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Hello WLA Members,

Welcome to our fourth edition of WLA's eNewsletter, **Connect**. The purpose of the newsletter is twofold: to help publicize WLA activities and to encourage people throughout the state to share ideas and information about their library system.

Please share **Connect** with friends and coworkers who may be interested in learning about WLA and what libraries are up to throughout the state. Anyone may sign-up to receive **Connect** by emailing communications@wla.org.

Connect is a reflection of libraries throughout the state, both big and small. Please let us know what innovative or interesting developments are taking place at your library. We welcome article submissions and story ideas. Submission information is available at the bottom of this eNewsletter.

WLA Member Profile
Ellen Good



Celebrate WALE's 20th Anniversary Conference
October 13-14, 2011
Davenport Hotel, Spokane
[Read more...](#)

SAVE THE DATES!
April 18-20, 2012
Tulalip Resort

WLA 2012 Annual Conference

**One Tribe: Bringing
Washington's Libraries
Together**

On the 2012 Conference website, you'll also see we've posted information about the **conference registration rates and hotel information** as well as a **tentative schedule of events**. This information is being provided in advance to **assist our members and libraries in their budgeting and planning processes**.

**WLA Introduces Try Before
You Buy Membership
Campaign**

Are you interested in joining the Washington Library Association (WLA) for the first time?

Or, has it just been awhile since you were a WLA member?



"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones that you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover." -Mark Twain

WLA Connect is delighted to present this WLA member profile featuring Ellen Good.

Meet Ellen:

Q. How do you like your job as the Youth Services Librarian at the Camas Public Library?

A. I love it! The community is so supportive of the library, our staff is tight-knit and works together well, and we get lots of positive feedback from the public.

Q. How have you been personally involved in WLA?

A. I am on the Marketing and Communications Committee and have volunteered during the 2010 conference.

Q. What is your favorite thing about libraries?
[read more...](#)

Library Journal Webcasts: Continually Delivering Excellent Information

By Kelli Bragg, MLIS Student

Library Journal, now in its 133rd year of publication, is the oldest and most respected publication covering the library field and is an incredible Continuing Education resource. But LJ's rich bounty of information isn't found only

If so, then take advantage of this special offer to try a WLA membership for four months free!

Here's what you'll get with your trial membership:

1. WLA's electronic newsletter "Connect" with key information about the Association and its activities
2. The December issue of *Alki* - the official print journal of WLA
3. Platinum membership to all of WLA's Interest Groups, so you can explore communities of practice
4. Member rate at the WALE Conference in Spokane in October

[Learn more...](#)

between the covers of its print edition. [Their Web site](#) provides a veritable cornucopia of freely available Web casts (plus news and newsletters).

You can register for upcoming Webcasts or view archived Webcasts for up to one year after the broadcast. To see the list of Webcasts at the LJ site, [click here](#).

Or, if you're [visiting their site](#) just to look around, click on the "Tools" tab, then click on "Webcasts." And please do go look around, because LJ provides amazing newsletters: academic libraries, news for children and teen librarians, prepub alerts, etc. - truly something for everyone! Additionally, there are great blogs, books reviews for genres of all stripes, and, under the "Libraries & Librarians" tab, some usually-less-covered-but-still-important subjects like Buildings & Facilities discussions, Library Culture and ALA Conference News, etc...plus most have associated RSS feeds so that you're always learning about the latest information!

To showcase the variety of Webcast topics recently offered, check the brief list below - it's by no means comprehensive, but is meant to merely show thematic breadth. The titles are links that take you directly to an event registration page; all descriptions were taken directly from the LJ Web site.

Libraries are Essential: Building an Ongoing Connection: "We all know that in these tough economic times, libraries have a great value proposition for their communities... Join NoveList and Library Journal to hear just how libraries are building these ongoing connections ..." [read more...](#)

WLA's Annual Conference Update

By Kristin Piepho, 2012 Conference Chair



Dan Savage, Nancy Pearl, a Performer Showcase, collaborative art project and more!

The 2012 WLA Annual Conference scheduled April 18-20 at the Tulalip Resort is shaping up to be a very exciting conference.

By Friday's program proposal deadline, we received over 60 submissions - the highest in recent years! While the selection process does not begin until next month, I can tell you that this guarantees a stellar line-up to come.

