Area Junior Senior High School Library for five years as an aide, and the Rebecca M. Arthurs Memorial Library for five years as the youth services coordinator.

Rebon earned his Bachelor of Science in Library Science from Clarion University. He has minors in speech communication and English literature.

His PaLA activities include:

• 2010 Conference Committee
• 2012 Conference Committee
• 2013 Conference Committee
• 2014 Conference Committee
• 2019 Conference Committee
• 2019 Youth Services Chair

He presented at the PaLA conference in 2013 on youth services programming, was on a teen reading panel at the 2017 conference, and presented a district workshop in 2013 on young adult programming and collection development. Additionally, he takes a lot of pride in being chosen for the state’s first ILEAD USA technology and leadership immersion program in 2015.

Joseph L. Sherwood

Joseph Sherwood has spent 30 years in Pennsylvania libraries. He is the Executive Director of the Chester County Library System. Previously, he served as Director of the Tredyffrin Township Libraries, Director of the Lower Providence Community Library, Executive Director of the Upper Perkiomen Valley Library and began his career in Extension Services (Bookmobiles) for the Montgomery County — Norristown Public Library.

Sherwood earned his Master of Information Science from Drexel University and his Bachelor of Arts in History from Virginia Tech. Some of his Pennsylvania Library Association (PaLA) activities include:

• Member and past co-Chair, Legislative Committee (2006–2019)
• Member, Organization and By-Laws Committee (2017–2019)
• Mentor in the PALS mentorship program (2018)
• Recipient of a Certificate of Merit (2013)
• Member, Ad Hoc committee on Organization (2011)
• Chair of the Library Administration and Management Roundtable (2006–2007)
• Member of the Public Relations and Marketing Committee (2003–2005)

Continued on page 13
(Sherwood continued)

• SEPLA Board, Member-at-Large (2002–2007)
  o Secretary (2003)
  o Treasurer (2004–2006)

Melissa Rowse

Melissa Rowse is the library director of the Degenstein Community Library in Sunbury. She previously was the assistant director of the James V. Brown Library in Williamsport and the district consultant for the North Central Library District. She also served as director of the Montgomery House Warrior Run Area Public library in McEwensville. Rowse has held a variety of positions such as a media librarian for Orange-Ulster Board of Cooperative Education Services (BOCES) in New York, assistant director for Pope Air Force Base Library in North Carolina, fiscal assistant at the Leroy Collins Leon County Public Library in Tallahassee, Florida, and as a U.S. Army officer in Bamberg, Germany. Rowse received both her Bachelor of Arts in International Affairs and Master of Library Science from Florida State University.

Her Pennsylvania Library Association activities include:

• Chair, Website Committee (2019)
• Nominations Committee Member (2018)
• Third Vice President — Membership (2015–2017)
• Chair, PR/Marketing Committee (2013–2014)
• Chair, West Branch Chapter (2012–2013)
• Awards Committee Member (2013)
• Steering Committee, West Branch Chapter (2007–2014)
• Vice-Chair, West Branch Chapter (2010–2011)
• Co-Chair, West Branch Chapter workshops (2010, 2011, 2012)

Jill Hallam-Miller

Jill Hallam-Miller is the Interim Director of Research Services and Information Literacy at Bucknell University’s Bertrand Library. Previously, she served as Bertrand Library’s Blended Learning Librarian in Research Services. She started her career as the Reference and Instruction Librarian at the Charles T. Jones Leadership Library at Central Penn College.

Hallam-Miller earned a Master’s in Educational Technology with a certificate in adult online education from Boise State University in 2017, and a Master of Science in Library Science from Clarion University of Pennsylvania in 2011.

