Dear Members,

In a recent conversation the following saying was passed on: *a day is long but a year is short*. Moving out of the year as ILA President and on to the Past President position, this saying holds true for me. Since being Vice President/President elect and looking back, time has been short. Reflecting on the last few years of the ILA organization transition, piece by piece felt impossible. The ILA office is in place and the Bylaws Committee has done an excellent job of allowing the free flow of energy to recharge the organization.

As reflected by the enthusiasm at the fall conference in Dubuque and the successful Annual Planning meeting in Johnston on November 2, one can plainly see that the partners are pulling together to provide opportunities for ILA members to become engaged in their areas of interest: one great example of enthusiasm being the Iowa Library Association Foundation silent auction at the conference. Mary Heinzman and I never thought that two liters of soda and pizza would bring in almost $300 for the Foundation. The auction raised $5,738.50, the raffle raised $3,603, and the 30x30x3 Campaign raised $2,493 for a total of $12,334.50 – all for the good of ILA. Such enthusiasm is infectious.

I look forward to serving ILA members as Past President in the upcoming year. I also look forward to joining the fun in whatever opportunities come along with fellow ILA members. Thanks for the opportunity.

Lorraine Borowski
ILA President

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2013 Dues Renewal Notice

Watch your email for the ILA 2013 Dues Renewal Notice in mid-Decem-ber. You can print and mail or fax your membership form, or you can renew online on ILA’s website. If ILA does not have your email address, you will receive your first notice via postal mail. Memberships are for the calendar year.

*The Iowa Library Association advocates for quality library services for all Iowans and provides leadership, education and support for its members. The benefits of membership in this organization are well worth the costs. Please renew!*
Get To Know ILA Director Katherine Howsare
The Accidental Librarian

Nearly ten years ago, I started the SLIS program at the University of Iowa. Looking back, there were likely a number of causes: empty nest syndrome, career fatigue, encroaching middle age, and a bargain with a friend to just try out a library class. Unfortunately, he never showed up, and I did. At that time, I had been a school counselor for about twenty years and an English teacher before that. I expected that going through library school would be a hobby (expensive) and I might never finish.

Finally, after cramming a two-year M.A. into five, I graduated in May, 2008. That year, sadly, the librarian in my school lost her husband to cancer and moved back home, so I moved into her job upstairs.

Having joined ILA during my student days, I joined the PR committee about four years ago. Last summer, I was a late draft pick to run for Executive Board. Although I begged ILA members not to vote for me, apparently they did, because I am now finishing my first year on the Board. The organization has made some very forward thinking decisions in the past couple of years in moving from a dedicated office and staff to contracting with Diversified Management Services, in posting the newsletter digitally, and in focusing on unifying the divisions. I look forward to the next two years. I would also like to recognize the efforts of Dale Vande Haar, Lorraine Borowski, Louise Alcorn, and Tena Hansen for their tireless leadership of ILA during the past few years. They are quite an act to follow!

In the Urbandale High library, we are excited to have an advanced video/audio editing room this year; a fun collaboration with the great Urbandale Public Library and its Foundation to fund and hold a monthly book group here for our students; increased involvement in embedding technology in every Common Core area; and an exponential increase in the use of our facility which is a center for learning by building and district staff, students, activities, community education, and outside community groups all day and during many evenings and weekends. The unique flexibility of our tables, chairs, and shelving on castors has facilitated this mutually beneficial use of our library space.

Outside my teacher librarian position, I also serve on our: building leadership team, district leadership team, technology committee, social studies review committee, and the district strategic planning group. I like to travel, adjunct teach at DMACC Urban Campus, read, grow plants, walk, volunteer as a Master Gardener, and watch a remarkably handsome, good-natured 18-month old grow up. He is, coincidentally, my grandson.

ALA Councilor Report

Kathy Parsons, ALA Councilor, has again done an excellent job of representing ILA’s interests to ALA. Kathy attended the Annual Conference in Anaheim in June. Although she did arrive a day early to enjoy Disneyland, she kept her nose to the grindstone during the conference, attending many meetings and sessions. She reported on a session in which four other states’ leadership development programs were discussed.

Also notable in her report was the announcement that ALA has enjoyed positive growth in revenues over the last year and that it is financially sound, given the economic times.

