

# Newsletter

*Big Horizons Close Community*

August—September 2015

[www.mpla.us](http://www.mpla.us)

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## IN THIS ISSUE

MPLA Election Information

MPLA/WLA Joint Conference  
Highlights

Connecting With Local  
Businesses at Durango  
Public Library

2016 MPLA Leadership Institute

Around the Region

Welcome New Members

Calendar

MPLA Quick Links

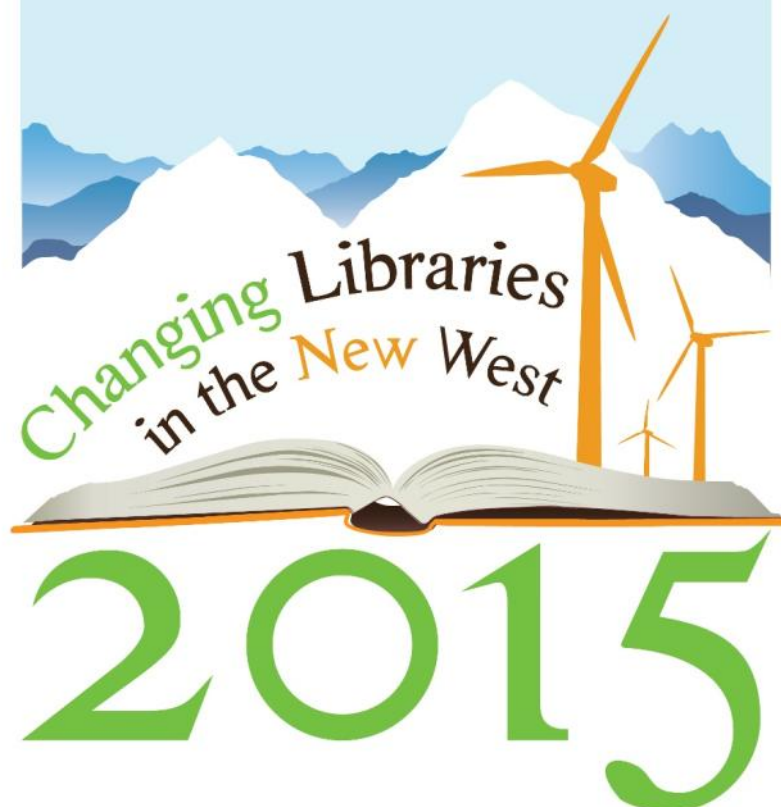
## ADVERTISERS SUPPORTING MPLA

**New Mexico State University/  
Doña Ana Community College**

**Stretch-a-Straws from Bill  
Coleman Entertainment**

## WLA-MPLA Conference

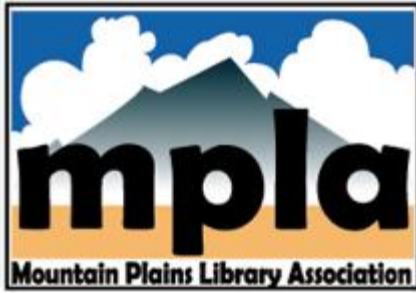
Cheyenne, Wyoming • September 23–25



*The Wyoming Library Association / Mountain Plains  
Library Association Annual Conference will be held in  
Cheyenne, September 23-25.*

*Look for conference highlights beginning on [page 3](#),  
or visit the [conference site](#) for details and registration.*

Arizona Colorado Kansas Montana Nebraska Nevada New Mexico  
North Dakota Oklahoma South Dakota Utah Wyoming



# Election Information

The election for 2015-2016 MPLA Officers will be held online, July 27 – August 7, 2015.

A ballot will be emailed to all eligible voters via MemberClicks. The online ballot will feature links to all [candidate information sheets](#), in case voters need to review them.



Candidates for President-Elect/Vice-President:



Mickey Coalwell



Leslie Horn Langley

Election results will be announced on August 12.

The new officers' terms will begin at the Wyoming Library Association / Mountain Plains Library Association joint conference in Cheyenne, September 23-25.

Candidates for Recording Secretary:



Melanie Argo



Sandra E. Messick



Thanks to all of the candidates for their willingness to serve!

# WLA-MPLA Conference

Cheyenne, Wyoming • September 23–25

Join your colleagues from Wyoming and throughout the twelve state Mountain Plains Library Association region for professional development, networking, and fun. The conference location is the beautiful [Little America Hotel & Resort](#), just a few miles from downtown Cheyenne.



Conference rates start as low as \$85, plus taxes and fees. For reservations, call

**1-800-445-6945**

**ask for WY Library Association rate**

*Block ends 8/22/2015*

Read on for conference highlights, and visit the [conference website](#) for [program details](#) and [online registration](#).





# MPLA/WLA Conference Highlights

MPLA/WLA Conference, continued from page 3

This year's WLA/MPLA Conference will include a wide range of [sessions](#) for librarians and library staff from all types of libraries. The Conference Committee received more than 90 program proposals, including 36 (40%) from MPLA members.

**Reminder!**

**Register by September 1 for best rates!**

**Full conference registration: \$125**  
for WLA/MPLA Members before 9/1

Find details, including preconference sessions, meals, single-day, and guest registration on the [registration page](#).

## Opening Reception

**Wednesday, September 23, 5-7 pm**

The opening reception will be held at the Cheyenne Frontier Days Old West Museum, where attendees can enjoy the exhibits while mingling with colleagues.



