Unseasonably warm weather greeted the SDLA members who traveled to Pierre on January 18 to participate in Legislative Day. In fact, people shed their winter coats as they made their way to the State Capitol in the early afternoon. A contingent of about 25 librarians and supporters stood in the galleries to be recognized by first the Senators and then by the House members. We watched from above as pages delivered our new SDLA brochures to the legislators’ desks. Later we gathered at the Cultural Heritage Center to hear stories and advice from former legislator John McIntyre. Lisa Brunick then gave a brief demonstration of Newsbank which led to a question and answer session that pumped us up for talking with our legislators at the reception.

Meanwhile, Ethelle Bean and Nancy Sabbe along with State Library staff were scurrying about getting a scrumptious array of treats ready for the reception. We had our usual early arrivals, followed by a steady flow of legislators, some with family members, and other invited guests. Altogether we had 35 legislators, about 30 librarians and another 30-35 persons in attendance.

The truly exciting piece of the day was our ability to obtain 31 sponsors for our bill to fund statewide access to digital regional newspapers. Our lobbyists, Dennis Duncan and Larry Nelson, guided the process as we got commitments from around the state. The result was House Bill 1142 which was introduced and referred to the House Appropriations Committee. A hearing was scheduled on Friday, February 3, where Elvita Landau, Brookings Public Library, and Eric Abrahamson, Rapid City Public Library, gave wonderful testimony.

The two FTE positions proposed for SDLN seemed safely wrapped into the general appropriations bill and required less action. However, Senate Bill 188 came to our attention as a bill that posed a threat to services and activities provided by public libraries. This bill was hogs-housed to become a measure which prohibits the provision of certain goods and services by publicly funded entities in competition with private enterprise. Services such as public photocopiers, video check-out, and coffee shops could be affected. At this writing, the bill was destined to be blocked as opposition arose from many sources.

continued on pg. 3

MPLA Leadership Institute Opportunity
By Kay Christensen

Applications are now being accepted for the 2006 MPLA Leadership Institute! The Institute will once again be held at Ghost Ranch near Abiquiu, New Mexico from October 29th – November 3rd. This year’s applicants must have received their MLS or equivalent degree at least two years ago but no more than 12 years ago. Additionally, they must be a current member of the South Dakota Library Association and employed in a library. The Institute is limited to only 30 candidates from the 12 MPLA states along with 3-4 selected mentors. The application deadline is midnight CDT on Sunday, May 14, 2006. More information plus the application form can be found on the MPLA website: http://www.mpla.us/leadership/index.html

This past October, Heidi Nickisch Duggan and I were fortunate to be part of the 2005 Institute. It was an amazing experience! For me, three aspects of the Institute stand out: the place, the people and the content. Ghost Ranch is an exceptionally beautiful place especially in late October with the cottonwood trees a golden blaze of color. I appreciated that there was time during the Institute to enjoy the magnificent setting. Then there’re the people! From the participants, to the mentors, to Institute leader, Maureen Sullivan, and Institute coordinator, Mary Bushing; what a varied and talented group of individuals. Finally, the Institute agenda is full of valuable and rich content from leadership styles to risk taking to leading change.

Beginning with the first Institute in 2002, EBSCO has been a major financial con-

continued on pg. 6

In This Issue

New Members
pg. 2

SDLA Spring Forum
Program Information & Registration
pgs. 4 & 5

Membership, Finance &
Annual Conference Update
pg. 6

Book Review
The Richest Man in Town
pg. 6

Call for Nominations
for SDLA Awards
pg. 7

Sioux Falls chosen for
Big Read pilot program
pg. 7

For more information, visit www.sdlibraryassociation.org
Ahhh, mid-February. The days are getting longer and winter has finally arrived. One good thing about a late arriving winter is that we don’t have to wait too long before temperatures start getting warmer for good. If they haven’t already, our minds will soon begin thinking thoughts of spring. Did you hear that blooming buttercups were found in western Montana already on January 11th? The signs of spring will soon be all around us.

Even SDLA has a sign of spring. This year SDLA will host its second annual Spring Forum. We’ll again offer the Forum at two sites: Siouxland Libraries in Sioux Falls on April 7th and Rapid City Public Library on April 28th. The Forum is intended to offer SDLA members a professional development opportunity without having to drive the entire length of the state in order to attend.

Another sign of spring is the national observance of Sunshine Week, March 12-18. Sunshine Week is an effort to raise awareness of the value of open government. In South Dakota this event is sponsored by South Dakotans for Open Government (SDOG). The chair of SDLA’s Intellectual Freedom committee, Todd Quinn, sits on the board of SDOG. For this year’s Sunshine Week SDOG is sponsoring an essay and an art contest. There are libraries across the state partnering with media organizations to host local events that will promote open government. I encourage you to participate in these events.