ILA Call For Nominations

The ILA Nominating Committee invites your participation! We are seeking names of members who are qualified to run for the following Iowa Library Association officer positions:

- **Vice President/President Elect** – One person will be elected.
- **Executive Board** – Two board members will be elected from a slate of candidates.
- **ALA Councilor** – One person will be elected. This position requires membership in ALA as well.

In accordance with ILA Bylaws, the Nominating Committee’s selection of nominees “should be made with a view to achieving balanced representation of geographical areas and kinds of libraries. Commitment to the Association and to librarianship in general should outweigh all other considerations. A nominee must be a personal member in good standing of the Association.”

Please take a moment to reflect on those ILA colleagues who will make great leaders for the Association and send us their names. **Self nominations are welcome and encouraged. All nominations are confidential.** Please forward any names and brief qualifications to a member of the committee no later than **January 1st, 2013.**

Dan Chibnall, Chair  
Jean Donham  
Susan Macken  
Nominating Committee

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**Iowa Library Association 2013 Legislative Agenda**

Libraries enrich Iowa. Iowans are turning to their libraries in increasing numbers. Iowans depend on libraries for internet access, early literacy programming for young children, homework assistance, health care information and, especially now, resources for job searches, career development, and education. To support these vital services, the Iowa Library Association asks the General Assembly to meet the following goals in 2013:

- Rebuild the support system for Iowa libraries by returning funding for Iowa Library Services to its 2009 funding levels.
- Continue to increase funding for Enrich Iowa to support the vital role of libraries in Iowa communities. The 2012 Legislature restored half of the money going to local libraries. Adding back the rest strengthens library resource sharing and interlibrary loan services, which makes Iowa’s library system an efficient network accessible to all Iowans.
- Continue funding for state-wide access to a career and work-force related database for Iowans.
- Recognize the important role Iowa teacher librarians play in developing 21st century information and digital literacy skills by insuring that teacher librarians remain part of the education team in all Iowa schools.
- Preserve hometown governance in Iowa’s public libraries by maintaining support for the policy-making autonomy of public library boards of trustees.

The Iowa Library Association will continue to monitor and address other legislative issues as they affect the Iowa library community. The Iowa Library Association is the organized voice of the Iowa library community. Its 1500 members sustain Iowa’s public, academic, school, and special libraries.

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**2013 Legislative Dates To Remember**

**Lobby From Home Day**  
Wednesday, February 6, 2013

**Legislative Day**  
Wednesday, March 6, 2013

*Mark your calendars with these important dates!*

Watch for additional information on the ILA website and in the next issue of the *Catalyst.*

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Your Opportunity To Participate In ILEAD USA

Innovative Librarians Explore, Apply, and Discover
The 21st Century Technology and Leadership Skills Institute for the States

The primary goal of ILEAD USA is to implement a national program which develops the knowledge, skills, and abilities of library staff to understand and to respond to users’ needs through the application of participatory technology tools.

ILEAD USA is a competitive program with applicants applying in teams of five members in participating states. A statewide Steering Committee reviews the applicant pool and selects teams. Twenty-eight teams will be formed from five states, including five teams composed of Iowa library staff members.

As part of the application process, ILEAD USA teams identify a single group project of the team’s design that will address at least one identified need within their communities of users. For example, a project could address and meet the needs of a community related to economic development. Teams use the skills and training acquired throughout the sessions to develop, implement, manage, and evaluate the projects. In addition, within the application, each team member identifies a user or patron within the team’s community who will serve as an advisor and a conduit for feedback about programs and services.

The participants, also known as ILEADers, will implement web technologies that foster community participation as well as develop leadership, innovation, and positive change. Project ILEAD USA will expand library staff members’ leadership skills and their abilities to use participatory technology to address and identify community need. Successful applicants will be Iowa library staff members who are innovative and interested in learning technology, and who want to join their users in virtual spaces.

Each team of participants will have one mentor. The primary role of the mentor is to foster team building, and to shepherd the team to complete their team product. The ILEAD USA program is also seeking instructors to guide the teams in developing, learning, and implementing technology to meet the identified need. Those interested in being mentors and instructors must apply.

The ILEADers, Mentors, Instructors, and Iowa’s Project Steering Committee will all meet in person three times during the duration of the project. Three conferences will be held in Iowa, and simultaneously with the other participating states. The dates for these conferences are: March 25-28, 2013; June 17-20, 2013; and October 21-24, 2013.