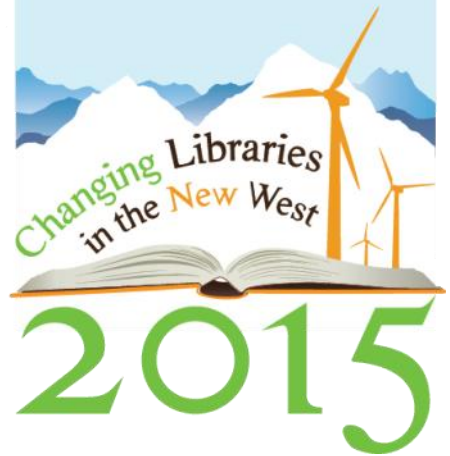
Trolley transportation between the Little America Resort and the Old West Museum will be provided.



Conference Chair Stephen Boss noted, "We thought the trolleys would be nice touch and would prevent us from having to engage in transportation logistics."

*Continued on page 5*

WLA-MPLA Conference  
Cheyenne, Wyoming • September 23–25



## Fast Facts About Cheyenne

- Cheyenne is the Wyoming State Capitol, and the seat of Laramie County. The population is 60,000.
- Cheyenne Regional Airport offers daily commercial flights to and from Denver International Airport.
- In September, average highs are in the 70s, and nighttime lows are in the 40s.
- Little America Hotel & Resort offers an airport shuttle. Find out about other ground transportation options at [Cheyenne.org](http://Cheyenne.org).
- Cheyenne is home to Cheyenne Frontier Days, the world's largest outdoor rodeo, along with many other [attractions](#).

## Keynote Speaker

The keynote speaker for the MPLA/WLA Conference will be Scott Ginsberg, an author, speaker, and consultant best known for wearing a nametag 24 hours a day, every day.

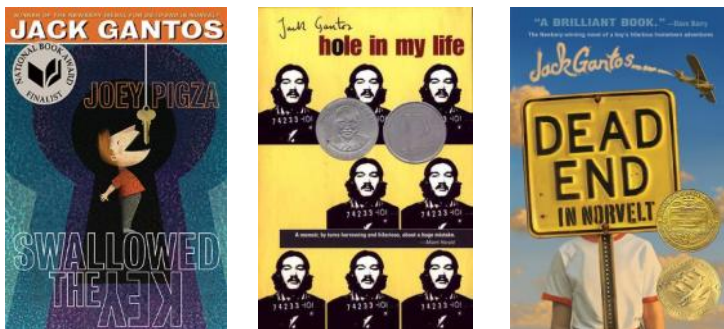


Ginsberg is the author of 27 books, an award winning blogger, and TEDx speaker. You can watch his TEDx talk [here](#), and find out more about him on his [website](#).

**Scott Ginsberg, “The Nametag Guy”**  
Author, Speaker, and Consultant

## Children’s Author

The featured author for the Children’s Author Luncheon will be Jack Gantos, the award winning author of books for children and teens. Gantos is most famous for creating the beloved characters Joey Pigza and Rotten Ralph.



Gantos’ most recent book, *The Key that Swallowed Joey Pigza*, is the fifth entry in the Joey Pigza series. His forthcoming autobiographical novel, *The Trouble in Me*, will be released by Farrar, Straus and Giroux in September.



*Continued on page 6*



# CONGRATULATIONS 2015 MPLA Award Winners

*Awards will be presented at the Wyoming Library Association / Mountain Plains Library Association Conference, in Cheyenne, September 23-2015.*

**MPLA Distinguished Service Award:** Jean Hatfield, Branch Manager of the Alford Branch of the Wichita (Kansas) Public Library.



**MPLA Unsung Hero Award:** Jean Whitehorse, New Mexico State Library Crownpoint Outreach Center.

**MPLA Beginning Professional Award:** Cherise Mead, Mesa (Arizona) Public Library.



**The Carl Gaumer Library Champion Award:** Wayne Hanway, Executive Director, Southeastern Public Library System of Oklahoma.

**MPLA Literary Contribution Award:** Craig Johnson, of Ucross, Wyoming, author of the Longmire mystery series.





MPLA members—you already know what a great deal membership in MPLA is, but not everyone does. Please pass this information on to colleagues who may not know.

First time members may join MPLA at half price of the already very low membership rates!

Join MPLA after September 1 and membership is for 2016, PLUS the rest of 2015!

Members receive reduced registration rates for joint-conferences. Join before the MPLA/Wyoming Library Association conference held September 23-25 in Cheyenne and receive the reduced member registration rate!

It's easy to join! Go to <http://mpla.us/services/membership/> and choose "Join Today".

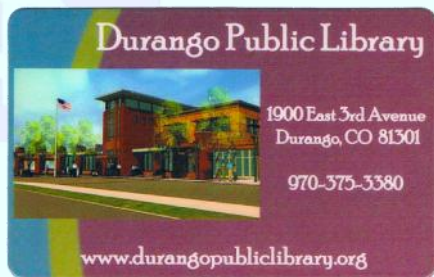


# Reaching out to Local Businesses at Durango Public Library

With National Library Card Month right around the corner in September, Durango Public Library's business services department is busy contacting local businesses for participation in our annual Library Card Discount Program.