Finally, three other signs of spring are: National Library Week, April 2-8, National Library’s Worker Day, April 4, and School Library Media Month in April. National Library Week is intended to “celebrate the contributions of our nation’s libraries and librarians.” This year’s theme is “Change your world @ your library®.” National Library’s Worker Day “recognizes all library workers, including librarians, support staff and others who make library service possible every day.” School Library Media Month promotes school libraries using the same theme as National Library Week. For more information on these promotional activities visit the following URL:

http://www.ala.org/ala/events/librarypromotion/librarilypromotions.htm

Spring is a great time to get involved in these library activities. Again, I encourage your active participation.

New SDLA Members

Mary Louise Foster, Northeast Community College
Doug Lee, Mission, SD
Doug Molumby, Mitchell, SD
Rosalyn Teichroew, Marty Indian School

SDLA Treasurer’s Report as of February 12, 2006

<table>
<thead>
<tr>
<th>Checking</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wells Fargo</td>
<td>$ 4,880.96</td>
</tr>
<tr>
<td>PO Trust</td>
<td>$ 103.26</td>
</tr>
<tr>
<td>US Bank (conference account)</td>
<td>$14,068.52</td>
</tr>
</tbody>
</table>

Total Assets $125,397.40
SDLN Connection...
Steve Marquardt

Many changes – or at least the discussion – of many changes are in the wind. The priorities and services of the State Library are the subject of a review underway by consultant Mary Bushing. SDLN governance issues are being discussed within the Executive Committee and by its constitutional chair, the State Librarian, in conversations that she has been engaging around the state. More conversations among Aleph users will occur at the Ex Libris regional meeting in St. Paul on March 7-8, which has proven unexpectedly popular to the point of being overbooked. SFX testing and implementation have been moving forward. For the federal depository libraries, the Marcive record load problem appears to be on its way to resolution by means of individual library – instead of group SDLN – record loads.

Governance issues will be the subject of a face-to-face Executive Committee meeting on March 2 in Brookings. The weighted schemes developed by Gary Johnson will be considered, along with such questions as whether the Executive Committee chair should continue to be the State Librarian or rotate among the Committee members. Should there be term limits for Executive Committee members? (E.g., why has SDSU had a nearly permanent seat on the Committee since PALS went live?) How can more operational staff people be involved in the governing Advisory Council?

At the membership level, can some of the workload of recruiting new members be taken off the SDLN office? The Executive Committee will be moving in this direction by developing a set of standards that new libraries should fulfill in order to join, and also standards that libraries should meet in order to remain as SDLN members in good standing.

Can – and should – the Network help more libraries become OCLC members? Should we seek Department of Education funding for SDLN membership by at least the seventh to twelfth grade schools of South Dakota – funding sufficient to provide InfoTrac databases and at least one FTE to service these members?

Some of the governance questions depend upon or will be influenced by possible changes in the Memorandum of Understanding between the Department of Education and the Board of Regents. Others depend upon funding. The Executive Committee will be preparing an agenda to discuss several of these questions at the spring meeting of the Advisory Council, which is still to be scheduled – watch your e-mail for the date and time to be announced soon.

continued from pg. 1

As you read this article, the outcome of our legislative efforts will already be known. I want to emphasize that regardless of the fate of our bill, we have had a very successful legislative session.

Thanks to many of you who made contacts and established relationships, we have made new friends in the legislature and raised the awareness of libraries in our state. Thanks also to my colleagues on the Library Issues Committee who have been kept hopping by my many e-mails and last minute conference calls. We are planning to give updates at the Spring Forums and welcome your comments at any time.

Celebrating National Library Week?

Share your stories and photos for the May/June issue of Book Marks!
Send your information to lisa.brunick@augie.edu
Registration Form — SDLA Spring Forum
Eastern Region — April 7, 2006
Oak View Branch Library 3700 E 3rd St. Sioux Falls

Name ________________________________
Institution ____________________________
Address _______________________________
City ____________________________________
State ________ Zip ______________________
Phone __________________________________
email ___________________________________

Please indicate programs you'll be attending:

9:30 - 10:30
☐ Organizing & Prioritizing at Work
10:45 - 11:45
☐ Relieving Stress
☐ Mysteries Abound

1:00 - 1:50
☐ Enhancing Storytelling
☐ McGovern Library Update
☐ State Database

2:00 - 2:50
☐ Disaster Planning (Part I)
☐ Using the Media to Promote Your Library

3:10 - 4:00
☐ Disaster Planning (Part II)
☐ Distance Learning/MLS/Library Certification

Mail Registration & Checks Payable to:
SDLA One Day Spring Forum
P.O. Box 1212
Rapid City, SD 57709

