

cOue Pasa?

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“Mobilizing Libraries; Designing Experiences” is Theme of 2011 Amigos Online Member Conference

“Mobilizing Libraries; Designing Experiences,” an examination of library technology and the customer experience, will be the theme of the May 18-19, 2011 Amigos Member Conference online. Conference programs will focus on enhancing the quality of the major service points in the patron experience in libraries of all types and sizes. Sessions will range from high-tech discussions on mobile apps, gadgets, and kiosks that allow patrons to get in touch with their libraries in ways never before

possible to more traditional ideals of good customer service through smart merchandising and high-touch, high-quality service.

Keynote speakers Jason Griffey and Steven Bell headline the conference.

Griffey, who is Head

of Library Information Technology at the University of Tennessee at Chattanooga, will discuss mobile and personal digital devices. He is an active blogger and author of two books, the most recent of which is *Mobile Technologies & Libraries*. His latest article is entitled “Gadgets & Gizmos: Personal Electronics and the Library.” *Pattern Recognition*, his personal and professional blog, has been active since 2003. He is a columnist for the *ALA TechSource* blog and writes for *American Libraries* at *Perpetual Beta*, a gadget, technology, and tips and tricks blog for libraries and higher education that focuses on the use of multimedia, incorporating audio and video. Griffey was named one of Library Journal’s *Movers & Shakers for 2009*, and has served on the faculty for the *Academic Library 2.0 preconference* at the Computers in Libraries and Internet Librarian conferences

sponsored by *Information Today*. Griffey is active in the Library and Information Technology Association, a division of the American Library Association. He is administrator and author for *LITABlog*, a past chair of the *LITA Interest Group BIGWIG*, an organizer of the *BIGWIG Social Software Showcase*, the 2008-2010 Chair for the LITA Program Planning Committee and Director at Large on the LITA Board for 2010-2012.

Dr. Steven Bell is Associate University Librarian for Research & Instructional Services at Temple University Libraries, Philadelphia, PA. He writes and speaks frequently on topics such as information retrieval, library and learning technologies, and academic librarianship. As an adjunct professor at the Drexel University College of Information Science and Technology, Dr. Bell teaches courses on online searching, academic librarianship, and business information resources. He created *Steven Bell’s Keeping Up Web Site* and *The Kept-Up Academic Librarian* to promote current awareness skills and resources and help academic librarians keep up with the latest developments in higher education. He also blogs at *ACRLog* and *Designing Better Libraries*, which promotes design thinking and user experience skills for librarians. He is co-author of the book *Academic Librarianship by Design*, an in-depth discussion of blended librarianship and how it integrates with design thinking that provides examples and profiles of blended librarianship in practice.

Amigos is currently seeking presenters for the conference, and invites those interested to complete and submit proposals using the [online proposal form](#) by January 14, 2011. For those who have never presented online, Amigos will be happy to provide assistance and will conduct orientation and practice sessions prior to the conference. Producers will also be on hand to assist presenters throughout their scheduled 45-minute sessions. Possible topics include QR codes, twitter feeds, mobile reference, mobile websites, customer service, and kiosks, and other topics will be considered. Amigos will advise all submitters by January 24, 2011, as to whether or not their proposals have been accepted.

[Laura Kimberly](#), Senior Operations Manager at Amigos, invites anyone with questions about the Amigos 2011 online conference or presenting programs to contact her at 1-800-843-8482, ext. 2864. *QP*

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Viewpoint from the Chair

Whenever I hear that the [Amigos Member Discount Program](#) has added new names to an already solid lineup of vendor partners, as a member of the Amigos Board of Directors my first thought is usually “Good for them!” From my vantage point on the Board, I know how hard Amigos’ staff works to negotiate the best possible deals, and I applaud them for a job well done on behalf of all Amigos members.



Bill Hair

Then, reflecting on my own institution as an Amigos member, my next thought, naturally enough, is “Good for me!”

Amigos recently announced the finalizing of agreements with [Access Video on Demand](#) from Films Media Group, a film streaming product offered exclusively to public libraries, and [Tell Me More](#), a language learning software product. This brings to five the number of new vendor partners Amigos has added since July.

What a tremendous benefit the Member Discount Program is for everyone! As an Amigos member, I know that Amigos’ staff leverages our collective purchasing power to work out the best possible deals with vendors, usually better than we as individuals could negotiate. I am also spared having to meet with each individual vendor. I know they’re all a swell bunch, but who has that kind of time?

For their part, vendors love working with Amigos, because it gains them a level of market penetration that would be nearly impossible to achieve otherwise. In other words, they can reach hundreds of libraries without having to call on all of us. We librarians are a swell bunch too, but who has that kind of time?

We save time and dollars with the Amigos Member Discount Program, valuable commodities these days. I urge you to visit the Member Discount Program on the Amigos website and acquaint yourself with these new offerings and the many others available to you as an Amigos member.