For the past three years, Durango Public Library has partnered with local businesses to offer incentives to library patrons when they show their library card. The library does all of the coordination and basic advertising for the program, which has been highly successful.

The idea of using a library card as a discount card is not new. Our previous library director, Andy White, saw a similar program at another library, and charged me with planning, organizing, and coordinating a program here in Durango. The goal of the program would be to promote the value of a library card while supporting the library's funding.



Our library is a department within the City of Durango, funded by a city and La Plata County joint sales tax fund. We saw this as a win-win program idea. Increasing sales at local businesses would increase sales tax revenue, which supports library funding. This program also encourages Durango residents to get library cards, and boosts our circulation statistics.

After some discussion, we felt September would be a great fit for both the library and our local businesses. September is typically a slow month for businesses, and of course it is also National Library Card Month. Once the dates were set, it was time to begin the planning process. As with any new program, the initial planning was time consuming, but well worth it. I started by researching other libraries around the country that offered library card discount programs. I found that the Poudre River Public Library District in Fort Collins had a program called "Flash Your Card," and contacted them for more information.



by Donna Arment

*Continued on page 21*





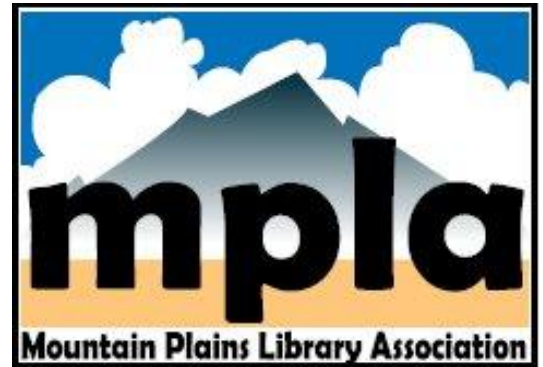
BUYING AND RELOADING A GROCERY  
GIFT CARD PURCHASED THROUGH MPLA  
RAISES FUNDS FOR MPLA'S PROGRAMS.

A FULL 5% OF YOUR PURCHASES MADE  
USING THE CARD AT PARTICIPATING STORES  
GOES DIRECTLY TO MPLA.

VISIT THE MPLA WEBSITE FOR DETAILS, AND  
REMEMBER MPLA/KING SOOPERS/KROGER  
GROCERY CARDS MAKE GREAT GIFTS!



# 2016



## Be a part of something big!

The MPLA Leadership Institute is a one of a kind opportunity to hone your leadership skills, and make lifelong connections with other library leaders from across the Mountain Plains region.

## Become a Fellow

Applications for Leadership Institute Fellows will be accepted through **October 31, 2015**.

*"The Institute was one of the most amazing experiences that I have ever participated in during my lifetime."*

*- 2012 Leadership Institute Fellow*

## Become a Mentor

Are you interested in helping to shape and guide future library leaders across MPLA's 12-state region? Do you have a natural tendency to listen, offer guidance, share expertise, and resolve problems? If so, please consider applying to be a mentor at the 2016 Leadership Institute. More information and an application form is available [here](#). Applications are due by **September 1, 2015**.

# Leadership Institute

## Apply Now!

### 2016 MPLA Leadership Institute

**When:** May 15 – 20, 2016

**Where:** YMCA of the Rockies, Estes Park CO

**Facilitator:** Maureen Sullivan

**Applications & more information online**

<http://www.mpla.us/quick-links/leadership-institute.html>



# Around the Region

## ARIZONA

Phoenix Public Library and the Museum of Northern Arizona (Flagstaff) were named as finalists for the 2015 National Medal for Museum and Library Service, awarded annually to museums and libraries for exceptional service to their communities. The Museum of Northern Arizona was awarded the National Medal in late April.



The American Library Association and the Will and Ann Eisner Family Foundation awarded the Will Eisner Graphic Novel Growth Grant to the Yuma High School Library, Yuma, AZ, at the ALA Annual Conference in San

Francisco in June. Graphic novels compose just 2.7 percent of the YHS Library collection, but they account for 31.8 percent of its circulation. The YHS project, "Improving Literacy and Enriching Lives," will expand its graphic novel collection to better serve the school's diverse student body, which includes students from low-income households and students who are English language learners.

The Arizona State Library hosted a Library Leadership Institute at the Historic COD Ranch from April 26-30. Maureen Sullivan facilitated the Institute with four mentors and 19 librarians from around Arizona.

## ARIZONA, continued...



Three of the Library Leadership Institute mentors were MPLA Leadership Institute alums: Mary Sanchez from the Pima County Public Library, Dan Stanton from the ASU Libraries, and Dale Savage from the Arizona State Library.



The 2015 Library Institute, *Small Libraries, Big Impact*, was held June 1-5 on the campus of Northern Arizona University in Flagstaff. The Library Development Division of the Arizona State Library hosted 26 small and rural library staff members from 13 of Arizona's 15 counties for five days of training focusing on community engagement, advocacy, collections, ethics & privacy, online searching, and the statewide database package.

## COLORADO

The Colorado College Tutt Library in Colorado Springs is

## COLORADO COLLEGE

undertaking a \$45 million expansion and renovation project, with designs being finalized. The project aims to make the library more accommodating to the college's academic block scheduling.