While our conference committee has some innovative ideas, I'd love to hear from all of you as well, so don't hesitate to contact me. Kristin Piepho, kpiepho@sno-isle.org or 360-651-7017.

What IS a Print Disability? An Answer and Resources

By Kelli Bragg, MLIS Student

Libraries are commonly understood to be the repositories of the human experience, storehouses which take that human experience and from it, create opportunities for library consumers to "learn, grow, and know" (quoted phrase attributed to Jim Rettig in his November 2008 President's Message, American Libraries).

During my time in the UA's SLIS program, I've realized that there are certain directions where I'd like to see my career head. One main area of

interests, thanks to excellent instructors for my Information Technology and Metadata classes, is the universal accessibility described in the ALA's Bill of Rights: "A person's right to use the library should not be denied or abridged because of disabilities."

We can achieve that unabridged library use for all consumers, but first word needs to get out as widely as possible about what exactly print disabilities are, and then how to use our talents to create an equal library experience.

I've no doubt that combining Web technology with the power of metadata will allow us to provide all customers equal access to items that let them "learn, grow, and know." Why do I have no doubt? Because, as librarians, once we know a situation needs attention, we roll up our sleeves and get to work - it's in our genes.

Therefore, I would like to occasionally contribute posts to help get the word out about print disabilities; I hope you find them informative. [read more...](#)

Library Services to Older Adults: Best Practices

By Kerry Maher, Baby Boomer Librarian, King County Library System

Who do we define as "older adults"? The first of America's 77 million Baby Boomers turned 65 this year, and most of them have no intention of being considered a senior citizen for quite a while. They are redefining what getting old and retiring means today, so libraries need to redefine their services to "older adults."

Some libraries use 50+ as their name for this target group, but isn't there really more than one target group in the 50+ segment? "The typical Boomer believes that old age doesn't begin until age 72." The Pew Internet & American Life Project defines the generations as Younger Boomers (Ages 46-55), Older Boomers (Ages 56-64), the Silent Generation (Ages 65-73), and the GI generation (Age 74+). That's four different target groups in the 50+ segment.

Transforming Life After 50: A Resource for Librarians emphasizes that increased longevity gives Baby Boomers options for new transitions. "Baby Boomers prefer intergenerational environments; are the wealthiest group in history, but also face financial insecurity; have benefited from medical advances and stay active longer; have a thirst for lifelong learning; participate as a volunteer on a regular basis; and sometimes work past "retirement" age or find part-time jobs after retirement. They also are big fans of social networking.

What is the best way to market services to these "older adults"? [read more...](#)

Hurricanes, Tornados and Flooding: The Spanish Inquisition for Libraries

By Erin Mettling, University of Washington iSchool Student

No one expects the Spanish Inquisition! Even when one does, it is difficult to protect against it fully. There is no offense when it comes to the Spanish Inquisition; one can only be on the defensive. What am I going on about? In this instance, the Spanish Inquisition is a natural disaster, and libraries need a preparedness plan for when one strikes. These plans range from basic fire procedures to what is to be done with the collection in the event of flooding, building damage and bug infestation.

There is no way to prevent a storm. They happen despite our wishes. Under some preparedness plans, the rarest or most valuable items in a library's collection are saved. They are removed at the time of a drill, or they are kept in water- or fire-proof vaults. Not everything can be saved in the event of disaster striking, so plans for repairs in the aftermath of destruction must be made.

I started thinking about all of this about a week

ago. I was has having a conversation with my new landlord about books. It moved from what we've read recently to what is done in libraries that have been hit by a storm of any kind. He wanted to know what happens when the damage is on a scale as large as Katrina or Irene. What if the library doesn't have the money needed to save the water-damaged books? What happens when the mold sets in and the infrastructure needs repair or rebuilding? He suggested a library emergency response unit that would have portable book dryers. They would be the first on the scene of a disaster, save what books they can, and write up the initial report for the insurance claim. [read more...](#)

Have an article you'd like to submit for WLA's Connect Newsletter? Send submissions to WLA's Marketing & Communications Chair, Brooke Fisher, communications@wla.org

Was Connect forwarded to you from a WLA member?
To subscribe to Connect, email communications@wla.org