Iowa library staff members are encouraged to apply. The application deadline is December 14, 2012. The applications can be found at www.webjunction.org/partners/illinois/il-programs/ileadusa/ilead-usa-iowa.html.

For questions or for more information about this project, contact Alysia Peich, Iowa Library Services Library Consultant and Project Lead, 515-281-6788, alysia.peich@lib.state.ia.us.

ILEAD USA does not take a “sink or swim” approach to continuing education; rather, it is learning by immersion—buoyed by instructors, by mentors, and by the participating library staff who work collaboratively to match the assessed needs of their users with the appropriate technology tools. ILEAD USA is made possible by a Laura Bush 21st Century Librarian Program grant, awarded to the Iowa Library Services by the Institute of Museum and Library Services.
ILA Leadership Transitions

Incoming

Ankeny Public Library Director Sarah Willeford was elected to the position of Vice President/President Elect of ILA. Sarah has held a number of positions at ILA including, most recently, Chair of the Governmental Affairs Committee, where she was very active in developing the ILA Legislative Agenda. In her statement of professional concern, Sarah wrote: “ILA must continue to strengthen its role as an advocate for all libraries and in the development of its members. By utilizing the vast experience of the membership, by developing opportunities for collaboration, by allowing all libraries to have a voice, and by providing guidance and leadership, ILA will continue to assist libraries in their changing roles within their communities.”

Kathy Kaldenberg, Media Specialist at the Solon Community School District, and Jill Sanders, Director of the Elkader Public Library, were each elected to three-year terms on the Executive Board.

Outgoing

ILA thanks outgoing Executive Board members Louise Alcorn, West Des Moines Public Library, and Tena Hanson, Estherville Public Library.

Many thanks are also due to outgoing Past President Dale Vande Haar, Des Moines Public School District, for serving two terms as ILA president and leading the Iowa library community through a difficult transition. Shortly after Dale was elected to the position of Vice President/President Elect, a “perfect storm” of situations occurred, moving Dale into the role of President for two years and into the spotlight of a series of meetings around the state to discuss the reorganization of the Iowa Library Service Areas and the State Library. Dale and the other committee members attended countless meetings to gather input from library staff, citizens, and legislators. A well-thought-out solution was proposed and accepted by the Legislature. Thanks, Dale, for your help and support!
The ILA Conference in Dubuque kicked off with four pre-conferences on Wednesday drawing over 130 registrants. The Grand Opening of Exhibits, sponsored by OPN Architects, began dramatically when all the lights in the Exhibit Hall went out. The rising of lights lent an atmospheric touch to the great exhibits. The Conference Reception was held at the newly-remodeled Carnegie-Stout Public Library. Visitors enjoyed music, food, and conversation while enjoying the remarkable face-lift given to the library by OPN Architects. ILA would like to thank the City of Dubuque for its generous support of this event.

Conference concurrent sessions included digital projects, book clubs, Wi-Fi in the library, health information for teens, and much more. Thursday’s keynoter Chris Harris inspired members, speaking on e-books and the changing patterns of information access, while encouraging libraries to work together. Congratulations to ILA Member of the Year Barb Corson, who was recognized for her hard work on behalf of ILA and Iowa’s libraries.

The ILA Silent Auction included a pizza challenge between the incoming and outgoing ILA presidents, which resulted in a frenzied final round of bidding. The challenge raised almost $300 for ILA. At Thursday evening’s banquet, attendees honored long-time ILA members. Banquet speaker Bob Anderson, Director of the Raptor Research Project, spoke on the Decorah eagle webcam project.

Friday morning speaker Douglas County Libraries’ Director Jamie LaRue spoke to price increases for e-books, “First Sale” ownership issues, the rise of independent publishers, and the tremendous increase in self-publishing. “Blue
Zone” author Dan Buettner shared detailed plans for Blue Zone communities at Friday’s luncheon. Iowa cities are embracing the concepts in an attempt to provide healthy lifestyles for citizens. Libraries can offer residents information services, materials, and creative programming for supporting the initiative. Lorraine Borowski passed the gavel to 2013 ILA president Mary Heinzman.

A Thank You goes out to ILA’s exhibitors, who help make these conferences possible. A listing of exhibitors can be found in the 2012 Conference Program on the ILA website under “Past Conferences.” Thanks to the following for their support of conference breakfasts and breaks: Thursday Continental Breakfast—University of Iowa School of Library & Information Science; Conference Orientation/New Members Breakfast—George Lawson Consulting; Thursday AM break—Innovative Interfaces; Thursday PM break—Jones Library Sales; Friday AM Break—Tech Logic.