Questions?
Carol Hageman at (605) 773-5074 or
e-mail Carol.Hageman@state.sd.us

Registration information also available at www.sdlibraryassociation.org

Eastern Region Program
Cost: $35.00 per person

9:00 - 9:30  Sign-in and Late Registration
9:30 - 10:30  Organizing and Prioritizing at Work
             Elizabeth Hagen
10:45 - 11:45  Relieving Stress/Ergonomics
              Shelly Nelson
              Mysteries Abound
              Elvita Landau
12:00 - 12:50 Lunch
              Legislative update with Deb Hagemeier
1:00 - 1:50  Enhancing Storytelling
              Karen Weichemann
              McGovern Library Update
              Kevin Kenkel
              State Databases
              Gabe Hegyes
2:00 - 2:50  Disaster Planning (Part I)
              Carol Hageman
              Using the Media to Promote Your Library
              Jacqueline Palfy and Patric Lalley
2:50 - 3:10  Break
3:10 - 4:00  Disaster Planning (Part II)
              Kelly Grogan
              Distance Learning/MLS/Library Certification
              Amy DeNomme, Sarah Devereaux,
              & Marilyn Henderson
Western Region Program
Cost: $35.00 per person

8:30 - 9:00   Sign-In and Late Registration
9:00 - 10:00  Fire Extinguisher Training
              Dan Landenburger & Gene Opstedahl
10:00 - 11:00 Disaster Planning
         Carol Hageman
11:00 - 12:00 Managing Change
         Alan Solano
12:00 - 1:00   Lunch
                Legislative Update with Greta Chapman
1:00 - 1:50   New Library Buildings
             Julie Moor, Peggy Exum, & Terri Davis.
             Technology in Small Libraries
             Greg Russ & SDPB’s “Computer Guys”
2:00 - 3:00   Designing the Library as a Community Center
             Kenneth Wictor, architect.
3:00 - 4:00   Readers’ Advisory Session
             Jennifer Irwin
             Statewide Databases
             Gabe Hegyes
Membership, Finance and Conference Committee Reports
By: Greta Chapman, VP/Pres. Elect

Membership – The good news is new people are joining SDLA every month. The bad news is the membership has been dropping for the past seven years. The statistics are being reviewed to determine what may be a natural evolution, clarity in gathering data and the membership needs. Goals are established to stabilize and hopefully increase the membership including online registration forms and soon to be online payment, a Board Ambassador Program to welcome new members, collection of feedback via web forms annually from the membership, recognition of library and non-library related activities of the membership, and development of a new SDLA web presence for the membership. The overall goal is to increase membership by 5% by 2007.

Finance – The Board had an outside audit completed and the final report issued in December 2005. It gave SDLA a clean audit with all funding accounts balanced. A number of the audit suggestions have been implemented: Check and balance system for deposits, payments and reconciliation; Purchasing of Quickbooks to retain the same set of account information from year to year; Recording conference and investment accounts into a single operational budget and revenue report. Executive Secretary Brenda Hemmelman has been busy setting up new budget and revenue reports using Quickbooks that will make for smoother transactions and accounting with the numerous committees, sections and line items for the budget and revenue accounts.

2006 SDLA Annual Conference – SDLA, state and national library conference planning procedures were reviewed for the primary purpose of addressing a limited number of available volunteers and centralization of information for budget and programming efficiencies and effectiveness. A Conference Team Organizational Structure was developed to identify tasks for local volunteers and the tasks assigned to a Conference Chair and Executive Secretary. Local volunteers would focus upon the related to the conference hotel, i.e. room assignments, equipment, signage, meals etc. The Conference Chair and Executive Secretary would work upon registration, budget, conference website, exhibits and speaker confirmations. This new structure will be piloted for the 2006 conference for improvements in 2007. The conference website is launched and updates will be posted so check back http://www.rapidcitylibrary.org/sdlac/sdla2006.asp

Book Review — The Richest Man in Town


I wish I had still been a student at SDSU when Marty was a checker at Wal-Mart. The richest man in town is a short, inspirational book about a man who touched many lives, just by giving that little extra something.

Marty was a “simple man who ran a cash register” at the Brookings Wal-Mart. But Marty didn’t just hand customers their change and watch them leave. He would walk around the counter, shake the customer’s hand, and sincerely thank them for shopping there that day. Soon it became obvious what effect Marty had on people. His aisle 9 at Wal-Mart had a line of people eight deep while other checkers’ aisles remained empty.

Author V.J. Smith, Executive Director for the SDSU Alumni Association, recognized an extraordinary quality in Marty, and was inspired to write a letter to the president and CEO of Wal-Mart. This letter made Marty a celebrity, and sparked a friendship between the two men. Smith, also a professional speaker, began to make Marty the subject of his talks. Marty’s story has gone beyond Wal-Mart to be the subject of speeches, awards, and this book. Marty, like anyone who works a public service desk at a library, knew the power of a smile, a kind word, a sincere greeting, a handshake, and even an occasional hug. His story will bring laughter, tears, and a warm glow to any reader.

