BCLA Shelflist

Greetings! Here is another issue of the BCLA electronic newsletter. If you have comments, questions or problems please let us know. lpirlroth@state.pa.us or fholt@alb.edu

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Spring Meeting

Please join BCLA at the Duke Street Business Center in Lancaster for the Spring Meeting and Library Tour!

When: The Spring Meeting will be held on Friday, June 1, 2007. We will be meeting in the Penn State Berks campus parking lot at 1:00pm to carpool. Please park in the first section of the lot off of Broadcasting road. Plan to arrive at 1:00pm so that we can leave at 1:15pm. The meeting and tour will last until approximately 4:00pm.

About the tour: The Lancaster Public Library is home to the recently established Duke Street Business Center. Diane Pawling, an experienced Business Reference Librarian and former BCLA member, will be introducing us to the resources and the services available to both LPL cardholders and the public.

RSVP: Please respond by Friday, May 18th to Jennifer Balas – jxbalas@reading.lib.pa.us
Regardless of if you will be driving separately or if you are carpooling please RSVP so that we have an accurate head count and can send directions. Also, if you think you would be interested in staying for dinner and to experience some of Lancaster's
First Friday events, please let Jennifer know in your RSVP.

A Heartfelt Thank You

In the past year, many people worked to make BCLA's anniversary year a success. Special thanks go to Jennifer Balas, Vice President, Celia Colby, Secretary, and Mindy Peters, Treasurer. They always stepped up to the plate and did whatever was needed. Leslie Pirl-Roth edited a professional newsletter and managed to take what was given her and make it look pretty as well as being informative. Joe Zappacosta took care of our website and our list, making sure everyone was kept informed. Wendy Schmehl and Julie Rinehart were always available for advice whenever needed. Without the support of the entire staff of Gingrich Library at Albright College, I could not have done the work of being President. Thank you all!
Fianna Holt

ACRL Poster Session

BCLA member Sylvia Pham co-presented a poster session at the recent ACRL annual conference in Baltimore. The presentation focused on the use of the Kutztown University reference department's use of an "Art Wall" to showcase student art and provide unique ways to meet both educational needs and allow for collaboration amongst the students, the art department and the library.

ACRL, 13th Annual Conference, Baltimore, MD.
Theme: Sailing into the Future-Charting Our Destiny
Impressions/Remembrances
By Pat Brosenne

I was born and raised in Baltimore and I remember the "Inner Harbor" when it was mostly rotting piers, oil slicked water and floating trash. It is wonderful to come back and see the transformation!

This was my first ACRL convention. One of the strongest impressions I had was seeing 3,000 librarians all in one room for the kickoff speech by Michael Eric Dyson. 3.000 librarians all in one place! The feeling of seeing so many librarians in one place was quite inspiring and empowering.

Like any major convention there were the familiar components- Keynote addresses; panel discussions; contributed papers; exhibits; workshops; forums; invited papers; poster sessions, and something relatively new called Cyber Zed Shed presentations. These were half hour sessions presented all day long on a wide variety subjects in a curtained off area next to the exhibit hall. Sessions were actually 20 minutes with ten minutes for Q & A. Many titles involved things I never heard of or described familiar things in new ways. Some examples are "Second Life: Academic Libraries on the MUVE (Multi-User Virtual Environments"; "Video IM –The Next Step in Virtual Reference" and "The Library Will Now be Podcast." Catchy titles for catchy concepts. The brevity of the presentations enabled one to cover a wide area in a limited amount of time.

In fact "time" or rather the lack of it was one of the issues in attending a conference like this. There were so many interesting topics but not enough time to see them all.

Poster sessions were another way of seeing many different ideas. There were over 60 poster sessions presented in two one hour time slots on Friday and Saturday. They were extremely popular and extremely crowded. Many presenters ran out of handouts and some were so crowded one had difficulty getting near them. In those cases one either gave the presenter a business card or placed one's email on a sheet for the poster presenter to contact later. I have been receiving those follow-ups regularly.

Conference programs dealt with one of six conference tracks and/or 7 specific themes.

Tracks- Attracting and Thriving; Collaborations; Content, Collections and Access; The Environment for Libraries; Libraries and the Imagination; Teaching and Learning. Themes-

Deep Waters (challenges); Getting your Sea Legs (early career issues); Hoisting the Sails (leadership); Lifelines (values); Passport to Success (effective practices); Squalls (controversies); Rocking the Boat (Innovations).