We would like to thank the 2012 Conference Planning Committee for their hard work in putting together this conference: Linda Adams, Beth Burrow, Barbara Peterson, Jennie Garner, Jerri Heid, Carol Kirsch, Amy McGraw, Pat Means, Sarah Meyer-Reyerson, Jill Sanders, Denny Sharp, Mary Heinzman, Barb Corson, Becky Johnson, Ellen Van Waart, Kris Stacy-Bates Susan Henricks, and Danielle Day, as well as ILA Office Staff Andrea Heisterkamp, Melissa Primus, and (through August) Denise Ballesteros.

The Local Arrangements Committee, headed by Susan Henricks and Danielle Day, also deserve our recognition and thanks: Dan Boice, Dawn Hayslett, Jonathan Helmke, Mary Anne Knefel, Sue Liebold, Joyce Meldrem, Deb Seiffert, and Shirley Vonderhaar, as well as additional volunteers who helped with sessions and events.

We hope to see you October 16-18, 2013 in Coralville for next year’s conference.

Lorraine Borowski
Mary McInroy
2012 Conference Coordinators

Storytelling: Powerful Communication

Storytelling is for librarians who are public speakers, communicators, presenters, persuaders, educators, preservers, and politicians. It is a multi-type librarian need, skill, emphasis, technique, and means to teach and learn.

Great storytellers often speak at ILA. Reading their reports would not touch our spirits the way hearing their stories does. We begin to apply what we learn from them immediately. Some speakers give great reports. Their information does not have the urgency and the excitement that is generated when the information is couched in a story.

ILA Storytellers’ Roundtable exists so that storyteller/librarians can help other storyteller/librarians improve their communication skills. We tell stories in addition to presenting reports to add the visceral to the verbal. We want to improve our speaking skills as well as our abilities as keepers and sharers of culture, and as people keeping the human touch in libraries and lives.

Stories exist on a continuum: from the hopes and dreams we share with newborns, through the stories that enhance our working lives, to the stories which comfort the dying. Storytelling makes learning memorable along the way. Libraries and
funding sources learn from the stories they share, whether their stories are automating a circulation system, standing up to censorship, serving “interesting” patrons, or even “Not so long ago and not so far away…” Storytelling is for librarians who want to use practical skills and the human touch so that vivid communications result.

Thirty years of opportunities through the Storytellers’ Roundtable of the Iowa Library Association is best expressed in a gathering of stories shared through our newsletter for members; our presence on the ILA website, including our three part Program Provider directory; and our Facebook page. Storytellers share best face-to-face in such conference opportunities as “Stories after Hours” and the pre-conferences and speakers Storytellers’ Roundtable sponsors. Duffy DeFrance and Patricia Coffie are among the members who have been there from the beginning and are still telling stories.

If you have been involved in Storytellers’ Roundtable any time from 1983 to the present, please contact Patricia Coffie at maemaude@webiowaplus.net so that you can be kept informed of plans for 2013. Officers: Duffy DeFrance, Zach Stier, Kolleen Taylor and Cathy Van Brocklin, are making exciting plans to celebrate 30 years of Storytellers’ Roundtable at ILA 2013.

The Foundation Board Thanks Members And Friends For Their Support

The ILAF Board is pleased to announce that, with your help, we raised more than $12,000 at the ILA Conference this year.

Thanks to our many generous supporters, the silent auction, the raffle, and the 30x30x3 Campaign were a big success. Our cowboy-themed fundraising song must have touched a nerve, and we had a lot of fun regaling you!

A big thank you to everyone who participated at the conference, and for those of you who may have missed it this year, you can still contribute to ILAF on the ILA website.