## COLORADO, continued...

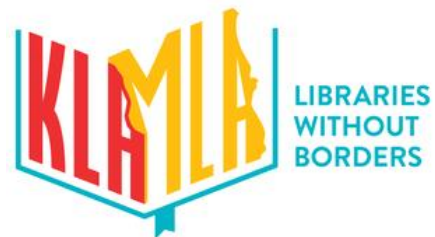
In June, the Cherry Creek Valley Rotary Club of Parker presented Douglas County Libraries with a \$10,000 gift for the naming of the Fusion media lab in the new library location under construction in Parker.



In September the Denver Public Library will offer “Photo Mashup Madness with IdeaLAB and History Colorado.” Participants will choose a historic downtown Denver photo from the library’s archives, and then hit the

streets, taking cameras outside to photograph the same spots. The last stop will be the library’s IdeaLAB, to combine the historic and current photos in Photo-shop.

Sandy Irwin has accepted the position of Director at Durango Public Library. She previously spent five years as the library’s Assistant Director.



The Kansas Library Association and the Missouri Library Association will hold their first ever joint annual conference, *Libraries Without Borders*, in Kansas City, MO, September 30—October 2. Details can be found [here](#).

The Northeast Kansas Library System (NEKLS) welcomed a number of new staff members over the summer. Michael McDonald is the new Library Development Consultant, Anna Foote accepted a position in Children’s Services and Continuing Education Support, and Dorinda Benton is the new Business Manager. NEKLS members will have a chance to meet the new staff at the Annual Meeting on August 13 in Topeka.

## KANSAS, continued...

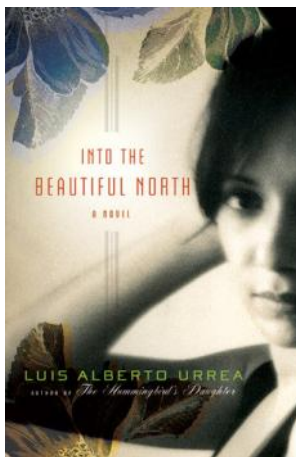
Manhattan Public Library Interlibrary Loan Clerk Melissa Lienemann left her position in July, when her family moved to Colorado. MPL Finishing Clerk Ida Smith has assumed the Interlibrary Loan position.



Seth Kastle read his picture book, *Why is Dad So Mad?*, at the Hays Public Library in June. *Why is Dad So Mad?*

is a story for children in military families whose father battles with combat related Post Traumatic Stress Disorder. June is also Post Traumatic Stress Disorder awareness month.

Kastle is a retired Company First Sergeant for the Army Reserve, and is now a professor at Fort Hays State University in Hays, KS. He is currently working on his next book, *Why is Mom So Mad?*



The City of Wichita and the Wichita Public library have announced that *Into the Beautiful North*, by Luis Alberto Urrea, is the 2015 Wichita Big Read selection. The Wichita Public Library and its partners will host events related to the book's themes, October 1 through November 15.

## MONTANA



Kathy Vaughan, from the Mansfield Library Preservation Department at the University of Montana offered an open house in April, during National Preservation Week. The open house gave students, staff, and faculty a chance to see examples of the various techniques and materials used to care for the Library's collections.



Cindy Christin, and other staff from Bozeman Public Library, are working with local school libraries to give students expanded access to books over the summer. With support from the kidsLINK After-school Program, funded by United Way, the school libraries are opening for short periods on 2-3 days over the summer.

Lewis & Clark Library has received a National Endowment for the Arts Big Read Grant, for the ninth time, an honor only two other libraries have matched. Lewis & Clark Library received a \$16,200 grant to host The Big Read Under The Big Sky, in October. The Big Read book selection is *True Grit*, by Charles Portis.





# NEBRASKA



MPLA member Tina Walker, Area Director of the Learning Resource Center at Mid-Plains Community College, was named the 2014-2015 winner of the award for MPCC Professional Achievement in Student Support. She earned this award by being an outstanding student advocate, and by constantly seeking means to improve student learning and retention. Tina is co-chair of MPLA's Communication Committee.



The South Sioux City, NE, Library held a Wine Making class in July. Participants learned the skills and materials needed to be a beginning wine maker.

Sky Seery was promoted to North Platte Learning Resource Center Supervisor from Library Technician II, in May. Sky is a member of MPLA, NLA, and a member/secretary for the Central Plains Library System (CPLS).



# NEVADA



Carson City Library will become the first public library in the nation to offer advanced manufacturing training and certification to library patrons.

The library will partner with Western Nevada College and the Manufacturing Skills Institute to provide formal in-library training and access to technology that will lead to a Manufacturing Technician 1 (MT1) certification, a national and industry-wide recognized credential. The Nevada State Library and Archives awarded the Library Services and Technology Act grant to Carson City Library in April with the goal of filling a workforce training need for area manufacturers.

This fall the Nevada State Library, Archives and Public Records (NSLAPR) will offer a leadership institute focused on community engagement and leading positive change in libraries. With the theme *Becoming a Catalyst for Change*, the Institute will feature keynote speakers Rivkah Sass, 2006 Library Journal Librarian of the Year, and Felton Thomas, President-Elect of the Public Library Association.



The Las Vegas-Clark County Library District offered a free, 3-week class in Guitar Basics 101 in July. Local guitar instructor Matt Hennager taught students how to read music, and what type of guitar to choose. He introduced guitar chords and other key components. By the end of the course, students were able to play a full song on the guitar.