Her PaLA activities include:

• Chair, College & Research Division (2018) — planned CRD Luncheon program “The Library is Open: Pragmatics and Possibilities for a Commons-Oriented Future” featuring speaker Robin DeRosa
• Vice Chair, College & Research Division (2017) — planned CRD Spring Workshop “Digital Scholarship and the Academic Library”
• Archivist, College & Research Division (2015–present)
• Planning Committee Chair, College & Research Division’s Connect & Communicate Series (2014–2016)
• Secretary/Treasurer, West Branch Chapter (2015–2017, 2019)
• Secretary/Treasurer, South Central Chapter (2013–2014)
• Graduate, PaLA Academy of Leadership Studies (PALS) (2016)
• Founding member of PaLAunchPod library podcast PALS group project (2016-2017)
• Mentor, PaLA mentor program (2019) and pilot program (2017)

She has presented at chapter workshops and at conferences including PaLA, Association of College and Research Libraries (ACRL), and LOEX, a non-profit educational clearinghouse for library instruction and information literacy based in Michigan. She is actively involved in committee work in the Instruction Section of the ACRL, and has also served on ACRL’s Distance Learning Section committees. She is a 2018–19 Scholarly Publishing and Academic Resources Coalition (SPARC) Open Education Leadership Program fellow and an Open Education Resources (OER) Specialist in the Pennsylvania Academic Library Consortium, Inc. (PALCI) Affordable Learning PA program.
The Pennsylvania Library Association (PaLA) is a member-driven organization. Membership is comprised of individual as well as institutional and commercial members. Institutional membership offers a number of benefits to participating libraries. We spoke to several institutional members about the importance of membership and the benefits that most affect their libraries. Advocacy was the leading benefit discussed, followed by continuing education/networking, and discounts both for the jobline and for events.

Advocacy

All of our interviewees felt strongly that the most important benefit that membership provides is advocacy on behalf of all Pennsylvania libraries and librarians. PaLA provides professional advocacy, through Greenlee Partners, legislative support at the state level on library issues, and advocacy coordinated on the national level with the American Library Association.

Mary Garm, Administrator of the Lackawanna County Library System, and Veronica Pacella, Director, Ellwood City Area Public Library, both discussed the cost of lobbying and the advocacy benefits. Mary Garm said, “We can’t afford to retain a professional lobbying firm ourselves, so we are grateful beneficiaries of PaLA’s association with Greenlee Partners. All by itself, this is worth every penny that we pay in institutional dues. It’s a bargain price for the kind of access and advice we receive.”

Veronica Pacella said, “Without PaLA advocating for us with state legislators, our needs and the important work we do in our communities would not be on the radar of these legislators. Although we do keep an open and running dialogue with our representatives locally, PaLA has the ability to tell our collective story to all of them and to hopefully help them see how vital libraries are to their communities. Believe me, level funding for the past 10 years has been difficult for a lot of our libraries, and we all certainly wait for the day when those numbers will start to rise again. But I believe that were it not for PaLA and its advocacy work, the story may have played out differently. Our level funding might instead have been decreases in funding over the past decade.”

Networking and Professional Development

Institutional membership provides access to members-only website content including the online membership directory and idea exchanges. Institutional membership also enables their libraries and staff to be eligible for exclusive PaLA honors and award recognition. Every year PaLA members come together at the annual conference for workshops and events. The conference provides the library community with continuing education programs, vendor and supplier resources, plus networking opportunities. Local and regional chapter affiliations provide further professional networking opportunities through social events and yearly workshops.
Veronica Pacella said, “I cannot tell you how many times, especially in my earliest days as a new director at a public library, I have found encouragement, information, support and needed resources from this group and its members.”

**PaLA Jobline and Discounts**

For institutions in search of employees and members seeking employment, the PaLA Jobline is a lifeline. Institutional members receive free unlimited postings to the Jobline, which saves advertising dollars.

PaLA also offers a number of discounts to institutional members. Institutional members heading to the annual conference receive a free exhibit hall attendee pass. Those advertising or purchasing exhibit space at the conference receive a 10% discount. Additionally, Bucks discounts (one buck for every $100 in dues paid) allow an institutional member to register one non-member staff person for a PaLA conference or workshop event at the member rate. This discount can give staff members access to professional development opportunities at a lower cost.

**Importance of Membership**

All of our interviewees pointed out that all libraries are connected, and felt that joining and supporting the Pennsylvania Library Association was, in their estimation, “the right thing to do.”