**ILA Board**
- Linda Adams
- Lois Blythe
- Sarah Clendineng
- Barbara Corson, President
- Karen Davidson
- Mary Heinzman
- Ken Jones
- Tim Jones
- Tom Kessler
- Marlys Lien
- Susan Moore
- Kay Runge
- Wendy Street
- Emily Weaver
- Mike Wright

*Top Row: Raffle Winner Nick Shimmin and Susan Moore; ILA President’s Challenge at Silent Auction Raised Nearly $300; Raffle Winner R. Cecilia Knight and Susan Moore*

*Bottom Row: ILAF Board Members Practice; Ready to Sing; Jennifer Doore Receiving ILA Foundation Scholarship from Sarah Clendineng*
ILA’s Future: The 2012-2015 Strategic Plan

At the business meeting of the 2012 Conference, the ILA membership approved adoption of the most recent three-year strategic plan, available on the ILA webpage. This had been slightly revised from the 2011-2014 plan, but the revisions are significant.

First, the plan puts additional emphasis on our role as advocates for libraries. ALL of us are advocates. For ALL libraries. We have many political and financial challenges facing us, and this is the time for us – as the Iowa Library Association – to strengthen our advocacy.

Second, the plan directs us to look for alliances with ALL kinds of organizations or groups. We need not limit ourselves to working only with other educational organizations. No, we must form alliances, collaborate, cooperate with any other group that can help us get out our message, that Iowans use, appreciate, and need healthy libraries.

Finally, the plan encourages us to think of how to best recruit, train, and involve new leadership. As the needs of the membership changes, new leadership must emerge to meet new challenges. We also must work on continuity within our subdivisions. Too many new leaders are thrown into responsibilities without any kind of preparation. We can do better than this. We have to do better than this!

And looking farther on down the road …

As the Strategic Planning Committee begins work on crafting a new plan for 2013-16, we will again be surveying the officers of ILA’s committees, subdivisions, and roundtables to learn what they are planning, and to find out what their concerns and hopes are for the future. We need to hear from everyone because, as we know, we’re all in this together!

Dan Boice, Chair
Lynne Carey
Sarah Clendening
Joan Curbow
Karen Davidson
Erin Feingold
Vicki Hibbert
Jet Kofoot
Strategic Planning Committee
Letter From The Incoming ILA President

Dear Members:

We’ve recently wrapped up a very successful ILA Fall Conference in Dubuque, and an Annual Planning Day at the Johnston Public Library. Thank you to everyone who participated! There were a lot of good ideas generated at both of these activities, and I’m excited to help ILA Committees, Subdivisions, and Roundtables implement these ideas in the coming year!

Some of the initiatives to work on this year include:

- Advocate, advocate, advocate for all types of libraries! We need to find new and better ways to tell our stories, not only to legislators but also to administrators, our communities, our campuses and schools, local businesses, and others.
- Build healthy libraries (fiscally, culturally, physically) to support healthy communities/campuses/schools.
- Pay it forward. Finalize updates to the ILA Bylaws and Operational Manual to ensure a sustainable organization, explore new funding alternatives, share knowledge and ideas with others by volunteering for committees and conferences, mentor those new to the library profession.
- Reach out to, and work with, other libraries, other organizations, and other communities to increase the impact of our initiatives. Support the Healthiest State Initiative, the Blue Zones project, the ILEAD USA grant project, the Joint Statement on E-content Pricing, the Leadership Institute, etc.

If you are interested in getting involved at any level with ILA, please let me know at heinzeanmarryb@sau.edu. There are a lot of ways you can help out. Watch for (and participate in) the ILA Legislative Day next spring and the annual ILA Conference next October in Coralville. I’m looking forward to working with all of you!

Mary Heinze
ILA President, 2013

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Finance Committee Report

The Finance Committee has met two times so far in 2012 (May and September). The committee will meet again in November to compile a proposed budget for 2012 for the Executive Board’s consideration. At this time the committee will also meet with DMS to discuss ideas for future income.

At each of the regular meetings, the committee as a whole reviews the monthly financial reports, monitoring income and expenses. The annual audit was performed by Robert M. Knapp, CPA, PC. The auditor was very complimentary about the accounting work being done by DMS.

The Finance Committee has discussed the current dues structure. The committee is recommending that an ad-hoc committee be formed to look at the ILA dues structure and membership fee changes.

You may view ILA’s financial documents on the ILA website. Go to the Membership tab and click on “Member Central”. If you have any trouble logging in, contact the ILA office at 515-273-5322 or 800-452-5507, or fill in the email form at www.iowalibraryassociation.org/index.php/about-ila/contact-ila.

Susan Knippel, Chair
Lorraine Borawski
Ryan Gjerde
Susan Kling
Jeffrey Kushkowksi
John Lerdal
Nancy Trask
Finance Committee

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