# NEW MEXICO

The New Mexico Library Association Annual Conference will be held October 21-23, in Albuquerque.

The theme is *Create, Connect, Transform*. Program submissions will be accepted here through August 24, and conference registration will open soon. Look for details [here](#).



## NEW MEXICO, continued...

The 2015 New Mexico State Legislature passed two major items relating to libraries. During the regular session a measure was passed to allocate funds for the State Library to do a needs assessments of New Mexico libraries. During the June special legislative session, the Capital Outlay package was passed which included 49 library projects around the state.



Donna Burkholder retired from the Access Services Department of New Mexico State University Library on June 30, after 15 years of service. She looks forward to spending more time with her husband, her three children, and their families.



## Doña Ana Community College

# LIBRARY SCIENCE PROGRAM



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**P. O. Box 30001, MSC 3DA, Las Cruces, New Mexico 88003-8001 (575) 527-7567 or 1-800-903-7503, ext. 7567 • Fax: (575) 528-7280**



## NEW MEXICO, continued...



At least two libraries in New Mexico have reported nests with young birds. UNM Valencia Campus Library has shared pictures of a pair of owls and three owlets. Placitas Community Library keeps water in a small stone basin east of the library to attract birds. The library is also registered as an official nesting site with the Cornell Lab of Ornithology. This year there are two nesting boxes where a pair of Great Western Bluebirds are raising their young.



In April, the Albuquerque/Bernalillo County Public Library opened its first new branch library in 17 years. The new Central & Unser—Patrick J. Baca Library features two reading rooms (one specifically for young adults), a 150 seat community room, a children's activity room, and a collection of 55,000 items.



Colin O'Hanlon is the new librarian at the White Sands Missile Range Post Library. He's from Pittsburgh, PA, and served in the Army from 2004-2013. He earned

his MLIS at the University of Pittsburgh in 2014.

## NORTH DAKOTA



On June 12, the North Dakota State Library and the North Dakota Heritage Center were filled with children gathered together to celebrate reading. The Bismarck Veterans Memorial Public Library and the Morton Mandan Public Library worked with the North Dakota State Library to coordinate this exciting event, which is held to encourage kids to participate in the summer reading program at their local libraries.

State Librarian Mary Soucie has been visiting libraries throughout the state as part of her Librarian for a Day initiative. In May, she visited the Minot Public Library. While in Minot, she assisted with an after school program, met with area library directors, and presented a customer service workshop for library staff.



A number of North Dakota librarians took part in L<sup>3</sup>: The Rural Libraries and Literacy Leadership Institute, sponsored by the Otto Bremer Foundation. Participants formed teams among libraries or with other non-profits to work on projects that will benefit their communities. Participants attended programs on strategic planning, advocacy, fundraising, and marketing.



## NORTH DAKOTA, continued...



The Grand Forks Public Library Summer Reading Program Kick-Off Party was a huge success in June. More than 300 people crowded the front lawn of the library, and enjoyed meeting police officers, exploring fire trucks, and participating in hands-on activities.



More than 1,400 children signed up for the summer reading program at Fargo Public Library this year, and large crowds showed up for hero themed events including a visit with Fargo Police Office Cochran and his K-9, Falco.



The Bismarck Veterans Memorial Public Library hosted North Dakota's First Lady Betsy Dalrymple, who spoke about her book *Building a House, Making a Home: A History of the North Dakota Governor's Residence*.

## OKLAHOMA

Calypso Gilstrap, the new president of the Oklahoma Library Association, took office on July 1. Calypso is a school librarian at Norman High School. She will host an OLA Leadership Retreat this summer, where past and present OLA officers will meet and make plans for the association.



Tim Miller is the Oklahoma Library Association representative for MPLA. Tim is the Executive Director of the Western Plains Library System, and a recent participant in MPLA's Leadership Institute. He is the immediate past Treasurer of OLA.



iCon 2015, Oklahoma's library information technology conference, will be held August 6-7, in Stillwater. The conference, sponsored by the OLA Information Technology Roundtable, brings together librarians, technicians, developers, and programmers to discuss cutting-edge library technologies. Registration information and conference details are available [here](#).

Nicole Sump-Crethar and Dan Chaney, both of Oklahoma State University Library, met up with fellow MPLA member Mickey Coalwell in Kansas City, MO, in June.



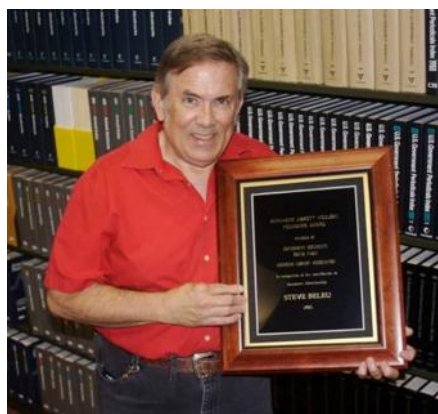


## OKLAHOMA, continued...



3 Questions With Dan Chaney & Jenny

You probably know Dan Chaney as the MPLA Webmaster, and faculty and students at Oklahoma State University know him as a Humanities and Social Sciences Librarian at Edmon Low Library. But you can learn much more about Dan (and his adorable dog, Jenny), in a new “Three Questions” video produced by the University, and available [here](#).