Bill Hair, Chair, Amigos Board of Directors

December Board of Directors Meeting Highlights

In Chair Bill Hair’s absence, Vice Chair Anne Prestamo presided over the December 3 meeting of the Amigos Board of Directors in Dallas.

The meeting began with a planning session in which Board members reviewed and discussed possible changes to the organization’s current Mission Statement, Values and Vision Statement, and Guiding Principles, and developed goals and strategies for the next Strategic Plan. The Board’s Executive Committee will review the input received and present final versions of each item to the full Board for approval at a March 11, 2011 meeting.

In the Chair’s report, Prestamo announced appointments to the Conflict of Interest Policy Review Task Force and Fellowship and Opportunity Award Selection Committee.

In other matters, the Board received the final report on an audit of Amigos’ operations for FY2010. The Dallas accounting firm Weaver, LLC, which conducted the audit, issued Amigos an “unqualified” opinion, the equivalent of an excellent performance report.

The Board approved a revision to the Amigos Conflict of Interest administrative policy that describes in greater detail the provisions and steps to be taken to avoid conflict of interest.

Treasurer Patrick Heath presented the organization’s financial report, noting that net operations through October showed positive performances for both operations and investments.

Prestamo, who serves as Chair, Americas Regional Council of the OCLC Global Council, shared information about OCLC governance and updates on other topics.

Amigos President and Chief Executive Officer Bonnie Juergens provided various reports to update Directors on the operations of the organization. *QP*

Want to Be Featured in *¿Que Pasa?*

Do you have a creative way to engage patrons? Doing something innovative at your library? We want to help you spread the word! Contact Larry Godwin, godwin@amigos.org, for the opportunity to be featured in an issue of *¿Que Pasa?*



Carla Stoffle

Nominating Committee Seeks Amigos Board Candidates

The Amigos Nominating Committee is seeking nominations for individuals to serve on the Amigos Board of Directors. Voting Representatives of Amigos member libraries will elect three librarians and one Independent Director to serve three-year terms on the Board. Election results will be announced at the May 18, 2011 Amigos Member Business Meeting.

The Nominating Committee, chaired by Director Carla Stoffle, invites those interested in serving or wishing to nominate a colleague to contact her or any committee member by January 15, 2011.

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Amigos Member Librarian Wins National Award

Stefanie Wittenbach, university librarian at Amigos member Texas A&M University-San Antonio, has been named a winner of the Carnegie Corporation of New York/*New York Times* I



Molly Raphael and Stefanie Wittenbach

Love My Librarian Award. Wittenbach is one of 10 librarians nationwide recognized for service to her community. The winners were chosen from a field of more than 2,000 librarians nominated by library supporters. Each winner received a \$5,000 cash award and was honored at a December 9 ceremony and reception in New York City hosted by the *Times*.

A former Amigos staff member who has served as an adjunct instructor, Wittenbach was recognized for her efforts in building library services from the bottom up on a new university campus.

The award, which began as *The New York Times* Librarian Awards in 2000, is now a collaborative program of Carnegie Corporation of New York, *The New York Times* and the American Library Association (ALA). The ALA administered the award through the Campaign for America's Libraries, its public awareness campaign that promotes the value of libraries and librarians.

Wittenbach commented on the award and her trip to New York City. "The award means so much to me because it's a national award, and because of the heartfelt nominations written by two faculty members. I consider it a "People's Choice" award! It's a great honor and I now carry more responsibility to represent all of the wonderful librarians who serve their communities on a daily basis."

"The ceremony in New York City was wonderful! The president and CEO of *The New York Times*, Janet L. Robinson, was the emcee of the event. Gail Collins, columnist for *The New York Times*, Vartan Gregorian, president of Carnegie Corporation of New York, and Molly Raphael, president-elect of the American Library Association, also spoke. We were on the 15th floor of *The New York Times* building, overlooking the Hudson River and Manhattan. It was my first trip to New York City, so it was a doubly special event." *QP*

Courier Service Completes Transition

In a December 2 memo to participating libraries, Amigos announced that the Trans-Amigos Express/TEexpress courier service had completed its 3-month transition to a new service provider.

The memo sent by Erica Owusu, TAE Coordinator for the courier service, noted that some glitches and hiccups had occurred during the transition to Celerity Systems, the new provider, while drivers and library staffs gained familiarity with each other and with changes in hub numbers. She observed that as everyone has become acquainted with the changes, misdirected shipments have decreased. Of the approximately 40,000 packages shipped through the courier service each month, Owusu calculated that misdirected shipments have accounted for less than half of one percent of the total. Nonetheless, she said, Amigos remains concerned with misdirected shipments and continues to work diligently with all parties to minimize them. Last year's introduction of distinctive purple nylon shipping bags – enhanced by a recent doubling of bags in circulation – has been a significant factor in reducing errors. The next innovation in reducing shipping errors, electronic tracking of shipments, is still in the planning stage.