Sandra Longo, Director of the Abington Community Library, said, “It’s our responsibility, as decision-makers within our respective institutions, to make certain we support the organization that does so much - to increase awareness of our resources/services and advocate for librarians, specifically, but also share the value of librarianship and libraries in general for everyone.” David Schappert, Director, D. Leonard Corgan Library, King’s College, concurred, “We are a member because it is the right thing to do. Our membership helps to strengthen the Pennsylvania Library Association and the work they do. All libraries are connected and help create good citizens.”

Veronica Pacella shared her membership success story with us. “We were a small library with a high level of expectation for ourselves back in the early 2000s, and our community, and PaLA offered opportunities to help us grow and become an important, vital asset to the Ellwood City area. In particular, PaLA’s ‘Best Practices’ program was a godsend to us. We had decided we needed to grow our library and we used programming to achieve that end. But we went one step further and shared our successes with programming for children with PaLA. We ended up winning several ‘Best Practices’ awards, including the David J. Roberts Award. None of that would have been possible, and I believe that our growth (which led to a new and improved library building) would not have happened as quickly as it did if it were not for PaLA and all that it offered to us in terms of promoting who we are and what we do best.”

Mary Garm summarized PaLA Institutional Membership best in stating, “The Pennsylvania Library Association stays on top of what is happening in libraries around the state and across the country and provides guidance to our libraries on matters of importance to us. Whether it is library funding or legislation that affects the way we operate, we can count on PaLA to make the right connections and lead us in the right direction.”

If you are interested in joining as an institutional member visit the Pennsylvania Library Association website (https://www.palibraries.org/page/Institutional) to sign up today. If you have questions about membership, reach out to your chapter’s membership chair or any member of the Membership Committee.

Sheli Pratt-McHugh is the 3rd Vice President/Membership Chair of PaLA and the Assistant Dean of the Weinberg Memorial Library at the University of Scranton. She is currently reading A Court of Frost and Starlight, book 4 in A Court of Thorns and Roses series.

Marleen Cloutier is the Membership Representative for the PaLA Northeast Chapter and the Cataloging Assistant at the Weinberg Memorial Library at the University of Scranton. She is currently reading 2312 by Kim Stanley Robinson.
Registration for the annual conference opens mid-June, and the committee cannot wait to share the array of positive, enlightening experiences that are in the works. This year’s keynote line-up brings together notable individuals to motivate and inspire, providing attendees with new ideas and fresh perspectives to take back to their libraries. From open to close, these speakers will share their stories and wisdom. Take a look:

**SUNDAY**

Opening Keynote Luncheon

**Kathy Parry**  
*Corporate Energy Expert*

Kicking off the conference with her highly anticipated presentation, “Rubber Band Resilient: How to Snap Back after Being Stretched,” Parry brings enthusiasm and empowerment back to those who feel stressed and overextended. Through her experiences, she has developed tips and tricks that anyone can use in their work and personal lives to bounce back from hardships, setbacks, and upsets. This is a do-not-miss opening presentation as attendees are invited to hit the reset button in preparation for a successful conference experience and an even more confident return to that ever-lengthening library to-do-list.

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**WEDNESDAY**

Breakfast with the President

**Nancy Pearl**  
*Author, Librarian, Literary Critic, and Reader*

Distinguished for her commentary on the importance of reading and libraries, Nancy closes out the 2019 conference with honest and uplifting lessons we can take with us when we return to our libraries. A nationwide symbol for strength in libraries, she can be found on NPR’s Morning Edition and KWGS-FM in Tulsa, Oklahoma talking about her favorite books. She also has a monthly television show on the Seattle Channel, Book Lust with Nancy Pearl, featuring interviews with authors, poets, and other literary figures. Be sure to make time for breakfast Wednesday morning — and time to stop at the PaLA Store to purchase your very own Nancy Pearl action figure!
Along with these keynote speakers, conference attendees will have the choice to attend some of the 66 educational sessions, covering diverse subjects and interests such as:

- **Advocacy & Development**
  Examining library advocacy, marketing, fundraising, and giving

- **Career & Leadership**
  Including leadership development, networking, professionalism, scholarly communication, and self-care

- **Collection**
  Acquisitions, cataloging, preservation and archives, open access, and electronic resources

- **Community Service & Engagement**
  Approaches to outreach, programming, under-served populations, and user services

- **Contemporary Issues**
  Diversity and inclusion, fake news, intellectual freedom, social change, and trends and forecasting