OLA member and Oklahoma Department of Libraries Federal Regional Depository Librarian Steve Beleu received the 2015 Bernadine Abbott

Hoduski Founders Award from ALA’s Government Documents Roundtable (GODORT) at the American Library Association Conference in June.

The award recognizes document librarians who may not be known at the national level, but who have made significant contributions to the field of state, international, local, or Federal documents. The award presentation cited Steve for his outreach and advocacy for government information at all levels. Since 2003, Steve has hosted more than 300 workshops on finding and using government information online. More than 3,000 people have attended these training sessions.

## SOUTH DAKOTA



The Huron Public Library offered a unique Roaming Readers program in May, where staff and patrons walked together while listening to audiobooks. The Roaming Readers met weekly, and time for stretching and checking out audio books was included in each one hour session.



Brookings Public Library and the Edith B. Siegrist

Public Library (Vermillion) have announced the availability of IndieFlix for Libraries, an online streaming service for award-winning independent films, shorts, and documentaries from around the world.

The South Dakota Public Library Annual Survey statistics compilation for 2014 reveals that overall library circulation in SD is down 3.9 percent from the previous year, and individual visits are down 2.7 percent. This is due, in large part, to the increased availability of e-books, e-magazines and other downloadables. Electronic circulation has grown substantially in the state.

The South Dakota State Library’s annual Library Training Institute was



held May 31 – June 5 at Dakota State University in Madison. MPLA’s Sharon Osenga, of Nebraska, was a guest facilitator. Bonnie McKewon of Iowa also provided training. An annual visitor to the institute to encourage students during the final stretch (or perhaps just to freak people out) is a stuffed raven, which shows up at various locations throughout the week.

## SOUTH DAKOTA, continued...

The South Dakota State Library's fourth annual School Library Boot Camp was held July 19-22 at Black Hills State University in Spearfish. The theme was *STEM in the 21st Century School Library*.



Husband-and-wife duo Rebecca Hall and Ken Anderson, both of Vermont, make up the band Hungrytown.

They brought their mix of folk and Americana music to Alexander Mitchell Public Library (Aberdeen) in June. They are currently on a tour of the Midwest, and are playing in Montana, North Dakota and South Dakota.



In June, a South Dakota One Book Young Readers book discussion was held at the Hazel L. Meyer Memorial Library in De Smet. This year's book was *Stink: Twice as Incredible*, by Megan McDonald. Eighteen children attended the book discussion, which was led by Jean Patrick of Mitchell.

Kathy Wibbels, Vice-President/President-Elect of the South Dakota Library Association and Director of the Yankton Community Library, attended the National Library Legislative Day in Washington, DC, in May. Her role as the representative of the South Dakota Library Association was to meet with our state's members of Congress to carry the message about legislation that affects libraries and to champion library funding.

## SOUTH DAKOTA, continued...



Curtis Mork, aka "The Lego Guy," visited a total of 22 South Dakota libraries to share his Lego stories and creations during summer reading programs. Mork was at the Rawlins Municipal Library in Pierre in June. Mork taught his audience about Lego history, showing off several of his own creations that he has built over the years. In keeping with the summer reading program theme of *Every Hero Has a Story*, after his presentation, Mork let the kids loose to build their own creations with the challenge of creating a trap to capture a bad (or good) guy.



The Edith B. Siegrist Vermillion Public Library hosted a 'Local Heroes' kick-off party to get their 2015 Summer Reading Program rolling with a bang. Representatives from the Vermillion Police Department, Fire Department, and EMTs were on hand, along with awesome vehicles like police cars, ambulances,

and a fire truck! Nearly 200 kids and parents joined in the fun.

On June 30, 19 children celebrated superheroes with the *Every Hero Has a Story* Summer Reading Program at the Faith Public/School Library.





# UTAH

The Utah State Library Division will offer UPLIFT Reference Training, geared to all Utah public library staff, in Richfield on August 11, and in West Jordan on August 18. Topics will include the reference interview, research databases, and more. Look for details and registration [here](#).



The University of Utah's Friends of the Marriott Library Sunday Lecture in September will feature Sarita Gaytan, author of *Tequila! Distilling the Spirit of Mexico*.

# WYOMING

Jamie Markus has been appointed Interim Wyoming State Librarian, effective June 17. Jamie takes on this role with the departure of Lesley Boughton, who is retiring after 17 years as State Librarian.

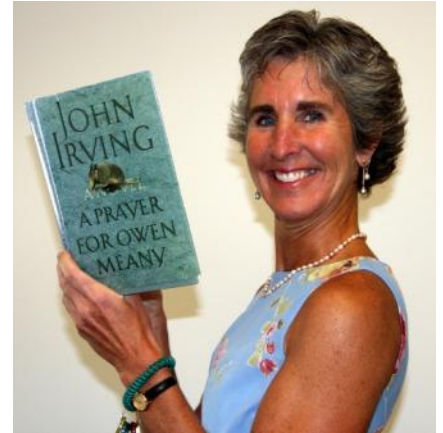


Markus has been with the State Library for ten years, and has worked as the Library Development Manager for the past six. He is a past president of the Wyoming Library Association.

"The State Library ... is here for our colleagues in the Wyoming library community," he said, "We're excited at the possibilities as we move into the future."