Owusu advised participants that the annual courier service customer satisfaction survey would be sent to them later this month. This year's survey will combine questions regarding the previous year's service with questions covering the transition. She urged participants to complete and return the surveys to provide Amigos the feedback necessary to further refine and improve the program to meet participants' needs.

Owusu thanked participants for their "cooperation, patience, understanding, and support" during the transition, noting that it takes the combined efforts of all involved to ensure the courier service performs as it should. *QP*

Amigos to Host "RDA @ Your Library" Online Conference February 4

Amigos will host the online conference "RDA @ Your Library" February 4, 2011. The balanced program will address a variety of topics and views, including concepts behind Resource Description and Access (RDA), the RDA Toolkit, RDA's impact on library metadata, training, and implementation, and considerations in making the choice to implement or not.

Conference speakers include Barbara Tillet, Library of Congress; Michael Gorman, California State University, Fresno; Diane Hillmann, Metadata Management Associates, and J. McRee "Mac" Elrod, Special Libraries Cataloging. Additionally, various integrated library systems vendors will present information on RDA's impact on their systems. ALA Publishing will conduct a presentation on Anglo-American Cataloging Rules, Second Edition (AACR2)-to-RDA from the co-publishers perspective. OCLC will present a view of RDA and OCLC.

RDA launched June 23, 2010, designed to replace the existing AACR2. The USA national libraries – the Library of Congress, National Library of Medicine, and National Agriculture Library – chose to test RDA prior to implementation to ensure its operational, technical, and economic feasibility. Learn more about the testing process and partnerships on the [Library of Congress](#) website.

Conference seating is limited and those interested in participating are urged to register as soon as possible. Early bird registration ends January 21, 2011. To learn more and to register, visit the [conference website](#).

Subscribe to AmigosNow

AmigosNow is the bi-monthly digest of the Amigos news feeds on topics of interest to Amigos members.

Click [here](#) to subscribe.



Amigos Seeks 2011 Fellowship Applicants

Applications are now being accepted for the 2011 Amigos Fellowship and Opportunity Award.

The [Amigos Fellowship and Opportunity Award Program](#) supports library innovation, development, and research. Through a competitive application process, up to \$7,500 is available to staff members in Amigos member libraries to fund projects that stress innovation, cooperation, leadership, and development of libraries and librarians.

The [application guidelines](#) have been revised to include an Opportunity Award component, allowing for consideration of a wide range of projects from all types of libraries.

Final applications for 2011 Amigos Fellowship and Opportunity Awards are due March 1, 2011. Amigos strongly encourages applicants to submit proposals for preliminary review. The deadline for submitting a draft for preliminary review is January 20, 2011.

For more information, review the application process or contact Laura Kimberly, opportunity@amigos.org or 1-800-843-8482, ext. 2864. *QP*

Amigos Hosts “Going Green 2” Online Conference

Amigos hosted the online conference “Going Green @ Your Library 2: Working Green, Teaching Green” November 3 as a follow-up to last year’s well-received online conference “Going Green @ Your Library: Lean, Green, Clean Ideas.”

Keynote speaker Monika Antonelli, Reference/Outreach Librarian at Minnesota State University, Mankato, began the conference with “Greening Libraries 2.0: The Next Steps.” The opening session was followed by two program tracks – Teaching Green and Working Green – whose speakers discussed various local and national initiatives in the green library movement. Presentations included “Greening Library Buildings” by Jackie Shane, University of New Mexico; “8 Easy Steps to Green Your Library’s IT” by Jim Lynch and Sarah Washburn, TechSoup.org; and “Fuelling Green Debate” by Erin O’Toole and Carl Adkins, University of North Texas.

All sessions were recorded and are available by contacting [Tim Prather](#) at Amigos, 1-800-843-8482, ext. 2892. *QP*

Welcome to the Newest Amigos Members!

Art Institute of San Antonio

Ms. Toni Hoelscher
Director of Library Services
San Antonio, TX
Join date: November 2010

Hawaii State Public Library System

Mr. Richard Burns
State Librarian
Honolulu, HI
Join date: November 2010

Montana State Library

Mrs. Darlene Staffeldt
Montana State Librarian
Helena, MT
Join date: November 2010

Oregon State Library

Mr. Jim Schepcke
State Librarian
Salem, OR
Join date: November 2010

Texas A&M University - San Antonio

Ms. Stefanie Wittenbach
University Librarian
San Antonio, TX
Join date: November 2010

View the Amigos Continuing Education Services Training Schedule at <http://www.amigos.org/node/218> for an up-to-date training schedule and registration information.

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