The conference program did an excellent job of mapping individual presentations to the major tracks and themes. And one could always mix and match.

The three keynote speakers were very interesting but not without controversy. Michael Eric Dyson and John Waters were as much performers as well as keynote speakers. Several people walked out of Waters' presentation. While Nina Totenberg did not speak directly on the Supreme Court, the Q & A dealt mainly with those experiences.

The best part is that the conference continues virtually. Log onto <http://www.acrl.org/ala/acrl/acrlevents/baltimore/baltimore.htm> and follow the virtual conference to learn more.

BCLA 40th Anniversary & Winter Meeting Presentation

Wendy Schmehl and I presented "Technology in the Library: A look at the technological capabilities of the library in 1967 vs. 2007". Wendy provided demonstrations of creating catalog cards, the trials and tribulations of the 4 part ILL form, and a demonstration on using the McBee system to perform a search for materials. I discussed some of the technology currently utilized in modern libraries, including automated integrated library systems, the advanced and detailed capabilities of database searching, and the ability for library science students to take classes online. Click on the link to view the full PowerPoint presentation.

http://www.reading.lib.pa.us/BCLA/newsletters/BCLA.ppt

Mindy Peters
Treasurer

Winter Meeting Minutes
March 23, 2007
Viva Restaurant & Bar

Call to Order:
Fianna Holt, BCLA President, called the meeting to order at 1:18 pm the Viva Restaurant & Bar with 24 people attending.

Fianna welcomed originating BCLA member Betty Hanf who received her B.A. in Chemistry at the University of Pennsylvania and then went on to take classes at Drexel University in library science. At the time of BCLA's inception (known originally as the Special Libraries of Berks County), she served as a corporate librarian at Polymer Corporation. Betty noted that we had left out one name from our list: Barry Robinson of The Glidden Company.

Approval of Minutes:
A motion was made to approve the minutes of the November 3, 2006, fall meeting by Pam Hehr and seconded by Darla Wagner. Motion carried. The Secretary will file the approved 2007 winter meeting minutes.

Treasurer's Report:
Mindy Peters, Treasurer, submitted the Treasurer's Report. The previous balance was $1,124.19. For this reporting period, income amounted to $955.00 and expenditures totaled $422.11. The

remaining balance as of March 23, 2007 is $1,657.08. The Treasurer's Report is filed with these minutes. It was reported by Mindy Peters that there are 60 total members.

Committee Reports:
None.

Old Business:
None.

New Business:
A nominating committee was formed to create a slate of officers for the 2007 – 2008 year. Kathy Mazurek will chair this committee along with Mary Ellen Heckman, Darla Wagner and alternate Melanie Solon.

Announcements:
A "Save the Date" reminder was given for the next BCLA meeting. Our Spring meeting will be held at the Lancaster Public Library on Friday, June 1, 2007.   We will be touring their Duke Street Business Center after our short business meeting and have been encouraged to stay and explore Lancaster by participating in Lancaster Arts' First Friday events. More information will be forthcoming. Here is a link to the library's home site: www.lancaster.lib.pa.us and visit www.lancasterarts.com too!

Adjournment:
A motion to adjourn the meeting was made by Rosemary Deegan and seconded by Helen Sheimo Flynn at 1:32 pm. Motion carried.

Meeting minutes respectfully submitted by Celia Colby, Secretary.

Presidential Musings

By our current President, Fianna Holt

Presidential Musings, or, Who is this MARC person anyway?

MARC is a part of my daily life and probably the most important library concept I have ever learned. I have been waiting for over 25 years for someone to ask me to speak about this topic or write about it. For those of us who are catalogers, we "speak" MARC. Our friends think we are talking about a fellow staff member. Maybe MARC is.

MARC (MAchine Readable Cataloging) was developed for bibliographic records at the Library of Congress in the 1960's by a team lead by Henriette D. Avram and was used mainly to produce catalog cards for that library. MARC was split into fixed fields with codes for various concepts and variable fields for title, authors and subjects. In the variable fields, lines were tagged and indicators and subfield codes further defined. The beauty of MARC is that, unlike a database with defined lengths, each MARC record can contain whatever fields it needs and those fields can have as few or as many characters as required. (There had been a limit to record size and field lengths in the past but the last few incarnations of MARC have made them much larger. It is difficult to exceed the field and record length today.) In the early years, there were eight formats for the eight types of library materials with some universal tags, and some tags which were unique to the type of material. It was soon evident that this was unnecessary and format integration was proposed. Now, I can use any tag with any type of material if it is pertinent to the item cataloged. A 245 is always a title and the 300 contains the collation in all types of material. A 511 performer's note is usually used in video and music cataloging.