- **Library Administration**
  Board relations, budgets, building renovations and care as well as personnel and human resources

- **Technology**
  Focusing on applied technologies, emerging technologies, and gaming

- **Youth Services & Programming**
  Exploring STEM/STREAM, early education, teens, and young adults

The conference committee is working hard to make this year’s conference happen and is looking forward to welcoming conference-goers to another awesome city in Pennsylvania. Stay tuned for more details when we unveil excursions to local sites and more. See you in Erie!
It’s that time of year to shine a light on individuals and organizations in the library field that are going above and beyond to move libraries forward in Pennsylvania. If you have someone in mind to recognize, please consider completing a nomination form. It’s worth taking the time so that library colleagues, trustees, and elected officials who are making outstanding contributions to library services can receive special honor on a statewide level. There’s a lot to be proud of in our libraries, campuses, and communities, and we hope to reflect all that leadership, innovation, and support across the award nominees this year!

Last year, the very first Library of the Year Award was presented to the Martin Library located in York, PA. This award is given to an individual library that has demonstrated excellence in service to its community or shown innovation in a special project or partnership within the past year. Commitment to staff development and strong support of the Pennsylvania Library Association are also considered. If you are an individual member of the Association, we encourage you to consider the criteria and nominate your own library. Nominees may represent all types of Pennsylvania libraries.

Award categories for 2019 nomination include:

- **Certificates of Merit** — For contributions during the last five years.
- **Elected Official Award** — For exemplary support of libraries.
- **New Librarian Honors Award** — For contributions of a librarian who has been in the profession fewer than six years.
- **Trustee of the Year Award** — For a public library trustee showing outstanding leadership and service to library development.
- **Library of the Year Award** — For an individual library that has shown excellence in community service, innovation, staff development, and support of the Association within the previous year.

The deadline for submitting nominations is Monday, July 15, 2019 at 8 a.m. Nomination information is available at https://www.palibraries.org/page/Awards.

Carrie Sturgill, Head of Youth Services at Radnor Memorial Library and 2019 Awards Committee Chair, is currently reading The No. 1 Ladies’ Detective Agency by Alexander McCall Smith.
Welcome New Members!

Personal Members
Diane Ambrose  
Citizens Library  
David Bauman  
West Pittston Library  
Jay Breneman  
Strategy Solutions, Inc.  
Gillian Buonanno  
North Pocono Public Library  
Shaun-Marie Cooke  
Rutgers University  
Katherine Dannehl  
York County Libraries  
Arthur Decker  
Northampton Community College — Library  
Blane Dessy  
Erie County Public Library  
Christopher Dunham  
Kara Edmonds  
Dimmock Memorial Library  
Cheryl Ferraro  
Butler Co Federated Library System  
Allison Frick  
Friends Select School  
Amy Gallagher  
Grove City Community Library  
Sarah Greene  
State Library of Pennsylvania  
Terri Heebner  
Daniel Hensley  
Carnegie Library of Pittsburgh  
MaryEllen Kanarr  
Emmaus Public Library  
Samantha Kish  
Robinson Township Library  
Alyson Koenig  
Carlow University Grace Library  
Patty Kunicki  
Friends Memorial Public Library  
Jennifer Landis  
Thaddeus Stevens College of Technology  
Galyna Liashchenko-Reichard  
Phoebe Lou  
University of Southern California  
Emily Mantell  
Kent State University  
Tyler Manuel  
Foxburg Free Library  
Laurent Mondon  
Ludington Library  
Stephanie Osczepinski  
Kutztown University  
Allie Outhouse  
Easton Area Public Library  
Jeffrey Pelachick  
Athens Area School District  
Laura Presby  
Clarion University of PA / Dept. of Library Science  
Brandy Schooley  
Children and Teen Outreach Flenniken Library  
Susan Scondras  
Jacqueline Sharayko  
Kutztown Community Library  
Helen Snaith  
PA Institute of Health and Technology  
Jed Stalker  
Milton Public Library  
Sharon Stottlemyer  
Clarion University of PA / Dept. of Library Science  
Stephen Vernon  
Elin Woods  
Altoona Area Public Library  