## Wyoming, continued...

Teton County Library Director Deb Adams announced in June that she will be retiring from her position in September.



"Teton County Library will always be grateful to Deb for her dedication to advancing the mission of the library and for her service to this community," said Teton County Library Board Vice Chair Carol Peck.



Maggie Farrell has left her position as Dean of Libraries at the University of Wyoming. She will be the Dean of Libraries at Clemson University, in South Carolina.



Wyoming's bestselling author, Craig Johnson was the Grand Marshall for Ten Sleep's Fourth of July Parade. After the parade, he spoke in the city park. He rode on a float sponsored by the Washakie County Library Foundation. Look for photos [here](#).

WLA-MPLA Conference  
Cheyenne, Wyoming • September 23-25



The MPLA / Wyoming Library Association Joint Conference will be held in Cheyenne, September 23-25. Read more beginning on [page 3](#), or visit the [conference site](#) for details.





Libraries have always amazed me with their willingness to share ideas. Not only did they answer all of my questions, they shared copies of their marketing materials and brochures. This was a great help, and I have to thank Poudre River Libraries for their assistance with this program. Of course a project of this size cannot be completed alone, so I was able to pull together a great team of three coworkers to assist in contacting, tracking and delivering materials to the businesses.

To build our business mailing list, we purchased the Chamber of Commerce membership list, and removed businesses we felt were not a good fit for the program. Our director wrote an invitation letter to the businesses, explaining the program and how to participate. The letter was sent out the old fashioned way, by snail mail.

We sent out around 300 letters, and hoped for the best. My goal was to have 50 businesses sign up the first year, and in the end we were able to get 52 businesses.

Our marketing strategy included creating a logo to help brand the program. This logo was included on all marketing materials, and printed on plastic decals that businesses could place on their doors or windows. We also created a display in the library, a section on our website, a brochure, and posters that included the business names, logos, incentives, and contact information. Most of our materials were designed and printed in-house, so the cost of the program was minimal.

The response from our local business community was amazing. Almost everyone who signed up for the program was excited about the experience, and returned the following year. Now, in the third year of the program, many businesses cannot wait to participate. As I attend local business meetings and talk about our program, many are ready to get involved and are anxious to sign up.

Each year, as we start to plan, I look back on the previous years and evaluate the program, looking for changes that would help make the program an even bigger success for the businesses and the library. For 2016, I plan on starting to send invitations to previous participants in early spring. These folks are already familiar with the program, and it will give them the opportunity of getting an early confirmation. It will also give us a jump start on planning the ads and brochure design.

*Continued on page 22*

What advice would I give on starting this program at your library? Begin by attending local business meetings and chamber events. This gives the businesses an opportunity to get to know you, and the library services available to them. Get on their agenda, and announce upcoming library programs. Many of them may be parents or book lovers, so sharing non-business related library programs will get them involved in your library. Many business owners love to crunch numbers, so share library statistics with them! How many card holders do you have? How many folks attend library programming? How many children and teens are involved with your summer reading program? Share those numbers!

I believe this is one reason our program has been so successful.

If you are interested in starting a similar program at your library, please feel free to contact me.

*Donna Arment is the Business Resources Librarian and Technical Services Supervisor at Durango Public Library, in Durango, CO. She may be reached at [donna.arment@durangogov.org](mailto:donna.arment@durangogov.org).*

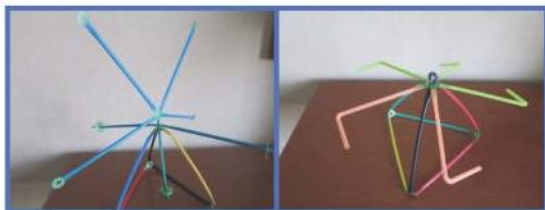


## HANDS-ON LIBRARY PROGRAMMING – STEM



from  
**Bill Coleman**  
entertainment

*Stretch your imagination with*  
**STRETCH-A-STRAW™**  
Waste plastic connectors  
and drinking straws



Connect ordinary drinking straws into imaginative projects using die-cut waste plastic from household waste such as milk cartons, ice cream cartons, cat litter jugs and other soft plastic containers.

**One hour Program Demo** includes using a die cutter to demonstrate cutting reusable connectors from milk cartons and the like, discussing briefly the difference between recycling and repurposing, and hands on activity with each artist getting a supply of reusable connectors and straws to assemble and additional supplies to take home.

**\$250 for each session**, plus mileage when appropriate  
Donations of clean plastic milk jugs or ice cream cartons, cat litter jugs or other clean, dry plastic containers welcomed.

Additional supplies for take home may be available for purchase.

**We are now accepting bookings for this program.**  
Currently booked with *Arapahoe Libraries* and also in *Estes Park*.