V.J. Smith shares three lessons that Marty taught him during their friendship. I encourage you to read the book and discover the lessons for yourself. Submitted by Brenda Hemmelman SDLA Executive Secretary.

continued from pg. 1

Ghost Ranch continued

Kay Christensen & Heidi Nickisch-Dugan attended the 2005 Institute.

tributor. The 2006 Institute has a new corporate sponsor: SIRSI. Due to the financial support of the corporate partner and the commitment of MPLA, the Institute is very affordable. SDLA sponsors two candidates to the Institute. If you meet the qualification requirements, I would encourage you to apply. To quote one of my 2005 Institute colleagues, “Go ahead and apply; the risk is small and the rewards are huge.”
Call for Nominations — SDLA Awards

We all know librarians or co-workers who deserve special recognition for the work they do. Here is your chance to give those special people the opportunity to be recognized—nominate them for one of eight South Dakota Library Association Awards.

A brief description of the awards appears below. A complete description and applications are available the SDLA website (http://www.sdlibraryassociation.org) and are due by August 1, 2006 to Elvita Landau, Chair, SDLA Public Relations Committee, 515 Third Street, Brookings, SD 57006.

Awards include the following:

**Trustee of the Year.** Recognizes trustees who have made outstanding contributions to library service in their communities.

**Librarian of the Year.** Recognizes librarians who have made significant contributions to effective and improved library service in a South Dakota community. Candidates for this award must have had more than ten years of service in the library profession, including at least six years of service within the State.

**Friend of the Library.** Recognizes individuals and organizations that have made significant contributions to library development in South Dakota while having no official connection with a library. The award is presented to someone who demonstrates initiative, support and creativity on behalf of a South Dakota library and to the betterment of the library and its services.

**New Librarian of the Year.** Recognizes beginning librarians who are making an impact upon the quality and role of library service. Candidates for this award will have five years or less of service within the state or elsewhere.

**Friend of School Library/Media Centers.** Recognizes individuals who have advanced school library/media centers in South Dakota. The recipient could be a school administrator, staff person, parent or community member who has promoted library services in schools and who has contributed outstanding leadership in improving those services.

**Distinguished Service Award.** A permanent award given to an SDLA member who has made notable contributions to the library profession or has significantly furthered development of libraries in South Dakota, or has significantly furthered development of libraries in South Dakota, or has performed exemplary service for an extended period of time. In the case of retired individuals, the nominee may be a past member of SDLA.

**Friend of the Health Sciences Library.** Recognizes the individual(s), group(s) or institution(s) that have provided the most significant leadership or support for the growth, development or improvement of health sciences library service within the state of South Dakota.

**Library Support Staff of the Year.** Recognizes support staff who are making a contribution to advance and strengthen support staff in the library community.

The South Dakota Center for the Book, a program of the South Dakota Humanities Council is one of 10 communities nation-wide selected to participate in The Big Read, a program of the National Endowment for the Arts in partnership with Arts Midwest.

The Big Read provides citizens with the opportunity to read and discuss a single book within their community. It is designed to revitalize the role of literature in the nation’s popular culture, and to bring the transformative power of literature into the lives of its citizens. Sioux Falls has chosen to read *To Kill a Mockingbird* by Harper Lee.

Through this initiative, the NEA is working with multiple partners across the country to encourage Americans to read for pleasure and enlightenment. The Big Read exemplifies the Arts Endowment’s commitment to help the arts become accessible to more Americans. The program is designed in response to the Reading at Risk survey showing all segments of society are reading less, especially 18-24 year olds.

In Sioux Falls, events include a readers’ theater developed by area high schools and universities, a youth and adult writing competition, a kick-off event featuring a discussion and screening of the film, and a visit by Mary Badham, the actress who played Scout in the film version of the book. A blog has also been created at www.sfbigread.blogspot.com.

For the schedule of events in Sioux Falls, visit http://sdhc.sdstate.org/bigread.html#Events

---

**SOUTH DAKOTA LIBRARY ASSOCIATION’S ANNUAL CONFERENCE**

**LIBRARIANS IN ACTION**

**KEYNOTE SPEAKERS INCLUDE**

**NANCY PEARL**

**SUE GRAFTON**

**JOSEPH BRUCHAC**

**SEPTEMBER 20-22, 2006**

**RAPID CITY, SD**
Hermosa celebrated the opening of the new library on Friday, January 13. Guests included county officials, commissioners, local residents, present and past board members, and the State Librarian. The Library is in the new East Custer County Annex Building at 234 Main St. and provides 20 hours of expanded services to eastern Custer County residents.

Renew your SDLA membership today!
The membership form is available on the website
www.sdlibraryassociation.org