Commercial Member
Complete Insurance Services

Institutional Members
Pennsylvania Senate Library  
McCord Memorial Library  
The University of Toledo  
Exeter Library Association
## CALENDAR

### APRIL

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<td>1</td>
<td>Membership Committee Meeting</td>
<td>PaLA Headquarters</td>
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<td>5</td>
<td>Board &amp; Council Meeting</td>
<td>PaLA Headquarters</td>
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<tr>
<td>8</td>
<td>Legislative Committee Meeting</td>
<td>PaLA Headquarters</td>
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<tr>
<td>11</td>
<td>PA Forward Steering Committee Meeting</td>
<td>PaLA Headquarters</td>
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<tr>
<td>11</td>
<td>PA &amp; Marketing Committee Meeting</td>
<td>PaLA Headquarters</td>
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<td>18</td>
<td>PA Forward Workgroup Meeting</td>
<td>PaLA Headquarters</td>
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<td>25</td>
<td>PA Forward Training Meeting</td>
<td>PaLA Headquarters</td>
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<td>29</td>
<td>Conference Planning Meeting</td>
<td>Bayfront Convention Center</td>
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<td>29</td>
<td>Organization &amp; Bylaws Committee Meeting</td>
<td>PaLA Headquarters</td>
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<td>30</td>
<td><strong>DEADLINE</strong>: Best Practices &amp; Humanities in Action Awards</td>
<td>PaLA Headquarters</td>
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<td>1</td>
<td>PaLS Board of Directors Meeting</td>
<td>PaLA Headquarters</td>
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<td>6</td>
<td>Teaching, Learning &amp; Technology Spring Workshop</td>
<td>Penn State University</td>
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<td>7</td>
<td>PA Forward Workgroup Meeting</td>
<td>PaLA Headquarters</td>
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<tr>
<td>8</td>
<td>South Central Chapter Spring Workshop</td>
<td>Central Penn College</td>
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<td>15</td>
<td><strong>DEADLINE</strong>: MLS/MLIS Scholarships</td>
<td>PaLA Headquarters</td>
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<tr>
<td>17</td>
<td>Lehigh Valley Annual Spring Conference</td>
<td>Northampton Community College</td>
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<td>17</td>
<td>Southwest Chapter Workshop</td>
<td>Westmoreland Cty. Comm. College</td>
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<tr>
<td>23</td>
<td>CRD Annual Spring Workshop</td>
<td>King’s College</td>
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<tr>
<td>28</td>
<td>Northeast Chapter Workshop</td>
<td>University of Scranton</td>
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### JUNE

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<th>Date</th>
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<tbody>
<tr>
<td>1</td>
<td>Choosing Leadership by PALS</td>
<td>Best Western Premier</td>
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<tr>
<td>3–5</td>
<td>Leadership Academy by PALS</td>
<td>Best Western Premier</td>
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<tr>
<td>5–8</td>
<td>Directors’ Institute by PALS</td>
<td>Best Western Premier</td>
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<tr>
<td>7</td>
<td>Board Meeting</td>
<td>PaLA Headquarters</td>
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<tr>
<td>10</td>
<td>Legislative Committee Meeting</td>
<td>PaLA Headquarters</td>
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<tr>
<td>12</td>
<td>SEPLA Support Staff Workshop</td>
<td>Upper Merion Township Building</td>
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<tr>
<td>13</td>
<td>PA Forward Training Team Meeting</td>
<td>PaLA Headquarters</td>
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<tr>
<td>14</td>
<td>PR &amp; Marketing Committee Meeting</td>
<td>PaLA Headquarters</td>
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<td>18</td>
<td>PA Forward Workgroup Meeting</td>
<td>PaLA Headquarters</td>
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<tr>
<td>21</td>
<td>PA Forward Steering Committee Meeting</td>
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### JULY

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<tr>
<td>15</td>
<td><strong>DEADLINE</strong>: Association Award Nominations</td>
<td>PaLA Headquarters</td>
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<tr>
<td>15</td>
<td>PA Forward Information Literacy Summit</td>
<td>PaLA Headquarters</td>
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Follow PA Forward on Facebook (/PAForward) and on Twitter (@PAForward5)