Our online catalogs would not exist without the underpinning of MARC. The tags, indicators and subfields tell the OPAC where to put the information. Unknown to the user, we search the OPAC using specific MARC tags, whether a variable tag or one from the fixed fields. The displays are regulated by the use of MARC.

MARC has become the metadata standard for cataloging all over the world. I can go to a Finnish library, set the display to MARC and know the author, title, publication information and collation. (Even if I don't know the language of the subject headings, I could still identify them.)

So who (or what) is MARC? My answer would be the most elegant cataloging transfer format in the world.

For further reading: There is a lot of material on MARC out there. As old as it is, I recommend Walt Crawford's book: Marc for library use: understanding integrated USMARC. 2nd ed. Boston: G.K. Hall, c1989. A wonderful workbook is: Millsap, Larry and Ferl, Terry Ellen. Descriptive cataloging for the AACR2R and the integrated MARC format: a how-to-do-it workbook. Rev. ed. New York: Neal-Schuman, c1997. There are many books on specific types of cataloging which also deal with MARC.

And a thank you for the inspiration for these musings to the author of a forgotten article on MARC cataloging where the author's spouse wanted to know who MARC was, and to my spouse who definitely doesn't know and has never asked!

SLBC – Before the First Meeting

By now most BCLA members are probably familiar with how our organization started as the Special Libraries of Berks County, and you have a feel for the initial goals of the organization and the role of the founding members. At the winter 2007 meeting we were honored to have one of those original founding members, Betty Hanf, in attendance. During the business meeting Betty informed us that we missed an important individual in our history write up. Coincidentally that same day Betty turned over some old papers and speeches she had written when she was an active member, asking that they be stored with the organization's historical records (housed with Wendy Schmehl at Carpenter Technology Corp.) It was through Betty's files that I was able to piece together a previously unknown piece of our history.

The member we had left out of our history was Mr. F. Barry Robinson, who had been the librarian at Glidden. The way SLBC got started (before the first meeting) was with some planning by Ruth Stratton and Betty. They created a questionnaire and it was sent to fifteen organizations during March, 1967. The organizations were selected based on the fact that they were known to have literature resources. Responses were received from thirteen organizations, amongst those was Mr. Robinson. He offered to help in the planning process, providing feedback and suggestions on how to plan the very first meeting and the priorities of the organization, drawing on earlier experience he had from creating a similar organization for the Reading Chemists Club. Unfortunately this relevant detail of our organization's past was sadly overlooked because Mr. Robinson died unexpectedly, just before the first meeting could be carried out. The history as we had previously known it did not document or take into account the combined efforts of Ruth, Betty and Barry.

The correct founding members list is as follows:

Marion Daub – Community General
Betty Hanf – Polymer Corp.
Doris Levan – St. Joseph Hospital
Lenora Ludwig – Penn State
Robert Knouse – Carpenter Steel
Dr. Josephine Raeppel – Albright College
F. Barry Robinson - Glidden
Irene Schmidt – Reading Hospital
Ruth Stratton – Western Electric
Carolyn Unruh – Reading Hospital

Many thanks to Betty Hanf for helping us to fill in this previously unknown gap in our organization's history.

Mindy Peters
Treasurer

Sue Gallagher

Position: Library Technician, Technical Services, Albright College.
Where and when born: Reading, PA, April 19, 1951.
First job: Threshold Rehabilitation Services, Caseworker.
Accomplishment I'm proudest of: My children appreciate and/or love books.
When I have spare time, my favorite thing to do is: Wander Nolde or Blue Marsh with my Chesapeake Bay Retriever.
Dream vacation: A historical tour of Ireland and the U.K., including a stop at the Open Championship to see Tiger play.
How I plan to spend my retirement: Traveling within the southeast corner of PA (and surrounds) to the many great eating establishments so that somebody else may cook my lunch or dinner.
Favorite TV program: Cash in the attic (BBC version).
All-time favorite book: Mists of Avalon.
The habit I just cannot break: Drinking Diet-Pepsi.
Proudest moment of my life: My oldest son will be getting his J.D. from the University of Richmond in May 2007, and with honors!
Job I would like to have for one day: Queen of England.
People may be surprised to know that I: still have many dreams.
Berks County's biggest secret: Nolde at dawn.