**Please call or email to reserve your dates.**

**Bill “Stretch” Coleman – Bill Coleman Entertainment**  
**303-922-4655 303-907-3855**

<https://www.stiltwalker.com/stretch-a-straw/>



# Welcome, New Members!

**Amy Brandley**  
Library Director  
El Reno Carnegie Library  
El Reno, OK

**Peter Bromberg**  
Associate Director  
Salt Lake County Library  
Salt Lake City, UT

**Tammy R. Charles**  
Director of Education  
Wyandotte Nation Wyandotte Nation Library  
Wyandotte, OK

**Emily Darowski**  
Psychology Librarian  
Brigham Young University Harold B. Lee Library  
Provo, UT

**Michelle DeKorver**  
Assistant Librarian  
Highland City Library  
Highland, UT

**David DeShong**  
Youth Services Director  
Chickasha Public Library  
Chickasha, OK

**Paula Emmons**  
Director  
Coweta Public Library  
Coweta, OK

**Samantha Free**  
Student  
Oklahoma University SLIS  
Tulsa, OK

**Bekah Goodman**  
Youth Services Librarian  
Salt Lake County Library Herriman Library  
Herriman, UT

**Cindy Stewart Grant**  
Library Director  
Tonganoxie Public Library  
Tonganoxie, KS

**Susan Griggs**  
Children's Librarian  
Spanish Fork Library  
Spanish Fork, UT

**Kameran Huggins**  
Branch Manager  
Southeastern Library System of Oklahoma  
Stigler Public Library  
Stigler, OK

**Jessie McKinney**  
Youth Services Librarian  
Salt Lake County Library Bingham Creek Library  
West Jordan, UT

**Cory Nimer**  
University Archivist  
Brigham Young University Harold B. Lee Library  
Provo, UT

**Rachel Pierce**  
Reference Librarian  
Lawton Public Library  
Lawton, OK

**Lyssa Prince**  
Knowledge Manager  
University of Oklahoma Outreach  
Tulsa, OK

**Tonya Y. Pritchett**  
Library Assistant, Teen Programmer  
Guthrie Public Library  
Guthrie, OK

**Carol Roberts**  
Associate Librarian  
Metropolitan Library System  
Choctaw, OK

**Angie Tait**  
Children's Program Director  
Richfield Public Library  
Richfield, UT

**Holt Zaugg**  
Assessment Librarian  
Brigham Young University Harold B. Lee Library  
Provo UT

# 2015-16 Calendar



**Wyoming Library Association/Mountain Plains Library Association joint conference**  
September 23-24; Cheyenne, WY

**South Dakota Library Association conference**  
September 23-25; Rapid City, SD

**Kansas Library Association conference**  
September 30-October 2; Kansas City, MO

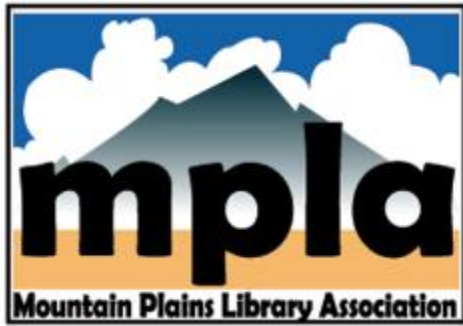
**Nevada Library Association conference**  
October 13-14; Fallon, NV

**Nebraska Library Association conference**  
October 14-16; Lincoln, NE

**Arizona Library Association conference**  
November 18-20; Flagstaff, AZ

**American Library Association Midwinter Meeting**  
January 8-12; Boston, MA





The Mountain Plains Library Association (MPLA) is a twelve state association of librarians, library paraprofessionals and friends of libraries in Arizona, Colorado, Kansas, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Utah and Wyoming. Its purpose is to promote the development of librarians and libraries by providing significant educational and networking opportunities.

## Quick Links:

Website: [www.mpla.us](http://www.mpla.us)

Executive Board – Officers, State Representatives and Staff:  
[www.mpla.us/personnel/executiveboard.html](http://www.mpla.us/personnel/executiveboard.html)

Join MPLA or Renew Membership:  
[www.mpla.us/membership/index.html](http://www.mpla.us/membership/index.html)

Professional Development Grants:  
[www.mpla.us/committees/profdev/grantslinks.html](http://www.mpla.us/committees/profdev/grantslinks.html)

Calendar: [www.mpla.us/calendar.html](http://www.mpla.us/calendar.html)

Awards Nomination Form:  
[www.mpla.us/forms/awardsnom.html](http://www.mpla.us/forms/awardsnom.html)

Grocery Card Program: [www.mpla.us/projects/grocerycard.html](http://www.mpla.us/projects/grocerycard.html)

Send Newsletter Information:  
[www.mpla.us/forms/newssubmission.html](http://www.mpla.us/forms/newssubmission.html)

Donate to MPLA: <http://www.mpla.us/forms/lidonation.html>

Professional Forum information:  
[www.mpla.us/events/mplaprof2014.pdf](http://www.mpla.us/events/mplaprof2014.pdf)

MPLA on Facebook: [www.facebook.com MPLALibraries](http://www.facebook.com/MPLALibraries)

The MPLA Newsletter is published bimonthly online by the Mountain Plains Library Association:

<http://mpla.us/documents/newsletter/index.html>

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Editor: Amadee Ricketts,  
Durango Public Library

Copy deadlines for articles, news, and advertisements:

- **January 1**
- **March 1**
- **May 1**
- **July 1**
- **September 1**
- **November 1**

## Advertising:

There is no charge to MPLA personal or institutional members for classified advertising.

Non-members are charged \$1.25/line. Display advertisement copy rates are available from [editor@mpla.us](mailto:editor@mpla.us).

## MPLA Membership:

For matters pertaining to individual or institutional memberships and address changes, contact:

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(303) 985-7795  
[execsecretary@mpla.us](mailto:execsecretary@mpla.us)